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SERVE PHILADELPHIA

Progress Report-October 2013

Produced by the Mayor's Office of Civic Engagement and Volunteer Service

MAYOR'S OFFICE OF
Civic Engagement & Volunteer Service

City Hall, Room 112
Philadelphia, PA 19107

CITIES OF SERVICE
CITIESOFSERVICE.ORG

Founded in New York City on September 10, 2009 by 17 mayors from cities across the nation, Cities of Service is a bipartisan coalition of mayors who have committed to work together to engage citizens to address critical city needs through impact volunteerism.

The coalition aims to create a vibrant and growing network of municipal governments effectively leveraging citizen service as a reliable, viable tool to achieve measurable impact on pressing local challenges. By accelerating the service movement at the most local level—connecting local needs to the supply of willing volunteers in innovative and impactful new ways—Cities of Service aspires to create a new chapter in America's longstanding history of service while making local government more effective.

Today, the Cities of Service coalition includes more than 175 mayors, representing nearly 50 million Americans. Like the founding mayors, each coalition member has made a commitment to work with other mayors around the country and advance service strategies in their own city by crafting a high-impact service plan.

PHOTO CREDITS:

Special Thanks to Mayor Nutter's Photography Interns, Mitchell Leff and Kait Privitera, and SERVE Philadelphia VISTAs, Charles Bouril and Margaret Ernst, for their outstanding contributions to this publication.

Kait Privitera: Pg. 4 - lower left and right; Pg. 8 – above April 2008; Pg. 24 – bottom; Pg. 28 – bottom left

Mitchell Leff: Cover - top strip; Pg. 4 - center; Pg. 6 – 4th photo in strip; Pg. 12 – bottom; Pg. 30 – 3rd photo in strip

Charles Bouril: Pg. 6 – 1st and 5th photos in strip; Pg. 11 – photos above and below April 2013; Pg. 27 – PYS participant and photo collage; Pg. 34 – 3rd photo in strip; Pg. 35 – 1st photo in strip

Margaret Ernst: Cover - fourth strip; Pg. 19 – bottom left and right; Pg. 23 – bottom; Pg. 27 – bottom left

This report was compiled by Laura Benshoff, Margaret Ernst, Earl Joseph and Catie Wolfgang, with help from the entire SERVE Philadelphia VISTA Corps. Editing by Margaret Ernst. Design by Laura Benshoff. Printing by the City of Philadelphia Central Duplication, Department of Records. Please contact SERVEPhiladelphia@phila.gov to request copies.

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FUN
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PHILLY
SUMMER

Letter from the Mayor of Philadelphia

October 2013

Dear Fellow Citizens,

Philadelphians have been working together to solve pressing challenges throughout our history. In 1736, we established the nation's first all-volunteer fire department. Starting in the 1920s, citizens coordinated efforts to restore Wissahickon Creek, laying the foundation for close to 100 dedicated "Friends Groups" that currently steward our parks. Today, thousands of block captains serve as invaluable resources to their neighbors by sharing information and organizing community cleanups. National Service members are making a positive impact in every corner of the city and dedicated citizens of all ages volunteer on a regular basis in libraries, schools, faith-based institutions and non-profit organizations.

It is this long and rich legacy of citizen service that earned Philadelphia the prestigious Cities of Service Leadership Award in 2010, and led me to establish the Mayor's Office of Civic Engagement and Volunteer Service (MOCEVS). The first of its kind in Philadelphia, MOCEVS is dedicated to dramatically increasing the City's capacity to capitalize on our homegrown volunteer spirit. Shortly after opening, MOCEVS launched "SERVE Philadelphia: A Blueprint for Promoting Service as a Strategy to Impact Challenges and Strengthen Communities" – and it hasn't looked back since! It is with great pride that I share with you the first annual "SERVE Philadelphia Progress Report" outlining the City's efforts over the past three years to significantly enhance volunteer mobilization and measure impact.

Concurrent with the release of this progress report, I am issuing an Executive Order that establishes MOCEVS as the hub for impact volunteering and National Service resources in City government. With this order, I affirm the City's commitment to impact volunteering by ensuring the sustainability of an office dedicated to coordinating resources and working collaboratively across City departments to support citizen service.

I want to thank our City's leaders who have embraced the opportunity to establish or deepen their commitment to citizen engagement by launching new initiatives to engage volunteers or by strengthening current practices. I also want to extend my gratitude to the wide range of public and private sector partners who've stood with us in this work. Most importantly, I applaud the citizen volunteers of our great city who are at the heart of all that's been accomplished. Together, your efforts have led to thousands of adults coaching high school students to graduation, a significant increase in volunteers working with adult learners, stronger park friends groups, greater collaboration between programs that serve our seniors and many other supports that make our communities safer, stronger and more vibrant.

Sincerely,

Michael A. Nutter
Mayor

INTRODUCTION

ABOUT THE MAYOR'S OFFICE OF CIVIC ENGAGEMENT AND VOLUNTEER SERVICE

On Martin Luther King Day 2010, Cities of Service and the Rockefeller Foundation named Philadelphia a recipient of the Cities of Service Leadership Grant, enabling Mayor Nutter to hire the City's first Chief Service Officer and establish the **Mayor's Office of Civic Engagement and Volunteer Service (MOCEVS)**.

MOCEVS collaborates with other City entities and a wide range of public and private sector allies to strategically engage citizens in addressing local challenges, particularly in the areas of education, food security, community revitalization and youth engagement. By uniting volunteers from across sectors, MOCEVS maximizes impact and empowers citizens with diverse expertise to invest their time and talent in Philadelphia's future.

MOCEVS's strategy for enhancing citizen engagement and volunteer mobilization across City government is fueled by a dedicated team of AmeriCorps VISTA members serving on a full-time basis in a broad range of City agencies and non-profit partners.

Engagement Models

How the Mayor's Office of Civic Engagement and Volunteer Service Gets Things Done

Impact Volunteer Initiatives: MOCEVS plays a key role in developing volunteer strategies that target community needs, use best practices, and set clear outcomes and metrics to gauge progress.

Coalition-Building: MOCEVS convenes cross sector leaders in service and volunteering to ensure greater collaboration and impact in addressing city challenges.

Citizen Engagement: MOCEVS collaborates with partners across City government to increase citizen engagement in ways that impact the Mayor's priority goals.

Look for these symbols throughout the report to see what these models look like in action!

For more information about National Service across the country, visit **www.NationalService.gov**.

ABOUT AMERICORPS VISTA AND THE SERVE PHILADELPHIA VISTA CORPS

Volunteers in Service to America (VISTA) emerged from President Kennedy's anti-poverty plans and was signed into law by President Johnson in the Economic Opportunity Act of 1964. Originally envisioned as the domestic equivalent to the Peace Corps, VISTA began with 20 full-time volunteers in 1965.

In 1993, President Clinton signed the National Community Service Trust Act, establishing the **Corporation for National and Community Service (CNCS)**, the federal agency that today engages more than 5 million Americans in service through its core programs —Senior Corps, AmeriCorps, and the Social Innovation Fund. Since that time, VISTA has become a signature component of AmeriCorps.

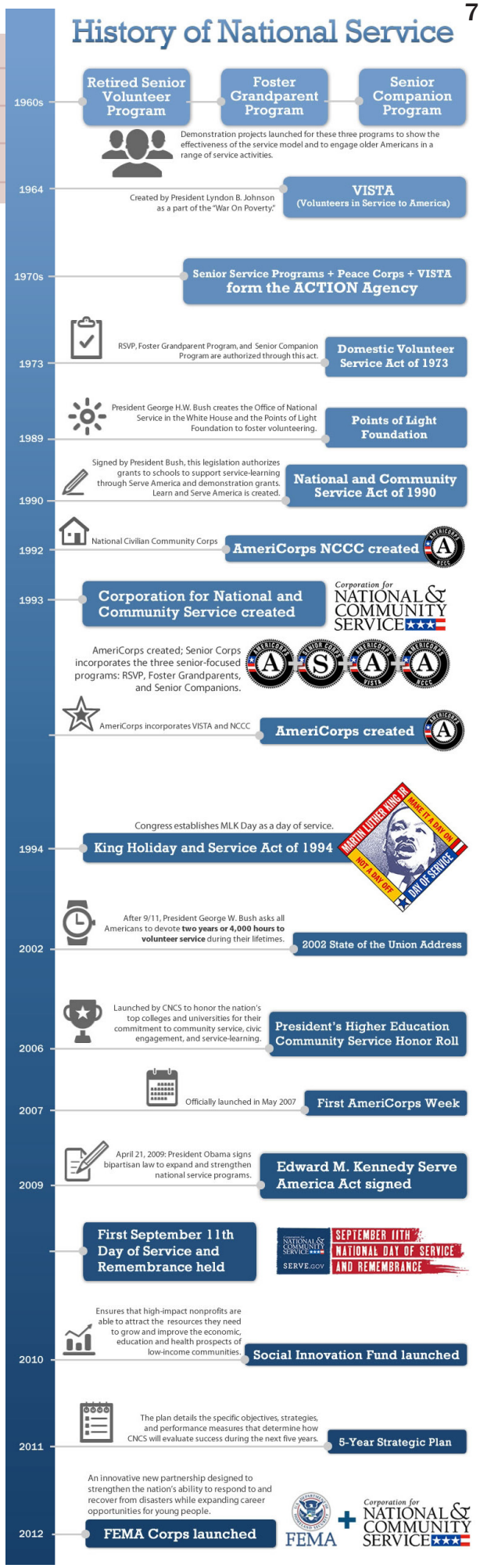
Today, over 8,000 AmeriCorps VISTAs are serving across the United States, implementing projects designed to help public agencies and nonprofit, faith-based and other community organizations address the root causes of poverty through volunteer mobilization and other capacity-building initiatives.

