

2023



Annual Report





Mission and Vision

MISSION

ALIVE serves to enhance and sustain the spirit of volunteering by fostering collaboration and networking, promoting professional development, and providing advocacy for leaders in community engagement.

VISION

ALIVE is the essential professional resource and advocate for those who engage, motivate, and celebrate volunteers and their vital contributions to our society.

Our Partners



**POINTS
OF LIGHT**



The National
ALLIANCE
For Volunteer Engagement

Celebrating ALIVE's Achievements in 2023

It is with immense pleasure that I present to you ALIVE's 2023 Annual Report. As we reflect on the past year, we are reminded of the unwavering commitment and collaborative spirit that define our organization. ALIVE's mission and vision serve as the bedrock upon which we build our strategic endeavors, and it is your active participation that fuels our progress.

Key Highlights from 2023:

Ahead of Schedule: The 2020-2024 Strategic Plan

We achieved a remarkable feat by completing our strategic plan a year ahead of schedule. This accomplishment reflects our agility, dedication, and shared vision for ALIVE's future.

Charting New Horizons: The 2024-2028 Strategic Plan

Our Board of Directors convened for a retreat, shaping the path forward with the creation of the 2024-2028 Strategic Plan. This blueprint propels us toward even greater impact and innovation.

Empowering Volunteer Engagement Professionals: Career Pathways Survey and Volunteer Engagement Professional Project

We conducted the first national Career Pathways Survey, leveraging its insights to enhance our Volunteer Engagement Professional job leveling project. The initial findings were shared at our Annual Meeting.

Service Excellence: Service Enterprise Advisory Committee

The Service Enterprise Advisory Committee was created and is composed of key stakeholders. Action items from the Service Enterprise Proposal were implemented, reinforcing our commitment to excellence in our field.

Inclusivity in Action: The Equity Leader Position

To support our commitment to being a welcoming and inclusive organization, we created the Equity Leader position within our Executive Committee. With the help of the DEAI committee, this role helps to support ALIVE's commitment to equity and inclusion by informing and advising Leadership and helps us reflect as we update policies and procedures and implement new programs.

Celebrating ALIVE's Achievements in 2023

Celebrating Excellence: The Lifetime Achievement Award

We introduced the Lifetime Achievement Award, honoring outstanding contributions in the volunteer engagement profession. Katie Campbell became the inaugural recipient, embodying the spirit of service that defines ALIVE.

Looking Ahead: A World of Possibilities

As we continue our work in 2024, we are brimming with excitement. Here's what lies ahead:

Advocacy: We will champion for our own volunteer engagement professional code with the Department of Labor, advocating for recognition as a standalone profession.

Connection: Planning for our first in-person ALIVE National Conference, which promises to be a transformative experience, fostering connections and knowledge-sharing.

Growth: Managing our succession plan, we will continue expanding our workforce membership and offerings, fueled by the commitment of our Board of Directors, committee members, and dedicated volunteers.

To each member of our ALIVE community, thank you for your unwavering support. Your dedication fuels our mission, and together, we shape the future of volunteer engagement.

With heartfelt appreciation,

Cathy Thoma, MHR, CVA

ALIVE Board President 2024



2023 ALIVE COMMITTEE ACCOMPLISHMENTS

Leadership:

- Hosted a 2023 Board Retreat and Strategic Planning Session
- Continued to strengthen succession planning for board recruitment and future sustainability
- Developed a Service Enterprise Advisory Committee and implemented action items from SE Proposal
- Finalized VEP job leveling project and launched planning of advocacy for inclusion of VEP in DoL occupational handbook

Marketing:

- First-Ever Annual Report
- ALIVE Business Cards
- Created ALIVE T-shirts and stickers
- ALIVE Benefits One-Pager
- Website and Newsletter enhancements

HR:

- Conducted annual review of policies, procedures, bylaws and position descriptions
- Developed and launched Volunteer Recognition Program
- Created documentation for ALIVE's volunteer onboarding process

Membership:

- Hosted 9 member webinars and 4 member socials
- 200+ new members contacted
- Pay-what you can with option for the public to donate funds rolled out in 2023
- New membership dues rolled out
- Outreach to potential new members via conferences and CCVA
- ALIVE Ambassador Program was developed to roll out in 2024

