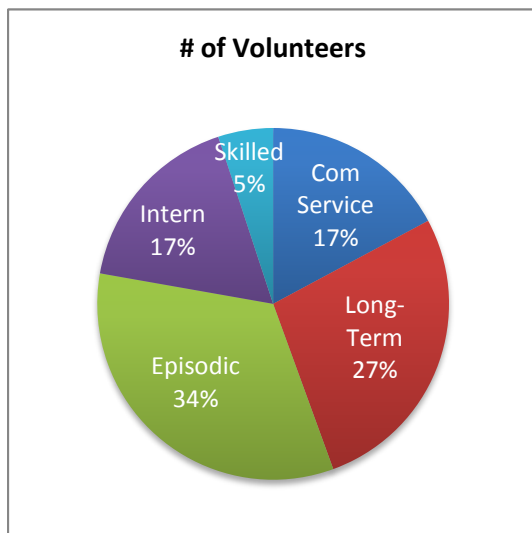
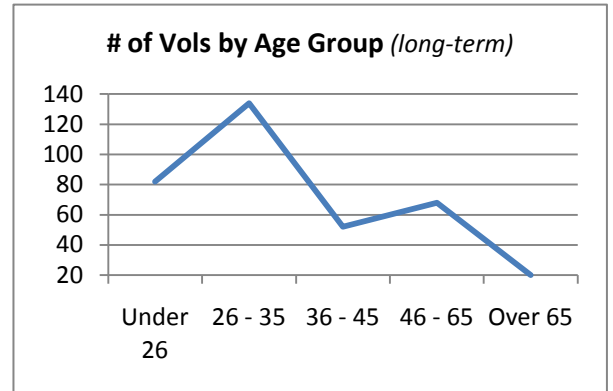


## DEMOGRAPHICS & TRENDS

Last year, VOA Oregon hosted **900 volunteers for 41,471 hours of service** – the equivalent of 20 FTE's and representing nearly 50% growth over last year.

*“Our biggest strength is the commitment by staff and volunteers to work together as a team to provide very high quality services to our clients.” – MRC staff member*



**Episodic volunteering more than doubled**, offering three times as many hours.

**Interns contributed 42% of the total hours**, up from 28%.

**Skilled volunteers** were engaged in professional-level communications, fundraising, leadership training, workflow evaluation, financial planning, and Facilities project management.

**Community Service:** Resale became more efficient at screening and training: fewer volunteers = more service

*FY '10: 357 vols for 5,839 hours / FY '11: 255 vols for 9,243 hours (nearly 25% of VOA's total hours)*

**59% of the volunteers asked to make a minimum 3-month commitment during the past year are still active.**

30% have stayed over one year & 12% have stayed two or more years.

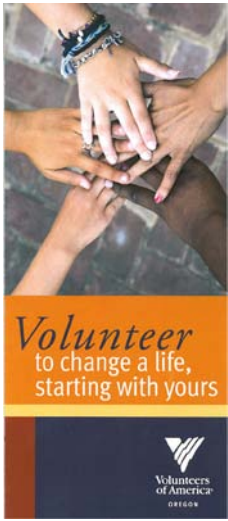
*(Another local social service agency reported a 53% retention rate)*

- Long-term volunteers served an average of 5 months
- Interns completed their entire term for an average of 4 ½ months
- Court-mandated volunteers gave at least 30 hours over an average of 30 days

*“I get to meet and interact with wonderful people who care about same thing I'm passionate about.”*

## COMMUNITY ENGAGEMENT

### Recruitment



The first Recruitment Advisory Committee of staff and volunteers formed in Fall '10 to research school & corporate partnerships, draft a Volunteer Brochure, table at PCC & PSU events, and redesign VOA's volunteer web pages, which increased on-line referrals.

