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— Don Alder, The Rick Hansen Foundation

## Organization Profile

In 1985, Rick Hansen pushed his wheelchair out of Vancouver, BC and set out on a journey that would make history. His legendary Man In Motion World Tour spanned 24,901.55 self-propelled miles through 34 countries; took over two years to complete; and raised more than \$26 million for spinal cord injury. Rick’s incredible achievement became a testament to the strength of the human spirit and the power of teamwork. His courage and determination inspires us to believe in the possibility of a fully accessible and inclusive society, and a cure for spinal cord injury.

Following a car crash at the age of 15, Rick sustained a spinal cord injury that paralyzed him from the waist down. Forced to define a new life for himself, Rick never hesitated to challenge society’s perceptions about what is possible for anyone with big dreams and the passion to see them through. Rick was the first student with a physical disability to graduate in Physical Education from the University of British Columbia. He went on to become a world-class athlete, winning 19 international wheelchair marathons, including three world championships, and competed for Canada in the 1984 Olympic Games.

Today, Rick is still a Man In Motion. As President and CEO of the Rick Hansen Foundation, Rick remains committed to making communities more accessible and inclusive for people with a spinal cord injury, and advancing spinal cord research. Through Rick’s leadership, the Foundation has generated more than \$178 million for spinal cord injury related programs and initiatives.

## Business Challenge

The World Tour was documented by the team accompanying Rick, with video and still photography, daily logs, route reconnaissance notes, newspaper clippings and articles. The team also collected the many gifts, notes and well wishes from individuals and organizations encountered along the way.

Rick's childhood friend, Don Alder, who was involved in the same accident in which Rick was injured, accompanied him on the world tour as equipment manager and works today with the Rick Hansen Foundation as Technical Production Manager.

According to Alder, "When the tour was over, in Rick's mind, it was over. But then he began to realize the importance of the work he had begun, and it brought to mind a banner he had once seen, 'The end is only the beginning.' For Rick, the end of the tour was the beginning of his life's work."

"For the Foundation," comments Alder, "Rick is the brand, and we believed that if you could not have Rick personally available, the next best thing would be images from our collection. We also began to realize the historical value of the collection."

It became apparent that the Foundation needed to catalog the hundreds of thousands of photographs, daily logs, route reconnaissance notes, news clippings, articles and physical objects collected during the tour for use in promoting the Rick Hansen Foundation's work. "We were getting up to five to ten requests a day, or close to 3,000 requests per year, for images and copies of other materials we had collected. While responding to the requests is a very important part of the Foundation's work, we felt that the time and money these activities consumed could be put to better use elsewhere," says Alder.

But organizing, tracking, maintaining, storing and retrieving all of these items was a daunting task. Each time the Foundation would receive a request for an image, it was a scramble to locate it, make copies or take pictures, and ship them off by courier to the requester.

Another challenge the Foundation faced, according to Alder, was the ability to efficiently use these assets

in the Foundation's own work, including various types of documents and PowerPoint presentations. "We had people creating 30 megabyte PowerPoint presentations, for example, because they didn't realize the difference between various types of image files nor did they understand how to convert them to a more usable file type and size." Alder also points out that not only were these large files unwieldy, but they unnecessarily compounded the Foundation's escalating digital storage requirements.

### The Solution

The Foundation was initially introduced to MediaBank by a reseller in Toronto who wanted to donate the software to the Foundation. Alder says, "Working with a Foundation such as ours, there are a number of formal steps one must go through to accept donations of this nature. Ultimately, it was decided that our non-profit Foundation did not have the resources to support the project at that time. But I knew that we were going to have to do something sooner or later to better organize our resources, and I was very impressed with the capabilities MediaBank offered."

When the Foundation was ready to revive the project, Alder contacted WAVE Corp. "Our goal was to be able to store and archive both physical

and digital items, and to search for and retrieve them easily so that we could repurpose them in numerous ways, both internally and externally." WAVE Corp worked with Don to develop a package that met the challenges and could operate within the available resources.

Another reason the Foundation was attracted to MediaBank was the fact that the users and up to 55 staff who needed the archived items could access them via the web client. "There is no user seat charge for the web client," says Alder. "This means that we can operate with a very small base of licensed client seats, keeping our costs down."

### Results

With the help of an on-staff archivist, Stephen Gage, MediaBank has enabled the Foundation to gain full control of its digital and physical assets and make them more readily available for repurposing to further the Foundation's work.

"Additionally," Alder says, "we are able to protect the historical integrity of our documents and other items in our museum. At the same time, we are able to better protect the integrity of our brand."

With MediaBank, the Foundation is saving significant staff hours previously spent on sourcing materials, plus thousands of dollars annually on courier and shipping expenses. "Now," says Alder, "when we receive a request, we can easily locate the items we need, quickly place them in an online 'lightbox', and make them available for download within moments. We can also ensure that images and other files are in the right format for their intended use."

