

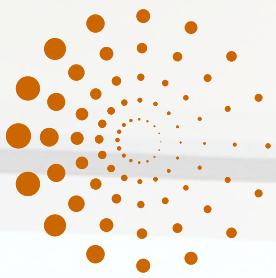


MAVA

MINNESOTA ASSOCIATION FOR
VOLUNTEER ADMINISTRATION

2017 ANNUAL REPORT

CONNECT
EDUCATE
STRENGTHEN
ADVOCATE



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MISSION

MAVA connects, educates, strengthens and advocates for volunteer engagement leaders and their organizations to positively impact communities.

VISION

MAVA is the premiere statewide organization uniting, educating and advancing Minnesota communities through excellence in leadership of volunteers and best practices in organizational volunteerism.

VALUES

Volunteerism

Volunteers make our communities better.

Education

Trained volunteer leaders are essential to maximizing organizational success.

Connection

Sharing and networking builds our profession.

Inclusion

Diverse backgrounds and viewpoints make us stronger.

Collaboration

Partnerships allow us to work together for greater impact.

Research

Understanding trends helps us craft a better future.

IMPACT

IN THE FIELD

MAVA actively experiments with innovative practices in volunteerism. We are committed to disseminating knowledge to the broader field.

FOR OUR PARTNERS

MAVA and our partners receive and share resources, knowledge, and visibility to meet our respective missions. We foster a connection to each other that holds us accountable for the vitality of our community.

A MESSAGE FROM OUR EXECUTIVE DIRECTOR

Volunteers were needed more than ever in 2017 and the result was a record-breaking year for MAVA. We all know that without strong volunteerism infrastructures most nonprofits and government entities would grind to a halt. The work we do is essential to creating youth success, a strong economy and healthy Minnesota communities. Volunteerism demonstrates our collective compassion for those who need a loving hand. And it's good for the volunteers too! Volunteer activity can reshape or redirect people's values, perspectives and even their life goals in several ways. It can spur new growth and awareness, both spiritually and emotionally.

Think of all the ways that volunteers take care of our world. Volunteers deliver critical services, they create systemic change; volunteers right the wrongs of the world. Volunteers provide critical support to our nonprofit, civic, and faith-based organizations, offering time, skills, and monetary support. During these uncertain times, we can be certain that volunteer engagement leadership

is also needed now more than ever. **Our communities could not do our work without volunteers; the volunteers need a volunteer engagement leader and that leader needs MAVA!**

In this annual report, you will see many highlights of the work of MAVA. We provided cutting edge training for 1647; VISTA members built volunteerism capacity at nine nonprofits; we certified 13 new service enterprise organizations; we hosted 525 local and national volunteer engagement leaders; we produced two groundbreaking research studies (see page 6 and page 7) and much more.

In this message, I want to focus on a new way we supported volunteer engagement leaders in 2017. For years, MAVA has heard that volunteer engagement leaders are treated like second class citizens compared to other key staff positions. In 2017, MAVA carefully studied how volunteer engagement professionals (VEP) compare to development directors (DD),

program directors (PD) and human resource professionals (HRP). There were several key findings from this study.

They include the following:

- VEPs are less likely to serve on an executive leadership team than DDs, PDs and HRPs.
- Although VEPs are more likely to be included in strategic planning than on the executive leadership team, many organizations include VEPs only through the participation of their supervisors
- VEP salaries are lower in most organizations than those of DDs, PDs and HRPs.
- VEPs are more likely to be eliminated during difficult budget times.
- VEPs face unique workplace challenges

in comparison with other professionals. VEPs are most likely to experience: high turnover, unwillingness to make the job full-time, or a combination of two positions. Other staff don't understand what the VEP position entails; VEPs often feel siloed and not valued.

We also learned a great deal about what we can do about these findings. Check out the 2018 State Conference; join MAVA; come to our events and trainings. **We will be taking action to address disparities.**

Thank you for your engagement with MAVA.



A handwritten signature in black ink that reads "Hunt A. Bulman".

