



# National Conference on Volunteering and Service

New York City, June 28-30, 2010

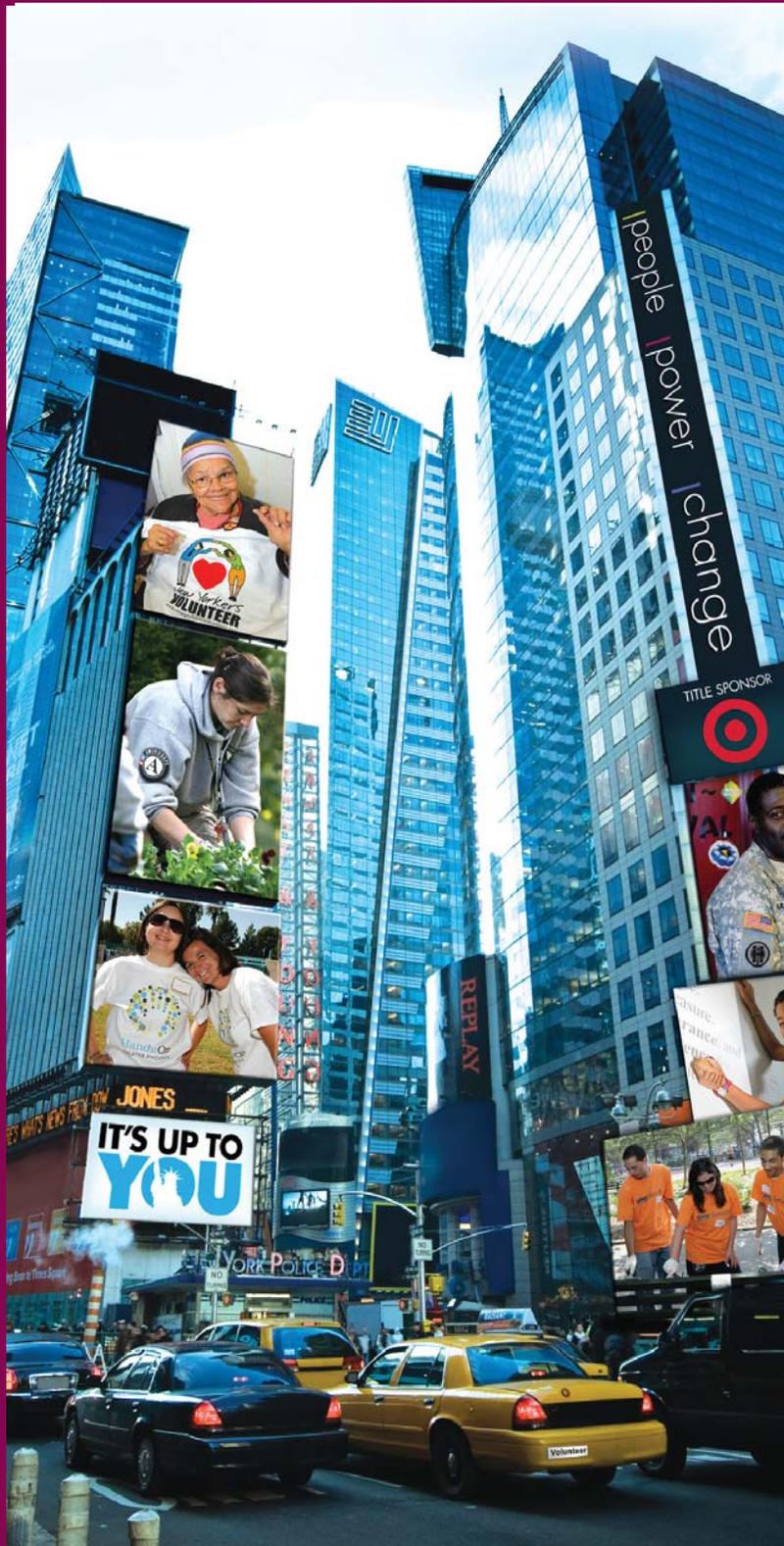
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Local Conveners:



## Highlights of 2010 Conference



## Overview

The 2010 National Conference, which took place in New York City, June 28-30, was a watershed event, attracting more than 5,000 service leaders for dialogue and action to galvanize greater impact and effectiveness in meeting social needs through service and volunteering.

