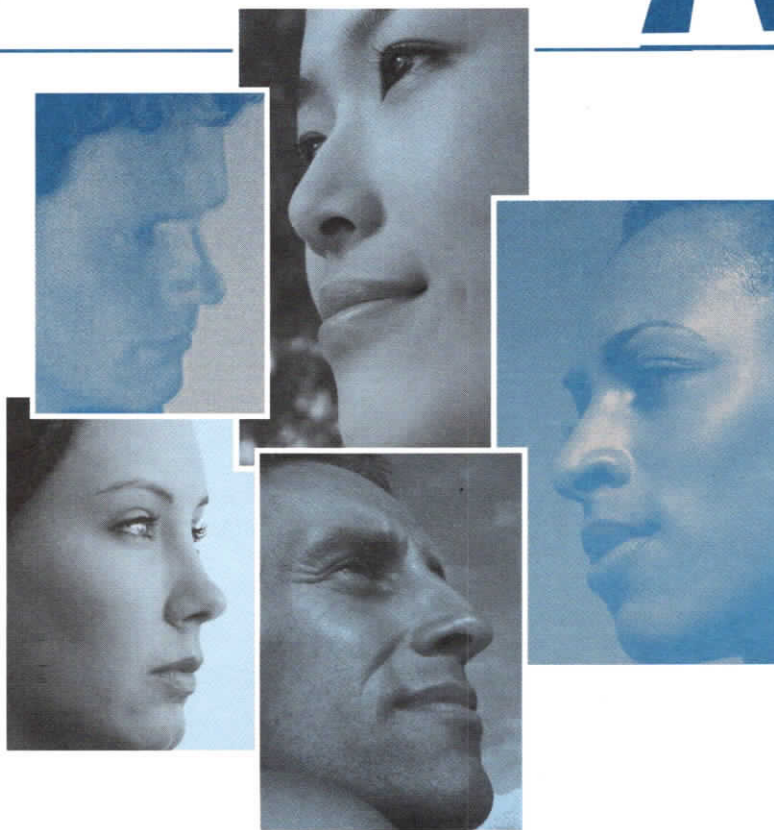


YEAR IN REVIEW 2001

AVA



Association for
Volunteer Administration



HIGHLIGHTS AND ACHIEVEMENTS OF 2001

The mission of AVA, an international professional association, is to enhance the competence of its members and strengthen the profession of volunteer resources management.

EQUIPPING, SUPPORTING, AND CHALLENGING OUR MEMBERS

- Launched the Members Only section of the AVA web site. This includes the innovative Member Knowledge Exchange, a networking tool for problem solving and information sharing; over 180 members have completed the inventory and become part of this exchange.
- Provided talking points and action ideas for members to highlight the profession during International Year of Volunteers 2001. Served on the U.S. National Committee for IYV 2001.
- Sought input from members regarding how AVA should respond to requests for support for public position statements with other organizations. During the year AVA

supported a U.S. presidential proposal to extend the charitable tax deduction to non-itemizers. AVA also signed an Independent Sector joint statement, "Upholding Our Values," embracing diversity and addressing injustice in the wake of the September 11 terrorist attacks in America.

- Partnered with Independent Sector to distribute the report "America's Family Volunteers," providing all AVA members with information on the latest trends in volunteering with family members and suggestions for engaging more families in service.
- Negotiated discounts for AVA members on recognition items, publications, and software products.

"Thanks again for all you do to make the administration of volunteers easier... AVA continues to support our profession by providing a higher standard to aspire to."

Paula Brigham Horner, New Orleans Museum of Art, Louisiana, USA

DEVELOPING AND PROMOTING STANDARDS OF EXCELLENCE

- Developed a Professional Ethics Training Kit and conducted an initial train-the-trainer session. This enables AVA to increase the ethical competence of members and leaders by providing greater access to information and training.
- Conducted a successful pilot study of the revised credentialing program. A total of 27 candidates earned their CVA credential during the pilot, and provided valuable feedback regarding the new process. The program was then launched full scale, and a new committee structure was solidified to support all aspects of the program.
- Implemented the streamlined nomination process for the annual awards program. This resulted in a significant increase in the number and diversity of nominees exemplifying excellence in volunteer administration and service to the association.
- Cosponsored the publication of a new edition of *No Surprises: Controlling Risks in Volunteer Programs* with

the Nonprofit Risk Management Center. AVA reviewed the book's content to ensure that issues related to volunteer resources management were adequately addressed.