EXECUTIVE DIRECTOR
Minnesota Association for Volunteer Administration

SPOTLIGHT ON

GREATER MINNESOTA PROGRAM

The Greater Minnesota Program is designed to expand and build capacity for Greater Minnesota nonprofits and government entities through excellence in volunteerism. The program assesses needs and creates strategic partnerships while building capacity for volunteerism in Greater Minnesota.

In 2017, the program accomplished the following:

- By working directly with over 75 of our partner organizations, MAVA had the opportunity to collaborate with them on trainings and programs.
- Attended 10 of our geographic and sector partners meetings.
- Provided training and consultation to over 50 organizations.
- Generated 55 new memberships for MAVA which will be important to the continuation of training and resource generation in Greater Minnesota.
- Seven Greater Minnesota organizations received their Service Enterprise certification and five additional nonprofits completed their SEI training in June 2017.
- Two MAVA VISTA members served at Greater MN Sites.
- Greater MN was well represented at The Summit in June with Volunteer Directors hosting a panel discussion on changing demographics in volunteer recruitment.
- MAVA continues to be a leader in training programs and services in Greater Minnesota. Our outreach and telepresence is being used now more than ever, giving Greater Minnesota members the opportunity to participate in training without leaving their offices.

INCLUSIVE CIVIC VOLUNTEERISM INITIATIVE

Many governments and nonprofit organizations struggle to engage volunteers who reflect the racial and ethnic diversity of the communities they serve. In response to this issue MAVA embarked on a research study, beginning in January of 2017, to learn about best practices for engaging volunteers from diverse and immigrant communities.

Highlights of the initiative include:

- Inclusive Civic Volunteerism Task Force – MAVA convened a group of 18 individuals consisting of representatives from culturally-specific organizations, city and county volunteer managers, MAVA representatives, and community volunteers that met five times to discuss barriers to inclusive civic volunteerism and ways of overcoming these barriers.
- Mini-grants for Inclusive Engagement Projects – MAVA distributed three mini-grants to organizations pursuing inclusive volunteerism projects. Grants were distributed to African Economic Development Solutions, LIFT to End Poverty, and Woodbury THRIVES.
- Curriculum Development and Training Delivery – MAVA developed a brand-new training curriculum surrounding eight strategies for engaging volunteers from diverse and immigrant communities, and delivered this training to over 110 volunteer engagement professionals.
- Final Report – MAVA created a comprehensive final report entitled “Engaging Volunteers from Diverse and Immigrant Communities: 8 Strategies for Creating a More Inclusive Volunteer Program.” The report is available for download on MAVA’s website.

Thank you to the St. Paul Foundation for funding this initiative; we look forward to continuing this work in 2018.



SPOTLIGHT ON

STRENGTHENING SERVICE BREAKFAST

MAVA held its second annual breakfast to take advantage of a unique opportunity to fund the training, staffing and resources needed to create the culture and structures that harness volunteer energy in the organizations that address the problems and needs that pull at our hearts. About 150 people attended this event for fun and fellowship with volunteer engagement professionals and supporters of volunteerism.

STACKING UP How Volunteer Engagement Professionals Compare With Other Key Staff

In June, 2017, MAVA began a study designed to examine how CEOs recruit, support, and resource four key positions in nonprofit and public sector organizations, so that organizational leaders and other stakeholders can make informed decisions. The four positions are Volunteer Engagement Professionals (VEPs), Development Directors (DDs), Program Directors (PDs), and Human Resource Professionals (HRPs).

464 CEOs responded to a 22 question survey. Upon analysis of the surveys, MAVA determined that it was necessary to follow up and interview a diverse group of nonprofit CEOs in order to obtain deeper insight regarding the survey findings. MAVA interviewed 24 CEOs from across North America.

MAVA's annual meeting on December 6, 2017, provided some 75 MAVA members the opportunity to begin to explore what VEPs can do about the study findings.

"Stacking Up: How Volunteer Engagement Professionals Compare with Other Key Staff" is the final report that summarizes the findings from this study. The report is available for download on MAVA's website.