National Service resources have been critical to MOCEVS since its inception. Two AmeriCorps VISTAs, secured through the Pennsylvania State Office of CNCS, were instrumental to the launch of SERVE Philadelphia in September 2010.

Over time, MOCEVS has grown the SERVE Philadelphia VISTA Corps to 25 full-time members on an annual basis through resources from the Pennsylvania State Office of CNCS, as well as via innovative partnerships with national VISTA projects managed by Points of Light and the New York City Coalition Against Hunger.

To date, MOCEVS has placed 47 VISTAs in government agencies and partner organizations to increase the City's capacity to mobilize volunteers and engage citizens in ways that impact Philadelphia's most pressing challenges.

Philadelphia is home to a vibrant network of National Service programs. During the 2012-2013 program year, 1,172 older adults served as Senior Corps volunteers and more than 1,700 citizens completed a term of AmeriCorps service. For more information on Philadelphia's National Service programs, please visit www.NationalServicePHL.com.



TIMELINE

Milestones

Three months after his inauguration, Mayor Nutter demonstrates his commitment to impact volunteering. The first annual Philly Spring Clean Up is the largest one-day community beautification event in the nation's history.

April 2008

New York Mayor Michael R. Bloomberg and 16 other mayors establish Cities of Service (CoS), a bipartisan coalition of mayors committed to addressing critical city needs through impact volunteering. Mayor Nutter is one of the first mayors to sign on.

September 2009

MAYOR'S OFFICE OF Civic Engagement & Volunteer Service

Cities of Service and the Rockefeller Foundation name Philadelphia a recipient of the Cities of Service Leadership Grant, enabling Mayor Nutter to hire the City's first Chief Service Officer and establish the Office of Civic Engagement and Volunteer Service (MOCEVS).

MLKDay 2010

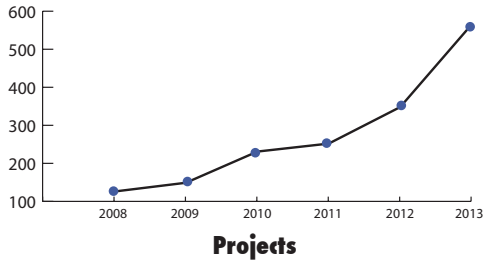
Where Are We Now?

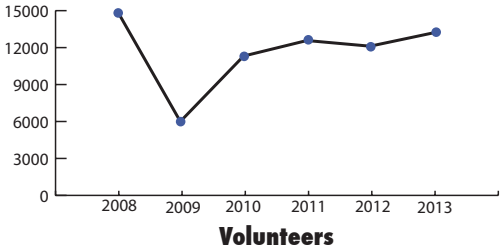
Six years later, over 70,000 Spring Clean Up volunteers have removed more than 8 million pounds of trash and recycling from city streets and neighborhood parks.

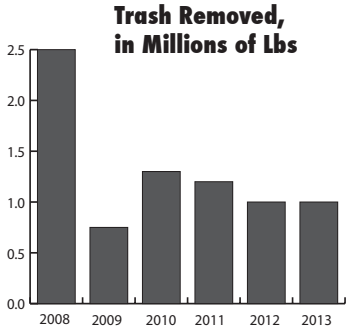
Today, more than 175 cities are part of the CoS coalition.

In October 2013, Mayor Nutter issues an Executive Order establishing MOCEVS as the City's hub for National Service resources and impact volunteering.

Philly Spring Clean Up | *by the numbers*



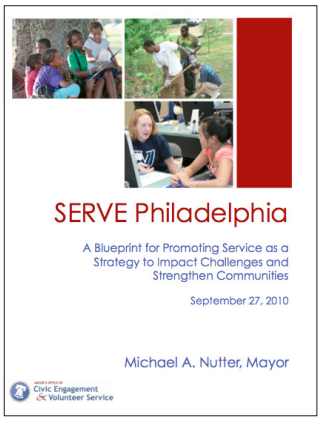




MOCEVS recruits the first three SERVE Philadelphia VISTAs to increase volunteer engagement with PhillyGoes2College, the Graduation Coach Campaign and the PhillyRising Collaborative.

August 2010

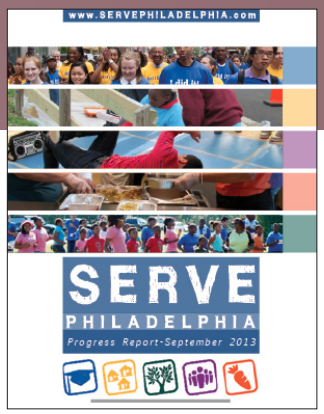
Over 10,000 citizens have provided volunteer support to one or more of these initiatives since 2010.



MOCEVS releases SERVE Philadelphia's high impact service plan.

September 2010

In October 2013, MOCEVS releases the first annual SERVE Philadelphia Progress Report outlining the significant impact of increased citizen engagement and volunteer mobilization.



+

MOCEVS partners with the United Way of Greater Philadelphia and Southern New Jersey to support the establishment of the Greater Philadelphia Corporate Volunteer Council (GPCVC). For more information, please visit www.gpcvc.org.

Following their official launch in February 2012, the GPCVC has hosted a continuing series of volunteer engagement programming designed to promote best practices in high impact employee volunteer engagement.

Mayor Nutter launches www.SERVEPhiladelphia.com, a user-friendly website for Philadelphians of all ages to find volunteer opportunities that match their skills and interests.

January 2011

Since its launch, the site has received 110,000 unique visitors, 30% of whom return on a regular basis.

Continued on the following page.

TIMELINE, CONTINUED.

Milestones

August 2011

The SERVE Philadelphia VISTA Corps grows to 8 full-time members, supporting new partnerships with Philadelphia Parks & Recreation, the Mayor's Commission on Literacy and the Mayor's Office of Policy Planning and Coordination.

January 2012

In a letter co-signed by 20 of his colleagues, Mayor Nutter calls on members of the United States Conference of Mayors to join Cities of Service and establish a 'Chief Service Officer' position within their senior administrations.

August 2012

The SERVE Philadelphia VISTA Corps grows to 20, including members funded through a new partnership with the New York City Coalition Against Hunger's Anti-Hunger and Opportunity Corps.

Where Are We Now?

An ever growing number of volunteer-driven initiatives, supported by SERVE Philadelphia VISTAs, are becoming embedded in the fabric of City government.

Nearly 30 mayors across the country have named an individual to serve as the city's Chief Service Officer.

SERVE Philadelphia VISTAs in 2012 collaborated to develop multiple new volunteer programs and initiatives, securing $100K from the Cities of Service Impact Volunteering Fund to support this work.

CITIES OF SERVICE
IMPACT VOLUNTEERING FUND
PLUS TOOLS TO DEVELOP HIGH-IMPACT SERVICE PLANS & INITIATIVES

MAYORS DAY of Recognition for National Service

Mayor Nutter announces the first annual Mayors Day of Recognition for National Service in his United States Conference of Mayors Presidential Address.

January 2013

832 mayors from all 50 states celebrated the impact of national service members in their cities on April 9th, 2013.

Mayor Nutter is joined by CNCS CEO, Wendy Spencer, and former Pennsylvania Senator, Harris Wofford, in congratulating winners of the first annual City of Philadelphia ~ Mayor's Award for Distinguished National Service.

April 2013

Nomination forms for the 2014 City of Philadelphia ~ Mayor's Award for Distinguished National Service will be available in January 2014 at www.NationalServicePHL.com.

Philadelphia Youth Network · City of Philadelphia · Life · Liberty · And You · EducationWorks

The City of Philadelphia, in partnership with EducationWorks and the Philadelphia Youth Network, was selected by CNCS as a recipient of the first annual Governor and Mayor Initiative Award.

June 2013

Funding from the Governor and Mayor Initiative Award will be used to establish PowerCorpsPHL, an AmeriCorps service and jobs training program designed to advance the City's environmental stewardship agenda while addressing key youth violence prevention priorities.

POWER CORPS PHL

AmeriCorps VISTA · Volunteers In Service To America · Bank of America · POINTS OF LIGHT

SERVE Philadelphia VISTA Corps grows to 25, with two additional members secured through a grant from Points of Light and Bank of America.

August 2013

Philadelphia is one of 10 cities across the country selected by Points of Light and Bank of America to host of pair of AmeriCorps VISTAs focused on engaging volunteers to promote financial literacy and opportunity.

EDUCATION

MAYOR'S OFFICE OF EDUCATION | PHILLY GOES 2 COLLEGE | GRADUATION COACH CAMPAIGN PHILADELPHIA EDUCATION FUND | SCHOOL DISTRICT OF PHILADELPHIA | MAYOR'S COMMISSION ON LITERACY

"Education is our public safety strategy. Education is our poverty strategy. Education is our health strategy. Education is our economic development strategy. Education is central to everything we're trying to accomplish." -*Mayor Michael A. Nutter, 2012*

The Mayor's Office of Civic Engagement and Volunteer Service convenes and supports stakeholders in promoting and expanding the role that citizens play as volunteers in addressing the city's educational challenges. Efforts in this area are focused around Mayor Nutter's key education goals: to increase Philadelphia's high school graduation rate to 80% by 2015, to raise the city's college attainment rate to 36% by 2018, and to ensure all adult Philadelphians are able to meet the basic educational requirements for entry into post-secondary education or family-sustaining jobs.

Working in close partnership with the Mayor's Office of Education, the Mayor's Commission on Literacy, the School District of Philadelphia, and other public and private sector partners, MOCEVS has catalyzed partnerships and built capacity for initiatives in K-12 achievement, college access, adult education and digital literacy. Through this work, SERVE Philadelphia VISTAs have played central roles in building programs, developing systems for volunteer engagement, and conducting community outreach— all resulting in broader opportunities for citizens to support each other in achieving their educational goals.

