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Executive Summary

Volunteer West Virginia will improve the efficiency of volunteer management in West Virginia by
1. Developing a Comprehensive Rural Volunteer Management Training Curriculum to include a Rural Spontaneous Disaster Volunteer Management training and exercise module modelled after the current FEMA curriculum and tailored to meet the needs of rural, mountainous states.
2. Training Volunteer West Virginia Staff and local partners as Instructors in the curriculum. This Train-the-Trainer design will expand the capacity and sustainability of the program in the future.
3. Granting funding of up to $30,000 (including 20% local match) to local nonprofits or cities for expanding, developing, and strengthening volunteer infrastructure which will increase the ability of local organizations to successfully recruit, mobilize and retain volunteers.

This project will operate for three years. In the first year of the project Volunteer West Virginia will utilize $262,295 in federal funds and match with $69,840 state and local cash and inkind resources. In the first year 30 individuals will receive training in Volunteer Management best practices and participate in the development of a new rural volunteer management curriculum which will be available to organizations statewide. At least 10 local organizations will receive capacity building services and those same organizations will generate at least an additional 1,500 volunteers who are placed in high quality volunteer assignments locally and serve a total of 7,500 hours.

Program Design

Problem/Need:
Certain challenges within current volunteer management models became obvious during West Virginia’s response to the floods of 2016. West Virginia’s volunteer community differs regionally within state boundaries. There is a lack of volunteer infrastructure in the state, and there are zero volunteer centers (our only Volunteer Center closed in 2009). Due to that absence of structure, local nonprofits and city governments have stepped in to act as Volunteer Centers informally, accepting this responsibility as a side-mission, rather than a primary function of the organization. While the nonprofit sector employs 10% of West Virginia’s workforce (more than coal and ranking third overall as an employer in the state), volunteer management within the cash and human resource-strapped nonprofit organizations has been overlooked or viewed as a nonessential function.

Case Study:
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No example in recent history better illustrates both the need and the gap in provisions for volunteer management statewide than the recent flooding. In June 2016, the state of West Virginia suffered record breaking amounts of rainfall causing catastrophic flooding across 17 counties. As profiled in West Virginia Public Broadcasting’s coverage of the flood aftermath entitled "Inside Appalachia: West Virginia’s 1,000 Year Flood," the flooding caused widespread damage to housing, businesses, and infrastructure in an event that the National Weather Service has deemed "historic" and "extremely rare." Based on data now available it is referred to as "the thousand-year flood." Between 8 to 10 inches of rain fell in a narrow window of 12 hours. Small towns like White Sulphur Springs and Clendenin were damaged beyond recognition. Then-Governor, Earl Ray Tomblin, declared a state of emergency in 44 of West Virginia's 55 counties. Excessive rainfall caused swelling of creeks and rivers to extreme levels, widespread power outages, structural damage to homes and businesses, and made thousands of West Virginians homeless. The American Red Cross opened 13 shelters which resulted in 2,300 overnight stays, 198,300 meals and snacks served, 133,000 relief items distributed, and 1,700 cases opened to help individuals and families in need. A total of 23 lives were lost as a result of the devastating flood. (Courtesy of the WV Development Office, Action Plan for WVCDBG, Flood Recovery at www.wvcommerce.org.)

The Volunteer Response

Within two days, a call center, staffed by volunteers, was established at Volunteer West Virginia. More than 5,000 individuals signed up on the Volunteer West Virginia website to assist. Phones rang off the hook. Visitors to the website jumped from the 4,000/month average to 50,000 in just one week.

To help manage the unprecedented, spontaneous volunteer response, Volunteer West Virginia worked with partners to establish Volunteer Reception Centers for local, on-site processing of volunteers. More than 3,900 volunteers passed through these centers serving over 56,094 volunteer hours in the six weeks post-flood. More than 300 Senior Corps, VISTA and AmeriCorps members and 85 local Community Emergency Response Team (CERT) members were also deployed. Overall 15,479 disaster survivors received assistance through spontaneous volunteers and national service programs.

Flood Recovery
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Long Term Recovery Committees are now operating in each of the counties impacted by the flood. These committees serve as a central, local connecting point for registration of families with unmet needs, caseworkers and other assistance providers, and volunteers.

Volunteers are still needed for construction, case management, administrative support, estimation of damages, and on-site supervision or restoration work. Volunteer teams, many faith-based from out of state, are scheduling week-long work trips and coordinating with committees to rebuild. Some teams bring their own tools and coordinate their own lodging and food. Others need assistance completing the work package. AmeriCorps members serving with long-term recovery committees are tasked with ensuring volunteers remain engaged in recovery efforts- which will go on for several years in the future.

