



## **International Volcano Monitoring Fund 2011 Annual Report**

We are pleased to report that in 2011, the IVM-Fund successfully completed our first project and delivered nearly US\$4000 worth of volcano monitoring equipment to the Santiaguito Volcano Observatory in Guatemala. In 2011, we also continued our fundraising campaign, collaborated on a grant proposal, diversified our revenue stream with T-shirt sales and a footrace event, and established a plan for our second volcano monitoring support project at Fuego and Pacaya volcanoes in Guatemala.

In this annual report we summarize the activities, fundraising efforts, and expenditures of the IVM-Fund in 2011 as well as our plans for 2012. We would like to thank all of our donors who have been so generous in supporting our cause. We would especially like to thank VolcanoDiscovery.com, a volcano adventure company, for their generous support and Jonathan Stone for his successful fundraising efforts on our behalf in England. The IVM-Fund looks forward to a productive 2012, which will include: finalizing our second Guatemalan volcano monitoring project, submission of our first grant proposal to a funding agency, additional fundraising, and definition of additional programs. The IVM-Fund is delighted with the success of our first Guatemala project. We hope to replicate this success on our second volcano monitoring support program focused on Guatemala's two other active volcanoes.

We ask you to please spread the word about our efforts and invite others to support our cause.

### **Review of 2011 Program Activities**

#### *Guatemala Program*

Having raised all the necessary funds, in early 2011, we went through the process of purchasing all the volcano monitoring equipment we had committed to deliver to the Santiaguito Volcano Observatory in Guatemala. In May, I personally delivered all of the equipment to my colleagues Gustavo Chigna and Manuel Mota, our key volcanologist contacts in Guatemala. The details of the trip are described in a complete trip report that can be downloaded via a link on the IVM-Fund website at: <http://www.ivm-fund.org/guatemala/>. The report includes a photographic list of all the equipment delivered by the IVM-Fund. Overall, the trip was a great success and we plan on moving forward with a second project in Guatemala to support monitoring at the country's two other active volcanoes: Pacaya and Fuego.

#### *Dorr Fumaroles Project*

We were unable to make a visit to the Dorr Fumaroles (NE flank of Mt. Baker volcano in Washington State) during the 2011 summer season. We hope to pay a visit in the summer of 2012 to measure fumarole temperatures and make quantitative measurements of the output from the field's steam vents. A report describing our work there in 2009 is published on the IVM-Fund website (<http://www.ivm-fund.org/mount-baker-volcano-fumaroles/>).



## **Other 2011 Activities**

### *Writing of Our First Grant Proposal*

In September 2011, I was contacted by Aleeza Harburger, an undergraduate geology major at the University of Pittsburgh asking if she could write a grant proposal on behalf of the IVM-Fund. I did not hesitate in saying "yes" and found out that Aleeza was taking a class in "Non-profit Grant Writing" as part of her coursework. A written grant proposal, ready for submission to a funding agency was her primary assignment for the class. Pursuing her interest in volcanic hazards, Aleeza elected to write her proposal for the IVM-Fund. Through the course of the fall semester, I provided Aleeza with information about our organization and we brainstormed about the specifics of potential projects. I contacted our colleagues in Guatemala and obtained some excellent ideas, as well as their support, for a second project there. We also put a good deal of effort into identifying a right funding agency that would be a good "fit" for the grant proposal. By the end of the semester, thanks to Aleeza's hard work and crisp writing skills, she had a complete grant proposal and received an A+ on the assignment. The IVM-Fund is very thankful for her efforts and proud of her accomplishment. We look forward to continuing to work with her to submit the proposal to one or both of the funding agencies we have identified: Geoscientists Without Borders and the American Jewish World Service.

### *Support from "Run/Walk Safer Lives"*

In July 2011, the IVM-Fund was contacted by Jonathan Stone, a volcanology graduate student at the University of East Anglia. He offered to raise money on our behalf in England and send us the proceeds. Over the course of the next several months, he single-handedly organized and executed a footrace fundraising campaign in England called "Run/Walk Safer Lives". He set up a Facebook page (<http://www.facebook.com/runwalk.saferlives>), had custom racing shirts made, and even held a volcano cupcake bake sale to kick-off the fundraising efforts. He and a number of his colleagues obtained sponsors and ran in the Norwich Half Marathon in November. All money raised (US\$480) was donated to the IVM-Fund. We look forward to continuing to work with Jonathan. He plans to organize more fundraisers including sponsored footraces in the Welsh 3000s Challenge and the Montserrat Half Marathon.

### *"Friends & Family" T-shirt Drive*

In the summer of 2011, we finally finalized the design of the official IVM-Fund T-shirt, identified a print shop, and had an initial "friends & family" round of T-shirt sales. We purchased 60 T-shirts in the first batch, have sold 37 so far and earned about \$12 profit on each one.