S.W.A.G. Week
a week of activities + resources for
Students With A Goal

STORIES: S.W.A.G. Week

S.W.A.G. Week, standing for "Students With A Goal," offers volunteer-driven activities for middle and high school students during the School District of Philadelphia's Spring Break. Originally conceived and piloted in 2011 by a SERVE Philadelphia VISTA working with PhillyGoes2College, S.W.A.G. Week expanded dramatically in 2012. 1,000 students participated in 16 events across the city focusing on a combination of college-going, service and fun. Students from more than 50 schools spoke with employers and college representatives at college and career fairs, learned how to apply for summer jobs, took practice S.A.T. exams, ate lunch with Mayor Nutter, received hands-on support from PG2C in answering their college admissions and financial aid questions, volunteered in an urban garden, explored the Franklin Institute, and more.

PROJECTS

Engaging Young People as Philadelphia's College Access Ambassadors

PhillyGoes2College (PG2C) is an initiative of the Mayor's Office of Education that provides high-quality college access information and resource referrals that are current, comprehensive, and easily accessible. MOCEVS has helped grow PG2C's capacity to reach students in schools, neighborhood based organizations and non-profits across the city, as well as to engage college students as representatives of college-going culture through presentations at schools and college access events. Since February 2010, SERVE Philadelphia VISTAs have helped PG2C to educate over 28,000 Philadelphians about pathways to college, and to train over 500 volunteers to support young people in completing college essays, financial aid forms, and other key steps in the application process.

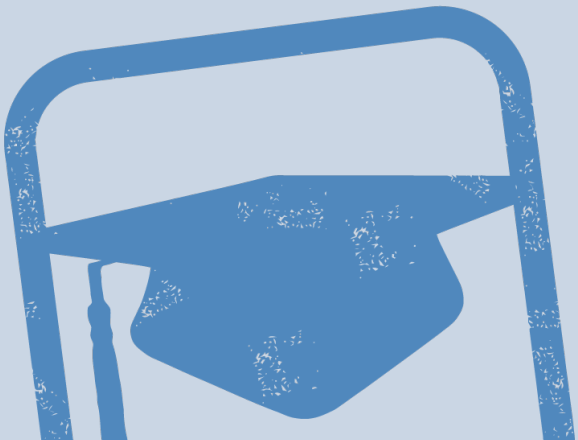
Educating Families for a Successful, College-Going Future

The School District of Philadelphia is the eighth largest school district in the nation and serves a multicultural student body across a shifting educational landscape. In order to help families achieve post-secondary educational goals, the School District, in conjunction with the Mayor's Higher Education Advisor, instituted a new parent and family resource in 2012 through the College Countdown Center (CCC). The CCC provides District parents access to information that will assist them in preparing for a post-secondary credential and in supporting their children in the preparation, application, and completion of a college education. In 2012-2013 the CCC became an integral part of the services provided by the District's Office of Family and Community Engagement. During the CCC's first year, a SERVE Philadelphia VISTA provided crucial support by developing a parent's guide to the college-going process, instituting the first adult college fair, and coordinating on-going workshops and other outreach initiatives.

Mentoring to Improve Adult Literacy Outcomes

In 2010 the Mayor demonstrated his commitment to adult education by appointing 16 new members to The Mayor's Commission on Literacy (MCOL), a body charged to ensure that all adult Philadelphians are able to meet the basic educational requirements for entry into post-secondary education or family-sustaining jobs. Beginning in February 2012, a VISTA from the SERVE Philadelphia Corps helped MCOL achieve its goal of establishing a program to engage volunteers as mentors, in an effort to provide additional support and guidance for adult learners. The Adult Literacy Mentoring Partnership unites volunteers, learners, and adult literacy agencies throughout Philadelphia in these efforts. To date, MCOL's mentoring program has mobilized six adult literacy agencies to recruit and train 32 volunteer mentors, many of whom have participated in adult basic education courses themselves. MCOL is on target to work with six additional literacy agencies to train another 60 volunteer mentors by February of 2014.

Left: Each year PhillyGoes2College hosts a "Top of the Class" parade, inviting high-achieving Philadelphia high school graduates to march up South Broad street to City Hall. In 2013, more than 500 graduates from over 80 schools participated in the second annual march, led by Mayor Nutter and Philadelphia School District Superintendent Dr. William Hite. They were joined by teachers, counselors and volunteer mentors eager to share in the celebration of their success.



EDUCATION PROJECTS, CONTINUED.

Making a Corporate Connection to Advance College Going

Through its College Access Program, the Philadelphia Education Fund supports middle and high school students working towards their goals for post-secondary education. The Mayor's Office of Civic Engagement and Volunteer Service, working in partnership with PhillyGoes2College, is helping to build capacity for this initiative by developing a volunteer-led program to assist students in navigating college access processes. Over the next 18 months, through the support of a SERVE Philadelphia VISTA, the College Access program will recruit, train, place and evaluate the impact of 50 corporate volunteers who will support a minimum of 500 high school students from across the city in their college-going pursuits.

Expanding Adult Education Support with Tech-Savvy Tutors

Beginning in 2014, the GED test will transition to a digital-only format, further emphasizing the need for technology to become an essential component of high quality adult education. In response, a team of SERVE Philadelphia VISTAs working together across City departments collaborated to design Tech Tutors, an innovative initiative to address the digital literacy needs of adult learners. Tech Tutors aims to increase volunteer support for Philadelphia's adult learners striving to use technology as a tool to improve their overall literacy and achieve their educational goals. On track to launch in September 2013, Tech Tutors will engage 225 volunteers over two years, providing more than 13,500 hours of technology-centered tutoring to adult learners. Partner organizations with existing adult literacy programs (including People's Emergency Center, Congreso de Latinos Unidos, Project H.O.M.E, Mercy Neighborhood Ministries and Philadelphia FIGHT in Year 1) are implementing the Tech Tutors model to equip a minimum of 450 adults with technology, reading, writing, and career skills through the support of volunteers. Tech Tutors is coordinated by a strategic partnership between The Mayor's Commission on Literacy, MOCEVS and the Freedom Rings Partnership, with financial support from Bloomberg Philanthropies' Cities of Service Impact Volunteering Fund and Drexel University.

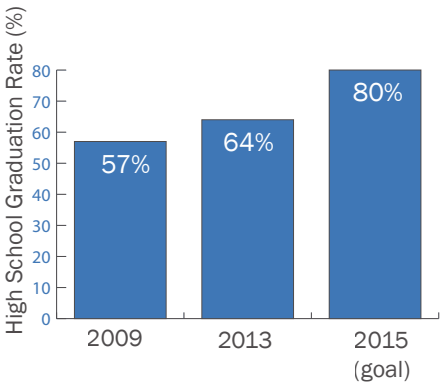
Equipping Adults to Coach Students Toward Graduation

Founded by the Mayor's Office of Education in partnership with the Philadelphia Youth Network, the United Way of Greater Philadelphia and Southern New Jersey, and the School District of Philadelphia, the Graduation Coach Campaign focuses on the role that adults play in helping increase the City's high school and college graduation rates. The Campaign equips adults with resources to assist the young people in their lives before, during, and after high school. Since 2010 the Graduation Coach Campaign has trained over 4,700 adult volunteers on how to engage youth in conversations about achieving their educational goals. The Campaign provides coaches with additional information on helping youth develop their key strengths and skills so they can successfully overcome barriers to graduation.

STORIES: Graduation Coach Dorian Harris

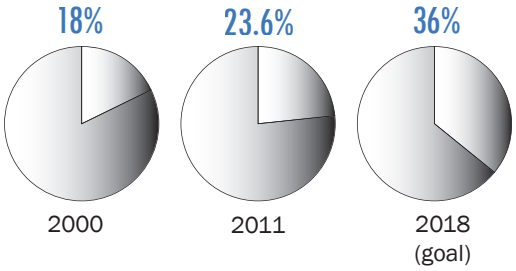
Dorian Harris can't help lending a hand and positive energy to anyone and "everyone who wants to do something good for society," he says. As a parent volunteer at Pastorious Elementary School in Germantown, Dorian was introduced to the Graduation Coach Campaign in the spring of 2011 and since then has become a passionate coach and supporter of the campaign. Dorian coaches over 13 young people on a regular basis, including his six children, helping them stay on track in high school and access important information for getting into college and making career choices. Becoming involved with his children's education also motivated Dorian to go through the steps required to obtain his own college degree. Dorian earned his GED in 2011 and will be starting a second year at Harcum College in the fall of 2013.

BACKGROUND DATA ON EDUCATIONAL ATTAINMENT IN PHILADELPHIA



% of Phila. Public High School Students Who Graduate in 4 Years

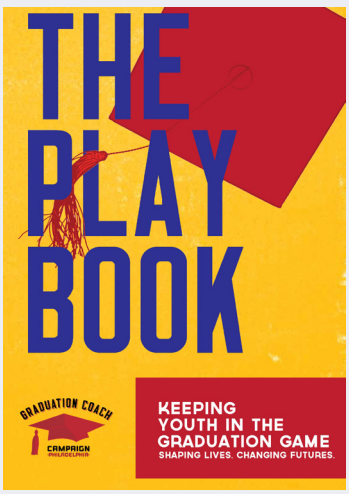
% of Philadelphia Residents with a 4-year College Degree or Higher

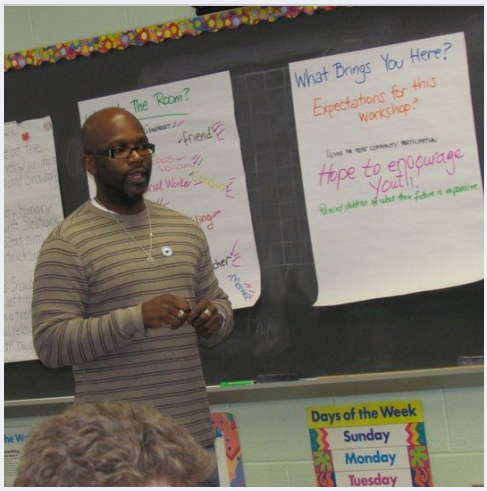


HOW TO GET INVOLVED

- To become a volunteer tutor or College Access Ambassador with PhillyGoes2College, visit **www.PhillyGoes2College.com** or call **215-686-0315**.
- To become a coach with the Graduation Coach Campaign, visit **www.PhillyGradCoach.org** or call **215-686-2176**.
- To become a Tech Tutor or an Adult Literacy Mentor with the Mayor's Commission on Literacy, visit **www.PhilaLiteracy.org/programs/volunteer** or call **215-686-5250**.
- To learn more about the Philadelphia Education Fund, visit **www.PhilaEdFund.org**. If you are a corporate volunteer interested in getting involved with the College Access Program, contact **kstephens@philaedfund.org**.

