

NYC Service
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Michael R. Bloomberg, Mayor
Diahann Billings-Burford, Chief Service Officer
Patricia E. Harris, First Deputy Mayor



Scholars Academy volunteers making a difference during a service project to revitalize a Hurricane Sandy affected school, May 2013



A Letter from the Mayor

Dear Friends:

In 2009, our City took the pioneering step of launching NYC Service and appointing the nation's first Chief Service Officer. Whether they are mentoring students, teaching fitness classes, planting new trees, or coating rooftops, New Yorkers have made service a core part of their everyday lives. Over the past four years, our initiatives have connected nearly nine million volunteers to service opportunities, helping our city meet some of its most pressing challenges.

And it was this same spirit of service that helped our city endure one of the most devastating storms we have ever faced. In the aftermath of Hurricane Sandy, NYC Service worked to mobilize thousands of volunteers who helped to supply, staff, and operate emergency distribution centers in areas hardest hit by the storm. Thanks in part to these coordinated efforts, our City was able to assist those in need, and help communities begin to recover and rebuild.

Beyond its ongoing support of our relief efforts, NYC Service continues to encourage New Yorkers to share their BLANK. With the help of NYC Civic Corps, we are building the capacity of nonprofits across the five boroughs. Through Service in Schools, NYC Service is helping to teach students the importance of giving back to their communities. And through Love Your Block, we're helping to beautify our neighborhoods, one block at a time. With its more than 21 initiatives, NYC Service is helping our residents make a lasting difference in our city.

This report celebrates NYC Service's tremendous success in making New York the best city in which to volunteer, and I invite you to get involved by visiting nyc.gov/service or calling 311.

Sincerely,

Michael R. Bloomberg
Mayor



Volunteers coat a roof as part of the NYC CoolRoofs Initiative, July 2013



A Letter from the Chief Service Officer

Dear Friends:

Since 2009, NYC Service has met New York's most pressing issues by channeling the City's best resource – its people. This past year, we faced some of the most difficult challenges in our history and the tremendous contributions of our volunteers were key in helping us to overcome these obstacles.

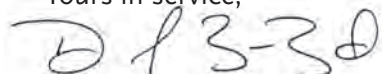
In the wake of Hurricane Sandy, the dedication and resourcefulness of volunteers significantly increased our response to the devastation caused by the storm. In its aftermath, NYC Service maximized the outpouring of support from volunteers across the City and around the world to deliver essential services to communities that were most greatly impacted. As a Regional Volunteer Center, NYC Service worked together with New York State agencies to provide Spontaneous Volunteer Management training to nonprofit partners, helping to increase the efficiency of recovery efforts and improve the City's ability to respond to future emergencies.

The contributions of volunteers to Hurricane Sandy response efforts are only one element of NYC Service's success this past year. In addition to performing well in times of crisis, we continue to connect residents to meaningful opportunities and measure the impact of their service. This year alone, NYC Service has engaged 5.4 million volunteers who have offered their skills and time to make tangible and measurable changes throughout the five boroughs. This report illustrates the impact that these individuals have made in our communities and in the lives of their fellow New Yorkers.

As our fourth year and Mayor Bloomberg's Administration draw to a close, we are happy to reflect on all we have accomplished and share our goals for the future. Looking forward, we hope to build upon the momentum created by NYC Service's past successes and continue to make New York City the easiest place to volunteer.

The events of this past year have proven that everyone truly has something to offer to improve New York City, and we hope that this will encourage even more people to get involved and use their BLANK for good.

Yours in service,


Diahann Billings-Burford
Chief Service Officer




Introduction & NYC Service Overview

Channeling Volunteers to Needs. From its inception, NYC Service has been tasked with the unique mission of addressing the City's needs through the power of its most valuable resource, its citizens. Through innovative government leadership and the creativity and dedication of New Yorkers, we have been able to accomplish incredible amounts over the past four years. Since 2009, NYC Service has connected over 9 million individuals to meaningful service opportunities to address on-going challenges in education, environmental sustainability, public health, disaster preparedness, helping neighbors in need, and strengthening communities throughout the City. NYC Service initiatives have had a tangible impact on New Yorkers across the City. For instance, over 123,000 New Yorkers, including 1,650 high school students, have been trained in by-stander CPR through our CPR initiative.

As the needs of the City change, NYC Service's adaptive framework allows us to take on emerging challenges. Hurricane Sandy presented an opportunity for NYC

Service and New Yorkers to demonstrate the true impact volunteers can have in a time of need. In the immediate aftermath of the storm, over 2,000 people helped to deliver essential supplies such as food and water to those in the areas most devastatingly impacted by the storm. We continue to collaborate with our community partners to ensure that our neighbors impacted by the storm receive the needed services and that the communities, beaches and parks devastated by the storm are restored.

