



2024 Annual Report

**Charting Pathways to Evolve the
Volunteer Engagement Profession**

Table of Contents

1	Letter From Our Leaders	10	Financial Report
2	About ALIVE	12	What's Next
4	Last Year's Impact	14	Acknowledgements



Dear ALIVE Members and Supporters,

As we reflect on 2024, we are struck by the incredible progress we have made together—a year of vision, effort, and transformation that has prepared us for the next chapter of our shared journey.

Last year was one of action and milestones. We released groundbreaking Career Pathways research to better understand and support the journeys of leaders in volunteer engagement. Advocacy became a cornerstone of our efforts as we championed the creation of an official occupation code with the US Department of Labor, a significant step in elevating our profession's recognition. Behind the scenes, we built a solid foundation for the future, establishing new Development and Advocacy Committees, updating our bylaws, and creating our first Executive Director role. Each of these achievements represents countless hours of collaboration and hard work by our members, volunteers, and leadership.

We've found ourselves asking, "What's next?"—not out of a desire to rush forward but to ensure we're establishing a strong foundation while continuing to meet the needs of our members. This year, our answer is clear: we must not only grow but we must also strengthen the infrastructure and pathways that lead to a thriving, equitable, and recognized association and profession.

On a personal level, the two of us have been inspired and humbled by the energy, creativity, and resilience of our community. We've seen firsthand the power of shared purpose and what it means to lead with intention. The connections we've built and the lessons we learned last year will stay with us as we work throughout 2025 and beyond.


We are particularly excited about the opportunities on the horizon. This year promises to be a time of continued momentum, with plans to expand the impact of Service Enterprise, implement enhanced membership and marketing strategies, and organize our first in-person National Summit on Volunteer Engagement. Of course, professional development will remain central, with a focus on equipping you with the resources to lead effectively and confidently.

Together, we've done more than achieve milestones; we've laid the groundwork for a vibrant and sustainable future for the field of volunteer engagement. As you explore the pages of this report, we hope you feel as proud as we do of all we've accomplished—and as inspired as our Board is to continue the journey. Thank you for being part of our evolving community.

Yours in Service,



Darlene Laird, CVA
2025 President



Nicole R. Smith, CVA
Executive Director

About AL!VE

Vision

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

Mission

AL!VE 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.

2024 By the Numbers

Reach

1 thousand

members by
the end of 2024

500

organizations

450

cities

47

US states & DC

Dues

\$43 thousand

in membership dues
(16% above average)

Engagement

51

committee
volunteers

3,300

volunteer hours

Current Board



Executive Committee



Darlene Laird, CVA
2025 President



Cathy Thoma, CVA
Past President



Jordanya Reeves, CVA
President Elect



Jenn Forrsital, CVA
Equity Leader



Wendy McClure, CVA
Secretary

Board Members at Large

- Carol Ayars, CVA, Programs Chair
- Shelli Beck, CVA, Summit Chair
- Alicia Campbell, CVA, Advocacy Chair
- David Horwitz, CVA, Marketing Chair
- Amy Pinger, CNP, CVA, Service Enterprise Chair
- Ashley Rieser, CVA, Membership Chair
- William Webber, CVA, CAE, Development & Local Associations Chair
- Grace Belizario, CVA, ACNP
- Donna Finney
- Leigh Hersey, PhD
- Allison Schwartz, CVA

Last Year's Impact

Membership

- Membership continued to increase with over 1,000 members
- Hosted 12 member webinars and 4 member socials
- Connected with 249 new members
- Provided 13 Pay What You Can (PWYC) memberships
- Outreached to prospective members via conferences and CCVA
- Identified strategies for recruitment campaigns aimed at special groups
- Developed new organizational resources to help increase retention
- Launched ALIVE Ambassador Program



Last Year's Impact through Programs

Communities of Practice

ALIVE is proud to have expanded our Communities of Practice to offer 21 exclusive groups, up 2 from the previous year.

We established a new Disability COP and a new partnership with AAMV to lead the Museum and Cultural Institutions COP.

Presenter Bootcamp

In 2024, ALIVE's Presenter Bootcamp equipped 13 graduates with the skills and confidence to deliver impactful presentations.