SPOTLIGHT ON

2017 NATIONAL SUMMIT ON VOLUNTEER ENGAGEMENT LEADERSHIP

The 2017 National Summit on Volunteer Engagement Leadership was held in July at Hamline University in St. Paul. More than 500 professionals, from various walks of volunteer management life, joined together to map the future of the field. The National Summit was an opportunity for current and emerging leaders to discover together how to build a new national presence for leaders of volunteer engagement!

National Summit highlights included:

- More than 100 breakout sessions taught by experts in the field.
- A variety of innovative approaches to learning and collaborating from electronic polling and graphic facilitation to improv comedy and Open Space technology!
- A series of national strategy sessions tackling five specific challenges faced by professionals.
- Special sessions focused on philanthropic organizations that support volunteer engagement in nonprofits which provided a unique opportunity for funders and nonprofit leaders alike to learn more about each other's perspectives, approaches to collaboration, and challenges.

This ground-breaking event was hosted by MAVA with support from Fidelity Charitable, the Leighty Foundation, and the Lodestar Foundation.

"Great workshops but, most importantly, looking forward to a continued national conversation."

— Harriett Edwards

SERVICE ENTERPRISE INITIATIVE



The Service Enterprise Initiative is offered in Minnesota by MAVA and HandsOnTwin Cities through a partnership with Points of Light. MAVA and HandsOn serve as a hub for the state, providing an entry point for the initiative and support for Minnesota organizations engaging in the Service Enterprise process. Through the Service Enterprise Initiative, organizations explore ways to **take volunteer engagement to the next level and increase their impact on the clients, constituents and communities they serve.**

2017 was a year of growth for MAVA's Service Enterprise Initiative, with 13 new organizations completing the Service Enterprise certification process and gaining recognition for their **commitment to moving to the next level of excellence** in leveraging volunteer skills and talents.

This year saw many firsts for Service Enterprise in Minnesota. Organizations joining the ranks of Service Enterprises in 2017 include:



First school district
(St. Cloud School
District #742)



First higher education
institution (College of
St. Benedict)



First senior care
organization in the
state (Lyngblomsten)



First community United
Way (United Way of
Central Minnesota)



First animal welfare
organization (Ruff
Start Rescue)

NEWLY CERTIFIED

Catholic Charities of the Diocese of
St. Cloud
CentraCare Health System
College of St. Benedict
Gilda's Club Twin Cities
Little Brothers Friends of the Elderly
Minneapolis/St. Paul
Lyngblomsten
National Marrow Donor Program:
Be the Match
Ruff Start Rescue
Senior Community Services
St. Cloud Area School District 742
United Way of Central Minnesota
WACOSA
Winona Volunteer Services

Find the full list of Minnesota's 44 Service Enterprise organizations on the MAVA website.

This year, MAVA recorded its own first, as Minnesota became the **first Service Enterprise hub in the country to support organizations in maintaining their initial certification status.** The Service Enterprise model calls for organizations to re-engage in the certification process every three years, in order to maintain the integrity of the certification and demonstrate continuous improvement in building their capacity.

MAINTAINING CERTIFICATION

In 2017, these three organizations certified as part of Minnesota's pilot group of Service Enterprises in 2014 were successful in once again being recognized as Service Enterprises.

Interfaith Outreach & Community Partners
Maple Grove Hospital
Neighbors, Inc.



"I felt like I gained a lot of knowledge on how nonprofits are run, professionalism in a workplace, and developed a much better sense of my skills/interests and the work that I hope to do. All of these aspects exceeded my expectations, and I'm walking away from my year with a lot more confidence in myself and my abilities."

VISTA PROGRAM

The Minnesota Association for Volunteer Administration (MAVA) VISTA program develops, improves, and sustains volunteer programming that delivers essential anti-poverty services in Minnesota communities in the areas of education, health, and economic opportunity. In 2016-17 we placed nine VISTAs at nine sites across Minnesota to address the needs of low income communities in Grand Rapids, Minneapolis, Plymouth, St. Paul, and Rochester. The VISTA members developed and enhanced volunteer programs by engaging **5,614 volunteers** who served **51,386 hours** and delivered programming to **105,290 individuals** in communities across the state.