Above: The Mayor's Commission on Literacy's Adult Literacy Mentoring Partnership unites volunteers, learners and adult literacy agencies to provide enhanced support to the city's adult learners.
Bottom Left: "The Play Book", a guide used in Graduation Coach Campaign workshops to help volunteers support the young people in their lives set and achieve educational goals.
Bottom Middle: A trainer leads a Graduation Coach Campaign workshop.
Bottom Right: A volunteer from Villanova University works with a high school student on her college application essay at a PhillyGoes2College workshop.





FOOD SECURITY

MAYOR'S COMMISSION ON AGING | MAYOR'S OFFICE OF POLICY, PLANNING & COORDINATION
PHILADELPHIA FOOD ACCESS COLLABORATIVE | GREATER PHILADELPHIA COALITION AGAINST HUNGER
NEW YORK CITY COALITION AGAINST HUNGER

Philadelphia has one of the highest rates of food insecurity in the country, with nearly 1 in 4 residents identified as food insecure—including 1 out of 4 children. Within Mayor Nutter's goal of creating a healthier city is prioritizing access to healthy, affordable food for Philadelphians across all neighborhoods and generations. In addition to supporting access to farmers markets and healthy corner stores through the Health Department's Get Healthy Philly initiative, the City has convened partners to work collaboratively on improving access to public benefits, free meals for children during the school year and summer, indoor dining options for individuals experiencing homelessness or lacking access to a kitchen, and food resources for seniors. Working in close partnership with the Mayor's Office of Policy Planning and Coordination, the Mayor's Office of Civic Engagement and Volunteer Service is committed to leveraging citizen service in efforts to fight hunger in Philadelphia and is involved in projects that engage volunteers in solutions, from helping enroll fellow citizens in nutrition assistance programs to coordinating and spreading the word about access to free meals for children and individuals at risk of being food insecure.

STORIES: Ending Hunger Through Citizen Service Conference, Fall 2012

In October 2012, MOCEVS worked with the Greater Philadelphia Coalition Against Hunger and the New York City Coalition Against Hunger to host "Ending Hunger Through Citizen Service," a conference focused on leveraging ideas and innovative opportunities for volunteers to support hunger organizations. More than 200 local non-profit, religious, and community leaders gathered to learn about food insecurity in Philadelphia and explore dynamic roles that anti-hunger volunteers can play in building organizational capacity, conducting benefits outreach, increasing participation in nutrition assistance programs, delivering nutrition education and providing technical assistance to food pantries. The conference also corresponded with the release of a handbook (left) of best practices for linking volunteers to hunger-fighting efforts on both a direct-service and capacity-building level.

PROJECTS

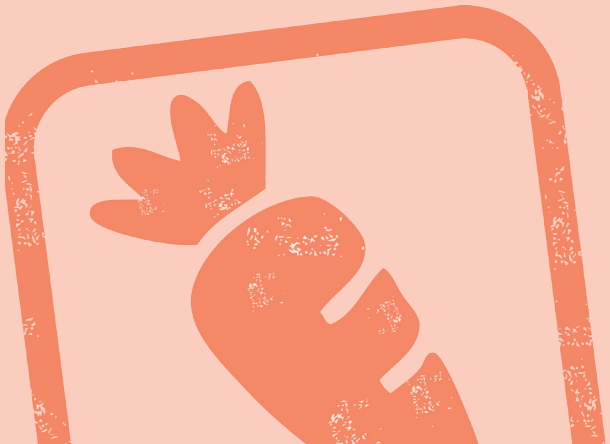
Improving Access to Benefits and Emergency Food

Nearly 180,000 Philadelphians who qualify for help paying for their groceries through the Supplemental Nutrition Assistance Program (SNAP, formerly food stamps) are not enrolled. The Greater Philadelphia Coalition Against Hunger (GPCAH) and other public and non-profit leaders in the city work actively to fill this gap, though there is still great need. MOCEVS partners with the Mayor's Office of Policy Planning and Coordination, GPCAH and the Anti-Hunger and Opportunity Corps (a project of the New York City Coalition Against Hunger) to improve outreach to immigrant populations, seniors, children and families in need, and to build volunteer infrastructures to spread the word about SNAP and other emergency food options. In October 2012, MOCEVS also partnered with GPCAH to engage more than 200 local hunger-fighters in brainstorming innovative ways to utilize volunteers in solutions to food insecurity.

Innovating Solutions around Senior Hunger

On any given day in Philadelphia, nearly 5,000 seniors receive meals prepared, packed, and delivered to their door by volunteers. Meals on Wheels programs and other volunteer-supported initiatives are at the forefront of impacting the fight against senior hunger in Philadelphia. Following Mayor Nutter's participation in Mayors for Meals in 2010, a national campaign to raise awareness about senior hunger, MOCEVS partnered with the Mayor's Commission on Aging and the Raymond and Miriam Klein-JCC to go deeper in assessing volunteer contributions in senior hunger solutions. Through the leadership of a SERVE Philadelphia VISTA, the Commission released a report about home-delivered meals programs in the city and established a Senior Hunger Task Force to convene stakeholders in order to better share information about existing resources and brainstorm opportunities to build the City's capacity to address unmet need. The Task Force also released a guide to senior hunger resources that has been translated into nine languages and distributed to over 10,000 seniors and senior caregivers across the city.

Left: Mayor Nutter joins volunteers from South Philadelphia High School and the Klein JCC's Retired and Senior Volunteer Program in preparing meals for homebound seniors in order to raise awareness about senior hunger in Philadelphia and to celebrate the role that volunteers play in addressing this issue. Philadelphia has the highest proportion of older adults (age 60+) out of the ten largest U.S. cities, and approximately 31% live alone. Nearly 5,000 seniors are served on a daily basis through volunteer-supported Meals on Wheels programs.



FOOD SECURITY PROJECTS, CONTINUED.

Building Capacity to Serve Those Most in Need

Everyday in Center City Philadelphia, hundreds of individuals visit sites that serve congregant meals to stave off hunger. Non-profit organizations and many volunteer-driven groups organize to meet the need, providing free food and social services. The Philadelphia Food Access Collaborative, formed in December 2012, is a coalition of providers, behavioral health advocates, guests of meal service programs, philanthropists, and City officials that aims to build capacity for free food services and other key social services to those in need by improving information and coordination between volunteer groups and other providers. Through the support of a SERVE Philadelphia VISTA, MOCEVS has partnered with the Collaborative and the Mayor's Office of Policy Planning and Coordination to develop infrastructure for the group and share information between providers, clients, and the larger community. In the last six months, the Collaborative worked with representatives from over 35 organizations, distributed guides on key social services, and surveyed more than 250 guests about their needs. The Collaborative will also be launching a training program for providers to learn about key social services starting in fall 2013.

Spreading the Word about Free Summer Meals

Many families in Philadelphia whose children qualify for free or reduced cost lunches during the school year struggle to access nutritious meals during the summer months. Nevertheless, while free meals for children and teens are offered during the summer at hundreds of City locations and community organizations across Philadelphia, 41,000 children who were eligible in 2011 did not participate. In 2012, the City launched the "Fun, Safe Philly Summer" campaign to promote access to free summer meals as well as activities to keep children and youth active from mid-June through the end of August. MOCEVS has built the initiative's capacity to connect children and youth to free summer meals through neighborhood-based outreach conducted by SERVE Philadelphia VISTAs. Their efforts contributed to a 25% increase in the number of meals served in 2012. In 2013, a second team of Summer VISTAs developed the infrastructure required to engage 75 teen volunteers in outreach efforts aimed at achieving a similar increase in participation this year.

STORIES: Senior Hunger Task Force

Senior hunger is inextricable from issues of poverty and access to healthy, affordable food that impacts all generations, but senior citizens also face unique dietary and mobility problems that make getting food on the table all the more challenging. Growing from Mayor Nutter's participation in Mayor's for Meals in 2010, the Mayor's Commission on Aging Senior Hunger Task Force brought together diverse service providers and advocates from immigrant-serving agencies, senior housing projects, and faith-based communities in order to strategize what it will take to work together long-term to tackle unmet need and underlying causes of senior hunger. The Food Resource Guide for Philadelphia Older Adults (pictured to the right) is just one bi-product of the Task Force's ongoing efforts. Full recommendations from the Task Force can be read at http://www.phila.gov/pdfs/Report_MCOASeniorHungerTaskForce.pdf.

How Can I...
Eat Congregate Meals in My Neighborhood?

Senior centers connected to **Philadelphia Corporation for Aging (PCA)** offer healthy lunch time meals for a small donation per day. To find a senior center near you, call the **PCA Helpline: 215-765-9040.**

Other locations throughout the city offer free lunch or breakfast programs. To find a program near you, call the **Coalition Against Hunger: 215-430-0556.**

How Can I...
Get Groceries Delivered to My Home?

SuperFresh, Fresh Grocer, ShopRite, Fine Fare, Shop n Bag, and several other grocery chains in Philadelphia offer grocery delivery services for free, a small fee, or minimum purchase requirement. To find out if this service is available near you, call 311 or ask a cashier at your local store. Most major grocers also accept SNAP.

