



# Case Study



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# Acknowledgments

*Rise Up! Strengthening Food Systems and Environmental Stewardship is funded by the Government of Canada under the Canada Service Corps.*

*Se soulever! Renforcer les systèmes alimentaires et la gestion de l'environnement est financé par le gouvernement du Canada dans le cadre de Service jeunesse Canada*



**PHABC**

**Public Health Association  
of British Columbia**  
Victoria, BC, Canada

A voluntary, non-profit, non-government, and member-driven organization that provides leadership to promote health, well-being and social equity.



**CityHive**

**CityHive**  
Vancouver, BC, Canada

A youth-centered non-profit committed to empowering young people in shaping their cities and civic processes.



## **Host Organizations**

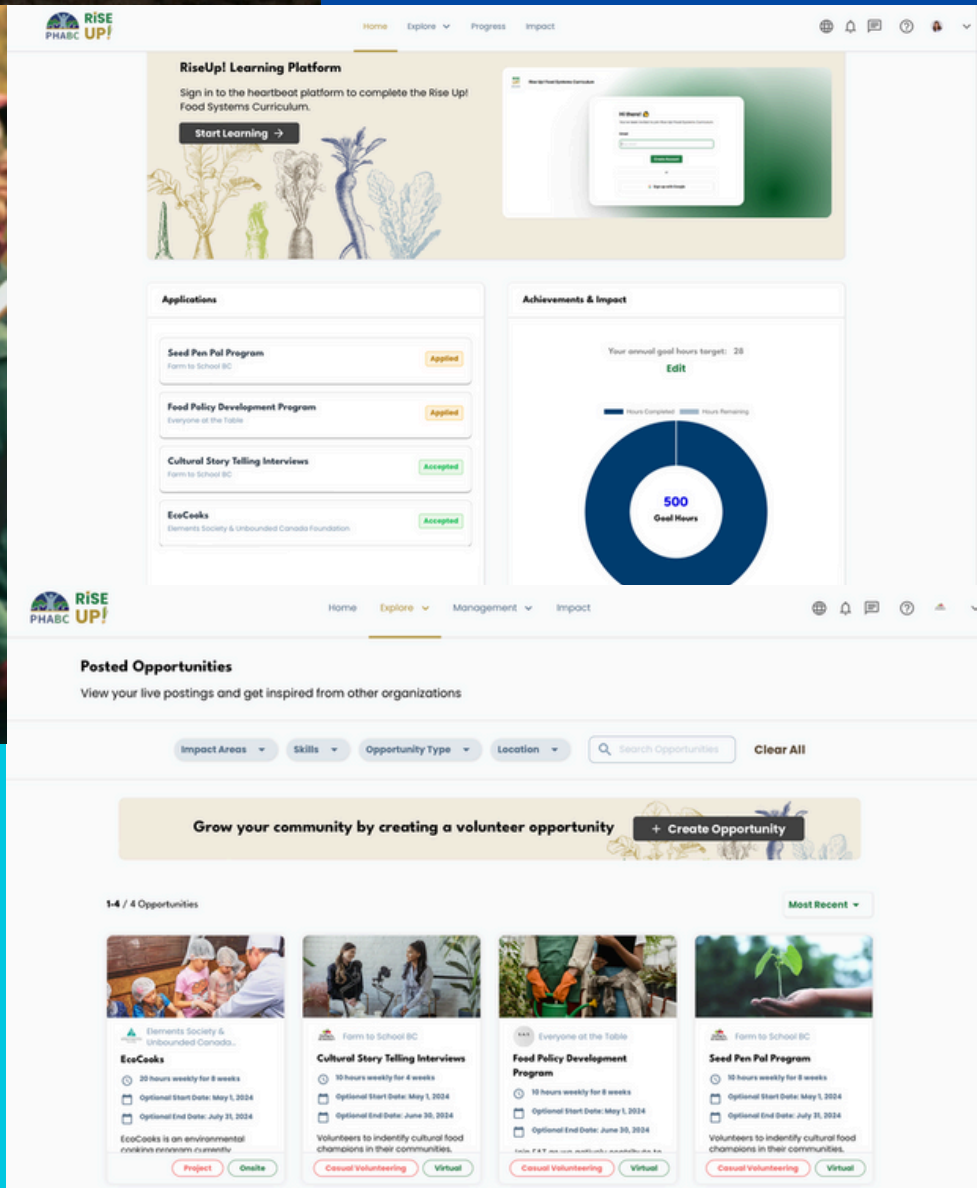
Organizations operating within food systems that provide opportunities for volunteer placements – many are registered nonprofits.



# Summary

From September 2023 to April 2024, we partnered with PHABC to empower youth volunteers to make meaningful contributions through the Rise Up! Strengthening Food Systems and Environmental Stewardship project.

Together, we developed a **tailored platform that matches youth to diverse volunteer opportunities** within food systems, including in-person, virtual, and hybrid placements. We also integrated a learning platform with content curated by CityHive, enhancing youth skills and providing valuable professional development opportunities.



**Farm to School BC**

### Seed Pen Pal Program

🕒 10 hours weekly for 8 weeks

📅 Optional Start Date: May 1, 2024

📅 Optional End Date: July 31, 2024

Volunteers to identify cultural food champions in their communities

**Casual Volunteering** **Virtual**

# RiSE Strengthening Food Systems & UP! Environmental Stewardship

The Rise Up! Strengthening Food Systems and Environmental Stewardship project was launched in Fall of 2023 by PHABC in partnership with CityHive and MeaningfulWork. This project aims to engage **youth aged 15–30** across BC in their local food systems through meaningful service placements, education, networking opportunities and community events. Drawing on PHABC's networks with **Farm to School BC, the BC Chapter of the Coalition for Healthy School Food and Community Garden Roots** (Formerly Can You Dig It), as well as **13 partner organizations**, volunteers were matched with a number of **impact-driven food systems organizations** across the province to support them in their ongoing work or conduct unique projects.

