

# Resources

*News from United Way's Nonprofit Resource and Training Center*

*Spring 2004*

## National Volunteer Week

There's no better time to show volunteers how much they are valued and appreciated than during National Volunteer Week, celebrated this year, April 18-24. National Volunteer Week is a time to recognize and celebrate the efforts of volunteers at local, state, and national levels.

United Way of the Capital Area knows the value of volunteers and wants to help you thank yours.

First, we urge you to order "thank you" pins that can be presented during National Volunteer Week and worn by your volunteers throughout the year.

Two versions are being offered this year, a round pin with three people and "Thanks" and three people. United Way of the Capital Area will ship quantities of 50 pins or less at no cost. For orders over 50, there will be a charge of 12 cents per pin and a pick-up date and time must be arranged. To place your order, call Eugenie Jackson at (860) 493-1102 right away.

Another means of thanking volunteers, **discount coupons to area attractions**, is enclosed in this publication. The coupons may be reproduced, but we urge you to only distribute them to volunteers and staff so the uniqueness of this benefit will be maintained. You may want to consider using the coupons to plan outings that

## April 18-24, 2004

volunteers and staff can participate in together.

United Way of the Capital Area thanks the following organizations for their participation in the discount coupon program and for their support of volunteerism in our community: Chamber Music Plus, Curbstone Press, Hartford Children's Theater, New Britain Rock Cats, New England Air Museum, Science Center of Connecticut, Wadsworth Atheneum, and the Windham Theatre Guild.

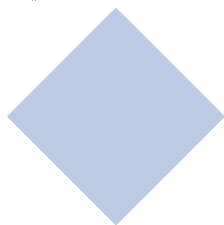
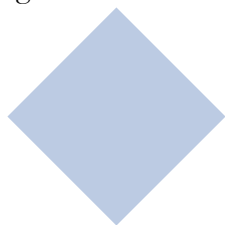
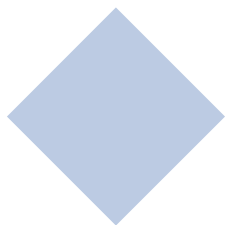
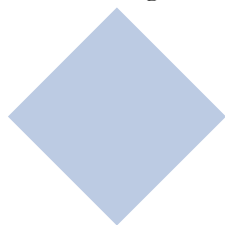
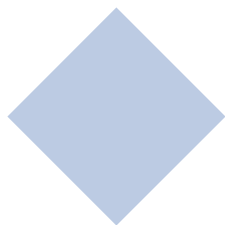
## History of National Volunteer Week

This year marks the 30th annual celebration of National Volunteer Week which began when President Richard Nixon signed an executive order establishing the week as an annual celebration of volunteerism in 1974. Every U.S. President since then has signed a proclamation promoting National Volunteer Week.

According to the Bureau of Labor Statistics, during the past year, (September, 2002 through September, 2004) 63.8 million people volunteered in some capacity — up from 59.8 million for the similar period ended in September 2002. The volunteer rate grew to 28.8 percent, up from 27.4 percent.

According to Independent Sector's 2001 Giving and Volunteering Survey, 83.9 million American adults over age 21 volunteered 3.6 hours per week in 2000, this was the equivalent of over 9 million full-time employees at a total assigned dollar value of \$239 billion.

United Way's Nonprofit  
Resource and Training  
Center provides the  
resources necessary for  
nonprofit organizations in  
the greater Hartford area  
to carry out their  
mission successfully and  
make positive changes  
in the community.





# Nonprofit Resource & Training Center

## Celebrates a Decade of Service, 1994-2004

For the last decade, the United Way of the Capital Area's Nonprofit Resource and Training Center has provided resources, referrals, and training to nonprofit organizations throughout the greater Hartford area and in Windham and New Britain. The Resource Center has extensive information and online data on nonprofit management and governance, fundraising, what makes a good board, and volunteerism.

