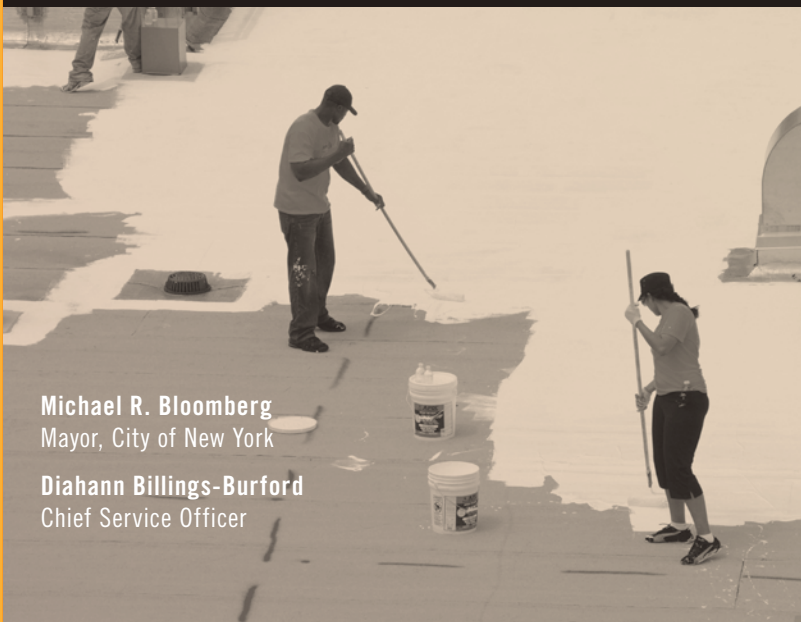


NYC Service™



Michael R. Bloomberg
Mayor, City of New York

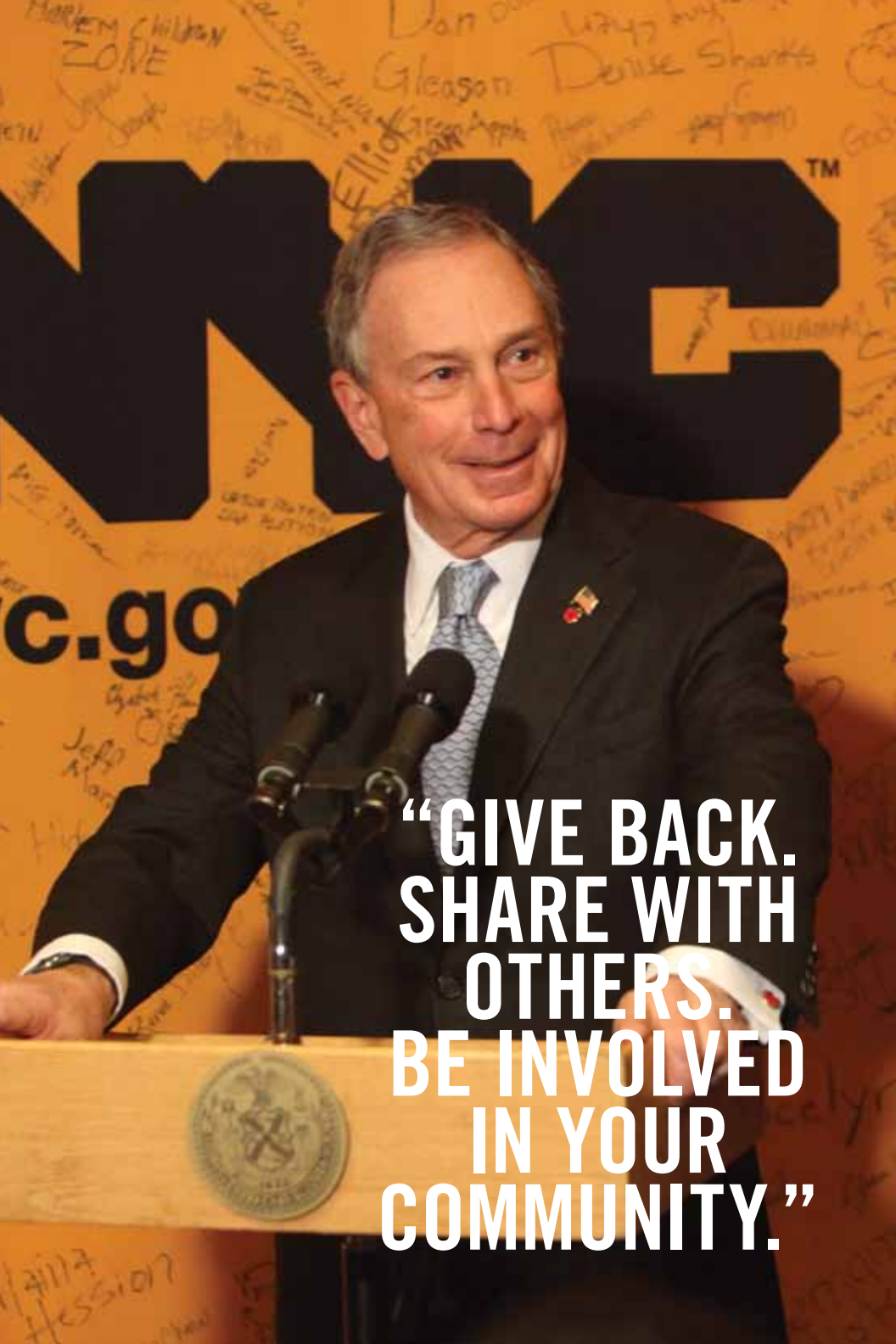
Diahann Billings-Burford
Chief Service Officer