Making New York the Easiest Place to Serve. In a focus group conducted in 2009, leaders from nonprofits spoke powerfully about the need to engage more volunteers to ensure the impact and sustainability of their programs. These same leaders describe an incredible challenge in identifying financial and managerial resources to effectively engage volunteers. To answer the clearly demonstrated need, NYC Service launched the NYC Civic Corps. In striving to increase volunteer capacity of its




partners, the Civic Corps has engaged over 3.8 million volunteers at 113 partner nonprofit and City agencies and has raised \$2.8 million in cash resources for these organizations.

With 6,400 organizations posting current volunteer needs, NYC Service's website has evolved into an essential tool for those looking to find meaningful service opportunities; 360,000 New Yorkers use the site annually to connect to service. NYC Service's social media's presence is ever-growing; with 22,400 "likes" on Facebook and nearly 9,500 followers on Twitter, NYC Service utilizes these networks to promote service opportunities and celebrate the contributions of volunteers all across the City.

Engaging Young People in Service. In an innovative expansion of the initiative, Service in Schools delivered Service Growth and Support grants to 200 schools throughout the City during the 2012-2013 academic year. These grants encouraged the expansion and deepening of existing

successful service programs at public schools and provided vital resources to schools needing to strengthen emerging programs. NYC Service also partnered with seven nonprofit organizations to provide instruction on service learning to teachers and direct service opportunities to students. In May 2013, along with generationOn and Students for Service, NYC Service celebrated Global Youth Service Day with the NYC Youth Service Leadership Summit. The summit focused on student service addressing child hunger and access to healthy food; students conduct SNAP outreach and planted urban gardens. The afternoon focused on service project leadership, providing students with the knowledge necessary to continue improving their communities through service.



NYC Service Projects

Hurricane Sandy Relief as of October 28, 2013

Phase 1: Emergency Response Projects

11,089 volunteers (October–December)

NYC Distribution Centers

- 2,102,202 ready-to-eat meals distributed
- 946,059 hot meals distributed including 26,500 on Thanksgiving at 30 sites
- 800,776 bottles of water distributed
- 624 holiday toys secured for distribution

2,158
volunteers



Sandy Day of Service

1,000+
volunteers



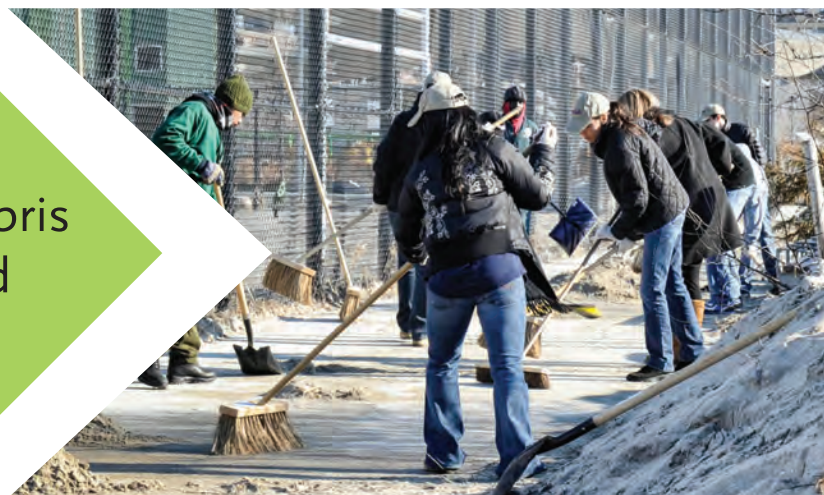
Citywide Service Coordination: In addition to the projects below, NYC Service brought together volunteer organizations to maximize productivity and efficiency of citywide efforts by defining the specialty areas for each group, defining a standard terminology (i.e. “muck-out”) for the most common needs requested, and coordinating data collection and sharing among the volunteer groups.



