

# 2016-2018 Strategic Plan Overview

## 2018 Fiscal Year

### 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** all New Yorkers to volunteer and serve New York City and each other.

### 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 the effectiveness, outcomes, and two-way benefits of volunteerism and national service programs for individuals, neighborhoods, and organizations.

### THEORY OF CHANGE

**NYC Service promotes volunteerism and service as a voice**, a catalyst, and a capacity builder. We convene and connect volunteers and national service members with City agencies and community-based organizations to create and strengthen volunteer and national service programs that focus on education, economic opportunity, environment, health, and emergency management. The long term impact of NYC Service is empowered organizations and residents who continuously seek to address and improve the quality of life for all New Yorkers. Both individuals served and those who serve benefit.

### 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 NYC's volunteer rate from 18% to the 25% national average, as measured by the U.S. Census Household Survey and NYC Service measurements.

## HOW WE DO OUR WORK

1

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

- Volunteer Promotion & Communications
- Volunteer Matching
- Volunteer Connections
- Neighborhood Volunteer Plans

2

Increase **Volunteerism** to Address the City's Greatest Needs

- City Agency Support
- CBO Support
- Impact Initiatives & Evaluation

3

Expand NYC **National Service** Programs to Address the City's Greatest Needs

- NYC National Service Growth
- Cross Program Support
- Civic Corps, NYC VISTA, & City Service Corps

Grow **Public/Private Partnerships** to Catalyze Volunteerism

- NYC Corporate Employee Volunteer Engagement
- CBO Corporate Service Support
- Days of Service/Campaigns

4

Increase **Volunteer Capacity Building Resources** for Volunteer & National Service Programs

- Volunteer Planning & Management
- Nonprofit Board Development
- Fundraising & Resources
- Organization Excellence

5

GOALS

## City Needs and Priorities

Education

Economic Opportunity

Healthy Futures

Environment

Emergency Preparedness & Response

IMPACT

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