Alder explains that about 90% of the organization uses PowerPoint and those users can now easily identify required images using the web client, and simply drag and drop a low resolution image to the presentation without understanding the full ramifications of file types and sizes or producing bloated presentation files.

### Only the Beginning

The Foundation has not yet fully rolled out the MediaBank implementation, but Alder reports that those who are using it have been very pleased. "We still have a lot of documents yet to be integrated into MediaBank," he adds, "but by the time we fully roll it out, that will be under control."

As the Foundation celebrates the 20th anniversary of Rick's Man In Motion World Tour, Alder expects heavy use of its MediaBank libraries in support of the associated events and activities. "MediaBank will be



crew for all seasons. Front, left to right: Nancy Thompson, Rick, Amanda. Back, left to right: ico Bondi, Derrick Hill, Mike Reid, Simon Cumming, Don Alder.

a key to our success," he says. "I know the number of requests we get will skyrocket, and people will be able to download items via the web, saving everyone time and money. We will also be establishing an online museum in conjunction with the anniversary, which will be very important as we work to continue to build awareness for the cause. Visitors will be able to pick any day during the tour and see what happened on that day via news articles, photos and our daily logs."

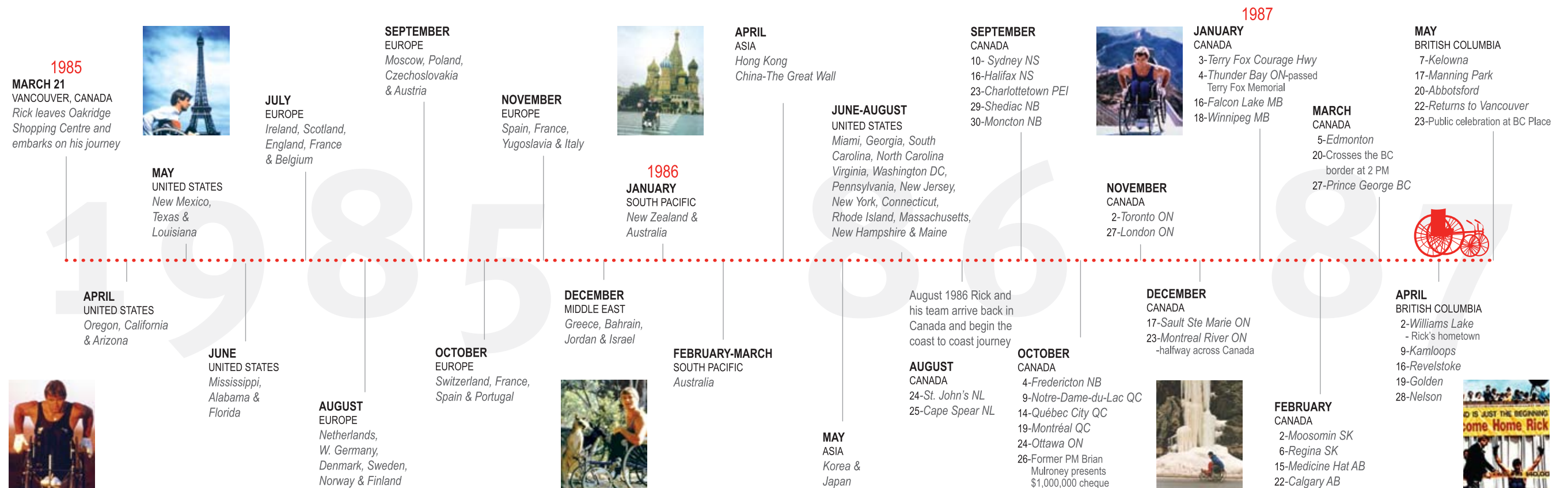
Alder is also happy to report that the Rick Hansen Foundation continues to work to create more accessible and inclusive communities for people with spinal cord injuries, and supports the search for a cure.

The Foundation achieves its goals by connecting the people and resources that make innovation possible. "The need for our MediaBank library will only continue to grow," he says. ♦

# RICK HANSEN'S

## MAN IN MOTION WORLD TOUR *timeline*

In 1985, Rick Hansen pushed his wheelchair out of Vancouver, BC and set out on a journey that would make history. His legendary Man In Motion World Tour spanned more than 40,000 km through 34 countries, took over two years to complete, and raised more than \$26 million for spinal cord injury. Rick's incredible achievement became a testament to the strength of the human spirit and the power of teamwork. His courage and determination inspired us to believe in the possibility of a fully accessible and inclusive society, and a cure for spinal cord injury. Twenty years later, this dream lives on thanks to Rick's tireless commitment to improving the quality of life of people with spinal cord injury through the Rick Hansen Foundation. The following timeline outlines the places that were part of Rick and his team's incredible journey.



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