ON THE GROUND

- **\$675** in cash and in-kind donations leveraged by VISTA members
- **244** students who received tutoring/mentoring services demonstrated improved academic engagement
- **448** individuals who received emergency food support reported increased food security
- **100%** of the individuals who received health care services met their healthcare goals
- **Eight** nonprofits improved their volunteer management best practices by an average of 28% as a result of the VISTA resources

A LEGACY OF EXCELLENCE

2017 MAVA EXCELLENCE AWARD WINNERS



EXCELLENCE IN VOLUNTEERISM AWARDS

Ages 14-18 Years

Molly Piotter
4H

Ages 18-24 Years

Austin Shinnick
Courage Kenny Rehabilitation Institute (CKRI) Adaptive Sports and Recreation

Ages 25+ Years

Matthew Sanford
Courage Kenny Rehabilitation Institute (CKRI)

MARY WISER AWARD FOR EXCELLENCE IN VOLUNTEER ADMINISTRATION

Jackie Maas
City of Plymouth

AWARD FOR EXCELLENCE IN VOLUNTEER PROGRAM DEVELOPMENT

Amy Rager
Minnesota Master Naturalist Program (MMNP)

VOLUNTEER OF THE YEAR 2017

Judie Russell
MAVA Board of Directors



OUR IMPACT BY THE NUMBERS

In 2017, MAVA offered a wide assortment of programming throughout the state.



52 PROGRAMS HELD
11 (21 %) in Greater Minnesota
35 (67 %) in the Metro Area
6 (12 %) Webinars



1647 TOTAL ATTENDANCE
Workshops/trainings took place via webinar and throughout the state in Albert Lea, Duluth, Elk River, Mankato, Maple Grove, Mora, St. Joseph, and Twin Cities

The **Volunteer Impact Leadership Training Series** was offered six times. This Series is an eight-topic training that spans two full days. It provides information to allow Volunteer Engagement Professionals to demonstrate expertise and professionalism to employers, peers and the community. Completion of the two-day training results in a Certificate in Volunteer Leadership.

- 140 individuals attended training
- 124 received a Certificate in Volunteer Leadership
- The total module attendance was 1,105 individuals
- The Series was held in Brainerd, Jordan, Mankato, Maplewood, Mora and St. Paul at the Volunteer Summit (three in Greater Minnesota and three in the Metro area).



24 CUSTOMIZED
TRAININGS /
WORKSHOPS



624 TOTAL ATTENDANCE

Popular topics were offered two or three times to include more people. Topics included:

- Showing Impact Through Data
- Supporting Organizational Staff in Working with Volunteers
- What Is Your Vision For MAVA?
- Complying With Regulatory Healthcare Requirements
- Effective Group Facilitation
- Inclusive Civic Volunteerism: Engaging Diverse and Immigrant Communities
- Applying Strategies For Engaging Shorter Term Volunteers
- Engaging Skill Based Volunteers

The above trainings were organized with the help of local program hosts and co-sponsors. Thank you to the following agencies that made these trainings possible:

