

YEAR END REPORT 2004–2005



Our Mission:

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

VOLUNTEER SAN DIEGO

YEAR END RESULTS—2004-2005

Mobilizing & Connecting

Volunteer San Diego connects and mobilizes people with the opportunity to serve: By centralizing recruitment and referral of volunteers through individual interviews, directories and searchable database listings; By designing programs targeted for special populations of volunteers, including busy people, families, youth and employees.

- During 2004-2005, Volunteer San Diego mobilized and connected **36,091** volunteers (**22% increase over the last two years**) with opportunities to serve our seniors, protect the environment, work with children and youth, provide meals to the hungry and much more.
- More than **108,297** hours of community service were provided by volunteers participating in VSD projects, equating to a value of **\$2,075,593*** in human services provided to the San Diego community. *(using the 2003 California wage Independent Sector rate of \$19.17 per hour).
- Here's who we mobilized:
 - **5,540** individual volunteers through the Flexible Volunteer Program & other VSD opportunities
 - **2,116** youth
 - **5,841** volunteers from corporate/employee teams
 - **1,027** were involved in disaster recovery
 - We connected **21,567** individuals and groups through phone and website

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YEAR END RESULTS—2004-2005

Promoting Volunteerism

Volunteer San Diego promotes volunteerism by raising awareness of the power of service, encouraging people to volunteer, and providing information about volunteerism.

- During 2004-05, **159,485** visits were made to our website (**18% 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 **15,467** individuals and groups.
- We provided orientations to **1,753** individuals through community and corporate presentations.
- Reached **1,095** individuals through presentations and outreach booths for companies, schools and military groups.
- Sent electronic communications to as many as **11,794** volunteers of all ages each month, including **2,568** youth volunteers and educators.
- Recognized **825** individuals and groups during pre-game shows of the San Diego Padres and Volunteer San Diego recognition events.
- Educated **1,500** elementary school children about the values of volunteerism and philanthropy through “A Visit from St. Nicholas” project.

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YEAR END RESULTS—2004-2005

Building Capacity

Volunteer San Diego builds the capacity for effective local volunteering by: Helping agencies, businesses and individuals who work with volunteers do a better job of recruiting, managing and retaining volunteers; Sharing volunteer management resource information through phone assistance, resource libraries, newsletters, on-line resource sites and state or regional conferences and networking alliances on volunteerism; Providing volunteer management training, consultations and direct support to nonprofit agencies and other organizations (schools, local government, faith community, businesses, etc); Providing training and support for specialized groups or volunteers, such as potential board leaders.

- Through training, consulting, technical assistance, workshops and grants, we assisted **2,270** individuals from nonprofits, schools and corporations (**56% increase** compared to last fiscal year) in developing effective volunteer and service-learning programs. We provided **213** hours of training and consulting.
- Here's who we helped:
 - **197** organizations, including nonprofits, schools, corporations and governmental agencies
 - **702** educators and youth on service-learning and leadership skills
 - **77** individuals from local corporations in developing employee volunteer programs
 - **130** individuals from nonprofits and other agencies on volunteer management and VSD's resources
 - **53** Flex and SAVY Team Leaders on volunteer project management and utilizing HOT (Hands On Technology)
 - SAVY leaders participated in a combined total of **1,376** hours of training and meetings
 - We awarded almost **\$13,000** in grants to **1,308** youth and youth groups whose volunteering contributed to over **\$62,000** in human services

VOLUNTEER SAN DIEGO

YEAR END RESULTS—2004-2005

Strategic Initiatives

Volunteer San Diego serves as a convener for the community and a catalyst for action. VSD works through local partnerships and collaborations with businesses, law enforcement, grassroots groups, schools and community leaders to identify needs and mobilize volunteer response.

- Continued involvement as Executive Committee member of SDIVOAD (San Diego/Imperial Counties Voluntary Organizations Active in Disaster) which exists to foster better service by its members to communities struck by disaster.
- New committee member of San Diego County Citizen Corps Council whose mission is to harness the power of citizens through education, training, and volunteer service to make communities safer, stronger, and better prepared to respond to disasters and emergencies.
- Member of 2-1-1 Steering Committee to assist in the local implementation of 2-1-1, the new national dialing code for free, 24/7 community, health, and disaster services information and referrals, including how to give help (volunteer).
- Member of EITC (Earned Income Tax Credit) Coordinating Council to assist with the campaign to help low income families claim their Earned Income Tax Credit during the 2004 tax season. Volunteers were recruited to assist families with free tax preparation, financial literacy education, and to provide assistance at various service centers around the County.
- Member of the new San Diego Service Inclusion Network whose purpose is to foster interagency collaboration and encourage service inclusion for people with disabilities.

