



**ANNUAL
REPORT**

1988-1989

REPORT OF THE PRESIDENT

AVA is poised today to respond to the rapidly increasing interest and support of the voluntary sector. We represent experienced professionals who recognize the need to advocate for volunteers and their capacities to make a difference. We value professional development in our field of volunteer administration in order to uphold the standards of effective involvement of volunteers' time and skills.

As volunteer program managers, students, consultants, educators, researchers, and trainers, our collective role in the future will help design compatible frameworks for new volunteer programs. These programs are evolving in legislatures, on campuses and in community organizations.

During the Future Directions workshop in June 1988, 36 AVA members set the five-year goals for the Association. At the conclusion of this session, I was presented a button which aptly said: "The future is not what it used to be."

I recognized it as a truism then, but I didn't realize how much things would change. The first year of our five-year plan was a productive one, and the years ahead promise new options for AVA action!

This year's annual report serves as a reminder of the goals we set at Future Directions, as well as illustrating our progress toward those goals. None of these objectives could be accomplished without untold hours and the energy of hundreds of our members in all positions of leadership.

Our commitment to the future and our goals allows AVA to better support our individual members, staff and volunteer leadership, our dedication to high professional standards, and our capacity to impact the well-being of our societies through volunteer efforts.

"We value professional development in our field of volunteer administration in order to uphold the standards of effective involvement of volunteers' time and skills."

FINANCIAL STABILITY AND GROWTH

The top priority for AVA is to gain financial stability. Toward this end, we initiated a three-year program for membership development which will ensure AVA's long-term survival and provide enhanced membership benefits. Corporate contributions, directed in part toward production of

our Membership Directory, also increased. Our annual giving program generated increasingly larger contributions from members and others.

AVA's International Conference on Volunteer Administration is an important source of income for the Association and a critical part of the organization's financial self-sufficiency. The 1988 conference, held in Denver, was one of the most financially successful conferences to date.

We have also instituted a new, more liberal financial management process for AVA's regions and restructured our financial management systems.

MEMBERSHIP DEVELOPMENT

Our membership ranks continue to increase and we anticipate an all-time high of 1680 members by the end of 1989. Additionally, we developed a funding plan to meet our Future Directions goals of 5000 individual members and 200 affiliate members by 1993. Recruitment packages were also created for regions and we are distributing a set of recruitment display boards for regional and area-wide conferences.

"None of these objectives could be accomplished without untold hours and the energy of hundreds of our members in all positions of leadership."

MEMBER INVOLVEMENT

The next priority to come out of the Future Directions session was to become more directly involved with AVA. To move this goal forward this year, we continued to support the regions through improved training. In addition, we achieved consistency in region and association goals and budgets. We also established the Leadership Bank which promises not only to afford greater recognition of member skills and interests, but also responds to requested opportunities for active participation. From this Bank, we considered two qualified candidates for each elected position on the Board of Directors. In addition, we designed and implemented a mentoring system for new members in each region.

VOLUNTEER AND STAFF LEADERSHIP

To develop and reward volunteer and staff leadership, we made a complete revision of AVA's personnel policies and updated procedures. The Association hired a new executive director and improved the benefits package for staff and volunteers.

INCREASING PUBLIC AWARENESS

The Board, staff, and local leaders responded to over 100 articles and inquiries which focused on the "new" interest in volunteerism. Recognition of local AVA leaders was enhanced by AVA releases to local CEOs and media contacts. AVA publications, including *The Journal* and *Update* continue to keep the field and, indirectly, the general public aware of trends and issues.

PROFESSIONAL DEVELOPMENT

Professional development and high standards of professional excellence remain high on the accomplishment list for 1988-89. A model course curriculum, which uses the competencies for the profession, was approved for a two-year trial. "The Professional Profile," a new monograph for the field, is being written by AVA. A textbook, using theory, case study, and reflection to better understand certification and the required abilities, is being produced.

The Journal of Volunteer Administration produces quality manuscripts pertinent to the demands of our field. Through collaboration with other organizations in the nonprofit community, AVA members now have access to discounted subscriptions to publications to educate and broaden perspectives.

Region Councils are appointing Professional Development Liaisons to organize certification workshops and orientations.

A second higher education survey was conducted and a day-long track for educators will be featured at our 1989 International Conference on Volunteer Administration. In addition, a new employer survey was conducted regarding their attitude towards continuing professional development in volunteer administration.

AVA is also compiling the revision and publication standards for volunteer program management.

INFLUENCING PUBLIC POLICY

Our role in public policy development is increasing dramatically as the political and not-for-profit arenas acknowledge the importance of challenged volunteers and prepared volunteer programs. AVA has been an active participant in the efforts of the Administration and Congress to further volunteering and national service. We have created awareness of volunteer-related legislation and other public policy issues through our bimonthly publication of *Current Issues*, which we have also distributed to members of Congress when requested.

COLLABORATIVE RELATIONSHIPS

Lastly, our collaborative efforts have grown considerably. AVA continues to participate in and support Independent Sector's "Give Five" program.