How Can I...
Get Free Boxes of Food?

Food pantries across the city offer free boxes of non-perishable food. To find a pantry, call the **Coalition Against Hunger: 215-430-0556.**

The **Commodity Supplemental Food Program** provides free monthly food boxes for limited-income adults 60 years and older. Boxes are distributed at more than 90 different agencies across the city. To find an agency near you, call the **Philabundance Food Help Line: 1-800-319- FOOD (3663).**

Jewish Relief Agency (JRA) delivers boxes of free, Kosher non-perishable food and produce once a month throughout Philadelphia and surrounding counties, regardless of age or religious affiliation. For locations, call **610-660-0190 or 215-281-7572.**

City of Philadelphia
MICHAEL A. NUTTER, MAYOR

Food Resource Guide for Philadelphia Older Adults

Getting healthy, affordable food can be challenge as you grow older. In this guide you will find information about resources in Philadelphia that can help stretch your dollar to make sure you have the food you need. Find details about:

- SNAP (food stamps)
- Home-Delivered Meals
- Discounts on Fresh Fruits and Vegetables
- Congregate Meals
- Free Food Boxes
- Grocery Deliveries

To access this guide online, including links to program websites, visit **www.pcaCares.org/foodresources**

FOOD SECURITY

PROJECT GROWTH

SENIOR HUNGER

March 2011
Mayor Nutter participates in Mayors for Meals, a national campaign to raise awareness about senior hunger.

Oct. 2011 - Aug. 2012
SERVE Philadelphia VISTA produces report on senior hunger resources for Mayor's Commission on Aging and convenes Senior Hunger Task Force.

July 2013
Senior Hunger Task Force distributes over 10,000 food resource guides to seniors across Philadelphia, starting in November 2012.

CHILDHOOD HUNGER

Summer 2011
Starting in 2011, SERVE Philadelphia organizes "Let's Read! Let's Move!" Summer Festivals with a focus on healthy eating and physical activity for youth.

Summer 2012 + 2013
SERVE Philadelphia VISTAs support door-to-door outreach about free summer meals, reaching 3,470 households in 2012 and 10,476 in 2013.

March 2013
MOCEVS and the Greater Philadelphia Coalition Against Hunger (GPCAH) host an Anti-Hunger and Opportunity Corps VISTA to focus full-time on childhood hunger.

MORE PROJECTS

February 2012-Present
MOCEVS partners with the GPCAH to host four Anti-Hunger and Opportunity Corps VISTAs to increase outreach to seniors, immigrants and working families.

October 2012
MOCEVS and the GPCAH host a conference on leveraging skills-based volunteers to fight hunger.

November 2012-Present
SERVE Philadelphia VISTA builds infrastructure for Food Access Collaborative in order to help coordinate providers serving free meals to those in need.

HOW TO GET INVOLVED

- To volunteer with the Greater Philadelphia Coalition Against Hunger, apply for SNAP, or find food in your neighborhood, call **215-430-0556.**
- For more information about senior hunger resources and/or to find a Meals on Wheels program in need of volunteer support, **visit www.phila.gov/pdfs/FoodResourceGuide.pdf**.
- To learn more about the Philadelphia Food Access Collaborative, email **foodaccesscollab@gmail.com** or call **215-687-4546.**
- To learn more about innovative ways to volunteer your time to end hunger, visit **www.hungervolunteer.org.**

Bottom Left: Seniors at Guild House West in North Philadelphia harvest produce from a raised garden bed.
Bottom Right: Volunteers at 21st Ward Meals on Wheels pack meals for homebound seniors in Roxborough and Germantown.

COMMUNITY VITALITY

MAYOR'S OFFICE OF COMMUNITY EMPOWERMENT AND OPPORTUNITY | OFFICE OF INNOVATION AND TECHNOLOGY | THE PHILLYRISING COLLABORATIVE | PHILADELPHIA DEPARTMENT OF COMMERCE | FINANCIAL EMPOWERMENT CENTERS | PHILADELPHIA PARKS AND RECREATION | KEYSPOTS | GLOBAL CITIZEN

The Mayor's Office of Civic Engagement and Volunteer Service's efforts to enhance community vitality directly address four of the Mayor's five strategic goals for making Philadelphia safer, smarter, healthier, and greener by supporting citizens in creating and participating in revitalization efforts on their blocks, in their neighborhoods and across the city. MOCEVS does this by facilitating strategic volunteer partnerships and supporting citizen engagement initiatives that build on and enhance opportunities for Philadelphians to maintain public spaces and environmental resources, and to access financial education, digital literacy, and business opportunities that will help them improve both their own quality of life and that of their community.

STORIES: PhillyRising and AmeriCorps NCCC

In the spring and fall of 2012, two AmeriCorps National Civilian Community Corps (NCCC) teams served in Philadelphia for two months each, providing direct support to revitalization projects in PhillyRising neighborhoods across the city. NCCC is an AmeriCorps program that engages individuals between the ages of 18 and 24 in a 10-month, full-time, team-based service experience that brings them to multiple regions across the country. This partnership marked the first NCCC assignment in Philadelphia since 2006. The teams, each comprised of 8-10 young adults, cleaned and greened blocks, conducted tree surveys in order to increase visibility in parks, worked with youth in afterschool programs, painted murals, and supported citywide service events such as Love Your Park Week. Serving in Swampoodle, Point Breeze, Frankford, Hartranft, Kensington, and other PhillyRising neighborhoods, NCCC members served alongside community members to transform vacant lots into gardens and other positive uses and together cleared over 65,000 pounds of trash from alleyways and vacant lots that previously provided havens for criminal activity and posed sanitation hazards.

PROJECTS

Raising Standards for Neighborhood Safety from the Ground Up

The PhillyRising Collaborative focuses on neighborhoods throughout Philadelphia that are plagued by chronic crime and quality of life concerns through establishing partnerships with community members to address these issues. The PhillyRising team coordinates the actions of City agencies to help neighbors realize their vision for their community through sustainable, responsive, and cost-effective solutions. Launched in the Hartranft neighborhood in North Philadelphia in 2010, PhillyRising succeeded in reducing crime there by partnering with neighborhood-based leaders and organizations in order to identify and address community needs that contributed to public safety problems. Over the past three years, PhillyRising has grown to include 15 neighborhoods across the city, with SERVE Philadelphia VISTAs helping to expand and improve community outreach, communications, and ongoing volunteer engagement. In addition to working with neighborhood leaders to organize over 4,000 local volunteers in cleanup and improvement projects, PhillyRising partnered with MOCEVS to host two teams of AmeriCorps National Civilian Community Corps (NCCC) members, young adults from across the country who together completed 5,538 hours of service in PhillyRising neighborhoods—cleaning streets and alleyways, planting trees, building gardens, painting murals, and accomplishing numerous additional projects in collaboration with community members. Most recently, MOCEVS collaborated with PhillyRising and the Mural Arts Program to secure funding from the Cities of Service Impact Volunteering Fund, funded by Bloomberg Philanthropies, to leverage the power of art and the energy of volunteers to catalyze the revitalization of community space. Between April 2013 and December 2014, diverse groups of volunteers will come together to design and install small-scale murals in 10 PhillyRising neighborhoods. Following their installation, community members will host ongoing community activities in the newly transformed spaces.

Crossing Cultural and Language Barriers for Economic Development

The Philadelphia Department of Commerce interacts with economic development activity in the city, from large scale development projects to neighborhood commercial revitalization. Recent statistics support findings that newcomers start more businesses than native-born populations, creating the need for targeted outreach by the City to support these entrepreneurs. Through a multi-year project, SERVE Philadelphia VISTAs with diverse language skills partnered with the Commerce Department to expand its capacity to serve non-native English speaking business owners. VISTAs made contact with1,366 businesses across the city, and served limited-English proficient clients in 477 individual cases, bringing many Philadelphians into contact with City services for the first time. VISTAs also created timely materials and interventions, including a guide to African food for the Department of Public Health's field inspectors, and hosted workshops on issues from zoning to food safety.

In 2011, MOCEVS and PhillyRising partnered with Comcast on their annual Comcast Cares Day. Corporate and community volunteers served side by side to revitalize a baseball field and recreation center, build and paint a fence across three vacant lots, and tend to a rose garden managed by the Friends of Haddington Library. Since then, the partnership between PhillyRising and Comcast has grown to include multiple joint projects across the city each year on Comcast Cares Day.

COMMUNITY VITALITY PROJECTS, CONTINUED.

Spreading Tools for a Financially Sound Philadelphia

Financial education plays a critical role in empowering Philadelphia's residents to improve their quality of life, experience success in their education and career, and save for their futures. With more than 1 in 4 Philadelphians living below the poverty line, too many residents do not have checking or savings accounts, struggle to pay loans and debts, and continue to face home foreclosure in the wake of the Great Recession. In November 2013, the City received a grant from Cities for Financial Empowerment, funded through Bloomberg Philanthropies Mayor's Project, to launch four Financial Empowerment Centers in partnership with the non-profit Clarifi. These centers provide free one-on-one financial counseling and education with the aim of helping people reduce their debt, improve their credit scores, increase their savings, and access safe and affordable bank accounts. MOCEVS is partnering with the Financial Empowerment Centers and the Mayor's Office of Policy Planning and Coordination to support neighborhood outreach and promotion of these Centers, which are housed within five social service agencies and the Municipal Services Building. Within four months of opening, the Centers have served more than 1,000 Philadelphians. SERVE Philadelphia played a key role in the implementation of the project, building new tools and vehicles for community engagement, launching partnerships with community organizations and relevant stakeholders, and devising marketing strategies and materials that boosted the project's visibility in its opening months. Beginning in September 2013, two additional SERVE Philadelphia VISTAs, funded through a grant from Points of Light and Bank of America, will develop additional strategies for engaging volunteers on a local level in connecting their neighbors to resources provided through the Philadelphia Financial Empowerment Centers.

