

## 2018-2021 Strategic Plan Overview

### MISSION

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

### VISION

Inspire and empower New Yorkers to serve each other through New York City's nonprofits, businesses, and city agencies.

### VALUES & OPERATING PRINCIPLES

#### Opportunity

We seek to expand accessibility, engagement, and capacity for all to serve and be served.

#### Integrity

We pledge transparency, openness, and honesty in all we do and in all our partnerships.

#### Impact

We measure effectiveness, **outcomes, and two-way benefits** of volunteerism and national service programs for individuals, neighborhoods, and organizations.

### THEORY OF CHANGE

NYC Service is a **catalyst, convener, and capacity builder** for volunteerism and national service, working with nonprofits, businesses, and city agencies to strengthen individual civic engagement and organization effectiveness through our NYC Service Path of Engagement. The **desired impact** is empowered organizations and residents who serve as volunteers and service year members, working together to improve the quality of life in their communities. Both individuals who serve and individuals who are served benefit. Our **outcome** is measured by helping city agencies and CBOs carry out their mission more efficiently and effectively through engaged volunteers and service year members, and the resultant ability to serve more New Yorkers.

### OneNYC

Civic Engagement is a key element of OneNYC and our City's vision of growth, equity sustainability and resiliency. A key measure of civic engagement within OneNYC is the NYC Service goal to increase the city's volunteer rate to the 25% national average, as measured by the new 2017 U.S. Census Household Survey and a new citywide NYC Service civic engagement and volunteer survey and measurement.



# OUR WORK IN 2019

## 10th Anniversary

1

### Promote Civic Engagement through Volunteerism & National Service Programs

- Volunteer Promotion & Communications
- Volunteer Matching
- Strategic Organization Outreach & Path of Engagement
- Mayoral Service Recognition Program
- NYC Volunteers Count
- National Days of Service

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### Create Continuum of Civic Engagement to Expand & Deepen Opportunities for Resident Involvement

- Neighborhood Volunteer Plan
- Civic Engagement & Volunteer Survey
- High Impact Community Volunteer Programs
- Love Your Block
- College/University Engagement
- Emergency Preparedness & Response

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### Expand Youth Volunteer Programming to Support Academic Achievement and College & Career Readiness

- Youth Leadership Councils
- Youth Mentoring
- Service in Schools
- Youth Voice & Civic Engagement

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### Create NYC Service Bureau to Increase Volunteer Capacity & Measure Impact on City's Greatest Needs

- NYC Service Path of Engagement
- City Agency Volunteer Impact Plans
- CBO Volunteer Partnerships
- Volunteer Planning & Management
- NYC Service Enterprise
- Nonprofit Board Development & Good Governance

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### Expand Citywide Service Year Programs to Address the City's Greatest Needs

- NYC Service Year Growth (+Sustainability) Plan
- NYC Service Year Collaboration & Support Center

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### Deepen Impact of NYC Service National Service Programs

- Civic Corps, NYC VISTA, City Service Corps, & Peer Corps
- Cross Program Support & Member Connections
- Alumni Program

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### Grow Public/Private Partnerships to Catalyze Volunteerism

- Path of Engagement & Guide to Impact
- NYC Corporate Employee Volunteer Engagement
- CBO Corporate Service Coalition
- Be In-Kind Program
- NYC Service Fundraising

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### Organizational Excellence

- Performance & Professional Development
- Internal Volunteer Engagement
- Diversity & Inclusion
- Technology & Knowledge Management
- Evaluation & Impact Analysis

GOALS

## CITY NEEDS AND PRIORITIES

Education Economic Opportunity Healthy Futures

Emergency Preparedness & Response Environment

*8.6 Million New Yorkers. Together, Serving Each Other.*

IMPACT