EVERYBODY'S GOT SOMETHING TO GIVE

USE YOUR TIME, PASSION,
SKILLS AND WILLINGNESS
TO HELP TO ADDRESS
NEW YORK CITY'S
MOST PRESSING NEEDS

NYC Service™



**“GIVE BACK.
SHARE WITH
OTHERS.
BE INVOLVED
IN YOUR
COMMUNITY.”**

A LETTER FROM THE MAYOR

Dear Friends:

New York City has always been home to some of the world's most generous and civic-minded people, ready to commit their time and energy to making our City better. So when our Administration launched NYC Service in 2009, our goal was simple: to foster that spirit of volunteerism in every community, and encourage a new era of public service in our City and nation. To that end, NYC Service promotes “impact volunteerism,” or strategies that identify priorities and use volunteers to target a community's critical needs.

This report celebrates the accomplishments of NYC Service in its first two years. For example, we have helped more New Yorkers connect to service opportunities more easily and put more volunteers to work addressing our City's most pressing needs; sent hundreds of AmeriCorps members to nonprofits and City agencies to build or enhance volunteer programs; and greatly increased the number of children who have participated in volunteer projects through the Service in Schools program.

Through NYC Service, we will continue to make New York the easiest place to volunteer—and make a difference to the future of our City.

A handwritten signature in black ink that reads "Michael R. Bloomberg".

Michael R. Bloomberg
Mayor



*Swearing in 150 NYC Civic Corps members
on the steps of City Hall, September 2011.*

INTRODUCTION

In April 2009 Mayor Michael R. Bloomberg launched NYC Service to meet his State of the City pledge that New York City would lead the way in answering President Barack Obama's call for the nation to embrace a new era of service.

The NYC Service program is working to achieve three main goals:

GOAL ONE: Help more New Yorkers connect to service opportunities more easily

GOAL TWO: Target volunteers to address the City's greatest challenges

GOAL THREE: Promote service as a core part of what it means to be a citizen of the greatest city in the world.

In the past year, we strove to perfect our tools for measuring the impact of volunteerism and engage even more New Yorkers in service. This report highlights key accomplishments and results that show progress against those goals.

Channeling Volunteers to Needs. To date, over 1.4 million volunteers 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. For example, since NYC Service partnered with the NYC Department of Parks and Recreation and Equinox to expand ShapeUpNYC last spring, the program has dramatically increased its impact. Nearly 100 volunteer fitness instructors now serve an average of 3,594 class participants, a 200 percent increase from the weekly average of 1,200 participants before the program's expansion. Another high-impact initiative, CPR Training, is executed in partnership with the NYC Fire Department. Since 2009, when the partnership began, more than 97,000 New Yorkers have been trained in lifesaving bystander CPR methods. NYC Service also helped to recruit or support tens of thousands more volunteers who pitched in at the City's schools, parks and other neighborhood activities throughout the year.

