



ANNUAL REPORT  
2003-2004



# President's Address

Dear friends,

Volunteerism is on the rise in the United States. The tragic events of September 11, 2001, reversed a 30-year decline in volunteer service and civic engagement and the number of Americans now engaged in service is on the rise once again. In 2003, more than 63 million Americans stepped forward to regularly volunteer through a school, place of worship or local nonprofit.

Volunteerism is also on the rise in San Diego County. Volunteer San Diego has just completed another successful fiscal and program year, witnessing a significant increase in participation across all key program areas. During 2003-04, the number of people mobilized and connected to volunteer service through Volunteer San Diego rose by **26%**, to reach over **38,000**. These volunteers contributed more than **114,484** hours of service to the San Diego community last year, providing more than **\$1.9 million** in human services to local San Diego nonprofit agencies.

Through our significant involvement with the devastating wildfires of October 2003, Volunteer San Diego witnessed a substantial increase in the number of people looking for volunteer opportunities. The fires fostered a much greater sense of civic responsibility amongst San Diegans, and we are proud to say that we were able to translate this increased interest into action; to serve not only those affected by the wildfires, but the wide range of over 700 nonprofit agencies that we continue to support, through increased volunteer participation.

The San Diego Wildfires, and the advent of 2-1-1 later this year, mark a turning point in San Diego's volunteer history. In early 2005, 2-1-1 the new national dialing code for free, 24-hour access to health and human services information, will be launched in San Diego. With Volunteer San Diego as the official volunteer resource service provider, 2-1-1 will be used as a tool to not only connect people who need to get help, but also those who want to **give** help through volunteerism. While the cumulative effect of the San Diego Wildfires, and the launch of 2-1-1 pose a tremendous opportunity for the nonprofit community, and the San Diego community as a whole, Volunteer San Diego is conscious that we will not be able to capitalize on this pivotal opportunity unless San Diego nonprofits are prepared and ready to receive the increased number of volunteers, and have the capacity to utilize these volunteers effectively. Our vision is to create a culture of service in San Diego County, and we are committed to doing whatever is necessary to ensure that our 700 nonprofit partners are ready to take advantage of this critical juncture.

Volunteerism in San Diego County is alive and well – and on the rise! The Board of Directors and Staff at Volunteer San Diego look forward to the next twelve months as we continue to engage individuals and groups in meaningful volunteer opportunities that meet real community needs.

Thank you for your continued support,

John Rains

Board President 2002 - 2004

***Our Mission: To engage individuals and groups in meaningful volunteer opportunities that meet real community needs!***

July 1, 2003  
through  
June 30, 2004

VOLUNTEER SAN DIEGO

PRESIDENT'S ADDRESS



July 1, 2003  
through  
June 30, 2004

VOLUNTEER SAN DIEGO

YEAR END RESULTS

## Mobilizing & Connecting

During 2003-04, Volunteer San Diego mobilized and connected **38,208** volunteers (**26% increase compared to last fiscal year**) with opportunities to serve our seniors, protect the environment, work with children and youth, provide meals to the hungry and much more.

More than **114,484** hours of community service were provided by volunteers participating in Volunteer San Diego projects, equating to a value of **\$1,967,986\*** in human services provided to the San Diego community. (\*using the 2003 Independent Sector rate of \$17.19 per hr).

Here's who we mobilized:

- **5,447** individual volunteers through the flexible volunteer program
- **5,603** youth
- **4,965** volunteers from corporate/employee teams
- **2,147** were involved in disaster recovery
- We also connected **20,045** individuals and groups through our website and telephone referral services

## Promoting Volunteerism

During 2003-04, **135,227** visits were made to our website (**167% increase compared to last fiscal year**). In addition, through a variety of outreach efforts including group presentations, volunteer orientations, volunteer fairs, newsletters and printed materials, Volunteer San Diego reached over **21,557** individuals and groups (**64% increase** over fiscal year).

