



**POINTS
OF LIGHT
FOUNDATION**
&
VOLUNTEER CENTER
NATIONAL NETWORK

THE BULLETIN

Newsletter of the Volunteer Center National Network

**Family Volunteering Edition
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Family Volunteering strengthens the power, increases the volunteer base, and enhances the long-term effectiveness of existing Volunteer Center programs.

Inside

<i>A New Meaning to "Family Time"</i>	<i>1</i>
<i>National Family Volunteer Day</i>	<i>3</i>
<i>Families Participate, Families Gain</i>	<i>6</i>
<i>The National Family Volunteer Awards:</i>	<i>11</i>
<i>Family Volunteering Resources</i>	<i>14</i>
<i>Hot Topics</i>	<i>18</i>
<i>Spotlight</i>	<i>19</i>
<i>Musical Chairs</i>	<i>19</i>

The Points of Light Foundation is a non-profit, nonpartisan organization dedicated to engaging more people more effectively in volunteer service to help solve serious social problems.

Family Volunteering: A New Meaning to "Family Time"

Volunteering together as a family provides quality family time, and strengthens family communication. It also provides opportunities for family members to be role models, while simultaneously allowing families to make significant contributions to their communities. Family Matters is a national program of the Points of Light Foundation & Volunteer Center National Network that is spreading the concept of family volunteering across America. Family Matters encourages volunteering among families of all types. The focus of Family Matters has been to increase the number of families volunteering together and to discover how nonprofit organizations, educational institutions, faith communities, and corporations can work together to address community needs. The goal is to make family volunteering a renewed cultural tradition by increasing and supporting the number of families volunteering, the opportunities for families to volunteer, and the communities across the country that value family volunteering.

The Virtues

Family volunteering offers numerous advantages to the community through the way in which it provides services. These "Virtues of Family

Volunteering" include:

- Enabling populations whose volunteering has been restrained by family care-giving obligations (either responsibilities to children or older relatives) to become involved. As a "two-in-one" activity, family volunteering greatly increases the ability of time-depleted working families to engage in local community service.
- Acting as a natural multiplier of volunteers, since recruitment of any one family member acts as a catalyst for enlisting other family members. Surveys on volunteering have demonstrated that one-to-one recruitment patterns are by far the most effective means of recruitment.
- Offering high attraction to communities with relatively low rates of involvement in structured volunteer settings. The experience of family volunteering programs and projects in attracting support from ethnic, immigrant, and low-income communities indicates great promise in involving these sectors because of their high family orientations.
- Providing all the benefits of individual volunteering, including the

—continued on page 3

Dear Volunteer Center Partners and Friends,

Maybe your mother asked you to rake leaves for an elderly neighbor. Or your grandparents organized a dinner at the homeless shelter. Perhaps your foster parent became a chaperone for your class trip. Or your sisters helped plan a community block party and neighborhood safety patrols. Whatever it may be or whatever your family called it, it is likely that family volunteering has touched your life.

Families today are busy, and the demographics of families have changed over the years — it is no longer a mother, a father and 2.5 children. Now we have a broader, more inclusive definition of family, one that encompasses blood relations of all kinds, adopted children, blended families, legal relationships, people who live together and even non-related familial units, such as Big Brothers/Big Sisters, or a visiting neighbor's child. Simply put, a "family" is "any two or more people who consider themselves a family."

Just as families have changed, the same is true of volunteering. Many people are not as committed to long-term ongoing volunteer opportunities they way they used to be. Everyone is busy with work, with school, and with other activities. As Volunteer Centers, we are busy too. But what we can do is make volunteering more appealing to people who have limited time. We can help them to make a positive impact on their communities in a short period of time and allow them to participate with family members.

It is easy to add family volunteering to your Volunteer Center; there are many levels of involvement. Family volunteering can offer your Volunteer Center some wonderful benefits. With family volunteering, Volunteer Centers have the opportunity to apply for grants and programs that are family-oriented. You can reach a new market of volunteers. And families are very media-friendly, meaning your Volunteer Center might get more publicity as well. Luckily, fam-



ily volunteering doesn't mean you have to start a whole new program. Start with some simple ideas on how to add it to existing programs, such as making lists of existing family-friendly volunteer opportunities or adding photos of families to your Volunteer Center marketing. This Bulletin will give you some of the tools you need to add family volunteering to existing programs and strengthening families in your community.

Just as important, your colleagues have spent many hours developing the Volunteer Center Standards of Excellence, an assessment tool designed to help Volunteer Centers chart their course for a successful future. Of the many principles for Volunteer Centers to consider, they made it a point to include family volunteering. As an integral part of helping Volunteer Centers

build capacity for effective volunteering, family volunteering fits clearly into the mission of Volunteer Centers. No other national organization (and probably no other local organization) is focusing specifically on family volunteering, which means that Volunteer Centers have the opportunity to be cutting-edge leaders and the acknowledged experts on family volunteering in communities across the nation.

No matter where your Volunteer Center stands, you can get involved in family volunteering. It is easier than you think. If you are new to family volunteering, start slowly. Consider asking callers if they want to bring their family with them to volunteer, or identify which opportunities are family-friendly. If you have been promoting family volunteering, try some new ideas. Maybe you have not considered doing a graveyard cleanup project or National Family Volunteer Day. If you have a family volunteer program, there may be fresh resources for you to think about.

Family volunteering is not about re-inventing the wheel. It is about taking what you already do effectively, and adding families. The composition of every family is unique, but there is always someone who has the power to inspire. With one shared volunteer opportunity, children, older adults, and youth can learn how they have the ability to change their community for the better - together through family volunteering.

Mei Cobb

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Molly Keeney

Molly Keeney, Chair
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Family Volunteering: A New Meaning to "Family Time"

—continued from cover

passing on of social values, building individual self-esteem, and allowing individuals to give back to the community through service. In addition, it strengthens family bonds and communication patterns, and involves parents as role models for proactive social behavior.

The Numbers

Statistics have shown that volunteering as a family is already an established part of many American's lives. A 1994 Gallup survey found that over one-third (36%) of households already include volunteering together as part of their family life. The statis-

tics also show that agencies have found using families as volunteers incredibly fruitful, with over 97% reporting as having found families effective. The 1995 Heart of America United Way Volunteer Center, Kansas City, MO survey similarly reported that 75% of agencies felt that current volunteers would be interested in volunteering with other family members.

In 1998, an Aid Association for Lutherans (AAL) survey found that over half of American adults (51%) do volunteer work with family members several times a year. Family volunteering is a growing trend in this nation, and more and more Volunteer Centers, agencies, and businesses are seeking new and exciting ways of utilizing families as an effective volunteer base.

The Bottom Line

Volunteer Centers can implement family volunteering effectively as a component of existing programs and efforts. With some thought and care, families can be integrated into everything from individual Days of Service to ongoing efforts. The Family Matters program of the Points of Light Foundation & Volunteer Center National Network provides publications, online and offline resources, and technical assistance designed to start, enhance, or perfect your family volunteering efforts.

Please contact Rob Trevino, Manager of Family Matters, at 1.800.750.7653, x8261 or rtrevino@pointsoflight.org with any questions or requests for additional material.

National Family Volunteer Day: My Family Matters — We Volunteer!

On November 23, Mary and her foster son will bake cookies, serve tea, and read books to the children and seniors in the local hospital in Sheridan, WY. The four Rodriguez brothers will coach swimming for Special Olympians at the aquatic center in Galveston, TX. Eighty-three year old Bert and his son and daughter-in-law will complete the roof on a Habitat for Humanity house in Battle Creek, MI. Families like these will come together from across the country to celebrate the 4th annual National Family Volunteer Day on November 23, 2002.

National Family Volunteer Day is designed to showcase the benefits of families working together, provide a great way to introduce community service, and encourage those who have

not yet made the commitment to volunteer as a family to begin doing so. National Family Volunteer Day is strategically held on the Saturday before Thanksgiving to kick off National Family Week, sponsored by the Alliance for Children and Families.

