

Partnerships and Resources





Convening of the California Cities of Service Attendee Roster

First Name	Last Name	Title	Affiliation	Email	Phone
James	Anderson		Cities of Service, Bloomberg Philanthropies	james@bloombergfoundation.org	
Karen	Baker	Secretary of Service and Volunteering	CaliforniaVolunteers	Karen.Baker@CaliforniaVolunteers.ca.gov	916-323-7646
Joel	Bashevkin	Western Region Executive Director	Taproot Foundation	joel@taprootfoundation.org	415-359-1423 x319
Bill	Basl	Executive Director	Washington State Service Commission	Bill.Basl@ofm.wa.gov	
Julie	Bates	Associate State Director Outreach	AARP California	jbates@aarp.org	209-463-1152
Jonathan	Bays		McKinsey & Company, New York	Jonathan_Bays@mckinsey.com	
Sarah	Bell	Volunteer Services Coordinator	City of Los Angeles - Office of the Mayor	sarah.bell@lacity.org	
Sonya	Bolus	Assistant, Volunteer Action	CaliforniaVolunteers	Sonya.Bolus@CaliforniaVolunteers.ca.gov	
Eric	Borsum	General Manager, Los Angeles Office	Paine PR	EBorsum@painepr.com	213 996-3786
Sue	Carter	Executive Director	Volunteer San Diego	scarter@volunteersandiego.org	858-300-3280
Laura	Chotkevys	Community Services Leader	Community Services/City of Irvine	lchotkevys@cityofirvine.org	
Christina	Clem	Associate State Director Communication	AARP California	Cclem@aarp.org	
Connie	Cochran	Public Information Officer	City of Stockton - City Manager's Office	connie.cochran@ci.stockton.ca.us	209 937-8827
Debbie	Dalton	Associate State Director Outreach	AARP California	ddalton@aarp.org	626-585-2631



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First Name	Last Name	Title	Affiliation	Email	Phone
Alicia	Dayton	CitySERVE Volunteer Coordinator	City of Santa Cruz, Human Resources	Cityserve@cityofsantacruz.com	831-420-5403
Karen	Delaney	Executive Director	Volunteer Centers of Santa Cruz County	Kdelaney@scvolunteercenter.com	813-427-5070
Alicia	Duer	Program Manager III/Grants Manager	City of Stockton - City Manager's Office	alicia.duer@ci.stockton.ca.us	209 937-7126
Kitty (Kelly)	Epstein	Director of Education	City of Oakland, Mayor's Office	Kepstein@oaklandnet.com	510-238-7167
Kaira	Esgate	Chief of Staff	CaliforniaVolunteers	Kaira.Esgate@CaliforniaVolunteers.ca.gov	916-323-7646
Celia	Esquivel	Associate State Director Outreach	AARP California	cesquivel@aarp.org	916-556-3022
Bill	Fulton	Mayor	City of Ventura	bfulton@ci.ventura.ca.us	
Gail	Gershon	Senior Director, Employee Engagement & Service Leadership	Gap Inc.	Gail_Gershon@gap.com	212.886.7076
Emily	Gilliland	Commission Chair	Oregon State Service Commission	elg@pdx.edu	
Carla	Glazebrook	Director	Fresno, Citizen Corps Programs	CitizenCorps@Fresno.gov	559-621-2328
Cary	Glenn	Supervisor	Community Services Department/City of Ventura	Cglenn@cityofventura.net	805-658-4732
Rafael	Gonzalez	Chief Service Officer	City of Los Angeles - Office of the Mayor	rafael.gonzalez@lacity.org	213-922-9768
Susan	Gorin	Mayor	City of Santa Rosa	SGorin@srcity.org	
Kristen	Haggins	State Program Director	Corporation for National and Community Service	khaggins@cns.gov	310 235-7421



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First Name	Last Name	Title	Affiliation	Email	Phone
Keith	Hart	Chief Service Officer	Mayor Johnson's Office	keithhart2001@yahoo.com	410.402.4300
Nicola	Hil	Executive Fellow	CaliforniaVolunteers	Nicola.Hil@CaliforniaVolunteers.ca.gov	916-319-9126
Daniel	Homsey		City of San Francisco, City Administrator's Office	daniel.homsey@sfgov.org	
Kate	Howard	Deputy Budget Director	Mayor Newsom's Office	kate.howard@sfgov.org	415-554-6515
Kevin	Johnson	Mayor	City of Sacramento	mayor@cityofsacramento.org	
Ashley	Jones	CaliforniaVolunteers Matching Network Associate	CaliforniaVolunteers	Ashley.Jones@CaliforniaVolunteers.ca.gov	916-319-9614
Katie	Leonberger		McKinsey & Company, New York	Katie_Leonberger@mckinsey.com	
Stephanie	Lomibao		Bank of America	stephanie.lomibao@bankofamerica.com	
Lidia	Mazanares	Volunteer Services Coordinator	City of Los Angeles - Office of the Mayor	lidia.mazanares@lacity.org	213-978-0645
Ian	Monohan	Communications Assistant	City of Chula Vista	imonahan@chulavistaca.gov	619.409.5931
Teri	Munger	Program Coordinator, Volunteer Sacramento	City of Sacramento Mayor's Office	munger.teri@gmail.com	
Roberta	Neff	CEO	Volunteer Center of Riverside County	robertaneff@vcrivco.org	951 668 4402
Nancy	Olson	Assistant Director, Volunteer Action	CaliforniaVolunteers	Nancy.Olson@CaliforniaVolunteers.ca.gov	916-322-1668
Rosie	Ornelas	Volunteer Coordinator	Community Services Department/City of Ventura	Rornelas@cityofventura.net	805-652-4555



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First Name	Last Name	Title	Affiliation	Email	Phone
Nick	Panagopolous		City of San Francisco- Mayor's Office of Neighborhood Services	nick.panagopolous@sfgov.org	
Mary Lynn	Perry		City of Sacramento, Mayor's Office	mperry@cityofsacramento.org	
Stephan	Pippen		Pacific Gas and Electric Company	stp5@pge.com	415-973-4383
David	Porges	U.S. Regional Operations Leader and Pacific Southwest Leader for National Community Involvement.	Deloitte	dporges@deloitte.com	
Susan	Portugal	SVP, CSR Philanthropy Director	Bank of America	susan.portugal@bankofamerica.com	
Greg	Propper	Executive Director ServiceNation	Be the Change/Service Nation	gpropper@bethechangeinc.org	
Barb	Quaintance	Senior Vice President	AARP	bquaintance@aarp.org	202-434-3369
Paul	Racs	Director	Office of Community Beautification, City of Los Angeles	paul.racs@lacity.org	
Mark	Richardson	Assistant City Manager and Dept. Head	City of Santa Rosa - Recreation, Park & Community Services	mrichardson@srcity.org	707-543-3270
Ivette	Rosales	AARP Volunteer	AARP California	irosales@aarp.org	650-387-4587
Gracia	Rubio	Associate State Director Multicultural Outreach	AARP California	grubio@aarp.org	626-585-2614
Deisy	Ruiz	Internship & Volunteer Coordinator	Mayor's Office/City of Riverside	druiz@riversideca.gov	951-826-5372
Shirley	Sagawa	Visiting Fellow	Center for American Progress, Washington DC	shirleysagawa@comcast.net	240-483-9372 (cell)



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First Name	Last Name	Title	Affiliation	Email	Phone
Kristen	Salaya	Community Involvement Associate	Deloitte	ksalaya@deloitte.com	
Tish	Sammon	Community Resources	City of Monterey	Sammon@ci.monterey.ca.us	831 646-3719
Jennifer	Scanlon	Community Relations Director	Kaiser Permanente	jennifer.scanlon@kp.org	
Corinne	Schneider-Jones	Community Services Manager, Health and Human Services	Community Services/City of Irvine	cschneider-jones@cityofirvine.org	949 724-6685
Bobbi	Silten	Chief Foundation Officer	Gap Inc.	Bobbi_Silten@gap.com	213 996-3786
Kimberly	Smith	Manager of Field Operation	AARP California	kmsmith@aarp.org	626-585-2603
Dennis	Studebaker	Community Involvement Program Assistant	City of Santa Rosa - Recreation, Park & Community Services	studebaker@sonic.net	707-543-3276
Ruth	Uy Asmundson	Mayor	City of Davis	RAsmundson@cityofdavis.org	530-757-5602
Kerri	Warner	Director	Hands On Sacramento	KWarner@handsonsacto.org	916-447-7063 x 304
Bette	Weinberg	Community Programs Director	Volunteer Center Orange County	bweinberg@volunteercenter.org	714.953.5757 x.135
Curshanda	Woods	Community Relations Specialist	Kaiser Permanente	Curshanda.Woods@kp.org	510-987-3753



Service Milestones

Our country boasts a long tradition of service and volunteerism through the creation of civic and voluntary organizations to the national service participants of today. In fact, as Alexis de Tocqueville noted in 1848, "Nothing, in my view, more deserves attention than the intellectual and moral associations in America." Here are a few milestones:

1881 – Clara Barton founds the American Red Cross.

1904 – Big Brothers Big Sisters founded.

1905 – First Rotary Club is organized in Chicago.