2023 ALIVE COMMITTEE ACCOMPLISHMENTS

Local Associations:

- Updated Local Associations Listing on website
- Facilitated 3 Communities of Practice
- 4th Annual Summit for Local Associations
- Mentored 2 Local Associations
- Added two new committee members

Programs & Advocacy:

- 19 Communities of Practice
- CVA Study Group - 14 new CVAs
- 727 ALIVE Academy registrants
- 24 Presenter Boot Camp participants
- 22 mentor pairs
- 110 Impact Award nominations
- Standards Taskforce - 5 local association presentations

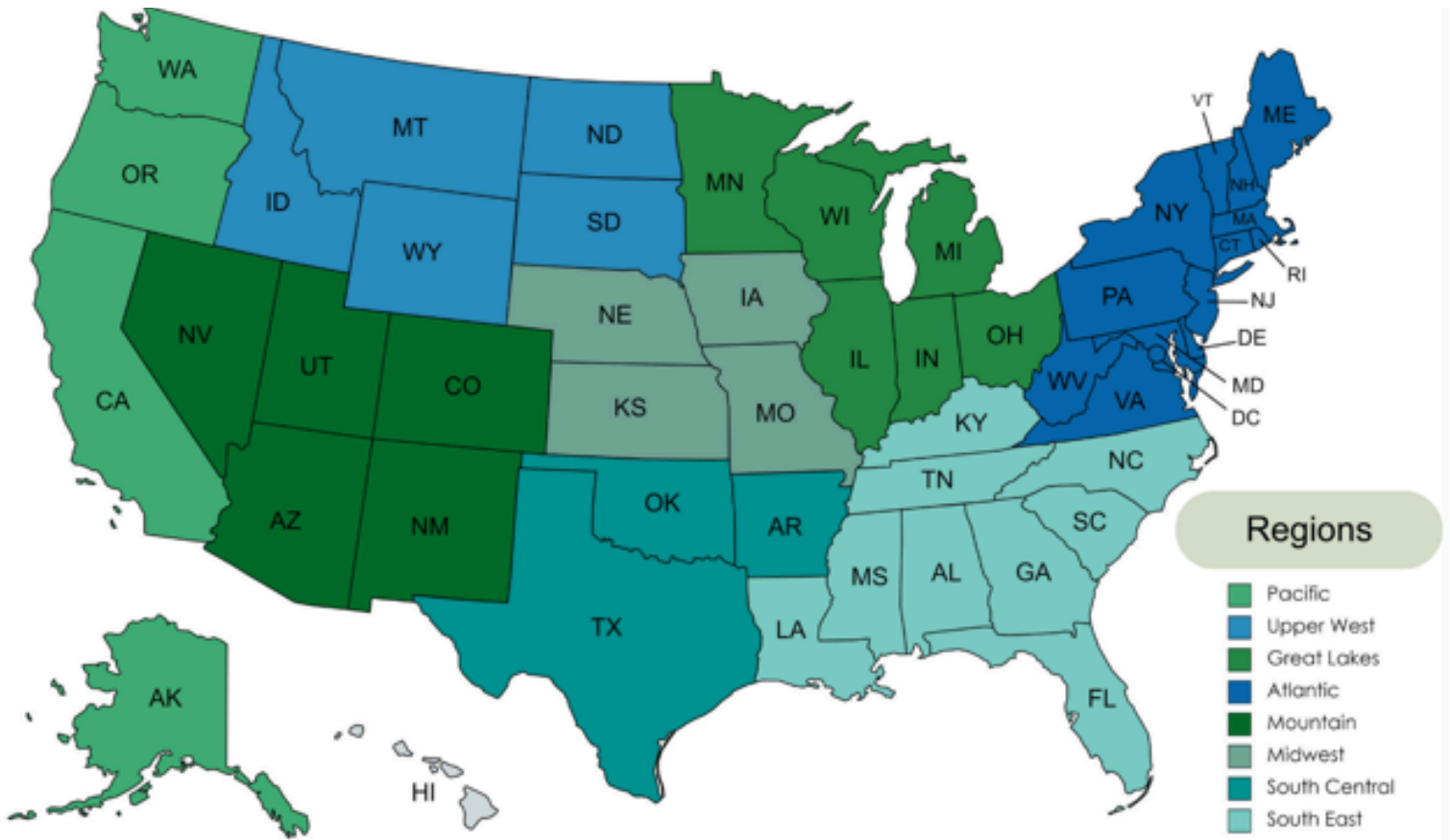
Finance:

- Fiscal management & practices
- Fully engaged with CPA firm
- Established development sub-committee
- New committee members

DEAI:

- Amplify BIPOC & LGBTQIA+ voices at monthly Board meetings
- Provided assistance in ensuring DEAI perspective for information on the Annual Hybrid Conference
- Identified what was needed to take steps bringing the DEAI subcommittee into its own committee
- Explored consultant support to broaden DEAI communication and educational initiatives

Where Are Our Board Members?



2023 Board Members

- Michelle Raymer, CVA, President
- Cathy Thoma, CVA, President Elect
- Christi Brown, CVA, Treasurer
- Nicole Smith, CVA, Secretary
- Ashley Rieser, CVA, VP of Membership
- Darlene Laird, CVA, VP of Programs & Advocacy
- Chris Woods, VP of Marketing
- Jenn Forristal, CVA, Equity Leader
- Carol Ayars, CVA, Board Member
- Shelli Beck, CVA, Board Member
- Julie Booth, CVA, Board Member
- Amanda Schmierer, CVA, Board Member
- Allison Shwartz, Board Member
- Karen Stolt, CVA
- Rebeccah Verhoff-Kissm CVA, Board member





2023 Committee Members

Board Development

- Cathy Thoma
- Michelle Raymer
- Darlene Laird
- Rebeccah Verhoff-Kiss
- Alicia Morris Campbell
- Fiaza Venzant
- Tim Suda
- Lori Pilley

HR & Policy

- Alicia Morris Campbell
- Hannah Sell
- Karen Stolt
- Katelyn Noble
- Nicole R. Smith
- Wendy McClure

Finance

- Christi Brown
- Rebeccah Verhoff-Kiss
- Elizabeth Soch
- Michelle Raymer
- Cathy Thoma
- Mari Reyes

Programs & Advocacy

- Darlene Laird
- Monica Jasso
- Paula Allen
- Rebeccah Verhoff-Kiss
- Emilie Bromet-Bauer
- Jordanya Reeves
- Rose Tocchini
- Kim Soto
- Megan Vixie
- Sarah Sukhram
- Julie Booth
- Jennifer Thompson
- Meagan Patterson
- Gretchen Jordan
- Rose Morgan

Marketing

- Chris Woods
- Yvonne Dunphee
- Sarah Short
- Bekah Aisenbrey
- Adrienne Polumbo
- Shelli Beck
- Noni Virani
- Jade Mizzell

Membership

- Ashley Rieser
- Jared Peer
- Allison Schwartz
- Dana Litwin
- Karen Henry
- Yvonne Dunphe
- Carol Ayars

Local Assns Sub-Committee

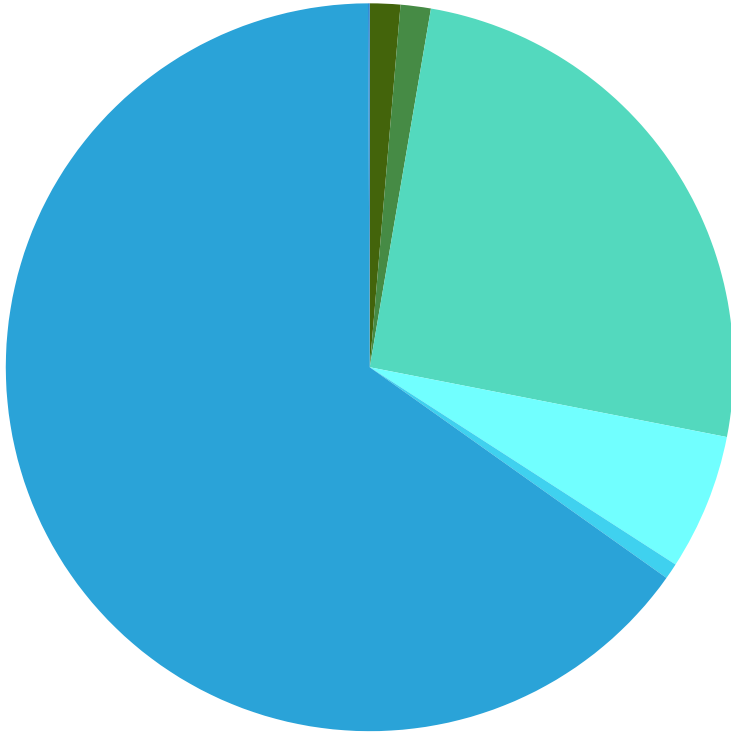
- Mary Lynn Perry
- Jennifer Thompson
- Tim Suda
- Amanda Schmierer
- Gretchen Jordan
- Chris Rechsteiner
- Ashley Rieser
- Jerry Pannozzo
- Jenn Forristal