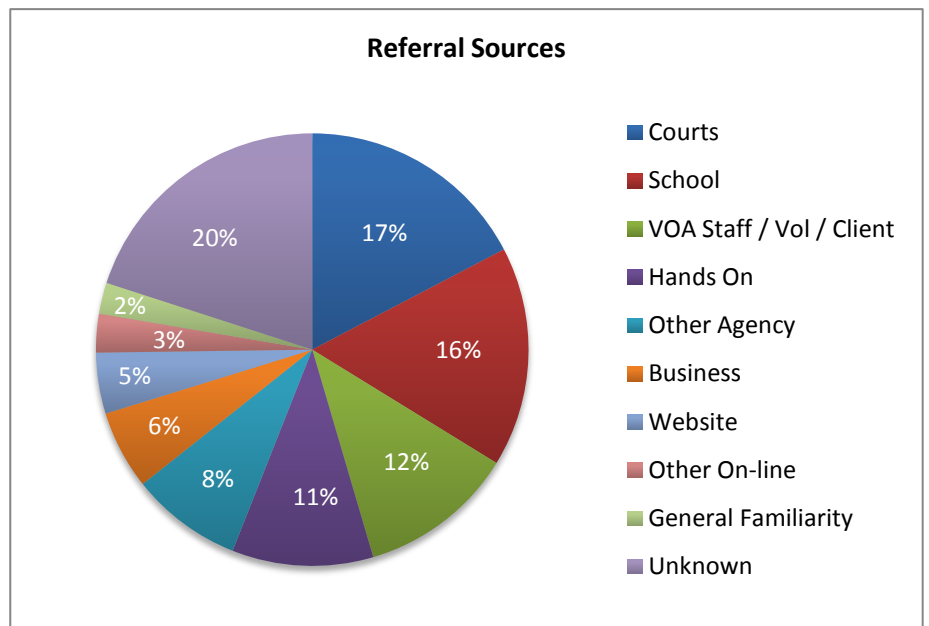
Volunteer referral tracking in the Raiser's Edge database during the last two quarters resulted in an average of 130 contacts per month, interest-specific follow-ups, & stream-lined on-boarding.

**107 people attended one of 12 centralized orientations with a 50% placement rate.** Implemented in December '10, these sessions are now VOA's most effective POE, leading to better placements, saving program staff time, and creating consistency & community across programs.

### Referrals

Improvements to VOA's volunteer web pages and on-line postings with Hands On Portland & Volunteer Match have increased on-line referrals, but our main referral source remains partnerships and word-of-mouth.

**22 volunteers served at more than one VOA program,** due to internal referrals.



*"I was able to help a woman who immigrated here from Haiti specifically because she knew we had laws that would protect her from domestic violence. I love being able to work with people of all different ethnicities and backgrounds; it makes the work feel like it is meaningful to everyone and not just one group of people."*

*Home Free volunteer*

*(Volunteer advocates assisted 2500 protective order petitioners)*



*Lis Sonsalla, Home Free  
Volunteer Spotlight – July '10*

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## Corporate Partnerships



**40 schools, agencies, and businesses were represented in 50% more projects** - 21 projects for 11 programs.

- **SafeCo** employees adopted FRN's families for the holidays.
- **Xerox** hosted the Lambert House holiday party for the 31<sup>st</sup> year.
- Development mailings prepared in-house saved over \$1,000.
- FRN Play Structure project saved \$11,120 in professional fees.

**Large corporate project infrastructure was developed** in collaboration with **Hands On Portland**, vetting VOA for referrals from their Corporate Volunteer Council.

- 60 community & corporate volunteers and MRC staff & clients repainted 11 rooms and built community in honor of MLK Day. The event had local media coverage and support from \$1800 in grants & in-kind donations.
- 45 volunteers from **Mentor Graphics** and **JHP landscaping**, made a \$1500 corporate pledge for materials and renovated the grounds at FRN and WRC.

*"(Mentor Graphics) created such a nurturing and lovely space for our clients to recover in. I am completely blown away."*

*WRC staff member*

***Special thanks to staff at MRC, WRC, FRN, & Resale for hosting meaningful, engaging volunteer experiences!***

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## Financial Support

**38 current & past volunteers gave \$14,377**, not including board donations and a \$450,000 multi-year grant through a volunteer's foundation connection. 50% of the major donors provided direct service at FRN or Home Free.

- **Five new grants totaling \$80,000** funded 1.5 volunteer management FTE's at FRN & Volunteer Services.
- **Symantec & Intel provided \$620 in Dollars for Doers** matching funds for volunteer hours.

**The wage equivalent of volunteer hours was \$864,670**, according to the Independent Sector.

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## Communication / E-News

Last summer's semi-monthly Volunteer E-News sent to an average of 450 volunteers and staff was replaced by a monthly Volunteer E-News targeting those currently volunteering or interested in learning more.

**During the last quarter, the recipient list grew to over 800 with a combined read-rate of 28%**, resulting in increased volunteer orientation RSVP's, one-time project recruitment, and expanded readership of Volunteer Spotlights.



*Michael O'Neil, InAct  
Volunteer Spotlight – Oct. '10*

## PROGRAM HIGHLIGHTS

**Youth Prevention Services** – Volunteer program development & staff coaching assisted two staff members running after school programs at 7 low-income housing sites. In the spring, new staff member Clair Rose revitalized volunteer screening, training, and supervision. A committed core of newly recruited volunteers and interns started a sustainable women’s walking group and made possible seven summer BBQ’s that connected hundreds of neighbors.