- Launched a mobile version of the very successful AVA Academy. Discussions began with a number of local and national organizations interested in bringing this training to their members.
- Sponsored a highly successful 2001 International Conference on Volunteer Administration in Toronto, Canada, attracting over 1,000 attendees from 25 countries. This year's conference included an expanded "Experienced Leader Track" for those with at least five years of experience in the field of volunteer administration, and a first-time "summit" for volunteer development staff in large national/international organizations.
- Produced a Directory of Consultants and Trainers to assist organizations in finding the experts they need. The directory is available free of charge on the AVA web site.

AVA

2001 AVA Awards Recipients

Harriet Naylor Distinguished Member Service Award

Jackie Norris, Executive Director, Metro Volunteers!, Denver, Colorado USA

Volunteer Administrator of the Year Award

Ruth M. Buell, Manager of Volunteer Resources, Monterey Bay Aquarium, Monterey, California USA

Distinguished Service Awards

Federation of Volunteer Efforts in Korea, Inc.; Busan, Korea

Knoxville Utilities Board Employees; Knoxville, Tennessee USA

The UPS Foundation; Atlanta, Georgia USA

DEFINING, INTERPRETING, AND PROMOTING THE PROFESSION

■ Convened an International Working Group on the Profession. Representatives from 12 nations, AVA, and IAVE gathered in Toronto for two days to produce the Universal Declaration on the Profession of Leading and Managing Volunteers. Subsequently adopted by the AVA board of directors, this document serves as a tool for enhancing the visibility and credibility of the profession by articulating common elements and values. The working group will continue to advise AVA and facilitate the exchange of information about the profession worldwide.

■ Released findings from "Volunteer Administration: A Survey of the Profession," the most international survey of professionals in volunteerism ever undertaken. Sponsored by AVA in conjunction with Dr. Jeffrey L. Brudney of the University of Georgia, this report summarizes data based on 1,029 responses from practitioners and leaders in over 30 countries.

■ Contracted for Phase II of the Repositioning the Profession initiative. Supported by a grant from the David and Lucile Packard Foundation, a multi-year plan of specific strategies was developed to influence the attitudes and actions of policy makers, funders, and nonprofit organizations to increase support for effective volunteer resources management. This plan is being implemented during 2002-2003.

■ Participated in a Points of Light Foundation planning meeting on strengthening neighborhoods and families in "tough communities."

■ Sent messages of professional support and solidarity to colleagues in Argentina, Ireland, Scotland, and Bangladesh.

"The conference...was an opportunity to rediscover the basic decency of humanity...(It) was professionally stimulating and, more importantly, personally renewing. The world is a better place not only with volunteers, but also with those who manage them. Celebrate yourself."

Becky Mangum, President, North Carolina AVA

STRENGTHENING LOCAL PROFESSIONAL NETWORKS

- Developed and distributed a “Partnership Packet” to all AVA Affiliated Networks. It contains information about dues, AVA services available to affiliated networks, and suggestions for how to share information about AVA with their local members.
- Provided training upon request to local networks of professionals in Kansas, New Jersey, Maryland, Oregon, Michigan, Missouri, Illinois, North Carolina, Virginia, and Alberta, Canada. Staff and AVA leaders also conducted workshops at a number of national and international conferences.
- Began an on-going conversation with the Points of Light Foundation about how to encourage increased collaboration between local professional networks and local volunteer centers.
- Offered training on diversity and “maximizing differences” for professional networks/DOVIAs in conjunction with the annual conference in Toronto.
- Revised the Affiliation Agreement terms for local professional networks that wish to form a mutually supportive relationship with AVA, and increased the number of Affiliated Networks from 39 to 49 during 2001.