- We provided orientations to **1,855** individuals through

community and corporate presentations

- Reached **1,078** individuals through group presentations at companies and schools
- Distributed information to **4,002** individuals at volunteer and school fairs
- Produced **12** editions each of our printed "VolOpps" and "Flex" newsletters and distributed them to as many as **1,190** individuals, youth groups, schools,

- libraries and corporations each month
- Sent electronic communications to as many as **9,874** volunteers of all ages and **2,023** youth volunteers each month
- Distributed **950** toolkits for Martin Luther King Jr day of service
- Distributed **542** Youth Guides to Volunteering
- Recognized **43** individuals and groups during pre-game shows of the San Diego Padres

## Building Capacity

Through training, consulting, technical assistance, and mini-grants, we assisted **1,452** nonprofits, schools and corporations (**13% increase compared to last fiscal year**) in developing effective volunteer and service-learning programs.

Here's who we helped:

- **582** educators and youth on service-learning and leadership skills
- **209** individuals from local corporations in developing employee volunteer programs
- **400** attendees at our Youth Leadership

- Conference
- **261** non-profit and community organizations on volunteer management and working with corporate volunteers.
- Awarded almost **\$15,000** in mini-grants to youth and youth groups

## Strategic Initiatives

- Executive Committee member of **VOAD** (Voluntary Organizations Active in Disaster)
- Committee member of the **CRT** (Firestorm Community Recovery Team)
- Member of **211 Steering Committee** to assist in the local implementation of a 2-1-1 as the new dialing code for free, 24-hour access to health and human service information and referrals
- Member of **211 Marketing Committee** to assist in the creation of important messaging that 211 will be the place to go to get help and the place to go to connect to opportunities to **give help** (volunteer)



July 1, 2003  
through  
June 30, 2004

VOLUNTEER SAN DIEGO

**Building Our Infrastructure**

## Board Development

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- Recruited five new board members in 03-04.
- Instituted "break out session" during board meetings for continued board development
- Offered board member training on "How to Read Financial Statements"

## Resource Development

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- Exceeded resource development goals by 10%
- Raised a record \$238,070 in new sources of revenue
- Held second annual "Friendraiser" event
- Implemented second annual individual donor campaign
- Number of individual donors increased by 22%
- Developed twenty new corporate/foundation partnerships
- Developed annual fundraising opportunity with the Century Club for Buick Invitational
- Committed to launch new fundraising program, A Visit from St. Nicholas

## Public Relations/Marketing

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- Received 144 mentions/articles of VSD activities in local print media
- Received 14 stories/interviews about VSD activities on local television stations
- Through KFMB cause marketing campaign, VSD received approx. 500 commercials
- Finalized draft of marketing plans for all major programs
- Created a program matrix providing an overview of all programs
- Created messaging matrix with "message statements" for each major program
- Developed memorandum of understanding for KFMB cause marketing activity
- Initiated draft of VSD Cause Marketing Policy

## Human Resources

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- Developed annual calendar of committee activities
- Completed comprehensive salary survey
- Established competitive salary ranges for all positions
- Reviewed annual performance appraisal process

## Finance & Accounting

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- Successfully completed third annual audit receiving an unqualified report from auditors, Leaf & Cole
- Ended year without any bad debt and increased operational efficiencies

## Programs

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- Formation of committee; Conducted documented meetings with monthly reports to Board
- Conducted review of all programs
- SD Board Connection re-launched
- Implemented disaster recovery program with full time staff member
- Launched Points of Light Youth Leadership Institute
- Implemented SAVY (Student's Actively Volunteering for You) Leader Recognition Event
- Planned first Flex Volunteer Recognition Event
- Launched service learning in after-school programs
- Assisted with first PASS (Promoting Achievement and Student Success) leadership conference
- Exceeded annual program goals in several areas
- Exceeded annual program development goals in several areas



