




2014-2015 Strategic Plan

A stylized orange silhouette of the New York City skyline, showing various skyscrapers and buildings of different heights and shapes, positioned at the bottom of the page.

Mayor Bill de Blasio
Chief Service Officer Paula Gavin
City of New York

Mission NYC Service promotes volunteerism, engages New Yorkers in service, builds volunteer capacity and mobilizes the power of volunteers to impact New York City's greatest needs.

Vision Inspire and empower all New Yorkers to volunteer and serve New York City and each other.

Goals

<p>Goal 1: Promote volunteerism and help New Yorkers connect to service opportunities</p> <p>CONNECTOR</p>	<p>Goal 2: Target volunteers to address New York City's greatest needs</p> <p>CHANNEL</p>	<p>Goal 3: Elevate youth volunteer service as a development and leadership strategy for our City</p> <p>CHAMPION</p>
<p>Goal 4: Advance strategic volunteer management in community organizations and public agencies</p> <p>CAPACITY BUILDER</p>	<p>Goal 5: Measure volunteer outcomes and impact, create accountability standards and recognize volunteerism and service</p> <p>CATALYST</p>	

Strategic Programs

Promote Volunteerism & Help New Yorkers Connect to Service Opportunities

Marketing	Corporate Service
NYC Civic Corps	College & University Connections
Special Service Volunteers	Military & Veterans
Go Pass	City Employees

Advance & Strengthen Strategic Volunteer Management

Capacity Building Systems & Models	Nonprofit & City Board Development & Leadership
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Measure Volunteer Outcomes & Impact

Volunteer Metrics & Impact Evaluation	NYC Volunteer Inventory & Volunteer Recognition
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Volunteer Impact Initiatives

Strengthening Communities & Serving Neighbors in Need

Love Your Block	Homeless Shelters
Immigrant Services	Days of Service & Special Campaigns
Senior Support	

Enhancing Economic & Workforce Development

Financial Empowerment	Workforce Readiness
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Protecting Our Environment

MillionTreesNYC	GreenSpace
Energy Conservation	

Supporting Educational Excellence for All Students

Universal Pre-K	Middle School After School
High School Mentors	

Improving Health & Well-Being

Shape Up NYC	CPR Training
Reducing Hunger	

Preparing & Responding to Emergencies

Sandy Community Support	Emergency Preparedness & Readiness for Volunteers
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Elevating Youth Volunteer Service

K-12 Service Learning	Teen Service & Leadership
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2014-2015 Strategic Plan Overview

Mission NYC Service promotes volunteerism, engages New Yorkers in service, builds volunteer capacity and mobilizes the power of volunteers to impact New York City's greatest needs.

Vision Inspire and empower all New Yorkers to volunteer and serve New York City and each other.

Values & Operating Principles



Accessibility



Connections



Resources



Equity



Excellence



Integrity



Impact

Goals

Goal 1:
Promote volunteerism and help New Yorkers connect to service opportunities

CONNECTOR

Goal 2:
Target volunteers to address New York City's greatest needs

CHANNEL

Goal 3:
Elevate youth volunteer service as a development and leadership strategy for our City

CHAMPION

Goal 4:
Advance strategic volunteer management in community organizations and public agencies

CAPACITY BUILDER

Goal 5:
Measure volunteer outcomes and impact, create accountability standards and recognize volunteerism and service

CATALYST



Strategic Programs

PROMOTE VOLUNTEERISM AND HELP NEW YORKERS CONNECT TO SERVICE OPPORTUNITIES

- | | |
|----------------------------|------------------------------------|
| Marketing | Corporate Service |
| NYC Civic Corps | College and University Connections |
| Special Service Volunteers | Military and Veterans |
| Go Pass | City Employees |

ADVANCE AND STRENGTHEN STRATEGIC VOLUNTEER MANAGEMENT

- Capacity Building Systems and Models
- Nonprofit and City Board Development and Leadership

MEASURE VOLUNTEER OUTCOMES AND IMPACT

- Volunteer Metrics and Impact Evaluation
- NYC Volunteer Inventory and Volunteer Recognition

NYC Service Strategic Programs are cross-cutting action areas.



Volunteer Impact Initiatives

Strengthening Communities and Serving Neighbors in Need

Love Your Block
Immigrant Services
Senior Support

Homeless Services
Days of Service and
Special Campaigns

Supporting Educational Excellence for All Students

Universal Pre-K
Middle School After School
High School Mentors

Enhancing Economic and Workforce Development

Financial Empowerment
Workforce Readiness

Improving Health and Well-Being

Shape Up NYC
CPR Training
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Protecting Our Environment

MillionTreesNYC
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Preparing and Responding to Emergencies

Sandy Community Support
Emergency Preparedness and
Readiness

Elevating Youth Volunteer Service

K-12 Service Learning
Teen Service and Leadership

NYC Service Volunteer Impact Initiatives are issues of great importance to the city.



