



Change yourself. Change your world. Volunteer.

# **Volunteer San Diego Annual Report 2007-2008**

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Greetings,

It's been a year of great change for our community and for Volunteer San Diego. The wildfires showcased the generosity of San Diegans in October and highlighted the power of volunteerism. Volunteer San Diego's staff and volunteers worked tirelessly to mobilize volunteer support to the areas of need. We now strive to translate that tide of good will to meet the needs that exist all year long.

Through funding from QUALCOMM and pro bono support from Social Venture Partners, Volunteer San Diego is embarking on a bold new strategic plan to invest even more human capital – time, talent, and resources – into our community. In the coming years, we will:

- Increase community impact through more effective volunteer action.
- Promote the value of and need for volunteer engagement.
- Create long-term sustainability and growth for VSD.

As economic troubles force cutbacks and disasters strike more frequently, the need for high-impact volunteerism has never been greater. It is no longer sufficient to invest only money in our society's problems. If we are to truly meet San Diego's most pressing needs, we must match financial donations with time, talent, and sweat equity.

We look forward to becoming architects of our future with a strong network of passionate and committed partners. We hope you will join us in this worthy and critical endeavor.

A handwritten signature in black ink that reads "Sue".

Sue Carter, Executive Director

## Organizational Highlights

### General Accomplishments

- 35,995 volunteer slots filled at 707 community organizations
  - Volunteers contributed 109,297 service hours worth \$2,401,248 to the community
- VSD featured in *Nonprofit Quarterly* as pioneer in podcasting
- VSD staff appointed to task forces and commissions:
  - Sue Carter CaliforniaVolunteers Commission
  - Sarah Adams Hands On Network National Technology Task Force
  - Jen Hamilton California Service Learning Council
  - Patricia Davis Hands On Network National Disaster Task Force
- Improved sustainability and visibility of VSD with capacity-building grant from QUALCOMM
  - Community organization membership program launched to build local capacity for volunteer recruitment, retention, and recognition
  - Updated VSD logo and 'look'
  - Created and launched business plan for Corporate Volunteer Event Coordination

*"What a great job you all are doing. Hats off! You are providing an incredibly professional and efficient response and we can all learn a lot from you."*

Volunteer Center of Bergen County, NJ (regarding VSD's wildfire response)

### Awards & Recognitions

- Honored for volunteer coordination and response during October wildfires by Volunteer Centers of California and Mayor Jerry Sanders
- Awarded Best Place to Work Award by *San Diego Business Journal* in the small nonprofit category
- SAVY Leaders (youth) recognized by the Union Tribune and Soroptimists
- Volunteer Recognition Event held for 150 attendees
  - 19 Presidential Service Award (national award for Americans whose service inspires others to volunteer): 3 Gold, 5 Silver, and 11 Bronze recipients
  - 11 volunteers given Spirit of Service Awards for their outstanding contributions to the growth of VSD's programs



## Program & Event Accomplishments

### Youth

- Launched SAVY Toolkits resulting in 200% increase in the number of youth mobilized to achieve community change through service
  - 35,000 students benefited nationally (compared to 757 last fiscal year)
- Service-Learning trainings and services were enhanced to improve the resources and support for educators
  - 540 people were educated or coached
  - New trainings were offered:
    - Character Education and Student Motivation
    - Youth Leadership trainings to organizations
    - Environmental and Disaster preparedness and reflection
    - Creating effective collaborations
- Service-Learning Council developed new community resources:
  - Surveyed and provided VSD resources to public schools and summer camps
  - Launched user-friendly resource website: [sdservicelearning.org](http://sdservicelearning.org)
  - Hosted the first annual Regional Service-Learning Council meeting of San Diego and Orange County professionals
- SAVY Leaders led Martin Luther King Jr. Day & Global Youth Service Day
  - 32 SAVY Leaders contributed a total of 2,047 hours
  - All volunteers served a total of 3,043 hours
- Piloted environmental summer camp. Camp LEAP's 20 campers contributed 1,050 service hours.