Volunteer West Virginia staff members had never worked on an event of this magnitude. They were inundated with calls from both volunteers who wanted to serve immediately and stakeholders seeking information and direction. While the team stated the volume of requests and need was great, they overcame challenges and organized the volunteer response, directed inquiries from the citizens in the affected areas, communicated with partners, government agencies, the Governor’s office, and managed the day-to-day responsibilities of the agency.

On Tuesday, October 4, 2016, Mary Bolton, a Senior Development Consultant with the West Virginia Division of Personnel (DOP), conducted an After-Action Review (AAR) of Volunteer West Virginia’s (VWV) response to the June 23, 2016 floods that affected thousands of citizens in West Virginia. The goals of the AAR were to assess the team’s response to the June 23, 2016 flooding, to identify and learn from the incident’s successes and failures, and to use these lessons to improve West Virginia’s volunteer response capacity in the future.

VWV’s responsibilities expanded beyond what was expected. In addition to online communication with individuals hoping to volunteer and mobilization of AmeriCorps members (which are typical for the agency), Volunteer West Virginia assumed additional responsibilities, for the first time, as part of the flood response including operating and staffing of the state's only hotline for survivor assistance with cleanup (Crisis Cleanup), operating Volunteer Reception Centers on the ground in four counties and operating the WVFlood.com website and social media pages, which were created by a volunteer and quickly because the centralized information sharing mechanism for reliable real-time flood
Lessons Learned: Training was not Enough in the Face of the Disaster

While the Disaster Volunteer Reception Center training held several times over the last decade and most recently in December 2015 for more than 50 AmeriCorps members and Volunteer West Virginia staff was useful, it was not enough. Staff stated that it did not translate into actionable steps. There were no clear roles or performance expectations for the various tasks and responsibilities both for the management of the Volunteer Reception Center and for other staff roles either before or after the event. Not enough experienced volunteer staff were available to properly provide continuity and leadership at the Center. In most cases, the Volunteer Reception Centers were operated by spontaneous and community volunteers with self-made systems for volunteer placements in the community. Additional training, technical assistance and resources were needed to ensure stability and safety for volunteers at these Centers and at the Crisis Cleanup Hotline call center in Charleston.

West Virginia lacked prior agreements and relationships with local organizations ready and willing to staff disaster volunteer reception centers and lacked nationwide connections with organizations who utilized spontaneous volunteers during disaster response.

Active West Virginia VOAD Organizations were hesitant to utilize spontaneous volunteers.

West Virginia’s volunteer disaster network lacked effective technology resources to efficiently connect current needs with existing human resources. Social media was utilized as a tool for communicating but in many cases created confusion and duplication of effort. Statewide volunteer messaging was imprecise and lacked consistency among agencies.

Challenges Exist All the Time, Not Just During Disasters
Some of the challenges found in the After-Action Review are compounded by the rural demographics. Rural volunteers face many hurdles that are unique to their geographic location. Such hurdles were identified in the "Volunteers in Rural Watersheds" Research Project, in which the Office of Surface Mining, AmeriCorps VISTA, and community/watershed improvement organizations studied issues related to rural volunteering. The results of the study were reported in a 2012 publication.
According to the OSM/VISTA Teams study:

- The decline of coal has hit West Virginia's economy hard, in part because we have had less economic diversity than our urban counterparts.
- The mountainous terrain is a challenge to commuting volunteers.
- Lack of reliable internet and mobile phone coverage compounds problems.
- The small permanent population is experiencing ongoing population loss.
- The average age of a volunteer is 50.

According to "The Cruel Coal Facts: The Impact on West Virginia Counties from the Collapse of the Coal Economy," a paper prepared by Calvin A. Kent. Ph.D. AAS at Marshall University, the 38 percent decline in West Virginia coal production plus the 71 percent fall in coal prices since 2008 have led to a collapse of the State’s coal economy. This decline in coal production is projected to continue. The collapse of coal has significantly reduced personal income in southern West Virginia coal counties. Property taxes to county governments and schools based on coal production, reserves, equipment and other coal property have been significantly reduced. The reduction in property and severance tax revenues have forced some government agencies to reduce services.

