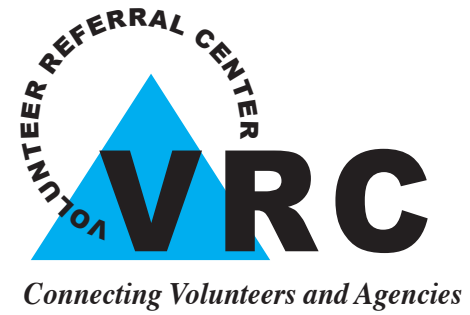


# Volunteer Referral Center



2018 YEAR IN REVIEW



# 2018 was another banner year!

It was a record breaking year of notable growth and expansion as the Volunteer Referral Center responded to the needs of our partner agencies.

By recruiting and tapping into the City’s pool of committed volunteers VRC provides a meaningful, effective way to help almost 300 nonprofit organizations sustain their missions, thereby strengthening communities, families and individuals in New York City. Each volunteer brings a unique set of skills and interests. VRC’s success and reputation for expert placement and personal service lies in its ability to match volunteers with the needs of our nonprofit partners.

We thank all friends, partners, volunteers, and supporters who made these achievements possible.

*Zelda Warner, President*

*Patricia Girardi, Executive Director*



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# Our Mission

For 30 years, the Volunteer Referral Center (VRC) has recruited and referred thousands of individuals with meaningful volunteer opportunities throughout New York City. We not only help our potential volunteers find a perfect fit, but we help ensure that our partner organizations have the dedicated personnel they need to provide services essential to our city. VRC makes 2500 referrals annually to a variety of nonprofit concerns including: health and human services, arts and cultural institutions, environmental groups, and community and civic services, among many others.





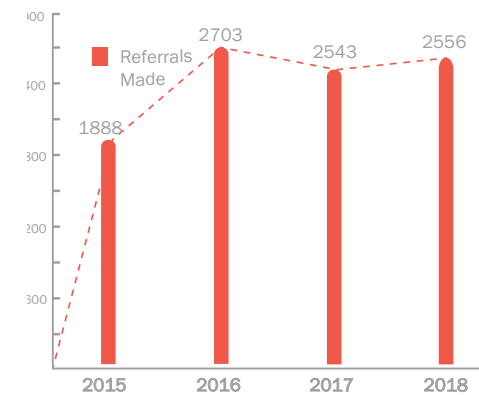
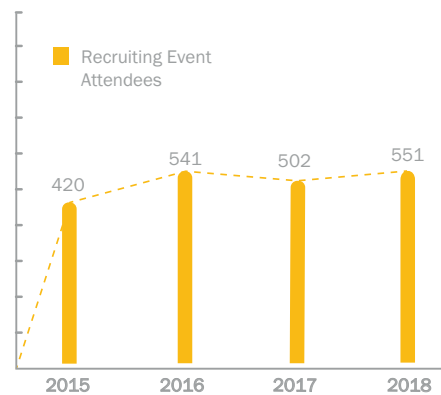
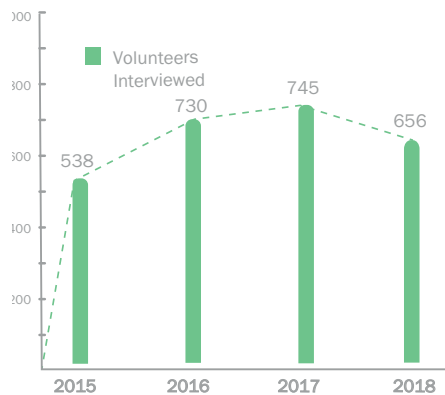
# Our Impact

2018 was one of our busiest years in recent history.

The need for volunteers is strong and the demand for VRC's services is at an all-time high. Over the last three years of notable growth, the number of volunteers we interviewed increased by 22%, referrals by 35%, and attendance at recruiting events by 31%.

We made over 2500 referrals for them to opportunities at our partner agencies—meaning that both volunteers and our partners are seeing the benefits of working with VRC. This growth exemplifies the current excitement and energy around volunteerism, and VRC's numbers show that we are playing an important role in focusing that energy. It is statistics like these that reflect the success of our mission.

