

2021 Annual Report

CONNECT | EDUCATE | STRENGTHEN | ADVOCATE



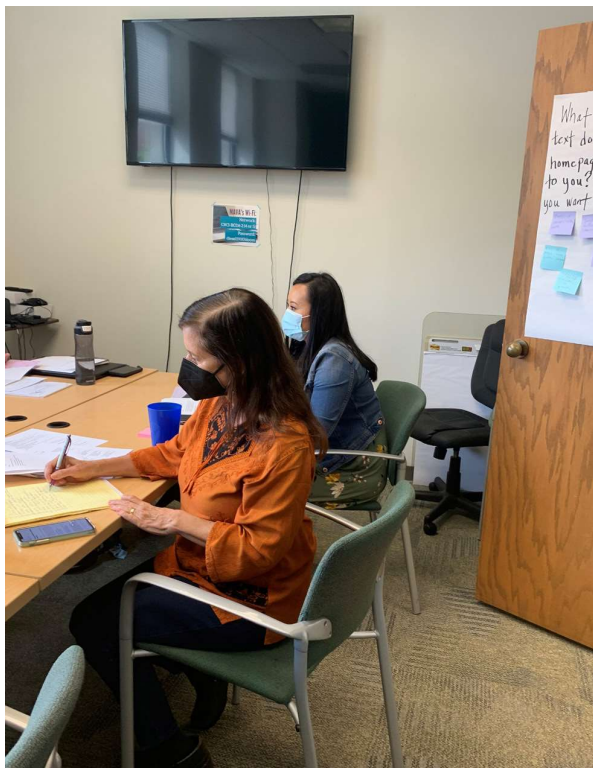
MISSION

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

VISION

MAVA is the premier 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 PARTNERSHIPS

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.



2021 Year in Review

A message from MAVA Executive Director, Karmit Bulman

2021 is behind us and we thank our members, volunteers, and stakeholders for building greatness with us. Our name change demonstrates that MAVA's work has expanded in terms of reach, innovation, and impact. **MAVA delivered a record number of trainings and consulting sessions** on a range of diversity, equity, and inclusion topics all across the country.

We provided advanced tools to help organizations rebuild volunteerism post-pandemic, and delivered two cutting edge conferences. VISTA and Service Enterprise infrastructure and capacity building programs grew in terms of individuals and organizations served. MAVA brought new anti-racism, older volunteer, and informal volunteerism trainings to the public and to individual groups and organizations.

We launched our brand-new **Race Equity in Volunteerism (REVA) Program** and we conducted groundbreaking research on race equity, older volunteers, pandemic, informal volunteerism, and trends in volunteerism.

We look forward to staying in contact with each of you and hope you will continue to feel that we are YOUR MAVA.



KARMIT BULMAN
EXECUTIVE DIRECTOR

MAVA and Inclusive Volunteerism

MAVA ENTERED 2021 WITH GREAT MOMENTUM with our racial equity and inclusion in volunteerism work. On the heels of ongoing social upheaval, many non-profit organizations and for-profit companies began to see the urgent need for staff education and awareness and began to call on MAVA to fill the gap. **Since January 2021, MAVA has received a record number of consulting and training requests from across the nation.**

2021 WAS A BANNER YEAR FOR DIRECT VOLUNTEER ENGAGEMENT. MAVA was successful in connecting with Black, Indigenous, People of Color (BIPOC) community partners to co-create a new volunteer engagement cohort. An East Metro and Central MN DEI (Diversity, equity and inclusion) cohort was established early in the year. Each cohort member focused on the development of a DEI plan with aligned goals from the cohort, but with a customized approach to the DEI needs of their organizations. The participants expressed how beneficial this collective was to creating inclusive and welcoming space to:

- Grow authentic relationships
- Influence culture change at their organization
- Eliminate barriers to volunteering

MAVA closed out 2021 with the 3rd Annual Dismantling Inequities Conference. The accomplished keynotes, insightful workshops, and accessible platform proved to be a success. In total, **174 participants** representing **108 different organizations** from **21 different states** and Canada attended this conference.