Since it began operation in 1994, hundreds of representatives of local agencies have visited, called, logged on to the web site and attended training sessions. Resource Center materials also are available at the Windham and New Britain/Berlin offices to accommodate organizations closer to those locations. Additionally, a number of books are on permanent loan to the Hartford Public Library reference department so that individuals who cannot come in during traditional work hours have access to the information.

The Resource Center offers Board Excellence training sessions free of charge several times a year. In the past 5 years, more than 1700 people have taken the training. In collaboration with Leadership Greater Hartford, the Resource Center also administers the Community Leadership Board Bank, a database of trained and motivated individuals (many with business skills) who wish to serve on nonprofit boards. Approximately 45 agencies a year make requests to the Board Bank.

If your organization has not already done so, please plan to visit the Nonprofit Resource and Training Center, located on the 2nd floor of United Way of the Capital Area's office building, 30 Laurel Street, Hartford, CT 06106. If you have questions, please contact the Center's director, Marsha Mason, at 860 493-1120, or [mmason@uwact.org](mailto:mmason@uwact.org).

### Spring 2004 Training Schedule

#### **Volunteer Management Brown Bag Lunch Film**

**Series:** Held at United Way of the Capital Area; 30 Laurel Street in Hartford from noon-1:30 p.m. on each date. Co-sponsored and facilitated by members of the Association of Administrators of Volunteer Services (AAVS). \$5 per session. Drinks will be provided. Please RSVP to the Janet Wallans: (860) 493-1106. Pay at the door.

- Friday March 19<sup>th</sup>: Recognizing Your Volunteers
- Friday April 2<sup>nd</sup>: Volunteer Recruitment
- Friday April 16<sup>th</sup>: Job Design & Interviewing
- Friday May 7<sup>th</sup>: Group Projects

**Free Friday Fundraising Film Festival East of the River** Featuring Kim Klein in the *Grassroots Fundraising* videos. Held in the Club Room at The Arbors; 403 West Center Street; Manchester; Noon-1:30 p.m. each date. Please register by calling: (860) 493-1112.

- Friday March 26<sup>th</sup>: Where Money Comes From and The Role of the Board in Fundraising
- Friday April 30<sup>th</sup>: Asking for Money and Major Gifts.

### New additions to the Resource Center

*Making the Case: The No-Nonsense Guide to Writing the Perfect Case Statement*, Jerold Panas, Institutions Press, 2003.

*The Nonprofit Leadership Team: Building the Board-Executive Director Partnership*, Fisher Howe, Jossey-Bass, 2004.

*Investing in Capacity Building: A guide to High-Impact Approaches*, Barbara Blumenthal, Foundation Center, 2003.  
(new revision)

*The Committee Series*, BoardSource, 2004.

#### **Connecticut Association of Nonprofits**

The Connecticut Association of Nonprofits' (CAN) website has many resources and materials on volunteer management and recruitment. Go to [www.ctnonprofits.org](http://www.ctnonprofits.org), and click on "nonprofit resources," then "volunteers."

The site also features *Board Builder*, a monthly column by Marsha Mason, director of the Nonprofit Resource and Training Center. Visit [www.ctnonprofits.org](http://www.ctnonprofits.org), click on "nonprofit resources," then "governance."

## United Way's Fred Adams Award will salute volunteerism on April 22

During National Volunteer Week, United Way of the Capital Area will present its eighth annual Dr. Frederick G. Adams Award which recognizes innovative and effective programs at local health and human service agencies. The award is a \$5,000 grant for program enhancement.

The award honors the spirit and contributions of Dr. Frederick G. Adams, a longtime United Way board member and community volunteer, who died in 1996. Reflecting the diverse community interests of Dr. Adams, the award focuses on a different service area each year. The focus of this year's award is on services and programs that nurture children and youth.

United Way presents the award during National Volunteer Week because of Dr. Adams' extensive history of volunteerism. This year's recipient will be announced during a reception at United Way of the Capital Area on Thursday, April 22. To attend, please call 860 493-6841 by April 16.