In all metrics—volunteers interviewed, referrals made, and recruiting event attendees—**VRC remains strong.**



## OUR IMPACT



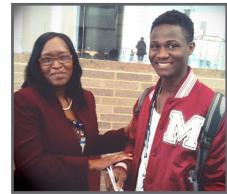
### We differ from other referral agencies because VRC:

- personally meets with the prospective volunteer
- makes appointments for the volunteer with the agencies during the meeting
- follows up to see if the volunteer has been placed
- visits the agencies to which volunteers are referred

VRC's personal approach is what sets us apart from other volunteer organizations. Through a comprehensive, individualized process—unique to VRC and refined through our 30-years in service—a VRC staff member meets face-to-face with each prospective volunteer and spends time with them to understand their interests and abilities. Prospective volunteers are encouraged to explore the range of opportunities afforded by VRC's diverse network of partner agencies. It is through this exploration and discussion that the most rewarding volunteer experiences are discovered. The initial volunteer meeting—from entering the VRC offices, to making valuable connections—takes only about an hour.

# Our Volunteers

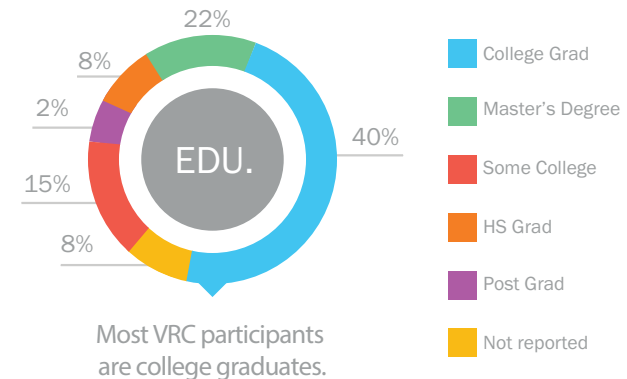
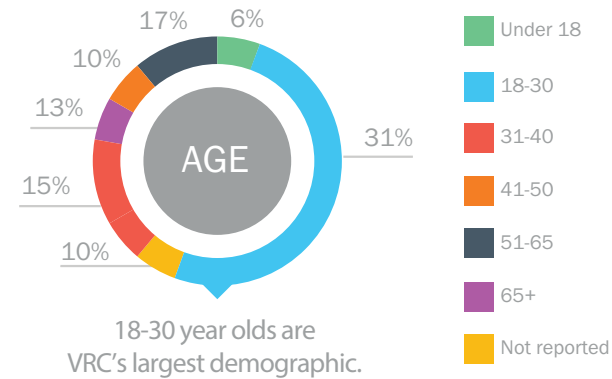
VRC serves three different populations: individual volunteers, a broad range of agencies needing volunteers, and the thousands of New Yorkers these agencies serve. Of prospective volunteers, about two-thirds are women from all walks of life including students, professionals, homemakers, and retirees. Over half of volunteers are between 18 and 40 years old, and a quarter are older than 50. About a third of our volunteers have never worked with a nonprofit before and come to us unsure where their skills are needed or how to get involved.



## Our student demographic increased again in 2018.

Hundreds of New York City nonprofit agencies are seeking competent volunteers to help them carry out their important work. At the same time, many New Yorkers are eager to donate their time and abilities but can be frustrated not knowing where their talents are needed, or overwhelmed by the volume of online listings. Known for our personal service, potential volunteers often come to VRC after their lengthy internet searches have led nowhere. VRC acts as a matchmaker, working for mutually beneficial agency-volunteer matches by gathering pertinent information in face-to-face meetings with both prospective volunteers and nonprofit agencies.

VRC provides expert placement and personal service to volunteers of all ages.