All graduates went on to present at local, state, and national conferences or trainings, strengthening the voice of volunteer engagement professionals nationwide.

Academy Webinars

ALIVE Academy webinars provided high-quality educational opportunities specifically designed to assist leaders in volunteer engagement with leadership, management, and technical skills.

In 2024, there were:

11 total academies
651 total attendees
4 BDEAI workshops

CVA Study Group

ALIVE congratulates all members who took the exam, all 119 new Certified Volunteer Administrators in 2024, and especially our 28 members who participated in the Spring or Fall CVA Study Groups.

Applicants for Spring '24	16
Applicants receiving CVA Spring '24	9
Average attendees per Spring session	19
Applicants for Fall '24	21
Applicants receiving CVA Fall '24	19
Average attendees per Fall session	20
New CVAs from Study Groups	28

Last Year's Impact through Programs

Advocacy

- Launched the new stand-alone Advocacy Committee
- Determined purpose, structure, and goals
- Supported members in advocating for an official occupational code with the U.S. Department of Labor
- Launched Career Pathways survey results and interactive tools
- Restructured Impact Award process

Belonging, Diversity, Equity, and Inclusion

- Defined meeting structure, established agreements, cultivated community
- Drafted committee purpose statement
- Evaluated website content, equity statements, drafting revisions
- Served in an advisory capacity for various committees and projects
- Made recommendations for more inclusive roles and less patriarchal structures
- Contributed to CCVA's ADEVI toolkit project

Local Associations

- Updated Local Associations Listing on website
- Facilitated 3 Communities of Practice
- Hosted 5th Annual Summit for Local Associations

Emerging Leaders Mentor Program

In 2024, ALIVE paired 40 individuals into 20 matches to provide mentorship, professional development opportunities, and resource sharing for leaders of volunteer engagement.

“As a mentee, I loved this program because I was able to say what skills I wanted to learn about and grow in and then focus on those with my mentor. After the program ended, the valuable network connection I formed with my mentor remained, and they were able to serve as a resource as I was seeking a new employment opportunity through resume assistance and as a reference. If you have the time to focus on yourself and your growth, I strongly recommend the ALIVE mentorship program!” - Lisa M.

Last Year's Impact through Convenings

Hybrid Conference

ALIVE partnered again with Better Impact to host the annual hybrid conference that offers 60-minute workshops centered on a particular theme trending in the volunteer sector. The conference was live-streamed internationally throughout the day and provided professionals the opportunity to learn locally through host-site partners. In 2024, 50 host sites from North America attended with 1,100 attendees. 94% of survey respondents said participation inspired them to set goals or try something new. "The amazing resources provided by each of the speakers that I will be using right away for some current and upcoming projects and planning."

National Summit Planning

Planning began on the 2026 National Summit on Volunteer Engagement, with a committee being formed, leads recruited, local host secured, and dates determined. Save the date for the summit, which will take place March 18-20, 2026 in Sacramento, CA, with special thanks to local host, DOVIA Sacramento.



Last Year's Impact Awards

Sponsored by  **BETTER IMPACT**

The ALIVE Impact Awards celebrate volunteer engagement professionals who have shown exceptional leadership and knowledge in the field. These annual awards highlight the importance of the profession and inspire leaders across the country to continue their important efforts in their communities. The Impact Awards are made possible by our generous sponsor, Better Impact. Congratulations to the 2024 ALIVE Impact Awardees, selected from 70 nominations.

Exemplary Leader Awardees (7+ years)



Sidney
Enss, CVA



Rob
Toonkel, CVA



Anthony
Richardson, CVA

Emerging Leader Awardees (3-7 years)



Elizabeth
Rachchh, CVA



Molly
Patterson



Reagan
Maldonado

Last Year's Impact

Service Enterprise

ALIVE's Service Enterprise Program improves impact for volunteer engagement professionals and their organizations from coast to coast. In partnership with 16 Service Enterprise Training & Implementation Partners:

- 89 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
- 40 new organizations achieved national accreditation in strategic volunteer engagement.
- 3 new organizations participated in the Train the Trainer program.

