



TOWN OF STONY PLAIN COMMUNITY & SOCIAL DEVELOPMENT

PROGRESS UPDATE

VOLUNTEERISM & CIVIC ENGAGEMENT STRATEGY



INTRODUCTION

This status report provides an update on progress toward the **Volunteerism & Civic Engagement Strategy**, accepted by Council for information in May 2024.

Progress is being made across the strategy’s four focus areas:

- **OPPORTUNITIES**
- **COMMUNITY LEADERSHIP**
- **ORGANIZATIONAL CAPACITY**
- **ENHANCING AWARENESS**

Key accomplishments include improvements to the *Better Impact* volunteer database, expanded volunteer promotion and recognition, the launch of the *Inspired to Lead* leadership program, and continued capacity-building and leadership opportunities for volunteers and community organizations.

Several short-term actions have been completed, while medium- and long-term actions continue through municipal initiatives and regional partnerships. Staff will continue implementation and undertake an environmental scan in 2027 to help inform future priorities.

IMPLEMENTATION TIMELINE

Actions within the strategy are categorized according to the anticipated timeframe for implementation:

TIMELINE		DEFINITION
Short Term	S	First year
Medium Term	M	2–3 years
Long Term	L	4–5 years





FOCUS AREA: **OPPORTUNITY**

GOAL #1: Increase community participation by connecting people to diverse and inclusive volunteer opportunities.

#	ACTION	TIMELINE	PROGRESS
1.1	Improve and maintain the Volunteer Impact database.	S	Completed/ Ongoing
1.1a	Restructure the database to highlight diverse and flexible opportunities.	S	Completed/ Ongoing
1.2	Expand flexible municipal volunteer opportunities.	M	In progress
1.2a	Increase accessibility and flexibility within volunteer roles.	M	Not started
1.2b	Work with community organizations to expand flexible and diverse opportunities.	M	In progress
1.2c	Assess the need for training on accessible and flexible volunteer roles.	S	Planned for 2027
1.3	Engage youth through partnerships and programming that promote volunteering.	S	In progress
1.4	Work with marginalized communities to develop more inclusive opportunities.	L	Not started

FOCUS AREA: **COMMUNITY LEADERSHIP**

GOAL #2: Foster leadership development within our community.

#	ACTION	TIMELINE	PROGRESS
2.1	Develop and implement a comprehensive leadership training program for volunteers.	L	Completed / Ongoing
2.2	Expand flexible municipal volunteer opportunities.	M	In progress
2.3	Expand Neighbourhood Connect and support neighbourhood leaders.	M	In progress
2.4	Provide youth-specific volunteer opportunities that build leadership, skills, connections and employability.	S	In progress / Ongoing



FOCUS AREA: **ORGANIZATIONAL CAPACITY NOURISHING**

GOAL #3: Build the volunteerism capacity of organizations through our leadership and expertise in volunteer engagement and management.

#	ACTION	TIMELINE	PROGRESS
3.1	Host regular sessions for leaders of volunteers to share knowledge, resources and local practices.	S	In progress / Ongoing
3.2a	Review and refine the municipal volunteer program, including recruitment, training, recognition, evaluation and standardized resources.	S	In progress — 2027 implementation
3.2b	Explore guidelines distinguishing volunteers, paid staff and contractors.	L	In progress — 2027 implementation
3.2c	Develop accessible resources and templates for community organizations.	M	Not started — 2027
3.2d	Share learnings and resources with community organizations based on recommendations from 3.2b.	L	Not started — 2027
3.3	Provide guidance on designing accessible, flexible and inclusive volunteer roles.	S	In progress / Ongoing
3.4	Provide regular training for leaders of volunteers to build skills and address local challenges.	S	In progress / Ongoing

FOCUS AREA: **ENHANCING AWARENESS**

GOAL #4: Raise the profile of Volunteer Services within the community, and further promote volunteerism and civic engagement.

#	ACTION	TIMELINE	PROGRESS
4.1	Improve and maintain the Volunteer Impact database.	S	Complete / Ongoing
4.1a	Include database information in Volunteer Services promotional materials.	S	Complete / Ongoing
4.1b	Provide training to volunteers and municipal staff on using and managing the database.	S	In progress
4.2	Promote the Volunteer Impact database and its benefits to individuals and organizations.	S	Complete / Ongoing
4.3	Promote the benefits of volunteering and civic engagement through coordinated communications.	S	Complete / Ongoing
4.3a	Develop tailored messaging for key volunteer groups, including youth, families and seniors.	S	Complete / Ongoing
4.4	Host volunteer recruitment and networking opportunities that connect residents and organizations.	S	In progress / Ongoing
4.4a	Provide targeted youth recruitment opportunities that connect youth with suitable volunteer roles.	S	In progress