PROMOTE VOLUNTEERISM AND HELP NEW YORKERS CONNECT TO SERVICE OPPORTUNITIES

*Strategic Objective:
Empower all New Yorkers to volunteer
and serve NYC and each other.*

Strategic Program: Marketing

NYC Service Website

The goal of the NYC Service website is to use technology to enable New Yorkers to more easily contribute their time and talent. Through ease of access and increased functionality, linkages and search capabilities, the NYC Service website will continue to expand volunteerism in New York City. NYC Service currently attracts nearly half a million unique visitors annually and has over 500 partner nonprofits and City agencies actively engaging potential volunteers. Our goals are to double website visitors and participating agencies and to dramatically grow volunteer registrations and connections to opportunities.

NYC Service Social Media

NYC Service social media channels connect New Yorkers to volunteer opportunities and to each other, inspire volunteers to address New York City's greatest needs, elevate youth volunteer service, share capacity building resources with community organizations, and assist in impact measurement. NYC Service will expand our current audience of over 37,000 followers on Facebook, Twitter, and Instagram, employ LinkedIn to recruit skilled volunteers, and create comprehensive social media campaigns.

Regional Volunteer Center

NYC Service is one of ten Regional Volunteer Centers (RVCs) across New York State. RVCs strive to increase volunteerism, promote service and measure the impact of

volunteers across the region. Supported by NY State, NYC Service offers a wide range of volunteer management resources and capacity building trainings to nonprofit partners and additional resources on the NYC Service website.

Promotion Campaigns

NYC Service implements volunteer campaigns utilizing social media, bus shelters, public service announcements, subway station ads and media coverage.

NYC Volunteer Collaborative Network

NYC Service creates an open source, inclusive network and learning community for all volunteer -connecting and volunteer -utilizing organizations. We stimulate new strategies to promote volunteerism, including online and social media connections and crowd-resourcing.

1

Promote volunteerism and help New Yorkers connect to service opportunities

Strategic Program: NYC Civic Corps

The NYC Civic Corps, a federally-funded AmeriCorps program run by NYC Service since 2009, unites a diverse group of professionals to serve full-time with partnering organizations, working to increase their organizational capacity to engage volunteers and build sustainable volunteer initiatives. NYC Civic Corps members are assigned to partner organizations for 10 months of full-time service and charged with recruiting, engaging and managing volunteers. Corps members help nonprofit organizations and City agencies meet New York City's most pressing needs in Capacity Building, Education, Disaster Preparedness, Economic Opportunity, Environment, Healthy Futures, and Veterans and Military Families.

Strategic Program: Special Service Volunteers

NYC Service will create new volunteer outreach campaigns to engage skilled volunteers in Volunteer Impact Initiatives.

EmergeNYC

EmergeNYC is a partnership between NYC Service and the NYC Office of Emergency Management that supports emergency preparedness. EmergeNYC is composed of two emergency service opportunities. Coastal Storm Plan volunteers are trained to serve as Hurricane Shelter Operators and Shelter Specialists during emergencies, and Commodity Distribution Point volunteers assist in the process of setting up and coordinating the distribution of essential items like

food, water, and blankets to affected communities. NYC Service has engaged over 350 unique EmergeNYC volunteers since 2012 and will continue to expand this special volunteer opportunity.

Strategic Program: Go Pass

In partnership with the NYC Department of Education and the Fund for the City of New York, NYC Service offers low-cost, one-time fingerprint-based background checks for volunteers working with vulnerable populations—children, persons with disabilities, and the elderly.

To date, Go Pass has registered over 10,000 volunteers through partnerships with over 85 nonprofits.



► Since 2009, more than 650 NYC Civic Corps member have taken the oath of service to increase the volunteer capacity of New York City nonprofits and City agencies.

1

Promote volunteerism and help New Yorkers connect to service opportunities



► Corporate employees prepared thousands of personal care kits to benefit clients of St. Francis Food Pantries and Shelters.

Strategic Program: Corporate Service

NYC Service will be a catalyst for increasing the number of corporations working with nonprofits and City agencies. NYC Service will promote and expand service elements in Corporate Social Responsibility, working with other volunteer-connecting nonprofits and corporate service organizations.

Strategic Program: College and University Connections

NYC Service will develop relationships and an integrated system with colleges and universities to utilize students in all Volunteer Impact Initiatives. Student volunteers, including specialized Master's students, will connect with City agencies and nonprofits to serve general needs and utilize specific skills.

Strategic Program: Military and Veterans

NYC Service creates volunteer opportunities to support service member and veteran needs and assists in leveraging veterans as volunteers.

Strategic Program: City Employees

NYC Service empowers City employees to volunteer in their neighborhoods and other areas and coordinates Special Days of Service and Campaigns.

Service in City Internships

Service in City Internships harnesses the talents and enthusiasm of the City's summer interns to address New York City's greatest needs while showing youth the power of service. Leading by example, all interns working in New York City government participate in service activities during the summer.



▲ City Interns assisted in park and beach beautification, participated in CPR training, and facilitated children's recreation through summer volunteer opportunities. More than 3,075 interns have contributed over 14,918 hours of service since 2009.



TARGET VOLUNTEERS TO THE CITY'S GREATEST NEEDS

Strategic Objective:
Enable all New Yorkers to reach their potential and live happy, rewarding lives. Improve opportunities and reduce inequity.

Volunteer Impact Initiatives

Strengthening Communities and Serving Neighbors in Need

Strategic Objective: To engage citizens in community improvements

Love Your Block

Love Your Block (LYB) is an initiative of NYC Service in partnership with Citizens Committee for New York City and three City agencies that provides a unique opportunity for City residents to transform and beautify their neighborhoods while leveraging City services.