The MAVA VISTA Program

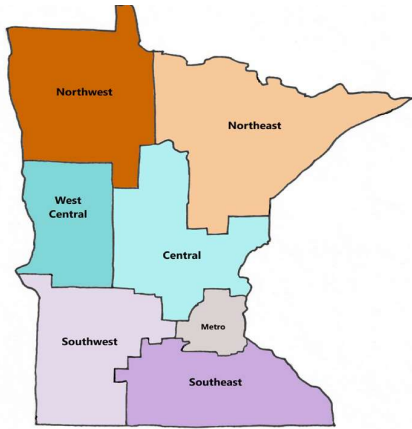


2021 and Beyond

FOR THE MAVA VISTA PROGRAM (MVP), 2021 WAS A GROWING AND LEARNING YEAR. We started the year with **9 host sites, 10 VISTA members, and a VISTA Leader.** We had a plan to grow the program and find new ways to engage our VISTA members and, although we encountered a few obstacles along the way, we ended the year strongly. **By December 31st, we had 16 host sites (6 returning from the previous year), 8 active VISTA members, and a new VISTA project for MAVA** committed to helping build the capacity and further the reach of the **MAVA VISTA PROGRAM**, and expanding our volunteer engagement processes.

The MAVA VISTA Program has many exciting opportunities coming in 2022. After nearly doubling its sites in 2021, we will build on that into the new year by adding new sites for the next service year, new projects, new VISTA members, and more opportunities to be a part of the MVP. With that expansion, VISTA members will be taking a larger role within MAVA through the opportunity to join committees, present at the June conference, and share their stories with the MAVA network through “The VISTA View.” There are plans for the development of a MAVA VISTA alumni group and regular VISTA cohort meet-ups, as well as a VISTA video to continue to further strengthen the MVP.

If you would like to get involved with the MAVA VISTA Program, you can by: joining as a host site, joining as a VISTA member, and joining the site selection committee to help select the next iteration of sites. **We are excited to jump into 2022 and we hope you will join us on the ride!**



Greater Minnesota Program

MAVA's Greater Minnesota Program entered a rebuilding phase in 2021. Our District Council meetings, which are quarterly gatherings for the six regions of greater Minnesota, saw attendance of about 45 people in 2021. Of course, prior to the pandemic, District Councils met in-person for each region, and now they gather virtually on Zoom.

In 2021, MAVA procured funding from the Initiative Foundation to start the first-ever targeted Diversity, Equity, and Inclusion (DEI) efforts in Greater Minnesota, in the form of a Central Minnesota DEI Cohort. The group met quarterly to learn from each other, brainstorm, and come away with new ideas to increase equity in volunteerism. In November, MAVA participated in FREC's Overcoming Racism Conference, which turned out to be an incredible chance to build ties with other groups interested in DEI across Minnesota.

MAVA continues to pursue a volunteer sharing project in Central Minnesota. A handful of organizations are interested in pooling their resources so that a volunteer could fill out one background check and sit through one interview and be cleared and eligible to volunteer with any of several organizations.

Will you connect with MAVA? What amazing ideas could we think up together?



Training and Conferences *Professional Development at MAVA*

In 2021, more than 3,325 volunteer engagement leaders, AmeriCorps members, volunteers, interns and other employees working to advance volunteerism across the globe joined MAVA virtually for a variety of professional development and networking events. We enjoyed making new friends in the volunteerism field and seeing many familiar faces and names again.

2021 HIGHLIGHTS

6 VOLUNTEER IMPACT LEADERSHIP TRAINING (VILT) SERIES led by volunteer engagement practitioners.

101 participants were awarded a Volunteer Impact Leadership Certificate

10 WORKSHOPS, including Antiracism 101, Equity in Rural Volunteerism, Engaging Volunteers in Skills-Based and Higher Responsibility Roles, **ENGAGING 217 PARTICIPANTS.**

1 VOLUNTEER ENGAGEMENT CHECK-IN on Bringing Volunteers Back, **ENGAGING 48 PARTICIPANTS.**

6 MAVA CONNECTIONS on topics ranging from volunteer recognition during COVID-19 to Addressing Bias with Volunteers, **ENGAGING 122 PARTICIPANTS.** *MAVA Connections are led by MAVA's Professional Development Committee comprised of volunteer engagement practitioners.*

2 BLACK, INDIGENOUS AND PEOPLE OF COLOR (BIPOC) AND WHITE ALLIES AFFINITY GROUPS for volunteer engagement leaders, **engaging 36 participants.** *Affinity groups are also led by MAVA's Professional Development Committee.*

2 ANNUAL CONFERENCES, Volunteer Engagement Leadership Conference and Dismantling Inequities Conference, **engaging 281 participants.**