Health issues also affect a high percentage of West Virginians. At 9%, no state had a higher percentage of working age people receiving Social Security Disability Insurance (SSDI) benefits than West Virginia. Also, few residents in the state had jobs. Just 54.1% of residents were considered part of the labor force in 2011, by far the lowest percentage of any state in the nation. Limited income means limited resources to devote to volunteering.

Of those who are employed, 26% of the population have a 15 to 30-minute commute to work. An additional 14% have a commute between 30-60 minutes. And 5% commute over an hour. Taking an eight-hour work day into account, adding a 2 hour commute (to and from) greatly lowers the amount of time one has to volunteer. Also, nonprofits tend to be located in business districts and metropolitan areas as opposed to residential areas marked by long stretches of winding roads paved with crumbling asphalt and surrounded on all sides with wooded hills, steep valleys, or farmland. Therefore, the likelihood is high that a volunteer would need to commute twice a day or stay in town after work to volunteer before going home.
The same terrain that makes commutes difficult also leads to many areas of the state being without cellular or internet service. Even in areas that have relatively good coverage, storms tend to knock out towers and reduce communications. With the growing trend of eliminating land lines, this is a problem that needs to be addressed, as communication is a priority in times of disaster.

In December 2016, the Census Bureau released its annual state population estimates. The data showed West Virginia losing an estimated 9,951 residents from July 2015 to July 2016, making West Virginia one of only eight states to lose population in the past year. There is an outward migration due to lack of jobs. Also, West Virginia experienced a natural population loss of 2,680, meaning more West Virginia residents died in the past year than were born. West Virginia was one of only two states with a natural population loss, with 19,799 births and 22,479 deaths.

In addition to our normal population loss, recent population loss includes many young people leaving the state before or after college to find employment and opportunity elsewhere, leaving fewer young voices to contribute to solving West Virginia’s economic, environmental and health problems. Yet, we know from our experience during the recent floods that young voices often have unique and effective solutions to challenges. West Virginia’s success in the future depends on our ability to retain young talent in the state and mobilize those voices to be effective change agents, working collaboratively with our already motivated GenXers and senior population.

These statistics and case studies above may help explain why West Virginia was ranked 44th among 50 states in volunteering. And 50th in Volunteer Retention year to year. However, according to the 2016 Volunteering in America report, 74.4% of West Virginians engage in informal volunteering, one of the highest in the nation and well above the national average of 62%. An additional 60,000 West Virginians volunteered in formal assignments in 2015 over 2014. While our state still ranks low, the raw data shows momentum in this area and in 2015 West Virginia volunteered at its highest rate since 2010. Additionally, West Virginia ranks 6th in the median volunteer hours for our Generation X populations. In spite of all the issues stacked against the state, the citizens still lend a hand to one another when need arises. The people of the mountain state prefer informality. Trying to force the formality of current volunteer management practices does not work in this situation.

While the case study of the 2016 flood response does illuminate both challenges and opportunities, the long-term recovery structure operating locally after the floods provides an opportunity to capitalize on...
growing civic engagement and additional local infrastructure designed to connect and support volunteers. Volunteerism infrastructure is needed throughout West Virginia, not only to prepare for the next major disaster, but also to support civic engagement and continued community involvement in West Virginia's future. People young and old have a role to play in creating solutions for West Virginias health, economic, employment and education challenges. By moving forward with a project to strengthen local support and effective systems to connect volunteers with organizations that need them, Volunteer West Virginia hopes to inspire the next generation of leaders in our nonprofit and service sector.

In order to capitalize on our growing volunteer momentum, and maximize the effectiveness of local organizations in placing volunteers into high quality volunteer assignments, Volunteer West Virginia has developed a plan to address the specific challenges of our rural volunteer population. If awarded, the Volunteer Generation Fund grant will build on the local volunteerism momentum which exists. With the Volunteer Generation Fund, Volunteer West Virginia will expand our state's capacity to connect volunteers with robust, challenging, inspirational and supportive volunteer assignments. We will provide ongoing, relevant, modern training to organizations utilizing volunteers, expand the use of technology in volunteer management, and continue to generate more volunteers with the anticipated end outcome of improving volunteer retention rates year to year.

1. Program Design
To improve the efficiency of volunteer management in West Virginia, we are taking a three-pronged approach.
First, existing volunteer management systems are either out of date or created primarily for urban audiences. Yet, specific challenges exist in rural areas that should be addressed. Volunteer West Virginia will develop a Comprehensive Rural Volunteer Management Training Curriculum to include Spontaneous (Rural) Disaster Volunteer Management. This curriculum will utilize best practices from FEMA, Points of Light and other national models, but integrate grassroots solutions for rural leadership development, transportation, and technology.