DEAI

- Amanda Schmierer
- Jenn Forristal
- Alli Zuel
- Angelique DeLuz
- Lisa Mooney
- Noni Virani
- Aliya March
- Tiana Watts Porter

2023 FINANCIALS

Income



Service Enterprise	\$92,100.00
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Memberships	\$35,908.00
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Partnerships, Grants & Sponsorships	\$1,897.00
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Hybrid Conference	\$8,555.00
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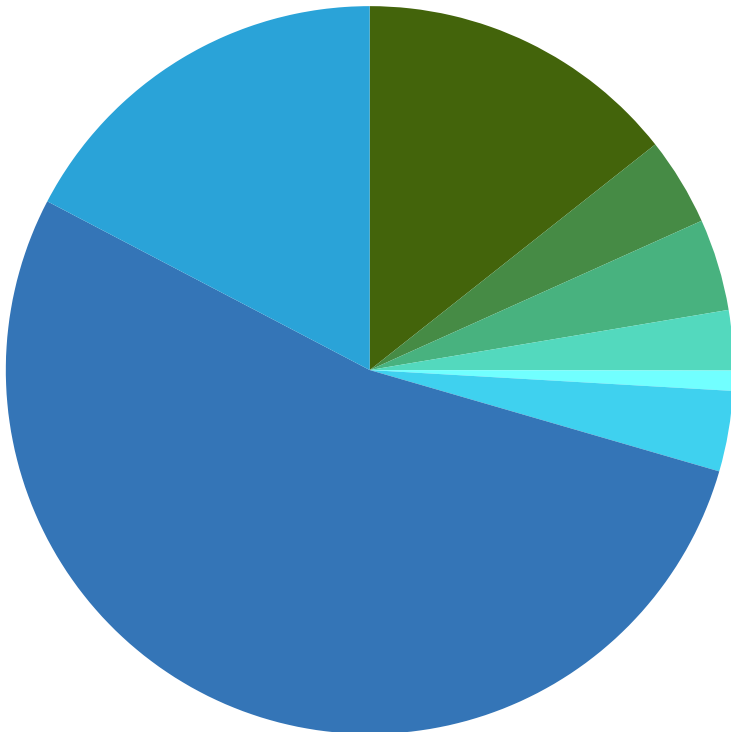
Donations	\$1,909.00
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Administrative Fees	\$1,000.00
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Interest Income	\$104.33
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Total Income	\$141,473.33
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Expenses



Admin	\$29,166.00
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Marketing	\$6,591.00
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SEI	\$89,513.00
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Executive	\$6,870.00
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Technology	\$4,490.00
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Finance	\$6,022.00
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Programs	\$6,624.00
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Total Expenses	\$149,276.00
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MEMBER BENEFITS

ALIVE Communities of Practice

Communities of Practice provide networking, resource sharing, and best practice for volunteer managers working with specific populations.

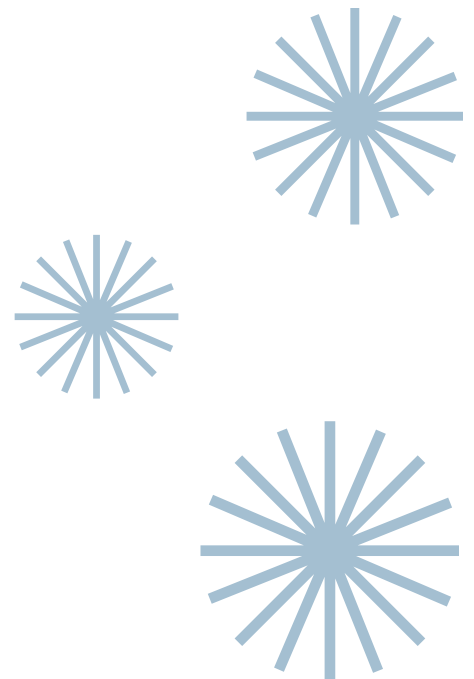
ALIVE is proud to have expanded our Communities of Practice to offer 19 exclusive groups