63 TRAINING AND CONSULTATION CONTRACTS with partner organizations across the United States **engaging more than 2,520 participants.**

Two Conferences - June and December

June 2021 Virtual Volunteer Engagement Leadership Conference: In with the BOLD

2021 brought many challenges for volunteer engagement leaders that we were eager to put in the past. It's time to work together to imagine the future of volunteer engagement: Out with the old, in with the **BOLD**. The conference focused on **boldly** taking a seat at the table where decisions are being made. The conference explored how to make the **bold** decision to dismantle the barriers put up around volunteering. **145 participants were enlightened by the following keynote speakers.**

Carve Your Own Path - Dana Litwin, CVA

Dana Litwin explored three main topics: Identifying Your Unique Gifts and Talents, Persuasion and Countering Toxicity.

Out With the Old, In With the Bold - Donte Curtis

Donte Curtis inspired us to take BOLD action in your personal and professional life, by changing your paradigm about DEI, tapping into your personal power, changing your habits and creating a more just organization and world.

Where Do We Go From Here? Owning the Deep Commitment to Help and Not Harm - Breana Dorelus

Breana Dorelus explained that she would dive into the four postures to consider while developing, implementing and growing your volunteer program for the future.

December 2021 Dismantling Inequities Conference

174 people joined us for MAVA's Virtual Dismantling Inequities Conference! This live and interactive conference highlighted the connection between racism and other volunteerism barriers, such as ableism, ageism, homophobia, anti-semitism and more. Participants connected and engaged through intentional and thought-provoking dialogue on the intersections of race with other "isms" including sessions of the "unconference" style format --designed to invite conversation around the question: **"How do we dismantle inequities in volunteerism?"**



Service Enterprise in 2021

During the past year, volunteer engagement organizations in **Minnesota faced unique challenges: maintaining volunteer involvement during the pandemic and social unrest** while meeting critical needs, bringing volunteers back to changed environments, and working to meet community needs with reduced resources.

MAVA's Service Enterprise Initiative rose to the challenge of **helping organizations facing change by sharpening its focus on organizational transitions** and moving to an entirely virtual model. The Service Enterprise (SE) change management model offered organizational teams a way to get reenergized to tackle challenges together.

Organizations participating in this process took the chance to hone their effectiveness to meet the challenges of the moment. **Seven organizations started their Service Enterprise journeys in 2021.** Despite – or maybe due to – their essential roles in providing food, shelter and transportation, they embraced innovation in volunteerism to better serve their communities.

These seven organizations formed MAVA's largest SE cohort in years, their commitment to the process made even more extraordinary by the urgency of their missions. This group included:

**ACBC FOOD SHELF
CEAP
EVERY MEAL
ICA FOOD SHELF**

**ST. STEPHEN'S HUMAN SERVICES/HOUSE OF CHARITY
UNION GOSPEL MISSION
WECAB**

Organizations also used the SE process to build their capacity by engaging volunteers more strategically. The Minnesota Assistance Council for Veterans (MAC-V) earned recognition as a certified Service Enterprise in 2021. Six other organizations demonstrated their commitment to excellence in volunteer engagement in 2021 by maintaining their status as Service Enterprises three years after initially earning SE certification. They were:

**CATHOLIC CHARITIES – ST. CLOUD
DARTS
INTERFAITH OUTREACH/COMMUNITY PARTNERS (IOCP)**

**PARK NICOLLET FOUNDATION
SECOND HARVEST HEARTLAND
WINONA VOLUNTEER SERVICES**

Both DARTS and IOCP maintained their certification status for a second three-year cycle.

As we look to 2022, it's clear that change will be a constant, and volunteer managers' skill in leading change will be crucial to thriving in an emerging volunteer landscape. MAVA's Service Enterprise work will center organizational conversations, team training, and action planning on taking charge of change to create opportunities for innovation.

"We have learned that it is important for us to do the following things in order to fulfill our SE mission: build staff support, dedicate a staff position for volunteer management, engage volunteers with skills needed by us...Service Enterprise taught us the methods to accomplish these goals and gave us the tools to succeed."