Second, not enough capacity exists in West Virginia to support volunteers in their assignments. Most nonprofit staff are only secondarily tasked with supporting volunteers and need additional training, tools and resources to be successful. Throughout the project Volunteer West Virginia staff and local...
partners will become instructors in the curriculum, creating sustainability of effort over time.

Third, local nonprofits and cities, including Long Term Recovery Committee are operated by volunteers or public servants who have few resources, staff, and little time but have made a commitment to civic engagement and community mobilization to get things done. In a time when state and federal resources are decreasing our cities are stepping up to create solutions locally using volunteers. Volunteer West Virginia hopes to better support local solutions, including local innovation in Volunteer Management through a grant competition. Volunteer West Virginia will develop a competitive, open grant process with the intent to fund up to $30,000 (including 20% local match) to local nonprofits or cities for expanding, developing, and strengthening volunteer infrastructure which will increase the ability of local organizations to successfully recruit, mobilize and retain volunteers.

To develop a new Comprehensive Rural Volunteer Management Training Curriculum that would include a plan for rural Spontaneous Disaster Volunteer Management, we would hire a consultant with the necessary expertise. Development of a unique curriculum would begin with a series of focus groups in the three priority regions of West Virginia identified in the 2016-2018 State Service Plan, the Northern Panhandle, North-Central West Virginia, and the Southern Coalfields, a particularly disadvantaged economic region in West Virginia.

Information gathered at the sessions would inform the creation of a uniquely rural curriculum in Rural Volunteer Management (RVM). Using existing research and best practices from agencies like Volunteer Frederick, the Rural Volunteer Toolkit (developed in West Virginia in 2012), the Volunteer Management Basics developed in and for West Virginia volunteers in the early 90s and other best practices, the contractor will develop at least one full-day Rural Volunteer Management Training which utilizes the best existing models but also integrates new technology and innovative strategies for addressing rural challenges in volunteerism. (Depending on the need for a separate workshop, the training may last longer than one day.) Attendees will receive Certificate of completion for the Rural Volunteer Management course which will be available on a regular basis and provided statewide by Volunteer West Virginia and other statewide partner staff. The Contractor will also develop a RVM Train-the-Trainer curriculum with a Trainer Certification. Ultimately, organizations will learn to connect volunteers with high-quality assignments that are meaningful, focused opportunities that address serious problems, harnessing all of that volunteer power in a more efficient manner.
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Volunteer West Virginia will maintain a list of individuals certified in RVM Train the Trainer. When organizations contact Volunteer West Virginia seeking the training, we would refer them to the closest trainer in their region.

The training will strengthen the capacity of the state's nonprofits, governmental agencies, and faith-based organizations to manage volunteers, including spontaneous volunteers in times of disaster. The target is to train 30 volunteer managers in the first two years. The long-term outcome is to develop a pool of highly qualified volunteer managers in the state who ensure volunteers have positive experiences, therefore, increasing the likelihood that a volunteer will be retained year to year and improving recruitment overall.

To build volunteer infrastructure, we would offer subgrants of up to $30,000 each (including 20% local match) to 5-7 local volunteer connector organizations, or cities serving this purpose, for implementing plans, technology, and other creative solutions that would increase volunteer participation, satisfaction, and effectiveness. Potential applicants for these subgrants include Local Long Term Flood Recovery organizations working to match volunteers with flood recovery efforts, United Way agencies often serving as the volunteer connector for the area, colleges and universities who operate centers for student volunteerism and city governments in areas where the local government infrastructure is acting as a change agent to mobilize city residents for successful community development.

During Year 1 the project will Hire a Consultant, Hold Regional Focus Groups, Provide existing best practices training to existing Volunteer Managers, Develop a Curriculum, Award Grants through an open, competitive process to Nonprofits and Local Government to expand, strengthen or create a Plan for Mobilizing Volunteers or a System for Connecting volunteers with opportunities, train at least 15, and recruit an additional 1,500 volunteers locally who serve a total of 7,500 hours.

During Year 2 and Year 3 the project will assess the feasibility of webinars, a cell phone app, a statewide volunteer connector system, expand the training into additional communities and create add-on modules to address technology, community development, safety, liability, just-in-time training, communications and additional disaster volunteer functions (like call center operations, mass care and more) pending the needs identified in the regional focus groups. During Year 3 we will
evaluate the effectiveness of the curriculum and make adjustments to the training and delivery process based on information received from participants and integrate new goals for Volunteer Generation and Support into our next State Service Plan.

