



January 19, 2010

Dear Nonprofit Representative,

The Volunteer Center of the East Bay is pleased to announce its plans to continue the Volunteer Infrastructure Project in 2010/2011. The Volunteer Infrastructure Project is an AmeriCorps program launched in 2009 to increase the volunteer workforce in organizations that serve low-income children, youth and families. The project is operating in seven East Bay nonprofits during this pilot year. The first six months have yielded positive results for the participating nonprofits including:

- 1,506 new volunteers who performed at least one hour of service (including on-going and one-time volunteer groups)
- 1,092 on-going volunteers
- 41,211 volunteer hours
- A 16-28% increase in volunteer program capacity

**The project is designed to develop and expand volunteer programs in nonprofit organizations that provide essential services children and families who are struggling economically.** The primary goals are to recruit 50 new volunteers for each of the participating nonprofits, increase the retention of existing volunteers and develop the tools, policies and procedures required to sustain a larger volunteer program for years to come. By enlarging the volunteer workforce, the project seeks to positively impact the overall capacity of participating nonprofits and ultimately increase the delivery of services to children and families in need.

The Volunteer Center will receive 6 full-time AmeriCorps members from August 1, 2010 to July 31, 2011 who we will thoroughly train and coach in the best practices of volunteer management. Each member will be placed in one nonprofit organization for one year to provide assistance and administrative support for volunteer recruitment, training, and evaluation. **Participating nonprofits will need to provide cash payment of \$12,000 for AmeriCorps member's stipend, health benefits, training and coaching.** (Requested in 2 payments; \$6,000 due in Aug. 2010 and \$6,000 due in Feb. 2011).

The AmeriCorps members are intended to work with the staff person who currently coordinates volunteers and will continue to manage the volunteer program after the AmeriCorps member finishes the project. Again, the project's goal is to help your organization improve its volunteer program within the existing staff structure. Members work full-time at the participating nonprofits and spend the majority of their time on capacity building efforts (i.e. writing volunteer descriptions, creating targeted recruitment

strategies, developing volunteer program policies, and producing recognition plans, etc.) not supervising volunteers.

We would like to invite your organization to apply for the 2010/2011 Volunteer Infrastructure Project. The enclosed request for proposals highlights the requirements for participating nonprofits (“host sites”) and the questions posed in the online application. All applicants must complete the application online at: <http://www.surveymonkey.com/s/P8FZF8V>.

**Interested nonprofits must apply by 5pm on Wednesday, February 17, 2010.** Please contact Lauren if you have any questions at 925-472-5768 or [Lyon@helpnow.org](mailto:Lyon@helpnow.org).

Yours,

Lorraine Meuleners, Executive Director  
Lauren Lyon, Program & Communications Director  
The Volunteer Center of the East Bay