AVA's expertise in volunteer administration and professional development is being requested by major national organizations, educational institutions, and federal government agencies. Meetings to discuss opportunities for collaboration were held with the American Society for Directors of Volunteer Services (ASDVS) and VOLUNTEER. Subscriptions to *The Journal* are marketed to other nonprofit membership organizations in our field.

IN CONCLUSION

The future, as we knew it at this time last year is TODAY, NOW! We have matured and taken time to strengthen ourselves. We reach out to work with others with increasing confidence in our capabilities and mission. Now we can be proud to be an integral part of yet another new future.

*"If I am not for myself,
Who is for me?
If I am only for myself,
Who am I?
If not now, when?"*
—Hillel



Christine G. Franklin, CVA



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ASSOCIATION FOR VOLUNTEER ADMINISTRATION

STATEMENT OF SUPPORT AND REVENUE AND OF CHANGES IN NET ASSETS FOR THE YEAR ENDED JUNE 30, 1989

STATEMENT OF EXPENSES FOR THE YEAR ENDED JUNE 30, 1989

	Budget	Actual	Actual Over (Under) Budget		Budget	Actual	Actual Over (Under) Budget
Support and revenue				By object			
Membership dues	\$121,650	\$119,656	\$(1,994)	National office			
National conference				administration	\$17,180	\$35,265	\$18,085
registrations	198,000	110,437	(87,563)	Board administration	42,740	35,973	(6,767)
Tours and special events	10,700	12,506	1,806	Resource development	19,640	8,942	10,698
Exhibit fees	3,000	1,727	(1,273)	Membership	45,790	41,396	(4,394)
Exhibit sales	10,500	8,145	(2,355)	Regional management	8,610	4,757	(3,853)
In-kind contributions	5,000	—	(5,000)	Journal of Volunteer			
Cash contributions	12,000	16,802	4,802	Administration	30,665	26,468	(4,197)
Pre-conference workshops	3,000	7,600	4,600	Publications	17,830	12,351	(5,479)
Corporate workshops	1,200	400	(800)	Professional development	24,500	15,207	(9,293)
Certification income	21,700	14,999	(6,701)	National conference	208,200	127,569	(80,631)
Institutes/directions	12,000	—	(12,000)	National conference			
Journal of Volunteer				administration	36,940	20,535	(16,405)
Administration	12,500	14,756	2,256	Public issues	3,190	2,573	(617)
Publications income	500	118	(382)	Leadership institute	8,000	—	(8,000)
Regional income	33,099	42,277	9,178	Future directions	—	672	672
Contributions/annual				Program	4,070	2,435	(1,635)
fund	4,000	3,725	(275)	Regional activities	27,493	31,619	4,126
Corporate sponsors	3,000	1,000	(2,000)	TOTALS	\$494,848	\$365,762	\$(129,086)
Grants	4,499	2,500	(1,999)	By function			
Interest income	3,000	3,733	733	Management	\$98,000	\$59,437	\$(38,563)
Administrative revenue—				Temporary help	4,530	1,045	(3,485)
National Conference	35,000	40,000	5,000	Consultants and			
Product sales	400	1,624	1,224	honoraria	22,480	27,004	4,524
Educational endorsement	100	72	(28)	Liability insurance	8,300	8,615	315
TOTALS	\$494,848	402,077	\$(92,771)	Office rental	—	4,426	4,426
Total expenses		365,762		Equipment rental	5,700	6,739	1,039
Excess of support and revenue				Telephone	2,673	3,798	1,125
over expenses		36,315		Printing and copying	71,866	61,276	(10,590)
Net assets, June 30, 1988				Postage	23,259	23,455	196
(deficit)		(66,584)		Supplies	18,391	12,033	(6,358)
Net assets, June 30, 1989				Meetings	97,610	85,963	(11,647)
(deficit)		\$(30,269)		Travel	31,024	21,939	(9,085)
				Data processing	15,400	12,402	(2,998)
				Subscriptions, publications			
				and dues	14,975	7,591	(7,384)
				Miscellaneous	25,640	14,652	(10,988)
				Administrative fees	35,000	—	(35,000)
				Exhibit fees	10,000	6,829	(3,171)
				Tour fees	10,000	8,558	(1,442)
				TOTALS	\$494,848	\$365,762	\$(129,086)

MISSION STATEMENT

The mission of the Association for Volunteer Administration is to shape the future of volunteerism, nationally and internationally, by strengthening and promoting the profession of volunteer services management. Members share a vision of the effective involvement of volunteers at the local, regional and national levels and a commitment to the development of professional skills.

Membership in AVA, open to salaried and non-salaried professionals, is recognized as an important indication of an individual's career commitment to the field of volunteer administration. To this end, the Association:

- Determines ethics and standards for professional volunteer administration;
- Conducts the International Conference on Volunteer Administration, a national forum for discussion of common concerns, exchange of knowledge and experience, and interaction with the profession's outstanding practitioners;
- Develops and disseminates pertinent information and resources through *The Journal of Volunteer Administration*, and other quality publications;
- Offers opportunities to exercise leadership within the profession;
- Sponsors the Performance-Based Certification Program which identifies the competencies of the profession of volunteer administration;
- Provides information on national issues affecting volunteerism, and
- Recognizes outstanding contributions to volunteerism through an annual awards program.