Making New York the Easiest Place to Serve. The 605,393 unique visitors to nyc.gov/service had access to, on average, 1,000 updated volunteer opportunities, searchable by location, issue area and volunteer skill. A new social media strategy has increased NYC Service's interaction with New Yorkers looking to serve. Facebook interactions have increased over 400 percent from one year ago, to 4,739 likes, and in just the past six months NYC Service's Twitter following jumped from 128 to more than 1,556 people. The NYC Civic Corps, a force of 150 specially trained

AmeriCorps members, worked throughout the year to help 57 nonprofits and public agencies improve their volunteer recruitment, engagement and retention practices. Its efforts engaged more than 744,000 new community volunteers, who performed more than a quarter-million hours of service and served more than 727,000 New Yorkers in need. They also raised more than \$7 million, including \$1 million in cash resources and \$6 million worth in noncash donations, such as professional services, clothing, food and books.

Engaging Young People in Service. This year, 1,556 of our elementary, middle and high schools created individualized plans to increase opportunities for students to participate in service. Following last year's impressive count of 400,832 NYC schoolchildren who participated in service, NYC Service is proud to report that in the 2010–2011 school year, 572,229 students have already completed 7,874 service projects. Further, more than 200 teachers voluntarily attended a daylong workshop on incorporating a service-learning curriculum into everyday lesson plans to instill the importance of volunteerism from an early age. NYC Service is demonstrating that service can be used as a serious strategy to address pressing local challenges. While much work remains, the results show clear progress toward that end, and valuable lessons learned from this past year will strengthen efforts moving forward.

A summary, as well as progress to date on our Signature Initiatives, is provided in the following pages.

*NYC Civic Corps Graduation,
Gracie Mansion, June 2011.*



A LETTER FROM THE CHIEF SERVICE OFFICER

Dear Friends:

In the two years since we've launched NYC Service, we've seen more than 1 million New Yorkers volunteer to make our City a better place. And because NYC Service programs and initiatives target New York City's most pressing needs, we know those volunteers have had a real impact. This report highlights the successes of the past year and demonstrates the importance of service in our City.

We're proud of the measurable and lasting progress that we've made toward reaching NYC Service's goals. But we will continue to adapt our efforts as new challenges arise and others are addressed, ensuring that we commit resources to initiatives and programs that will have the greatest impact. In reading about the NYC Service Signature Initiatives here, you'll get a terrific picture of the priorities on which we are focusing to effect the greatest change in our communities. And you can read even more about what we're doing through the programs we support by visiting nyc.gov/service.

Everyone has something to offer to improve New York City. NYC Service is dedicated to helping our City's volunteers give back and find meaningful ways to use their BLANK for good.

Diahann Billings-Burford
Chief Service Officer

*NYC Civic Corps volunteers at the AmeriCorps
kick-off ceremonies in Albany, November 2010.*



*Swearing in of NYC Civic Corps
volunteers, September 2010.*

GOAL ONE:

**HELP MORE
NEW YORKERS
CONNECT TO
SERVICE
OPPORTUNITIES
MORE EASILY**

*NYC Service makes New York City the easiest place in the
nation to engage in a service opportunity.*



WEBSITE

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

FY10: 302,133 unique visitors

FY11: 303,260 unique visitors

NYC CIVIC CORPS

Build the capacity to use volunteers at nonprofits and City agencies across the five boroughs by managing and dispatching a 150-member AmeriCorps program tasked with creating and enhancing high-impact volunteer programs



"You can be a recent college graduate, a mother who's looking to get back into the workforce or someone who was recently laid off. It doesn't matter. If you're passionate about New York City and have a willingness and ability to serve your city for a year, then we want you."

—Mayor Michael R. Bloomberg

2009–2010 CLASS

55,413 volunteers engaged
987,444 clients served by volunteers
\$1,073,485 cash resources developed
\$3,920,123 secured in in-kind donations

2010–2011 CLASS

744,600* volunteers engaged
727,480 clients served by volunteers
\$1,001,240 cash resources developed
\$6,016,518 secured in in-kind donations

Average age: **25 years old**

Youngest corps member: **20 years old**

Oldest corps member: **64 years old**

◆◆◆◆◆◆◆◆◆◆ **491,987 CLIENTS SERVED BY VOLUNTEERS** ◆◆◆◆◆◆◆◆◆◆



"My Civic Corps partner and I could not have come from more different backgrounds, but as a result we bring strengths in very different areas so that we successfully complement each other. ...I know we will both leave as better people and professionals as a result." —Jon Mazer

*This number includes volunteers engaged for NYC Service initiatives, several of which are broken out and reported on here.



