

**CORPORATE VOLUNTEER COUNCILS:  
OUTSIDE RESOURCES TO  
SUCCESSFUL  
EMPLOYEE VOLUNTEER PROGRAMS**

**National VOLUNTEER Conference  
Workshop Session III**

**June 22, 1988**

**SHIRLEY A. KELLER  
VICE PRESIDENT  
WORKPLACE PROGRAMS**

**VOLUNTEER  
THE NATIONAL CENTER**

**1111 NORTH 19TH STREET  
SUITE 500  
ARLINGTON, VA 22209  
TEL: 703/276-0542**



# VOLUNTEER FACT SHEET

THE NATIONAL CENTER

1111 North Nineteenth Street      Suite 500      Arlington, Virginia 22209      (703) 276-0542

---

## **SOME BASIC QUESTIONS AND ANSWERS ABOUT CVCs**

### ***What does CVC mean?***

CVC generally stands for "Corporate Volunteerism Council", which has come to be the generic term to describe a coalition of business corporations which have active programs in employee volunteer involvement or an interest in initiating such programs. In different areas of the country, CVC "translates" as Corporate Volunteer Council, Corporate Voluntarism Council, Corporate Volunteer Coordinators Council (CVCC) and even Business Volunteer Council (BVC). This variety reflects primarily a difference in preference for names, not a difference in the basic purposes and operation of the group.

### ***What are a CVC's purposes?***

Basically a CVC is formed for three purposes:

1. To exchange information about corporate employee volunteer programs among companies which are operating them and to give those companies in the community which are considering initiating such programs assistance in doing so successfully;
2. To provide a forum for member companies to learn about needs for employee volunteers and resources in the community. This is usually accomplished when a CVC invites a community agency or organization to present information and their needs for volunteers during a regularly scheduled CVC meeting;
3. To provide a way for member companies to work jointly on a community need or problem which has been identified and which is too large or complex for one company to handle alone, and/or to initiate a community-wide recruitment or recognition event for corporate volunteers;

Depending upon the need in the CVC's local community and the make-up of its members, the group may define only one of these as their main purpose, may expand that one purpose to encompass the other two as the need/opportunity arises, or may choose to take on these purposes "in stages".

### ***What are the benefits of a CVC?***

Currently operating CVCs describe the benefits gained from their "networking organization" in a variety of ways:

- promotes corporate volunteering
- communicates information about the design and implementation of employee volunteer programs

- provides education and training opportunities for its members
- promotes professional development of the individuals responsible for company program
- provides recognition to corporate volunteers
- improves understanding of the community and of the company's "stakeholders"
- assists in recruiting volunteers and providing corporate resources to the community
- helps to coordinate responses to community needs and problems among member companies
- promotes communication and partnerships between the business and volunteer communities

### ***How did CVCs get started?***

The idea for a CVC began in the early 1970's when several company representatives in New York City who were organizing their own corporate volunteer programs decided to meet informally to exchange ideas and information. The informal meetings of half a dozen corporations gradually became regular monthly meetings of the first Corporate Volunteer Coordinators Council and by 1980, when other such groups began forming across the country, it involved over 30 corporations.

### ***How many CVCs are there?***

As of 1987, there are operating CVCs in 30 communities and developing CVCs in an additional 10 communities across the country.

### ***Who makes up the membership of a CVC?***

Corporate Members: Since one of the main purposes of a CVC is to provide mutual support to and exchange of information among **administrators of corporate employee volunteer programs**, primary membership in a CVC is drawn from corporate representatives in those positions, or from corporate representatives interested in starting such programs. Generally, one representative per corporation becomes a CVC member. In those companies that divide or spread the responsibility for the employee volunteer program among several people, more than one person from each company can join a CVC.

Associate Members: Several CVCs have established an "associate member" category to include non-profit organizations that serve as "clearinghouses" for volunteering in the community and which promote volunteering. Volunteer Centers are the most common associate members; other associate members could include state or Governor's Offices on Volunteerism, Junior League Associations or the United Way. The nature of the associate member category varies, however, and is decided upon by the corporate membership of individual CVCs.

### ***How large are CVCs and how often do they meet?***

Currently operating CVCs range in size from 15 to 60 corporate members and from one to ten associate members. Often CVCs divide their membership between "active" members -- those who regularly participate in meetings, projects and programs -- and "list" members, who receive ongoing information about the operation of the CVC but do not regularly attend CVC functions. The average "active" corporate membership ranges from 10 to 30 company representatives.

Most CVCs meet on a monthly basis, rotating the location of the meeting among their members. Several of the currently operating CVCs meet bi-monthly.

