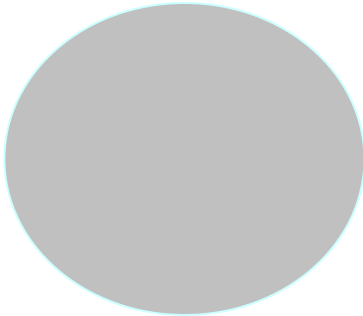


# **RSVP OF SOUTH BAY**

Annual Report  
2006 – 2007

*Our mission is to improve lives, and strengthen communities through service and senior volunteering.*



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## About RSVP

The Retired and Senior Volunteer Program (RSVP) is a nationally acclaimed program, established by the Federal Government in 1971 to engage persons 55 years of age and over in challenging, rewarding and significant volunteer opportunities in their communities. It is a model of SERVE, or Serve & Enrich Retirement through Volunteer Experience, which was developed in 1966 by 23 senior volunteers on Staten Island.

SERVE became part of ACTION (the federal domestic volunteer agency) in that same year, resulting in the establishment of some 750 RSVP programs across the country with over half a million volunteers in service to their communities. RSVP. The model was also replicated internationally, with programs now operating in 41 nations.

Incorporated in 1974, The Retired and Senior Volunteer Program (RSVP) of South Bay is one of three 501 (c) RSVP organizations on the Pacific Rim. With an enrollment of 940 volunteers, we are among the leading providers of senior volunteers in the South Bay of Southern California.

In 2006, RSVP South Bay was the source of active adult volunteers for over 110 public and nonprofit organizations in the Communities of Torrance, Gardena, Lomita, Hermosa Beach, Redondo Beach, El Segundo, Manhattan Beach and the Palos Verdes Peninsula. Of the 940 volunteers enrolled, 558 accounted for 94,338 hours. During the same year, 109 new volunteers were enrolled in the program, and 18 new stations added.

*Vision:* An intergenerational organization that values the talents and skills of active adults 55 and older to improve the quality of life within the community.

*Mission:* To improve lives, and strengthen communities through service and senior volunteering.

## Executive Director's Report's Message . . . What is in a Name?

The 2006-2007 program year has had its challenges and rewards. Today, RSVP programs across the nation are gearing up for the more than 70 million baby boomers who will be retiring. Many of its Directors are asking: "What is in a Name?"

The name "Retired and Senior Volunteer Program" is increasingly a problem in recruitment -- even our older volunteers do not consider themselves "seniors" as more older adults work long into retirement. Further, the name definitely has some unwanted associations such as little old ladies stuffing envelopes.

Over the past 30 years, volunteers have been instrumental in enabling RSVP's across the nation to grow and expand. Their attitudes towards volunteering and patterns of service have helped to shape volunteerism into what it is today. Unfortunately, as members of RSVP retire from our programs, they leave behind an infrastructure that worked well for them but is unlikely to meet the needs of future generations. As volunteer managers, we are experiencing the painful ending of volunteerism as we have known it.

Not unlike most RSVP programs nationally, RSVP of South Bay is experiencing the challenges of change -- not only in outreach and recruitment of "the new volunteer," but also in fund development and marketing strategies. However, our newly developed Strategic Plan provides us a framework for addressing anticipated changes in the culture of volunteerism. The Board's willingness to experiment with new strategies based upon changing trends has given us a springboard into an even more productive and informed future. Though we will be challenged, I fully anticipate that we will emerge stable and resilient.

*So, what is in a name?*

RSVP of South Bay is who we are; we are an agency light on its feet and heavy in its purpose. We are both poised for action — in better fighting form than ever before — and fiercely determined to become a model of quality services within the South Bay Community.

As you read this report, I hope that you will agree with me that RSVP South Bay had a productive year. We are doing well, and have visions to move the organization to the next level of quality service, innovate ideas and strategic approaches to improving lives, and strengthening communities through service and senior volunteering. I trust that we will accept each challenge with openness to new ideas, honesty and integrity, remaining true to the core values of RSVP.

What follows is a snapshot of some of the activities that took place during the past year.

