



ANNUAL REPORT 2025

**Empowering
Volunteers.**

**Strengthening
Our Community.**



VSVV is a 501(c)(3) tax exempt nonprofit: EIN 33-2677835 established Jan 2025
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A Letter to Our Community

Dear Friends,

When we look back on 2025, we see more than numbers or milestones—we see the founding year of a movement.

Volunteer Sedona & the Verde Valley was born from a simple but powerful idea: that service should be easy to access, deeply meaningful, and rooted in heart. In our very first year, that idea was tested—and it held strong. What began as a response to a personal experience of service following the Maui wildfires quickly grew into a trusted community resource for Sedona and the Verde Valley.

In less than one year, hundreds of volunteers stepped forward. Nonprofits and municipalities opened their doors to new partnerships. Visitors chose to give back to the place they were enjoying. Families, students, retirees, and corporate teams discovered that volunteering wasn't just something they could do—it was something they wanted to do again and again.

As our founding year, 2025 laid the groundwork for everything to come. We learned what our community needs most. We listened closely to our nonprofit partners. And we saw firsthand the ripple effect that occurs when people are invited to serve with purpose and heart.

This Annual Impact Report reflects that first chapter. It belongs to every volunteer who showed up, every partner who trusted us, and every supporter who believed in what was possible. Thank you for helping turn a vision into a living, growing force for good.

Sharing gratitude,
Spring Graf
Executive Director

Volunteer Sedona & the Verde Valley is guided by a volunteer Board of Directors committed to accountability, transparency, and community leadership.



Thank You Volunteers!



Who We Are

Our Mission

To connect visitors, residents, and groups with meaningful and memorable volunteer opportunities at local nonprofit organizations within Sedona and the Verde Valley.

Our Core Values

Heart

At the center of all we do is Heart — the kindness, empathy, and joy that fuel our purpose. We lead with compassion, uplift one another, and approach every partnership and act of service with genuine care.

Community Focus

We are dedicated to strengthening Sedona and the Verde Valley by supporting our community organizations with heart-based, enthusiastic volunteers. Through every match, we cultivate a more vibrant, compassionate, and resilient community.

Integrity

We uphold the highest standards of transparency, honesty, and accountability with all of our partners, and in all of our plans and actions. Trust is the foundation of our work, and we earn it through every action and interaction.

Collaboration

We believe in the power of partnership. By fostering connections between volunteers, nonprofits, and the greater community, we create greater impact and sustainable change together.

Empowerment

We inspire and equip volunteers to take meaningful action, grow through service, and deepen their connection to the causes they care about. Every volunteer is a catalyst for change.



2025 Impact at a Glance

January–December, 2025

2,500+	volunteer hours contributed
835	NEW volunteers engaged
245	volunteer opportunities promoted
1,295	pounds of trash removed from Oak Creek Canyon
98	blankets handcrafted for disaster survivors and foster youth
68	nonprofit and municipal partners supported

These outcomes represent real capacity built for nonprofits, measurable environmental stewardship, and thousands of moments of human connection. This impact data reflects volunteer registrations, partner reports, and event tracking through VSVV's centralized system."

When Linette and her family from Colorado Springs searched for a meaningful way to spend a birthday vacation, VSVV helped turn their visit into something unforgettable. Through creek cleanups and blanket-making projects, their family left Sedona with deeper connection and purpose.
"We were making a difference—surrounded by such beauty and with each other."
— Linette, Family Volunteer



2025 Impact at a Glance

Community-Wide Impact

Increased Nonprofit Capacity

Partners report improved event turnout, stronger volunteer pipelines, and increased collaboration.

Environmental Stewardship

Volunteer efforts help protect waterways, trails, and fragile ecosystems.

Civic Pride & Collaboration

City departments, nonprofits, residents, and visitors now work together through shared service experiences.

Innovation in Tourism

By integrating volunteerism into travel, VSVV is helping redefine Sedona as a destination rooted in responsibility and care.



Many nonprofits face limited staffing and capacity to manage volunteers. VSVV provides a centralized, streamlined system that attracts, screens, and places volunteers—allowing partner organizations to focus on mission and impact.