# Board of Directors 2003—2004

## **President**

John Rains  
*Willis Risk & Insurance Services*

Teresa Hawks  
*LG Mobile Phones*

## **Vice President**

Beth Rolls Mathewson  
*Sempra Energy*

Janet Hebert  
*Callaway Golf Company*

## **Financial Officer**

Tracy Peluso  
*CPA*

Liz Smith Nielsen  
*Household Auto Finance*

Lupe Otega  
*O'Day Consultants*

## **Secretary**

Terrece Stefan  
*San Diego National Bank*

Debra Patterson  
*AXA Advisors, LLC*

## **Members**

Bob Alden  
*Titan Corporation*

Samantha McDonald  
*SDG&E*

Jennifer Reagan  
*AT&T*

Janet Delaney  
*San Diego City Schools*

Vina Saycocie  
*Community Volunteer*

Jack Farnan  
*Mitchell International*

Eric M. Welch  
*The Welch Law group*

Laura Galdorisi  
*Qualcomm Inc.*

Bruce Williams  
*University of Phoenix*

# Staff 2003—2004

Wanda Vevia Bailey  
*Executive Director*

Lynn Calhoon  
*AmeriCorps Promise Fellow*

Lynda Eccles  
*Director of Operations*

John Paul DeVerna  
*AmeriCorps Promise Fellow*

Kim Knouse  
*Sr. Director Corporate Relations & Marketing*

Tawny Dovico  
*AmeriCorps VISTA*

Jennifer Hamilton  
*Director Youth & Education Programs*

Matthew Lesh  
*AmeriCorps Promise Fellow*

Justine Trumper  
*Director of Agency & Volunteer Services*

Sarah Lumbert-Biscomb  
*AmeriCorps Promise Fellow*

Linda Fisher  
*Program Assistant*

Aubrey Sheetz  
*AmeriCorps VISTA*

Rachel Goplin  
*Manager of Youth Programs*

Jennie Stover  
*AmeriCorps Promise Fellow*

Alison Crotty  
*Agency & Volunteer Coordinator - Disaster*

Sumali Tuchrello  
*AmeriCorps Promise Fellow*

Carol Johnson  
*Administrative Assistant*

Vivian Williams  
*AmeriCorps Mentoring Ambassador*

July 1, 2003  
through  
June 30, 2004

VOLUNTEER SAN DIEGO

BOARD OF DIRECTORS & STAFF



# Thank You For Your Support

July 1, 2003  
through  
June 30, 2004

VOLUNTEER SAN DIEGO

DONORS

## CORPORATIONS/ FOUNDATIONS/ORGANIZATIONS

Altria Corporate Services  
AMN Healthcare  
ASYMTEK  
AXA Advisors LLC  
BAE Systems  
Bay Park Dental Group  
BMWCCA San Diego  
California Department of Education  
Callaway Golf Corporation  
Callaway Golf Foundation  
Colporter  
Corporation for National Service  
Costco - #483, Southeast San Diego\*  
Covey Commercial  
Cox Communications  
Electronic Data Systems  
Fair Isaac Corporation  
Gateway Foundation  
GOSERV (Governor's Office On  
Service and Volunteerism  
Gretchen Productions  
H.G.Fenton Company  
Hamilton Sundstrand  
Hewlett Packard  
Home Depot Inc.  
Household Auto Finance  
Imperial County Office of Education  
Intuit  
Invitrogen  
Jack In The Box  
Johnson & Johnson  
Keep California Beautiful\*  
KFMB TV\*  
Knotts Soak City  
LG InfoComm  
Lupe Ortega Enterprises  
Lysol  
Marsh Risk & Insurance Services  
Meracon Corporation  
Mission Beach Women's Club  
Mitchell International  
Moss Adams

PMT Investment Group  
Points of Light Foundation  
QUALCOMM  
ROEL Construction  
San Diego City Schools  
San Diego County Office of Education  
San Diego Metropolitan Credit Union  
San Diego National Bank  
San Diego Padres Baseball Club\*  
San Diego University Foundation  
SDG&E  
Sempra Energy  
Solar Turbines  
SONY Technology  
Stratton & Associates  
Target  
The Allstate Foundation  
The Century Club of San Diego  
The Evans Group  
The Lodge at Torrey Pines  
The San Diego Foundation  
Timberland  
TITAN Corporation  
United Advertising  
University of Phoenix  
United Way of San Diego County  
WMS Gaming  
Youth Service America  
Youth Service California