***How does the CVC work with the community?***

In addition to providing information and support to their corporate members about the initiation and maintenance of employee volunteer programs, CVCs also assist community agencies and organizations by offering their non-cash resources and employee volunteers for specific needs or programs. Often these needs or opportunities to involve employee volunteers in community projects are communicated to the active CVC membership during their regular meetings. An agency or organization is invited to make a brief, formal presentation of its needs for employee volunteers and/or non-cash resources and to distribute information to corporate members. This practice increases communication between the businesses and non-profits about needs which may affect both of them. It also is an efficient way for the companies to learn about specific needs and for the agency/organization to solicit a number of companies at one time for non-cash/volunteer resources.

If the CVC has a program committee, it is responsible for screening and inviting agencies to make presentations. Suggestions also are initiated by the Volunteer Center or by individual corporate members. Unless specifically requested by CVC members, monetary needs should not be included in the presentation. Generally only one agency presents per meeting, although that agency can be a representative of a subject area (i.e. health) and present the volunteer needs of a number of related groups in addition to its own.

***Is there a national CVC?***

No, although the **National Council on Corporate Volunteerism (NCCV)** division of VOLUNTEER - The National Center helps to link local CVCs.

***What role does a local Volunteer Center play in a CVC?***

The role of a Volunteer Center (also known as Voluntary Action Centers in some communities) in the development and operation of a CVC has proved to be an integral one in almost every currently operating and developing CVC in the country. Volunteer Center staff and board members have been among the founders of most CVCs, have participated on the steering committees and assisted with the group's planning, have provided staff support to assist it in "getting off the ground" and serve as advisory or associate members once the CVC is fully operational.

In all cases where Volunteer Centers are fully involved in initiating a CVC, they generally limit their roles to a "behind the scenes" facilitator, assisting the corporate members of the CVC to take on leadership positions in the group. This allows the Volunteer Center and the CVC to form a mutually beneficial partnership, while maintaining the CVC as a "corporate-owned and led" organization. In some cases, once the CVC is operating, the Volunteer Center takes on the role of providing administrative support and staffing for the group.

***Are there resources which help CVCs develop?***

In addition to organizations at the local level, such as Volunteer Centers, the **NCCV division of VOLUNTEER**, provides a variety of services to assist with the development and successful implementation of CVCs. These include information-sharing about the activities of other CVC.; technical assistance and availability of speakers and workshop leaders. VOLUNTEER has also published a booklet, ***Developing A Corporate Volunteer Council: Some Guidelines for Success***. This is available from the Volunteer Readership Catalog for \$4.95 plus postage and handling.

***For further information...***about currently operating and developing CVCs and VOLUNTEER, contact:

Shirley Keller  
Vice President  
Workplace Programs  
VOLUNTEER-The National Center  
1111 N. 19th St., Suite 500  
Arlington, VA 22209  
(703) 276-0542

**\*VOLUNTEER-The National Center** is the only national voluntary organization whose sole purpose is to stimulate and strengthen volunteer citizen involvement in addressing human, social and environmental needs. As a part of its overall mission, VOLUNTEER also works to build stronger partnerships between non-profit and business communities. Its **NCCV division** is the primary national resource supporting corporations and businesses seeking to involve their workers in the community as volunteers.

## **CVC Operating Councils**

June 1988

**Huntsville, Alabama**  
Corporate Volunteer Council of  
Huntsville & Madison County, Alabama

*Contact:*  
Frankie Armstrong (President)  
5607 Panarama Drive  
Huntsville, AL 35801  
205-536-7148

**Los Angeles, California**  
Corporate Volunteer Council of Southern  
California

*Contact:*  
Suzanne Huffmon Esber (President)  
Director, Community Affairs  
Fluor Corporation  
3333 Michelson Drive, H2-C  
Irvine, CA 92730  
714-975-6797

**Pleasanton, California**  
Valley Community Volunteer Council

*Contact:*  
Bonnie Moss (Chairperson)  
Community Service Representative  
Pacific Gas and Electric  
35551 Arden Road  
Hayward, CA 94545  
415-887-0449

**Redwood City, California**  
Corporate Partnerships Program of  
San Mateo County

*Contact:*  
Barbara Noble  
Community Relations Liaison  
Ampex Corporation  
401 Broadway, Mail Stop 3A-14  
Redwood City, CA 94025  
415-326-276856

**San Francisco, California**  
Bay Area Corporate Voluntarism

*Contact:*  
Donald McGee (Chairman)  
Manager  
Pacific Bell  
180 New Montgomery Street, Room 810  
San Francisco, CA 94105  
415-542-8472

**San Jose, California**  
Corporate Council of Santa Clara County

*Contact:*  
Anne McMullin  
Employee Volunteer Coordinator  
Corporate Grants  
Apple Computer, Inc.  
20525 Mariani Avenue  
Cupertino, CA 94014  
408-973-2116

