

# **YEAR END REPORT 2005-2006**



## **Our Mission:**

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

# VOLUNTEER SAN DIEGO

## YEAR END RESULTS—2005-2006

### 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 2005-2006, Volunteer San Diego mobilized and connected **35,452** volunteers with opportunities to serve our seniors, protect the environment, work with children and youth, provide meals to the hungry and much more.
- More than **106,545** hours of community service were provided by volunteers participating in VSD projects, equating to a value of **\$2,103,198\*** in human services provided to the San Diego community. \*(using the 2004 California wage Independent Sector rate of \$19.74 per hour).
- Here's who we mobilized:
  - **6,709** (including 3,273 youth\* volunteers) individual volunteers through the Flexible and SAVY Volunteer Program
  - **2,331** in other VSD opportunities, including office support and special events
  - **744** youth volunteering in SAVY Leader projects, Stories of Service and through grants; **72** adults through Stories of Service
  - **568** volunteers from corporate/employee teams
  - **345** were involved in disaster response and preparedness efforts
  - **7** individuals were placed with nonprofits through the Board Connection
  - We connected **24,676** individuals and groups through phone and website

\* youth = 5-25 years old

# VOLUNTEER SAN DIEGO

## YEAR END RESULTS—2005-2006

### 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 2005-06, **142,342** visits were made to our website.
- In addition, through a variety of outreach efforts including group presentations, volunteer orientations, volunteer fairs, newsletters and printed materials, Volunteer San Diego reached over **36,884** individuals and groups.
  - We provided orientations to **1,921** individuals through community and corporate presentations (Flex, Stories of Service & Disaster Cadre orientations).
  - Reached **6,238** individuals through presentations and outreach booths for companies, schools and military groups.
  - Sent electronic communications to as many as **12,225** volunteers of all ages each month, including **2,615** youth volunteers and educators.
  - Sent Hands On San Diego flyers to San Diego Business Journal distribution list of **16,500** individuals and companies.
- Recognized **143** individuals and groups during pre-game shows of the San Diego Padres and Volunteer San Diego recognition events/activities.
- Educated **2,100** elementary school children about the values of volunteerism and philanthropy through “A Visit from St. Nicholas” project.

# VOLUNTEER SAN DIEGO

## YEAR END RESULTS—2005-2006

### 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 **1,334** individuals from nonprofits, schools and corporations in developing effective volunteer and service-learning programs. We provided **156** hours of training and consulting.
- Here's who we helped:
  - **203** organizations, including nonprofits, schools, corporations and governmental agencies
  - **260** educators and youth on service-learning and leadership skills
  - **27** individuals from local corporations in developing employee volunteer programs
  - **350** individuals from nonprofits and other agencies on volunteer management and VSD's resources
  - **41** Flex and SAVY Team Leaders on volunteer project management and utilizing HOT (Hands On Technology)
  - **37** individuals in disaster response and preparedness programs
  - SAVY leaders participated in a combined total of **1,691** hours of training and meetings
  - We awarded almost **\$8,000** in grants to **619** youth and youth groups whose volunteering contributed to over **\$128,567** in human services

# **VOLUNTEER SAN DIEGO**

## **YEAR END RESULTS—2005-2006**

### **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 — 2005-2006**

## **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 – 2005-2006**

### **Programs**

- SAVY (Students Actively Volunteering For You) Leader program, the students and staff jointly received the prestigious A+ Award from San Diego City Schools.
- Volunteer San Diego staff became the only two Service-Learning trainers certified by California Department of Education in San Diego County.
- SAVY Leader model was restructured to have the student focus on one community need to enhance civic engagement and affect long-term solutions in the community.
- Revised Volunteer San Diego Disaster Plan to incorporate national standards and distributed it as a model plan for other volunteer centers. A team of volunteers, the Disaster Cadre, was formed to assist with the set-up of a Volunteer Reception Center when a disaster strikes.
- The Flexible Volunteer Program and SAVY Calendar were combined to form one, integrated program.
- Volunteer San Diego joined with other volunteer centers and Hands On Network affiliates to work on two grants focused on engaging volunteers with disabilities in our programs.

### **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 — 2005-2006**

## Board of Directors

**President**

Beth Rolls Mathewson  
*San Diego Gas & Electric*

Terrece Madrigal  
*San Diego National Bank*

**Vice President**

Bob Alden  
*Titan Corporation*

Sammantha McDonald  
*Susan B. Komen Foundation*

**Financial Officer**

Tracy Peluso  
CPA

Lupe Ortega  
*O'Day Consultants*

Debra Patterson  
*AXA Advisors, LLC*

**Secretary**

Jennifer Reagan  
*AT&T*

John Rains  
*Willis Risk & Insurance Services*

**MEMBERS**

Janet Delaney  
*San Diego City Schools*

Brent Shintani  
*Cardinal Health*

Jessica Eslinger  
*Solar Turbines Inc.*

Nhu Tran  
*San Diego Padres Baseball Club*

Jack Farnan  
*Mitchell International*

Eric Welch  
*The Welch Law Group*

Laura Galdorisi  
*Qualcomm Inc.*

Bruce Williams  
*University of Phoenix*

Terry Green  
*Blue Water Capital Management*

Melissa Houston  
*Rubio's Inc.*

# VOLUNTEER SAN DIEGO

## Staff – 2005-2006

### Staff

**Executive Director**

Wanda Vevia Bailey/Sue Carter\*

**AmeriCorps Promise Fellow\***

Maribel Berry

**Director of Operations/Human Resources**

Lynda Eccles

**AmeriCorps Promise Fellow\***

Katherine Macdougall/Leslie Scott

**Director of Resource Development**

Stan Miller

**AmeriCorps Promise Fellow\***

Justin Anderson/Jonathan Baird

**Director of Youth & Education Programs**

Jennifer Hamilton

**AmeriCorps Promise Fellow**

Monica Tinajero

**Director of Agency & Volunteer Services**

Sarah Adams

**AmeriCorps Promise Fellow**

Belen Esperanza Monterrubio/  
Brandee Clayton

**Operations/Programs Assistant**

Linda Fisher

**AmeriCorps Promise Fellow**

Larissa Johnson

**Agency & Volunteer Services Coordinator**

Debbie Krakauer

**AmeriCorps\*VISTA**

Joy Jankowiak

**Youth Programs/Service Learning Coordinator**

Jamie Dent

**AmeriCorps\*VISTA**

Sean Duggan

**Volunteer Services Coordinator**

Katherine Macdougall

\* Denotes staff change during fiscal year