



2002 Year in Review

Association for Volunteer Administration

Promoting excellence in volunteer resources management worldwide

From many perspectives, 2002 was another very successful year for AVA, marked by growth, new collaborations and active roles in several national and international initiatives.

EQUIPPING, SUPPORTING AND CHALLENGING OUR MEMBERS...

- ✓ **Acquired and launched the CyberVPM list serve for managers of volunteers**—This powerful networking tool was generously given to AVA by its creator, Nan Hawthorne. The list serve is a valuable way to exchange information and opinions among those who manage volunteers in many settings and others keenly interested in the field.
- ✓ **Identified ways AVA can support the next generation of trainers and consultants**—AVA surveyed members to identify their current and future interest in conducting training and/or consulting in volunteer management. The survey results indicated ways AVA could support newcomers to this activity. Several long-time trainers who are AVA members led a discussion of these ideas at the 2002 conference.
- ✓ **Invited past and current AVA leaders to assist with long-term sustainability issues**—Several task forces were formed based on input from over 30 leaders, along with direction from the AVA board. Their work continues in 2003 as action plans are being implemented.
- ✓ **Offered new affinity group**—Volunteering in sports and recreation is a major part of the voluntary sector in many parts of the world. In response to this trend, the 2002 AVA conference included a new affinity group for volunteer managers in this type of organization. Experienced leaders from Australia and the Netherlands conducted the session.
- ✓ **Provided conference scholarships**—Thanks to the generosity of several national and Colorado foundations, AVA awarded 41 partial scholarships to individuals in a variety of countries and organizations.

“At the annual conference I find a renewed energy and sense of connection and commitment to my volunteers and our mission, my DOVIA and the professional development of volunteer program managers in our region, and my own volunteer work in our local community.”

Ginger Murphy

Recording for the Blind & Dyslexic, Bryn Mawr, PA

DEVELOPING AND PROMOTING STANDARDS OF EXCELLENCE...

- ✓ **Continued steady growth of the credentialing program**—Following the successful revision of this program, 49 candidates registered during 2002 to earn the Certified in Volunteer Administration (CVA) credential. A committee structure involving over 50 AVA members worked throughout the year to formalize new policies and procedures, create the CVA registry on the AVA web site, market the program to new constituencies, and provide special recognition for CVAs at the annual conference.



- ✓ **Partnered to develop graduate level curriculum**—Based on a mutual commitment to expanding educational options in the field, AVA joined with Volunteer Canada and Carlton University to develop an advanced program of study in volunteer management.
- ✓ **Awarded President's Citation** – In recognition of her leadership in the development of the CyberVPM list serve and her support of AVA, Nan Hawthorne was awarded a special citation at the AVA annual meeting in Denver.

Congratulations to the 2002 AVA Awards Recipients

Harriet Naylor Distinguished Member Service Award

Suzanne Lawson, CVA, National Executive Director, ALS Society of Canada;
Toronto, Ontario, Canada

Volunteer Administrator of the Year Award

David Meacham, National Director of Volunteer Support, Planned Parenthood
Federation of America; New York, New York, USA

Distinguished Service Awards

Nancy Gaston, CVA, Gifts Differing; Vancouver, Washington, USA

Raffael Montenotte, Buddy Program Coordinator, AIDS Project;
Los Angeles, California, USA

KPMG Employee Volunteer Program; Montvale, New Jersey, USA

Lifetime AVA Membership

Marlene Wilson, Volunteer Management Associates, Boulder, Colorado, USA

DEFINING, INTERPRETING AND PROMOTING THE PROFESSION...

- ✓ **Continued the Positioning the Profession initiative**— Supported by a two-year grant from the David and Lucile Packard Foundation, AVA implemented strategies to influence the attitudes and actions of policy makers, funders, and nonprofit organizations to increase support for effective volunteer resources management. Activities included research and development of new “messages,” regular “positioning power” tips in each AVA member newsletter, sessions at the AVA conference, and relationship-building with related organizations.
- ✓ **Advised the Business Strengthening America initiative**—Responding to U.S. President Bush’s Call to Service, a group of corporate leaders launched this campaign to engage thousands of business leaders in civic service and support for the nonprofit sector. AVA’s executive director was a panelist at a briefing session with the BSA strategy group, representing the front line volunteer resources manager who mobilizes and assigns volunteers.
- ✓ **Published a guide for funders**—Developed in partnership with The UPS Foundation and the Points of Light Foundation, AVA published *A Guide to Investing in Volunteer Resources Management*. Extensive literature research, focus groups, and interviews with over 50 funders in the United States contributed to this publication, which makes the case for supporting the infrastructures that sustain effective volunteerism. Several workshops based on this material were presented during the year at national and local conferences.
- ✓ **Contributed to national discussion on disaster volunteerism**—Two AVA representatives attended a National Leaders Forum to identify the challenges and opportunities associated with effectively engaging “unaffiliated” volunteers in times of emergency. AVA continues to serve as a member of the national steering committee, which will implement forum recommendations. AVA has advocated for the involvement of skilled volunteer managers as important partners at the local level.
- ✓ **Developed a protocol for responding to issues**—Acting upon requests from members, the board of directors approved guidelines enabling AVA to react quickly to issues and discussions about the profession at the local, state/provincial, and national levels.