This year, communities around the country will be working with Volunteer Centers, nonprofits, state and local agencies, and businesses to make family volunteering a national tradition. Volunteer Centers provide key opportunities for families to volunteer together in their local communities to address serious social problems in creative and innovative ways. Likewise, family volunteering benefits Volunteer Centers by building awareness of community issues and acting as a natural multiplier of vol-



A KPMG family on National Family Volunteer Day

—continued on page 5

Media and National Family Volunteer Day

National Family Volunteer Day is a great local “feel good” story that can showcase your Volunteer Center, the Points of Light Foundation & Volunteer Center National Network, and the benefits of family volunteering. Whether you provide tips on how families can get involved or feature a local success story, National Family Volunteer Day activities can result in increased media coverage of your efforts in the community.

Media relations is one of the most strategic segments of National Family Volunteer Day. A primary goal of this event is to spread the word that family volunteering works, it connects families and communities, and it's easy to get involved. Your enthusiasm will motivate people to volunteer. The family volunteering movement truly needs you to position National Family Volunteer Day with the media. The following five tips provide brief suggestions to help to make your National Family Volunteer Day campaign a success. For more details visit <http://www.pointsoflight.org/organizations/nfvd.cfm>.

1. Identify Spokespeople

Someone coordinating National Family Volunteer Day from your organization should be selected as the event's spokesperson. Seek spokespersons who:

- Can deliver message points in print and broadcast interviews.
- Have a willingness to speak in front of the public and the media
- Have an understanding and appreciation for the benefits, goals and messages NFVD
- Have time to complete media interviews in advance and during NFVD, including over the telephone, at a

volunteer site and in-studio

Your first and most impressive celebrities are the families who show up and volunteer together. However, National Family Volunteer Day provides a great opportunity to invite a well-known local person and his/her family to participate and help spread the word. The local celebrity spokesperson you select can help raise awareness about your community's involvement in National Family Volunteer Day, conduct media interviews, solicit support from other segments of the community and cheerlead the benefits of family volunteering. Seek people who have high visibility and stellar reputations within your community. Remember, you are inviting them to involve their families also—spouses, children, grandchildren and other relatives or friends.

2. Gain Newspaper, Television and Radio Coverage

To spread the word you'll need to create some basic media outreach tools NOW. (Remember to click on <http://www.pointsoflight.org/organizations/nfvd.cfm> for examples of some of these outreach tools).

- A media list (list of editors and producers are your local media outlets)
- Pitch letter
- News release
- Fact Sheet
- Community Calendar listing
- Public Service Announcement

3. Create message points

Create three message points (short sentences—15 to 20 words each) that:

- State the problem or issue.
 - (i.e., because we live in a large rural area in Logan County, people feel disconnected from

the community.)

- Conveys why the problem or solution is important to the audience, or what your organization is doing to address the problem or issue.
 - (Volunteering brings people together and plays a key role in creating healthier families and communities.)
- Asks the audience to make a specific commitment or take action.
 - (Join us for big volunteer event at Logan County Elementary at 3pm on Saturday to collect and sort food for the community pantry.)

Remember, keep your message brief and try to find appropriate ways to them in any situation. They help ensure that your message is consistent when talking to reporters ANYTIME.

4. Prepare an Interview

You've successfully convinced reporters to interview you. Now what? The following tips will help you prepare for an interview:

- Remember, there is no such thing as “off the record.”
- Know what you want to communicate and don't be afraid to repeat yourself. (Live by your message points)
- Speak in complete sentences.
- Short answers are better than long ones.
- Stop talking when you're done making your point.
- Avoid jargon and acronyms. Speak as simply as possible.
- Keep your hands free, open and animated. Gesture as you normally would.

—continued on page 5

National Family Volunteer Day: My Family Matters — We Volunteer!

—continued from 3

unteers. Additionally, family volunteering creates life-long volunteers and a legacy of volunteering for the next generation

The Points of Light Foundation sees family volunteering as a substantial new approach to the realm of community service. Family Matters rests on a powerful principle: a volunteering family regardless of how it is configured – whether two-parent, single parent, intergenerational, etc. – benefits the community, benefits itself, and the nation at large. The focus is to increase the number of families volunteering together and to discover how nonprofit organizations, educational institutions, faith communities, and corporations can work together to address community needs. Through volunteer activities, families enrich their relationships with one another and gain insights into the challenges of other human beings.

Volunteer Centers have the power to make family volunteering the norm by increasing and supporting the number of families volunteering, the number and quality of opportunities for families to volunteer, and the number of communities across the country that value family volunteering.

To be part of this exciting movement and receive a new copy of the National Family Volunteer Day Guidebook, please visit our website http://www.pointsoflight.org/organizations/engage_families.cfm or for any other questions or materials, please contact Amity Tripp, Manager of Seasons of Service at 1.800.750.7653, x8122.

Media and National Family Volunteer Day

—continued from 4

- Plan what you'd like to say if asked, "Is there anything else you'd like to say?" You should recap each of your message points as a response.

5. Plan day of event media logistics

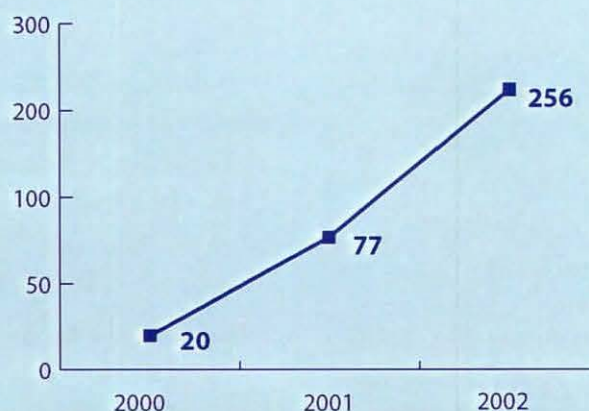
It's finally National Family Volunteer Day and everything is in place. You have dozens of committed volunteers ready to work. Your service projects are prepared and all offer opportunities for excellent media coverage and publicity. What else should you expect on the big day? Details, details, details are those little things to remember that make a big difference in ensuring a smooth-running, successful event.

- Be sure to have copies of the news

release, backgrounder and fact sheet (or media kits) available at each site.

- Carry a list of the locations, directions and telephone numbers of the other Family Volunteer Day projects.
- Consider renting or, if a wireless telephone company is one of your corporate partners, borrowing cell phones for the day.
- If possible, have a short welcoming "ceremony" prior to putting the volunteers to work. Make sure you establish an appropriate window of time when the media are invited to cover the event.
- Determine the times that your celebrity families and/or other dignitaries will be present.
- Bring cameras and make sure there's one person at each site designated to take pictures.

Volunteer Centers Developing Family Volunteering Capacity



In 2000, there were 20 Family Matters demonstration sites. The requirement of Family Volunteering was made part of the Volunteer Center Standards of Excellence in 2001, and the number of Volunteer Centers reporting activity in this area has grown.

Families Participate, Families Gain

Getting Families Involved

Engaging families in worthwhile volunteer experiences begins with recruitment. Family volunteering gives your Volunteer Center the power to mobilize an army of new volunteers, ones who will be committed, and stay involved, and we're all on the lookout for committed, dedicated volunteers, and families give you a ready made volunteer force. Family volunteers will also be willing to give more time to their volunteer work. According to the Independent Sector, family volunteers perform, on average, 23% more hours of volunteer work than other volunteers. Many families are looking for ways to spend quality time together, yet they might not realize that family volunteering exists as an option.

Volunteer Centers have also been successful in using teenagers and young people as a means to recruit their families. It doesn't take anything sneaky, just a little thought and preparation. A good experience for a young person is the best recruitment tool you might have at your disposal. So how do you get families involved?