NYC Parks Department

- 22,727 bags of debris and leaves cleared

7,931
volunteers



Phase 2: Recovery & Rebuilding Projects

MLK Day of Service

- 11 community and schools sites beautified

547
volunteers

120
volunteers

Mayor's Fund to Advance New York City

- Unpacking, sorting and inventorying items
- Assisting with tag sale

NYC Housing Authority (NYCHA)

- 15,293 square feet of Community/Day Care Center Space painted
- 55 plants planted

88
volunteers

NYC Department of Environmental Protection

- 440 cubic yards of trash/debris removed from Blue Belts



476
volunteers

Additional Community groups engaged

- Love Your Block Beautifications
- Youth volunteering with Youth from Brooklyn Bureau of Community Service
- Rebuilding homes with New York Says Thank You
- Rebuilding homes with Tunnel to Towers
- Painting and Planting at New York Aquarium

4,541 volunteers (January–Present)

NYC Parks Department

- 195 barriers painted
- 1,406 plants planted
- 783 bags of debris/leaves cleared
- 200 feet of fence removed & 175 replaced
- 22 flower beds mulched
- 214 square feet of mulch/wood chips disbursed



2,623
volunteers



National Park Service

- 131 cubic yards of camp ground cleared

354
volunteers

- Painting of Mural with Alliance for Coney Island
- Shore Soup Project (Rockaways) Beautifications
- Culinary Kids Culinary Arts Initiatives Beautifications
- GrowNYC Beautifications

Department of Education (DOE)

- 2 classrooms and 2 murals painted
- 99 trees, shrubs and flowers planted

93
volunteers



Over the past four years, NYC Service has become a model of community problem-solving, addressing both immediate needs, as we saw after Hurricane Sandy, and our city's long-term challenges. By mobilizing millions of New Yorkers who are inspired to make a difference, NYC Service has become an essential part of the City's approach to tackling high-priority issues.

—Patricia E. Harris, First Deputy Mayor



New Yorkers working out in the 'Summer Streets' during a volunteer-led Shape Up NYC Class



Goal 1:

Help more
New Yorkers
connect to service
opportunities
more easily



NYC Civic Corps

An AmeriCorps program uniting a diverse group of professional volunteers to assist nonprofits and City agencies in increasing their organizational capacity to engage volunteers and build sustainable service initiatives.

- connected 3,026,476 total volunteers, who served nearly 500,000 clients
- fundraised \$160,268 in cash resources and \$2,365,982 in in-kind donations

Website

Manage and expand nyc.gov/service with increased functionality and search capabilities, use technology to enable New Yorkers to more easily engage and contribute their time and talents.

- 495,110 unique visitors
- 581 organization partners, and more than 735 volunteer opportunities



Goal 2:

Target volunteers
to address the
City's greatest
needs



Strengthening Communities

City Priority: Keeping our streets safe, our parks green, and our cultural institutions strong.

Love Your Block Invites volunteer-led neighborhood groups from across the city to run projects that will transform their blocks and help beautify New York City. It connects groups to NYC Departments of Parks and Recreation, Sanitation and Transportation to ease access to City service.

- 277 city Services provided
- 49 blocks beautified

Helping Neighbors in Need

City Priority: Assisting those impacted by the economic downturn and other New Yorkers in need.

TimeBanksNYC: Promotes neighbors helping neighbors. TimeBanksNYC is a city-wide network allowing people to share their skills, learn new ones, spread their passions and support their neighbors.

- 2,814 service exchanges
- 18,627 service hours



Education

City Priority: Helping youth in public schools.


Mentoring for Achievement: Supports mentoring programs administered in partnerships with City agencies to help get and keep you people on track in school and life.

- Nearly 9,000 students with success mentors
- Gaining back more than 75,000 days of attendance

Environment

City Priority: Reducing energy utilization and shrinking the City's carbon footprint.

NYC °CoolRoofs: An exciting collaboration between NYC Service and the NYC Department of Buildings to promote and facilitate the cooling of New York City's rooftops. Applying a reflective surface to a roof helps reduce cooling costs, cut energy usage and lower greenhouse gas emissions.

- Coated 2,068,239 from July 2012 to June 2013
 - reducing annual carbon emissions by over 825 metric tons.
- 

Health

City Priority: Confronting major health challenges.

Shape Up NYC: A free fitness program for the whole family offered by NYC Service, the Parks Department and Equinox.

- 3,040 average number of fitness class participants per week.
- Increased capacity through Fitness Instructor Training Program by adding additional 142 Shape Up NYC classes

Emergency Preparedness

City Priority: Preparing for and responding to emergencies.

CPR Training: Offers free bystander CPR Training for New Yorkers.

- 13,167 New Yorkers trained in bystander CPR



Goal 3:

Promote Service
as a core part of
what it means to
be a citizen of the
greatest City in
the world



Service in Schools

A partnership between NYC Service and the NYC Department of Education, requires every principal in NYC's more than 1500 schools to create a comprehensive plan at the beginning of the academic year to promote service in their schools.

- **412,532 New York City Public School students engaged in service completing 6,736 service projects**



NYC Service Four Year Highlights

An overview of some of the great work we have done. 9,035,589 volunteers have been placed through NYC Service initiatives.

