



## 2009 Annual Report

Dear ALIVE members,

I've had the privilege to work with this year's Board of Directors and members, all of them a tremendously talented and passionate group of volunteer resource management professionals. Some of us were at the COVAA (Congress of Volunteer Administrators) in December of 2006. That's when we began our work to become a national, professional membership association.

In June, 2008 the initial board members signed the ALIVE Articles of Incorporation presented to the State of Indiana for the following purposes:

- to enhance and support the spirit of volunteerism
- to foster collaboration and networking among volunteer management professionals,
- to promote professional development,
- to provide advocacy for leaders in community engagement.

Recognizing the diversity of volunteerism in the United States, each of the 50 states was aligned into regions. Fifteen people were seated as a founding Board of Directors in February, 2009. [\\_\\_](#)

To ensure sustainability, ALIVE applied for and received a grant for \$100,000 from the Volunteer Impact Fund to advance and expand the practice of volunteer resource management. This grant, along with the donations received from the Denver 2006 Congress attendees, continues to provide financial support until our membership base grows.

ALIVE was part of the planning for the 2009 National Corporation and Community Service Conference in San Francisco. ALIVE board members presented the workshop session..."Volunteer Management: Career Development and Networking Opportunities." ALIVE was also asked to man a booth on behalf of ALIVE. Several of the board members were able to attend and meet and greet hundreds of attendees of the conference and visit with those interested in the field of volunteer management.

The first year's work of the Board has been a intense and rewarding experience. My deepest thanks, admiration, and respect goes to all of our board members who have contributed so much of their efforts, talents, and especially their time. I invite you, ALIVE members, to see how you might become involved to help ALIVE grow even more. Visit our website at [www.volunteeralive.org](http://www.volunteeralive.org) to learn about our Board Members, the mission and additional member benefits and information. There's much to be done and we welcome your input, expertise and enthusiasm!

The following Committee and Work Group reports are short summaries of the work this all-volunteer team has accomplished.

### **Finance Committee Report:**

Trudy Hamilton, Chair

Members Mary Kay Hood, Sarah Christian, LouAnne Smith

Accomplishments to date:

Established post office box and reimbursement and payment request procedures

Created independent account for ALIVE membership funds separate from grant funds; at this time ALIVE is operating from grant funds only.

To date (12/15/09)

Income: \$1348.53

Expenses: \$2429.00

Cash on Hand:	Huntington Acct.	\$5104.48 (300.00)
	PayPal	\$2940.83 (1048.53)
	HRH/VIF	\$23568.48 (-2429.90)

**TOTAL CASH ON HAND: \$31623.79**

Admin expenses 937.00 (postage for new member packets, po box, misc. supplies, GoToMeeting subscription for one month)

Membership 2694.00 (attendance at Salt Lake City, brochure and membership certificated design, SF Conference materials)

Board Meetings 12149.00 (Denver Board Retreat, SF Board meeting [dinner only], DC Board meeting to date)

Insurance 0.00

Marketing 7974.00 (Branding materials, supplies)

Professional fees 4000.00 (Denver Board Retreat facilitation)

Personnel 0.00

## **Human Resources committee:**

Shirley Conger, Chair

### **Summary of 2009 activities and accomplishments:**

Committee became active about mid-year when chair was appointed

Currently comprised of Chair, LouAnne Smith, Pat McCarthy

Plan to add 2 more members for 2010

Developed and had approved by Board:

- Chart of organization
- Conflict of Interest policy
- Officer and Board Director position descriptions

Developed and ready for Board approval:

Committee and Work Group policies & procedures

## Committee Interest Form

### **Planned 2010 projects:**

- Develop Code of Ethics for Association
- Coordinate a policy and procedure manual covering Board, Committees, and Work Groups
- Begin development of policies and procedures for Board/Staff roles and responsibilities
- Work with Partnerships & Collaborations Work Group whenever appropriate

### **Partnership & Collaborations work group:**

#### **Harriett Edwards, Chair**

Members: Gretchen Jordan

The board approved a policy and procedure document for review and approval of potential partners/collaborators. A committee was officially formed in October and has focused upon completing partnership agreements with one organization while identifying potential partnering organizations for future agreements.

#### Current Partners

CCVA, Inc.

Energize, Inc.