VOLUNTEER SAN DIEGO

Building Our Infrastructure – 2004-2005

Board Governance

- Recruited two new board members in 04-05.
- Held a successful Board Retreat using Appreciative Inquiry Model.
- Increased board involvement on committees.
- Increased board involvement in fundraising.

Finance

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

Human Resources

- Restructured staffing to include Service Learning Coordinator, Agency Services Coordinator, and Director of Resource Development.
- Benchmarked salaries to ensure competitiveness and made adjustments where required.
- Compensation policy expanded to include incentive for revenue generation as well as expense management.

PR/Marketing

- Developed collateral and publicity strategies for new event, “A Visit from St. Nicholas”.
- KFMB donated the development of a video about “A Visit from St. Nicholas”.
- Renewed Cause Marketing agreement with KFMB.
- Developed and adopted Cause Marketing policy.
- Added four new members to the committee.

VOLUNTEER SAN DIEGO

Building Our Infrastructure – 2004-2005

Programs

- SAVY (Students Actively Volunteering For You) Leader program model received a national YES Award from Youth Service America
- Launched Stories of Service, a new program dedicated to teaching young people to serve their communities by helping preserve the memories of our nation's veterans and everyday community heroes.
- Awarded "Outstanding Volunteer Organization" by Stories of Service, a program of Digital Clubhouse Network.
- Launched Points of Light Youth Leadership Institute Summer Camp.
- Bestowed Lifetime Achievement Award to Rep. Susan Davis in honor of SAVY's 20th Anniversary.
- Implemented new volunteer recognition event for Flexible Volunteer Program.
- Implemented agency needs survey in collaboration with DOVIA (Directors of Volunteers in Agencies).
- Implemented Points of Light Foundation 2-Day Volunteer Management Training in collaboration with DOVIA..
- In collaboration with Volunteer Center of Orange County, participated in the launch of Work Pace. This program for corporations, matches injured employees with temporary community based work as an alternative while they continue their medical recovery.
- Updated Program Committee Charter.

Resource Development

- Launched new event, "A Visit from St. Nicholas".
- Increased individual giving by 91% over the prior year with the addition of the St. Nicholas program.
- Added over 100 new individual donors.
- Developed a resource development plan.
- Increased fee for service income over 140%, with additional corporate volunteer program and teambuilding clients.



VOLUNTEER SAN DIEGO
Board of Directors — 2004-2005

Board of Directors

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Beth Rolls Mathewson
San Diego Gas & Electric

Terrece Madrigal
San Diego National Bank

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Bob Alden
Titan Corporation

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Debra Patterson
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Qualcomm Inc.

Eric Welch
The Welch Law Group

Melissa Houston
Rubio's Restaurants

Bruce Williams
University of Phoenix

VOLUNTEER SAN DIEGO

Staff – 2004-2005

Staff

Executive Director
Wanda Vevia Bailey

AmeriCorps Promise Fellow*
Matt Lesh/Justin Anderson

Director of Operations
Lynda Eccles

AmeriCorps Promise Fellow*
Sumali Tuchrello/Cynthia Espinosa

Director of Resource Development
Stan Miller

AmeriCorps Promise Fellow*
Sarah Lumbert/Lisa Marie Mason

Director of Youth & Education Programs
Jennifer Hamilton

AmeriCorps Promise Fellow
Katherine Macdougall

Director of Agency & Volunteer Services*
Justine Trumper/Sarah Adams

AmeriCorps Promise Fellow
Bellen Esperanza Monterrubio

Programs Assistant
Linda Fisher

AmeriCorps Promise Fellow
Sarah Ulrich

Agency & Volunteer Services Coordinator—Disaster
Alison Crotty

AmeriCorps Promise Fellow—VISTA
Tawny Dovico

Agency & Volunteer Services Coordinator
Debbie Krakauer

Youth Programs/Service Learning Coordinator*
Rachel Goplin/Jamie Dent

*** Denotes staff change during
fiscal year**

Administrative Assistant
Carol Johnson