NYC °CoolRoofs

- 5,734,271 square feet roof tops coated
- 618 buildings



NYC Civic Corps

- Recruited 4,456,898 who served
- 3.1 million clients



Financial Empowerment

- \$331,630,571 dollars returned to NYC residents by VITA volunteers



Go Pass

- 6,785 volunteers screened through Go Pass

Support Our Troops

- 3,755 veterans served through care packages and professional development opportunities

Professional Volunteer Services

- \$1,200,868 of pro-bono services provided through professional volunteer services



Mercury Paint Corporation
Manufacturing & Distribution Center
Jalan Industri No. 100 - Bekasi - Jawa Barat - 17133
Telp. (021) 82251111

1500
PURE BRISTLE
MADE IN INDONESIA

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“I feel very fortunate to have the opportunity to help my fellow New Yorkers in some small way through NYC Service volunteer program. The Know Before You Enroll workshop has important information for anyone planning to attend college or a job training school.”
–Tom Warga

“Volunteering in this program was an incredibly rewarding experience. It was an amazing experience and until now this has been one of the most fulfilling moments of my life. It was great how we all worked together as a team to give back to our community. I would do this again in a heartbeat.”
–Kemesha Chambers

“I never thought I could build muscles at my age...So it’s fun that I came to Shape Up NYC for stress and I got a new body instead.”
–Shape Up Participant

List of Partners

Initiative Partners

Blood Drive

New York Blood Center

CPR Training

FDNY

FDNY Foundation

EmergeNYC

New York City Office of
Emergency Management

Financial Empowerment

NYC Department of Consumer
Affairs' Office of
Financial Empowerment
New York Cares

Go Pass

NYC Department of Education
Fund for the City of New York

Language Services

Mayor's Office of Operations
Mayor's Office of Immigrant
Affairs

Legal Services

CLARO

Mayor's Office of Immigrant
Affairs

CUNY Citizenship Now!

City Bar Justice Center

Resolution Assistance Program

Love Your Block

NYC Department of Parks
and Recreation

NYC Department of Sanitation

NYC Department of
Transportation

Citizens Committee for
New York City

Mentoring for Achievement

NYC Department of Education

NYC Department of Youth and
Community Development

Mayor's Interagency Task
Force on Truancy and Chronic
Absenteeism

MillionTreesNYC

NYC Department of Parks
and Recreation

NYC CoolRoofs

NYC Department of Buildings

Community Environment
Center

Con Edison

NYC Service Website

Cloud Red

Professional Volunteer Services

Taproot

NESC

New York Cares

Serve Our Schools

Citizen Schools

City Year

The Future Project

Harlem RBI

Jumpstart

New York Cares

PENCIL

Publicolor

Reading Partners

TASC

Service In City Internships

GrowNYC

Free Arts NYC

Extreme Kids and Crew
La Guardia Senior Center
New York Cares
NYC Dept of Parks and Rec
New York Legal
Assistance Group
(Summer Meals program)
Harlem RBI
The Carter Burden Center for
the Aging
Bike New York
Cool Roofs NYC
New York City Coalition
Against Hunger
FDNY

Service In Schools

NYC Department of Education
City Year
Common Cents
generationOn
Students for Service

Shape Up NYC

NYC Department of Health
NYC Department of Parks
and Recreation
Equinox Fitness Clubs

Summer of Service

NYC Department of Youth and
Community Development

Support Our Troops

Mayor's Office of Veterans'
Affairs

TimeBanksNYC

NYC Department for the Aging
Aging in New York Fund

NYC Civic Corps

Animal Care & Control
Arab American Association
of NY
Brooklyn Bureau of
Community Service
Brooklyn Community
Foundation
Achievement First
Brooklyn Public Library
buildOn
Citizens Committee for
New York City
Common Cents
Community Service Society
of New York
FEGS
Free Arts NYC
generationOn
Girls Inc
GO Project
Gowanus Canal Conservancy
GrowNYC
Harlem RBI
Hour Children
iMentor
Jacob A. Riis Neighborhood
Settlement House

Junior Achievement of
New York
Kingsbridge Heights
Community Center
Korean American Family
Service Center
Leake and Watts Services
Literacy Inc.
New York Cares
New York City Housing
Authority
NY Writers Coalition
NYC Department for the Aging
Isabella Geriatric Center
TimebanksNYC
Visiting Nurse Service of
New York Home Care
NYC Department of Parks
and Recreation
NYC Mayor's Office of
Immigrant Affairs
NYC Mayor's Office of
Veterans Affairs
NYC Office of Emergency
Management
ReServe
Riverdale Neighborhood
House
The Boys' Club of New York
Westchester Square
Partnership
Year Up