Empowering Community Groups in Philadelphia's Parks and Recreation Centers

In neighborhoods across the city, Philadelphia residents lead the way in revitalizing their neighborhoods by providing crucial volunteer leadership, stewardship, and capacity-building support for parks and recreation facilities and by participating in over 200 official Park Friends Groups and Recreation Center Advisory Councils. Since 2011, MOCEVS has partnered with Philadelphia Parks and Recreation (PPR) to strengthen infrastructure for Friends Groups and Advisory Councils through increasing training, networking opportunities, and coordination of citywide volunteer days. SERVE Philadelphia VISTAs working in PPR have helped place hundreds of volunteers in opportunities to clean and green neighborhood parks during Love Your Park Week, provided resources for work days hosted by Park Friends Groups, and piloted volunteer-led environmental stewardship programs for youth in recreation centers. Additionally, they are assisting PPR in mobilizing the next generation of Recreation Center Advisory Council members by working with current Advisory Councils to conduct effective outreach through social media and special events.

STORIES: Germantown and Erie Festival

September 2012 marked the innaugural Germantown and Erie Festival, piloted by the Commerce Department in partnership with area businesses, community members, and Temple University Hospital. SERVE Philadelphia VISTA Julia Park (right) worked with the Commerce Department to plan the festival and reach Korean-speaking business owners along the corridor. From handing out flyers door-to-door to attaining buy-in from small business owners, Julia and the Commerce team executed this festival with clear goals in mind: to engage neighborhood businesses in the work of promoting their commercial corridor, to attract customers from anchor institutions and transportation hubs, and to make "the Avenue" a better place to shop, work and live.

Bottom Left: Youth volunteers and SERVE Philadelphia Summer VISTAs trim trees at Hunting Park in collaboration with Hunting Park United.
Bottom Right: Senior volunteers from Congreso de Latinos Unidos learn computer skills at a KEYSPOT lab.

Bridging the "Digital Divide" through Service

In 2010, nearly half of Philadelphians did not have access to the Internet at home—a major barrier to educational and career attainment for thousands of young people and adults across the city. To address the problem, a unique public-private coalition called the Freedom Rings Partnership founded KEYSPOTS in 2011, 77 public computing centers that offer free internet access and computer training in diverse locations across the city, including libraries, recreation centers, health agencies, homeless shelters, and other social service organizations . A SERVE Philadelphia VISTA, working in collaboration with PPR and the Office of Innovation and Technology, assisted KEYSPOTS in building systems to engage volunteers to increase and enhance programming and hours of operation through referring volunteers to KEYSPOTS across the city and by leveraging partnerships with AmeriCorps and service-learning programs, including the Urban Technology Project, Drexel University, and Work-Ready Philadelphia. Through these collaborations, volunteers have dedicated more than 2000 hours to increasing digital literacy training for children and adults across 17 KEYSPOTS located in the City's recreation centers. Additionally, the SERVE Philadelphia VISTA developed a referral system for volunteers across the full network of KEYSPOTS, making opportunities for Philadelphians to fight the digital divide easier and more accessible.

Honoring the Legacy of Dr. Martin Luther King, Jr. 365 Days a Year

The King Holiday and Service Act was signed into law by President Clinton in 1994, inspiring the first Martin Luther King Day of Service to be organized in Philadelphia two years later by Global Citizen, a non-partisan organization dedicated to promoting civic engagement, community volunteering, civic responsibility, and sustained active citizenship among diverse groups, particularly young people. Since 1996, nearly one million citizens in the Greater Philadelphia area have volunteered on Martin Luther King Day of Service to honor Dr. King's lifetime of service and to continue to work towards community empowerment and racial justice. In addition to continually expanding Greater Philadelphia's celebration of King Day —consistently the largest in the United States—Global Citizen promotes year-round volunteer service and civic engagement through their *MLK365* initiative and, most recently, *Mission365*. *[Continued on the following page.]*

COMMUNITY VITALITY PROJECTS, CONTINUED.

Honoring the Legacy of Dr. Martin Luther King, Jr. 365 Days a Year (CONTINUED)

Launched on September 11, 2012 in partnership with the City's observance of the National Day of Service and Remembrance, *Mission365* is a program designed to foster civic engagement, networking opportunities, and ongoing partnerships among local military, their families, and veteran-serving organizations with community-based groups and service programs throughout the Greater Philadelphia region. *Mission365* also provides employment and other resources to veterans through a series of employment readiness workshops and an online resource database, www.PhillyVeterans.org. Since 2011, MOCEVS has partnered with Global Citizen to assist with capacity-building, event coordination, and community outreach for their key programs and initiatives. SERVE Philadelphia VISTA members have played an integral role in launching and sustaining essential components of *Mission365*, including identifying resources, forging new partnerships, developing job readiness workshops and a digital job fair, and recruiting military and civilian volunteers for a range of activities designed to serve veterans and their families.

HOW TO GET INVOLVED

- To learn more about The PhillyRising Collaborative and to get involved in a PhillyRising neighborhood near you, visit **www.phila.gov/mdo/phillyrising.**
- To become a member of AmeriCorps NCCC or to learn about sponsoring an NCCC project through your organization, visit **http://www.americorps.gov/about/programs/nccc.asp.**
- To get involved with a Park Friends Group or Recreation Center Advisory Council affiliated with Philadelphia Parks and Recreation, visit **www.phila.gov/ParksandRecreation/getinvolved.**
- To volunteer in a KEYSPOT visit **www.phillykeyspots.org** and look for the volunteer button on the homepage banner.
- To register a volunteer project with Global Citizen's Martin Luther King Day of Service or to get involved with *MLK365* and/or *Mission365*, visit **www.globalcitizen365.org.**

STORIES: Mission365 Active Citizenship Award

To mark the September 11th National Day of Service and Remembrance in 2012, Mayor Nutter presented the first annual *Mission365 Active Citizenship Award* to former Tuskegee Airman, Major John L. Harrison, Jr. (Air Force, retired). Mr. Harrison was recognized for his active citizenship in the military, for heading the Peace Corps in Swaziland, and for serving as regional director of key National Service programs, including ACTION, Volunteers in Service to America (VISTA) and the Foster Grandparents program. As part of the awards ceremony, Global Citizen, which directs the annual Greater Philadelphia Martin Luther King Day of Service and year-round *MLK365* volunteer program, announced the formal launch of *Mission365*, a new initiative designed to develop and deepen relationships that military members, veterans, and their families have with local organizations and community volunteers.

YOUTH ENGAGEMENT

DEPARTMENT OF HUMAN SERVICES - JUVENILE JUSTICE SERVICES | PHILADELPHIA PARKS AND RECREATION | FUN, SAFE PHILLY SUMMER | MAYOR'S OFFICE OF POLICY, PLANNING & COORDINATION

Mayor Nutter's administration, working in close partnership with a wide range of public and private sector partners, is committed to creating and expanding opportunities for youth to serve their communities and enhance their learning outside of traditional school hours. Focusing on Out of School (OST) time and summer programs, the Mayor's Office of Civic Engagement and Volunteer Service has deployed SERVE Philadelphia VISTAs in the Mayor's Office of Policy Planning and Coordination, Philadelphia Parks and Recreation, and the Department of Human Services to develop programs and leverage services that prepare Philadelphia's young people for success in education, careers and community life.

Young people work on an art project at a summer festival hosted by M.I.M.I.C. (Men in Motion in the Community) in partnership with the Friends of Fairhill Square Park.

STORIES: Let's Read! Let's Move!

Between 2010 and 2012, MOCEVS partnered with a wide range of youth-serving organizations to host an ongoing series of volunteer-led public events in the summer months designed to introduce children and youth to healthy eating and fun physical activities, in line with First Lady Michelle Obama's "Let's Read! Let's Move!" campaign. Events included a Family Fun Festival organized by teen leaders from the Lighthouse in Fairhill Square Park, a Neighborhood Health Fair hosted by PhillyRising partners in Fotterall Square Park, a Community 5K and Health Expo sponsored by uGo: A Community Wellness Venture, and multiple running and cross-training events coordinated by Students Run Philly Style. Additional "Let's Read! Let's Move!" Philadelphia partners include DollarBoyz, Kids-4Change, the Philadelphia Free Library, Philadelphia Parks and Recreation, PlayWorks, "Uniquely You" Summit, Inc. and Urban Blazers.

YOUTH ENGAGEMENT PROJECTS

Educating and Inspiring Youth through Quality Volunteer Opportunities

Hundreds of young people in Philadelphia are on prolonged probation for not completing court-mandated community service hours or paying court fees, preventing them from getting back on track with education, employment, and a productive, independent life. MOCEVS is partnering with the Philadelphia Department of Human Services-Juvenile Justice Services (DHS-JJS) to build improved systems for connecting adjudicated youth to community-based volunteer opportunities that help them complete their service requirements while developing valuable-skill sets and positive networks that can be used to further their development as young adults. As a part of this work, a SERVE Philadelphia VISTA created and piloted Philadelphia Youth in Service (PYS), a strategic collaboration between DHS-JJS, MOCEVS and the Philadelphia Youth Advocate Program (PYAP). PYS partners with other City and community entities, including the Mural Arts Program, Philadelphia Free Library, the PhillyRising Collaborative, Anti-Drug and Alcohol Crusaders, Friends of Mount Moriah, Global Citizen, Little Africa Plus, MANNA and Philly Urban Creators, to identify meaningful community service opportunities. Between January and July 2013, PYS assisted 100 youth on probation to complete a total of nearly 1,400 service hours while developing skills in the arts, urban gardening, and job readiness. In the coming year, PYS partners will collaborate to increase the number of service partners and build program capacity with the goal of dramatically increasing the number of adjudicated youth engaged in ongoing community service by December 2014.

