



America's
Charities

LEADER

COMMUNITY

VOLUME 2, NO. 2 • SUMMER, 1998

America's Charities provides critically needed human services reaching millions of Americans in thousands of communities.

Under the Eagle

Community Leaders like you are at the heart and soul of America's Charities.

Your commitment to identify people who could help open doors to choice at workplace giving campaigns, your eagerness to participate in campaign kickoffs by helping out wherever you're needed, and your willingness to take on whatever challenges come your way to increase the visibility of America's Charities across the country is invaluable.

Your time is precious. We know that and we cherish it. That's why we want to do all we can to make your experience in the America's Charities family productive and dynamic.

To that end, we're asking you to pitch in your thoughts, opinions and suggestions and participate in "re-inventing" America's Charities Community Leadership Program. What type of skills do you want to gain from volunteering at America's Charities? How can we help you achieve your goals?

This issue of the *Community Leader* features an important story on our leadership program's "re-invention" efforts and highlights the important role Community Leaders play in helping America's Charities reach its goals.

America's Charities is growing by leaps and bounds--and much of our success is based on your involvement, commitment, support and loyalty. Keep up the good work and help us serve your needs so you can get the best of what volunteering has to offer!

Sonja H. Wyatt
Community Leadership Coordinator

What Do Community Leaders Want?

What do you want to get out of your experience as a Community Leader? What role would you like to play at America's Charities? Do you prefer "hands-on-labor" volunteer work, like painting a homeless shelter, or would you rather do public speaking, represent America's Charities at meetings or do administrative tasks?

These are a few of the questions that America's Charities has asked its community leaders in a questionnaire recently sent out as part of the

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Sonja Wyatt, Community Leadership Coordinator

federation's effort to "re-invent" the Community Leadership Program and generate more interest in volunteering for America's Charities. This questionnaire will assess the community leader's personality, skills and interests so the right people can be matched with the right jobs.

"We want to give our Community Leaders maximum value for their association with America's Charities," says Sonja Wyatt, America's Charities Community Leadership Coordinator, "which is why it's so important for them to be involved in the reinvention of the Community Leadership Program. We want to know, what do our community leaders want to do? What types of programs would help them grow personally and profession-

see "What Community Leaders Want," page 3

Make-A-Wish Community Leaders Worth \$144,000

The nearly 300 community leaders who volunteered for Make-A-Wish Foundation of America last year probably never gave any thought to how much money their time was worth to the charity — but the dollar amount is so significant that the charity never lost sight of their volunteers' contribution. According to Danielle LeMarre, from Make-A-Wish Foundation, volunteers logged in nearly 12,000 hours of work during the year—which would have cost the charity about \$144,000 if they were paying each person \$12 an hour.

"The work of our community leaders is worth big bucks," says LeMarre. "That's pretty much what I'd have to pay if we hired two or three professional level people," she adds, explaining that, in reality, much of the work that the charity needs done wouldn't get done without the tremendous help of community leaders who get involved in a range of activities including granting wishes, staffing registration desks at conferences and speaking on the charity's behalf at public events. LeMarre says that volunteers form the backbone of many programs and that their involvement is being increasingly recognized by the charity.

see "Volunteer Worth," page 2

What Community Leaders Want *continued from page 1*

ally? What could we do to improve our volunteer recruitment and retention? And how do we increase the visibility of our Community Leaders across the nation?"

People volunteer for many different reasons. Some Community Leaders donate their time so they can develop new professional skills, others want to meet new people with similar interests and network. As a community leader at America's Charities, Sherilyn Ligon enjoys the opportunity to hone her networking and speaking skills—and she gets plenty of practice since one of her goals is to crack the United Way seal over workplace giving campaigns in St. Louis and introduce choice into programs. "This was a whole new experience for me," says Ligon, a mother of three who grew up in Oakland, Calif. "I have a big heart and I don't mind going out for people. I thought about other things that could be of benefit to me if I volunteered, like learning how to speak to people in public. I'm not good at orating, but I'd like to be."

But regardless of what specifically drives people to volunteer, most of those who donate their time feel a sense of responsibility to give back to the community and help improve the lives of people less fortunate than themselves.

Here are some other reasons why people volunteer:

- To do something they like but don't have a chance to do on their own;
- To use their skills to support their favorite cause;
- To learn new skills and pursue other interests;
- To try out a career you may be considering but don't want to commit to until you've had some hands-on experience with it;
- To learn to make decisions and take responsibility;
- To increase your self-confidence and feel recognized;
- To work for an organization that may hire you later on down the line;
- To meet new people with similar interests and network—and have fun!

Danielle LaMarre Wins Community Leader Award

Danielle LaMarre, Development Director for Make-A-Wish Foundation in Los Angeles, Calif., won the 1997-98 Outstanding Community Leader Award for her contribution to the community through America's Charities. A Community Leader since 1996, LaMarre has developed a volunteer corps of over 40 people who help with all of America's Charities campaign



Danielle LaMarre (center) is presented America's Charities 1998 Community Leader of the Year Award by Board Chair Bill Halamandaris (left) and Community Leadership Coordinator Sonja

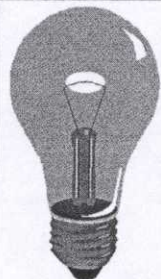
activities in the Los Angeles community.

"Through her commitment and support," said Sonja Wyatt, America's Charities Community Leader Coordinator, who presented the award at the annual membership meeting, "America's Charities is gaining visibility in Los Angeles. Danielle's tenacity and drive has kept America's Charities at the table among all federations as an equal partner."

During America's Charities efforts to gain access to the Los Angeles Unified School District campaign, Wyatt said, LaMarre identified key individuals to support "our application for inclusion." She also played a key role in ensuring that events were coordinated to get the campaign off to a good start.

LaMarre has also been active in identifying corporations wishing to open up their campaign to choice and companies seeking to start campaigns from scratch. Because of LaMarre's efforts, America's Charities events have been highly publicized in the Los Angeles area. "Her dedicated energy to America's Charities is above and beyond the call of duty," Wyatt concludes.

America's Charities congratulates Danielle and commends her for her energy and dedication.



Have an idea for the America's Charities Community Leadership Program?

Make sure to share it with us when you return your questionnaire.
Or contact your Regional Director.