Resident-led volunteer groups receive a grant of up to \$1,000 for one-day events to transform a city block, project planning and community building assistance and facilitated access to services provided by the NYC Department of Parks and Recreation, the NYC

Department of Transportation, and the Department of Sanitation to help improve their blocks. Since 2009, LYB has granted over 225 Love Your Block awards, provided over 800 City services and engaged more than 7,500 community volunteers in beautification projects.

Working with the Department of Sanitation, NYC Service will activate a new volunteer outreach to recruit and support Block Captains.

Immigrant Services

NYC Service supports immigrant needs and stimulates immigrants to serve as volunteers. We encourage immigrant civic leadership and inclusion for all in government.

NYCertified aims to strengthen the skills of bilingual and multilingual individuals and other volunteers through a

testing and training process in translation and/or interpretation and to encourage individuals to volunteer their language skills.

NYCitizenship will be expanded to reach and assist Lawful Permanent Residents (LPRs) that receive services from other City agencies in addition to assisting New York City public school parents. NYCitizenship will also recruit volunteer attorneys to assist during naturalization workshops.

2

Target volunteers to address the City's greatest needs.

Senior Support

NYC Service will support the NYC Department for the Aging (DFTA) in a new bill-paying initiative for NYC's most vulnerable aging residents and in health initiatives for seniors. DFTA will create a Model Volunteer Management System to stimulate, leverage and recognize senior volunteers. Baby Boomers are 30% of NYC's adult population and a critical source of volunteers.

Homeless Services— Family Shelter Support

NYC Service will work with the NYC Department of Homeless Services (DHS) and the NYC Department of Education to create support for libraries and tutors in DHS Family Shelters.

Days of Service and Special Campaigns

NYC Service will organize National, State and City Days of Service and Special Campaigns.

National Days of Service:

January

MLK, Jr. Day of Service

March

AmeriCorps Week

April

National Volunteer Month
Global Youth Service Day

May

I Love My Park Day
It's My Park Day

September

9/11 National Day of Service
and Remembrance

October

National Pro Bono Week

Special Campaigns will be organized to meet unique City agency needs, such as holiday projects.

Supporting Education Excellence for All Students

Strategic Objective: Improve school readiness, academic performances and high school-to-college or work outcomes.

Universal Pre-K

Support Universal Pre-K enrollment and program operations with volunteers as New York City creates Pre-K seats for over 53,000 youngsters.

Middle School After School Volunteers

Middle school has been noted as a critical period for academic, social and emotional development. NYC Service will leverage specialized volunteers to provide programming that will help students navigate this critical developmental stage. Designed in partnership with youth-focused nonprofits, the Department for Youth and Community Development and the NYC Department of Education, Middle School After School programming will utilize service as a strategy to foster academic success. Adults as well as high school students will be leveraged as Middle School After School volunteers.

High School Mentors

NYC Service will identify high school student needs and support efforts to have caring adults from corporations, universities, and volunteer groups serve as mentors in graduation, college and school-to-work initiatives in high schools.

2

Target volunteers to address the City's greatest needs.

Enhancing Economic and Workforce Development

Strategic Objective: Increase access to financial knowledge and job opportunities.

Financial Empowerment

Financial Empowerment engages volunteers in helping their fellow New Yorkers manage, save and protect their money. By coordinating with lead partners NYC Department of Consumer Affairs, Office of Financial Empowerment, New York Cares and other non profits, this initiative recruits and retains Volunteer Income Tax Assistance (VITA) program volunteers and educates New Yorkers through program volunteers.

Since its start in 2010 there have been 211,315 tax returns prepared by VITA volunteers and over \$300 million returned to qualifying low-income NYC residents utilizing VITA services.

New programs will be developed to recruit volunteers to aid in financial literacy opportunities.

Workforce Readiness

In partnership with the Human Resources Administration, Workforce Readiness initiative identify and train volunteer

tutors to assist High School Equivalency programs and to enhance job readiness with a focus on low-income communities. One million New Yorkers do not have a high school diploma or equivalency.

Improving Public Health and Well-Being

Strategic Objective: Improve health access and well-being for all New Yorkers.

Shape Up NYC

Shape Up NYC is a free fitness program offered by the NYC Department of Parks and Recreation in partnership with NYC Service, Equinox Fitness Clubs, and the Empire Blue Cross Blue Shield Foundation. Classes ranging from yoga to kick boxing are available at diverse locations across all five boroughs. Shape Up NYC recruits, trains and certifies volunteer fitness instructors through the Fitness Instructor Training program in order to increase the reach of this vital program.

NYC Service will seek to expand this program in target neighborhoods with chronic health needs, increasing fitness opportunities for 5,000 New Yorkers.

CPR Training

NYC Service partners with the Fire Department of the City of New York Emergency Medical Service (FDNY EMS) to provide free CPR training to New Yorkers in all five boroughs. The FDNY Mobile CPR Unit hosts bystander CPR training sessions. Each participant receives a key chain tag with a bar code that allows individuals to record the use of their CPR skills. Our collaboration efforts are currently aimed at building awareness and training high school students in CPR and Automated External Defibrillator (AED) usage. NYC Service will pursue expanding to all high schools.