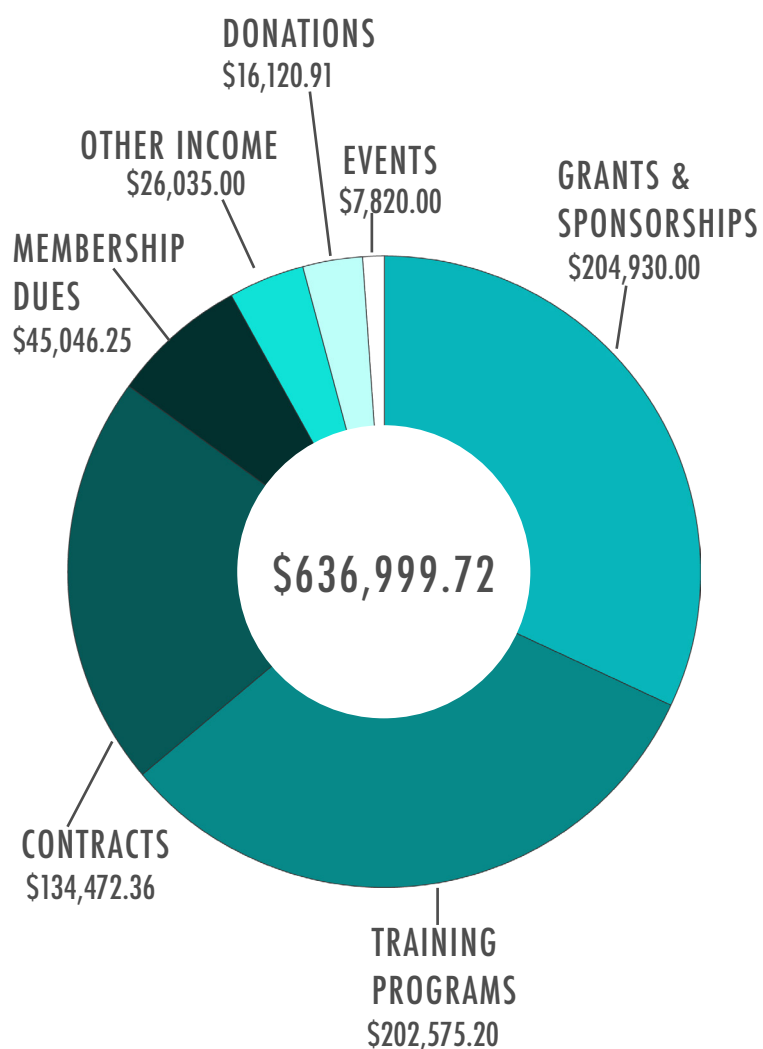
Calvary Lutheran Church-Golden Valley
Central States Communication Association (CSCA)
Cerenity Senior Care-St. Paul
Community Thread-Stillwater
Elk River
Essentia Health-St. Joseph's Hospital Brainerd
Fidelity Charitable
Hamline University

HandsOn Twin Cities
Lakes and Pines CAC-Mora
Leighty Foundation
Lodestar Foundation
Maple Grove Hospital
Mt. Zion Temple-St. Paul
Northwest Area Foundation
Open Door Health Center-Mankato

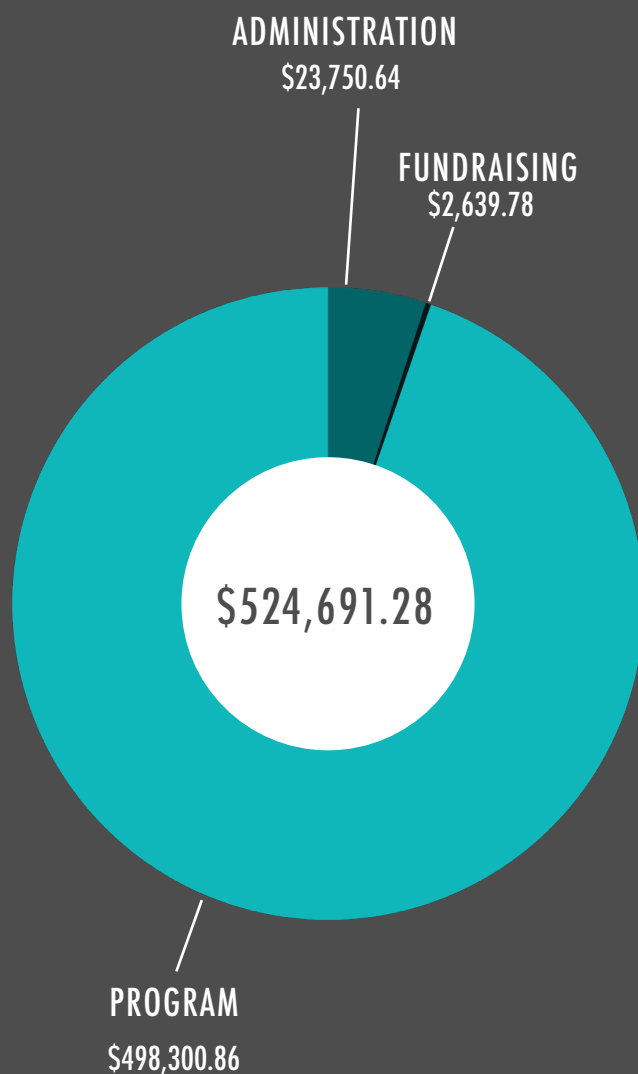
Ordean Building-Duluth
Presbyterian Homes-Bloomington
Ramsey County Library-Maplewood
SCALE Regional Training Facility-Jordan
St. Benedict-St. Joseph
St. John's Lutheran Community-Albert Lea
Wilder Foundation