## The Challenge

PHABC was launching a new youth engagement program, requiring increased capacity for volunteer outreach, recruitment, and management. The organization needed a solution that could strengthen organizational capacity through streamlined data management and communication processes.

### What does success look like?

PHABC used the following indicators to monitor and evaluate the effectiveness and reach of the platform:



#### Registration Metrics

Tracking the number of sign-ups to gauge youth interest and engagement in volunteering.



#### Demographic Insights

Collecting demographic data such as age and location to better understand the volunteer cohort, and creating a custom survey to ensure all funder-required datapoints are accounted for.



#### Partnership Evaluation

Tracking the number of organizations and placements offered by partners across the province to evaluate collaboration scope.



#### Retention Rate Analysis

Monitoring the number of users actively participating in ongoing volunteer placements to assess retention.



#### Volunteer Engagement Metrics

Assessing volunteer involvement by measuring hours spent at placements and completion of curriculum.

# Meaningful Solutions

Explore the specific challenges faced by PHABC and the solutions we provided to overcome them.

## Tailored Customization

PHABC needed a platform that could be intricately customized to reflect its branding elements, terminologies, and operational workflows, aligning precisely with its unique volunteer management processes.

### ► Templates

Our customizable templates streamline the process for host organizations to create volunteer opportunities. This results in a **40% reduction** in time to create, and a **50% increase** in volunteer applications.

### ► Inclusive language

We optimized the platform's language to ensure that all messages were respectful, welcoming, and inclusive – reflecting PHABC's commitment to diversity and inclusion.

### ► Branding

We leveraged PHABC'S logo, colours and visual elements to ensure a consistent and professional representation of the organization's brand across all aspects of the platform.

## User Administration

PHABC required a system capable of managing diverse user roles, such as volunteers, host organizations, and administrators, ensuring each group had tailored permissions and access levels appropriate to their responsibilities.

### ► Volunteer Management

Host Organizations can monitor individual volunteer progress efficiently using filters for volunteers, host organizations, locations, and types of opportunity on the platform dashboard.

### ► Reporting

Our time management reports accurately track volunteer hours and comply with organizational requirements. Administrators can also track volunteers' consent status with ease.

### ► Support System

To resolve platform-related issues promptly, volunteers and administrators receive **next business day** support from our team as we continue to improve the user experience.

## Data Residency

A top priority for PHABC was ensuring that the platform could effectively manage large volumes of datasets from volunteers, host organizations, opportunities, reporting requirements. It was important for all the data & web services to be hosted in Canada.

### ► Consultation

We worked with PHABC to host the software with their preferred Canadian data and server provider.

### ► Adaptation

This involved the adaptation of our hosting environment, which was initially configured to AWS.

### ► Optimization

We were able to bring best practices from AWS to our installation at FullHost, and request new features to achieve all objectives.

## Security and Compliance

Security and compliance were essential to PHABC, requiring strong measures to protect sensitive data and follow strict privacy regulations and industry standards.

### ► Penetration Testing

Our installation underwent a security review and was penetration tested by Kobalt.io to ensure protection from cyber threats.

## Learning Platform

With the collaboration of CityHive, PHABC wanted to create a learning platform to provide youth with the tools and knowledge required to be an effective volunteer.

### ► Course Content

Through a user-friendly interface, administrators can easily upload and embed videos directly into course modules to create engaging and visually appealing courses for youth volunteers.



# How Will This Help?

Food is core to many facets of our lives. It nourishes communities, supports our environment, and connects people. As the Canadian farming and food growing population ages, it becomes crucial to involve youth in this vital work to ensure its continuity for future generations. This engagement also offers avenues for personal growth, community ties, and prospective career exploration while increasing capacity for organizations to expand and sustain operations.

With an initial target of engaging **30 host organizations** and **over 100 volunteers**, PHABC is working to innovate the RiseUP Platform as a central hub for food systems organizations and volunteers to connect and make a lasting impact on their communities.

## Ready to elevate your volunteer management?

Managing a volunteer centre or related organization can be stressful. We offer a comprehensive platform solution to connect volunteers to opportunities and enable client organizations to manage volunteers easily.

Our platform is dedicated to boosting volunteer engagement and simplifying reporting processes through customizable features, a modern technology platform, and reliable support.

Email us at [hello@meaningful.ca](mailto:hello@meaningful.ca) to learn more!

**80%** reduction of time spent on administrative tasks through the RiseUp platform

**75%** increase in impact tracking efficiency using a centralized data management system

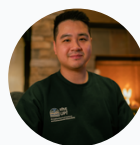
**10x** projected boost in organizational capacity to support more nonprofits & volunteers



### Taylor Sacré (she/her)

RiseUp! Project Coordinator  
PHABC

“We have thoroughly enjoyed working with the MeaningfulWork team!...They did a great job navigating a number of challenges posed by our request to use a different hosting platform, and were persistent in ensuring we got it up and running.”



### Richard Han (he/him)

Director of Community Engagement  
and Food Systems, PHABC

“The MeaningfulWork-RiseUp platform will immensely help streamline our recruitment and registration processes. It will also help with our data management - both for internal processes and for funding reporting purposes.”