1906 – YWCA of the USA is established.

1910 – American philosopher William James envisions non-military national service in his essay "The Moral Equivalent of War": "...instead of military conscription, a conscription of the whole youthful population to form for a certain number of years a part of the army enlisted against Nature, the injustice would tend to be evened out and numerous other goods of the Commonwealth would follow."

1918 – United Way of America establishes first national service center.

1933-1942 – Through the Civilian Conservation Corps (CCC), created by Franklin D. Roosevelt, millions of young people serve terms of 6 to 18 months to help restore the nation's parks, revitalize the economy, and support their families and themselves. The GI Bill links service and education, offering Americans educational opportunity in return for service to their country.

1961 – President John F. Kennedy establishes the Peace Corps, with authorizing legislation approved by Congress on September 22, 1961. President Kennedy says, "The wisdom of this idea is that someday we'll bring it home to America."

1964 – As part of the "War on Poverty," President Lyndon B. Johnson creates VISTA (Volunteers in Service to America), a National Teacher Corps, the Job Corps, and University Year of Action. VISTA provides opportunities for Americans to serve full-time to help thousands of low-income communities.

1960s – The Retired and Senior Volunteer Program (RSVP), the Foster Grandparent Program, and the Senior Companion Program (which today comprise National Senior Service Corps) are developed to engage older Americans in the work of improving the nation.

1970 – The Youth Conservation Corps engages 38,000 people age 14 to 18 in summer environmental programs.





Service Milestones

1976 – California Governor Jerry Brown establishes the California Conservation Corps, the first non-federal youth corps at the state level.

1978 – The Young Adult Conservation Corps creates small conservation corps in the states with 22,500 participants age 16 to 23.

1980s – National service efforts are launched at the grassroots level, including the Campus Outreach Opportunity League (1984) and Campus Compact (1985), which help mobilize service programs in higher education; the National Association of Service and Conservation Corps (1985), which helps replicate youth corps in states and cities; and Youth Service America (1985), through which many young people are given a chance to serve.

1989-1990 – President George Bush creates the Office of National Service in the White House and the Points of Light Foundation to foster volunteering.

1990 – Congress passes, and President Bush signs, the National and Community Service Act of 1990. The legislation authorizes grants to schools to support service-learning (Serve America, now known as Learn and Serve America) and demonstration grants for national service programs to youth corps, nonprofits, and colleges and universities.

1993 – President Bill Clinton signs the National and Community Service Trust Act of 1993, creating AmeriCorps and the Corporation for National and Community Service to expand opportunities for Americans to serve their communities. VISTA becomes part of AmeriCorps.

1994 – Congress passes the King Holiday and Service Act of 1994, charging the Corporation for National and Community Service with taking the lead in organizing Martin Luther King Day as a day of service.

September 1994 – The first class of AmeriCorps members – 20,000 strong – begin serving in more than 1,000 communities. In swearing in these Americans, President Clinton says: "Service is a spark to rekindle the spirit of democracy in an age of uncertainty....When it is all said and done, it comes down to three simple questions: What is right? What is wrong? And what are we going to do about it? Today you are doing what is right – turning your words into deeds."

April 1997 – The Presidents' Summit for America's Future, chaired by General Colin Powell, brings together President Clinton, former Presidents Bush, Ford, and Carter, and Mrs. Reagan to recognize and expand the role of AmeriCorps and other service programs in meeting the needs of America's youth.





Service Milestones

2000 – California Governor Gray Davis signs legislation creating the Cesar Chavez Day of Service and Learning, which includes the establishment of an annual state holiday and a grant program to support local service-learning activities.

January 2002 – President Bush announces the creation of the USA Freedom Corps during his State of the Union address.

February 2008 – California Governor Arnold Schwarzenegger creates the nation's first Cabinet-level Secretary of Service and Volunteering by Executive Order.

April 2009 – President Obama signs the Edward M. Kennedy Serve America Act into law. The Serve America Act reauthorizes and expands existing national service programs as well as creates new funding streams to support service activities, including the Social Innovation Fund and Volunteer Generation Fund.

September 2009 – New York City Mayor Bloomberg along with other mayors from across the country launch the Cities of Service initiative to encourage service and volunteering in their respective cities.

Sources: CaliforniaVolunteers, Corporation for National and Community Service and The James Irvine Foundation.





National Days of Service

MLK Day of Service – 3rd Monday in January

<http://www.mlkday.org/>

With "Make it a day ON... Not a day off!" as its slogan, this commemoration is designed to keep Dr. King's legacy of service to others alive in communities across the country. The day of service is scheduled on his nationally-recognized birthday holiday.

Cesar Chavez Day of Service and Learning - March 31

<http://chavezfoundation.org/>

An official holiday in six states and dozens of cities and counties throughout the nation, this day honors the life, work, and values of activist Cesar E. Chavez.

National Volunteer Week in the USA – 3rd week in April

<http://www.handsonnetwork.org/nationalprograms/signatureevents/nvw>

National Volunteer Week, always held in the third week of April unless the spring religious holidays coincide, has been celebrated annually since the 1970s. Now sponsored by the Points of Light Institute and run by its HandsOn Network,

Join Hands Day – 1st Saturday in May

<http://www.joinhandsday.org>

A nationwide volunteer day (sponsored by America's Fraternal Benefit Societies) to bring young people together with adults to create new and better relationships by working as a team within their own neighborhoods.

AmeriCorps Week – May

<http://www.americorpsweek.gov/>

AmeriCorps Week is a recruitment and recognition event designed to bring more Americans into service, salute AmeriCorps members and alums for their powerful impact, and thank the community partners who make AmeriCorps possible.

National Day of Service & Remembrance - September 11

<http://www.911dayofservice.org/>

September 11th has now been officially designated as the National Day of Service and Remembrance under the 2009 Serve America Act. It grew out of a series of similar commemorations organized by **My Good Deed** <http://www.mygooddeed.org/>





National Days of Service

Make a Difference Day – 4th Saturday in October

<http://www.usaweekend.com/diffday/index.html>

Each October, *USA Weekend* magazine, in partnership with the Points of Light Foundation, sponsors a day for people to volunteer and make a difference in their communities. For more information, dial the Make A Difference Day Hotline, 1-800-416-3824 or visit the Web site.

National Family Volunteer Day - the Saturday before Thanksgiving (USA)

<http://disney.go.com/disneyhand/familyvolunteers/>

Designed to showcase the benefits of families working together in service to the community and encourage those who haven't yet made the commitment to volunteer as a family. National Family Volunteer Day is co-sponsored by Hands On Network and The Walt Disney Company and kicks off [National Family Week](#).





Local Resources to Consider

- **2-1-1** – referral network for services in your community, also make referrals for volunteer opportunities and have a strong understanding of local nonprofits
- **Colleges and Universities** – most colleges and universities have student volunteer/service-learning centers on campus
- **Community Action Agencies** – provide services and resources to low-income individuals – many of the community action agencies in California have extensive experience working with and/or developing service and volunteering programming
- **Community Foundations** – provide targeted investments in local high-priority areas, also can convene other grantmakers to develop strategic frameworks to coordinate funding in certain issue areas
- **Faith-based Organizations/Inter-Faith Councils** – faith-based organizations and inter-faith councils have access to large numbers of potential volunteers who can support local events and initiatives
- **Fraternal Organizations** – Eagles, Elks, Moose and other fraternal organizations can provide support to local events and initiatives
- **Grantmakers Forums** – regional associations of local grantmakers – typically seen in larger, urban areas
- **K-12 schools** – great connection to introduce children and youth to service and volunteering
- **Local Conservation Corps** – geared for at-risk youth ages 16-24, local conservation corps develop an ethic of service in members and provide valuable conservation work and environmental education programming in local communities
- **Local Government** – opportunity to engage community members in volunteer roles that support the delivery of government services – common examples includes parks and recreation, libraries, and afterschool programs
- **Local Nonprofits and Service Providers** – important resources to connect with, especially on issue-based strategies
- **Mentoring Organizations** – mentoring is a proven strategy to increase the success of youth – partnering with mentoring organizations can be an effective youth development strategy
- **National Service Programs** – programs including AmeriCorps, Learn and Serve America, Senior Corps and others are excellent resources to support local efforts





Local Resources to Consider

- **Neighborhood Associations** – these associations are a great resource in organizing neighborhood-based strategies, particularly around public safety, disaster preparedness, and recycling/conservation
- **Nonprofit Resource Centers** – provide training and technical assistance to nonprofits
- **Regional Nonprofit Associations** – local associations of nonprofits can provide access to a large variety of nonprofits in your community
- **Service Groups** – Rotary, Kiwanis, Lions and others can provide support to local events and initiatives
- **United Way** – often one of the largest grantmakers within a given community – strong connections with the corporate/business and nonprofit communities
- **Volunteer Management Associations** – associations such as Directors of Volunteers in Agencies (DOVIA), provide access to volunteer managers in local nonprofits and public entities
- **Volunteer Centers** – local nonprofit organizations that connect potential volunteers with volunteer opportunities in their local communities – many also provide volunteer management training to nonprofits
- **Youth Service Organizations** – Boys and Girls Clubs, Boy Scouts, Girl Scouts, CampFire, and other youth organizations can be an excellent way to introduce your community's youngest residents to service and volunteering





National and State Website Resources

AARP of California

<http://www.aarp.org/states/ca>

Includes resources for members including information regarding volunteering and giving back.