Here are a few quick tips and steps for putting families in your family volunteering:

Go where families go. Make your Volunteer Center visible in new places. Bring your existing marketing to schools, youth service clubs, faith-based organizations, grocery stores, laundromats, malls, foster parents groups, military bases, sports teams, doctors' offices, museums, libraries, children's amusements parks, movies.

Market to families. You can easily add families to your marketing tools with a few creative ideas.

Try the following:

- Ask nonprofit organizations to mention family volunteering in their newsletters.
- Show a picture of a family volunteering in your marketing brochure or publication.
- Submit weekly or monthly newspaper spotlights of family volunteer opportunities.
- Create a utility bill insert — a coupon that families can mail in to your organization stating their interest in volunteer work.
- Have your area fast food restaurant add family volunteering information to their tray liners.
- Offer Volunteer Center staff as speakers at family-oriented events.
- Ask your current pool of volunteers about family involvement. Hold "Family Days" for recruiting.
- Prominently list family opportunities in all promotional materials.
- Use personal testimonials from families who are already volunteers.
- Bring a "portable" volunteer project to a family-focused event.

Ask. Don't be afraid to ASK families to get involved. According to Independent Sector's 2001 Giving and Volunteering survey, 50% of all volunteers did so because they were asked. Families may not have considered becoming volunteers —but only because they did not know

that they could. Take the time to ask families if they would like to volunteer together. You may be surprised at the results.

Create a "teen friendly" atmosphere. Invite teens to develop project ideas that, according to them, address community needs. Encourage them to conduct a need assessment among their friends, family, and/or the potential beneficiaries of the project(s).

Training. Offer technical support, training and introduce teens who are willing to take responsibility in developing family projects to resources in the area who can assist them with donations, permits (if necessary), etc.

Recognition. Recognize the teens as project leaders. Letters of recommendation to their school principals, pictures of them published in your local newspaper, job references, or movie passes are inexpensive ways to acknowledge their leadership roles.

Advise. Once you have delegated the authority to teens for the implementation of the project, remember that your role is now one of an advisor rather than supervisor.

Be welcoming! Teens will naturally include their friends and families in the volunteer project. Be ready to welcome them into your volunteer family!

Volunteering By, In, and With Low-Income Communities

“Volunteering,” – A Construct. Traditionally, people who live in low-income communities have been viewed primarily as recipients, rather than providers, of service. Yet it has become increasingly clear that many people who live in these communities volunteer and play a critical role in restoring the health and well-being of the neighborhoods in which they live. Volunteering has been, and continues to be, a source of survival. Much of the volunteering by people

in low-income communities takes place through an informal process: People help each other when they can, and neighbors come together in times of need. It has happened for centuries, in varied ways, in communities of all racial and ethnic backgrounds. Community members might purchase food for a neighbor in need, organize block patrols for safe streets, and offer safe places in their homes for neighbors in crisis. In one Philadelphia, Pennsylvania

neighborhood, a woman described her activity to help the community as “walking her neighborhood each night, checking on the seniors who lived alone to make sure that their doors were locked and [that] they were safe.”

That woman called her work “street walking.” Others in low-income communities call it “helping out,” “giving back,” or “neighboring,” a term coined by the **Volunteer Center of Greensboro**, North Carolina. To many residents of low-income communities, the terms “volunteering” and “community service” have negative connotations – for example, court-ordered community service. To others, the terms simply do not resonate culturally. Most immigrant and minority communities have a wealth of traditions and values tied to helping others, but the term “volunteer” does not translate into the terms they use to talk about these activities.

It has been concluded by many that the term “volunteer” is a culturally-specific term and, by definition, excludes many populations. Adopting the terms “neighboring” and “community involvement” expands the meaning of volunteering to all sectors of society. Employing new language, however, is a process that takes time. Thus, many have taken to using the terms “traditional volunteering” or “mainstream volunteering” to contrast formal, organized volunteering mainly by members of middle- and upper-class communities to the

—continued on page 8

Greensboro, North Carolina—Building the Capacity of Informal Volunteers

The **Volunteer Center of Greensboro**, the Community Foundation of Greensboro, and active residents from two low-income neighborhoods came together to formalize a type of informal volunteering that had been happening for a long time. In low-income neighborhoods such as Ole Ashboro and Eastside Park, residents suffering from domestic abuse had often sought shelter with a neighbor when they lacked the financial resources or transportation to escape a crisis. Community organizers identified these informal “safe houses” as a community asset that could be systematized and expanded.

With technical assistance and financial resources from partner, the community recruited neighbors to open their homes, solicited donations from a building supply company to outfit homes with child safety equipment, procured additional beds for the safe houses and organized the community to

VOLUNTEER CENTER of GREENSBORO

provide a food bank for neighbors in need. As a result of this positive experience, the Volunteer Center expanded its community representation by naming a neighborhood leader to the Board of Directors.

The Greensboro, NC model is important for other communities because it:

- Builds on informal family-strengthening neighboring efforts in the community, validating existing community assets.
- Demonstrates how outside organizations such as Volunteer Centers and businesses can partner with existing community involvement efforts in low-income communities and add important resources that strengthen these initiatives.

Volunteering By, In, and With Low-Income Communities

—continued from page 7

mostly informal helping and neighboring that is characteristic of low-income communities.

The Points of Light Foundation & Volunteer Center National Network has been working with the Annie E. Casey Foundation to explore the role of volunteering in building the social capital necessary to transform distressed neighborhoods into family-supporting communities. The initial goals of the project were to explore several questions:

- What is the nature of volunteering as it happens within low-income communities, performed by local people?
- What are some of the challenges faced by traditional volunteer organizations that they “go into” low-income communities for volunteer initiatives?
- What are key strategies through which traditional volunteer organizations can partner with low-income communities and help mobilize residents to solve community problems and strengthen families?

In the first year of activities, a team of community experts was convened to develop an initial understanding of volunteering in low-income neighborhoods as a means of strengthening families and neighborhoods. Participants in the meeting included local community partners of the Annie E. Casey Foundation, and the Points of Light Foundation, Volunteer Center leaders, youth volunteers, and select experts known for their work in this field. From this initial

session, three key ideas emerged that participants believed were essential to helping mobilize residents in tough communities:

- Empower community members to identify the community problems on which they want to focus.
- Help community members to identify and uncover their unique gifts and talents and acknowledge neighboring that is already happening in low-income communities.

- Affirm that neighboring should be structured to provide an exchange for tangible rewards such as continued eligibility for housing assistance, meals, or educational assistance.

The next phase of the project included a range of activities to explore these issues further and begin to stimulate innovation. First, we organized four community dialogues around the

—continued on page 13

Providence, Rhode Island —Empowering Families in Public Housing

The **Volunteer Center of Rhode Island** and the Providence Housing Authority joined forces, through this grant, to engage low-income families in volunteerism in a way that empowers both children and parents to change their communities and their lives. The collaborative used this grant to implement after-school and summer programs for youth with emphasis on community service, with parents serving alongside children. They also developed a Youth Service Council that provides leadership to other youth by identifying service projects and engaging their peers in community action.

Involving parents in youth programs is of primary importance. Adults volunteer to the extent that they can by working with the youth, as well as providing clerical support. By volunteering, adults earn credits that allow their children to attend the youth program, providing an exchange for their efforts. Additionally, adults earn welfare to work credits, may par-



ticipate in job training classes, and may accompany their children on weekend outings, and community service projects.

The Providence, RI model is important for other RI communities because it:

- Empowers youth and parents individually, through youth development and adult training programs, and strengthens the family as a unit by encouraging adult volunteering alongside their own children.
- Provides an array of meaningful incentives to adults in exchange for neighboring. Volunteering in the Providence Housing Authority was done in exchange for credits and services needed by residents.