**Stamford, Connecticut**  
Corporate Volunteer Council

*Contact:*  
Richard Jones (President)  
Director, Community Affairs  
GTE  
One Stamford Forum  
Stamford, CT 06902  
203-965-4203

**Washington, D.C.**  
Corporate Volunteer Council of  
Washington, D.C.

*Contact:*  
Ronald B. Shepard  
Partner  
Arthur Young & Company  
3000 K Street, NW  
Washington, DC 20006  
202-956-6334

**Jacksonville, Florida**  
Corporate Employee Volunteer Council

*Contact:*  
Georgia Reed (Chairperson)  
V.P. Marketing  
Sun Bank of North Florida  
General Mail Center  
550 Water Street  
Jacksonville, FL 32202  
904-632-2515

**Orlando, Florida**  
Central Florida Council on Corporate  
Volunteerism

*Contact:*  
Commander Tim Donihi (Chairman)  
Director of Family Services Center, NAC20  
Naval Training Center  
Orlando, FL 32813  
305-646-4213

**St. Petersburg, Florida**  
Pinellas Volunteer Corps

*Contact:*  
Alex L. Allen (Chairperson)  
Manager, Community Relations  
Space and Strategic Avionics Division  
Honeywell, Inc.  
13350 U.S. Highway 19 South  
Clearwater, FL 33546

**Sarasota, Florida**  
Employer Volunteer Council (EVC)  
of Sarasota County

*Contact:*  
Charlotte Damato (President)  
FP & L  
P.O. Box 1119  
Sarasota, FL 33578  
813-953-7142

CVC Operating Councils, page 2

**Tampa, Florida**  
Employer Volunteer Council (EVC) of  
Hillsborough County

*Contact:*  
Commissioner Talley Pickens (President)  
Hillsborough County Commission  
P.O. Box 1110  
Tampa, FL 33601  
813-272-5730

**Chicago, Illinois**  
Corporate Volunteerism Council  
of Chicago

*Contact:*  
Karen Harrigan (Chairperson)  
Public Affairs Program Coordinator  
Washington National Insurance Co.  
1630 Chicago Avenue  
Evanston, IL 60201  
312-570-5725

**Montgomery County, Maryland**  
Montgomery County Corporate Volunteer  
Council

*Contact:*  
Dr. Marjorie Costa (President)  
Community Relations Coordinator  
PEPCO  
1900 Pennsylvania Ave., N.W., Suite 520  
Washington, D.C. 20068  
202-872-3490

**Boston, Massachusetts**  
Corporate Volunteer Council of  
Greater Boston

*Contact:*  
Win Barnard (Co-Chairperson)  
Shawmut Bank, N.A.  
1 Federal Street  
Boston, MA 02211  
617-292-3748

**Mankato, Minnesota**  
CVC of Greater Mankato Area

*Contact:*  
Connie Bertrand (President)  
First Bank Mankato  
South Second Street  
Mankato, MN 56001  
507-625-9311

**Minneapolis - St. Paul, Minnesota**  
Corporate Volunteerism Council of  
Minneapolis/St. Paul Metro Area

*Contact:*  
Kimberly Roden (Chairperson)  
Administrator, Community Relations  
Minnesgasco  
201 S. 7th Street  
Minneapolis, MN 55402  
612-342-4821

**St. Louis, Missouri**  
St Louis Corporate Volunteerism Council

*Contact:*  
LaCretia Faught  
Public Affairs  
Contel  
600 Mason Ridge Center Dr.  
St. Louis, MO 63141  
314-851-9734

**Albany, New York**  
Albany, New York CVC

*Contact:*  
Rhonda Childs (Chairperson)  
Community Consultant  
Empire Blue Cross/Blue Shield  
P.O. Box 8650  
Albany, NY 12208  
518-472-8559

**New York, New York**  
Corporate Volunteers of New York

*Contact:*  
Katherine Canady (President)  
Community Relations  
Manufacturers Hanover Trust  
Grand Central Station, P.O. Box 2724  
New York, NY 10183  
212-808-8196

**White Plains, N.Y.**  
Westchester Corporate Volunteer Council

*Contact:*  
Carol Monti-Barris (Co-Chairperson)  
Consolidated Edison  
210 Westchester Avenue  
White Plains, N.Y. 10604  
914-993-6353

**Akron, Ohio**  
Akron Corporate Volunteer Council

*Contact:*  
Jenilynn Ferguson  
Great Northern Savings Co.  
524 W. Park Ave.  
Barberton, OH 44203  
216-753-8411

**Cincinnati, Ohio**  
Corporate Voluntarism Council

*Contact:*  
Paula Long (Chairperson)  
Volunteer Support Programs  
Procter & Gamble Company  
P.O. Box 599  
Cincinnati, OH 45201  
513-983-3663

