

# Peak Press

Linking people, programs and services

January 2011

## VOLUNTEER KUDOS

VOLUNTEER KUDOS – Our volunteers make us proud every day, and here are just a few names of those who have gone above and beyond in the month of December!

### **Disaster Services**

Angelina Duran  
Gary Johnson  
Donna Martinez  
Jan Peto  
Steve Schwartz  
Kathy Sharkey

### **Volunteer Services**

Christen Allums  
Joy Kreidel  
Nina Lor

### **Services to the Armed Forces**

Jim Maddern  
John Snyder

### **Health & Safety**

Anna Torres  
Pax Wheatley

**THANK YOU ALL SO  
MUCH!! WE COULDN'T  
DO IT WITHOUT YOU!!**

## Volunteer Spotlight

Tony Dal Lago is no stranger to service having served in the Air Force until his retirement in 1998, and his volunteering with the Red Cross is no less active. Currently, Tony is the Disaster Action Team Coordinator, an Emergency Response Vehicle Driver, a Disaster Services Training Instructor, and a Disaster Assessment Supervisor. Who regularly commits 15-20 hours per month to the Red Cross.

While still in the Air Force, Tony started volunteering for the Red Cross in South Carolina after seeing an advertisement for volunteer needs within Disaster Services, but it wasn't until after his retirement that he started volunteering regularly for the Pike Peak Chapter as IT support. During that time, he became interested in Disaster Services because he wanted to give back to the community in a bigger way. After leaving the military, "I vowed I would set roots and get involved," he says.

Tony was assigned to a Disaster Action Team (DAT) and worked his way up to fully qualified team member, then became a team Captain, and was "temporarily recruited to be the DAT Coordinator," he says. That was about five years ago. Tony's DAT was on call for one of the most heartbreaking disasters Colorado Springs recently suffered: the 2007 Castlewest Apartment fire where over 130 families were displaced. The entire complex was burned to the ground, and the blaze moved so quickly that there were individuals who had to jump from their second- and third-story units to escape.

"The sheer size of the fire, the situation that it put the Chapter in, and my being able to handle that response was a highlight – it was why I was doing what I was doing."

For people that are considering volunteering, Tony gives this advice, "I think the Red Cross, and in particular Disaster Services, is the reason to volunteer...because one day you could be helping your neighbor." Even within Disaster Services, he reminds prospective volunteers that, although you'll be giving up some time, DAT is not the only option.

"There's all sorts of things that the Red Cross in Emergency Services that can take a person that has a true desire to want to give time in service – we'll find a spot for you. Even if it's not Disaster Services, the Chapter operates on a very small budget with very few paid staff, so they rely heavily upon volunteers. Jaici will tell you that 99% of the work that gets done...is done by volunteers," says Tony.



## Volunteer Spotlight continued

Tony also shares that a commitment to service is important to the Red Cross, to fellow volunteers, and most importantly to the community. He asks that when someone volunteers that they know that they will have to give up some of their own time. Within Disaster Services, the need of the community can come at any time, and the Red Cross is expected to be ready to respond and provide relief to victims of disaster – no matter how large or small. Volunteers supporting other functions are also imperative to the bigger mission of the Red Cross, and he hopes that if a volunteer commits to any activity, they will truly commit.

“We rely on you,” he says, “Whether it’s taking care of a vehicle or going to a meeting or a training...if you say you’re going to be there, be there! If it’s not for you, communicate that and let us know you don’t want to do this type of volunteering. We can find a spot for you elsewhere in Red Cross or in our community. Just give back that which is freely given to you by others.”

The need for volunteer leaders is foremost on Tony’s mind as he lists his goals for the Pikes Peak Chapter DAT. Individuals who can get prepared for and be enthusiastic to take on leadership roles are vital to maintain the ability for the minimum of Red Cross responses. “I would like to get a fourth DAT up, but I need volunteers to train and respond, and I *really* need leaders. I have to backfill leadership we’ve lost and get a fourth DAT,” he says, “There’s plenty for me to do here. And then whatever else Jaici comes up with! Meetings in Denver, participation in WebExes, CPR/First Aid, help with parades and community events like the Wounded Warrior Games...so I hope I can give time for that.”

“I couldn’t live without them,” Jaici Murcia, Regional Director of Volunteer and Emergency Services, says of her volunteers. “I know that sounds dramatic, but it is so true – at least for me! Our volunteers are the lifeline that connects the Red Cross to the community”

Tony has been volunteering for nearly 12 years now, but he is not alone in his service. His wife, Cristina, and daughter, Alexandra, are the support and comfort that keep him going. “My wife is my inspiration, and my daughter. They work hard taking care of the house, school, and everything else, so I can go to work and take my free time to volunteer, and then I have a family to come home to. I want to get my wife volunteering one day. I think it would be beneficial to the chapter and the community, and to her.”