## Can Volunteers Find You? United Way has Volunteer Solutions

United Way of the Capital Area can help you recruit volunteers through its online program *Volunteer Solutions*. The benefits of participation are substantial:

- Your volunteer needs gain immediate exposure
- Your opportunities reach a large audience
- Changing needs are easy to update and maintain
- You can drive traffic to your organization's web site.

To register, first gather this information:

- E-mail address, phone number and mailing address for primary agency contact
- Password for ability to update your information
- Agency mission statement
- Agency description of services statement
- E-mail address, phone number and mailing address for volunteer coordinator
- Title, description and dates of volunteer opportunities

Go to [www.uwcact.org](http://www.uwcact.org) and click on *Volunteer Solutions*. Click on "log in for organizations" and proceed through the sign-up process.

## Day of Caring Day of Caring XIII

Make thirteen your lucky number! The thirteenth annual *Day of Caring* will be held on Friday, September 10, 2004. This day, which also kicks off the United Way Community Campaign, is arguably the largest volunteer event in the state and your agency should be part of it.

Last year, more than 3,800 volunteers representing nearly 70 companies lent a hand at 165 agencies. They performed more than 300 projects throughout the 40-town Capital Region.

This year, workplace volunteers are ready to make a difference at your agency. Prepare a hands-on project that will promote your programs and accomplish work that needs to be done. For more information, call Susan Lakin, project associate at United Way of the Capital Area, at (860) 493-6821.



## United Way and FOX 61 Promote Volunteers Matter

For the second consecutive year, United Way of the Capital Area and WTIC-TV FOX 61 are teaming up for a public service campaign on volunteerism. This year's campaign, called *Volunteers Matter* features volunteers from United Way partner agencies on the FOX 61 News at Ten's "FOX Focus" segment every Monday in April. A *Volunteers Matter* 30-second public service announcement (PSA) will air on FOX 61 and WB 20 from mid-March to through April. The PSA will encourage people to visit United Way's online database of local volunteer opportunities, Volunteer Solutions, at [www.uwcact.org](http://www.uwcact.org).

Are your agency's volunteer opportunities listed? To register, see "Can Volunteers Find You?" in the preceding column.

## Who Volunteers?

- About 25 percent of men, 32.2 percent of women and 29.5 percent of teens
- 35- to 44-year olds, closely followed by 45- to 54-year olds
- Parents with children under age 18
- Married persons

## Mark Your Calendar

### Frederick G. Adams Award Reception

Thursday, April 22, 2004

5 to 7 p.m.

United Way of the Capital Area, Hartford

R.S.V.P. by April 16 to (860) 493-6841

### Windham Region United Way Annual Meeting

Thursday, April 29, 2004

5 to 7 p.m.

Windham Hospital

R.S.V.P. by April 23 to (860) 456-0188

### United Way of New Britain & Berlin Annual Meeting

Thursday, June 10, 2004

5 to 7 p.m.

ITBD Building, 185 Main Street, New Britain

R.S.V.P. by May 27 to (860) 223-9294

## Web Corner

### Board Cafe

[www.boardcafe@compasspoint.org](mailto:www.boardcafe@compasspoint.org)

### Connecticut Association of Nonprofits

[www.ctnonprofits.org](http://www.ctnonprofits.org)

### The Foundation Center

[www.fdncenter.org](http://www.fdncenter.org)

### Hartford Foundation for Public Giving

[www.hfpg.org](http://www.hfpg.org)

### Nonprofit Quarterly

[www.nonprofitquarterly.org](http://www.nonprofitquarterly.org)

### Points of Light Foundation

[www.pointsoflight.org](http://www.pointsoflight.org)

### Know a great site for the web corner?

Email your tip to: [mmason@uwcact.org](mailto:mmason@uwcact.org)



## Resources

### Spring, 2004

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Visit our website at

[www.uwcact.org](http://www.uwcact.org)

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