What volunteers are saying about their experiences through VSD:

*"Our donations will have a great impact... the kids know their community cares. The time spent connecting with them enriched our lives more than they could ever know. I trust the impact was the same on their end."*

*"We gained a greater appreciation of the needs of this community."*

## Program & Event Accomplishments cont'd

### Special Events

#### Hands On San Diego

- Hands On San Diego's signature project engaged 800 volunteers at Wilson Middle School
  - 2,931 volunteers (13,012 hours collectively!) completed 100 projects for 40 partner organizations
  - VSD awarded \$35,000 Hands On Schools grant for Wilson School Makeover



#### St. Nick

- St. Nick served 2,500 students in eight schools
  - 110 volunteers contributed 250 hours
  - St. Nick Soiree raised \$7,000 in its third year

What organizations are saying about Hands On San Diego:  
*"When I participate in this event each year, I become energized by the spirit of the volunteers and I often stay for just a little while after everyone has left and just look around at all the magic that has occurred with the volunteers. It is humbling and uplifting all at the same time."*

### Flex & Community Organization Services

#### Flex

- The Flexible Volunteer Program (Flex) continues to grow
  - 9,012 volunteers (24% increase) contributed 21,610 hours (47% increase)
  - 76,200 individuals, youth, and families were served by Flex volunteers and projects
  - A new Online Orientation option was added to further reduce barriers to service and make the program even more "flexible"

#### Community Organization Services

- Community Organization Membership Program was launched with the integration of DOVIA as a program of VSD
  - 144 new partners
  - Luncheon held to launch new programs and merger with DOVIA, and recognize Volunteer Managers as part of International Volunteer Managers Day – 97 attendees
  - 293 people participated in trainings, workshops and brown bags on volunteer management



## Program & Event Accomplishments cont'd

### Disaster

- The Disaster Cadre, a trained team of volunteers, is over 140 members strong.
- With their help, VSD responded to community needs during the wildfires by deploying 3,813 spontaneous volunteers from October – November
- Volunteers are now taking on defined leadership roles and training as back-up and support for VSD staff
- 10,000 volunteers registered to receive Wildfire Volunteer Opportunity updates



*"The group from SAP was just fantastic! They were such a nice group of people to host and they worked so **fast!** Their monetary donation in addition to all the materials, time & labor was such a surprise and hugely appreciated. Once school begins we will be sending them a "Thank You from Feaster Students, Staff, & Parents!" The Volunteer San Diego group was just great too! The event was well organized and from my end things went very smoothly. You have a wonderful team of people there!"*

Corporate Volunteer Event beneficiary



### Corporate Services

- Corporate Volunteer Event Coordination continues to grow
- VSD business plan finalist in Social Enterprise Institute contest
- 494 volunteers contributed 1,975 hours at 16 volunteer projects including beach cleanups, school renovations, tutoring and crafts for a cause



### Website

- Web traffic increased significantly, boosted by interest in wild-fire response October – November 2007
  - 345,176 visits to our site (104% increase)
  - 136,721 visits from October – November 2007
  - All months experienced an increase in visits by a minimum of 23% compared to previous fiscal year



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## Board of Directors 2007-2008

### Officers:

#### *President*

Bob Alden  
L3 Communications

#### *Vice President*

Laura Galdorisi  
Qualcomm Inc.

#### *Financial Officer*

Tracy Peluso  
A Professional Accountancy Corp.

#### *Secretary*

Jennifer Reagan  
AT&T

### Members:

Jessica Eslinger  
Solar Turbines Incorporated

Debra Patterson  
AXA Advisors, LLC

Mary Evers  
Mitchell International

Beth Rolls Mathewson  
SDG&E

Nancy Hemmings  
San Diego Unified School District

Brent Shintani  
Cardinal Health

Melissa Houston  
MHM Business Solutions

Nhu Tran  
San Diego Padres Baseball Club

Denise Luna  
Luna Lounge

Eric. M. Welch  
The Welch Law Group



**Mission:**

Volunteer San Diego creates lasting community impact through meaningful individual and group volunteer action.

**Values:**

Service, passion, results, collaboration, integrity, commitment, competence, and fun.

**Impact:**

Each year, Volunteer San Diego mobilizes more than \$2 million in volunteer time, talent, and resources to 500 community organizations that serve San Diego County's diverse needs.



*"I thought it was a wonderful experience, and I would be more than happy to do it again. I think the one thing that amazed me was that everyone was working together, as a team....each and every one of them had their own part in helping and that is what made us pack 800 food boxes. Thank you for giving my brother and me the opportunity to help out....I will be sure to come back."*

- Flex Volunteer



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