



# NYC Service™

[nyc.gov/service](http://nyc.gov/service)



Michael R. Bloomberg, Mayor



Diahann Billings-Burford, Chief Service Officer





above: NYC Civic Corps members plant shrubs and trees at Orchard Beach in Pelham Bay Park, April 2012;  
right: Mayor Bloomberg participates in NYC Service Speed Mentoring program to celebrate the Martin Luther King, Jr. Day of Service, January 2012

## A Letter from the Mayor

August 2012

Dear Friends:

When our Administration launched *NYC Service* in 2009, we sought to make New York City the world's best place in which to volunteer by making it easier and more exciting to serve. We set out to maximize the impact of existing volunteer networks and make service a central part of our city's identity—and so far, the results have been outstanding. We have identified clear needs and engaged New Yorkers in helping us meet them. For instance, through *NYC CoolRoofs*, volunteers have reduced our energy consumption by 500 metric tons this year by covering roofs with a reflective, white coating. This and other impact volunteering initiatives helped make *NYC Service* a finalist for the Kennedy School of Government's prestigious Innovations in American Government Award.

These are impressive achievements, of course, but they only begin to tell the story of volunteerism in our city. Every volunteer who engages someone in building a better community can help that person give back and inspire others in return. In just three years, the NYC Civic Corps program, a cornerstone of *NYC Service*, has engaged more than one million volunteers. Civic Corps members recruited New Yorkers who then mentored thousands of public school students, helping them build a foundation for success in high school, college, and beyond. Our *Service in Schools* initiative is also encouraging students to make service part of their everyday lives. Together, these volunteers have improved our city's ability to meet nearly every kind of need, from public health and safety to the reduction of our carbon footprint.

Thanks to *NYC Service*, we will continue to ensure that our residents have more ways than ever to share their BLANK and make a lasting difference. I invite you to learn more about our initiatives in this annual report. And for information about how you can get involved, please visit us at [nyc.gov/service](http://nyc.gov/service) or call 311.

Sincerely,

Michael R. Bloomberg  
Mayor







above: Veterans greeting students at PS 112, Manhattan, December 2011; right: Chief Service Officer Diahann Billings-Burford presenting NYC Service as a finalist for the Kennedy School of Government's Innovations in American Government Awards, October 2011



## A Letter from the Chief Service Officer

Dear Friends:

In year three, we have made great strides in engaging citizens to meet our most pressing challenges.

Over the past three years since we launched *NYC Service*, over 2.3 million New Yorkers have volunteered their time and skills through our initiatives. These volunteers have served in their communities, throughout all five boroughs, and in a variety of impact areas—all striving to make our City an even better place to live. This report highlights many of our successes of the past year and demonstrates the importance of service in our City.

By implementing “impact volunteerism,” which targets specific needs, sets clear outcomes and measures our progress towards these goals, *NYC Service* is using the power of the people in an innovative and effective manner. In reading about our signature initiatives, you will get a sense of the tangible change we are effecting throughout the City.

As we enter a new year, *NYC Service* looks to ensure that the impact of volunteers continues to grow. We will continue to evaluate the sustainability and effectiveness of each of our programs and initiatives and adapt our efforts to ensure that citizens continue to use their creativity and dedication to tackle some of our City’s most persistent challenges.

Every year building this great initiative makes it more clear that everyone has something to offer to improve New York. We hope that you will get involved. New York City needs your BLANK. To find out how you can become part of this effort, visit [nyc.gov/service](http://nyc.gov/service).

A handwritten signature in black ink, appearing to read "D/B-B".

Diahann Billings-Burford  
Chief Service Officer



# Introduction & NYC Service Overview

**Channeling Volunteers to Needs.** NYC Service is a transformational idea; it has begun to change how our government views its citizens. By engaging New Yorkers as critical assets to community problem solving, NYC Service can help expand the role of our residents from service users to powerful resources for our City. To date, over 2.3 million New Yorkers have participated in NYC Service initiatives that help address the City's greatest needs, in areas ranging from helping neighbors and communities affected by the recession to education and public health to emergency preparedness and sustainability. We have engaged nearly 1,000 volunteers who provided income tax assistance, preparing more than 57,400 tax returns resulting in over \$91 million being returned to NYC residents through our *Financial Empowerment* initiative.