Respectfully submitted,

Thomas White  
Executive Director

## **STATISTICS 2005-2006**

Total number of volunteers: 940  
Total new volunteers recruited: 109  
Total volunteer hours: 94,338  
Total volunteers reporting hours: 558

Healthcare Stations: 17  
Hours: 29,155 Volunteers: 165

Non Healthcare Stations: 93  
Hours: 65,184 Volunteers: 482

## **KEY ACCOMPLISHMENTS**

- Held Board Training
- Completed Strategic Plan
- Revised Web Page and developed new public relations materials  
    Brochures  
    PowerPoint presentation
- Successfully reapplied for \$136,325 in Corporation for National and Community Service support
- Received \$11,000 in funding from Alcoa (CVAN)
- Received \$5,000 from Supervisor Knabe (General Funds)
- Received \$4,000 for the City of Torrance (America Reads)
- Awarded \$3,500 by the Department of Corporations (SAIF)
- Received \$5,000 from WISE Senior Services (SAIF)
- Received \$1,000 from Boeing (America Reads)
- Received \$500 from Edison
- Hosted 32<sup>nd</sup> Volunteer Recognition Luncheon with over 300 participants, generating
- Implemented Herman the Crab Emergency Readiness program for Children
- The Executive Director received a grant from ExxonMobile to attend Leadership Torrance

## **KEY ISSUES**

- Restructuring to manage the transition from GI Generation of volunteers to Baby Boomers
- CNCS's new focus on recruitment and engagement of Baby Boomers and policies that will require RSVPs to re-compete for grants in 2008 (e.g., non-RSVP programs will be allowed to compete for RSVP grant)
- Developing higher skilled project opportunities and new programs to accommodate Baby Boomers
- Funding raising and competition in the market place

## **PUBLICITY:**

RSVP is fortunate to have the Daily Breeze provide free space in their paper. They have been the primary source of volunteer recruitment through an ad that runs twice monthly.

### INCOME SUMMARY 2006-2007

Corporation for Community and National Services	67,227
Foundation / Trusts	6,945
Corporate & Business Grants	27,436
General Donations	6,946
Volunteer Luncheon	14,117
Oktoberfest	13,050
In-Kind Contributions	6,060
Community Contributions (donations)	1,163
<b>TOTALS INCOME</b>	<b>\$142,943</b>
<b>TOTAL EXPENSES</b>	<b>150,035</b>
<b>NET INCOME</b>	<b>-7,017</b>

## **SUMMARY OF VOLUNTEER ACTIVITIES**

### **RSVP Special Category Programs**

While the vast majority of RSVP volunteers are directly supervised by individuals from service organizations, there are three high-profile programs that we have traditionally fund-raised around. They include:

**America Reads:** The purpose of America Reads is to help children who are entering elementary school from limited English speaking households to become proficient in reading and to compete successfully at grade-level.

**Outcomes:** Over the course of the program year, 43 RSVP volunteers tutored elementary children at 11 elementary schools throughout the Torrance Unified School District. Children received 2,137 hours of group and one-on-one tutoring over the course of 42 weeks of classroom activities. Tutors worked directly with classroom teachers, and provided coaching and tutoring for children under teacher supervision.

**Seniors Against Investment Fraud (SAIF):** A wide variety of scams are directly aimed at seniors. SAIF is designed to educate seniors and their families about these fraudulent activities and give them the tools to protect themselves.

**Outcomes:** Over the course of the program year, four RSVP were trained to provide SAIF presentations. Volunteers provided presentations to more than 200 individuals. Our SAIF program, like the Community Volunteer Alert Network (CVAN) is increasingly volunteer and not staff driven.

**Community Volunteer Alert Network (CVAN):** Working with a network of service providers as well as the City of Torrance, the objectives of CVAN are to (a) identify high risk populations such as frail elderly and persons with special needs in five zip code area and to develop emergency preparedness strategies for those populations; and (b) to help address the needs for community disaster preparedness through workshops and education programs aimed at community-based organizations.