Since 2010, over 51,000 volunteers have been trained in CPR, including 2,000 students.

Reducing Hunger

A new initiative with Human Resources Administration and the New York City Coalition Against Hunger will mobilize a volunteer corps to reach the 200,000 New Yorkers who qualify but do not currently have access to food assistance and support children's access to summer food and school breakfast.

2

Target volunteers to address the City's greatest needs.

Protecting Our Environment

Strategic Objective: Enhance the quality of our NYC Environment and physical space.

MillionTreesNYC

Started in 2007 by the NYC Department of Parks and Recreation and New York Restoration Project, MillionTreesNYC is an initiative of NYC Service with an aim of planting 1,000,000 new trees in NYC by 2017. By increasing the urban forest—made up of street and park trees as well as trees on public, private and commercial land—this initiative empowers New Yorkers to plant and care for trees through educational outreach, city-wide planting days, city-wide stewardship days, and a Stewardship Corps program.

Since 2009, NYC Service has engaged 8,443 volunteer tree stewards to execute the planting and care of over 841,918 new trees in New York City.

GreenSpace

NYC Service will support volunteer opportunities to expand community gardens through the NYC Department of Parks and Recreation and develop Department of Environmental Protection green infrastructure to support

clean water, including major growth of bioswales.

Energy Conservation

NYC °CoolRoofs is a collaboration between NYC Service and the NYC Department of Buildings that encourages building owners to cool their rooftops with white reflective coating to reduce energy consumption, cooling costs and carbon emissions. The annual goal is to cool 1 million square feet of roofs through volunteer coating days and the °Cool It Yourself program. Since its launch in 2009, NYC °CoolRoofs has cooled nearly 6 million square feet of rooftop across 626 buildings and engaged 5,614 volunteers.

New volunteer opportunities for Urban Heat Mitigation will be identified as part of a citywide energy and sustainability strategy.



On average, for every 2,500 square feet of roof that is coated, the city's carbon footprint can be reduced by 1 ton of CO₂e.

Preparing and Responding to Emergencies

Strategic Objective: Improve readiness and response to emergencies by volunteers.

Sandy Community Support

NYC Service identifies and supports rebuilding and recovery efforts in Sandy-affected areas by coordinating with City and Federal agencies, such as New York City Housing Authority, the NYC Department of Parks and Recreation, the National Parks Service and the Department of Environmental Protection, as well as nonprofit and community partners to identify needs.

NYC Service has engaged 17,824 volunteers across 531 service projects. NYC Service will continue to leverage volunteers in rebuilding efforts in Sandy-affected areas in partnership with Build It Back and community organizations.

Emergency Preparedness and Readiness

NYC Service coordinates efforts to systematize processes and communications for spontaneous and affiliated volunteers during emergencies.



ELEVATE YOUTH VOLUNTEER SERVICE AS A DEVELOPMENT AND LEADERSHIP STRATEGY

Strategic Objective:
Improve academic performance and life skills (social and emotional intelligence) of New York City youth.

Service Learning Service in Schools

The Service in Schools initiative, a partnership between NYC Service and the NYC Department of Education, requires every principal in NYC public schools to create a comprehensive plan at the beginning of the school year to promote service in schools. Launched during the 2009-2010 academic year, Service in Schools seeks to expand the number of NYC students engaged in transformative community service and service-learning experiences that enable them to use their voice, skills and critical thinking to strengthen communities.

Service in Schools offers a range of resources for schools to empower students and recognize service and assists schools in sustaining service-learning programs.

Since 2010, over 1.9 million students have been engaged in service and completed 24,500 service projects.

The initiative will expand public school programming and connect private independent schools with service learning and NYC Service initiatives.

Summer of Service

Summer of Service champions the idea that it is never too early to instill the spirit of community service in a generation. In conjunction with the Department of Youth and Community Development and private funding, NYC Service supports community-based organizations engaging youth to better their communities.

Since 2010, the Summer of Service initiative has leveraged over 5,400 youth and engaged over 2,600 community members in service projects throughout the five boroughs. NYC Service plans to continue its push to utilize youth in making New York the best and easiest place to volunteer.

Teen Service and Leadership

The Teen Service and Leadership initiative will expand the size, outreach and training of teen leadership programs with Department of Youth and Community Development in City Youth Leadership Councils, Teen Action, City Youth Councils, nonprofits and libraries. A training program will be established to develop and recognize these teen leaders, with an ultimate goal of 20,000



Through the Service in Schools initiative and a partnership with generationOn and the Department of Education, teens are engaged in a weeklong leadership training that culminates in a day of service.

4 ADVANCE STRATEGIC VOLUNTEER MANAGEMENT AND CAPACITY BUILDING STRATEGIES AND INITIATIVES

Strategic Objective:
Enable more organizations to recruit and engage volunteers effectively and increase impact.

Strategic Program: **Capacity Building**

NYC Service will develop a model for strategic volunteer management. This model will include meetings, trainings, and best practice sharing for faith-based, community-based and nonprofit organizations, as well as City agencies.

NYC Service will identify strategies to bring to nonprofits and City agencies, working with organizations engaged in volunteer management and mobilization.

