



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.



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VOLUNTEER ADMINISTRATION

VOLUNTEERS FOR AVA—1987-1988

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PRESIDENT'S REPORT—Continued

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MEMBERSHIP

As of June 30, 1988, our membership reached 1,650 participants. Two additional international organizations, American Humanics and Canadian Red Cross, became affiliates. Nine local, state/province or regional associations joined, and four state offices of volunteerism also affiliated bringing our affiliate membership to 75. **Sarah Kegerreis** accepted the appointment as Vice President of Constituent Affairs to complete the term begun by **Mel Del Monte, CVA**. She and her committee have already drafted a plan to recruit 300 additional members on an international level while challenging the regions to recruit 200 members in 1988-89.

Our regions, coordinated and led by Vice President for Regional Affairs **Carol Todd**, have become increasingly creative and active. Members' participation in the Future Directions Workshop was invaluable through their suggestions, ideas and concerns. Regional conferences, frequently in conjunction with our state office or local affiliates, are successful and provide opportunities to meet veteran and new colleagues. By including certification workshops in each regional conference, regions are participating locally in AVA's professional development programs, as well as in membership recruitment.

Public Information Chair **Mike Newman** has worked extensively this year to increase the support of our hard-working volunteer editors, **Anne Honer**, editor of *The Journal of Volunteer Administration*, and **Hilda Palm, CVA**, editor of "UPDATE." Anne's staff continues to recruit articles, review submissions and carefully edit for clarity and consistency. Hilda has donated her energies to six timely, informative and interesting "UPDATE" issues. Included this year is a "Current Issues" in each "UPDATE" to keep us posted on public policy issues and AVA's role on opportunities for our members to impact legislation. Mike also provided press releases for all AVA members assuming leadership positions and letters thanking our worksite supervisors for their support of our leaders, AVA and the field.

Our 1987 awards recipients were the **United Way of America**, winning the International Service Award, and **Joanne Holbrook Patton**, honored with the Harriet Naylor Distinguished Member Award. **Val Ogden**, First Vice President, chaired the 1988 Awards Committee.

The Nominating Committee for the 1988 slate was chaired by **Mary Wiser**, Region IX. Mary and her committee conferred several times by conference call. The incoming Nominating Committee will convene during the conference in Denver to develop a timeline and refine the process for future nominations procedures.

RESOURCE DEVELOPMENT

AVA is very fortunate to have the continued corporate sponsorship of Adolph Coors Company, Tenneco, Inc., and IBM. Fourteen corporations have generously donated \$14,200 to support the 1988 conference in Denver. Our 1988 Annual Fund Drive has brought \$2,890 to date, compared to \$3,070 total in 1987. Safeway, Inc. used our new slogan "Volunteers Work Magic," created by member **Sam Baker**, on over 3 million grocery bags in the spring. **Mike King** assumed chairmanship of the Resource Development Committee late in the year and has begun work on our resource development plans to realize our five year goals. In January, 1988, AVA began a search for *executive director* to fill the position left by **Jacqueline Callahan, CVA**. The Search Committee contracted the services of **Kay Johnson** through June and her continued staff

coordination of the annual convention through the fall. We will renew the search for an executive in early 1989. **Val Ogden** has chaired the Personnel Committee to assure smooth management of our office.

EXTERNAL RELATIONSHIPS

Public Issues Chair **Jeanne Bradner** has been exceptionally productive, continuing our commitment to public policy resolutions appropriate to AVA. AVA supported the resolution on volunteer experience as work experience (House Concurrent Resolution 61/Senate Concurrent Resolution 32) which has passed both houses. We also hand-delivered a letter to the National Governors Association to support youth community service programs which were under discussion at their August meeting. AVA offered its services and has continued to support the state versions on volunteer liability limitations (known as the Porter Bill—HR 911). Many states have passed some form of volunteer liability limitations. Jeanne and her committee have also been responsible for the bimonthly issues of "Current Issues."

I continue to represent AVA on the Independent Sector's "Daring Goals" Implementation Committee. I will speak at the IS conference in October regarding the impact of their "Give Five" promotion if volunteer managers are unprepared. I will also discuss how AVA's role strengthens the field. In addition, I spoke at the Conference for Community Foundations, sponsored by the Council on Foundations, on the importance of skillful volunteer management.

Mike King and I met with VOLUNTEER Chairman of the Board Governor **George Romney** to review our mutual goals in supporting volunteerism. We agreed to appoint members on each of our boards to discuss areas in which we can support and/or augment the programs of the other to benefit the field. Thus we look forward to strengthening the field and beginning our course toward our new goal to initiate collaborative relationships.

IN SUMMARY

This has been a year for AVA to look forward—new five-year goals, increased professional development opportunities, and growing credibility among voluntary sector and corporate colleagues. It has been a year of change accompanied by a

base of solid support by our members which we on the Board greatly appreciate. Thank you for all you do for others and for AVA. We are becoming skillful mountain climbers and actually learning to enjoy it. As we strive to meet our newly articulated five-year goals, we need our combined energies to arrive on the mountain top in 1993. Our Future Directions Workshop proved we could dream together; now we must build together!



Christine G. Franklin, CVA

ASSOCIATION FOR



VOLUNTEER ADMINISTRATION

LEADERSHIP ROSTER—1987-88

- President—Christine G. Franklin, CVA, United Way of Massachusetts Bay (MA)
First Vice President—Valeria Ogden, YWCA (WA)
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Vice President Program—Peggy Jo Mihata, WA State Center of Voluntary Action (WA)
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Executive Director—*Jacqueline Callahan, CVA
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Executive Secretary—Martha N. Martin
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Student Assistant—Tonja Garcia
Membership Coordinator—Pat Hofman, Volunteer

*Resigned

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REGIONS

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VII Jody Pringle, Community House Volunteer Service Bureau (IL)
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*Resigned