#### Ongoing Partnership Negotiations

S S C I

#### Potential Partnerships to Investigate in 2010

IJOVA

HON

### **Member Services Committee:**

#### **Sarah Christian, Chair**

#### **Summary of 2009 activities and accomplishments:**

Currently comprised of Sarah Christian, Shirley Conger, Pat McCarthy, Emilie Bromet-Bauer, Robin Popik, Rita Chick, Paula McNulty, Gretchen Jordan

#### Materials designed and developed:

- Membership brochure
- Member certificate

📄 Committee and Work Group Document

📄 Partnership discount flyers

Member Appeal developed and sent to 800+ prospects

As of 12/14./09 ALIVE welcomes 142 members

### **Planned 2010 projects:**

- Outreach to DOVIA's and other local associations
- Membership appeal to group members

## **Technology Work Group**

Members: Gretchen Jordan, Shirley Conger, Erin Barnhart, Sarah Christian, Rob Bonesteel.

Highlights:

Developed and launched website

Provided training and support for board members

Researched and recommended online payment options

Researched and utilized online resources for board and member communication

Future goals for 2010:

Develop social networking sites for member use and feedback

Research other ways technology can enhance the mission of ALIVE

## **Training and Capacity Workgroup**

Members: Kim Gube, Emilie Bromet-Bauer, Paula McNulty, Sarah Christian,

Nikki Russell, Wanda Lee Bailey

**Highlights:** Met and reviewed performance measure and goals related to training and capacity.

- 📄 Discussed challenges with meeting expected revenue of 4 training sessions at \$125 each for 32 participants and 4 regional conferences for 100 participants. Based on no previous offering of ALIVE training, limited team resources/availability and the need to establish credibility/relationship with our members, we determined that we would not realistically meet these goals.
- 📄 Team will focus on completing the 4<sup>th</sup> quarter performance measure and recruiting additional members.
- 📄 Working with Katie Campbell - CCVA and Susan Ellis - Energize, Inc. to develop 2 separate webinars about the benefits of their programs integrated with a volunteer topic.

- Developing criteria and targeted approach for requesting trainers, expectations and negotiating costs.
  - Discussing resource clearinghouse topic including possible criteria to evaluate what we feature on our web site and share with our members.
  - A long term strategy will need to be developed on how we handle the issues above.
  - Discussed other training opportunities including welcome new member webinar, group members including local DOVIA's/AVA's to discuss relevant volunteer topics, and town hall meeting for members to join and discuss concerns/best practices.
- **Next Steps:**

### Short Term

Confirm new member webinar as well as webinars for CCVA and Energize Inc. Information will be sent to our members and included on our web site and other marketing lists. There will be the ability to register online. Develop a survey to collect feedback on webinars and future webinars.

### Long Term

Continue to work on strategy/criteria on recruiting presenters and training topics. Develop strategy/criteria on resource clearinghouse and development.

### How can you help?

Do you have a suggestion on a topic or interested in supporting the Training and Capacity Workgroup? Review the Training and capacity workgroup description [online](#) and send your interest to [info@volunteeralive.org](mailto:info@volunteeralive.org).

## Advocacy Work Group

Members: Gail Elberg, Erin Barnhart, Emilie Bromet-Bauer, Shirley Conger, Paula McNulty, Christine Sorrels

### Highlights:

- Defined advocacy function in ALIVE:
  - Educate the world on the importance of volunteer resource management (vrm)
  - Increase awareness of vrm at all levels, national to local, and all fields
  - Educate own members about advocacy so that they are empowered to be their own advocates, at all levels.
  - Explain the relationship of professional, quality vrm for organizational capacity building
- Proposed and supported Gretchen Jordan to attend hearings in Salt Lake City about volunteer management
- Developed advocacy talking points for the ALIVE booth and other activities at the NCVS, 2009
- Actively participated in all activities at the NCVS, 2009, including the presentation and

booth

- Drafted and sent letters of ALIVE message to key entities - Michelle Obama, CNCS, HON, Points of Light; and received a response from all but First Lady Obama
- Developed strategic plan for advocacy products based on the COVAA business plan as well as research and current experience
  - Determined that there are two levels of advocacy for ALIVE – external and internal
- Conference call with Mal Coles of NCS
- Developed advocacy corner article for first ALIVE Newsletter
- Connected with Amy Smith and Dolores Morton and over two conference calls and numerous emails started a relationship with POLI/HON, that includes or will include:
  - Collaboration on a survey of vrm's and vrm stakeholders
  - Support for the NCVS, 2010, that includes involvement in the
    - Conference program committee,
    - the AVMI, and
    - other ALIVE events and activities
- Made board and members aware of Reimagining Service and encouraged member participation
- Participated in the NPO Capacity Building Conference Call
- Brought new non-board members on to the workgroup

### **Next Steps:**

#### ■ Short Term

- Develop proposal for ALIVE special event at NCVS, 2010, that will target EDs and board members of NPOs to present ALIVE stance on importance of vrm
- Reach out to vrm advocacy allied partner organizations to meet, if possible, in DC in January
- Research and write article on vrm salaries for next Newsletter

#### ■ Long Term

- Continue to work on advocacy strategy
- Continue connections with NCS, POLI and HON as well as other partners
- Continue to work with POLI/HON on the NCVS, 2010

### **How can you help?**

Are you interested in supporting the Advocacy Workgroup? Review the Advocacy Workgroup description on the ALIVE website and send your interest to [info@volunteeralive.org](mailto:info@volunteeralive.org).