- Lead staffer for this effort

Membership & Fund Development

FUND DEVELOPMENT

Thank you to all of our MAVA supporters and donors in 2021! We had **77 people contribute to MAVA, resulting in over \$13,700.00 funds** raised in 2021. We also appreciate MAVA supporters' participation in the Target Circle Campaign. Guests at Target stores **cast 100,968 votes to MAVA**, awarding Target funds in the amount of **\$856.97** to our organization. Thank you! **We truly hope to have an in-person fundraising event in 2022.** Stay tuned!

MEMBERSHIP

Due to the pandemic, **MAVA saw a decline in membership** throughout 2020 and until the end of October 2021. Slowly, but surely organizations are now renewing their memberships or joining MAVA for the first time.

In 2021, **we offered discounted memberships** to those that registered for MAVA's Volunteer Impact Leadership Training, the June and December conferences. During the month of October, we had our fall membership drive - "Give a MAVA Membership, Get a MAVA Membership."

Many members took advantage of this incentive to introduce their friends, colleagues, and family members to MAVA.

MAVA also provided monthly membership orientations - Getting the Most Out of YOUR MAVA Membership. These monthly half-hour virtual sessions demonstrated how to create and log in to your MAVA profile, find valuable tools and resources, and provide opportunities to connect with other volunteer engagement professionals.



The Membership Committee created fun opportunities to connect with other volunteer managers and coordinators in 2021! The committee hosted a virtual trivia game about MAVA. They also hosted **MAVA's first and only in-person event in 2021, MAVA's 20th Anniversary Picnic at Como Park. That's right, MAVA turned 20 in 2021!** At the August celebration, there were new MAVA members and MAVA members that started the organization. There were also lawn games, a face painter, food, and a bubble artist.

We're looking for MAVA members to join the Membership Committee. If you are looking for new ways to volunteer and gain experience in

recruitment, retention, events, marketing, strategic planning, plus meet new friends, contact Jenna at jegan@mavanetwork.org. We look forward to connecting with all of you in 2022!

Happy 20th Anniversary, MAVA!

MAVA celebrated its 20th anniversary in 2021! **MAVA was founded in 2001** in response to a vision that leaders of volunteers could greatly impact Minnesota's volunteer community through one strong statewide alliance capable of creating visibility and credibility, and of impacting volunteers' ability to have a meaningful impact.

MAVA came to fruition with a kickoff ceremony of approximately 200 volunteer managers from around Minnesota on November 14, 2001. On November 15, the Association's executive director began serving.

In 20 short years, **MAVA has become the State, National and Global leader for volunteer engagement leadership.** We have become more than a professional association. Each year we grow stronger, and our work becomes more relevant to the members and the public we serve. Our Research studies have included such topics as volunteerism in immigrant communities, rural volunteerism, short-term volunteerism, City volunteerism, jobseeker volunteers, older volunteers, job equity for volunteer engagement professionals, trends in volunteerism and so many more topics.

From an all-volunteer organization to the 8-person staff organization; from no funding to a diverse array of funders; from a professional association to a broader capacity-building organization, MAVA's growth has been impressive.

Our new name says it all. Congratulations MAVA for the expansive work you have done in advancing volunteerism and transforming lives.

Happy Anniversary!



MAVA Excellence in Volunteerism Awards

AWARD FOR EXCELLENCE IN VOLUNTEERISM



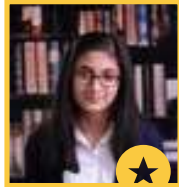
John Bennett

21st Century Bank
Nominated by Susanne Lovejoy



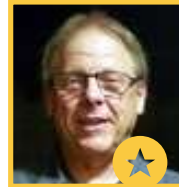
Diane Falken
Make-A-Wish Minnesota

Nominated by Kirsten Hoaby



Sanya Pirani

Sanya's Hope for Children
Nominated by Dilshad Pirani



Ken Skoglund

Courage Kenny Ski and Snowboard Program at Hyland Hills
Nominated by Tara Gorman



Adam Warden

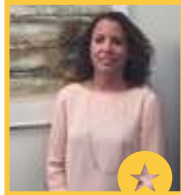
Courage Kenny Rehabilitation Institute Adaptive Sports and Recreation Programs
Nominated by Khara Hesse