**Outcomes:** CVAN is reorganizing under the guidance of the CVAN Advisory Committee. The program has a data base of 272 members. Approximately 39 of those members are active and have participated in a monthly radio net check in. The program, until recently, has attempted to work within an informal structure of disaster readiness programs in corporation with city's Emergency Operations Coordinator. That strategy, however, proved ineffective. Under the guidance of the Advisory Committee, volunteers have turned to neighbor-to-neighbor outreach – a strategy that has proved effective in pursuing the goals and objectives of the program. In February and March, for example, volunteers canvassed 26 homes in zip code 90501 with excellent response.

**Education: Library Services**

- Friends of the Torrance Library
- Hermosa Beach Friends of the Library
- Palos Verdes Library District
- Redondo Beach Library
- Torrance Public Library

**Description of Services**

Process material for book sales, support summer reading programs, purchase and mail books ordered by internet, sort returned books, and perform other clerical duties.

**Education: Adult Education & Literacy**

- Griffith Adult Center
- South Bay Literacy Council
- Wellness Community

**Description of Services**

Educational Support Services

**Education: After-school Programs**

- Hermosa valley Science Olympiad Program

**Education: Tutoring & Child (High School) Literacy**

- Torrance High School

**Education: Tutoring & Child (Middle School) Literacy**

- Hull Middle School

**Description of Services**

Tutoring and Coaching

**Education: Cultural Heritage**

- Civic Light Opera of South Bay
- Go For Broke Educational Foundation
- Hermosa Beach Community Theater
- James Armstrong Theater
- Los Angeles Maritime Museum
- Norris Center for the Performing Arts
- Save Historic Old Torrance
- South Bay Conservancy
- S.S. Lane Victory
- Swingin Singin Seniors
- The Sweet Hearts
- Toe Tappers
- Torrance Cultural Arts Center
- Torrance Museum of Art
- Western Museum of Flight

**Description of Services**

Mailing, administrative support, support for operations, concessions, entertainment for seniors, tour guides

**Community & Economic Development: Tax****Consulting/Counseling**

- AARP Tax Consulting
- Tax Consulting for the Elderly

**Description of Services**

Tax preparation and rental assistance

**Community & Economic Development: Thrift Store**

- Alpine Attic Thrift Store

**Description of Services**

Sort and price donated clothes

**Community & Economic Development: Consumer Education**

- Seniors Against Investment Fraud – Department of Corporations

**Description of Services**

Fraud Prevention

**Community & Economic Development: Other**

- Manhattan Beach City Hall
- Redondo Beach City Hall
- Torrance Chamber of Commerce
- Torrance City Hall

**Description of Services**

Mailing and support services

**Human Needs: Senior Programs**

- Bartlett Senior Center
- Joslyn Center – Manhattan Beach Senior Club
- Peninsula Seniors
- Redondo Beach Senior and Family Services

**Description of Services**

Support Special Events, assist with lunch programs, greet and refer guests

**Human Needs: Companion/Outreach**

- Visiting Angels
- RSVP Senior Errands

**Description of Services**

Visit sick and assist homebound elderly

**Housing: Housing Rehabilitation/Construction**

- Habitants for Humanity

**Description of Services**

Assist with home improvements and construction

**Environment: Conservation**

- Madrona Marsh wetlands conservation

**Description of Services**

Tour guides, gift shop clerks, conservationist

**Environment: Other**

- Cat Caring Volunteers

**Description of Services**

Help feed stray cats

**Public Safety: Family Violence**

- 1736 Crisis Center
- Rainbow Services

**Description of Services**

Clerical support

**Public Safety: Other Public Safety**

- California Highway Patrol
- El Segundo Police
- Lomita Sherriff's Station
- Redondo Beach Police Department
- Torrance Police Department
- Gardena Police Department

**Description of Services**

Clerical support, car patrols

**Public Safety: Legal Assistance**

- Torrance Superior Court

**Description of Services**

Issue restraining orders, clerical support, data entry

**Health/Nutrition: Food Distribution**

- Food Finders
- House of Yahweh
- Meals on Wheels
- RSVP Homeless Meals
- Salvation Army Adult Day Care
- South Bay Senior Services
- YMCA

**Description of Services**

Answer phones, prepare and deliver meals

**Health/Nutrition: Health Education & Services**

- American Cancer Society
- American Red Cross

**Description of Services**

Clerical support, activity facilitators

**Health/Nutrition: Physical Disabilities Programs**

- Recording for the Blind

**Description of Services**

Help with reading and recording materials

**ELEMENTS OF STRATEGIC PLAN  
For Discussion and Implementation  
2007-2008**

Strategic Goal 1: RSVP will diversify its sources of revenue to assure its continued growth in context of its mission and strategic goals, and realize an annualized income of 1.5 times expenses.