### **Board Development Committee**

Joanna Johnson, Chair, with members LouAnne Smith, Sarah Christian

### **Summary of 2009 activities and accomplishments:**

- Developed composition matrix for identification of current board member affiliations, ex-

periences, skill set, and demographics.

- Received input from all board members for composition matrix.
- Created and received approval from board on Board of Directors Position Expectations.
- Developed board assessment tool. Distributed to current board members. Data to be used in future board assessments.
- Created 2010 Board Nomination process and forms for election to fill four vacancies as of December 31, 2009.
- Sent call for board of directors nominations via website on December 4<sup>th</sup>.
- Deadline for submission of nominations determined to be December 11<sup>th</sup>.
- Received 18 nominations to fill vacancies.
- Committee members will interview potential board candidates to narrow field to four for recommendation to the membership.
- Nominees not selected to receive email letter notifying them of decision not to place them on the ballot and to encourage them to serve on a committee.
- Election tool will be Survey Monkey and set up for distribution on December 18<sup>th</sup> and close on December 29<sup>th</sup>.
- Announcement of nominee names to be made at annual meeting on December 17<sup>th</sup> Board Meeting.
- Confirmation of election to be made on December 31<sup>st</sup>.
- Cost of Survey Monkey for upgraded version is \$19.99 per month.
- Committee will also present re-election of officers Gretchen Jordan as President; Harriett Edwards as President Elect; LouAnne Smith as Secretary; and Trudy Hamilton as Treasurer on ballot.

## **Marketing/PR Committee**

**Members:** Harriett Edwards, Kim Gube, Trudy Hamilton, Joanna Johnson, Robin Popik, Kathy Cahill

### ACCOMPLISHMENTS

Created a presence at the National Conference of Volunteer and Service (NCVS) in San Francisco for the kick-off of ALIVE.

- Secured a booth
- Ordered promotional items pens, post its and luggage tags with the ALIVE logo
- Had banners and table throws customized with the ALIVE logo

-Completed June 22<sup>nd</sup>, 2009

## **Established a newsletter**

Created goals

Identified format

Collected articles and reports

Designed the newsletter on the website

Sent it out to all current members

Posted to website





-Completed Oct 1<sup>st</sup>, 2009

## **Membership Outreach Project**

- Design a letter to send to potential members
- Customized the letter to be personalized
- Identify folks on the prospect list that you know personally to send letter
- Send out the letter as a broadcast through the website to the prospect list

-Completed November 2009

## **ONGOING PROJECTS**

-  Working on next issue of newsletter. Currently collecting articles.
-  Identifying ways to generate revenue using promotional items.
-  Creating social networking sites
-  Reserving and creating the booth for 2010 NCVS

## **Form 1023 Work Group**

Emilie Bromet-Bauer, CVA, Chair

Committee Members: Emilie Bromet-Bauer, Shirley Conger, Gail Elberg

Pro Bono Attorney: Nicholas Gahl

**Description:** The goal of the Form 1023 Work Group is to complete and file the necessary forms and documents to complete the application for appropriate IRS status of the organization. Our goal is to obtain our official 501c3 status in early 2010.

### **What We Have Done to Date:**

Since March, 2009, the members of the Form 1023 Work Group have entered into a partnership with our pro bono attorney, Nick Gahl, who has provided us legal advice and support for our work on completing the Form 1023 and compiling the required documents for



submission. To date we have completed the Form 1023, provided all of the required documents, and are finalizing the narrative. We anticipate submitting the entire Form 1023, Addendums, and documents by the end of December, 2009.

Since most of work on the Form 1023 is finished, we are not looking for new members at this time. Once AL!VE has been granted its status as a 501c3 charitable organization, the Form 1023 Work Group will disband.

**Thank you to those who have made an additional financial donation to AL!VE:**

Wanda Bailey

Sarah Christian

Susan Ellis

Joanna Johnson

Vicki Leigh

Paula McNulty

Christine Sorrels