EXPANDING OUR VISIBILITY, CREDIBILITY, AND MEMBERSHIP IN COUNTRIES AND COMMUNITIES WORLDWIDE

- Participated in the 16th World Volunteer Conference in January in Amsterdam, Netherlands. Drawing nearly 1,500 people, this event served as the official kickoff of the IYV 2001. Over 20 AVA members were in attendance, and a workshop on professional competence and the AVA credentialing program was conducted with an audience from a wide variety of countries.
- Assisted with the planning and sponsorship of the International Symposium on Volunteering held in November in Geneva, Switzerland. This gathering focused on assessing the accomplishments of the International Year of Volunteers and charting a path for future volunteer action. AVA representatives presented sessions on volunteer management and the AVA Universal Declaration on the Profession of Leading and Managing Volunteers.
- Finalized collaboration agreement for the first Asia-Pacific Regional Conference on Volunteer Administration. AVA is sponsoring this event in April 2002 with the Federation of Volunteer Efforts, Inc. in Busan, Korea.
- Strengthened AVA’s relationship with the International Association for Volunteer Effort. In recognition of mutual interests and growth during IYV, AVA leaders conducted several conversations with the outgoing and incoming presidents of IAVE to explore ways in which we might collaborate and avoid competition and duplication of effort.
- Improved procedures for supporting and assisting conference attendees from developing nations.
- Began discussions with the International Federation of Red Cross and Red Crescent Societies regarding the provision of volunteer management training in Africa.
- Began planning for conducting the AVA Academy in Mexico, along with other activities to strengthen the profession among NGOs and volunteer organizations in that country.

International Working Group on the Profession was convened in Toronto, Ontario, Canada.



MAINTAINING OUR OPERATIONAL EFFECTIVENESS

- Conducted cultural competence training for AVA board members to help them understand what it means to be culturally competent as professionals and as an organization. This session also began to identify systems AVA needs to put in place to operationalize its philosophy of inclusivity.
- Hired a part-time office manager. The bookkeeping function was brought in-house as a cost-saving strategy.
- Implemented the new graphic look for all AVA material and produced a catalog to better market all AVA products and publications beyond AVA members.
- Developed and implemented a comprehensive marketing plan which served as roadmap for all activities throughout the year.
- Contracted with a consultant to produce a resource development report to increase AVA's sources of revenue. As a result of this report, the board conducted an expanded annual appeal resulting in twice as many contributions as in previous years and began discussions regarding specific strategies for long-term sustainability.
- Conducted a review of conference planning companies to assure that AVA is receiving the best and most cost-effective service.
- Developed a comprehensive Nominating Committee Handbook to capture best practices learned during recent years and to guide the future work of this important part of AVA's governance. A more structured orientation process for incoming board members was also developed.
- Convened a task force to re-affirm the niche of *The Journal of Volunteer Administration* and develop plans for ensuring long-term stability and growth. A new editor-in-chief was appointed late in 2001 to lead these activities in conjunction with a new editorial board and team of reviewers.
- Approved a new set of personnel policies and procedures that reflects AVA's current staffing situation and allows for future growth.

The AVA web site averaged 10,000 visits per month in 2001.

THANK YOU TO OUR 2001 CONTRIBUTORS

INDIVIDUALS

Carol Anastasio
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The Leighty Foundation
The St. Paul Companies,
Inc. Foundation
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John Grott, Graphic Designer
Melanie Kjorlien, Web Master
Marshall Associates, Conference Registrar
Meridian Coaching and Consulting,
Repositioning the Profession Initiative
Jacqueline Callahan, CVA, Credentialing Consultant (pro bono)

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Marsha Towns

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SUMMARY OF FINANCIAL ACTIVITY:

Year Ended December 31, 2001

REVENUES AND OTHER SUPPORT

Program:

Conference income	\$315,693
Membership dues	91,691
Journal and publications	49,853
Professional development	11,005

Other:

Contributions	8,797
Investment income	7,024
Other income	282
Net assets released from restrictions	124,681

Total revenues and support **609,026**

EXPENSES

Program:

Conference	273,608
Member services	44,029
Journal and publications	20,935
Grant expense	124,681
Professional development	9,146
Administrative and general	206,543

Total expenses **678,942**

Increase (decrease) in unrestricted net assets **(69,916)**

Changes in temporarily restricted net assets:

Grant income	75,000
Net assets released from restrictions	(124,681)
Increase (decrease) in temporarily restricted net assets	(49,681)

Total change in net assets **\$(119,597)**

The logo for AVA, consisting of the letters 'A', 'V', and 'A' in a bold, blue, sans-serif font. The 'V' is significantly larger and more prominent than the 'A's. A horizontal line is positioned below the 'A's.

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