Association of Leaders in Volunteer Engagement (ALIVE)

<http://www.volunteeralive.org>

National membership association of volunteer leaders and professionals in volunteer engagement.

Blueprint for Change

<http://www.blueprintforchangeonline.net>

Website created by the Corporation for National and Community Service to provide resources and tools to assist Cities of Service in developing their local plans.

BoardSource

<http://www.boardsource.org>

Resources to assist in building exceptional nonprofit boards and inspiring board service.

California Association of Nonprofits

<http://www.canonprofits.org>

Statewide membership organization for California nonprofits – website includes data and advocacy resources.

California Campus Compact

<http://www.cacampuscompact.org>

Coalition of college and university presidents committed to providing students access to meaningful civic and community engagement experiences.

CaliforniaVolunteers

<http://CaliforniaVolunteers.org>

Website for California's state service commission – includes volunteer search functionality for local volunteer opportunities, information regarding AmeriCorps and other funding, as well as volunteer management training resources.

Chronicle of Philanthropy

<http://philanthropy.com>

Leading publication for philanthropic and nonprofit leaders, including information regarding funding opportunities.

Cities of Service

<http://www.citiesofservice.org>

Provides information and resources related to the Cities of Service initiative.

Citizen Corps

<http://www.citizencorps.gov>

Information and links regarding disaster-related Citizen Corps programs, including Community Emergency Response Teams (CERT), Citizen Corps Councils, Neighborhood Watch, Volunteers in Police Service (VIPS), etc.





National and State Website Resources

Civic Ventures

<http://www.civicventures.org>

National nonprofit organization based in San Francisco that seeks to engage baby boomers in meaningful community change.

Corporation for National and Community Service

<http://www.nationalservice.gov>

Federal agency that administers national service funding including AmeriCorps, Learn and Serve America, and Senior Corps.

Council on Foundations

<http://www.cof.org>

Comprehensive website featuring information and resources related to the philanthropic community.

Directors of Volunteers in Agencies (DOVIA)

<http://www.energizeinc.com/prof/dovia/ca.html>

Association of local volunteer managers that connect to participate in training and/or share other resources. Several DOVIAs exist in California.

Energize, Inc.

<http://www.energizeinc.com>

News, resources and commentary regarding volunteer management.

The Foundation Center

<http://www.foundationcenter.org/sanfrancisco>

Provides access to statewide data and training resources regarding the philanthropic and nonprofit communities.

Grants.gov

<http://www.grants.gov>

Online resource for all federal grant opportunities.

GuideStar

<http://www.guidestar.com>

Provides access to financial and other information regarding local nonprofits to assist donors in making decisions.

HandsOn Network

<http://www.handsonnetwork.org>

HandsOn Network, a business unit of the Points of Light Institute, is the nation's largest volunteer network with hundreds on HandsOn volunteer action centers across the nation. Website resources include general training and resources as well as specialized resources related to municipal strategies.





National and State Website Resources

Independent Sector

<http://www.independentsector.org>

National organization that provides data regarding and advocacy on behalf of the nonprofit and philanthropic community.

Innovations in Civic Participation

<http://www.icicp.org>

Supports the development of innovative youth civic engagement programming both domestically and abroad.

National Association of Volunteers in Local Government (NAVPLG)

<http://www.navplg.org/>

Association for volunteer managers in local, city and county government.

National Conference on Volunteering and Service

<http://www.volunteeringandservice.org>

Website for the annual conference – the largest convening of service and volunteerism practitioners in the country. This year's conference will be held June 28-30 in NYC and will include several workshops regarding the Cities of Service initiative.

National Service-Learning Partnership

<http://www.service-learningpartnership.org>

Provides tools and resources to strengthen the quality and impact of service-learning activities.

National Youth Leadership Council

<http://www.nylc.org>

National nonprofit organization that provides tools and resources to effectively engage youth in service-learning activities.

Network for Good

<http://networkforgood.org>

Provides tools and resources related to providing time and/or monetary donations in support of local nonprofits.

Nonprofit Finance Fund

<http://www.nonprofitfinancefund.org>

National leader in financing nonprofits, strengthening their financial health and improving their capacity to serve their communities.

Nonprofit Insurance Alliance of California

<http://niac.org>

Provides a stable source of reasonably priced liability insurance coverage tailored to the specialized needs of the nonprofit sector.

Nonprofit Times

<http://www.nptimes.com>

Leading publication for the nonprofit sector – website includes articles and resources to strengthen the capacity of the nonprofit sector.





National and State Website Resources

Points of Light Institute

<http://www.pointsoflight.org>

National nonprofit organization that works to engage local communities through its various arms, including the HandsOn Network.

President's Volunteer Service Award

<http://www.presidentialserviceawards.gov>

National program that provides recognition to individuals who complete a minimum number of volunteer hours in a 12-month period. CaliforniaVolunteers offers a state version of the program in partnership with the national program.

Reimagining Service

<http://www.reimagining-service.org>

Details the activities and recommendations of the Reimagining Service Task Force, a group of national leaders committed to increasing the scope and impact of service and volunteering activities.

Serve.gov

<http://www.serve.gov>

Website hosted by the Corporation for National and Community Service that allows individuals to search for volunteer opportunities in their local communities.

ServiceNation

<http://www.servicenation.org>

National organization leading a campaign to inspire a new era of voluntary service. Website includes information regarding service organizations as well as advocacy/public policy resources.

Social Enterprise Alliance

<http://www.se-alliance.org>

Member organization that provides information and education as well as advocacy for the field of social enterprise.

Stanford Social Innovation Review

<http://www.ssireview.org>

Leading periodical and website covering entrepreneurial strategies for nonprofits, foundations, and socially responsible business practices.

The Taproot Foundation

<http://www.taprootfoundation.org>

National nonprofit organization (with offices in San Francisco and Los Angeles) that looks to expand the usage of pro bono volunteering to increase the capacity of the nonprofit sector.

TechSoup

<http://www.techsoup.org>

Website offers nonprofits a one-stop resource for technology needs by providing free information, resources and support.





National and State Website Resources

United Ways of California

<http://www.unitedwaysca.org>

Website for the statewide association of United Ways.

Voices for National Service

<http://www.voicesforservice.org>

Provides information regarding federal appropriations and legislative activity related to national service.

VolunteerMatch

<http://www.volunteermatch.org>

Online volunteer matching website that also includes resource information for volunteers, nonprofits, and businesses alike.

Volunteer Today

<http://www.volunteertoday.com>

Online resource providing information regarding recruiting and retaining volunteers as well as professional development opportunities for volunteer managers.

Youth Service America

<http://www.ysa.org>

National nonprofit organization providing resources and information to effectively engage youth in addressing community needs.

Youth Service California

<http://www.yscal.org>

Statewide nonprofit providing resources and training so that service is a meaningful part of every young person's life.





Small Actions. Big Results.

Create The Good®

There is a new spirit of service sweeping the country. Americans of all ages are rallying with our leaders to ensure that there are opportunities to improve our country and our communities—to solve problems with citizen-powered solutions.

With a lifetime of skills, experience and wisdom, boomers and older Americans have much to contribute. Four in ten want to help even more than they do now. As our nation faces growing challenges, AARP has launched **Create The Good** to help all Americans make a difference in their own time and in their own ways.

Built on a Foundation of Service

Over fifty years ago, AARP was founded with the motto “To serve, not to be served”. We continue to honor our founder by connecting our members to a wide range of opportunities to serve others.

Today more than 9 million people engage in AARP’s work as volunteers, donors and activists. Our volunteer programs provide more than \$187 million in economic impact—and that’s just through the Tax-Aide and Driver Safety programs. Last year over 32,000 Tax-Aide volunteers helped nearly 3 million people!

Anyone can visit CreateTheGood.org to find or post ways to get involved in activities that help neighbors and communities. With our new, robust searchable database you can find an activity that suits your schedule and your interests—whether you have 5 minutes, 5 hours or 5

What you’ll find on CreateTheGood.org:

Lots of ways to get involved and help others, whether you have 5 minutes or 5 hours.

- A searchable database to post and find volunteer activities that suit your interests and lifestyle
- A running tally of good created by people like you
- A link to information on what AARP is doing in your state—and how you can get involved.
- “How To” guides to help you get started



CreateTheGood.org

days. Through **Create The Good**—both online and on-the-ground—you can connect to a network of people, tools and ideas to help you make a difference in your community.

Simple Steps To Do Good

Create The Good has several toolkits to help you help others. Available in downloadable print and streamed video formats, these easy-to-use toolkits walk you through some simple steps to help a neighbor, your family, or local group save money on energy bills, organize information about their prescription drugs, start a walking group or improve their lives in a number of other ways. We're developing new toolkits all the time and are always looking for new ideas for initiatives and toolkits that can help others. Got one? Visit the **Create The Good** website to tell us about it!