NYC Service will create a collaborative network for all volunteer-connecting and volunteer-using organizations, including City agencies, nonprofits, libraries, colleges and universities. We will facilitate robust training and access to resources.

Nonprofit and City Board Development and Leadership

NYC Service will identify and support board models to include adults and teens in outreach, recruitment and placement for nonprofits and City agencies.



We hope to build the capacity of nonprofits in New York City through boards that use high impact volunteer models.

5

MEASURE VOLUNTEER OUTCOMES AND IMPACT

Strategic Objective:
Measure volunteer outcomes and impact to ensure continuous improvement

Strategic Program: Volunteer Metrics and Impact Evaluation

NYC Service will establish an internal system to track volunteer metrics and impact and recognize pro bono and in-kind contributions. We will develop a volunteer tracking template for all City agencies and community-based organizations.

Strategic Program: NYC Volunteer Inventory and Volunteer Recognition

NYC Service will create systems to connect, leverage and recognize all New York City volunteers in City agencies, nonprofits and corporations for their service. We will strategize actions to increase the New York City volunteer rate from 18% to 50% of all New York City residents. We will identify strategies and action plans to expand “Years of Service” Programs in NYC working with the Franklin Project.



On April 1, 2014, Mayor Bill de Blasio proclaimed April 1st “Service Recognition Day.” This day highlights the value and impact that AmeriCorps programs, like the NYC Civic Corps, have on addressing cities’ greatest needs. ▶

Programs & Initiatives

Summary

GOAL 1: PROMOTE VOLUNTEERISM AND HELP NEW YORKERS CONNECT TO SERVICE OPPORTUNITIES				
Strategic Program	Description	Resources	City Leadership	Partners
MARKETING	Volunteer recruitment and recognition	<ul style="list-style-type: none"> • Website • Social Media • Campaigns • Regional Volunteer Center • NYC Collaborative Network 	<ul style="list-style-type: none"> • NYC Service 	<ul style="list-style-type: none"> • NYC & Co • Nonprofits
NYC CIVIC CORPS	105 AmeriCorps members in high quality capacity building experiences	<ul style="list-style-type: none"> • AmeriCorps • Private Funding 	<ul style="list-style-type: none"> • NYC Service 	<ul style="list-style-type: none"> • City Agencies • Nonprofits
SPECIAL SERVICE VOLUNTEERS	Recruit and engage skilled volunteers	<ul style="list-style-type: none"> • NYC Service Website 	<ul style="list-style-type: none"> • NYC Service 	<ul style="list-style-type: none"> • City Agencies • Nonprofits
GO PASS	One-time enhanced fingerprint-based background check for nonprofits	<ul style="list-style-type: none"> • City Funding • Private Funding 	<ul style="list-style-type: none"> • NYC Service • Department of Education 	<ul style="list-style-type: none"> • Fund for the City of New York • Nonprofits
CORPORATE SERVICE	Expanded service in corporate social responsibility models	<ul style="list-style-type: none"> • NYC Service 	<ul style="list-style-type: none"> • NYC Service 	<ul style="list-style-type: none"> • Nonprofits
COLLEGE AND UNIVERSITY CONNECTIONS	Integrated system to connect college and university students to volunteer service	<ul style="list-style-type: none"> • NYC Service 	<ul style="list-style-type: none"> • NYC Service 	<ul style="list-style-type: none"> • Nonprofits • City Agencies • Colleges and Universities
MILITARY AND VETERANS	New volunteer opportunities and services for service members and veterans	<ul style="list-style-type: none"> • NYC Service • NYC Civic Corps 	<ul style="list-style-type: none"> • Mayor's Office of Veteran's Affairs 	<ul style="list-style-type: none"> • Nonprofits • Veterans Affairs Hospitals
CITY EMPLOYEES	Volunteerism in city agencies and internships	<ul style="list-style-type: none"> • NYC Service 	<ul style="list-style-type: none"> • NYC Service 	<ul style="list-style-type: none"> • City Agencies



GOAL 2: TARGET VOLUNTEERS TO ADDRESS THE CITY’S GREATEST NEEDS

I. STRENGTHENING COMMUNITIES AND SERVING NEIGHBORS IN NEED

Initiative	Description	Resources	City Agency	Partners
LOVE YOUR BLOCK	Local resident initiatives to beautify their neighborhoods	<ul style="list-style-type: none"> ● Private Funds ● NYC Civic Corps 	<ul style="list-style-type: none"> ● NYC Service ● Department of Sanitation ● NYC Parks and Recreation ● Department of Transportation 	<ul style="list-style-type: none"> ● Citizens Committee for New York
IMMIGRANT SERVICES	Immigrant services and immigrant volunteers	<ul style="list-style-type: none"> ● City Funds ● NYC Civic Corps 	<ul style="list-style-type: none"> ● Mayor’s Office of Immigrant Affairs 	<ul style="list-style-type: none"> ● Nonprofits
SUPPORT SENIORS	Expanded senior volunteer systems and revitalized senior programs using volunteers	<ul style="list-style-type: none"> ● City Funds ● NYC Civic Corps 	<ul style="list-style-type: none"> ● Department for the Aging 	<ul style="list-style-type: none"> ● Nonprofits
HOMELESS/FAMILY SHELTER SERVICES	Volunteer tutors and libraries for children living in Family Shelters	<ul style="list-style-type: none"> ● Private Funds 	<ul style="list-style-type: none"> ● Department of Homeless Services ● Department of Education 	<ul style="list-style-type: none"> ● Family Shelter Operators

