

2022



Annual Report

info@volunteeralive.org



www.volunteeralive.org



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

A Letter from ALIVE President Michelle Raymer

At ALIVE we keep the organization's mission and vision at the core of what we do, using it to guide our decisions and actions. We are committed to developing programming, resources, and opportunities that support leaders in volunteer engagement, advancing the profession and the sector.

That mission and vision drove the creation of our 2020-2024 strategic plan. I'm proud to say we have met or will meet all of the goals identified by the end of 2023. While I'm often inclined to keep looking forward and charging ahead, it's important to reflect and celebrate accomplishments and the people that made them possible. This year's annual report has been an opportunity to look back in awe of the accomplishments of our tremendous team.



I invite you to explore the report, give yourselves a pat on the back, and reach out to your peers to give them a shoutout for their achievements. And there are many:

- The transition of Service Enterprise administration from Points of Light to ALIVE
- Increased the effectiveness of our members through a variety of high professional development opportunities
- New relationships developed among colleagues through member networking opportunities
- Increased awareness of our work with enhanced marketing and outreach
- Improved financial accountability and hiring of a CPA
- Refined policies and procedures

And yet, when reflecting on our past growth and accomplishments, I can't help but get excited about what's on the horizon. In the coming year we have so much more in store for you, from our pilot Presenter Bootcamp, the creation of the Volunteer Engagement Professional Career Pathways report, and the multitude of opportunities to come with the administration of Service Enterprise. It feels as though the profession is on the precipice of opportunity, and ALIVE is well-positioned to drive this momentum forward. Thank you for your part in this journey, it would not be possible without the time and talents of so many of you!

Michelle Raymer (MPA, CVA)

ALIVE Board President, 2022-2023

Where Are Our Members?

Number of State

- 0-10 m
- 11-20 m
- 21-30 m
- 31-40 m
- 41-50 m
- 51-60 m
- 60+ m



- Gretchen Jordan, CVA, Association Manager
- Megan Vixie, CVA, Past President
- Michelle Raymer, CVA, President
- Kayla Paulson, CVA, President Elect
- Christi Brown, CVA, Treasurer
- Arletha Walker, CVA, Secretary
- Crystal Bell, VP of Membership
- Cathy Thoma, CVA, VP of Programs & Advocacy
- Michael Mulhern, CVA, VP of Marketing
- Kelli Crawford, Board Member
- Andrea Hill, CVA, Board Member
- Alana Knoppow, Board Member
- Darlene Laird, CVA, Board Member
- Alicia Morris Campbell, CVA, Board Member
- Jordanya Reeves, Board Member
- Allision Schwartz, Board Member
- Nicole Smith, CVA, Board Member
- Karen Stolt, CVA, Board Member
- Jennifer Thompson, CVA, Board Member





Committee Members

Board Development

- Kayla Paulson, CVA
- Michelle Raymer, CVA
- Allyson Drinnon
- Faiza Venzant
- Mark Smith
- Tim Suda

HR & Policy

- Nicole Smith
- Wendy McClure
- Michelle Raymer
- Brent Sturm
- Katelyn Noble
- Karen Stolt
- Alicia Morris Campbell
- Arletha Walker

Finance

- Christi Brown
- Michelle Raymer, CVA
- Megan Vixie
- Kayla Paulson, CVA
- Elizabeth Paul-Soch
- Janessa Weightman, CVA

Programs & Advocacy

- Paula Allen
- Marcelle Austin
- Christina Basey
- Emilie Bromet Bauer
- Julie Booth
- Darlene Laird
- Samantha Mohn
- Rose Morgan
- Meagan Patterson
- Holly Payne
- Ashley Ramsdell
- Jordanya Reeves
- Nicole Smith
- Sarah Sukhram
- Cathy Thoma
- Jennifer Thompson
- Rose Tocchini
- Rebeccah Verhoff-Kiss
- Angela Williamson

Marketing

- Chris Woods
- Adrienne Polumbo, CVA
- Bekah Aisenbrey
- Yvonne Dunphe
- Sarah Short
- Audrey Kidwell

Membership

- Allison Schwartz
- Ashley Rieser
- Kayla Paulson
- Dana Litwin
- Karen Henry
- Yvonne Dunphee
- Carol Ayers

