



Recognising and Rewarding Volunteers

Citizen Coin is an innovative digital rewards platform that recognises, incentivises and rewards volunteering. It has the power to connect local authorities, community organisations, charities, businesses, and individuals to form a collaborative ecosystem.

Wakefield Council launched the initiative in June 2024 and have recruited over 600 users to date.



What Citizen Coin Does

- Citizen Coin seeks to incentivise volunteering and civic participation by awarding virtual coins to people undertaking social good. Coins can be redeemed for discounts at local retailers or donated, encouraging community involvement and supporting the local economy.
- Citizen Coin creates a "Social CV" for volunteers, offers businesses proof of Corporate Social Responsibility, and highlights the economic value of volunteering, fostering stronger community engagement.
- Citizen Coin leverages data collection to gain valuable insights into volunteering activities and trends. These insights enable more precise allocation of resources to specific communities and demographics, helping the local authority, health sector partners and individual VCSE organisations better target their efforts.
- This data-driven intelligence empowers organisations to effectively demonstrate the impact and value of their volunteer contributions.

Why Championing Volunteering?

- For individuals, volunteering can enhance well-being, boost confidence and strengthen social connections. It helps people learn new skills and can support people on education, work and recovery journeys.
- At the organisational and community level, volunteering strengthens local services, maximises resources, and provides essential assistance for people locally.
- Many services would struggle without volunteers, impacting support for our residents and vulnerable groups.
- Through Citizen Coin, we seek to measure volunteering activity and reward the army of amazing volunteers in our communities.

Maria Green-Lynch & Jon Dolby, Public Health, Wakefield Council

Peter Kemp, Citizen Coin

Email: citizencoin@wakefield.gov.uk Website: www.citizencoin.uk