The training developed over the three year project will be unique to West Virginia and will create a lasting legacy which can be altered and updated as systems and processes evolve.

Timeline
September 30, 2017: Project Start Date
October 11-12, 2017: Program Kicks Off with Volunteer Management Training, and a Funding Opportunity Announcement
November-December, 2017: Grant Applications are Received and Reviewed
January-December, 2017: Primary Subgrantee Activities Occur, Focus Groups Begin, Curriculum Development Begins, Volunteerism Generation Media Campaign Begins in Areas which receive grant funding and statewide

Subgrant applicants will be asked to:
*Identify the need for additional volunteers in the community and implement creative solutions to match volunteers with organizations in need. Additional points will be awarded for localities who develop new and unique solutions to locally defined challenges, for localities who utilize technology to overcome barriers for volunteers, and who specifically integrate community volunteers into flood recovery and future disaster planning efforts.
*Identify a strategy for external messaging about volunteer opportunities. (Social Media, billboards, radio, etc.)
*Be identified as Volunteer West Virginias local volunteer partners on our website and collaborate with Volunteer West Virginia on service day and recognition events.
*Provide an in-kind or cash match.
*Participate in the West Virginia Nonprofit Association Conference including specific training provided by Volunteer West Virginia and Volunteer Maryland on best practices in Volunteer Management.
*Participate as active thought partners in focus groups and discussions to develop the new RVM training
*Identify at least 5 local leaders to become Rural Volunteer Management Instructors in the first two
Subgrant recipients will receive training at a kickoff and training event during the WV Evaluation Institute in January where they will have time to network with other partners in the field as well as National Service programs involved in recruitment and management of volunteers.

Subgrant recipients will be required to report twice per year on progress including Output and Outcome measures of their grant application, strengths and challenges, and best practices identified through their work.

Subgrant recipients will be required to collect the unduplicated number of volunteers generated, complete a pre and posttest on organizational effectiveness, and collect demographic and satisfaction information from volunteers.

Subgrant recipients will participate in at least two of the following service events: the Martin Luther King Jr. Day of Service, Global Youth Service Day and the Governor’s Day to Serve campaign in the fall.

Effect on West Virginia

At the most recent full State Service Commission meeting, the new Mayor and a City Councilwoman for Wheeling, a city in West Virginia's northern panhandle, described their new volunteerism initiatives in the city and their need for additional support to better engage community members in solving the city’s pressing problems (including food desserts, homelessness, health concerns, blight and more.) At this meeting Commissioners held a robust discussion regarding the potential for Volunteer Generation Fund resources and identified not only local needs in the northern panhandle but also in other regions of the state. This identification of need is consistent with the Volunteerism goals in our current West Virginia State Service Plan. Additionally, while in other areas of the country, or urban areas, targets might be much higher, small grants of $30,000 in five or seven localities in WV will have an enormous impact on the state overall. With only a few cities with a population near 50,000 people, the cities of Wheeling, Beckley, Huntington, Morgantown, and Charleston cover the majority of the state's population. Our rural towns and cities need resources as well, and small acts have a big
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The Commission has long been a connector and supporter of building a robust nonprofit and service network in West Virginia. For decades Commission staff have helped connect the dots and strengthen communities through service and volunteerism. During this time staff managed millions of dollars in federal and state resources, navigated changing economic and political climates, new technology and changing patterns in community behavior. Our staff, Commissioners and strong partnerships uniquely prepare us to effectively manage this funding in order to generate maximum benefit for the citizens of West Virginia and maximum return on the federal investment.

Organizational Capability

Volunteer West Virginia, the State's Commission for National and Community Service, administers AmeriCorps programs, that address the State's needs in Education, Healthy Futures, Environmental Stewardship, Community and Economic Development, and Veterans and Military Families. In addition, Volunteer West Virginia administers two AmeriCorps VISTA projects which promote West Virginia's Five Promises for Youth and Community Resilience for Veterans and Disaster-Affected Communities. Volunteer West Virginia also provides training for community service organizations, operates West Virginia¿s individual and community preparedness initiative (Ready WV), is responsible for coordinating spontaneous volunteers during large disasters, supports disaster volunteer organizations including Community Emergency Response Teams in preparedness, response and recovery, organizes the Governor's Service Awards, and coordinates community service projects statewide during the Governor's Day to Serve and other days of service.