Local Assns Sub-Committee

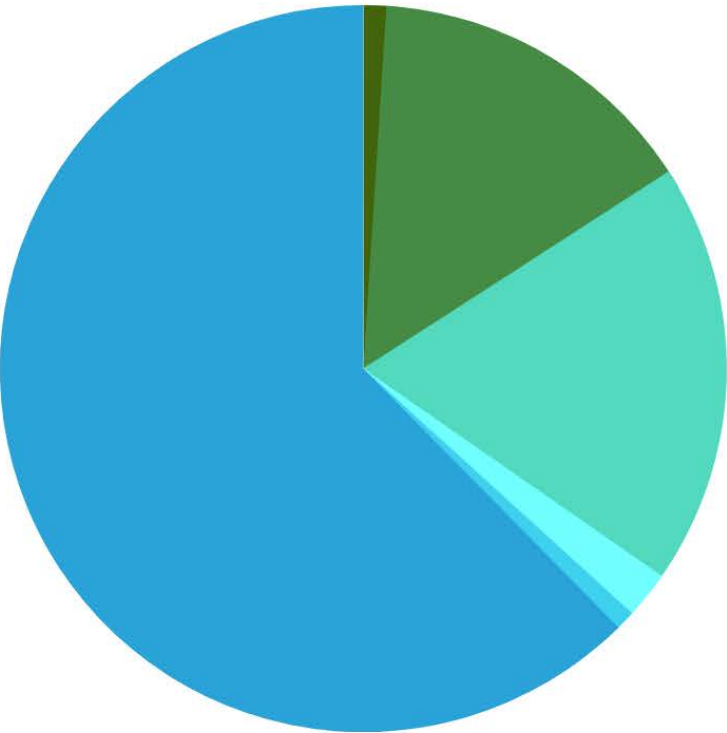
- Jenn Forristal
- Gretchen Jordan
- Jennifer Thompson
- Mary Lynn Perry
- Jerry Pannozzo
- Christi J. Brown
- Tima Suda
- Amanda Schmierer

DEAI

- Alana Knoppow
- Allyson Drinnon
- Paula Allen

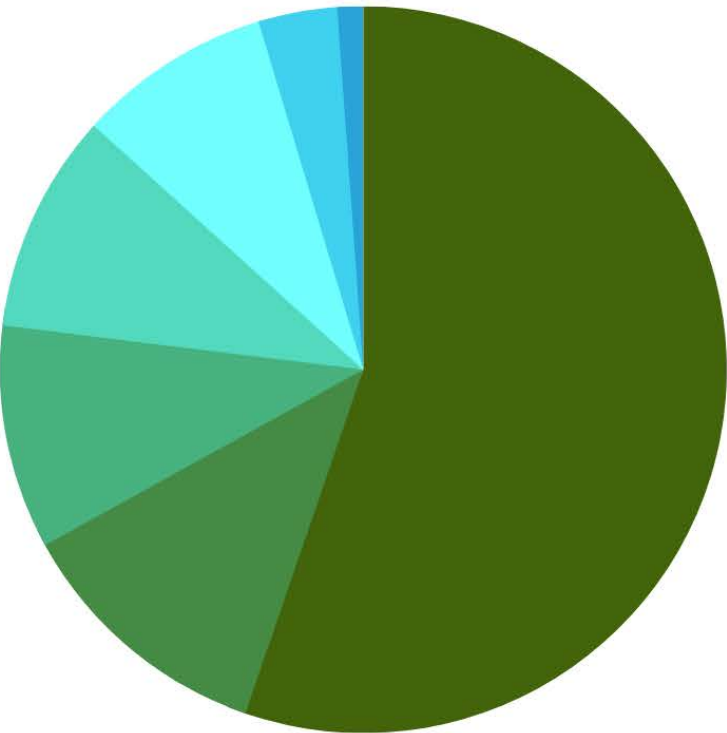
2022 FINANCIALS

Income



Service Enterprise	\$72,600.00
Memberships	\$21,847.72
Partnerships, Grants & Sponsorships	\$17,279.05
Hybrid Conference	\$2,433.51
Donations	\$1,177.69
Adminstrative Fees	\$1,000.00
Webinars	\$25.00
Total Income	\$116,362.97

Expenses



Contractors	\$30,570.20
Marketing	\$6,479.25
SEI	\$5,514.75
Executive	\$5,404.02
Technology	\$4,773.42
Finance	\$1,941.99
Programs	\$635.71
Total Expenses	\$55,319.34