**“AS A NEW YORKER,
I CHERISH THE
EXPERIENCES I’VE
HAD THIS YEAR IN NYC
CIVIC CORPS. NOT
ONLY DID I LEARN A
LOT ABOUT MYSELF,
BUT I LEARNED A
GREAT DEAL ABOUT MY
CITY AND FELLOW
NEW YORKERS.”**

—Christina Ventura, NYC Civic Corps



Bedford-Stuyvesant YMCA, June 2010.

GOAL TWO:

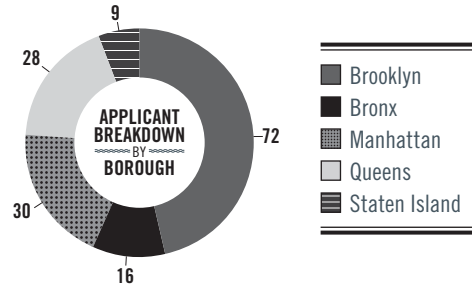
**TARGET VOLUNTEERS
TO ADDRESS THE CITY’S
GREATEST CHALLENGES**

An innovative approach aimed to answer the nationwide call to service to meet increased needs during the economic downturn.

STRENGTHENING COMMUNITIES

LOVE YOUR BLOCK

Invite volunteer-led neighborhood groups from across the City to undertake projects that will transform their blocks, and connect participating block associations directly to the agencies responsible for providing 25 of the most requested City services



FY10/FY11:



“This grant gives my neighbors and me the chance to show how much we love our community.”

—Amita Gasper, community liaison, Farmers Boulevard Community Development Corp.

HELPING NEIGHBORS IN NEED

TIMEBANKSNYC

Encourage New Yorkers to join time banks—reciprocal service exchange networks in which people provide help, support and services to one another, using time instead of money as the currency

FY10: 490 members
1,122 service exchanges

FY11: 597 new members
1,563 service exchanges

EDUCATION

IMPACT MENTORING

Manage a school-based group mentoring program, with the goal of building skills, aiding in academic and social development and developing lasting friendships

I mentor because I was, and continue to be, mentored. My life's success is the product of mentorship. For me, it is synonymous with love.

—Pam, Girls Inc. mentor

FY10: THIRTY-SEVEN MENTORS PLACED WITH 148 STUDENTS

FY11:
TWO HUNDRED AND SIXTY-FOUR
MENTORS PLACED WITH
1,932 STUDENTS



SERVE OUR SCHOOLS

Expand the number of adult volunteers who support NYC's public schools through partnerships with local nonprofit organizations

FY10/FY11:
14,018/15,667 adult volunteers in schools
TWO HUNDRED SUCCESS MENTORS

ENVIRONMENT

NYC COOL ROOFS

Plan and coordinate efforts for volunteer roof coating to reduce energy consumption and help meet the PlaNYC goal to reduce the City's carbon footprint 30% by 2030s

COOL ROOFS LOWER COOLING COSTS
A Cool Roof creates a cooler building envelope, reducing the cost to cool the building in the summer.

COOL ROOFS LAST LONGER
Fluctuations in roof temperatures cause rooftops to expand and contract, resulting in damage. A Cool Roof expands and contracts less, which increases the longevity of the roof.

USED MORE THAN 4,000 BUCKETS OF COATING

BROOKLYN WAS 2010'S COOLEST BOROUGH

OCTOBER WAS THE COOLEST MONTH, WITH 20,000 SQUARE FEET COATED

FY10/FY11:

381,665 square feet coated
+ 1,112,620 square feet coated (to date)

1,494,285 SQUARE FEET COATED TO DATE



HEALTH

SHAPEUPNYC

Recruit volunteer instructors to expand Shape Up NYC, free exercise programs at public locations targeted at combating certain preventable diseases



“Psychologically, this is my therapy; it's my stress release.”

—ShapeUpNYC participant

FY10/FY11:

VOLUNTEER FITNESS INSTRUCTORS
108

CLASSES OFFERED PER WEEK
70

PARTICIPANTS PER WEEK
3,594

“I am teaching yoga to teenage boys at MS 354 in Crown Heights, Brooklyn—one of the best experiences of my life. NYC Service is so wonderful to work with ... its ability to find opportunities perfect for your ‘BLANK’ is amazing! We live in a great city with great people, and committing to our community together is so fulfilling.” —Rupa Mehta, fitness volunteer

EMERGENCY PREPAREDNESS

CPR TRAINING

Manage free bystander CPR training program for New Yorkers and empower volunteer trainees to share their skills and knowledge with others

FY10: 12,346 directly trained in CPR
42,073 trained through trainee pledges

FY11: 8,905 directly trained in CPR
34,495 trained through trainee pledges

**“DEVELOPING
VOLUNTEER ACTIVITIES
THAT FIGHT CLIMATE
CHANGE AT THE LOCAL
LEVEL AND HELP
CREATE A GREENER
NEW YORK CITY IS
A TOP PRIORITY FOR
NYC SERVICE.”**

—Diahann Billings-Burford, NYC Chief Service Officer



Mayor Bloomberg helps coat the millionth square foot of roofs in NYC on a NYCHA rooftop in the Bronx, October 2010.