NYC Service is a flexible framework that adjusts as needs change. In 2009 supporting the men and women in the armed forces meant compiling and sending packages to them abroad. In 2012 the

best way that we can support these men and women is to assist them as they reintegrate to civilian life. Through the newest version of our *Support Our Troops* initiative, we leverage the power of individual volunteers and corporate citizens to support active duty personnel and veterans. This June, with JP Morgan Chase as our lead partner, we hosted the first female veterans' professional development conference. Corporate partners gave their time and expertise by leading workshops for more than 100 female veterans on financial literacy, resume writing, and personal presentation.

**Making New York the Easiest Place to Serve.** The NYC Service model helps unleash the creativity and dedication of citizens in tackling some of our nation's and world's most persistent challenges. We work to share our message far and wide to get that creativity "in the door." NYC Service's social media presence continues to grow, with the Facebook page having more than 5,750 likes and Twitter followers increasing more than 40%. This year [nyc.gov/service](http://nyc.gov/service)



Volunteer fitness instructors and participants after a Shape Up NYC class

relaunched to help New Yorkers more easily connect to service. The new look is easier to navigate and provides New Yorkers with greater access to impact volunteering opportunities. It also shares more of what New Yorkers are accomplishing through our other initiatives. The *NYC Civic Corps*, a force of 105 specially trained AmeriCorps members, worked throughout the year to help 30 nonprofits and public agencies engage more New Yorkers in their crucial work in meaningful ways. Its efforts engaged more than 775,000 community volunteers, who performed 998,793 hours of service and served nearly 890,000 New Yorkers in need. The Civic Corps raised more than \$602,000 in cash resources and more than \$907,000 million in noncash donations, including professional services, clothing, food and books.

**Engaging Young People in Service.** In the 2011-2012 academic year, the *Service in*

*Schools Initiative* grew in depth and scope. 587,676 New York City public schools students completed more than 8,200 service projects. Moreover, we are building the capacity to improve our work in this area. To that end, nearly 250 teachers attended professional development workshops focusing on incorporating service learning into their classrooms and how to instill the value of volunteerism and connect that work to the core competencies. This year high school students from across the City participated in the Centennial celebration of *The New York Times* Neediest Cases Campaign. 183 students served 4,077 clients from only November to February. Young people used their BLANK for good by serving 403 meals, teaching technology classes on social media to seniors at New York City's Innovative Senior Centers, and collecting over 3,200 books and magazines to start and open a library at the Bronx Studio School for Writers and Artists.





NYC Service has engaged New Yorkers from all communities and all walks of life to help strengthen New York City by contributing their skills, time, and passion. Through these incredible efforts, NYC Service has made a lasting and measurable impact on New York, and has provided an outstanding model for other cities to engage their residents and achieve real results.

- First Deputy Mayor, Patricia E. Harris

Volunteers prepare murals for the Mirabal Sisters Campus in Washington Heights to celebrate the Martin Luther King, Jr. Day of Service, January 2012



**Goal 1:**  
**Help more  
New Yorkers  
connect  
to service  
opportunities  
more easily**



Volunteers coat a roof as part of the NYC°Cool Roofs initiative; below Child volunteer plants flowers at the Farragut Houses in Vinegar Hill, Brooklyn as part of the Spider-Man Be Amazing! Day of Service, June 2012

### **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 775,962 total volunteers, who served nearly 890,000 clients*
- // *fundraised \$602,098 in cash resources and \$907,714 in in-kind donations*



### **Website**

Manage and expand [nyc.gov/service](http://nyc.gov/service) with increased functionality and search capabilities, and use technology to enable New Yorkers to more easily engage and contribute their time and talent.

- // *260,000 unique visitors*
- // *557 organizational partners, and more than 750 volunteer opportunities*

# Goal 2: Target volunteers to address the City's greatest needs

High schoolers volunteer to serve food with the Children's Aids Society in East Harlem as part of the *New York Times* Neediest Cases campaign and in conjunction with the Service in Schools initiative, December 2011



## Strengthening Communities

**City Priority:** Keeping our streets safe, our parks green, and our arts and 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 services.

/// 204 City services provided    /// 50 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.