FINANCIAL SUMMARY

REVENUE



EXPENSES



NET INCOME \$112,308.44

2017 BOARD OF DIRECTORS

CHAIR

Haley Nelson
The Salvation Army

PAST CHAIR

Rut Kessel
Be The Match,
National Marrow
Donor Program

FUND DEVELOPMENT

Mary Capuzzi
Ramsey County

TREASURER

Jennifer Cook
Optum

Ben Finkelstein
US Bank

SECRETARY

Denise Rene Hannah
Cerenity Senior Care

Vanessa Edwards
Neighborhood House

AT LARGE

Cathryn Baker
3M

Judie Russell
Community Volunteer

Garrett Zaffke
Dakota County

BY-LAWS

Tashia Weisenburger Pomeroy
Aeon

CONFERENCE CHAIR

Shelli Beck
Lyngblomsten

LEADER OF FAITH-BASED VOLUNTEERS

Travis Salisbury
Basilica of Saint Mary

MEMBERSHIP

Rachael Weiker
YWCA

Bruce Yang
YMCA

NOMINATIONS

Mary Anstett
East Side
Neighborhood Services

PUBLIC AFFAIRS

Niila Hebert
Girl Scouts River Valleys

STRATEGIC DIRECTIONS

Polly Roach
Community Volunteer

VOLUNTEER RESOURCES

Mandy Iverson
Neighbors, Inc.

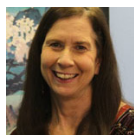
NETWORKS

Bret Adler
Camp Victory

PROFESSIONAL DEVELOPMENT

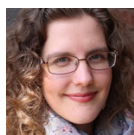
Molly Frendo
UMN - Extension

MAVA STAFF



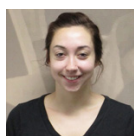
EXECUTIVE DIRECTOR

Karmit Bulman



PROGRAM & OPERATIONS MANAGER

Krista Eichhorst



VISTA LEADER

Hannah Gerdes



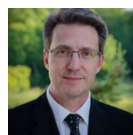
INCLUSIVE VOLUNTEERISM PROGRAM MANAGER

Lisa Joyslin



VOLUNTEER GENERATION FUND PROGRAM MANAGER

Sara Wessling



MEMBERSHIP & FUND DEVELOPMENT MANAGER

Scott Stivers



GREATER MN PROGRAM MANAGER

Julie Vreeland

THANK YOU

TO OUR DONORS

Nonprofit organizations face shrinking financial resources and dramatically escalating needs. But, there is a virtually unlimited resource to fill the gap – volunteers! Effectively tapping volunteer resources requires infrastructure, skill and diligence. That is where MAVA's donors come in! MAVA can increase the impact and effectiveness of ANY nonprofit by increasing its capacity to intentionally engage volunteers as an organization-wide strategy to better accomplish its mission. **Our donors know that investing in MAVA vastly multiplies the impact of all nonprofits for the good of Minnesota communities.**

As a nonprofit itself, MAVA depends on individual, corporate and foundation donors to keep our programs accessible and to develop cutting-edge tools and research. MAVA implemented a "giving society" program at the first annual Strengthening Service Breakfast held on October 19, 2016. **In 2017, the number of giving society members almost doubled!**

SERVICE UNITERS

(\$500/year for 5 years)

Jennifer Cook
Travis Salisbury

CAPACITY BUILDERS

(\$250/year for 5 years)