Volunteering By, In, and With Low-Income Communities

—continued from page 8

country and invited community and grassroots professionals to discuss volunteering and provide feedback on the initial three key ideas described. These sessions were held in Denver, Milwaukee, New Orleans, and Washington, DC. Next, we hosted a day-long meeting of community leaders and organizers working to build social capital through grassroots volunteer initiatives. We then identified and studied examples of programs that were successfully mobilizing volunteers in tough communities. Finally, we engaged Points of Light Foundation constituencies, such as Volunteer Centers, national and local nonprofits, businesses, and youth, in an additional series of dialogues on this topic.

To stimulate innovation, we selected eight communities, through a competitive process, to receive grants to create new programs, or enhance existing programs, promoting volunteer mobilization in low-income communities. Community foundations received grants to partner with a Volunteer Center and one or more community or neighborhood organizations. These grantees are referred to as pilot sites or pilot communities. *(See descriptions of efforts of Volunteer Centers in Greensboro, NC and Providence, RI in shaded textboxes accompanying this article.)*

We are confident that the partnerships and projects funded through this will continue to benefit all

involved: Volunteer Centers, community foundations, low-income neighborhoods and families, and other nonprofits and businesses. It has helped to expand their work to new constituencies, opening doors to neighborhoods where organizations had desired to work, but did not really know how to enter.

Research findings from a recent study conducted by the Points of Light Foundation found the following crucial success factors when working to support under-resourced communities:

Understand the language and nature of volunteering in tough communities—Learning the language is an important aspect of working in tough communities. The terms “helping out, giving back or neighboring” are normally used instead of “volunteering”. Volunteers are abundant in tough neighborhoods and have a long history of helping, but residents do not refer to themselves as “volunteers,” and they generally are not under the auspices of nonprofit organizations. Volunteering is not usually recognized or rewarded. Volunteers are more likely to be called “willing workers, block captains or community workers or leaders.” Volunteering happens more informally through neighborhood associations, churches, and on an individual basis.

Overcome barriers to volunteering—Barriers to volunteering include lack of time, financial resources, child care, transportation, as well as low self-esteem and confidence, negative perceptions of volunteering or of volunteer organiza-

tions, and cultural and language barriers. These must be addressed in order to engage local residents.

Empower the communities to help themselves—Residents must own the issues and solutions and must witness the benefit of their involvement in solving their communities’ social problems. Outsiders cannot be “parachuted” in the community to rescue the residents, but the residents must be part of the planning and decision-making process.

Cultivate community members’ skills and talents—The gifts and talents of the local residents need to be identified and translated into important assets needed to accomplish a project’s goals. Many residents believe they have no talents or skills to bring to the table.

Strengthen existing community leadership—Organizations should identify existing, and help develop new community leaders. Local leaders help build community trust and ensure that the local perspectives and experiences are considered and understood.

Acknowledge that volunteering is an exchange—All volunteers need to be rewarded for their contributions in ways that make sense and have meaning to them. In tough communities an appropriate exchange could include meals, services such as tutoring, childcare subsidies, and job opportunities.

Ensure community readiness—Building relationships and involvement takes time. It is a process that needs patience and flexibility. Communities may need help resolv-

—continued on page 15

Building Connections: Strengthening Families and Transforming Neighborhoods

Since 1996, the Points of Light Foundation has been exploring the role volunteering plays to help strengthen families and transform communities. Through research that included dialogue sessions with community leaders and organization representatives, and innovation grants that supported community engagement, the Foundation learned that volunteering is a matter of survival for families in communities where circumstances are tough to live. As a result, we identified critical success factors for non-profit organizations, businesses and corporations to effectively work in and with low-income communities.

To expand the Foundation's commitment to families in communities where conditions are tough, we, along with other national organizations, are partnering with the Annie E. Casey Foundation to build a national campaign to recruit organizations to help children and families do better by providing opportunities and resources that strengthen families and transform communities. The Annie E. Casey Foundation believes that "Children do well when families do well, and families do better when they live in supportive neighborhoods."

The goal of this initiative is to build connections with national and local organizations to help strengthen children and their families in under-resourced communities. We are creating a national campaign to help increase volunteering by, in and with tough communities by engaging organizations to dedicate financial and human resources to help improve conditions in communities. Everyone from Volunteer Centers to grassroots community leaders can play an

important role in helping to strengthening families and transform neighborhoods into healthy places to live.

There are several major objectives that will be accomplished in achieving a successful national campaign. They include:

- Create, build-upon and sustain the political and social will across our nation to use volunteering as one of the most effective methods for strengthening families and transforming neighborhoods;
- Broaden the base of involvement and resources in the campaign to include local community leaders, faith-based communities, law enforcement, businesses and corporations, additional local and national health and human service organizations, governments, funders, and the media; and
- Promote and disseminate volunteering knowledge, and reward "best practices" that strengthen families and help to transform tough communities.

The Points of Light Foundation, along with the United Way of America, Goodwill Global, Alliance for Families and Children, Boys and Girls Clubs, Coalition for Community Foundations and Youth, Big Brothers/Big Sisters, Girls, Inc., National Assembly, Corporate Voices and the Hatcher Group, have signed on to be co-owners, champions and co-investors for the Annie E. Casey's national campaign to improve circumstances in tough neighborhoods. These partners recognize and celebrate successful strengthening strategies that are designed to expand the base of support, knowledge and enthusiasm for strengthening families and neighborhoods.

Since joining this effort, POLF saw the necessity to recruit other organizations that can help propel this national campaign more broadly and can affect long-term change. The Volunteer Center National Network can serve as a key component to bring this national campaign to the local level. Volunteer Centers, like other national and local organizations, can become a part of this campaign by:

- submitting best practices on effective programs and/or strategies used to help strengthen families and transform neighborhoods;
- help empower communities by growing community leadership through leadership training;
- provide volunteer management training to community members to mobilize and engage volunteers; and
- partner with communities stakeholders to ensure families are connected to opportunities to serve.

Available are newsletters, publications, research studies, toolkits, and training classes to assist local and national organizations mount their own family strengthening and neighborhood transformation initiative in support of this national campaign. There are even web-based, online databases that give information about programs and "best practices" that can potentially be replicated on the national and local levels. By becoming involved in this nationwide campaign, you will be partnering with other organization that are willing to share knowledge, learning experiences, resources and expertise.

For more information, visit www.pointsoflight.org or contact Felicia Brown at fbrown@pointsoflight.org or Chris Krinock at ckrinock@pointsoflight.org.

The National Family Volunteer Awards: Recognizing the Impact of Volunteer Centers

Occupying a unique and important space in supporting volunteering efforts across the country and around the world, Volunteer Centers are pioneers in introducing volunteer recruitment, management, and impact improvements. The National Family Volunteer Awards were launched in part to recognize the efforts of Volunteer Centers in strengthening families through the development of excellent and effective family volunteering opportunities.

Since 2000, five Volunteer Centers have been recognized for outstanding family volunteering activities performed at any time throughout the previous year, including, but not limited to, efforts around National Family Volunteer Day. The honorees are selected based on project or program achievement, innovation, mobilization, ongoing involvement, and ability to meet community needs. The Awards themselves have been presented at the National Conference for Community Volunteering and National Service and have been sponsored by the National Tabletop and Giftware Association, representing more than 35 member companies committed to strengthening families, and the Aid Association for Lutherans/Lutheran Brotherhood.

The following is a brief look at the efforts of the Volunteer Centers honored:

Community Volunteer Center Springfield, IL

Demonstrating the power of families,

this Volunteer Center brought together more than 300 individuals representing 125 families to clean their community Children's Museum, refurbish two baseball fields, and shift 31,000 pounds of bulk cereal into 2-pound sacks in a series of efforts throughout 1999.

United Way Volunteer Center of Merrimack Valley Lawrence, MA

Joining forces with the Lawrence, MA Public School system, this Volunteer Center organized five community projects involving neighborhood residents, families, and teens in six diverse communities in 1999.