“VSVV has helped fill in the gaps—and some of these volunteers have even become regulars.”
— Deb Haynes, Humane Society of Sedona



Partner Recognition

Volunteer Sedona & the Verde Valley exists because of the trust, collaboration, and generosity of our nonprofit and municipal partners.

During our founding year, **68** organizations across Sedona and the Verde Valley opened their doors to volunteers and worked alongside us to strengthen the community.

These partners represent the full spectrum of community care— environmental stewardship, food security, youth and family services, animal welfare, arts and culture, public safety, and civic engagement. Their leadership, creativity, and openness made it possible for volunteers to contribute in ways that truly mattered.

We are deeply grateful to every organization that took a chance on a new nonprofit, shared their needs openly, and helped shape what Volunteer Sedona & the Verde Valley has become. Success for us is measured not only in participation, but in increased partner capacity, volunteer retention, and community collaboration.

Thank you for the work you do every day—and for allowing volunteers to be part of it.

Why Partners Choose VSVV

- **Reduced Administrative Burden** – VSVV handles volunteer recruitment, promotion, and coordination so partner organizations can stay focused on mission delivery.
- **Right Volunteers, Right Fit** – Our centralized platform and concierge-style support help match volunteers to real-time needs, increasing reliability and impact.
- **Stronger Community Visibility** – Partners gain broader exposure through VSVV.org, regional events, and cross-promotion that brings new volunteers through their doors.



Partner Voices

Volunteer Sedona fills a significant gap by providing a consolidated vehicle to collaborate, coordinate, and communicate volunteer opportunities. It has elevated how our community works together."

— Craig Swanson, Vice President, Keep Sedona Beautiful



We've seen stronger collaboration, new volunteers becoming regulars, and deeper relationships across organizations. VSVV has genuinely changed how we approach community service."

— Deb Haynes, Humane Society of Sedona

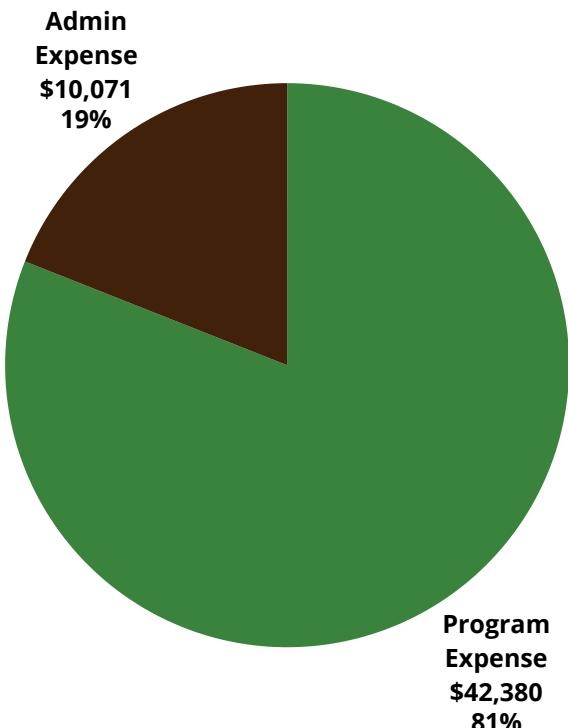
Volunteer Sedona makes it incredibly easy to connect people who want to help with organizations that truly need them. It's been inspiring to watch this organization grow and serve both residents and visitors."

— Cheryl Barron, Sedona Lodging Council

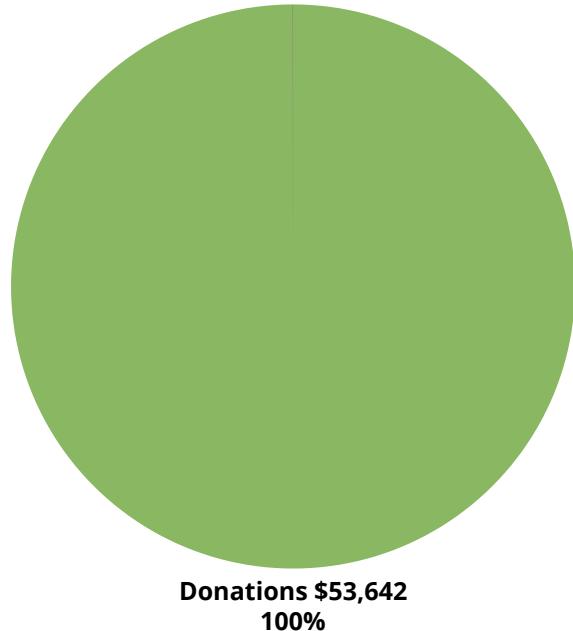


Financial Stewardship

2025 Expenses \$52,450



2025 Income \$53,642



In 2026, we are focused on diversifying revenue through individual donors, corporate partnerships, and grants to support long-term sustainability.