“We rarely underestimate the good that one individual can do for another person, a family, or a community when he or she volunteers. Why is it then that we in the philanthropic circles too often fail to appreciate the skills, planning, and support needed to harness the full potential of that volunteer?”

Evern D. Cooper, President, The UPS Foundation

STRENGTHENING LOCAL PROFESSIONAL NETWORKS...

- ✓ **Encouraged collaboration**—AVA and the Points of Light Foundation worked together to encourage increased collaboration between local professional networks and local volunteer centers. Activities included a joint session for both audiences at the 2002 conference in Denver.
- ✓ **Offered conference session for leaders**—A special workshop on “Connecting for Success” was included in the conference program for individuals who lead a local professional network, are members of a network, or are thinking about starting such a group.
- ✓ **Increased number of AVA Affiliates**—The number of local professional networks that chose to become AVA Affiliates increased from 41 to 61 during 2002.

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

- ✓ **Co-sponsored regional conference in Korea**—After several years of planning, the first Asian-Pacific Conference on Volunteer Administration was held in Busan, Korea in collaboration with the Federation of Volunteer Efforts in Korea. More than 1,000 individuals from 30 countries attended, including a number of AVA members. Strong interest in AVA and professionalism was evident as volunteer management in Asia is growing significantly.
- ✓ **Finalized agreement with IAVE**—A memorandum of understanding between AVA and the International Association for Volunteer Effort was signed by both organizations, encouraging identification of areas for collaboration and ongoing, regular communication.
- ✓ **Increased international interest in AVA training**—AVA representatives traveled to Mexico to support colleagues in training leaders of NGOs and volunteer organizations. Initial discussions were also held with the International Federation of Red Cross and Red Crescent Societies regarding volunteer management training in Africa. Volunteer leaders in Russia, Asia and Romania have expressed interest in the AVA Academy.

MAINTAINING OUR OPERATIONAL EFFECTIVENESS...

- ✓ **Redesigned web site**—Based on feedback from users and members, the AVA web site was refreshed and reconfigured, resulting in easier navigability, stronger marketing of AVA products and services, and significantly increased traffic. The site averages 16,000 visits per month.
- ✓ **Expanded advertising and sponsorship opportunities**—A comprehensive plan offering several options for purchasing ads in AVA publications and on the web site was developed. The new plan also included the various ways in which vendors or companies can support the annual conference to gain visibility for their products and services.
- ✓ **Adopted bylaws change to expand voting opportunities**—This change allows AVA members to vote on any issue throughout the year, by a variety of methods (mail, fax, e-mail, etc.) rather than only at the annual meeting. This approach will help the association be more responsive to change and will give all members opportunities to participate in making decisions, rather than just those who attend the annual meeting at the conference.

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"The pleasure of being surrounded by so many other volunteer managers who 'get it' is empowering, and something everyone should have the opportunity to experience. Thank you!"

*Sally Sampson, Director
Volunteer Service Bureau, Ohio, USA*

2002 FINANCIAL SUMMARY

Revenue:

Contributions	\$16,659
Adm. Reimbursement from Grants	8,500
Carryover Restricted Grant Funds	53,080
New Restricted Grant Income	110,000
Advertising Fees	4,120
2002 Conference Income	350,240
2001 Conference Late Income	11,666
2003 Conference Early Income	2,770
Currency Translation	986
Interest Income	1,765
Membership Dues	90,224
Product Sales	4,852
Journal Subscriptions	41,471
AVA Academy	4,163
CEU Fees	758
Certification Income	7,436
Honoraria	1,365
TOTAL REVENUE:	\$710,055

Expenses:

AVA Academy	\$3,730
Credit Card Processing Fees	5,754
Other Bank Fees	387
Contracted Services	35,429
Salaries & Benefits	92,087
2002 Conference Expenses	251,968
2001 Conference Late Expenses	6,276
2003 Conference Early Expenses	5,293
Insurance	2,971
Memberships & Subscriptions	634
Miscellaneous	325
Postage & Shipping	25,816
Printing	41,820
Awards and Recognition	3,813
Rent	9,980
Supplies	1,979
Computer Hardware & Software	1,242
Telephone	12,995
Board Meeting Expenses	19,722
Staff Travel	4,020
Utilities	804
Web Site & Internet Services	1,102
Restricted Grant Expenses	94,380
TOTAL EXPENSES:	\$622,527