### *Social Networking*

The IVM-Fund continues to have a presence on Facebook and Linked-In in an effort to make use of online social networking to get the name of our organization into the global community. At the end of 2011, we had 140 connections on Linked-In (up from 60 last year) and 230 fans on Facebook (compared to 196 last year). Special thanks go to Nathalie Vigouro for taking charge of managing information updates to our Facebook page. We plan to continue expanding our online social network to advertise the IVM-Fund and direct individuals to the website to make donations.



### **Summary of Fundraising in 2011**

- In 2011, the IVM-Fund raised a total of US\$1995. Private donations from 11 groups or individuals raised US\$1205, the fundraising footrace in England netted US\$480, and profits from T-shirt sales raked in US\$310.
- After the remaining T-shirts are sold, the IVM-Fund will gain another ~\$300 in profit.

### **Summary of Expenditures in 2011**

- US\$3783 was spent on the purchase and delivery of volcano monitoring equipment to Guatemala.
- US\$414 was spent to purchase 60 T-shirts.
- Unspent funds in the IVM-Fund U.S. dollar bank account at the end of 2011 amount to US\$2232.
- US\$500 in the IVM-Fund bank account has been allocated to pay for an internet connection at the Santiaguito Volcano Observatory which still needs to be set up.

### **Projects for 2012**

- Communicate more with Guatemalan colleagues to define the second volcano monitoring program to support Fuego and Pacaya volcanoes.
- Plan and organize the next volcano monitoring equipment delivery program to Guatemala
- Create additional pages on our website to describe other IVM-Fund programs that can support volcano monitoring in other regions.
- Continue work at Dorr Fumarole Field with another expedition in the summer of 2012 to measure temperatures and steam flux from the steam vents.

### **Fundraising Initiatives for 2012**

#### *Global T-shirt fundraising drive*

Our Friends & Family T-shirt drive in 2011 was small but successful. We have definitely zeroed-in on the right T-shirt manufacturer (Seattle Print Shop) to sell us high-quality, custom printed shirts at the right price point (and with a non-profit discount!) We plan to continue selling T-shirts in 2012.

#### *Run/Walk Safer Lives Events*

We look forward to continuing to work with Jonathan Stone as he organizes various footraces to raise money for our cause. We greatly appreciate the zeal that he and his colleagues bring to supporting volcano monitoring and are proud to have them as collaborators.

#### *"\$10 for Guatemala" Fundraising Initiative Round #2*

We had planned to do Round#2 of the "\$10 for Guatemala" fundraising campaign in 2011 but never quite got around to it. My primary collaborator in this effort was blessed with a newborn in 2011, as was I, which took up a healthy amount of our attention and time. We hope to focus on Round#2 of the \$10 fundraiser in 2012 and will be following the same approach we had planned

**The International Volcano Monitoring Fund**

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last year. In essence, we want to solicit a large number of small donations from many individuals. If we can get a thousand people to give \$10 each, then that would equal \$10,000 which could outfit the volcano observatories at Fuego and Pacaya with equipment. We plan to reach large numbers of people through the internet and by targeting four groups in this campaign: volcanologists, geology professors, geology graduate and undergraduate students, and the public at large. For the first three target groups, asking them to support volcano monitoring in needy countries should be an easy sell because earth scientists know volcanoes and their hazards quite well. Our board member, Dr. Glyn Williams-Jones has compiled a database of all the geology departments in the U.S. and Canada as well as a list of the email addresses of all the professors of volcanology. We plan to use this database for "\$10 for Guatemala" Round #2. The 2010 "\$10 for Guatemala" Round#1 fundraising campaign focused on soliciting donations from friends and family, Facebook and Linked-In, and advertising on Jessica Ball's volcano blog. We hope to reach a much wider and very receptive audience with "\$10 for Guatemala" Round #2.

*Corporate Donations*

Now that we have completed a successful volcano monitoring support program, we feel we can use this story as an example of the IVM-Fund's capability to deliver on our mission. In 2012, we hope to communicate with the offices of Corporate Social Responsibility at various companies and ask them to support our cause. Corporate donations may prove to be an excellent way to raise significant amounts of funding.

**Fundraising Goals for 2012**

- Online donations (\$5000)
- T-shirt drive (\$2000)
- Corporate donations (\$2000)
- Government donations (\$1000)
- Funded grant proposal (\$10,000)
- Goal: from these sources is to raise a total of US\$20,000 in 2012

Thank you all for your continued support!

Best regards,

A handwritten signature in black ink that reads "Jeff Witter". The signature is written in a cursive, flowing style.

Jeff Witter

President and CEO

International Volcano Monitoring Fund

An Extraprovincial Society of British Columbia and U.S. tax-exempt 501(c)(3) nonprofit organization