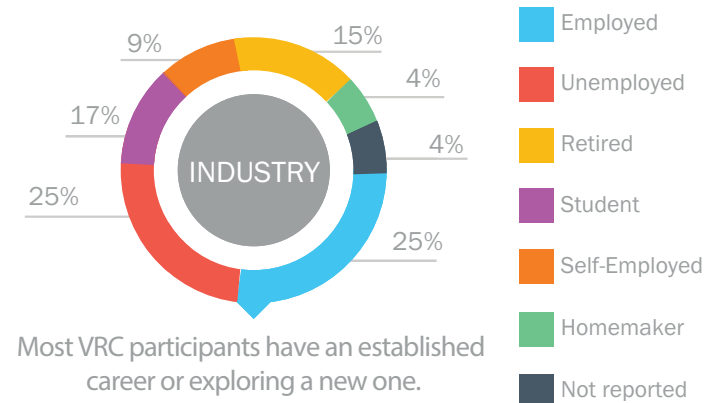
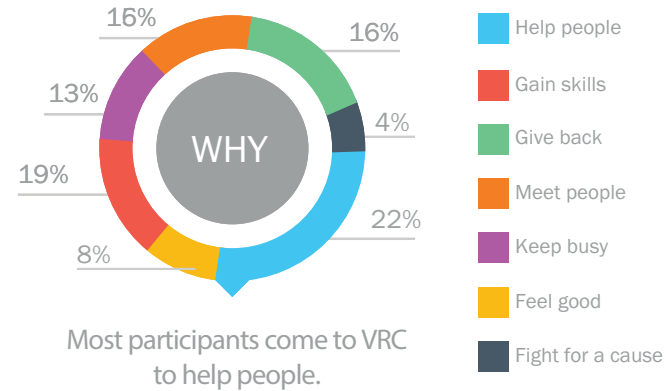


## OUR VOLUNTEERS

Our volunteers report that their primary motivations for service are to help people in need, to “give something back,” and to gain or improve job skills—all very real benefits of volunteering.

Volunteers not only enhance the programs they support, but gain from the experience in many ways.

On a personal level, volunteers become more integrated into their communities, expand their personal and professional networks, gain satisfaction from contributing to a cause they care about, and improve their skills or learn new ones. In addition, there is research evidence that volunteering enhances personal health and well-being. Volunteers also gain a broader perspective of the needs of the city and its people, and become more informed citizens and, often, advocates.





# Our Partners

VRC partners with 300 nonprofit organizations throughout New York City to provide them with dedicated volunteers.

VRC applies its unique personal approach to our agencies as well, maintaining ongoing relationships with volunteer coordinators at almost 300 partner organizations and, through face-to-face meetings, on-site visits, and special events, keeping these relationships invigorated and top-of-mind. Being a central hub of information means that agencies can update their opportunity information quickly and easily, reaching more volunteers in less time and with fewer complications. In short, VRC's personalized process helps agency and volunteer establish the foundation of a rewarding, often long-term relationship.

Contributions to our organization thereby benefit additional nonprofits that are addressing a broad spectrum of advocacy, education, and health and human services needs.

We welcome our new Partner Nonprofits that joined VRC in 2018:

- Brooklyn Animal Action
- Dance Project of Washington Heights
- Empowering U2 SucSeed
- Historic House Trust
- Intrepid Sea, Air & Space Museum
- Josephine Herrick Project
- Museum at Eldridge Street
- Musicians Club of New York
- The Reach Institute
- Tropical Fete
- United Neighborhood Houses
- Uptown Stories

# Our Outreach

VRC develops informational recruitment events that reach hundreds of prospective volunteers of all ages, in all five boroughs of New York City, throughout the year. VRC, in addition, continued to enhance our website and social media presence to attract volunteers of all ages.

We held six events in 2018 that were age-inclusive, yet seek to entice more young people to volunteer—from teenagers to young professionals. These popular outreach events come in two forms: either as a panel of agency representatives from specific nonprofit categories speaking about their organization; or as a more typical event fair, where attendees visit agencies' tables or booths. VRC collaborated with *Health Advocates for Older People* on our twice-a-year initiative *Volunteering is Ageless*; with the *All Stars Project* on *Volunteering in the Arts*; with venues in the NYHHC system for an event called *Volunteer Opportunities in Healthcare*; and with public and private NYC-area high schools on *Volunteer Opportunities for High School Students*.

Participation in our 2018 events was consistently high, and 2019 is shaping up in a similar way. Our event participants are often strongly engaged, arriving early and staying late, and nearly all sign on to become volunteers.