*“Our crowning achievement was creating an effective system that benefits our volunteers, staff, and most importantly, the kids we serve.”*

*Clair Rose, YPS Volunteer Coord.*

**Resale Outlet** – Change in management during Fall ’10 enabled volunteer program redesign. Community Service volunteers now have minimum hour requirements, attendance accountability, and full screening. Daily operations are now 100% reliant on staff / volunteer partnerships, volunteers are educated about VOA’s programs & services, and customers comment on positive changes made possible by highly qualified volunteers.

*“Our community service folks feel like part of our work family, and they can see the impact they make. There is a greater commitment & bond, and they are a welcome sight to staff each day.”*

*Christina Adame, Resale Sales Manager*

New components have been developed to engage skilled volunteers, local high school youth groups, and students & adults with disabilities through new school & agency partnerships. Court-mandated and job training opportunities are now available for VOA clients, including Youth Work Force referrals from Youth Prevention Services.

**Adult Day Centers** – Under budget pressure and new leadership, the volunteer programs at Lambert House and Marie Smith Center were restructured in tandem to focus on core needs. Kitchen & activity assistants now enable CNA’s to focus on client care. Staff members work together to share responsibility for volunteer supervision, creating a more supportive environment and a foundation for sustainable expansion.

*“Staff always treat the clients with respect and have fun with them. They treat volunteers the same way. What stands out is the atmosphere of equality and respect.”*

*Marie Smith volunteer*



*Kristin Cummings, Day Treatment  
Volunteer Spotlight – Jan. '11*

**Volunteer Services** – Six Volunteer Services Associates provided a cumulative 320 hours of administrative support. Volunteer Services now relies on volunteers for data entry, orientation support, social media outreach, and one-time project management.

Volunteer Resources Coordinator, Nancy Loso, was active in Portland’s volunteer management community, attending conferences & trainings and presenting at the Northwest Oregon Volunteer Administrators Association monthly meeting.

## FUTURE GOALS

VOA's demonstrated strength lies in supporting individuals making a long-term investment through school, national service, or skilled volunteering. There is also a clear diversity of culture and structure across programs, creating a variety of needs that is difficult to address through agency-wide initiatives. The following identified focus areas recognize and build upon existing trends and areas of growth.

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**Job Training** – Create job training positions that enable clients from VOA and other social service agencies to come “full circle” by receiving services and then gaining job skills to ease the transition back into the community.

**Skilled Volunteer Expansion** – Build agency capacity & skill in engaging skilled volunteers in encore careers through FRN's participation in the Oregon Community Fund's Boomers & Babies initiative.

**National Service Expansion** – Increase the number of Americorps placements to extend the impact of programs with limited resources.

**Risk Management** – Reintroduce monthly agency-wide audits of on-boarding paperwork. Background checks are near 100% compliance, but interviews, references & position descriptions are not done consistently. This will increase the number of appropriate placements and improve staff efficiency & volunteer retention.

**Disabilities Partnerships** – Tap the motivated, committed resource of volunteers with disabilities, and support agencies that offer site assessments, placements, and training. Fulfill VOA's mission by providing opportunities for this marginalized community to engage in meaningful work.

**Strategic Corporate Engagement** - Implement individualized, high-impact volunteer projects as an entry point for building agency resources and corporate partnerships.

**Recognition** – Individualize recognition by program for maximum personalization and impact.

**Outcome Reporting** - Focus on developing outcome measures for each program to demonstrate how volunteer engagement is core to service provision.

**Professional Development** – Improve retention and efficacy by offering quarterly volunteer management training for staff.

*“The support we receive at this time is beyond the level I could have ever imagined and very appropriate for our program. I would like more of the same path that we have established over the last year and a half.”*

*Program Volunteer Coordinator*

### **Special thanks to the '10 – '11 VOA Program Volunteer Coordinators**

Jen McKenzie, Rose Lee Jaffe, Barbara Adkisson, Christina Adame, Joe Kleinhenz, Nicole Smith, Clair Rose, Julie Harms, Alison Bookman, Lea Avolio, Bethany Froese, Vasa Morgan, Ryan Forslund, Beth Melville, Mary Cumens, Miguel Tellez, Tasha Miniszewski, Sherri Schofield & Debra Lorenzo

*Thank you for making another fun and inspiring year of growth possible!*



*Scott Engel, MRC  
Volunteer Spotlight – July '11*