\*In-Kind



# Thank You For Your Support

## Individuals

\* Denotes Staff or Board Member

Achterkirchen, Andrew K.  
Aekman, Darryl Ryan  
Agunos, Anita  
Ah-Ing, Jacinta  
Aio, Noreko  
Alcorn, Teresa  
Alden, Robert\*  
Alden, Douglas M.  
Alden, John M.  
Alden, William G.  
Alden, Robert K.  
Alden, Jr. John M.  
Alvarez, Traci  
Andrews, Jennifer  
Ayala, Michele Holly  
Bailey, Wanda Vevia\*  
Ball, Monica  
Baines, Robert  
Barney, Karen  
Beach, Allison  
Best, Simona  
Bezek, Maggie  
Bible, Lynn  
Bojorquez, Maria L.  
Bradley, Cyril  
Brassil, Hope  
Bray, Barbara  
Brown (USN (RET)), Cdr. Robert  
Burrows, Josph  
Caballero, M.  
Cardoso, Orlando  
Carter, Deana  
Carusa, Nicole  
Casper, James  
Chue, Sheila  
Cicco, Anthony & Jamie  
Coate, Cheryl  
Convery, Karen  
Cooke, Tristan  
Courtney, Dan  
Curtis, Magali  
D'Amore, Tianyu  
D'Auria, Dino  
Dahle, Janet  
Dammon, Bruce  
Danbury, John  
Delaney, Janet\*  
DeMello, Deborah  
Dickey, Kristen  
Domingo, Brenda  
Dorlaque, Daniel  
Driscoll, Fiona  
Driscoll, Kathleen  
Dwyer, Catheryn  
Eccles, Lynda\*  
Edwards, Maroa  
Elting, Rose  
Ennesser, Kathy  
Fairbanks, Janet  
Farnan, Jack\*  
Fena, Cyndee  
Ferguson, Terri

Fischer, Karl  
Fisher, Barbara  
Fleming, Dale  
Fosdick, Cheryl  
Freundt, Eric  
Fuller, Christian  
Galletto, Charles  
Garegnani, Laura & Jim  
Gastelum, Chelsea  
Ginty, William & Margaret  
Gomez, Anita  
Goode, Cheryl  
Gonzalez, Elizabeth  
Goplin, Rachel\*  
Graham, Manie & Tim  
Graves, Andrew  
Grawunder, Robin  
Guillot, Norma  
Gund, Patricia  
Gusman, Jake  
Hahnlein, Sabrina  
Halverson, Paula  
Hamilton, Jen & Steve\*  
Hamilton, Marilyn  
Hammons, Susan  
Hellenburg, Jacquelin  
Herrick, Lark  
Herridge, John & Dru  
Hoapili, Michael  
Holzer, Peter  
Hopper, Theodora  
Howell, Theresa  
Hsu, Lambert  
Ibarra, Robin  
Johnson, Larry  
Jones, Ralph  
Kamrath, Kimberly  
Kanig, Brian  
Kater, Donna  
Keene, Linda  
Keith, Claire  
King, Rebecca  
Knouse, Kim\*  
Koehnen, Richard  
Kovacevich, Martin  
Krause, Michael  
Kreder, Patricia  
Kristensen, Tracy  
Kurland, Emily  
Langan, Christy  
Lesh, Matt\*  
Lo, Elaine  
Lonsdale, Jill  
Lorber, Steve  
Luby, Daniel  
Lynch, Marianne  
Madril, Andrea  
Majersky, Anthony  
Manley, Nicole Jenay  
Mapel, Sarah  
Marcus, Robert & Mary Ann  
Marquez, Patricia  
Martin, Brian  
Martin, Dale and Cindy