**CVC Operating Councils, page 3**

**Kansas City, Missouri**  
Corporate Volunteer Council of  
Greater Kansas City

*Contact:*  
Ann Jacobson (Deputy Chairperson)  
V.P., Volunteer and Community  
Resources Council  
Heart of America United Way  
605 W. 47th Street, Suite 300  
Kansas City, MO  
816-531-1945

**Tulsa, Oklahoma**  
Corporate Volunteer Council of Greater  
Tulsa

*Contact:*  
Sharolyn Nance (President)  
Human Resources Specialist  
Metropolitan Life Insurance Company  
P.O. Box 500  
Tulsa, OK 74121  
918-252-8576

**Portland, Oregon**  
Oregon Corporate Volunteer Council

*Contact:*  
Elise Brown (President)  
CVC of Oregon  
P.O. Box 40187  
Portland, OR 97240  
503-220-8809

**Philadelphia, Pennsylvania**  
Corporate Volunteer Council

*Contact:* ☪  
Ruth Drake (Chairman)  
Assistant Director  
CIGNA Corporation  
One Logan Square  
Philadelphia, PA 19103  
215-523-5253

**Memphis, Tennessee**  
Corporate Volunteer Council of Memphis

*Contact:*  
Regina Allen  
Chairman, Employee Activities Dept.  
Memphis Light Gas & Water  
P.O. Box 430  
Memphis, TN 38101  
901-528-4245

**Austin, Texas**  
Austin in Action

*Contact:*  
Toni Luttrell (Chairperson)  
Jack Brown Cleaners  
3415 Northland #101  
Austin, TX 78731  
512-458-4147

**Dallas, Texas**  
Business Volunteer Council

*Contact:*  
Susan Walton (Chairman)  
Assistant to Trammell S. Crow  
Trammell Crow International  
3200 Trammell Crow Center  
Dallas, TX 75201  
214-978-4433

**Houston, Texas**  
Corporate Volunteer Council of  
Greater Houston, Inc.

*Contact:*  
Crawford B. Bunkley (Chairperson)  
Exxon Co. U.S.A.  
P.O. Box 2180  
Houston, TX 77252-2180  
713-656-3636  
(effective June, 1988)

**Salt Lake City, Utah**  
Corporate Volunteer Council of  
Salt Lake City

*Contact:*  
Isabelle Jensen (Chairperson)  
Public Affairs Director  
Questar Mountain Fuel  
180 East 100 South  
Salt Lake City, UT 84111  
801-534-5521

**Fairfax County, Virginia**  
Corporate Volunteer Council of  
Northern Virginia

*Contact:*  
Jim McKeever (Chairman)  
MAP, Inc.  
10327 Democracy Lane  
Fairfax, VA 22030  
703-691-1100

**Richmond, Virginia**  
Corporate Volunteerism Council

*Contact:*  
Frances N. Johns (Chairman)  
Personal Banking Director  
First Virginia Bank-Colonial  
700 E. Main Street  
Richmond, VA 23219  
804-697-5200

## ***CVC Developing Councils***

June 1988

### **Hartford, Connecticut** Corporate Volunteer Committee

*Contact:*

Diane Kellsey (Co-Chairperson)  
Program Coordinator  
Northeast Utilities  
1 Corporate Place, West Street  
Rocky Hill, CT 06067  
203-721-2760

### **Bradenton, Florida** Corporate Volunteer Council

*Contact:*

Bud Douglas (President)  
GTE Florida  
2508 75th St. W., MC-4069  
Bradenton, FL 34207  
813-792-5666

### **Detroit, Michigan** Southeastern Michigan Corporate Volunteer Council

*Contact:*

Mary Kennedy (Convener)  
Manager of Personnel Planning  
National Bank of Detroit  
611 Woodward Avenue  
Detroit, MI 48226  
313-225-1985

### **Duluth, Minnesota** Duluth Corporate Volunteer Council

*Contact:*

Phil Stocker  
Personnel Dept.  
Edgell Corporation  
1 East First Street  
Duluth, MN 55802  
218-723-9200

### **Cleveland, Ohio** Business Volunteerism Council of Greater Cleveland

*Contact:*

Bruce Akers (Chairperson)  
Coordinator  
Ameritrust Company  
900 Euclid Avenue  
Cleveland, OH 44101  
216-687-5029

### **San Antonio, Texas** Business Volunteer Council

*Contact:*

Debbie Sprangler (President)  
Community Relations Director  
Southwestern Bell  
P.O. Box 2780  
San Antonio, TX 70299  
512-222-6329

### **Milwaukee, Wisconsin** Southeastern Wisconsin Corporate Volunteer Coordinators Council

*Contact:*

Mary Beth Malm (Exec. Secretary)  
Director, Corporate Services  
Greater Milwaukee VAC, Inc.  
600 E. Mason, Suite 100  
Milwaukee, WI 53202  
414-273-7887