Find Out How You Can:

- Download the Operation Energy Save toolkit—a guide to weatherize homes in your community—from the **Create The Good** website
- Use your financial skills to help people in need prepare their taxes
- Start a walking group with your friends
- Write a letter to an elected official about an issue that is important to you
- Assess a neighbor's home for safety concerns
- Teach a driver safety course to keep our roads—and drivers—safe

Already Doing Good?

Do you need helping hands for your organized project? Post your activity on [CreateTheGood.org](https://www.createthegood.org) and it will be seen by one of the largest and most skilled group of volunteers out there. Want to get your organization more involved? Add your own **Create The Good** search widget to your website. It's easy and one of the best ways to stay up-to-date on opportunities to make a difference in your community.

You Can Make a Difference

Create The Good expands on traditional ways to volunteer by connecting people with simple activities, time flexible opportunities, and a wide variety of areas of interest. So whether you have 5 minutes, 5 hours or 5 days to volunteer, it's all **Create The Good**.

How to post an opportunity on [CreateTheGood.org](https://www.createthegood.org):

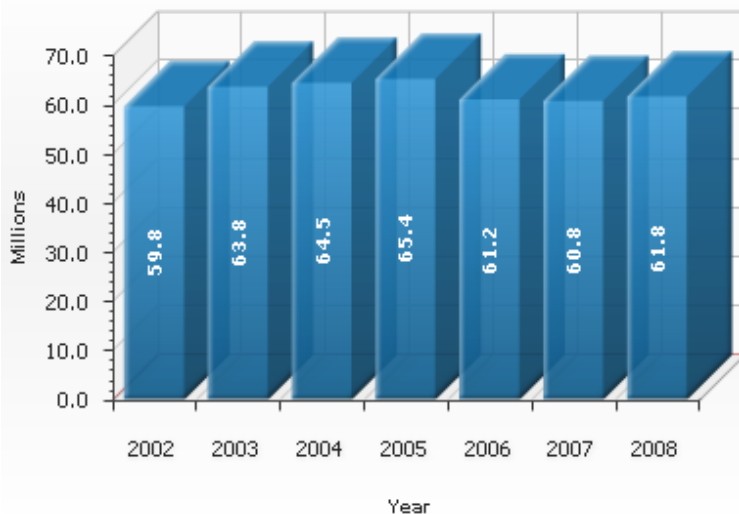
It's easy! Log in, or register if you're a first time visitor. Click on 'Post an Opportunity' on the top menu bar. Fill in the simple form. Click on 'submit'.

AARP Create The Good
601 E Street, NW
Washington, DC 20049
1-888-OUR AARP
[CreateTheGood.org](https://www.createthegood.org)

Data and Research



Number of Volunteers



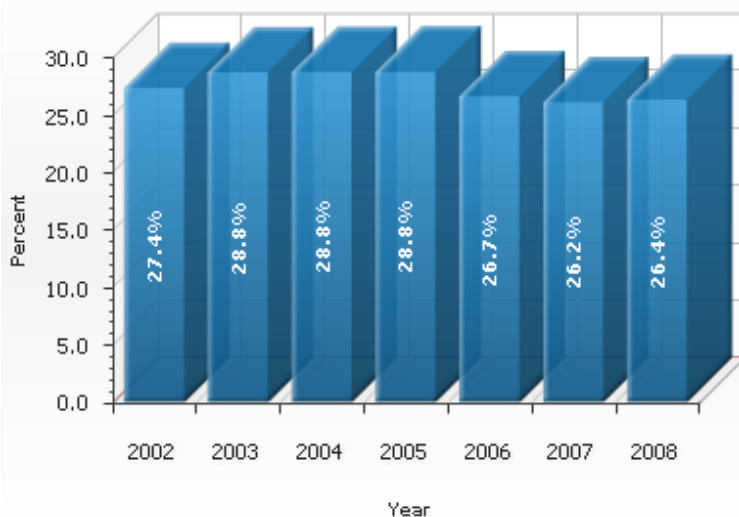
Trends and Highlights

Based on single year data (2008)

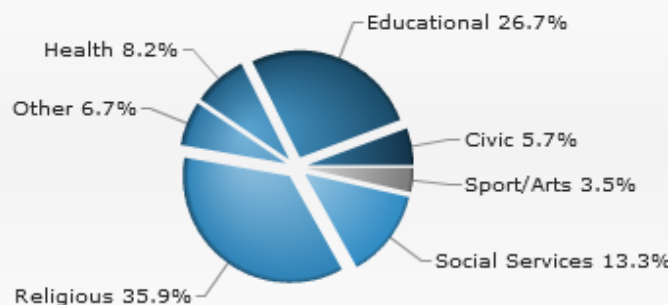
- Even with the economic crisis, volunteering levels remained relatively stable with 61.8 million adults donating approximately 8 billion hours of service in the U.S. in 2008.
- Conversely, less-formal ways of serving in communities has increased. 31 percent more Americans worked with their neighbor in 2008 than 2007.
- Over 441,000 more young adults (age 16-24) volunteered in 2008 than 2007, up 5.7 percent from about 7.8 million to over 8.2 million.
- In 2008, 78.2 percent of the nation's volunteers made a charitable contribution or non-monetary donation of \$25 or more in value compared with 38.5 percent of non-volunteers.

For more information, go to <http://www.VolunteeringInAmerica.gov>

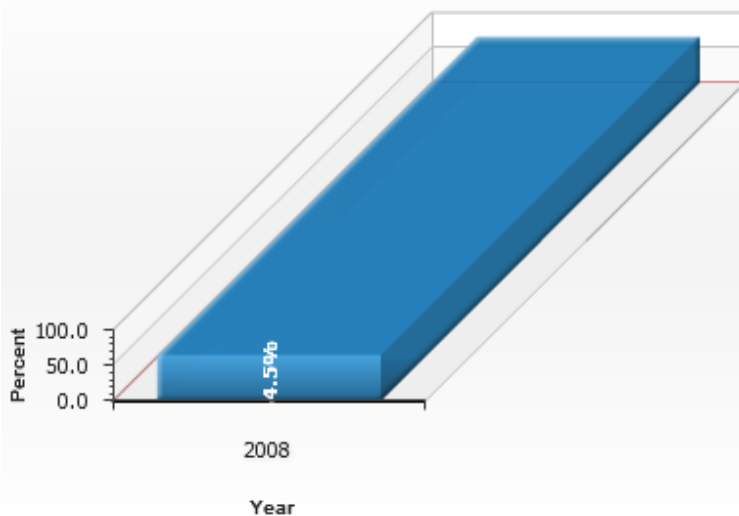
Volunteer Rate



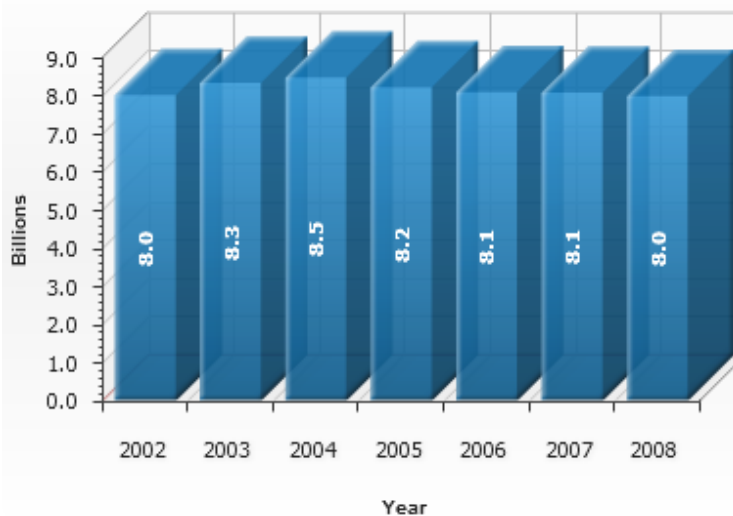
Where People Volunteer (2006-2008)



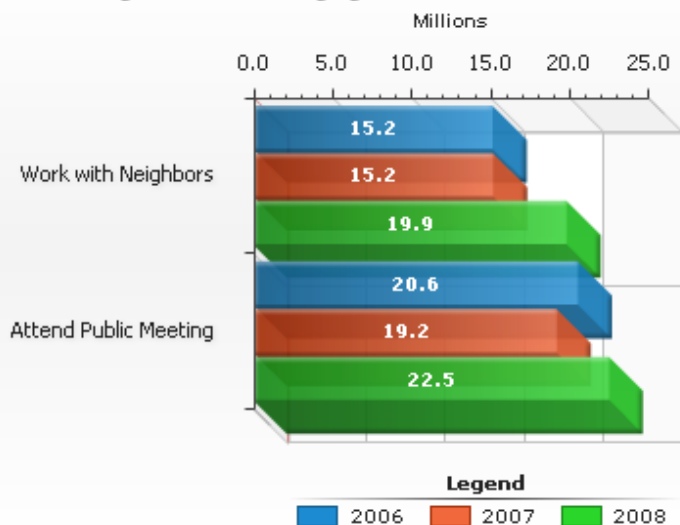
Volunteer Retention



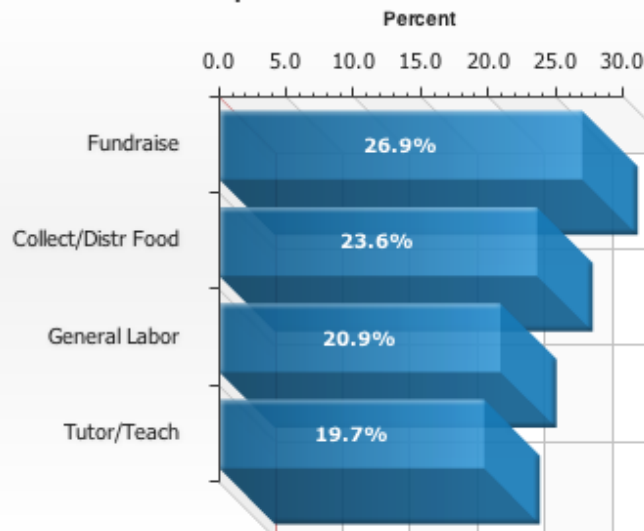
Total Volunteer Hours



Neighborhood Engagement - Numbers



Top Four Activities



National Volunteering by Race & Ethnicity

Race	Median Hours	Rate
White	52	28.0 %
Black	59	18.8 %
Native American /Alaskan	50	19.0 %
Asian	36	18.3 %
Hawaiian /Pacific Islander	52	25.6 %
More than one	50	26.2 %
Ethnicity		
Latino	46	13.9 %
Non-latino	52	28.4 %