Volunteer Center of the Lowcountry Charleston, SC

The Volunteer Center demonstrated its commitment to enabling families to volunteer together. By offering free agency trainings on how to create family volunteer projects; the Volunteer Center served as a catalyst to increase participation and to develop family volunteering programs in nearly 200 organizations. Its work with The PINK HOUSE stands as an example of the success of their collaboration and support of local nonprofit agencies. The Volunteer Center's family volunteering program promoted positive and structured parent and child activities, service-learning opportunities, and community service opportunities for all ages. With the Volunteer Center's support, the PINK HOUSE was able to develop its own programs, including an

early literacy program for parents and children to learn literacy basics together using computer software as a tool.

Volunteer Hampton Roads Norfolk, VA

The only Volunteer Center thus far to win the National Family Volunteer Award twice, Volunteer Hampton Roads has embraced family volunteering as a successful tool in engaging both families and local partnerships. In 2000, the Volunteer Center was recognized for arranging the efforts of more than 400 people representing over 200 families in the gathering and packaging of food, hygiene products, and children's books for area shelters. In 2002, it was recognized for continuing efforts, which included 600 volunteers being mobilized on National Family Volunteer Day to again aid local shelters.

Volunteer Resource Center Minneapolis, MN

This 2002 honoree aggressively devoted itself to developing and presenting free trainings, "Effectively Engaging Families as Volunteers," to 20 local nonprofit agencies and creating the innovative guidebook for families, The Volunteer Resource Center's Family Volunteering Guide. They also worked with the St. Paul Pioneer Press newspaper, which distributed 50,000 copies of a newspaper insert on volunteerism that prominently featured family volun-

—continued on page 12

The National Family Volunteer Awards

—continued from page 11

teering. This tremendous effort culminated in the first National Family Volunteer Day celebrated in the Twin Cities in 2001, with more than 350 hours of service volunteered by families at 18 different sites.

If you are interested in nominating

your Volunteer Center or recognizing someone else's efforts, visit the National Family Volunteer Day Awards section of the Points of Light web site http://www.pointsoflight.org/awards/nfva_programinfo.cfm. Nomination forms are available there or from Stacey Dunn-Turner, Program Coordinator of Family Matters and Seasons of Service at

1.800.750.7653, x8009 or sdunnturner@pointsoflight.org. Nomination forms may be turned in at any time during the year; the deadline for recognition for work done in 2002 is March 2003. Awards will next be presented in June 2003 at the National Conference on Community Volunteering and National Service in Baltimore, MD.

TOP 10 FAMILY VOLUNTEER PROJECT IDEAS

1. Create a Card

Let families create their own thinking of you, get well, or thank you cards for a children's hospital, veterans' group or senior citizens home. This can be done in the family's home or in places where families gather. Provide paper, crayons or markers, stickers or stencils, and watch the creativity fly!

2. Tidy Tombstones

City and county cemeteries usually have sections for indigent residents. Unfortunately, these sections are often not maintained by city or county employees. Families can volunteer to clean up the burial site. Contact the local government entity for permission, then recruit families to participate in the cleanup. Provide garbage bags, gloves, and refreshments. Families might want to consider returning to map the cemetery or do landscaping.

3. Happy Trays

Many hospitals use plain paper to line the trays used to deliver meals. Get a supply of paper from a hospital and allow families to decorate those liners with cheerful messages or drawings. This is a project that can be done at fami-

lies' homes, schools, or other locations.

4. Food Bank Fix-Up

Especially at the holiday season, food banks need assistance organizing the many donations they receive. Families can sort through canned goods and/or package them for distribution. This task can also be done at thrift shops or shelters.

5. Weekend in the Woods

Offer a state park ranger a great deal: provide a Saturday afternoon volunteer project in exchange for having camping fees waived for a few families. Typical projects include pulling weeds, painting park facilities, planting shrubs, clearing trails, etc.

6. Meals that Make a Difference

Many homeless shelters have programs that allow families to help prepare a meal. Some meals are prepared onsite; others can be done in the families' own kitchen. Small children can help by setting tables or by helping to serve food.

7. Adopt a Grandparent

Too many nursing home, senior citizen home, and hospital resi-

dents have no one to visit them. Let families share their children with senior citizens through an Adopt a Grandparent program. This could be a one-time visit, a group visit, or an ongoing project.

8. Penny Drive

What do you do with all those pennies? Let families collect them to help their favorite nonprofit agency. Families can also run drives for school supplies for underprivileged children, for pet food for the shelter, or canned food for the food bank.

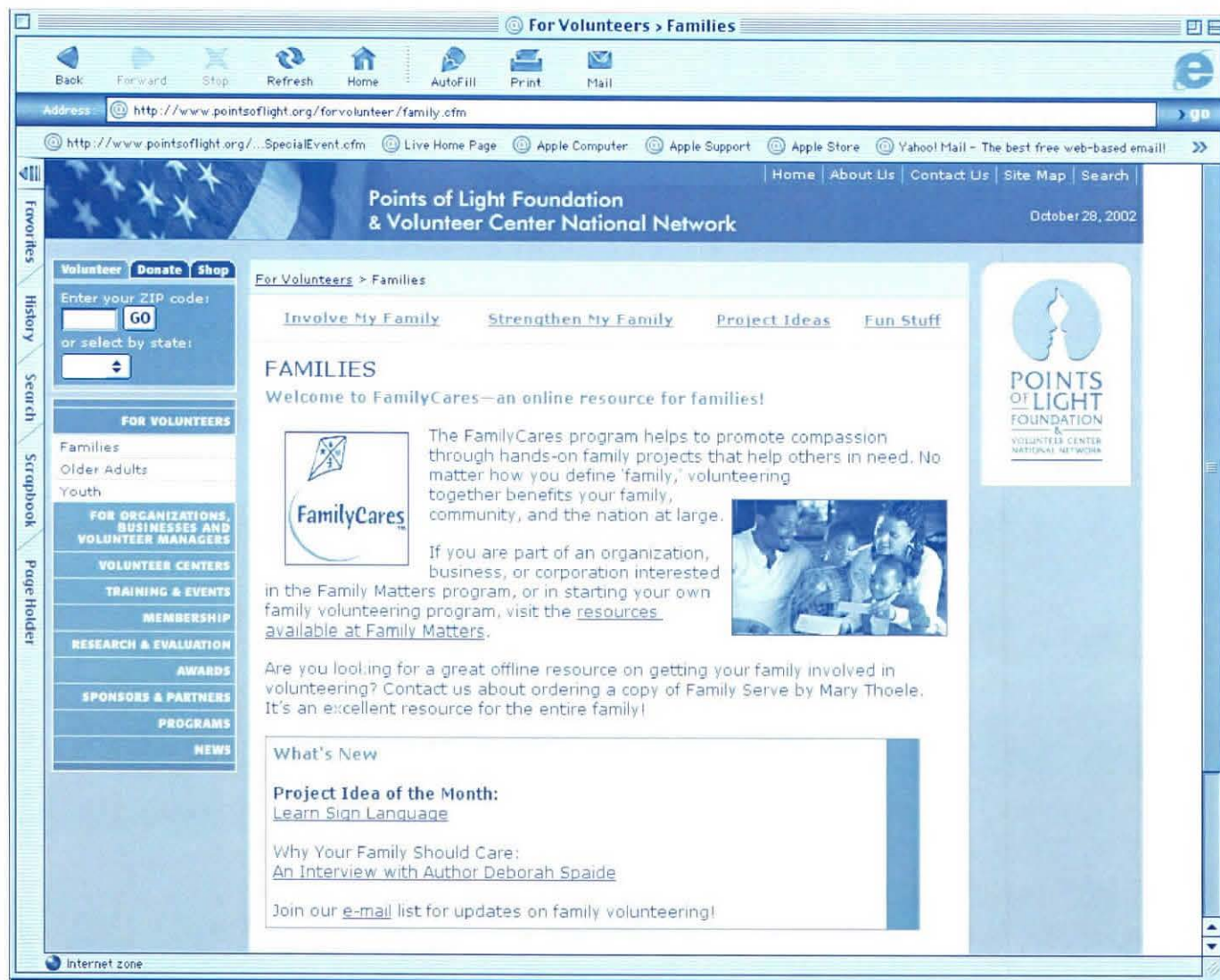
9. Clean It Up!