"Service Enterprise significantly enhanced our team's understanding of the intentional work that it takes to effectively manage a successful volunteer program. It was validating to have more buy-in for processes that ultimately supported our organization's goals to better partner with the community."



Financial Report

Statement of Financial Position

As of December 31, 2024

Assets

Current Assets	Amount
Savings	71,338.33
Checking	21,900.55
New Savings	500.00
PayPal	1,315.30
Total Current Assets	\$95,054.18
Total Assets	\$95,054.18

Liabilities

Current Liabilities	Amount
Wages Payable	0.00
Total Current Liabilities	\$0.00
Total Liabilities	\$0.00

Equity

Equity	Amount
Opening Balance Equity	60,728.90
Retained Earnings	45,079.06
Net Revenue	(10,753.78)
Total Equity	\$95,054.18

Revenue

	Budget	Actual	Variance
Donations	\$1,250	\$2,910	\$1,660
Sponsorships	\$20,600	\$15,047	(\$5,553)
Webinars	\$300	\$0	(\$300)
Membership Dues	\$37,400	\$43,330	\$5,930
Hybrid Conference	\$8,000	\$10,220	\$2,220
Administrative Fees	\$1,000	\$0	(\$1,000)
Service Enterprise	\$117,500	\$73,700	(\$43,800)
Interest Income	\$0	\$8	\$8
Total	\$186,050	\$145,215	(\$40,835)

Expenses

	Budget	Actual	Variance
Executive	\$3,710	\$2,512	\$1,198
Finance	\$6,200	\$6,784	(\$584)
HR	\$36,000	\$43,574	(\$7,574)
Marketing	\$8,950	\$6,528	\$2,422
Membership	\$300	\$290	\$10
Programs	\$4,550	\$3,117	\$1,433
Technology	\$6,390	\$5,816	\$574
Service Enterprise	\$116,750	\$87,348	\$29,402
Total	\$182,850	\$155,969	\$26,881

Total Income/Expenses

	Amount
Total Revenue	\$145,215
Total Expenses	\$155,969
Variance	(\$10,754)

What's Next in 2025

As we look to this year, ALIVE remains dedicated to advancing the volunteer engagement profession through bold strategies and collaborative efforts. Building on the momentum of 2024, we are excited to embark on several key initiatives.

Executive Director Onboarding and Leadership

With our first Executive Director now in place, 2025 will focus on strengthening our infrastructure. This includes developing processes that enable sustainable leadership and empower our board and committees to function more effectively.

Funding Strategy and Implementation

Our Development Committee will focus on diversifying revenue streams, implementing robust donor strategies, and building partnerships to ensure ALIVE's financial sustainability. Together, these efforts underscore our commitment to evolving the profession of volunteer engagement. The future of ALIVE is bright, and we are excited to journey alongside our dedicated members, partners, and supporters to create a thriving, equitable, and recognized profession.

Belonging, Diversity, Equity, Accessibility, and Inclusion

Building and sustaining a community in which all can belong and thrive is essential to our work. We've expanded our team, defined our committee purpose, and are serving in support and advisory capacities for committees and projects throughout the organization and beyond. We remain dedicated to supporting representation, inclusion, and belonging within the association and throughout the sector.

What's Next in 2025 (Cont.)

Service Enterprise Expansion

Service Enterprise remains central to our mission. In 2025, we will enhance the program's accessibility and impact by onboarding additional organizations, updating materials to reflect inclusive practices, and expanding our accreditation network.

National Summit on Volunteer Engagement

March 2026 will mark our inaugural National Summit on Volunteer Engagement, and 2025 will focus on laying a solid foundation for this milestone. From establishing partnerships to securing funding, every step will be driven by our dedication to elevating the field.

Marketing and Branding Updates

To increase awareness and member engagement, we will roll out a refreshed marketing and branding strategy. This includes a new website interface, dynamic outreach campaigns, and streamlined communication tools to reach prospective and current members.