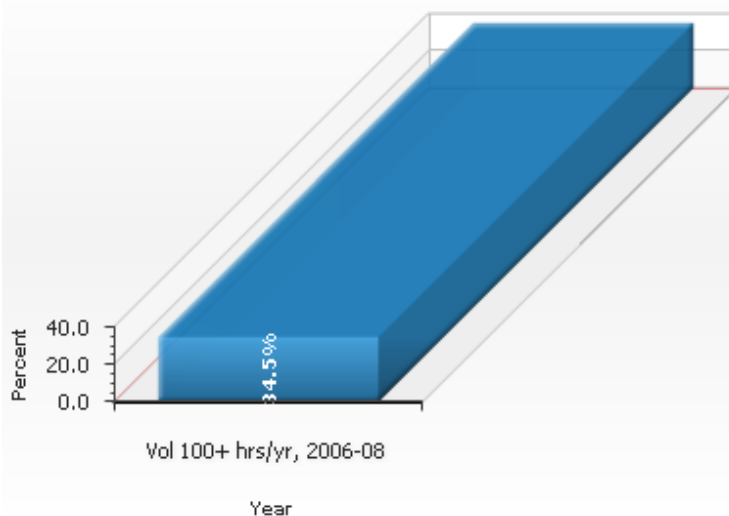
National Volunteering by Special Population and Gender

Population	Median Hours	National Rate
Baby Boomers	54	29.9 %
College Students	40	26.3 %
Older Adult	40	23.7 %
Teenagers	100+	25.6 %
Young Adults (ages 16-24)	40	21.2 %
Gender		
Male	52	23.0 %
Female	52	29.6 %

National Volunteering by Age Group

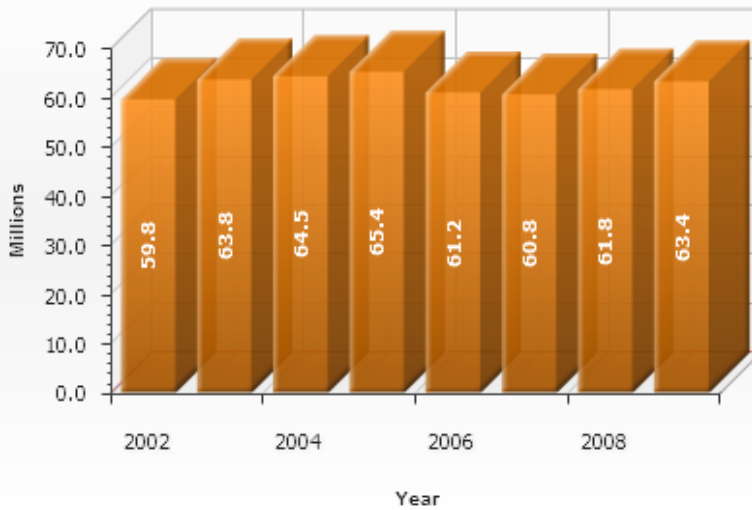
Age	Median Hours	Vol. Rate
16-19	40	25.6 %
20-24	45	18.1 %
25-34	36	22.9 %
35-44	50	31.0 %
45-54	52	30.4 %
55-64	60	28.1 %
65-74	92	26.7 %
75+	100+	20.3 %

Intensive Volunteers



* Not reported due to the sample size for this estimate.

Number of Volunteers

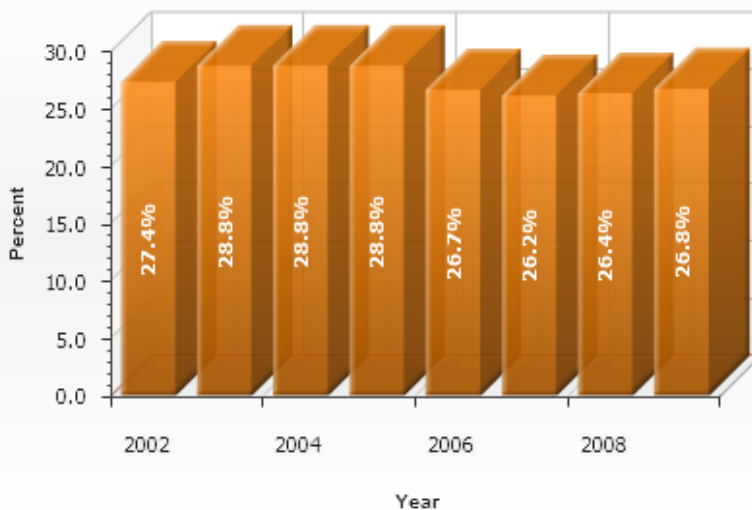


Trends and Highlights

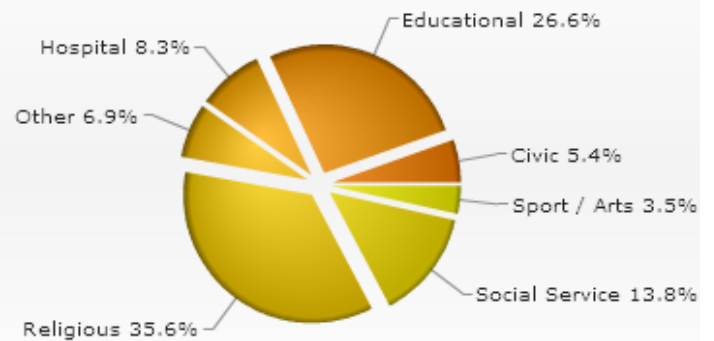
Based on single year data (2009)

- At 26.8 percent, the national volunteer rate is the highest it has been since 2005.
- An additional 1.6 million volunteers (an increase from 61.8 to 63.4 million) served in 2009 than in 2008.
- In 2009, volunteers dedicated approximately 8.1 billion hours to volunteer service. The dollar value of this service was nearly \$169 billion (using the 2009 Independent Sector valuation of \$20.85 per hour).
- Religious institutions remain the most popular organizations through which volunteers serve.

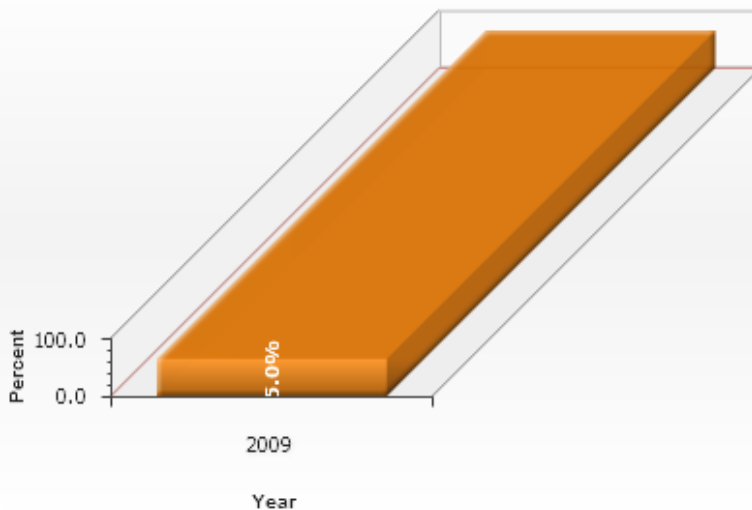
Volunteer Rate



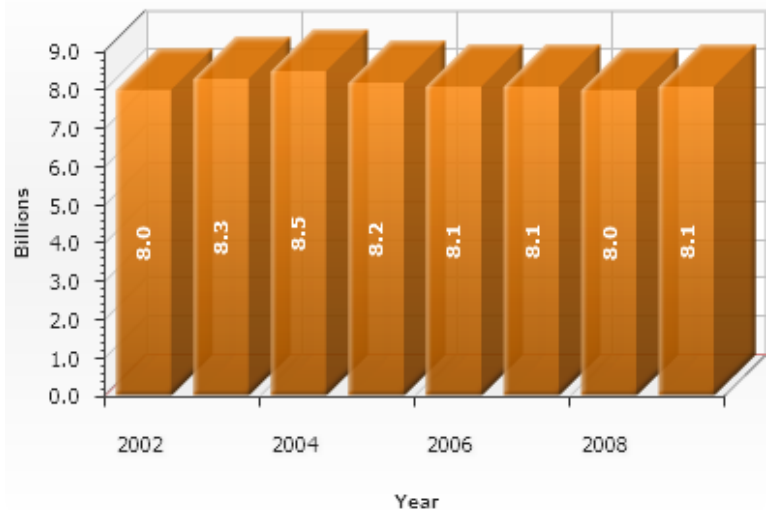
Where People Volunteer (2007 to 2009)