Agencies often need help with cleanup. Let families organize a "window washing," "spring cleaning," "van washing," or "yard-work" day for a nonprofit agency. Arm them with cleaning supplies, and let their energy take control!

10. Weekend Dads

Help divorced dads connect with their kids and their community by sponsoring a weekend volunteer project. Instead of going to the park to play, they might welcome doing a park cleanup together. Don't leave out divorced moms or grandparents too.

FamilyCares.org: The Home of Family Volunteering Online!



Family Matters and the Points of Light Foundation & Volunteer Center National Network are proud to unveil their newest online initiative, FamilyCares.org. Formerly part of the Kids Care Club program, FamilyCares.org has now been brought to the Points of Light Web site.

Designed as a resource for families to learn more about why and how they can volunteer together,

FamilyCares.org features project ideas, learning materials, informative articles, interviews, and fun activities and games for those of all ages. By being brought into the framework of www.pointsoflight.org, the site also features easy access for families to information on Volunteer Centers, Points of Light initiatives, and other programs and resources which may enhance or kick-start their lives as

volunteers. It also compliments the information available to organizations through the existing Family Matters Web site located at http://www.pointsoflight.org/organizations/engage_families.cfm. If you are looking for a resource for your family or for the families who come to your organization searching for information on family volunteering, FamilyCares.com is the place to start!

Family Volunteering Resources

Designed to aid Volunteer Centers, other organizations, and families, these five publications can be excellent resources for those interested in learning more about family volunteering. To order these materials visit the Points of Light Foundation & Volunteer Center National Network catalogue and the online Marketplace at www.pointsoflight.org. For more information on these materials, please contact Rob Trevino, Manager of Family Matters, at 1.800.750.7653, x8261 or by e-mail at familymatters@pointsoflight.org.

National Family Volunteer Day Guidebook

National Family Volunteer Day is a national call to action designed to generate enthusiasm among families seeking to help solve serious social problems in their communities. This step-by-step guidebook is designed to help you effectively implement family friendly projects that precipitate a year round commitment to family volunteering. Join families across America as you celebrate National Family Volunteer Day!



Family Volunteering - Ready-Set-Go: A Handbook for Volunteer Centers

Edited by Marie Bouvier

Ready – Set – Go is a handbook for Volunteer Centers interested in incorporating family volunteering into their programs. Designed with utility in mind, the handbook incorporates photocopy-ready material with a complete education on the benefits and issues of increasing one's volunteer base through families. Increasing capacity, fundraising, garnering publicity, and enhancing existing work through proven, easy-to-create family volunteering strategies are all covered. Also included are over 100 successful and ready-to-go family volunteer project ideas, project planning information and worksheets, and a complete media guide.

A Matter of Survival: Volunteering By In and With Low-Income

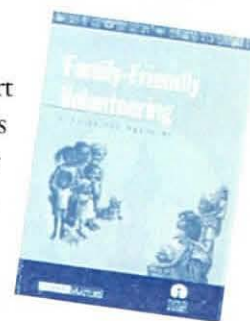
A Matter of Survival documents the rich traditions of civic engagement found in America's "tough" communities. This publication helps one gain respect for the resilience of residents who serve as champions for civic engagement and community...



Family-Friendly Volunteering: A Guide for Agencies

by Steve McCurley

Family volunteering is a hot topic in nonprofit volunteer management. This guide reflects the state-of-the-art experiences of the Family Matters initiative; describes the appeal of family volunteering to families, individuals and communities; and demonstrates how family volunteering can help almost any agency. This proven tool for establishing successful family-volunteering projects and programs containing hundreds of concrete tips on designing volunteer assignments, recruitment, supervision, family recognition, and much more.



Family Serve: Volunteer Opportunities for Families

By Mary Thoele

The only book about family volunteering written explicitly for today's busy families! No time to volunteer? Do it with your family! This book is packed with ideas for helping others while strengthening family ties. It offers contact information on organizations that focus on the environment, wildlife, animals, young people, homelessness, hunger programs, arts, seniors, the physically and mentally challenged. Family members can record their experiences in the journal section as they decide where they'd like to volunteer next.



Top Ten Risk Management Tips for Family Volunteering

1. Apply liberal doses of common sense

Like sunscreen, common sense must be applied liberally in order for it to be effective as a risk management tool. So all the care you've exercised in designing your program will be for naught if you fail to supervise new volunteers after they arrive at your service site.

2. Involve your volunteers

It makes no sense to implement risk management strategies without first involving volunteers. Involve volunteers in both identifying risks facing your program as well as designing creative approaches to address those risks.

3. Provide explicit direction

Volunteers want to succeed. They want to meet the high standards set by your volunteer program. To help them do so, you need to provide explicit direction about what you expect and what is required to volunteer in your program.

4. Screen according to risk

Your screening process for a volunteer position should match the risks of that position. So a volunteer who will work one-on-one with someone else's chil-

dren should be subject to a more rigorous process than a volunteer filling a low-risk position.

5. Praise and punish

Remember to praise hard work and let volunteers know their efforts are appreciated. Also let volunteers know when their performance has fallen below your standards or when they have done something prohibited by your program. It's also necessary sometimes to remove volunteers whose continued participation poses too great a risk to the health and safety of the organization, its clients or other volunteers.

6. Sometimes firing can't be avoided

It is necessary to safeguard the mission of your program.

7. Don't assume

Don't assume an adult volunteer knows they must supervise their children on your project site. Don't assume your nonprofit partner has purchased accident insurance to protect your family volunteers. And so on.

8. Provide guidance on privacy issues

Review your privacy policy. Explain it to incoming volunteers. Remind current volunteers about the policy when issues crop up. And remind them again before they leave the organization.

9. Use written agreements to spell out requirements

For ongoing or long-term assignments, written volunteer agreements are one way to maximize your authority in supervising volunteers while limiting your exposure to liability.

10. Make risk management everyone's responsibility

Basic proactive do's and don'ts are learned from childhood: Brush your teeth. Wash your face. Look both ways when you cross the street. Hot! Don't touch. You'll want every volunteer to be aware and practice risk management. Infuse your culture with safe practices in the treatment of clients, each other and the public.

—Developed by Melanie Herman, Executive Director of the Nonprofit Risk Management Center www.nonprofitrisk.org

Volunteering By, In, and With Low-Income Communities

—continued from page 9

ing conflicts or problems that are preventing residents' involvement.

Working together on this initiative and others like it offers all involved a chance to decrease their stereotypes and prejudices, which contribute to the isolation and discon-

nection of low-income communities. As our population continues to diversify, it will be particularly important for traditional volunteer organizations to build partnerships across neighborhoods, cultures, and economic strata in order to engage all members of the many, many communities we serve.

As well, we recognize the importance of equipping community leaders with tools and skills to mobilize and engage volunteers. Therefore, we created a

Leadership Skills Manual for Community Leaders.

For more information about this initiative, please contact Felicia Brown, Director of Community Initiatives at the Points of Light Foundation at fbrown@pointsoflight.org or 1.800.750.7653, x8196. To order a copy of *A Matter of Survival: Volunteering*, and the Leadership Manual, visit the online Marketplace at www.pointsoflight.org

Are You Family Friendly?