II. SUPPORTING EDUCATION EXCELLENCE FOR ALL STUDENTS

Initiative	Description	Resources	City Agency	Partners
UNIVERSAL PRE-K	Universal Pre-K enrollment and programming	<ul style="list-style-type: none"> ● NYC Service 	<ul style="list-style-type: none"> ● Department of Education 	<ul style="list-style-type: none"> ● Nonprofits
MIDDLE SCHOOL AFTERSCHOOL	Volunteer structure in Middle School After School programs	<ul style="list-style-type: none"> ● City Funds ● Private Funds ● NYC Civic Corps 	<ul style="list-style-type: none"> ● Department of Youth and Community Development ● Department of Education 	<ul style="list-style-type: none"> ● Coalition of Nonprofits ● Schools and Libraries
HIGH SCHOOL MENTORS	Mentorship program focused on graduation, college prep and school-to-work	<ul style="list-style-type: none"> ● NYC Service 	<ul style="list-style-type: none"> ● Department of Education 	<ul style="list-style-type: none"> ● Nonprofits ● Schools ● Corporations



III. ENHANCING ECONOMIC AND WORKFORCE DEVELOPMENT

Initiative	Description	Resources	City Agency	Partners
FINANCIAL EMPOWERMENT AND LITERACY	Volunteer engagement in financial literacy activities	<ul style="list-style-type: none"> • NYC Civic Corps 	<ul style="list-style-type: none"> • Department of Consumer Affairs 	<ul style="list-style-type: none"> • Nonprofits
WORKFORCE READINESS	High School Equivalency programs and Workforce Training with volunteer support	<ul style="list-style-type: none"> • NYC Civic Corps • Private Funds 	<ul style="list-style-type: none"> • Human Resources Administration • Office of Workforce Development • Department of Education 	<ul style="list-style-type: none"> • Nonprofits

IV. IMPROVING PUBLIC HEALTH AND WELL BEING

Initiative	Description	Resources	City Agency	Partners
SHAPE UP NYC	Volunteer-led free fitness programs in target neighborhoods	<ul style="list-style-type: none"> • City Funds • NYC Civic Corps 	<ul style="list-style-type: none"> • Department of Parks and Recreation • Department of Health and Mental Health Services 	<ul style="list-style-type: none"> • Local Community Groups
CPR TRAINING	Expanded CPR training by FDNY/EMS to individuals and high school students	<ul style="list-style-type: none"> • City Funds • NYC Civic Corps 	<ul style="list-style-type: none"> • Fire Department of New York • Department of Education 	<ul style="list-style-type: none"> • High Schools
REDUCING HUNGER	Volunteer mobilization to access food benefits	<ul style="list-style-type: none"> • NYC Civic Corps 	<ul style="list-style-type: none"> • Human Resources Administration • Office of Food Policy 	<ul style="list-style-type: none"> • New York City Coalition Against the Hunger • Nonprofits



V. PROTECTING OUR ENVIRONMENT

Initiative	Description	Resources	City Agency	Partners
MILLIONTREESNYC	Volunteer efforts to plant and maintain 1 million trees	<ul style="list-style-type: none"> • City Funds • NYC Civic Corps 	<ul style="list-style-type: none"> • NYC Department of Parks and Recreation 	<ul style="list-style-type: none"> • Local Community Groups • Residents
GREENSPACES	Community gardens, green infrastructure and water projects	<ul style="list-style-type: none"> • City Funds • NYC Civic Corps 	<ul style="list-style-type: none"> • NYC Department of Parks and Recreation • Department of Environmental Protection 	<ul style="list-style-type: none"> • Local Community Groups
ENERGY CONSERVATION	Energy conservation and Urban Heat Mitigation programs (e.g. NYC CoolRoofs)	<ul style="list-style-type: none"> • City Funds • Private Funds 	<ul style="list-style-type: none"> • Department of Building • Office of Long Term Planning and Sustainability 	<ul style="list-style-type: none"> • Nonprofits

VI. PREPARING AND RESPONDING TO EMERGENCIES

Initiative	Description	Resources	City Agency	Partners
SANDY COMMUNITY SUPPORT	Volunteers and residents support Sandy-affected communities	<ul style="list-style-type: none"> • NYC Service 	<ul style="list-style-type: none"> • NYC Service 	<ul style="list-style-type: none"> • Community Groups
EMERGENCY PREPAREDNESS AND READINESS	Specialized and trained volunteer systems; spontaneous volunteers for emergencies	<ul style="list-style-type: none"> • NYC Service – EmergeNYC • Office of Emergency Management 	<ul style="list-style-type: none"> • Office of Emergency Management • New York State • NYC Service 	<ul style="list-style-type: none"> • New York Cares • Nonprofits