Acknowledgements

2024 Board and Committee Members

Board of Directors

- Cathy Thoma, CVA, President
- Darlene Laird, CVA, President Elect
- Jenn Forristal, CVA, Equity Leader
- Christi Brown, MHA, CVA, Treasurer
- Wendy McClure, CVA, Secretary
- Ashley Rieser, CVA, Membership
- Jordanya Reeves, CVA, Programs
- Grace Belizario, CVA, ACNP, Marketing
- Alicia Campbell, CVA, Advocacy
- Carol Ayars, CVA
- Shelli Beck, CVA
- Julie Booth, CVA
- Mark Heffner, CVA
- Amy Pinger, CNP, CVA
- Allison Schwartz, CVA
- Rebecca Verhoff-Kiss, CVA
- William Webber, CVA, CAE

Board Development

- Darlene Laird, CVA
- Michelle Raymer, CVA
- Wendy McClure, CVA
- Faiza Venzant, CVA
- Tim Suda, CVA
- Jenn Forristal, CVA
- Cathy Thoma, CVA

Succession Planning

- Jordanya Reeves, CVA
- Wendy McClure, CVA
- Darlene Laird, CVA
- Michelle Raymer, CVA
- Jenn Forristal, CVA
- Megan Vixie, MPA, CVA, PHR, SHRM-CP
- Jason Frenzel, CVA
- Alicia Campbell, CVA
- Grace Belizario, CVA, ACNP
- Ashley Rieser, CVA

HR & Policy

- Wendy McClure, CVA, Secretary
- Crystal Lorah
- Laura Gray
- Nicole R. Smith, CVA
- Mark Heffner, CVA
- Jenn Forristal, CVA, BDEAI Representative
- Angelique De Luz, CVA, BDEAI Representative

Marketing

- Grace Belizario, CVA, ACNP, Vice President
- Bekah Aisenbrey
- Shelli Beck, CVA
- Yvonne Dunphe, CVA
- David Horwitz, CVA
- Jade Mizzell
- Adrienne Polumbo, CVA
- Sarah Short, CVA

Membership

- Ashley Rieser, CVA, Vice President
- Yvonne Dunphe, CVA
- Karen Henry, CVA
- Dana Litwin, CVA
- Jared Peer, CVA
- Allison Schwartz, CVA
- William Webber, CVA

Local Associations

- Jenn Forristal, CVA, Subcommittee Chair
- Gerald (Jerry) Pannozzo, CVA
- Mary Lynn Perry
- Ashley Rieser, CVA
- Amanda Schmierer, CVA
- William Webber, CVA

Acknowledgements

2024 Board and Committee Members (cont.)

BDEAI

- Jenn Forristal, CVA, Equity Leader
- Angelique DeLuz, CVA
- Collin Kind, CVA
- Lisa Marie Mooney, CVA
- Becky Mwambi
- Noni Virani
- Tiana Watts
- Alli Zuel, CVA

Programs

- Jordanya Reeves, CVA, Vice President
- Paula Allen, CVA
- Carol Ayars, CVA
- Shelli Beck, CVA
- Olympia Friday
- Amy Pinger, CNP, CVA
- Chris Rechsteiner, CVA
- Kim Soto, CVA
- Tim Suda, CVA
- Sarah Sukhram, CVA
- Megan Vixie, MPA, CVA, PHR, SHRM-CP

Advocacy

- Alicia Campbell, CVA, Vice President
- Emilie Bromet-Bauer, CVA
- Lynn Lauritzen, CVA
- Meagan Patterson, CVA
- Julie Booth, CVA
- Mark Heffner, CVA
- Sherrill Isenhower, CVA
- Megan Vixie, MPA, CVA, PHR, SHRM-CP

Finance

- Christi Brown, MHA, CVA, Treasurer
- Rebecca Verhoff-Kiss, CVA
- Lori Pilley, CFRE
- Elizabeth Soch
- Cathy Thoma, CVA
- Darlene Laird, CVA
- Mari Reyes, CVA

Development

- Rebecca Verhoff-Kiss, CVA, Chair
- Mark Heffner, CVA
- David Horwitz, CVA
- Lori Pilley, CFRE
- Cathy Thoma, CVA