When evaluating the appropriateness of a family volunteer program for an agency, careful consideration should be given to the needs and wants of both the agency and the families volunteering. This tool aids an agency in identifying family-friendly needs that it may have overlooked but must be considered for an effective and productive family volunteering program.



Are You Family-Friendly?

	YES	NO
1. Does agency management support the idea of family volunteering?	<input type="checkbox"/>	<input type="checkbox"/>
2. Have you provided training for your staff in implementing a family program?	<input type="checkbox"/>	<input type="checkbox"/>
3. Are you aware of your staff's needs in implementing a family program?	<input type="checkbox"/>	<input type="checkbox"/>
4. Have you identified a key person who will promote and develop family volunteer opportunities?	<input type="checkbox"/>	<input type="checkbox"/>
5. Do you need policy changes to implement family volunteering?	<input type="checkbox"/>	<input type="checkbox"/>
6. Do you have a minimum age requirement for volunteers?	<input type="checkbox"/>	<input type="checkbox"/>
7. Would your agency consider accepting children younger than the policy states if they were accompanied by an adult?	<input type="checkbox"/>	<input type="checkbox"/>
8. Are you aware of families who volunteer in your program?	<input type="checkbox"/>	<input type="checkbox"/>
9. Are families involved in developing family volunteer opportunities?	<input type="checkbox"/>	<input type="checkbox"/>
10. Does your agency have an established policy regarding supervising families, especially those with younger children?	<input type="checkbox"/>	<input type="checkbox"/>
11. Are your organization's work hours flexible enough to accommodate families?	<input type="checkbox"/>	<input type="checkbox"/>
12. Do you currently promote your volunteer program or activities to families in your community?	<input type="checkbox"/>	<input type="checkbox"/>
13. Are your volunteer opportunities easily accessible to families by public or private transportation?	<input type="checkbox"/>	<input type="checkbox"/>
14. Can any of the volunteer opportunities be done at home?	<input type="checkbox"/>	<input type="checkbox"/>
15. Is supervision and/or childcare provided during activities?	<input type="checkbox"/>	<input type="checkbox"/>
16. Do your publications and other external materials contain images of various family units?	<input type="checkbox"/>	<input type="checkbox"/>
17. Have you developed relationships and partnerships around the issue of family volunteering?	<input type="checkbox"/>	<input type="checkbox"/>
18. Do you differentiate between family volunteering and group volunteering?	<input type="checkbox"/>	<input type="checkbox"/>
19. Do you have the capacity to track the number of family volunteers and the hours they serve?	<input type="checkbox"/>	<input type="checkbox"/>
20. Have you developed tools to measure the impact of the family volunteer program on the community, organization and the families?	<input type="checkbox"/>	<input type="checkbox"/>
21. Have you defined family volunteers jobs clearly, spelling out specific activities to be undertaken with understandable and logical goals?	<input type="checkbox"/>	<input type="checkbox"/>
22. Do you look at each activity to determine if it is appropriate for families with young children?	<input type="checkbox"/>	<input type="checkbox"/>
23. Do you have liability insurance?	<input type="checkbox"/>	<input type="checkbox"/>
24. Do you ensure that your volunteers have the supervision that will help minimize any risk to them?	<input type="checkbox"/>	<input type="checkbox"/>

Solutions for Volunteer Centers' Human Resource Needs

"Our employees are like family." Nonprofit executives often express this sentiment when describing their organization's small staff. Volunteer Houston's CEO Carrie Moffitt is no exception. With 12 employees, her organization is dedicated to the development, promotion and support of volunteerism in Houston, connecting 30,000 volunteers a year to a broad spectrum of diverse nonprofit organizations in the local community.

"It's wonderful to have such a close relationship with our employees," says Moffitt. "At the same time, it can also be difficult. You want your employees to have the best possible benefits, but it's not always easy on a tight Volunteer Center budget. You also have to deal with sensitive personnel issues that can be difficult and time-consuming."

The solution for Moffitt and many other nonprofit executives is outsourcing their human resources function to a professional employer organization. Volunteer Houston chose Texas-based Administaff, a leading Professional Employer Organization (PEO) that serves as a full-service human resources department for small and medium-sized organizations nationwide.

PEOs such as Administaff provide a comprehensive array of HR services, including employment administration, training and development, performance management, owner support, benefits management, employer liability management and more. "It's like having our own HR department," says Moffitt. "The relationship also provides many great benefits for our employees."

Since many Volunteer Center executives wear a variety of hats, oftentimes the essential, but time-consuming administrative tasks, such as developing a personnel guide, defining and writing job

descriptions, and creating performance review programs are often left undone. "There were a lot of HR-related functions that were not covered because we were not knowledgeable in those areas," Moffitt says. "With the right guidance, the result for Volunteer Houston has been more accurate, consistent policies and procedures to ensure that all of our employees are working off the same page."

In the area of staff development, PEOs can develop training programs to motivate employees and enhance individual and group productivity. "My initial concerns about how the staff would react to training were immediately put to rest," says Moffitt. "Our employees love it!

Administaff



They see it as a perk and appreciate the time we've invested in them. It's rewarding to see them apply what they've learned to their every day jobs."

Moffitt also found shopping for quality benefits on a tight budget to be tedious and disappointing. "We found that the best way for our employees to obtain Fortune 500-level benefits was through Administaff," she says.

For Volunteer Centers that want to get acquainted with Administaff services, the company provides free human resources information, forms, tools and expertise through an online portal called HR PowerHouseSM.

Accessible on Administaff's Web site at www.administaff.com, HR PowerHouse features six primary sections with a wide array of information, including:

- Personnel Guide – A management tool packed with process maps and summaries, and best practices.

- Ask the Pros – An onsite executive consultation to gain significant insight into employment costs, revenue issues impacted by people issues, and how Administaff can successfully impact an organization's profitability.

- HR PowerTools – Includes tools provided by Administaff and various public sources to support business owners, administrative personnel, and HR practitioners.

- State-by-State Guide – Topics such as occupational safety and health plans, workers' compensation programs, minimum wage laws, economy, and career information are covered in this section along with links to state HR resources.

- In the News – Top HR stories are provided on a timely and topical basis, including such areas as benefits, compensation, equal employment opportunity matters, employee relations, HR litigation, market research, payroll, recruiting and selection, safety and health, and training.

- FAQs – This "Why can't I?" section provides answers to basic questions about key HR issues.

HR PowerHouse also provides information in various subsections, including HR Blunders, Hot Issues, Common Mistakes, Smart Biz Alerts and Best Practices.

For Volunteer Center executives like Moffitt, a PEO relationship can be profitable for both the organization and the community it serves. For Volunteer Houston, the decision has allowed Moffitt and her staff to enjoy more time growing their membership, enhancing member services, focusing on their vision to identify Houston's diverse community needs, developing creative volunteer-driven solutions, and mobilizing the people and resources to meet them.

Hot Topics

Since the Members Only Volunteer Centers Intranet was created in November 2000, over 500 people have subscribed to the private web site to network, share resources, and engage in discussions on the most important topics and issues facing Volunteer Centers today. We have recently reorganized to make the discussion forums more useful for intranet subscribers and to help people easily locate current postings. The forums have been organized into 3 categories: **Active:** Had activity within the past month; the newest of most used forums with the latest postings. **Archive:** Had no activity with in the past month; a limited number of postings and no additional postings added. **Summarized:** Archived forums which have had all the postings compiled into one document so that users will not have to read through the entire discussion thread. New postings can be added to all of the forums, and new discussion topics can be created. Points of Light Foundation staff will periodically review forums and place them in the appropriate categories. Every Friday, the VCNN News will continue to highlight all new forums, and Hot Topics will continue to provide a synopsis of the content of the top 3 most active forums:

All of the discussion forums and postings are permanently archived for future use so information will not be lost, but rather built upon and expanded.