July 1, 2003  
through  
June 30, 2004

VOLUNTEER SAN DIEGO

DONORS



# Thank You For Your Support

July 1, 2003  
through  
June 30, 2004

VOLUNTEER SAN DIEGO

DONORS

## Individuals

Mathewson, Rolls Beth\*  
Matta, Sara  
McBride, Amanda  
McDonald, Sammantha\*  
McDowall, Mary  
Meduna, Steven  
Mehok, Michell  
Mellenger, Suzanne  
Merchey, Jason  
Moore-Dunn, Jo Anne  
Moore, Kathleen  
Morgan, Lynn  
Moya, Lynn  
Myamoto, Masaaki  
Nawy, Miere  
Nenzen, Kristin  
Newman, Phyllis  
Nisisinoff, William  
Northcote, Steven  
O'Connell, Joan  
O'Day, George  
O'Dell, Lesley  
Ojeda, Valentin  
Olson, Wayne  
Ortega, Lupe\*  
Osgood, Karen  
Panico, Al  
Paolini, Sara  
Parker, Ann  
Patterson, Debra\*  
Peluso, Tracy\*  
Peranich, Larry  
Poole, Frank  
Pray, Brian & Michelle  
Rains, John\*  
Reutz, Christopher  
Reynolds, Lisa  
Rhew, Randy  
Roberts, Paula  
Robbins, Lou-Ellen  
Robinson, Laura  
Rodriguez, Yvette  
Roland, Michael  
Rolls, James E.  
Rolls, Jennifer  
Rolls, Kathleen  
Roos, Laura  
Ruiz, Alison  
Russo, Karen  
Ryerson, Kenneth  
Sandstrom, Bret  
Sansum, David  
Saycocie, Vina\*  
Scharaga, Bob  
Schneider, Gary  
Schwartz, Denise  
Sedgwick, Karen  
Sera, Lawrence  
Shafer, James  
Silver, Chris  
Smith, A.G.  
Smith, Suzanne  
Sommers, Karen  
Stanley, Michael  
Stefan, Terrece\*  
Straus, Robert  
Subarich, V.  
Sugar, Jill Moore & Family  
Sullivan, Heather  
Swanson, Wendy  
Switzler, Cindy  
Sydelle, Risa Beth  
Tanksley, Heidi  
Tishler, John  
Torbett, Jason & April  
Torres, Hector  
Trumper, Mark  
Tyler, Mark  
Ulloa, Sandra  
Valentini, Stephanie  
Vandesande, Elvia  
Van Straaten, Pierre  
Vartan, Toni  
Vaughan, April  
Villanueva, Kimberly  
Vlautin, Chris & Peter  
VPI Consulting\*  
Wallace, Linda  
Walker, Heather  
Washington, George  
Wellock, Mili  
West, Susan  
Whitesides, Barbara  
Williams, Kim  
Williams, Bruce\*  
Wilson, Gail  
Woonbong, Kim  
Wooster, Kathy  
Wosoogh, Heather  
Woosogh, Jane & Ben  
Wyatt, Zarassa  
York, Chet & Kathy  
Zittle, Kristen



# Financial Information

## Statement of Activities Year ended June 30, 2004

July 1, 2003  
through  
June 30, 2004

### REVENUE:

Sponsorships	296,524
Contributions	285,746
Grants	118,483
Contracts	51,797
Contributed Services/Goods	44,323
Other	3,201
Investment Income	<u>2,419</u>
Total Revenue	<u>802,493</u>

### EXPENSES:

#### Programs:

Community Volunteer Programs	232,135
Corporate Programs	185,686
Youth Programs	181,932
Agency Services	<u>30,867</u>
Total Program Services	<u>630,620</u>

#### Supporting Services:

Management and general	63,453
Fundraising	<u>42,065</u>
Total Supporting Services	<u>105,518</u>

Total Expenses 736,138

Change in Net Assets ( 66,355)

Net Assets at beginning of year 56,374

NET ASSETS AT END OF YEAR \$122,729

VOLUNTEER SAN DIEGO

FINANCIAL INFORMATION

Volunteer San Diego's full audited statements are available upon request by contacting us at (858) 636-4131.