- Animal Welfare
- Boards and Advisory Boards
- **Book Club NEW**
- CVA Study Groups
- Emergency Response
- Faith-Based
- Food Banks
- **Local Government NEW**
- Health Care
- **Literacy NEW**
- Local Associations
- Museums
- National Networks
- Parks & Recreation
- **AmeriCorps Seniors NEW**
- Rural Communities
- Transportation

ALIVE Hybrid Conference

Each year, ALIVE partners with Better Impact to host a hybrid conference that offers four 60-minute workshops centered on a particular theme trending in the volunteer sector. The conference is live-streamed internationally throughout the day and provides the opportunity to learn locally through host-site partners.

In 2023, 44 host sites from North America and Canada attended with 1,000 attendees. This year's topic was "Leveraging Technology in A Human World: Inclusively, Responsibly, Creatively".



MEMBER BENEFITS

ALIVE Academy Webinars

ALIVE Academy provides high-quality educational opportunities specifically designed to assist leaders in volunteer engagement in building their leadership, management, and technical skills.

In 2023, ALIVE hosted 11 ALIVE Academies on topics such as:

- Career Advancement
- Online Recruitment
- Mental Health
- Hidden Biases in Volunteer Management
- Neurodiversity in Volunteerism
- Service Enterprise - Success Stories



ALIVE Emerging Leaders Mentor Program

Participants come to the mentorship program from many backgrounds, years of experience in the field, and goals for their professional development. ALIVE's volunteer facilitators use a variety of tools to match mentors and mentees based on common goals, experience, and industry. Each session culminates in a virtual celebration of accomplishments. Here, all of the participating mentees and mentors reconvene to share both the professional wins and challenges they experienced together.

In 2023, ALIVE paired 22 matches to provide mentorship, professional development opportunities, and resource sharing for leaders of volunteer engagement!

Our membership continues to increase as we enter into 2024 with almost 1,000 members

2023 IMPACT AWARDS

The IMPACT Awards celebrate volunteer engagement professionals who have shown exceptional leadership and knowledge in the field. They showcase the importance of the profession and inspire professionals across the country to continue to lead in their communities.

The Impact Awards are made possible by our generous sponsor, Better Impact.

EXEMPLARY LEADERS



Allyson Drinnon, CVA
Americus, GA



Mary Lynn Perry
Sacramento, CA

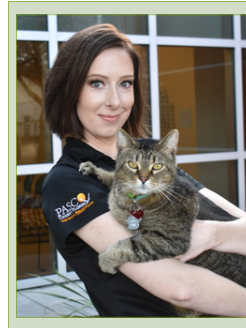


Muriam Nafees
Lawrenceville, GA

EMERGING LEADERS



Keita Cole, CVA
Hermitage, TN

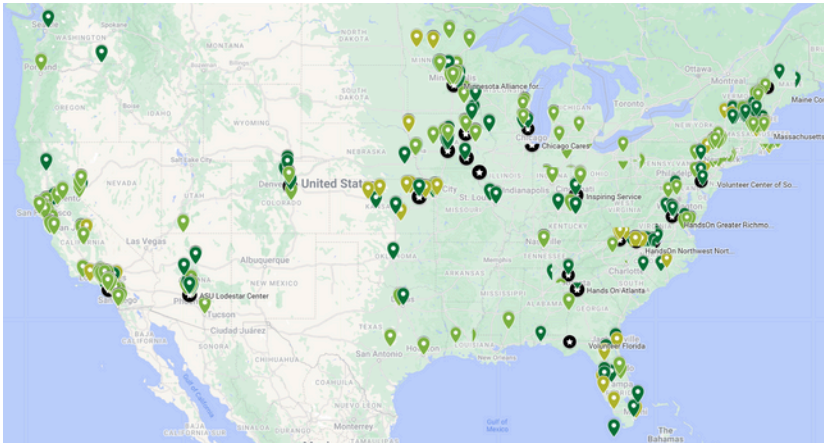


Sarah Sukhram, CVA
Land O'Lakes, FL



Olivia Osborne, CVA
Plano, TX

SERVICE ENTERPRISE



ALIVE's Service Enterprise Program impacts volunteer engagement professionals and their organizations to achieve strategic volunteer engagement from coast to coast. In partnership with our Service Enterprise Training and Implementation Partners:

- 77 organizations took the research-based diagnostic that focuses on volunteer engagement culture and practices and participated in cross-functional multi-level debrief conversations with their organization
- 45 new organizations achieve national accreditation in strategic volunteer engagement
- 16 organizations reaccredited for another three years
- more than 700 organizations being accredited during the lifetime of the program
- 30 individuals attended our ALIVE Academy
- 122 Service Enterprises took our annual survey. 83% said the outcomes of participating in Service Enterprise were worth the time and effort they invested
- Updated curriculum and training materials to be more inclusive
- 20 individuals participated in our Service Enterprise Train the Trainer and New Hub Sessions



Service Enterprise Spotlight



"They were very skeptical initially. They were growing fast and knew they needed to change their operating model and become more systematized from the ad hoc approach they had been using since they started. However, they feared losing the community/organic feel if they instituted too many policies and procedures. In the end, they were able to do both successfully."

Lisl Hacker, Director of Training & TA at our Service Enterprise Training & Implementation Partner, Massachusetts Service Alliance

"Our involvement has encouraged our organization to think deeply about and improve our volunteer systems. We were doing a fantastic job recruiting and retaining volunteers, but as a result of Service Enterprise, we now have a fully fleshed-out program with feedback loops, strategies, and better tracking systems."

Kirsten Levitt, Executive Director at Stone Soup Cafe

"We have professionalized significantly. We now have a volunteer program that I can package up and share with a volunteer manager or staff person. We have systems to track, manage, and improve our efforts."

Jansyn Thaw, Director of Marketing & Communications at Stone Soup Cafe

LIFETIME ACHIEVEMENT AWARD



Katie Campbell, CVA

Katie has left a legacy in our field as a leader, educator, researcher, author and advocate for volunteer engagement. She was the Executive Director for CCVA and laid the foundation of AVA before it became ALIVE. Katie has left her mark on our profession, countless organizations and more lives than she will know.

2023 DONORS

CASH DONATIONS

Grace Marie Belizaro
Julie Booth, CVA
Christi Brown, CVA
Katerine Campbell, CVA
Jason Frenzel, CVA
Andrew Haukebo
Andrea Hill
Barbara Hutcherson
Wendy Johnson
Gretchen Jordan, CVA
Wrick Lear
Dana Litwin, CVA
Amy McLeer
Michelle Raymer, CVA
Ashley Rieser, CVA
Timothy Suda, CVA
Cathy Toma, CVA
Rebeccah Verhoff-Kiss, CVA

IN KIND DONATIONS

Better Impact
Christi Brown, CVA
William K Jordan, II
Traci Lato-Smith
Alicia Morris Campbell, CVA
Kayla Paulson, CVA
Megan Vixie, CVA

GET INVOLVED

As the story of ALIVE's growth illustrates how membership provides many opportunities for learning, teaching, networking, celebrating, and offering skilled volunteer service.

CELEBRATION OPPORTUNITIES

ALIVE Better Impact Awards

TEACHING OPPORTUNITIES

Emerging Leaders Mentor Program

LEARNING OPPORTUNITIES

ALIVE Academy Webinars
Presenter Bootcamps
Service Enterprise

NETWORKING OPPORTUNITIES

Communities of Practice

LEADERSHIP OPPORTUNITIES

Board and Committee Membership



Scan to Get Involved



STAY CONNECTED

Administrative Staff



Association Manager
Gretchen Jordan, CVA (She/Her)
Florida - Southeast Region

Service Enterprise Administrator
Kayla Paulson, CVA (She/Her)
Iowa - Midwest Region



Stay Connected



info@volunteeralive.org



www.volunteeralive.org



www.volunteeralive.org/donate

Coming in 2024

In 2024, we plan to offer new benefits to our members, including:

- ALIVE Ambassador Program,
- Increased opportunities for networking and professional development.
- Sponsorship Opportunities, and
- More exciting work with Local Associations

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