

# community

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## NONPROFIT MANAGEMENT

# Leadership Training for Volunteers

ASU and nonprofits unite to place development allies in the community

At its best, volunteerism should be more than a person helping an organization. The agency should also give the volunteer valuable experience that will benefit them personally, and, possibly, professionally. To create this win-win scenario, Arizona State University's Cen-

ter for Nonprofit Leadership and Management has initiated Public Allies Arizona, a campaign to pair nonprofit organizations with service-minded, diverse young people in the AmeriCorps program in a 10-month apprenticeship to learn leadership skills and become nonprofit allies.

son For Sharing recipient, Valle Del Sol, a Phoenix-based nonprofit focused on social services and leadership development among the Hispanic population. The public ally will go to work at Valle Del Sol in helping to improve outreach to the alumni graduates of the organization's Hispanic Leadership Institute.

"We have over 500 Hispanic Leadership graduates in 19 years of the program. With that base, we've always talked about how we can keep them engaged since they graduated," says Anita Luera, 50, vice president of corporate relations and leadership development at Valle Del Sol. "We want to set up the programs that build the alumni into a strong base for volunteers in the community and to better connect them on boards and committees."

To help advance this mission, Valle del Sol was matched with Diana Zaragoza, 23, a recent college graduate whose background in research, interest in advocacy and enthusiasm for the project made her a perfect fit.

### More Benefits for Both

Luera says Zaragoza will not only facilitate classes and programs within the Hispanic Leadership Institute, but she will also be exposed to leaders in the community. "She'll have lots of opportunities to network and take her professionalism to the next level," Luera says. "And she'll grow personally."

The program officially started in October and will run through July, with seminars at the university every other week to further grow the allies' leadership skills. Faver says the university also handled all the paperwork for the placement and coordinated all the allies' efforts. Allies receive a \$4,700 award for their apprenticeship.



Norma Macias  
volunteers for  
Valle del Sol

All resources are scarce in nonprofits—human resources especially," says Jill Faver, director of the center's capacity-building initiatives. "These young people have leadership training that can be implemented to the organizations. For the young person, they get hands-on work experience that looks great on their resume and a great network of people who want to hire them."

Many nonprofits applied, but only 25 agencies were chosen as partners for this first year of Public Allies Arizona. One organization experiencing the mutual benefits is *The Arizona Republic's* Sea-

## Season for Sharing

Valle del Sol benefits from the Season for Sharing program, organized by *Arizona Woman's* parent company, *The Arizona Republic*, and *azcentral.com*, 12 News and Gannett Foundation. The annual holiday giving campaign encourages readers to donate and help human services agencies throughout the state.

Since its inception in 1993, Season for Sharing has distributed nearly \$32 million to more than 100 nonprofit agencies.

All the money stays in the state, and 100 percent of your donation will go to the agencies, chosen specifically for their support of Arizona's children and families, the elderly, victims of domestic violence, and literacy and education programs.



### SEASON FOR SHARING

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If you choose to participate, Gannett Foundation will match donations 50 cents on the dollar until the campaign reaches \$800,000. A donation of \$50 becomes a \$75 contribution.

In 2005, 20,000 donors gave more than \$2.4 million to help Arizonans in need, and matching dollars from Gannett Foundation brought the total to more than \$2.8 million.

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