Strategic Goal 2: RSVP will provide quality volunteer opportunities to retired seniors 55 years of age and over, and will be competitive in seeking and engaging baby boomers in its volunteer corps. It will maintain and support 1,000 active volunteers.

Strategic Goal 3: RSVP will create and provide distinctive services that address emergency preparedness for older citizens, academic success among children and youth, and that help protect seniors against investment fraud.

Strategic Goal 4: RSVP will advance its reputation as a major public service in the region, and continue its historic commitment to the health and well-being of seniors, and community service.

<b>Projects</b>	<b>Outcomes</b>	<b>Timelines</b>	<b>Resources Required</b>
Board Development	<p>Recruit and seat five new Directors</p> <p>Board Training</p> <p>Each Board committees will have a strategic work plan that support agency's Strategic Plan.</p> <p>Board Members commitments to participate in a minimum of three events that support agency's Strategic Plan.</p> <p>Select, interview and seat 5 Advisory Members (past directors or other identified individuals)</p>	<p>January- June 2007</p> <p>April -June 2007</p> <p>June - 2007</p>	Board / Staff
<p>The President's Circle of \$1,000 Donors</p> <p>(a) Identify potential donor lists;</p> <p>(b) Develop strategies for contacting and cultivating gifts</p>	<p>RSVP will have a personal network of Individual donors</p> <p>RSVP will have a plan for recognizing donors</p> <p>Develop 30 \$1,000</p>	April 2007 – March 2008	Board of Directors / Staff

(c) Follow-up	doors raise \$30,000		
<p>Special Events Development</p> <p>(a) Luncheon (b) Oktoberfest (c) Other</p> <p>Projects being explored: (a) Auto Raffle (BMW) (b) Old Town Chili Cook Off and Corn Bread Competition cosponsored by local business(s)</p>	<p>Host a minimum of 3 special events: Goal: \$30,000</p>	<p>Luncheon: April 27 Oktoberfest: Sept 2007 Other: To be determined</p>	<p>Development Committee, staff, volunteers</p>
<p>Continue seeking funds for capacity building and program operations with focus on acquiring administrative and support staff.</p>	<p>Acquire two-years core operating support – approximately \$140,000</p>	<p>On-going</p>	<p>Staff</p>
<p>Grant Writing Activities</p> <p>(a) Cal History Project (b) Elder Care (c) Tutoring, Academic and Social support (d) Emergency Preparedness (e) Cancer Patient Support (Mad Hatters) (f) Aging In Place</p>	<p>Generate \$100,000 for program operations</p>	<p>On-going</p>	<p>(a) Staff for research and development (b) Grants database and search software (c) College Interns</p>
<p>CNSC Reapplication</p>	<p>Goal: \$66,918</p>	<p>February 28, 2008</p>	<p>Staff/President</p>
<p>College Intern Program</p>	<p>Acquire college interns with majors in business and gerontology</p>	<p>On-going</p>	<p>Staff</p>
<p>AmeriCorps Vista Complete application for AmeriCorps volunteers to take leadership roles in CVAN and SAIF, and to help implement other community service programs</p>	<p>2 AmeriCorps Vista personnel on staff</p>	<p>June 2007</p>	<p>Staff</p>

Seniors Against Investment Fraud	Reapply with WISE Senior Services: \$5,000 Reapply with Dept of Corporations: \$3,000  Goal: \$8,000	January 1 – February 28, 2008	Staff / Advisory Committee
Hermit the Crab Emergency Preparedness for Elementary School Children	Acquire funding. Goal: \$25,000		Staff, Advisory Committee