Service Enterprise

- Kayla Paulson, CVA, National Administrator
- Grace Belizario, CVA, ACNP
- Haley Breese, CVA, ACC
- Rachel Bruns*
- Katie Campbell, CVA
- Cathy Caples*
- Kathy Davis
- Rosie Drumgoole, CVA*
- Michele Francesconi
- Lauren Finke, CVA
- SJ Foltz, CDIA+
- Victoria Grasela, MPA
- Lisl Hacker*
- Kristy Judd*
- Abby Krstulic, CVA
- Lynn Lauritzen
- Donna Martin
- Lea Metz
- Meg Pearson
- Amy Pinger, CNP, CVA*
- Michelle Raymer, MPA, CVA*
- Lauren Reynolds*
- Polly Roach, MSW
- Elizabeth Schwan-Rosenwald*
- Adrianna Silver
- Beth Steinhorn
- Jerome Tennille*
- Barbara Thomas
- Megan Vixie, MPA, CVA, PHR, SHRM-CP*
- Alli Zuel, CVA*

*Service Enterprise Advisory Council Member

Acknowledgements

ALIVE established the Development Committee to drive strategic growth initiatives, including donations, sponsorships, partnerships, and grants. Key achievements include launching a Matching Gift program and creating a comprehensive sponsorship package guide to attract and engage potential funders. We thank all our members and partners who contributed to our success through cash donations, in-kind donations, and major partnerships.

Donors

This list is pulled annually from the member database. Some members' certifications may not be listed below. Members are encouraged to add their certifications to their member profile.

Cash Donations

- Adrienne Yoe
- Allison Schwartz
- Beth Steinhorn
- Catherine Thoma
- Christi Brown
- Dana Litwin, CVA
- Darlene Laird, CVA
- David Horwitz, CVA
- Doris Parent
- Emilie Bromet-Bauer
- Grace Marie Belizario
- Jason Frenzel, CVA
- Jenn Forristal
- Jordanya Reeves, CVA
- Katherine Campbell
- Keita Cole
- Kristin Keckler-Alexander
- Liza Dyer, CVA
- Mark Heffner
- Meghan Maloney

- Michelle Raymer
- Monica Jasso
- Nancy Shafer
- Rebeccah Verhoff-Kiss
- Shelley Orloski, CVA
- Shelli Beck
- Sidney Enss
- Stacey Luhning, CVA
- Stephanie Nicole Eliason
- Susan Sanow
- Tara Dempster
- TD Bank
- Timothy Suda
- Trudi Campbell, CVA
- Wendy McClure
- William Webber

In-Kind Donations

- Better Impact
- Bill Jordan
- Jackie Jordan
- Alana Knoppow
- Traci Lato-Smith
- Dana Litwin
- Kayla Paulson
- Debbie Trueblood

Acknowledgements

Partners

ALIVE extends its gratitude to our national and global partners for their invaluable collaboration, support, and shared commitment to advancing the field of volunteer engagement.

- **American Association of Museum Volunteers (AAMV)** is an ALIVE Association member. ALIVE hosts their Community of Practice and AAMV members enjoy access to ALIVE Academies for free.
- **America's Service Commissions** invites ALIVE to present at their annual conference and connects regularly to discuss volunteer engagement issues in regards to national service.
- **Better Impact** is a Gold Sponsor of ALIVE, supporting the association financially and contributing content to monthly ALIVE Academies. Better Impact is the premier sponsor, co-host, and technical producer of the field's largest conference, the Volunteer Management Hybrid Conference, held every October.
- The **Council for Certification for Volunteer Administration** works closely with ALIVE to address issues in the field through surveys, education, and advocacy. ALIVE members have exclusive access to a CVA study group, held twice a year to supplement their knowledge and prepare for the certification exam.
- The **National Association of Programs Leaders in Government (NAVPLG)** is an ALIVE organization member. ALIVE hosts their Community of Practice and NAVPLG members enjoy access to ALIVE Academies for free.
- **Points of Light** partners with ALIVE on the Service Enterprise program
- **VolunteerMatch** partners regularly to discuss volunteer engagement trends and works together on advocacy or special projects.

alive™

ASSOCIATION OF LEADERS IN VOLUNTEER ENGAGEMENT

 965 Loucks Road #1021
York, PA 17404

 www.volunteeralive.org

 info@volunteeralive.org