MEMBER BENEFITS

ALIVE Communities of Practice

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

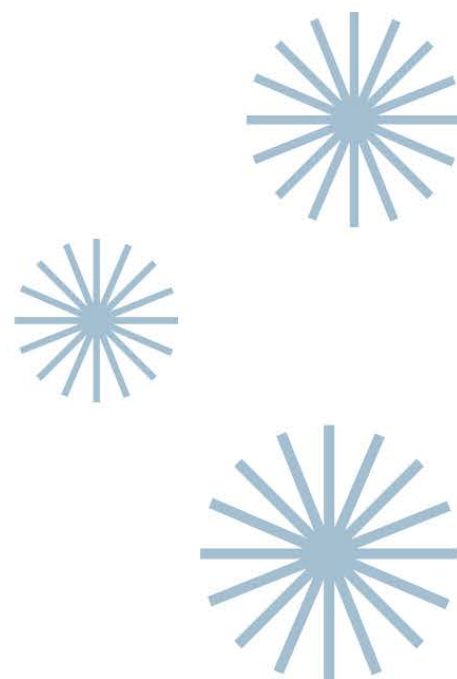
ALIVE is proud to have expanded our Communities of Practice to offer 19 exclusive groups

- 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 2022, 41 host sites from North America, Canada, and Australia attended with over 900 attendees.



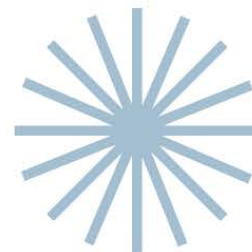
MEMBER BENEFITS

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 2022, ALIVE hosted 11 ALIVE Academies on topics such as

- Volunteer Appreciation Strategies
- Marketing for Volunteers
- Volunteer Recognition Strategies
- Inclusive Volunteer Programs
- Career Development
- Career Mapping



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 2022, ALIVE paired 81 matches to provide mentorship, professional development opportunities, and resource sharing for leaders of volunteer engagement!

**ALIVE is proud to offer free resources to create volunteer programs
Diverse, Equitable, Accessible, and Inclusive to All
#lovolsforJEDI**

2022 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



Susan Sanow, CVA
Fairfax, VA



Paula Allen, CVA
San Jose, CA



Monica Jasso, CVA
El Paso, TX



Angela Williamson, CVA
Wilmington, DE

EMERGING LEADERS



Jared Peer
Knoxville, TN



Carol Emmert, CVA
Fishers, IN



Jovita Woodrich
Tallahassee, FL



Lisa Romish
Wilmington, DE

SERVICE ENTERPRISE

ALIVE is now the proud national administrator of the Service Enterprise program which brings together training partners and hubs across the nation to collaboratively lead the effort to help organizations effectively and efficiently leverage volunteers and their skills throughout the organization to deliver their mission. With our network of hubs ranging from California to Maine, Minnesota to Florida, and National Trainers, we can serve organizations across the United States through in-person or virtual organization change management training to engage volunteers more strategically in their mission delivery efforts.

Since October of 2022 we supported 24 training hubs through the transition, provided an ALIVE Academy about Service Enterprise to our members, began to recognize certifying organizations, alerted ALIVE members about upcoming opportunities to participate in their communities, and more. With Service Enterprise we will be an essential professional resource continuing to advocate for those who engage, motivate, and celebrate volunteers and their vital contributions.



**POINTS
OF LIGHT**

Scan to Learn More



"Becoming a certified Service Enterprise has taken our volunteer engagement to a whole new level. Implementing this initiative has allowed us to create ways for individuals to make a bigger impact through meaningful and ongoing volunteer opportunities. Volunteers bring so much to our organization, helping to fill gaps and achieve goals that we would not otherwise be able to do with staff alone. Volunteer engagement has become integral to conversations among our Board, leadership, administrative departments, and programs."

--Laura Bode, Director of Community Engagement, A New Leaf

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

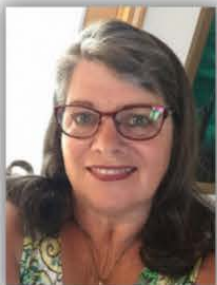


Scan to Get Involved



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 2023

In 2023, we plan to offer new benefits to our members, including:

- Pay what you can option for new members,
- Increased opportunities for networking and professional development.
- A new Members Only section on our website, and
- More exciting work with Local Associations

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