Volunteer West Virginia is a small state agency, reporting to the Cabinet Secretary Gayle Manchin in the Office of Education and the Arts. Each year the office administers nearly 5 million dollars of federal and state funding, primarily passed through to local communities in the form of subgrants. Our nine staff and about $750,000 operational budget work closely with statewide community development and volunteerism networks. Staff have successfully managed millions of dollars in CNCS funding in addition to millions in federal Homeland Security Grant Program, American Recovery and Reinvestment Act funding, Community Based Service-Learning Funding, special state and private sector projects and more. Our agency has no federal audit or compliance findings and do not owe a debt to any federal agency. Further, we participate each year in a single-state audit in addition to supporting a robust financial review committee (Finance and Audit Committee) made up of
Governor-appointed Commissioners and outside experts in accounting who review our Quarterly Federal Financial Report, line by line expenses and reconciliation process.

Over the three-year period Volunteer West Virginia will collaborate with new and existing partners to building volunteerism support and local infrastructure. Some of our key partners and stakeholders in the project will include: the West Virginia Community Development HUB, the West Virginia Nonprofit Association, the West Virginia Center for Civic Life, Generation West Virginia and West Virginia Campus Compact.

Volunteer West Virginia’s Broader Mission Team includes the Volunteerism and Disaster Services Coordinator. The Volunteerism Coordinator has primary responsibility for implementation and monitoring of grant goals, data and outcomes and will be the point of contact for development of the training curriculum with the contractor. The Disaster Services Coordinator has extensive experience operating disaster grants to local agencies and will take the lead on design and development of the subgrant systems and competition. Volunteer West Virginia maintains a list of interested external peer review volunteers who have expertise in Disaster Management, Volunteer Management, Community and Economic Development, Health, Education and more. Additionally, Volunteer West Virginia’s Commission Program Committee has primary responsibility for approving grants to local agencies upon recommendation of the external review and staff. The overall project oversight will be provided by Volunteer West Virginia’s Executive Director who has significant experience in volunteer supervision and management, grant making, and oversight and monitoring of federal programs. Branding and communications will be managed by our staff Communications Coordinator with positive, bright, modern, relevant and consistent messages.

**Budget/Cost Effectiveness**

The West Virginia Division of Homeland Security and Emergency Management supports grant funding for the salary of the Disaster Services Coordinator, which will be used as match. Subgrantees will leverage local match at 20% of their federal award. Volunteer West Virginia believes that this creates local buy-in for the programming and strengthens community connections. While we want to ensure local buy-in, we also want to create a program that is viable in communities, so cash or inkind match will be accepted and the match rate is expected to remain at 20% for subgrantees throughout the three years of the program.

The state has always been supportive of volunteer and service programs. The Volunteer Coordinator
position is partially supported by state funds. State funds provided additional resources for annual programs like the Governor’s Service Awards and twice per year Strength’s Based Grantwriting training. Additionally through the use of State funds and Commission Support Grant funds, Volunteer West Virginia operates effectively to deliver our mission and implement our State Service Plan. Most operational costs will be covered via other funding resources and are not included in this budget. Budgeted costs include everything necessary to be successful. Additionally, Volunteer West Virginia follows best practices in purchasing provided by the State of West Virginia including soliciting bids for training contractors and purchases over $2,500 and utilizing state contracts for supplies, computers, copies, printing and other purchases. This ensures our agency can leverage the best prices for goods and services and a receives a significant return on our investment.

Our office has relationships with media outlets and news providers as well, helping expand our communications and marketing campaign reach into new audiences at a low cost. Volunteer West Virginia has a strong relationship with our state’s authorized criminal history check provider who will direct bill our agency for any criminal history checks which are necessary for our staff and for subgrantee staff. Our staff are experienced in grantmaking and disaster volunteerism and will quickly and efficiently stand up a grants process.

External reviewers provided pro-bono expertise during the grant review, resulting in inkind contributions to the project. Our public access Library Channel allows us to host a show Volunteering West Virginia, which will highlight the Volunteer Generation Project and leverages inkind production and distribution value for the channels that air the show.

Overall, the Volunteer Generation Fund investment in West Virginia is an investment in two things: the power of local communicates to modernize volunteer support systems and continue to solve problems together through service and the ability of our state to sustain a modern, high-functioning, volunteer support structure via training delivery. We anticipate an end outcome of improving the state’s volunteer retention rate and increasing the number of volunteers annually.
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Clarification Responses

N/A

Grant Characteristics