Following is a summary of the top 3 most active discussion forums on the Intranet with a short synopsis of their content:

Service Days Databases

Looking for a way to streamline man-

agement of volunteers involved in the various Days of Service? Volunteer Centers are discussing online registration and databases as an option in this forum. Volunteer Centers have online registrations forms and searchable databases hosted on their Web sites; these registrations are then downloaded into Access databases. Some Volunteer Centers have the registration information transferred manually; others have it set up to download automatically with immediate email confirmation. The staff



then provides a final contact as a final confirmation. These online options are being viewed as a best practice to assist in managing large numbers of volunteers, particularly for Day of Caring and other service days.

Human Race

Volunteer Centers are discussing the profit splits of this fundraising event in this forum. Initially, Volunteer Centers have been prone to make a straight 75%/25% split of monies earned, but as the event has grown, Volunteer Centers have found that such a split fails to provide much of an incentive for organizations to raise more money. One Volunteer Center convened focus groups of participating organizations to determine a more equitable manner of sharing the money and retaining that incentive for participation at higher pledge lev-

els. The Volunteer Center states that organizations get to keep between 75%-85% of all the monies raised on their behalf; that the more money they raise, the more they get to keep, and that the public responds well to the idea. Another Volunteer Center just starting out with a Human Race, and still fairly small, has an 80%/20% split for organizations raising over \$1,000. Another option is a sliding scale dependent upon the pledge amounts raised, starting at 75%/25% for smaller amounts up to 90%/10% for larger amounts.

Fee for Service

When it comes to administering employee volunteer programs, Volunteer Centers are charging fees for a variety of services performed, from referrals to access to resource libraries to consulting. One Volunteer Center has a set hourly consulting fee for which they provide "soup to nuts" corporate services. The Volunteer Center also attached a sample proposal of fees charged, which would serve as a contract once signed. Examples of such services include: surveying employees for volunteer interests, board placement, planning recognition events, etc. Another Volunteer Center attached a copy of its restructuring proposal, which includes proposed changes in membership fees and services offered. The Volunteer Center would have 3 types of membership for nonprofit agencies, two of which would be paid, to include receiving quality and comprehensive services, such as referral and recruitment of volunteers, weekly publication of opportunities in media sources, assistance with intake, assessment, and placement and access to the Volunteer Center's intranet and discounts to workshops.

Volunteer Center Spotlight

Volunteer Center Spotlight is a recognition forum designed to highlight and acknowledge member Volunteer Centers that are committed to connecting volunteers in their local communities and embody the true spirit of volunteerism and advocacy. We want to acknowledge those Volunteer Centers that are dedicated to being a part of and advancing the Volunteer Center National Network. To nominate your Volunteer Center or another as demonstrating excellence, please submit the Volunteer Center Spotlight Nomination Form to Stephanie Jackson via fax at 202.729.8100. Should you have any questions you may reach her at 1.800.750.7653, x8270 or sjackson@pointsoflight.org.



Connecting People with Opportunities to Serve

Jackson, MI

The **Jackson Nonprofit Support Center** hosted a Superstar Celebration during National Volunteer Week this past April to celebrate and honor the 2002 Volunteer Superstars of Jackson County, MI. The event was emceed by a local television anchor, and the audience ranged in age from 4 to 89, many of which were volunteers in the community. Ten volunteers were honored in this event that all served as a kick-off for the Season of Service and focused attention on the theme, "Celebrate the

American Spirit." The Volunteer Center also published a National Volunteer Week guide in the Jackson Citizen Patriot newspaper that showcased its work in volunteerism, including the impact of 825 volunteers at the local Foote Hospital that put in more than 100,000 hours, worth more than \$1.6 million in volunteer value.



Build the Capacity for Effective Local Volunteering

Portland, OR

The merger of the Volunteer Center of Greater Portland and the Retired and

—continued on page 20

Musical Chairs



Congratulations to these recently appointed Volunteer Center Directors:

Linda Davis
Marin Nexus
San Rafael, CA

Wes Winter
Volunteer Center of Sonoma County
Santa Rosa, CA

Nicole L. Shugars
Volunteer Center of Battle Creek
Battle Creek, MI

Michelle Schwenkner
The George W. Romney Volunteer Center
Detroit, MI

Kelly LoPresto
Hillsdale United Way Volunteer Center
Hillsdale, MI

Lori Kear
United Way of Monroe County - Volunteer Action Center
Monroe, MI

Amy Towne
United Way of Isabella County Volunteer Center
Mt. Pleasant, MI

Robin Geiger
Loudoun Volunteer Services
Leesburg, VA

Christa Williams
Volunteer Center of Fond du Lac County, Inc.
Fond Du Lac, WI

Nancy Chike
Volunteer Center of Door County
Sturgeon Bay, WI

We welcome new Volunteer Center directors and members to the Network. New directors are sent an information packet about the Points of Light Foundation & Volunteer Center National Network. (If you have not received a packet, please contact Karmen R. Pinkney at the number below.)

Network members including Volunteer Center National Network Council representatives, Volunteer Center Association leaders, and neighboring Volunteer Centers are encouraged to reach out and offer support and encouragement to these new leaders in the network.

If you have questions about this work, please feel free to contact Karmen R. Pinkney, Manager, Volunteer Center Start-Up at 1.800.750.7653, x3228 or via e-mail at kpinkney@pointsoflight.org

Volunteer Center

Spotlight

—continued from 19

Senior Volunteer Program of Multnomah County into **VolunteerWorks** has created a dynamic center of information about volunteerism with immediate and apparent impact in the Portland, OR metropolitan area. A comprehensive strategic planning process helped to develop goals that resulted in the creation of trainings to assist volunteer program managers at all levels of experience maximize their skills and build their capacity to involve volunteers. VolunteerWorks is providing the foundation to build organizational capacity and achieving its vision that "Everyone in Portland is a volunteer engaged in improving community life." Programs include, Volunteer Management 101, that covers basic volunteer management, including positioning the profession; the newly established Experienced Volunteer Management Roundtable, which offers a structured and facilitated discussion as an ongoing networking benefit for managers with more experience; and the Youth Involved! series, designed to help program managers create youth-friendly work environments.



Promote Volunteering

San Bernardino, CA

The **Volunteer Center of the Inland Empire** serves as a vast resource for teens with interests in volunteering in the San Bernardino County. The Teen Program works with over 30 high schools, nonprofit teen houses, and students with special needs, disabili-

ties, at-risk or involved in alternative education programs to incorporate volunteering programs. Every April, the Volunteer Center collaborates with the Inland Center Mall to provide an annual recognition event for area teens. The Teens Make a Difference Awards recognizes youth aged 14-18 that have participated in a variety of community service activities. Every teen is recognized for their individual contributions and given free gifts. Students with over 250 hours of service receive recognition from the President. In 2002, 443 students completed over 57,000 hours of service and each year the numbers increase.



Participate in Strategic Initiatives

Columbus, OH

In 2001, **FIRSTLINK** was awarded an Engaging Persons with Disabilities grant from the Points of Light Foundation that it used to develop an advisory council with representatives from agencies that serve persons with disabilities and foster the involvement of persons with disabilities in their National Days of Service. To celebrate Martin Luther King, Jr. Day, in 2002, the Volunteer Center recruited hearing impaired clients at Deaf Initiative to partner with elementary students and older adult tutors in its older adult tutoring program (Ohio Department of Aging STARS program, part of FIRSTLINK's RSVP program) to create symbolic quilts that illustrated the theme "Peace through Diversity." The students created drawings for two quilts that were stitched by Deaf Initiatives, and the tutors assembled a storybook to accompany the quilts. The

quilts were on display throughout the year at various civic and county institutions. The project served as a wonderful collaboration among young volunteers, older adult volunteers, and volunteers with disabilities. The public display of these quilts around the city of Columbus gives a wide and varied audience an opportunity to recognize the powerful way in which these groups give back to the community.

The Bulletin

November 2002 •

Family Volunteering Edition

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