AWARD FOR EXCELLENCE IN VOLUNTEERISM LEADERSHIP DURING COVID-19



Kathy Anderson

Living Well Disability Services
Nominated by Betsy King



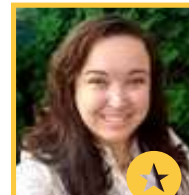
Courtney Flug
VEAP

Nominated by Joseph McDonald



Mary Fondren and Kate Wittenstein

Shelf of Hope
Nominated by Noah Chan



Brooke Zank

Family Pathways
Nominated by Samantha Jacobson

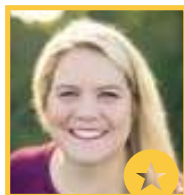
AWARD FOR EXCELLENCE IN VOLUNTEER PROGRAM DEVELOPMENT



Adriane Lepage

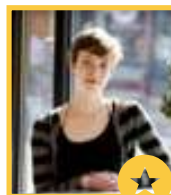
Girls Scouts River Valley
Nominated by Niila Hebert

VOLUNTEER OF THE YEAR



Emily Justman

Nominated by MAVA Staff



Becca Metz

Nominated by MAVA Staff

Each year MAVA recognizes outstanding individuals for significant contributions to their community and the field of volunteerism in the following areas. Please [visit our website](#) to view more information about each of these outstanding volunteers.

MARY WISER AWARD FOR LEADERSHIP IN THE FIELD OF VOLUNTEER RESOURCES



Camille Nash
Park Nicollet

Nominated by Christine Van Lith-Migneault



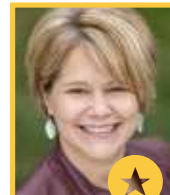
Krystal Queen

Nominated by Kara Hirdman



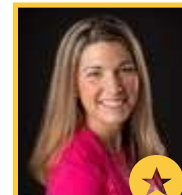
Vicki Snyder

Basic Needs of South Washington County, Inc.
Nominated by Kate Hoelscher



Jen Thorson

Girl Scouts River Valley
Nominated by Niila Hebert



Shannon Wussow

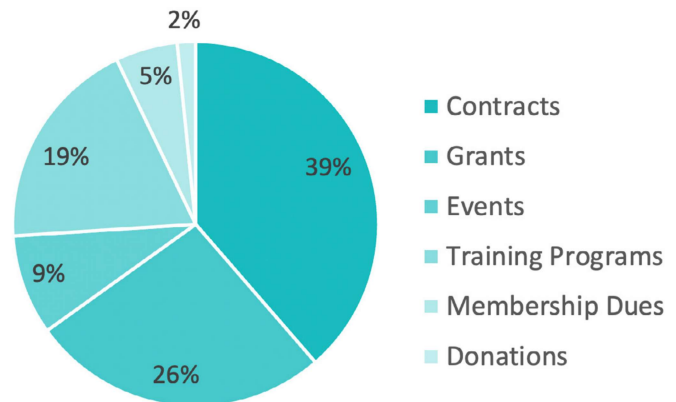
Mid-Minnesota Women's Center, Inc.
Nominated by Lenora Zino

Financial Summary

DECEMBER 31, 2021

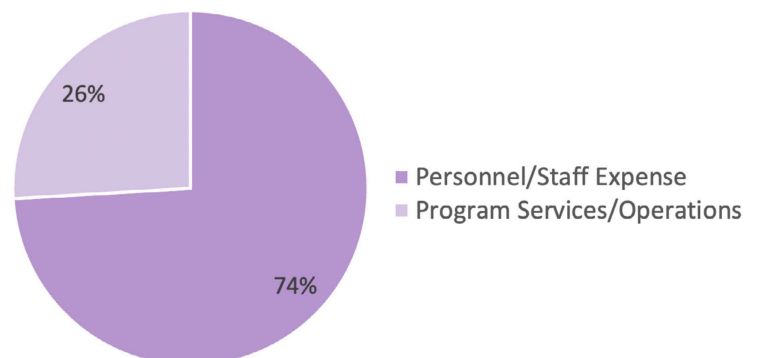
REVENUE

TOTAL REVENUE
\$ 785, 816



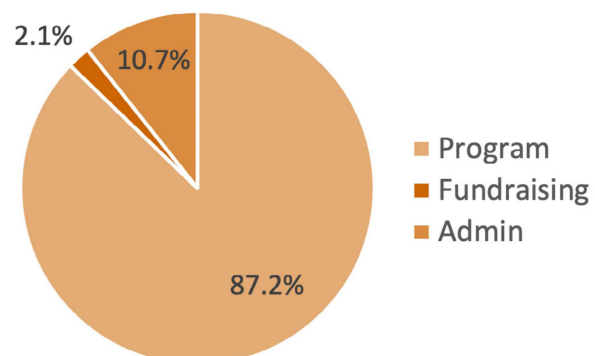
EXPENSES

TOTAL EXPENSES
\$ 648, 647



FUNCTIONAL EXPENSES

TOTAL FUNCTIONAL
EXPENSES
\$ 648,647



NET OPERATING INCOME \$137,169

2021 Board of Directors

CHAIR

Niila Hebert
African American
Leadership Forum (AALF)