Of course, when asked, Tony could not remember any of the awards he has received for his service, though he knows there have been some.

“I can’t remember any!” But awards aren’t why Tony continues to serve as part of the backbone of the Pikes Peak Chapter.

Colorado may not be a hurricane state, but the risks are not small. Blizzards, tornadoes, wildfires, ice storms, and home fires are just a few of the regular concerns. Colorado Springs is also situated on one of the largest fault lines in the country, and Pueblo is home to a large chemical depot – just in case there was not enough to keep emergency managers up at night.

“I like doing what I do. I like helping people who are in difficult situation. I look at it this way: If DAT is being called, someone’s having a bad day. If we can go out and help them not have such a bad day, then that makes me feel good. I don’t do it for anything else.”

### Upcoming Events

- First 2011 DSHR ALL TEAMS meeting January 12<sup>th</sup> starting at 6:00 PM at the Chapter
- First 2011 DAT Meeting January 27<sup>th</sup> starting at 6:30 PM at the Falcon Substation, 7850 Goddard St.

# **Calling All Booz-Allen-Hamilton Employees**

Booz Allen Hamilton wants to support our programs but needs an internal “Champion”.

Please contact Catherine Nowak, Director of Marketing and Development, at [cnowak@pparc.org](mailto:cnowak@pparc.org) OR 719-785-2711 to help initiate a sponsorship.

We will do all of the paperwork, you provide referral! It is a very easy way to support the Pikes Peak Red Cross in a very substantial way!

## **Volunteer Time: How it Affects Any Agency’s Bottom Line**

**By Nina Lor**

Volunteering makes a difference in many communities in every part of the world, and the value of volunteer time is sometime overlooked.

According to the Independent Sector, the monetary value of volunteer time is based on the average hourly earnings that is determined by the marketplace wage equivalency. The Financial Accounting Standards Board (FASB) value volunteer services as part of the overall cost involved with running non-profit organizations such as the American Red Cross.

The time a volunteer dedicates to his or her “job” makes sense to be included in the financial statement under operational purposes and/or annual reports because, without this time, the organization could end up either devastated by staff costs or unable to provide services.

One example why volunteer time is so valuable and needs to be accurately recorded can be captured in this scenario: Volunteers are asked to collect toys for children at a community center. A total of 15 volunteers spend 3 hours each collecting toys and a total of 8 staff contributed 5 hours each to the project for 30 days. The volunteers collected 528 toys and donated them to 388 families. The total volunteer time is 2,550, and there were \$1,740 in donated toys. The local community center saved \$12,528 that would have been committed to staff time, not to include overtime pay for hourly employees, if volunteers had not collected the toys. Total contributions to the children would include both the monetary value of the toys and time given by collection volunteers, as well as the collected toys (\$1,740 toys + \$12,528 time) = \$14,268.

This dollar value acknowledges the important work of the millions of individuals who contribute their time and talents to making a difference in the world, and the time donated by the volunteers of the local American Red Cross supports the delivery of life saving services to all of southeastern Colorado. The goals and impact of the volunteer program are very important, because the amount of time and money contributed to the American Red Cross are vital pieces of information when deciding how effective an organization may or may not be. Addition-ally, our clients, customers, board of directors, and donors would like to know how we as volunteers have made an impact to a specific program or project as well as on the “bottom line.”

This is why each month, your Red Cross asks its volunteers to submit their Hours Log. All time spent in training, meetings, or activities is recorded as part of their commitment to the Red Cross and used for different purposes such as recognition, statistical reporting, budgeting, marketing, and fundraising. If *you’re* a Red Cross volunteer, be sure to visit [www.pparc.org](http://www.pparc.org) under Give Time and Volunteer’s Corner to download your Hours Log and instructions to track your monthly volunteers hours, and email those hours each month to Jaici Murcia at [jmurcia@pparc.org](mailto:jmurcia@pparc.org).

# Holiday Potluck Photos

Thank you all who attended our 2010 Annual Holiday Potluck! Have a safe holiday, and a Happy New Year – see you 2011!

Holiday Cheer  
Abounds  
Among Red  
Cross Team



Photos  
courtesy  
of Donna  
Martinez  
and  
Roger  
Bram.