Strengthening Out of School Time Options by Leveraging Volunteers

Since its founding, MOCEVS has supported the longstanding efforts of Philadelphia Parks and Recreation to strengthen citizen engagement by connecting volunteers to out of school time (OST) programs and summer camps in recreation facilities across the city. SERVE Philadelphia VISTAs have pioneered volunteer-led environmental stewardship and digital literacy programs at 12 recreation centers and have contributed to building systems to recruit, train and place volunteers at recreation centers citywide. Their work involves establishing new volunteer management tools, including implementing an electronic background check system and hosting workshops on volunteer recruitment and management for community leaders and recreation center supervisors.

Ensuring a Fun, Safe, Productive Summer for Children and Teens

The City launched the "Fun, Safe Philly Summer" Campaign in 2012 to promote and encourage parents to take advantage of free and low cost activities to keep children and youth active between mid-June and the start of the new school year. From the outset, SERVE Philadelphia VISTAs supported multiple aspects of the Campaign, from planning neighborhood-based 'pop-up' events to conducting street outreach. In 2013, a SERVE Philadelphia VISTA was dedicated full-time to building the Campaign's capacity to identify and promote high quality summer programming for children as well as educational and work placement opportunities for teens. New Campaign tools and initiatives for youth slated to roll out in 2014 include an enhanced website featuring expanded opportunities, a summer jobs fair for Philadelphia youth ages 14 to 21, and programming focused on resume-building and job readiness skills for Philadelphia's young workforce.

STORIES: Philly Youth in Service (PYS)

PYS was developed and piloted by a SERVE Philadelphia VISTA in the Department of Human Services – Juvenile Justice Services. Between January and July 2013, over 100 young people completed court-mandated community service requirements at City agencies and nonprofit organizations that offered them high quality volunteer opportunities. When asked to speak about her experience, Rodkell (right) said, "PYS gave me the opportunity to learn office management skills, such as data entry and bookkeeping, while providing me the opportunity to interact productively with younger children and my peers. These opportunities will help me accomplish my future career goals, while also giving me a new outlook on what it means to give back." Young people in PYS participate in service activities alongside staff from the Philadelphia Youth Advocate Program, who act as mentors and caseworkers as young people move through the juvenile justice system and on to a productive future.

100+ YOUTH | **11 PARTNERS** | **1,400 SERVICE HOURS**

HOW TO GET INVOLVED

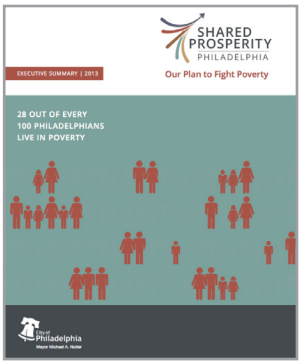
- To learn more about Philadelphia Youth in Service or to become a service partner, call the Mayor's Office of Civic Engagement and Volunteer Service at **215.686.2193** or email **philadelphiayouthinservice@gmail.com.**
- To volunteer with a Philadelphia Parks and Recreation OST or Summer Program, visit **www.phila.gov/ParksandRecreation/getinvolved**.
- To help a young person find free and low-cost activities over the summer or to connect them to a summer meals site in their neighborhood, go to **www.FunSafePhillySummer.com.**

Bottom Left: Service-learning volunteers from Drexel University assist a young person with homework at Shepard Recreation Center in West Philadelphia. *Bottom Right:* A volunteer works with children at a "Let's Read! Let's Move!" event organized by the Lighthouse Youth Leadership Group.

MOVING FORWARD

The Mayor's Office of Civic Engagement and Volunteer Service, and the SERVE Philadelphia VISTA Corps, continue to foster creative partnerships and leverage resources to effectively impact issues that shape quality of life for all Philadelphians.

Looking to the year ahead, we are excited to develop and implement innovative new programs while renewing our commitment to the body of work produced by SERVE Philadelphia VISTAs past and present. This work will be enriched by an even stronger relationship with the Corporation for National Community Service and expanded collaboration with EducationWorks, the Philadelphia Youth Network, and an ever growing network of City partners. Using the same core models of impact volunteering, coalition-building and citizen engagement, SERVE Philadelphia is expanding opportunities to apply service as an effective strategy for addressing the challenges we face as a city.



2013-2014 SERVE PHILADELPHIA VISTA CORPS

In 2013-2014, the SERVE Philadelphia VISTA Corps will grow from 20 to 25 full time members and include a new partnership with the Points of Light Financial Opportunity Corps. As the team expands, we will place an even greater focus on aligning VISTA projects with City priorities. These include:

- Aligning current and new SERVE Philadelphia VISTA projects with "Shared Prosperity Philadelphia," the Mayor's Office of Community Empowerment and Opportunity's strategic plan to address the City's 28% poverty rate.
- Partnering with the Office of Health and Opportunity to support their efforts, funded by the Wallace Foundation, to make high-quality after-school programs available to more children and teens by better coordinating the municipal agencies, schools, nonprofit youth programs and other institutions vital to providing these services.
- Partnering with the Philadelphia District Attorney's Office and the Office of Public Safety to implement the nationally tested and recognized Focused Deterrence initiative to reduce group-motivated gun violence.

STORIES: Waste Watchers

Each year, the Philadelphia Marathon attracts over 85,000 runners and spectators from every state in the nation and more than 40 countries around the world. Lively crowds that attend events like the Marathon create a festive atmosphere and boost economic activity in the city, but they also produce large amounts of waste. For the past two years, the Mayor's Office of Civic Engagement and Volunteer Service partnered with the Philadelphia Marathon and the Mayor's Office of Sustainability (MOS) to engage WASTE WATCHERS, enthusiastic teams of volunteers who help separate trash, recycling, and compost into the right containers at the Marathon start/finish line, spectator areas, and at various water stops along the route. In 2012, these volunteer efforts helped the Philadelphia Marathon to surpass its goal of diverting 75% of waste generated at the event from landfills. Building on success at the Marathon, MOCEVS and MOS are collaborating to engage Waste Watchers at additional events over the next two years.

MAYOR'S OFFICE OF SUSTAINABILITY PHILADELPHIA
WASTE WATCHERS

UNITING WORKFORCE DEVELOPMENT AND SUSTAINABILITY:

On June 14, 2013, the Mayor's Office of Civic Engagement and Volunteer Service was awarded a Governor and Mayor Initiative Award from the Corporation for National and Community Service (CNCS) to create PowerCorpsPHL, an innovative new AmeriCorps program designed to address Mayor Nutter and Governor Tom Corbett's environmental stewardship initiatives as well as the City of Philadelphia's youth workforce development and violence prevention priorities.

To implement the program, MOCEVS will partner with EducationWorks, based on their considerable National Service expertise, and the Philadelphia Youth Network, a nationally recognized leader in youth workforce development, to develop and launch this exciting new initiative in October 2013.

Over three years, PowerCorpsPHL will engage 300 young adults (ages 18-26) in six months of full-time national service followed by three months of intense job placement support. While serving as AmeriCorps members, program participants will support Philadelphia Parks and Recreation and the Philadelphia Water Department in planting trees, revitalizing public land and preserving the City's watersheds.

PowerCorpsPHL

Increasing sustainability | Fueling workforce success

Recruitment

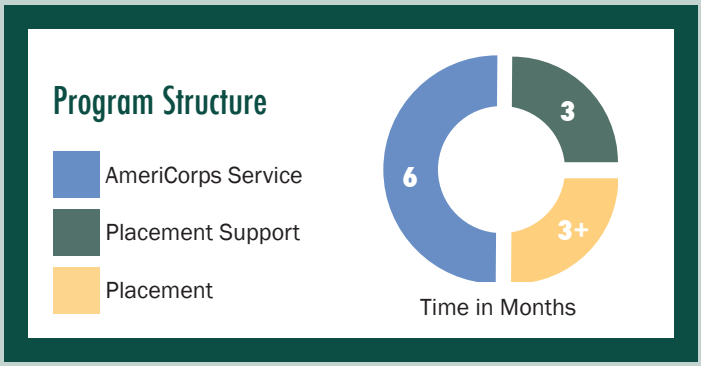
- b. 100 young adults a year via two cohorts of 50 referred by the Department of Human Services, the Youth Violence Reduction Partnership (YVRP), Reintegration Services for Ex-Offenders (RISE), the Philadelphia Youth Network's E3 Centers, and YouthBuild Philadelphia Charter High School.

Three-Year Impact

- 3,000 trees planted
- 3,000 acres of public land revitalized
- 18,000 residents educated about watershed preservation
- 300 previously disconnected young adults placed in meaningful employment or enrolled in post-secondary education

Placement Support for Program Participants

- Individualized plan which may include classes at CCP, additional opportunities to earn certifications, resume and interview preparation, and assistance with workforce transition
- Up to $500/month for meeting support plan goals



Participant Benefits

- Technical skills training and experience provided by the City's Parks & Recreation and Water departments
- $1,000/month living allowance, healthcare, childcare reimbursement and transportation provided to participants while serving as AmeriCorps members
- $2,775 education award

Placement Goals

- A living wage job or one with a clear pathway for advancement
- Enrollment in a post-secondary program of study

HOW TO GET INVOLVED

- To learn more about becoming a SERVE Philadelphia VISTA, please visit **www.SERVEPhiladelphia.com** and look for the AmeriCorps VISTA logo.
- To become a Waste Watchers volunteer at the Philadelphia Marathon or other events, please contact the Mayor's Office of Civic Engagement and Volunteer Service at **servephilly@gmail.com.**
- To learn more about PowerCorpsPHL, please visit **www.PowerCorpsPHL.com** or call **215-776-6412.**
- To receive the SERVE Philadelphia monthly e-Blast, featuring upcoming volunteer opportunities across the city, please email **servephilly@gmail.com.**

GET INVOLVED

The SERVE Philadelphia website brings together volunteers, volunteer service opportunities, and important service news in one accessible package. Check out SERVE Philadelphia and our partners at www.SERVEPhiladelphia.com to get connected. For information on how to become a part of the specific projects outlined in this report, please see the "Get Involved" section at the end of each issue area.