GOAL 3: ELEVATE YOUTH VOLUNTEER SERVICE AS DEVELOPMENT AND LEADERSHIP STRATEGY				
Initiative	Description	Resources	City Agency	Partners
SERVICE LEARNING	Expanded initiatives to create youth service opportunities and raise profile of importance	<ul style="list-style-type: none"> • City Funds • NYC Civic Corps 	<ul style="list-style-type: none"> • Department of Education • NYC Service—Service in Schools 	<ul style="list-style-type: none"> • NYC Public Schools • Private Schools
TEEN SERVICE	System of support for teens in volunteer service and leadership	<ul style="list-style-type: none"> • New York Times Neediest Cases • Private Funds • NYC Civic Corps 	<ul style="list-style-type: none"> • Department of Youth and Community Development 	<ul style="list-style-type: none"> • Nonprofits • City Youth Councils
GOAL 4: ADVANCE STRATEGIC VOLUNTEER MANAGEMENT AND CAPACITY BUILDING				
Strategic Program	Description	Resources	City Agency	Partners
CAPACITY BUILDING SYSTEMS AND MODELS	Volunteer Management Models, training best practices	<ul style="list-style-type: none"> • NYC Service • City Funds 	<ul style="list-style-type: none"> • NYC Service 	<ul style="list-style-type: none"> • New York Cares • Nonprofits
NONPROFIT AND CITY BOARD DEVELOPMENT AND LEADERSHIP	Structure and outreach support to Nonprofit and City Boards and Nonprofit Leadership Exchange	<ul style="list-style-type: none"> • NYC Service 	<ul style="list-style-type: none"> • NYC Service 	<ul style="list-style-type: none"> • United Way • Nonprofits
GOAL 5: DRIVE AND MEASURE VOLUNTEER IMPACT				
Strategic Program	Description	Resources	City Agency	Partners
VOLUNTEER METRICS AND IMPACT EVALUATION	Systematize and enhance volunteer metrics and impact evaluations.	<ul style="list-style-type: none"> • NYC Service • NYC Civic Corps 	<ul style="list-style-type: none"> • NYC Service 	<ul style="list-style-type: none"> • All NYC Service Partners
NYC VOLUNTEERS INVENTORY AND RECOGNITION	Inventory to reflect NYC Volunteer scope and enhance recognition.	<ul style="list-style-type: none"> • NYC Service 	<ul style="list-style-type: none"> • NYC Service 	<ul style="list-style-type: none"> • New York State • New Yorkers Volunteer • All NYC Service Partners



Measures Of Success

Strategic Programs and Volunteer Impact Initiatives

1. Marketing

- Website Visitors
- Social Media

2. Civic Corps

- Host Sites
- Volunteer Numbers
- Total, Unique (New), Hours, Projects, Increased Engagement
- Impact Outcome Measures
- Clients Served

3. Special Service Volunteer Corps

- Recruiting Campaign
- EmergeNYC

4. Go Pass

- Users and Nonprofits
- New Outreach

5. Corporate Partnerships

- Corporate Service Participants

6. Colleges and Universities

- Students In Service

7. NYC Government Agencies

- Employee Volunteers
- City Agency Volunteers

8. NYC Service Volunteer Impact Initiatives (Volunteer #'s and New/unique slots)

- Civic Corps
- Totals

9. NYC Service Youth Volunteer Service/Initiatives

10. NYC Nonprofits Volunteer Inventory



Organizations &

Partnerships

NYC Service

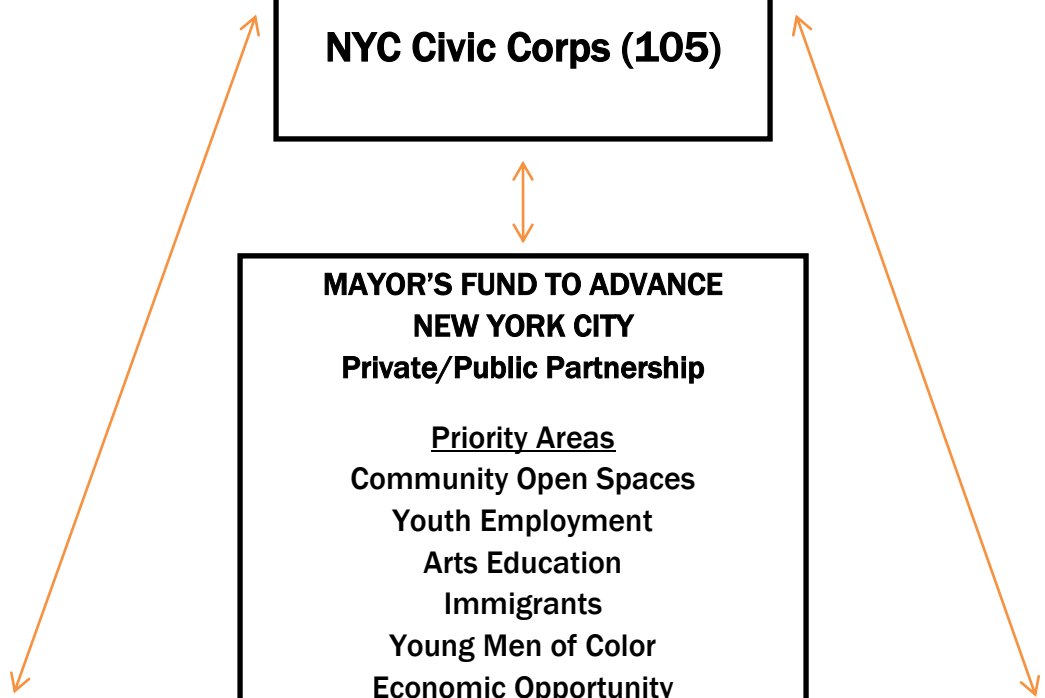
Mayor's Office
Service Fellows (8)
NYC Civic Corps (105)