Brooklyn, August 2010.



GOAL THREE:

PROMOTE SERVICE AS A CORE PART OF WHAT IT MEANS TO BE A CITIZEN OF THE GREATEST CITY IN THE WORLD

A citizenry that participates in public life is necessary for a healthy democracy—and for healthy, strong neighborhoods.

SERVICE IN SCHOOLS

Build the infrastructure and support NYC's public schools in developing and executing individualized service and service learning plans

1,556 schools participated in Service in Schools Survey

FY10: 400,832 students engaged in service

FY11: 572,229 students engaged in service; 7,874 service projects completed

“NYC SERVICE IS AN EXTRAORDINARY TESTAMENT TO THE GENEROSITY AND COMPASSION OF NEW YORKERS. IN EVERY BOROUGH, RESIDENTS HAVE COME TOGETHER TO SHARE THEIR UNIQUE SKILLS AND HELP KEEP OUR COMMUNITIES STRONG. AS OUR EFFORTS CONTINUE TO INSPIRE OTHERS THROUGHOUT THE NATION, I KNOW NYC SERVICE WILL HAVE A LONG-LASTING IMPACT ON MANY CITIZENS THROUGHOUT OUR CITY AND COUNTRY.”

—Patricia E. Harris, First Deputy Mayor

NYC Service

nyc.gov/service



The National Conference on Volunteering and Service drew 5,000 attendees to New York City. The conference engaged 340 volunteers in beautification and NYC Cool Roofs service projects.

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

Citizens Committee for New York City

NYC Department of Parks and Recreation

NYC Department of Sanitation

NYC Department of Transportation

Middle School Mentors

NYC Department of Education

MillionTreesNYC

NYC Department of Parks and Recreation

NYC Civic Corps

Amigos del Museo del Barrio

Arab American Association of New York

Blue Engine

Brooklyn Public Library

CAMBA

Central Park Conservancy

Chhaya Community Development Corporation

Child Development Support Corporation

Common Cents New York

Community Service Society of New York

Computers for Youth

Coro New York Leadership Center

Corporation for National and Community Service

Episcopal Social Services of New York

Federation Employment and Guidance Service (FEGS)

Feerick Center for Social Justice at Fordham Law School

Friends of Van Cortlandt Park

Future Leaders Institute Charter School

Girls Incorporated of New York City

Girls on the Run Manhattan

Good Shepherd Services

Green City Force

GrowNYC

Hamilton-Madison House

Harlem Educational Activities Fund

Harlem RBI, Inc.

Hudson Guild

I Have a Dream Foundation — New York

iMentor

Jewish Association for Services for the Aged

Jumpstart

New York City Housing Authority

New York State Commission on National & Community Service

Phipps Community Development Corporation

Pro Bono Net

Queens Pride House

Sisters of Charity of St. Vincent de Paul

The Doe Fund

The Horticultural Society of New York

The Laundromat Project

Visiting Nurse Service of New York

World Cares Center

Year Up!

YWCA Brooklyn

NYC Cool Roofs

NYC Department of Buildings

Con Edison

Professional Services

Taproot Foundation

Serve Our Schools

Citizen Schools

City Year New York

Learning Leaders

New York Cares

PENCIL

Publicolor

The After-School Corporation

Service in City Internships

City agencies

Service in Schools

NYC Department of Education

ShapeUpNYC

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

Google

Lizzie and Jonathan M. Tisch Foundation

The Carnegie Corporation of New York

The Laurie M. Tisch Illumination Fund

Photo Credits

NYC Office of the Mayor

NYC Service window display at Bloomingdale's.

NYC
NEEDS
YOUR

BLANK

IT'S UP TO
YOU
National Conference on
Volunteering and Service
New York City, June 28-30, 2007

VOLUNTEER YOUR BLANK

nyc.gov/service