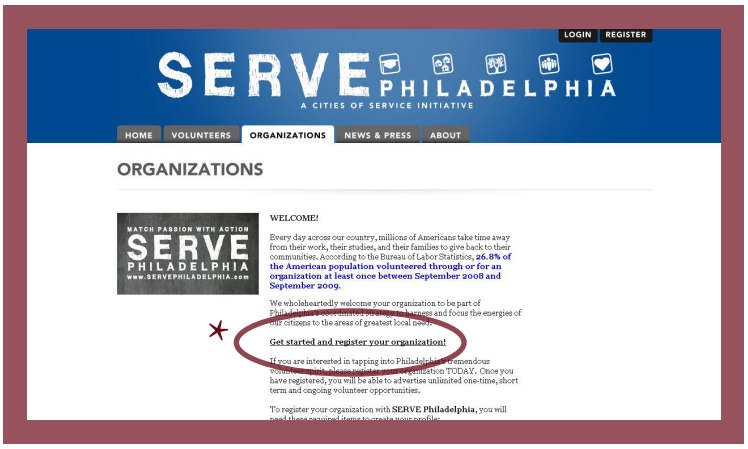
www.SERVEPhiladelphia.com

If You Are an Individual Seeking Volunteer Opportunities:

1. Go to www.SERVEPhiladelphia.com.
2. Click the “Volunteers” Tab.
3. Select “Find an Opportunity” or “Find an Organization.”*

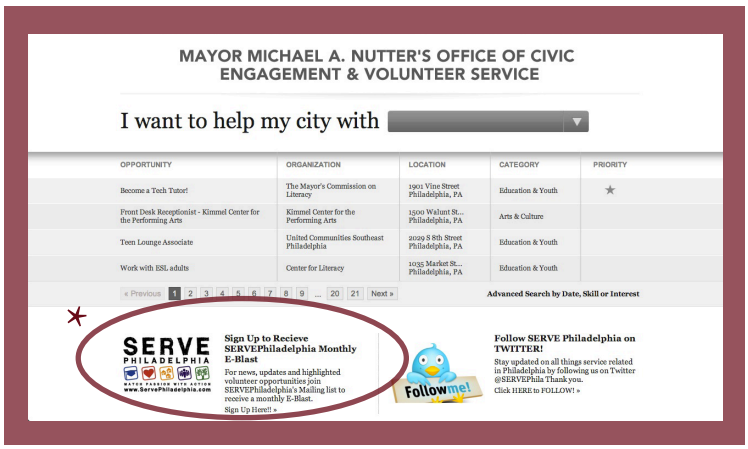
If You Are a Government Agency or Non-Profit Seeking Volunteers:

1. Go to www.SERVEPhiladelphia.com.
2. Click the “Organizations” Tab.
3. Read the list of required documents.
4. Select the link “Get Started and Register Your Organization!”*



If You Would Like to Stay Connected:

1. Go to www.SERVEPhiladelphia.com.
2. Sign up for the SERVE Philadelphia monthly e-blast.*
3. Follow us on Twitter @SERVEPhila.
4. Like us on Facebook: SERVEPhiladelphia.



SERVE

The Mayor's Office of Civic Engagement and Volunteer Service' has engaged 47 AmeriCorps VISTA members since 2010. These are some of the stories of SERVE Philadelphia VISTAs, their projects and where they are now.

Mubarak Lawrence (left) served with City Year before joining the SERVE Philadelphia VISTA Corps in order to gain more experience in education reform and community organizing. Placed with PhillyGoes2College, Lawrence spoke to over 5,000 youth and adults about the college application process and was central in building S.W.A.G Week (see page 13). Following his VISTA term, Mubarak worked for Philadelphia Academies, Inc. and is currently focused on his own non-profit, Rising Sons.

Julia Hillengas (above) started her career in City government as an AmeriCorps Summer VISTA Associate followed by a SERVE Philadelphia VISTA term with the Graduation Coach Campaign. Formerly a high school teacher in Philadelphia, Julia brought her experience as a VISTA and as an educator to a full-time position with the Graduation Coach Campaign, and now works as the Deputy Service Officer helping to implement PowerCorpsPHL.

Jon Tehrani (left), an alumni of City Year, joined the SERVE Philadelphia VISTA Corps after coordinating a youth stewardship program in Hunting Park with State Representative Tony Payton Jr.' s office. As a VISTA, Jon developed relationships with Philadelphia Parks and Recreation and designed avenues for volunteers to facilitate environmental programming in multiple recreation centers. Jon recently completed his Masters Degree in Community and Regional Planning from Temple University.

After serving with City Year Greater Philadelphia's civic engagement team, **Melanie Johnson** (left) joined SERVE Philadelphia in 2011 as VISTA coordinating volunteers for citywide events and PhillyRising, including bringing in an AmeriCorps NCCC team that completed over 3,200 hours of service in PhillyRising neighborhoods. Melanie currently works in the teacher recruitment division of Mastery Charter Schools.

For updates about opportunities to become a SERVE Philadelphia VISTA, visit:

www.SERVEPhiladelphia.com

VISTA PROFILES

To learn more about other National Service programs in Philadelphia, visit:

www.NationalServicePHL.com

Renata Peralta (right) became a SERVE Philadelphia VISTA in the Mayor's Office of Education after finishing a graduate degree in Education Policy at the University of Pennsylvania. Renata played a key role in developing the Graduation Coach Campaign, which fueled her passion for community involvement in education reform. Following her VISTA term, Renata spent two years as a research assistant at Research for Action. a. In August 2013 she began a Ph.D. program at Teachers College, Columbia University.

Kiera Westfall (above) came to SERVE Philadelphia after serving previously with AmeriCorps NCCC. Her VISTA work with the Greater Philadelphia Coalition Against Hunger increased the organization's capacity to conduct outreach for federal Supplemental Nutrition Assistance Program benefits and to engage the LGBTQ community and LGBTQ homeless youth. She currently works as a seasonal wildland firefighter in Tijeras, New Mexico.

Margaret Ernst (right) started her service with SERVE Philadelphia in the summer of 2011 researching Meals on Wheels programs. Her work led to the creation of the Mayor's Commission on Aging's Senior Hunger Task Force, which developed and distributed over 10,000 food resource guides and increased collaboration between hunger and aging networks. Margaret served a second VISTA term with the KEYSPOTS initative and is now working in faithbased community organizing.

Keisha Smith (right) first served as a VISTA with SERVE Philadelphia in the summer of 2011 when she participated in neighborhood greening projects with the Francisville Neighborhood Development Corporation. In 2012, she started a yearlong VISTA project with the Department of Human Services – Juvenile Justice Services to build Philadelphia Youth in Service, a program to connect youth on probation with meaningful community service opportunities.

ACKNOWLEDGMENTS

THANK YOU

While the Mayor's Office of Civic Engagement and Volunteer Service has enjoyed tremendous support from all of our City colleagues, we would like to extend a special note of gratitude to the following entities for partnering with us on key initiatives over the past three years:

· City of Philadelphia Mural Arts Program
· Department of Human Services – Juvenile Justice Services
· Managing Director's Office and the PhillyRising Collaborative
· Mayor's Commission on Aging
· Mayor's Commission on Literacy
· Mayor's Office of Community Empowerment and Opportunity
· Mayor's Office of Education and the PhillyGoes2College Initiative
· Mayor's Office of Grants
· Mayor's Office of Neighborhood Services
· Mayor's Office of Policy Planning and Coordination
· Mayor's Office of Sustainability
· Office of Innovation and Technology
· Philadelphia Department of Commerce
· Philadelphia Parks and Recreation
· Philadelphia Streets Department
· Public Safety

MOCEVS would like to recognize and thank the following organizations for providing untold resources and support to the SERVE Philadelphia VISTA Corps and our expanding National Service portfolio:

· The Pennsylvania State Office of the Corporation for National and Community Service
· New York City Coalition Against Hunger's Anti-Hunger and Opportunity Corps
· Points of Light Financial Opportunity Corps, in partnership with Bank of America
· PennSERVE: the Governor's Office of Citizen Service

MOCEVS is grateful to the following partners who have significantly increased our capacity to carry out our mission:

· Cities of Service
· Sagawa/Jospin
· Philadelphia's AmeriCorps and Senior Corps Programs
(for a complete list, see: NationalServicePHL.com)
· Global Citizen/MLK365/Mission365
· Greater Philadelphia Corporate Volunteer Council
· United Way of Greater Philadelphia and Southern New Jersey

THANK YOU to our funding partners:

· Cities of Service and the Rockefeller Foundation
· Cities of Service Impact Volunteering Fund, funded by Bloomberg Philanthropies
· Corporation for National and Community Service
· PennSERVE: the Governor's Office of Citizen Service

THANK YOU to the following for providing product donations and significant in-kind support:
Aramark, Comcast, Fresh Grocer, IBM, Philadelphia Phillies, SEPTA, Sony Pictures & Vanguard

Dear Friends and Partners,

It has been an exciting endeavor to create our first ever SERVE Philadelphia Progress Report and to build a system to ensure this becomes an annual document designed to share the impact of our work with colleagues, partners and constituents.

Pulling everything together in one place has reinforced our core belief that the success of SERVE Philadelphia is far from the story of a single office or initiative. Instead, it reflects the collective commitment of City departments, working in partnership with Philadelphia's outstanding non-profit sector and civically minded corporate community, to increase both the rate and impact of volunteer service. Most of all, it is a testimony to the willingness of every day citizens to roll up their sleeves and get to work on the challenges at hand.

I share this report full of gratitude for the relationships that fueled what we've accomplished together so far, and excitement over the groundwork that has been laid for the years ahead.

Best,

Catie C. Wolfgang
Chief Service Officer

www.SERVEPHILADELPHIA.com