**MAYOR'S FUND TO ADVANCE
 NEW YORK CITY
 Private/Public Partnership**

Priority Areas
 Community Open Spaces
 Youth Employment
 Arts Education
 Immigrants
 Young Men of Color
 Economic Opportunity

**New York City
 Community**
Nonprofits
Public Libraries
College and Universities
Corporations
Individuals

New York City Agencies
**New York State
 Corporation for National
 and Community Service**
Points of Light
Service Nation
Cities of Service



Partners



How We Serve

	DESCRIPTION	EXAMPLES
VOLUNTEER SERVICE:	Service completed by those who give their time freely to benefit another person, organization, or cause	Mentoring Answering a crisis hotline
Employer-based volunteering	Service organized by or through an employer for employees, often to contribute to the community in which the employer is based	Adopting a street Painting a school
Nonprofit-based volunteering	Service organized by a nonprofit organization that provides structured opportunities for individuals and groups to contribute to the community	Tutoring Serving meals at a soup kitchen
School-based service learning	In-school service programs that teach students to volunteer and value civic participation	Collecting lightly used books and toys for a family homeless shelter
Faith-based volunteering	Service organized by a church, synagogue or mosque	Running an overnight shelter Coordinating a coat drive
Self-directed volunteering	Service initiated by an individual or a group of individuals outside of an event or program managed by a nonprofit organization or public agency	Cooking dinner for an elderly neighbor Coordinating a group to beautify a street picking up litter
PUBLIC SERVICE	Service completed by government employees at the local, state and federal levels and by nonprofit employees to promote the safety and well being of citizens	Police Officers Teachers Legislators Diplomats City Workers Non Profit Staff
MILITARY SERVICE	Service completed by individuals through the armed forces to protect the freedoms and interests of the American people	Army Navy Marines National Guard Members
NATIONAL SERVICE	Service completed by individuals who receive stipends and, in some cases, educational awards for volunteering to spend a year or more working in a community context	Peace Corps (1960) AmeriCorps (1990) VISTA and RSVP (1960)



The Case for Service & Volunteerism

Today in the US, 27% of Americans volunteer their service. This equates to 65 million Americans, contributing eight billion hours (50 hours median per person) valued at \$175 billion (Corporation for National and Community Service).

Service to others is a hallmark of the American character. Service and volunteerism can be central to how we as a nation meet the challenges facing communities in times of fiscal constraints and growing individual needs.

NYC Service's vision is that we can inspire and empower every New Yorker to volunteer and serve New York City and each other.

Service is a triple win, a trifecta of benefits to the community, to recipients of service and to volunteer participants. The more volunteers serve, the more we leverage service to impact issues.

To our current and potential new volunteers, we say thank you and highlight the case for your service!

#1 Volunteers make a difference to the community and the world

- Youth service prepares youth and adults to become active citizens and take leadership roles in finding solutions to community challenges (Educational Horizons, 2002).
- Youth service and service learning results in a 40% lower risk of academic failure, school suspension or teen pregnancy (Child Development, 1997).
- Volunteer service impacts the critical issues facing our city—education, economic justice, public health, environment and emergency response.

#2 Volunteers connect to other people

- Volunteering improves self-confidence, self-esteem and social skills.
- Volunteering builds a new network of friends and social connections (social capital).

#3 Volunteers improve their health and life expectancy

- If volunteers serve 100 hours or more per year (2 hours per week), they will have less pain, less heart disease, less ill health, and less depression.
- Volunteers are 30% less likely to report poor health (Journal of Health and Social Benefit, 2002).
- By 70 years of age, volunteers are 16% less likely to die and 44% less likely to die if they volunteer over five years (CNCS Health Benefits of Volunteering; America's Changing Lives, Longitudinal Study of Aging, 2007).

#4 Volunteers advance their knowledge and career

- Volunteers learn new things.
- Volunteers build new skills (public speaking, coaching, hands-on skills).
- Volunteers develop new career-building skills.
- Volunteers have a 27% higher likelihood of finding a job after being out of work than non-volunteers. This increases to 51% for volunteers without a high school diploma.



#5 Volunteers give and in return, get joy, life satisfaction, and fulfillment

- If volunteers serve monthly, they will be 7% happier, if they serve bimonthly, 12% happier and if they serve weekly, 16% happier (Harvard Health Publications, 2013).
- Volunteers can share their talents and hobbies with others.
- The gift of time and talent serving others is exciting and returns the gift of joy.

To get the most out of volunteering:

- Ask Questions (Time, Task Specifics, Training, Other Volunteers and Staff)
- Understand Expectations (Time Schedule, Outcomes)
- Ensure the Right Fit and Request Changes if Needed
- Enjoy Yourself