Volunteer Retention

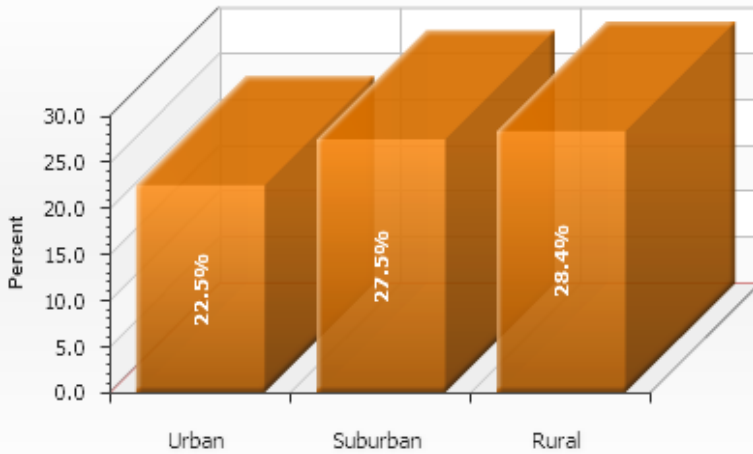


Total Volunteer Hours

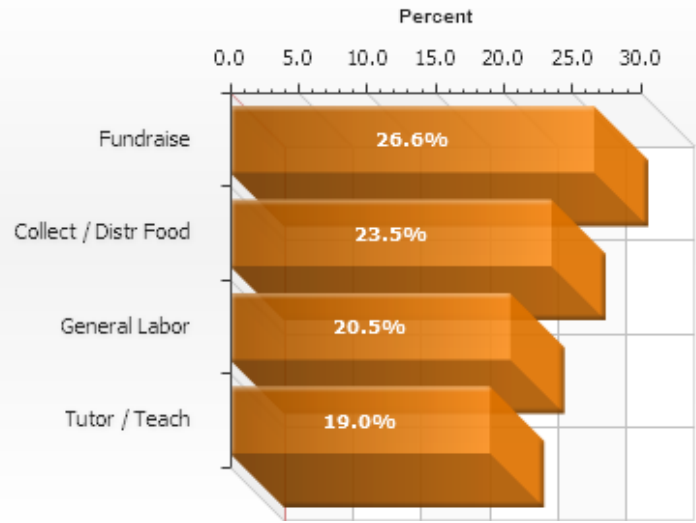


* Not reported due to the sample size for this estimate.

Volunteer Rate by Geographic Area (2007-2009)



Top Four Activities (2007-2009)



National Volunteering by Special Population and Gender (2007-2009)

Population	Median Hours	Rate
Baby Boomers	52	29.7 %
College Students	42	26.3 %
Millennials	40	21.2 %
Older Adults	96	23.7 %
Teenagers	40	25.5 %
Young Adults	40	21.6 %
Gender		
Male	52	23.1 %
Female	52	29.6 %

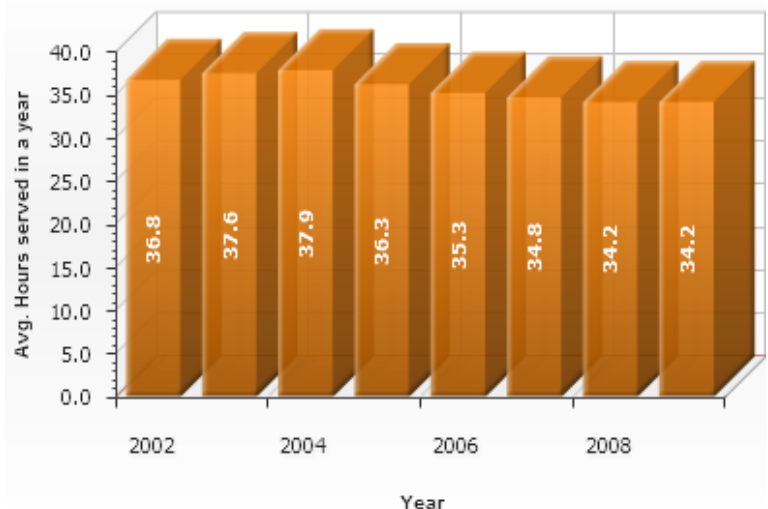
National Volunteering by Race & Ethnicity (2007-2009)

Race	Median Hours	Rate
White	52	28.0 %
Black	56	19.1 %
Native Am / Alaskan	52	20.8 %
Asian	40	18.5 %
Hawaiian / Pacific Is.	52	23.0 %
More than one RNO	50	27.3 %
Ethnicity		
Latino	46	14.2 %
Non-latino	52	28.4 %

National Volunteering by Age Group (2007-2009)

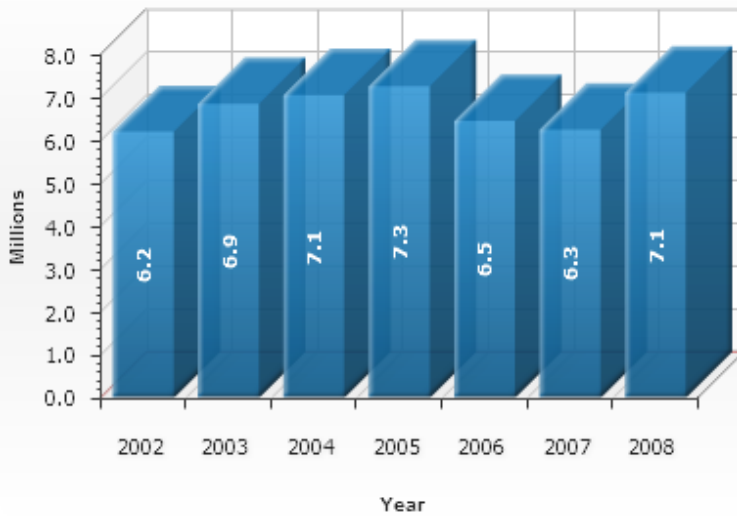
Age	Median Hours	Vol. Rate
16-19	40	25.5 %
20-24	42	18.4 %
25-34	36	23.0 %
35-44	48	31.1 %
45-54	52	30.3 %
55-64	60	28.3 %
65-74	90	26.5 %
75+	100+	20.5 %

Volunteer Hours Per Resident



* Not reported due to the sample size for this estimate.

Number of Volunteers



Trends and Highlights

Based on single year data (2008)

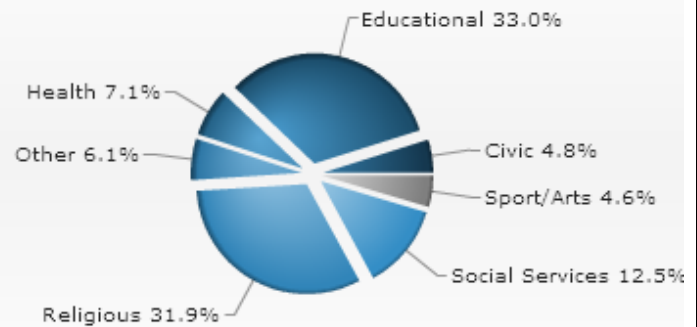
- Even with the economic crisis, the national volunteer rate remained relatively constant, from 26.2% in 2007 to 26.4% in 2008. In 2008, 61.8 million volunteers donated approximately 8 billion hours of service in communities across the country.
- 25.4% of adults volunteered in California in 2008, contributing 989.2 million hours of service.
- In addition to the 7.1 million adults in California volunteering in 2008, an extra 703,084 individuals worked with their neighbors to fix a problem or improve a condition in their community but did not serve through an organization.