TREASURER

Benjamin Finkelstein
U.S. Bankcorp

CHAIR ELECT

Joshua Windham
Metro State University

SECRETARY

Cairn Reisch
American Red Cross – Dakotas
Region

BOARD MEMBERS

Cat Beringer
Senior Community Services

Rodrick Fields
ACLU of Minnesota

Kathleen Cannon
Girls on the Run Twin Cities

Noah Gerding
The Sanneh Foundation

Susan Connolly
Saint Therese Homes

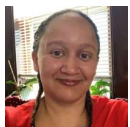
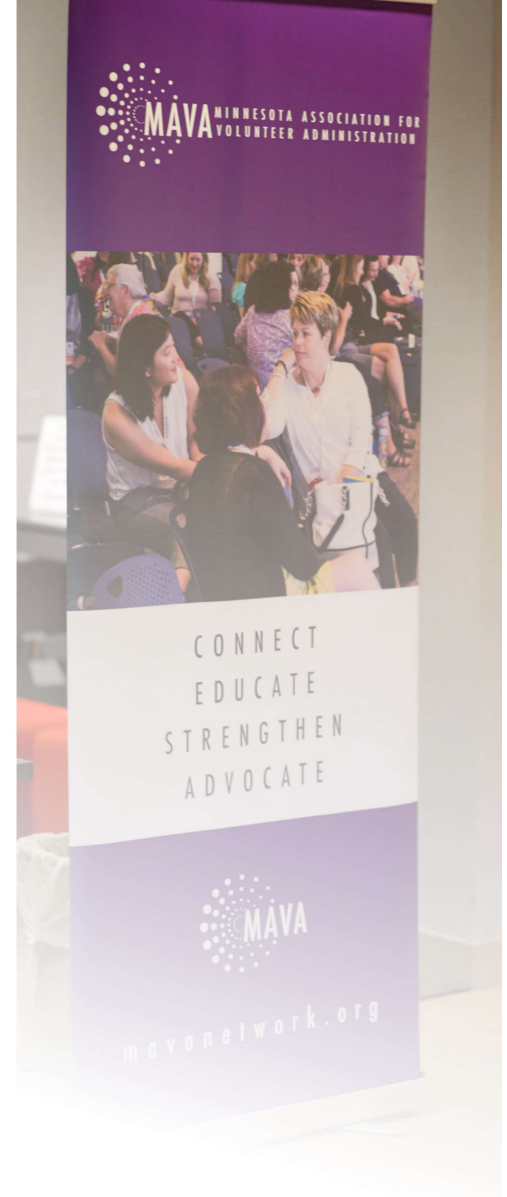
Erik Minter
Spreetail

Liz Erstad-Hicks
Minneapolis Area
REALTORS®

Sally Newbury
Moments Hospice

Ryan Fahrman
Target Corporate Services

Rachael Weiker
YWCA of Minneapolis



VISTA PROGRAM AND OFFICE MANAGER

Maureen L. Bourgeois



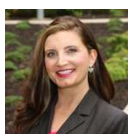
EXECUTIVE DIRECTOR

Karmit Bulman



GREATER MINNESOTA PROGRAM MANAGER

Holly Daniels



MEMBERSHIP AND FUND DEVELOPMENT DIRECTOR

Jenna Egan



DIVERSITY, EQUITY, AND INCLUSION PROGRAM MANAGER

Brittany Clausen

MAVA STAFF



VOLUNTEER AND NATIONAL SERVICE PROGRAM VISTA

Jonathan Grinde



TRAINING AND EVENT SPECIALIST

Alyssa Kleppe



PROGRAM DIRECTOR

Polly Roach



TRAINING DIRECTOR

Wendy Vang-Roberts

thank you!

TO OUR DONORS

On behalf of the MAVA, we would like to thank you for your generosity! A bighearted THANK YOU!

