

The Volunteer Impact Program (VIP) is an intensive volunteer management training and consulting program designed to help organizations more effectively deliver services and recruit, use and retain high-value volunteers.

Developed by United Way of King County and 501 Commons, the free nine-month program engages up to 20 agencies focused on issues such as hunger, homelessness and early learning. The VIP model incorporates the following elements, which would have a \$20,000 value per organization:



Results

The VIP sessions have yielded overwhelmingly positive results. “Participating in VIP really upgraded my view of our volunteer program,” said Cheryl Sesnon, executive director of Jubilee Women’s Center. “I now see how important it is to incorporate the volunteer program into our overall strategic goals of the organization. It is not just a helpful component—it is essential to fulfilling our mission.”

VIP has been successful in both the short and long term. Across the board, VIP participants have reported improvements in volunteer management and organization operations, including reduced production costs and inefficiencies. They also have noted the following results:

- More effective recruiting and organization of volunteers
- A boost in volunteer satisfaction
- An increased number of volunteer hours
- An extended reach of their services in the community
- A heightened ability to accomplish their mission



Volunteers at Teen Feed

2010 VIP ORGANIZATIONS

- Catholic Community Services—Issaquah Meals
- Church of Mary Magdalene Day Center
- Compass Housing Alliance
- El Centro de la Raza
- Emergency Feeding Program
- HopeLink Kirkland Food Bank
- Millionair Club
- MultiService Center—Food Bank
- North Helpline Food Bank
- Phinney Neighborhood Association
- Pike Market Senior Center/ Downtown Food Bank
- Puget Sound Labor Agency
- Rainier Valley Food Bank
- Recovery Café
- Senior Services—Meals on Wheels and Community Dining
- Teen Feed—University Street Ministry
- The Food Bank at St. Mary’s
- Volunteers of America Greenwood Food Bank
- White Center Food Bank

With funding support from the Hands On Network VIRE grant

100% of VIP participants said they would recommend VIP to another organization.

Illustrating VIP results: Three success stories



Volunteer at El Centro de la Raza

After VIP, **El Centro de la Raza** saw a 144 percent increase in volunteer hours and 190 percent increase in volunteer personnel in the food bank. Volunteering is now a regular topic at leadership meetings, with a volunteer program report given at each board meeting and a progress report presented annually.



Entrance to Rainier Valley Food Bank

Rainier Valley Food Bank is using its variety of volunteers more efficiently. The food bank's monthly volunteer hours increased from 800 to nearly 2,000, and with volunteers fundraising more and holding more food drives, the food bank fed nearly 1,000 more people each month in 2011 than in 2010.

“VIP completely changed the game for us.”

—Teen Feed



Volunteers at Teen Feed

The number of meals served in 2010 at **Teen Feed** increased nearly 20 percent after VIP training. Teen Feed now purposefully supports its volunteer team, recognizing them not as “free labor” but as essential in pursuing its mission. Staff count coaching and training volunteers among the favorite aspects of their jobs.

2011 VIP ORGANIZATIONS

Atlantic Street Center
Chief Seattle Club
Congregations for the Homeless
Denise Louie Education Center
Friends of Youth
Hearing, Speech & Deafness Center

Interaction Transition
Jubilee Women's Center
Kindering Center
Kirkland Interfaith Transitions in Housing
Lifelong AIDS Association
Low Income Housing Institute

New Futures
New Horizons Ministries
Real Change
The Sophia Way
Wellspring

With funding support from the Boeing Company

“VIP helped us amplify our volunteer program. We're witnessing the results of having a solid structure, enhanced coordination and stronger leadership—thank you.”

—Mimi Siegel, executive director, Kindering Center

Questions? Email volunteers@uwkc.org.
Support the program with a donation—visit unitedwayofkingcounty.org.