For more information, go to <http://www.VolunteeringInAmerica.gov>

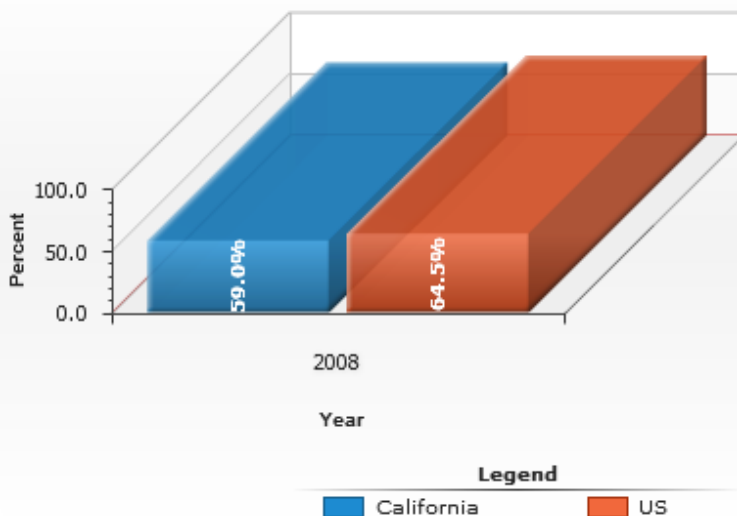
Volunteer Rate



Where People Volunteer (2006-2008)



Volunteer Retention

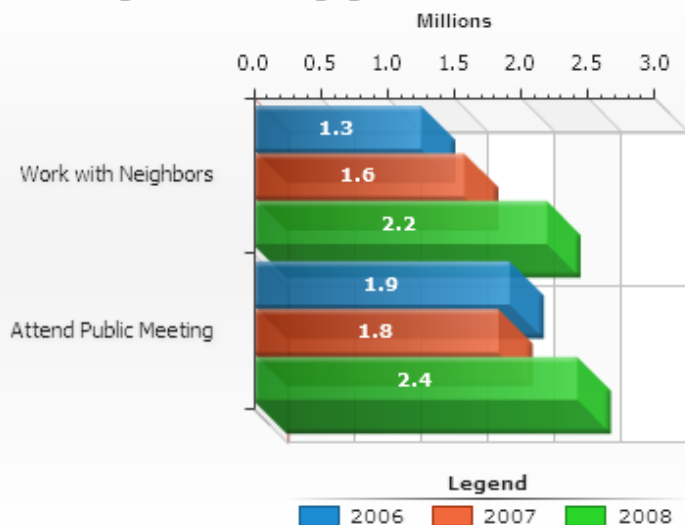


Rankings Highlights

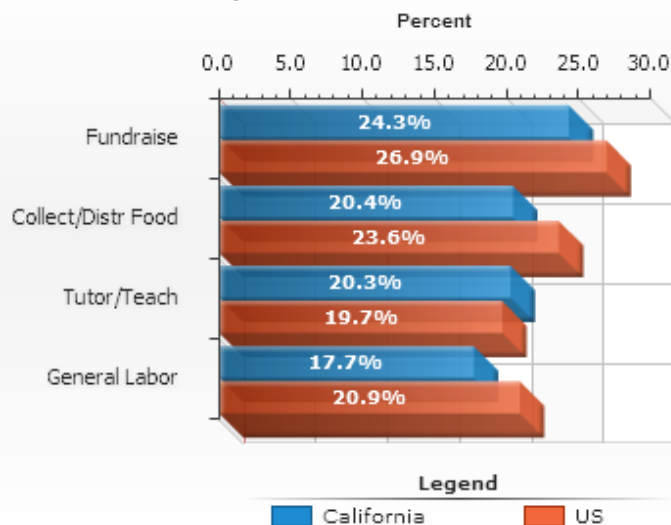
Average rates and rankings are based on 2006 to 2008 data.

- Volunteering: Rate - 23.8% and Rank - 42
- Volunteer Hours per Resident: 32.7 hours and Rank - 35
- Volunteer Retention: Rate - 59.0% and Rank - 44
- Older Adults: Rate - 21.0% and Rank - 40
- Baby Boomer: Rate - 28.1% and Rank - 38
- College Students: Rate - 24.0% and Rank - 37
- Young Adults (16-24 yo): Rate - 20.1% and Rank - 37
- Teenagers (16-19 yo): Rate - 23.8% and Rank - 34
- Millennials (Born in/after 1982): Rate - 19.6% and Rank - 41

Neighborhood Engagement - Numbers



Top Four Activities



California Volunteering by Race & Ethnicity

Race	Median Hours	State Rate	Nation Rate
White	55	24.7 %	28.0 %
Black	80	20.2 %	18.8 %
Native American /Alaskan	*	20.0 %	19.0 %
Asian	36	19.8 %	18.3 %
Hawaiian /Pacific Islander	*	21.9 %	25.6 %
More than one	56	31.0 %	26.2 %
Ethnicity			
Latino	44	14.7 %	13.9 %
Non-latino	57	28.2 %	28.4 %

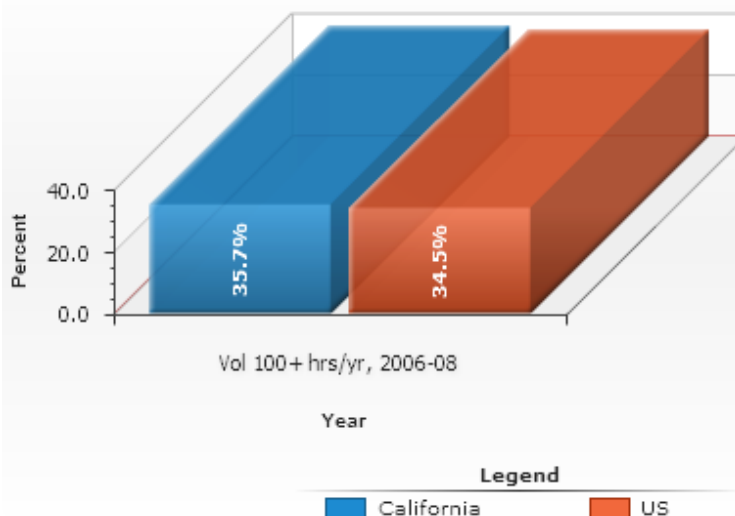
California Volunteering by Special Population and Gender

Population	Median Hours	State Rate	National Rate
Baby Boomers	52	28.1 %	29.9 %
College Students	58	24.0 %	26.3 %
Older Adult	52	21.0 %	23.7 %
Teenagers	*	23.8 %	25.6 %
Young Adults (ages 16-24)	*	19.6 %	21.2 %
Gender			
Male	52	20.5 %	23.0 %
Female	52	27.1 %	29.6 %

California Volunteering by Age Group

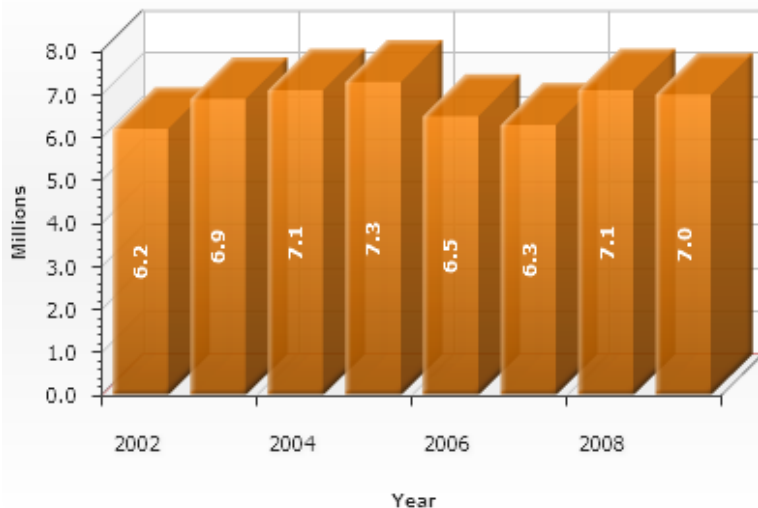
Age	Median Hours	State Rate	National Rate
16-19	48	23.8 %	25.6 %
20-24	60	16.9 %	18.1 %
25-34	39	18.0 %	22.9 %
35-44	48	28.9 %	31.0 %
45-54	52	28.6 %	30.4 %
55-64	64	25.9 %	28.1 %
65-74	99	23.5 %	26.7 %
75+	100+	18.5 %	20.3 %

Intensive Volunteers



* Not reported due to the sample size for this estimate.

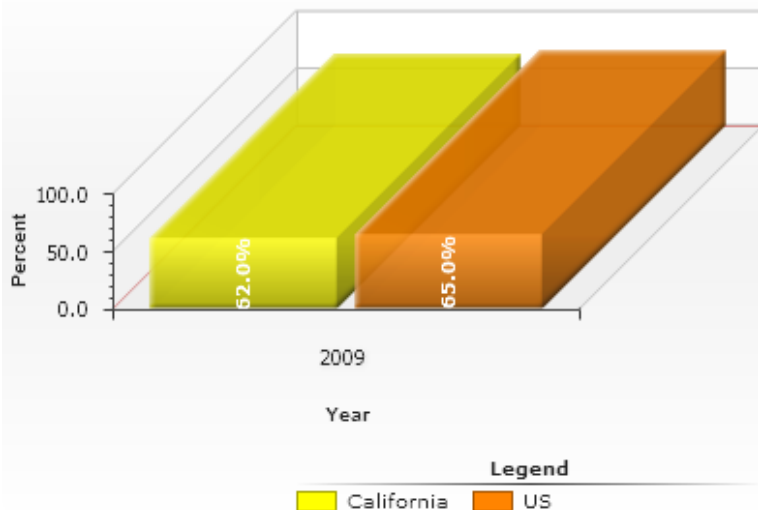
Number of Volunteers



Volunteer Rate



Volunteer Retention

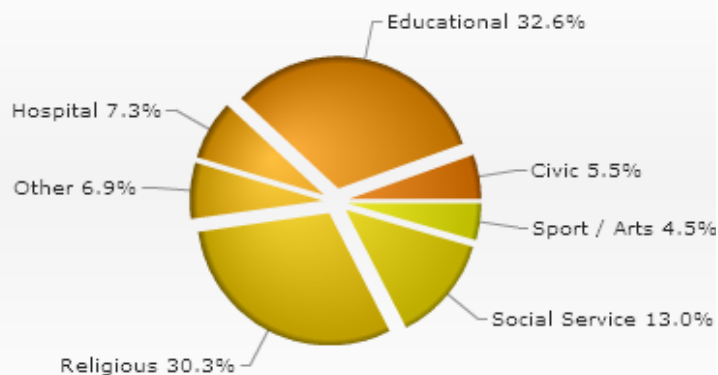


Trends and Highlights

Based on single year data (2009)

- Despite the economic crisis, the national volunteer rate went up to 26.8 percent in 2009, with 63.4 million volunteers donating approximately 8.1 billion hours of service in communities across the country.
- In 2009, approximately 7 million volunteers in California contributed 938 million hours of service.
- In California, more than 230,000 people participate in national service each year through 366 national service projects and programs. This year, the Corporation for National and Community Service will commit more than \$75,300,000 to support the national service initiatives (Senior Corps, AmeriCorps, Learn and Serve America, and other programs) in California.