Your support and contribution in 2021 allowed MAVA to:

- **Provide diversity, equity, and inclusion trainings and resources** to organizations in Minnesota and throughout the country.
- **Produce research and toolkits** like the Co-Creating Racial Equity in Volunteer Engagement.
- **Offer MAVA membership and DEI conference scholarships** to volunteer engagement leaders and their organizations.
- **Create Black, Indigenous and People of Color (BIPOC) and White Allies Affinity Groups** for volunteer engagement leaders.





“Giving is not just about making a donation. It’s about making a difference.”

- Kathy Calvin

LEGACY MAKERS

\$1000.00/year for 5 years

Rodrick Fields
Deb Fineman & Rich Soule
Brandon Litman
Joshua Windham

CAPACITY BUILDERS

\$250/year for 5 years

Lee Bailey-Seiler	Valerie Jones
Danielle Brady	Cairn Reisch
Karmit Bulman	Polly Roach & Dave Patterson
Joan deMeurisse	Christopher Stroh
Jenna Egan	Katie Tedson
Susan Eiden	Bob & Carol Thompson
Elizabeth Erstad-Hicks	Jen Thorson
Ben Finkelstein	Rachel Weiker
Niila Hebert	

SUPPORT MAVA

All other donations

ACLU of MN Foundation	Nolan Isaacson
Katherine Anderson	Wendy Jones
Cori Ballew	Thomas Kennedy
Cat Beringer	Dustin Killpack
Tish Bolger	Elana Laichena
Joshua Braverman	Steve Levin
Sandra Brick	Dana Litwin
Jeffrey Broberg	Melody Luepke
Emily Broeffle	Paul Masiarchin
Dawne Brown White	Christine May
Paul Bulger	Kelly Mortvedt
Kathleen Cannon	Sally Newbury
Susan Connolly	Nancy Olson
Patrick Cook	Lisa Parrish-Greenberg
Gloria Cramer	Mary Quirk
Holly Daniels	Judith Russell
Annette Duncan	Travis Salisbury
Bonnie Esposito	Scott Stivers
Ryan Fahrman	Will Tabor
David Fahrman	Target Corporation
Sarah Farley	Linda Tetzlaff
Emma Finkelstein	Dana Thewis
Gail Gendler	Kasey Tunell
Noah Gerding	US Bank Foundation
Hampden Park Coop	Wendy Vang-Roberts
Kirsten Hoaby	Tania Warden
Nancy Hylden	Ryan Worthley
Amie Hyman	Garrett Zaffke

thank you!