🎁 What Your Gift Makes Possible

- \$250 = Connects 10 volunteers to local causes
- \$1,000 = Funds 2 weeks of volunteer coordination
- \$2,500 = Supports 1 month of online platform & outreach
- \$5,000 = Sponsors a community event
- \$10,000 = Powers our strong online engine for six months



Looking Ahead

Our 2026 focus is simple: Stronger systems, stronger partnerships, stronger impact. With your continued partnership, 2026 will be a year of expanded reach, more responsive systems, deeper cross-sector collaboration. Our 2026 tactical plan ensures this level of engagement is repeatable, reliable, and scalable year over year.

1. Growing Corporate, Hotel, and Group Volunteerism

- Custom team-building volunteer days
- Tourism-sector partnerships
- Phoenix-area corporate engagement
- Faith community outreach

2. Strengthening the Regional Volunteer Infrastructure

- Enhancing the VSVV.org website
- Implementing a feedback system for partners & volunteers
- Cross marketing with nonprofit partners

3. Municipal + Nonprofit Collaborative Service Projects

- Community cleanups
- Ongoing calendar events & environmental stewardship days
- Custom group events

4. Annual Regional Volunteer Events

- 2026 Week of Service
- 2026 Co-hosting Regional Fairs

How You Can Be Part of What's Next

Volunteer: Find opportunities at VSVV.org

Donate: Support our mission at VSVV.org/donate

Partner: Host or sponsor a volunteer experience

Share: Help grow this movement through your networks

Thank You

This impact belongs to every volunteer, nonprofit partner, donor, and community member who showed up in 2025. Together, you proved that service—when made accessible and meaningful—has the power to transform people and places.

We're just getting started.



2025 Partners

AARP Tax Aide
Alzheimer's Association
American Red Cross
AmeriCorps Seniors
Arizona Crisis Team
Arts Academy of Sedona
AYSO (American Youth Soccer Organization)
Arizona Senior Cares Foundation
Camp Verde Parks & Recreation
CASA of Yavapai County
Chain Reaction
City of Sedona
Clarkdale Historical Society & Museum
Clear Creek Cleanup Crew
Clemenceau Heritage Museum
Community Library Sedona
Desert Stone Sanctuary
Dress a Girl
ECO Farm
Emerson Theater Collaborative
Fine Art Museum of Sedona
Friends of the Forest
Friends of the Verde River
Granite Mountain Interagency Hotshot Crew
Home For New Beginnings
Hope House of Sedona
Humane Society of Sedona
International Hummingbird Society
Keep Sedona Beautiful
Love Cottonwood
Northern Arizona Healthcare
Northern Arizona Hospice
Oak Creek School PTA
Oak Creek Watershed Council
Pets Return Home
Project Fill the Need
Project Rising Hope
Red Rock State Park
Rotary Club of Sedona Village
SAVCO (Sedona Area Veteran & Community Outreach)
Science Vortex of the Verde Valley
SCORE / Northern Arizona
Sedona Arts Center
Sedona Ballet
Sedona Chamber of Commerce
Sedona Community Center
Sedona Community Food Bank
Sedona Heritage Museum
Sedona Tools Empowering People (STEP)
Sedona Toys for Tots
Steps to Recovery Homes
The Verde Villages
Town of Clarkdale
Trash Dogs
Verde Valley Caregivers Coalition
Verde Valley Fair Association
Verde Valley Habitat for Humanity
Verde Valley Homeless Coalition
Verde Valley Humane Society
Verde Valley Neighborhood Food Project
Verde Valley Sanctuary
Verde Valley Wine Consortium
Volunteer Sedona & the Verde Valley
Wheel Fun
Words & Warmth
YANA Cancer Comfort
Yavapai Medical Reserve Corps

68 Partners

Thank You Volunteers!