## OUR OUTREACH

To [heighten awareness](#) of our special events and our services in general, VRC uses traditional and new media to reach prospective volunteers of all ages and backgrounds. VRC is a visible presence at volunteer fairs and community events around the city.

### Some of our activities in 2018 included:

- NY Presbyterian/ Weill Cornell Medical Center
- State Senator Liz Krueger Senior Resource Fair
- The FIT Volunteer Expo
- Bellevue Medical Center
- FEDCAP Workshop
- JASA Volunteer Fair
- Historic House Trust Outreach
- Nonprofit Coordinating Committee



# Our Young Professionals Committee

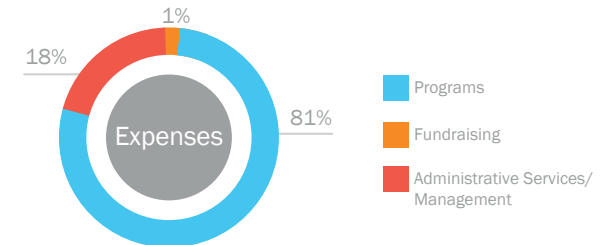
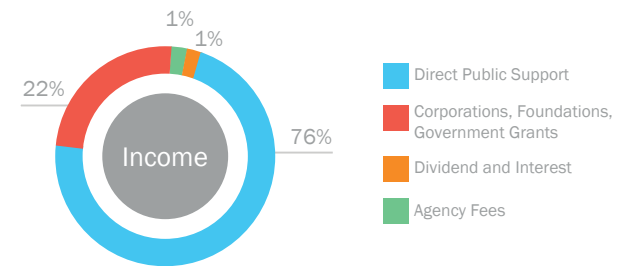
VRC's [Young Professionals Committee](#) is an important part of our outreach initiatives. YPC organizes monthly volunteer opportunities with a VRC partner, allowing interested volunteers to sample wide-ranging experiences throughout the five boroughs. YPC also assists in the development of materials targeted to younger volunteers, including social media updates on activities. YPC also throws an annual fundraising gala to promote volunteerism and the work of VRC.





# Our Financials

VRC Fiscal Year ended 12/31/17	
<b>INCOME</b>	
Direct public support	\$91,290
Corporation, foundation, and government grants	\$31,040
Dividend and interest	\$200
Agency fees	\$350
<b>Total Revenue</b>	<b>\$122,880</b>
<b>EXPENSES</b>	
Programs	\$107,958
Fundraising	\$1,239
Administrative Services/ Management	\$22,799
<b>Total Expenses</b>	<b>\$131,996</b>
<b>Net Income over Expenses</b>	<b>(\$9,116)</b>
<b>Asset Balance at End of 2017</b>	<b>\$75,202</b>



# Our Supporters, Our Thanks

## FOUNDATIONS

The Achelis Foundation  
The Avon Foundation  
AXA Foundation  
The Rose M. Badgeley Residuary Charitable Trust  
The Benevity Community Impact Fund  
The Carbetz Foundation  
Fein Foundation  
Fidelity Charitable Gift Fund  
Lawrence M. Gelb Foundation, Bruce S. Gelb Fund  
Goldman Sachs Philanthropy Fund  
Metzger-Price Fund  
Morgan Stanley Global Impact Funding Trust  
Pepsi Co.  
Silicon Valley Community Foundation  
The New York Community Trust  
Time Warner  
UnitedHealth Group  
Vanguard Charitable  
The Laura B. Vogler Foundation

## CHURCHES / SYNAGOGUES

Congregation Emanu-El  
St. James' Church

## LOCAL GOVERNMENT

Liz Krueger, NY State Senate  
Gale Brewer, Manhattan Borough President

## INDIVIDUAL CONTRIBUTIONS

Contributions made by individuals in response to fundraising benefits and our annual appeal are approximately 75% of our support.



# 2018 Board of Directors

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Laura Reid  
Janie Schafer  
Zelda Warner  
Doug Zywczyński



The Volunteer Referral Center  
has earned GuideStar's Gold  
Level Seal for 2018.



Volunteer Referral Center, Inc. • 161 Madison Avenue, Suite 5SW New York, NY, 10016 • 212-889-4805  
info@volunteer-referral.org • www.volunteer-referral.org