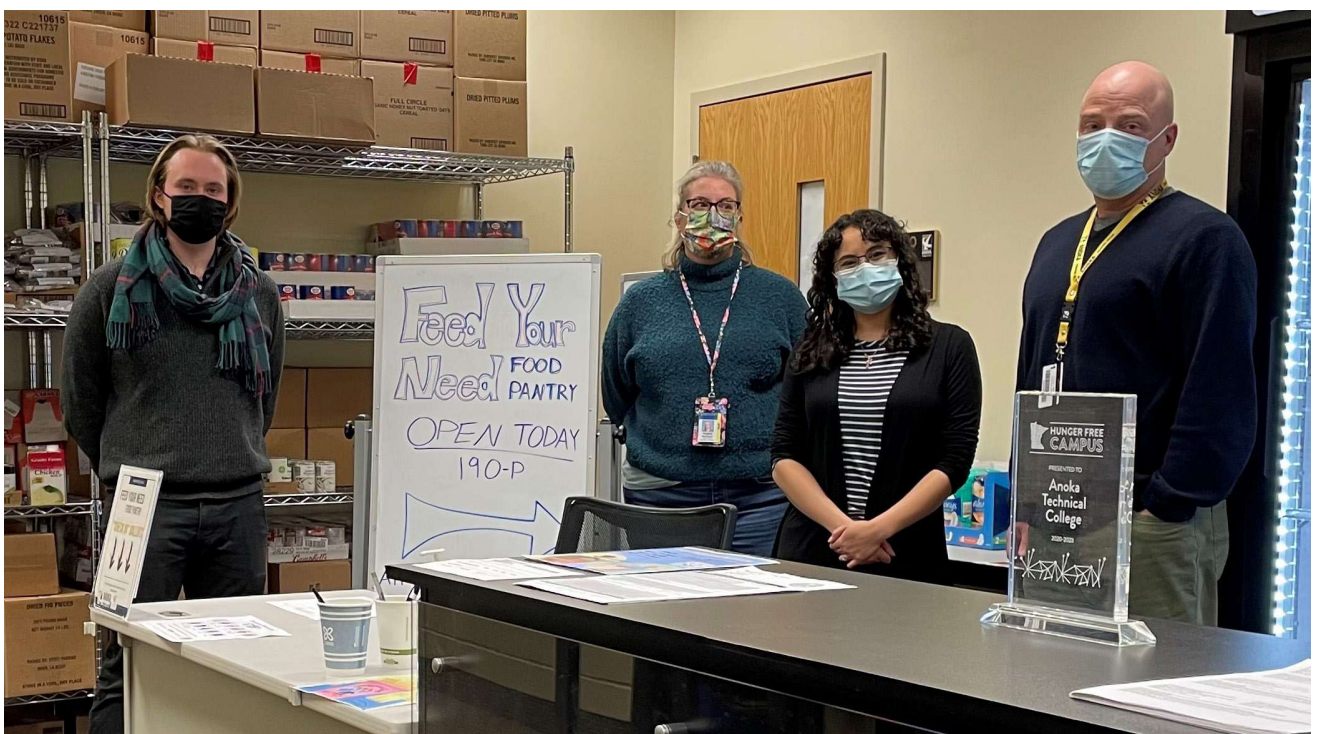
TO OUR VOLUNTEERS

MAVA is so thankful to all of our volunteers.

MAVA benefits from your talents, skills and willingness to give of yourselves. We depend on our volunteers and credit them for any success we have in the service of volunteerism. On behalf of the Board of Directors and the staff, MAVA thanks you for your commitment to the MAVA mission.

In 2021, the 2nd year of the pandemic, 89 VOLUNTEERS continued to volunteer; these special people contributed 2,566 HOURS to our effort in the areas of communications, training, data tracking and various administrative functions. THESE HOURS ARE VALUED AT \$79,494.68, based on the 2021 Minnesota hourly rate of \$30.98 set by [Independent Sector](#).

Thanks to all for your OUTSTANDING gifts!



Kathy Ahlers
 Mackenzie Albrecht
 Nancy Angus
 Chris Barlow
 Carlie Bell
 Jennifer Bennett
 Cat Beringer
 Rachel Boggs
 Danielle Brady
 Kathleen Cannon
 Teresa Carter
 Susan Connolly
 Jacklyn Cooney
 Sophie Crowell
 Ken Culp
 Sheryl Cummings
 JennaRose Dahl
 Holly Daniels
 Joan deMeurisse
 Tailor Doeden
 Rosie Drumgoole
 Diane Erickson
 Idelle Ericson
 Liz Erstad-Hicks
 Ryan Fahrman
 Rodrick Fields
 Ben Finkelstein
 Ree Ford
 John Gambino
 Noah Gerding
 Julie Greene
 Jade Grippe
 Niila Hebert
 Annie Henriksen
 Kirsten Hoaby
 Jaylani Hussein
 Jewelean Jackson
 Samantha Jacobson
 Brynna Jew
 Emily Justman
 Sue Carter Kahl
 Tom Karmil
 Dustin Killpack
 Alyssa Kleppe
 Carla Kress



Jen Liebeck
 Emma Lucchesi
 Becky Lunders
 Jackie Maas
 Cara Madsen
 Betsy McFarland
 Monica McKay
 Bobbie Mattison
 Margaret Melby
 Rebecca Metz
 Steffie Mickelson
 Erik Minter
 Sally Newbury
 Kelly O'Brien
 Kristi Ostlund
 Kelly Owens
 Rob Pabon
 Sarah Phillippe
 Karen Reid
 Cairn Reisch
 Dominique Rodriguez
 Midori Sakamoto
 Cydnee Sanders
 Susan Sanow
 Brandon Schorsch
 Angelina Schultz
 Ben Sereda
 Emily Smith
 Lauren Spero
 Paige Stein
 Terry Straub
 Annette Sutfin
 Carolyn Swenson
 Jen Thorson
 Jessie Timme
 Angelica Vannatta
 Jay Weatherford
 Rachael Weiker
 Shannon Williams
 Joshua Windham
 Mikaela Wolf
 Dr. Bradley Wolfe
 Garrett Zaffke
 Brooke Zank

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



970 Raymond Avenue
Suite G-70 Saint Paul, MN 55114
mavanetwork.org