Katie Brickman
Karmit Bulman
Mary Capuzzi
George & Vanessa Edwards
Susan Eiden
Ben Finkelstein
Rut Kessel
Jackie Maas
Becky Nahvi
Haley Nelson
Mary Quirk
Polly Roach
Scott Stivers
Bob & Carol Thompson
Rachael Weiker

SUPPORT MAVA

(All other donations)

Mary Bachman
Anne Marie Bartlett
Sarah Berger
Paula Beugan
Joanie Braun

Emily Broeffle
Cullen Case
Mary Anne Casey
Susan Connolly
Jennifer Cook
Georgina Davis
Myndal Davis Silver
Joan deMeurisse
Carolyn Deters
Eric Elton
Kate Erickson
Bonnie Esposito
Nolay Freeman
Noah Gerding
Brooke Hallen
Renee Hartwig
Karla Healey
Niila Hebert
Mandy Iverson
Anne Josten
Andrea Kish-Bailey
Nicole Laumer
Charlie Levine
Molly Lindblad
Mari Jo Long
Zeeda Magnuson
Mette McLoughlin
Paul Metzler
David Miller
Laura Nichols-Endre

Laura Olesen
John & Lorna Pain
Jesse Peterson-Brandt
Diane Pieper
Amanda Pleskovitch
Judy Plucker
Zachary Poxleitner
Tramel Rasmussen
Chris Rosenthal
Robert Routhieaux
Judith Russell
Julie Schaal
Jim Scheibel
Larry Solomon
Margie Solomon
Paige Stein
Carley Stuber
Audrey Suker
Gary Summerville
Judith Urban
Tisha Van Haaften
Pauline Wangen
Kathy Warn
Kelly Weiley
Tashia Weisenburger Pomroy
Joshua Windham
Bruce, Mai, Khou, Lucas &
Dylan Yang
Mary Yapp

TO OUR VOLUNTEERS

In 2017, **82** volunteers contributed **4,933** hours to the MAVA mission. We honor the contributions and impact MAVA's volunteers have had on our success this year. The volunteers' work is valued at **\$130,231.20** based on the hourly rate of \$26.40/hour set for Minnesota by Independent Sector. **Thank you to all of our volunteers** for your service and commitment to MAVA!

Bret Adler
Mary Anstett
Ostapenko
Patrice Bailey
Cathryn Baker
Greg Baldwin
Shelli Beck
Jennifer Bennet
Cat Beringer
Sarah Berres
Paula Beugen
Kirsten Blyth
Danielle Brady
Katie Campbell
Mary Capuzzi
Sue Carter Kahl
Jennifer Cook
Sophie Crowell
Sue DeGolier
Joan deMeurisse
Tonya Draughn
Vanessa Edwards

Susan Ellis
Kate Erickson
Diane Erickson
Liz Erstad-Hicks
Ben Finkelstein
Molly Frendo
Jason Frenzel
Gene Gelgelu
Roger Green
Jane Grudt
Rodolfo Gutierrez
Denise Rene
Hannah
Niila Hebert
Chris Hebl
Kate Hersey
Heidi Holland
Julie Huck
Susan Isrealson
Mandy Iverson
Judy Jergens
Jane Justis

Rut Kessel
Lydia Krupinski
Chris Linnell
Cody Logsdon
David Miller
Pamela Mills
Kota Minegishi
Brunhilda Nabang
Becki Nahvi
Haley Nelson
Jennifer Nelson
Sally Newbury
Kelly O'Brien
Simi Patnaik
Mary Quirk
Cairn Reisch
Janene Riedeman
Polly Roach
Judie Russell
Travis Salisbury
Julie Schaal
Jim Schiebel

Samantha Sleeman
Betty Stallings
Terry Straub
Carolyn Swenson
Terriann Thommes
Kasey Tunnell
Lang Vang
Ann Venneman
Shelby Vraspier
Rachael Weiker
Tashia Weisenburger
Pomroy
Kristina Wilkes
Josh Windham
Sue Winter
Laura Winterstein
Bruce Yang
Kabò Yang
Garrett Zaffke

This list represents those volunteers who recorded their hours in our database. We apologize for any oversights!



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651-756-7051

mavanetwork.org