/// 2,781 service exchanges    /// 8,032.75 service hours



## Emergency Preparedness

**City Priority:** Preparing for and responding to emergencies.

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

/// 10,243 New Yorkers trained in bystander CPR



CPR training with FDNY at Martin Luther King, Jr. Day of Service, January 2012

## 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 young people on track in school and life.

/// 4,538 students with success mentors

/// students gained back more than 7,000 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 1,266,050 square feet of rooftop from July 2011 to June 2012

/// reducing annual carbon emissions by more than 300 metric tons

## Health

**City Priority:** Confronting major health challenges.

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

/// on average 2,697 fitness class attendees per week

/// 67.8% of participants said they have experienced improved health benefits

/// 67.6% of participants said they have lost weight since they started attending Shape Up NYC classes

/// It has been awesome to witness the change in dynamics in our neighborhood through beautification projects," says Nilka Martell, the co-director and founder of G.I.V.E. "Our common goal of taking care of our block has led us to stronger bonds with community members, business owners, and City agencies. ///



Summer Intern Day of Service, Fort Tilden Beach, Queens, July 2012



# 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, requiring every principal in New York City's more than 1,500 schools to create a comprehensive plan at the beginning of the academic year to promote service in their schools.

/// 587,676 New York City public school students engaged in service completing 8,237 service projects

/// **Serving at Harlem RBI, a youth development organization in East Harlem, was a great reminder that many are not as privileged as I have been growing up," says Patrick Targét, NYC Civic Corps member. "As much as I have given to the City of New York this past year, I feel the city has given me back just as much.** ///



# List of partners

## Initiative Partners

### Blood Drive

New York Blood Center

### BoardServeNYC

United Way of New York City

### Clean Heat

Mayor's Office of Long Term Planning and Sustainability

NYC Department of Environmental Protection

### CPR Training

FDNY

FDNY Foundation

### Financial Empowerment

NYC Department of Consumer Affairs' Office of Financial Empowerment

Food Bank for New York City

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

### 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

Department of Education

Department of Youth and Community Development

Mayor's Interagency Task Force on Truancy and Chronic Absenteeism

### MillionTreesNYC

Department of Parks and Recreation

### NYC Civic Corps

Animal Care and Control of NYC

The Boys' Club of New York

Brooklyn Community Foundation

*Achievement First*

*Brooklyn Public Library*

buildOn

Citizens Committee for New York City

Common Cents

Corporation for National and Community Service

CFY

Green City Force

GrowNYC

F-E-G-S Health and Human Services System

FDNY Foundation

Feerick Center for Social Justice at Fordham University School of Law

Free Arts NYC

Harlem Educational Activities Fund

Harlem RBI

iMentor

Jacob A. Riis Neighborhood Settlement House

Jumpstart

Leake and Watts Services

Learning Leaders

Literacy, Inc.

New York Cares

New York City Housing Authority

New York City Department for the Aging

*Isabella Geriatric Center*

*ReServe, Inc.*

*Visiting Nurse Service of New York*

New York City Department of Education

New York City Department of Parks and Recreation

*Friends of Van Cortlandt Park*

*Prospect Park Alliance*

New York City Mayor's Office of Immigrant Affairs

New York City Office of Emergency Management

New York State Commission on National and Community Service

Phipps CDC

Pro Bono Net

StreetWise Partners

### NYC°CoolRoofs

NYC Department of Buildings

Con Edison

### Professional Services

Taproot

### Serve Our Schools

Citizen Schools

City Year New York

Jumpstart

New York Cares

New York City Mentoring Program

PENCIL

Publicolor

Reading Partners

The After School Corporation (TASC)

### Service in City Internships

### Shape Up NYC

NYC Department of Health

NYC Department of Parks and Recreation

Equinox Fitness Clubs

### Support Our Troops

Mayor's Office of Veterans' Affairs

### TimeBanksNYC

NYC Department for the Aging

Aging in New York Fund

## Funders

Bloomberg Philanthropies

David Rockefeller Foundation

Lizzie and Jonathan M. Tisch Foundation

Target

The Carnegie Corporation of New York

The Laurie M. Tisch Illumination Fund

MLK High School students who participated in a College Prep program supported by Temple Emanu-El