Where People Volunteer (2007 to 2009)

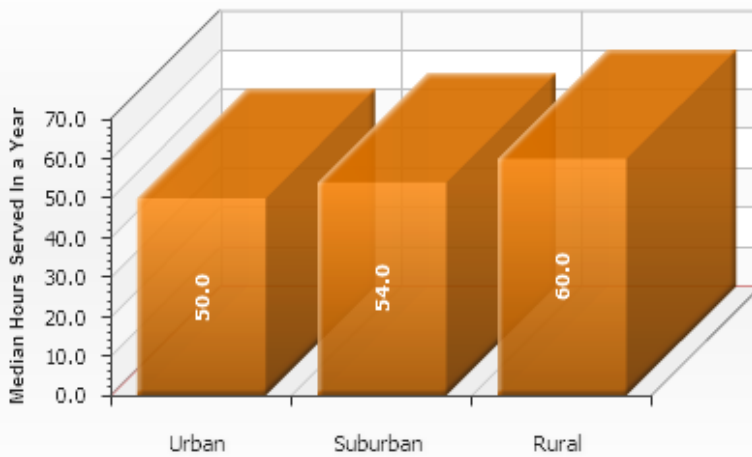


Rankings Highlights

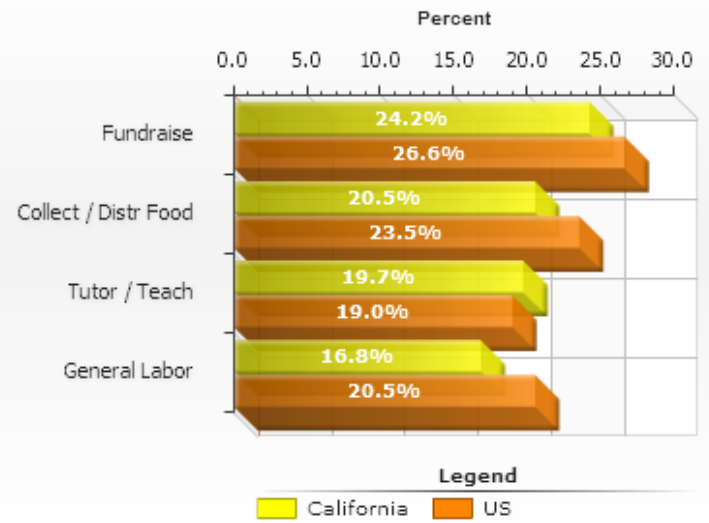
Average volunteer rates are based on pooled data from 2007 to 2009.

- Volunteering: Rate - 24.2% and Rank - 41
- Volunteer Hours per Resident: Rate - 33.3 hours and Rank - 33
- Volunteer Retention: Rate - 62.0% and Rank - 37
- Older Adults (ages 65 and older): Rate - 20.6% and Rank - 40
- Baby Boomers (born 1946 to 1964): Rate - 27.9% and Rank - 35
- College Students: Rate - 23.6% and Rank - 38
- Young Adults (ages 16-24): Rate - 20.7% and Rank - 35
- Teenagers (ages 16-19): Rate - 25.2% and Rank - 29
- Millennials (born in/after 1982): Rate - 19.9% and Rank - 39

Volunteer Hours by Geographic Area (2007-2009)



Top Four Activities (2007-2009)



California Volunteering by Race & Ethnicity (2007-2009)

Race	Median Hours	State Rate	National Rate
White	52	24.8 %	28.0 %
Black	72	23.1 %	19.1 %
Native Am / Alaskan	*	22.3 %	20.8 %
Asian	43	20.2 %	18.5 %
Hawaiian / Pacific Is.	*	20.8 %	23.0 %
More than one RNO	56	30.7 %	27.3 %
Ethnicity			
Latino	48	14.8 %	14.2 %
Non-latino	52	28.7 %	28.4 %

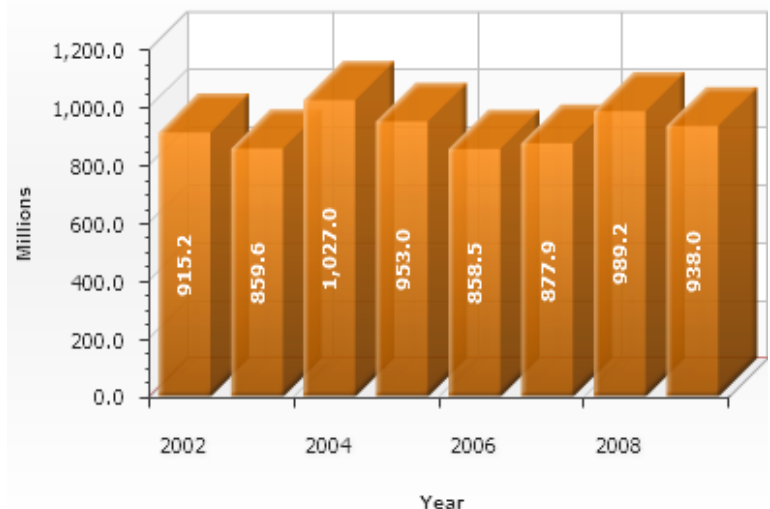
California Volunteering by Special Population and Gender (2007-2009)

Population	Median Hours	State Rate	National Rate
Baby Boomers	52	27.9 %	29.7 %
College Students	60	23.6 %	26.3 %
Millennials	52	19.9 %	21.2 %
Older Adults	100+	20.6 %	23.7 %
Teenagers	48	25.2 %	25.5 %
Young Adults	52	20.7 %	21.6 %
Gender			
Male	52	20.8 %	23.1 %
Female	52	27.4 %	29.6 %

California Volunteering by Age Group (2007-2009)

Age	Median Hours	State Rate	National Rate
16-19	48	25.2 %	25.5 %
20-24	60	17.1 %	18.4 %
25-34	40	19.5 %	23.0 %
35-44	48	28.8 %	31.1 %
45-54	52	28.4 %	30.3 %
55-64	60	26.4 %	28.3 %
65-74	96	22.6 %	26.5 %
75+	100+	18.5 %	20.5 %

Total Volunteer Hours



* Not reported due to the sample size for this estimate.



Data and Research Resources

California's Aging Opportunity

<http://www.californiavolunteers.org/index.php/Reports/reports>

CaliforniaVolunteers report outlining recommendations for effectively engaging the growing ranks of baby boomers in meaningful service opportunities.

California Civic Health Index

<http://www.ncoc.net/states>

Measures the "civic health" of the nation and California based on various civic engagement measures including voting and volunteering – 2009 and 2008 reports available. Other data of interest also included on website.

The Center for Information and Research on Civic Learning and Engagement (CIRCLE)

<http://www.civicyouth.org>

Provides national data regarding civic learning and engagement, particularly for youth.

Corporation for National and Community Service Research

http://www.nationalservice.gov/about/role_impact/performance_research.asp

A variety of reports related to different aspects of service and volunteering, including trends in youth engagement and health benefits of volunteering.

Deloitte 2010 Impact Survey

<http://www.deloitte.com/us/2010volunteerimpactsurvey>

Provides data and insights related to workplace volunteerism.

Points of Light Institute

<http://www.pointsoflight.org/ideas-and-insights>

A variety of reports and evaluations related to volunteering.

Surviving and Thriving During Tough Times

http://www.californiavolunteers.org/index.php/Education/surviving_and_thriving

Provides regional nonprofit data based on surveys completed by nonprofits participating in CaliforniaVolunteers' 2009 Surviving and Thriving During Tough Times tour.

TCC Group

<http://www.tccgrp.com/index.php>

Provides a number of reports and presentations regarding nonprofit capacity.

Volunteering in America

<http://www.volunteeringinamerica.gov>

National, state and city data regarding volunteer rates – includes data from several years. Will be updated with 2009 data in June 2010.



Presented by:



**California Volunteers
Business Partners Program**

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