Convened by Points of Light Institute and the Corporation for National and Community Service, with local conveners NYC Service and New Yorkers Volunteer, the conference highlighted ways the service movement can target resources, measure impact, expand opportunities for people to serve, build capacity and embrace innovation.

Through inspiring plenary sessions, thought-provoking forums, hands-on workshops and hallway conversations with their peers, attendees had an opportunity to learn, connect and shape a new vision for service as a solution.

The 2010 conference theme “It’s Up to YOU,” was a call to action in a new era of responsibility, reminding us that we all hold the solution, and empowering us all to act. Conference attendees heard that call and are returning home with new ideas, vision and dedication to make a difference in their communities.

## It’s Up to YOU Opening Plenary

The It’s Up to YOU Opening Plenary Session at Radio City Music Hall was an energetic beginning to the conference. MSNBC’s *Morning Joe* team **Joe Scarborough** and **Mika Brzezinski** hosted the event, welcoming speakers including Points of Light Institute CEO **Michelle Nunn**, Corporation for National and Community Service CEO **Patrick Corvington**, White House Domestic Policy Council Director **Melody Barnes**; The Honorable **Michael R. Bloomberg**, Mayor of New York; **Laysha Ward**, President, Target Community Relations and the Target Foundation; The Honorable **Mark R. Warner**, U.S. Senator from Virginia; **Jamie Dimon**, Chairman and CEO, JPMorgan Chase & Co; **Shaun Donovan**, Secretary of Housing and Urban Development; Harlem Children’s Zone founder **Geoffrey Canada**; Echoing Green President **Cheryl Dorsey**; **Greg Cappelli** and **Chas Edelstein**, co-CEOs, University of Phoenix; **Susan Stern**, Chair of the New York State Commission on National & Community Service and *Top Chef*’s **Carla Hall**. *TODAY Show* host and weatherman **Al Roker** and Entertainment Industry Foundation Ambassador **Hank Azaria** made surprise appearances, and the audience was treated to a performance by the P.S. 22 choir. First Lady **Michelle Obama** and the Honorable **David A. Paterson**, Governor, New York, addressed the audience through video messages.





## “Here’s to YOU!” Inspiration Event

Shinnyo-en Foundation helped honor outstanding individuals and corporations committed to civic engagement at the “Here’s to YOU!” Inspiration Event at the legendary Radio City Music Hall. *The Daily Show’s* **John Oliver** hosted the spectacular evening event, and Broadway casts from *West Side Story*, *In The Heights* and *Million Dollar Quartet* performed during the evening. Awards such as Points of Light Institute’s Corporate Engagement Awards of Excellence and the Corporation for National and Community Service’s Spirit of Service award were presented by special guests, including actress and poet **Ruby Dee**, **Jeff Parness**, founder of The New York Says Thank You Foundation, Global Health Corps President **Barbara Bush**, *Top Chef* finalist **Carla Hall** and OCEAN’s host and activist **Philippe Cousteau**.

## Service Projects

Participants began the week by responding to the conference theme and call to action – “It’s Up to YOU!” – with a series of volunteer projects across the city with corporate supporters and Mets players. Volunteers revitalized community gardens, installed eco-friendly roofs and built greenhouses, thanks to supporters Pfizer and The Coca-Cola Company, with signature supporters JetBlue Airways and the Laurie M. Tisch Illumination Fund. The Mets also dedicated their Sunday afternoon game to service and saluted the many conference attendees who spent the afternoon at Citi Field.



## Girls. Power. Change. Girls Summit on Civic Engagement

One hundred and fifty girls ages 12 to 18 years old gathered prior to the opening plenary for a fun and empowering summit that demonstrated the ways that millennial females can positively impact others. CNBC's **Nicole Lapin** hosted the day, and a panelist of innovators including **Kim Martin**, President and General Manager of WE tv and Wedding Central, **Lauren Bush**, **Dr. Jane Smith** of Spelman College and **L'Oréal Paris Women of Worth Honorees** addressed the girls. The girls created their own "change maker" ideas, submitted votes via text messages for the best idea and three winners received \$1,000 WE TV Power Grants to make their ideas reality. The girls explored ways that they can get engaged as active citizens at this memorable summit.



### Sessions

- More than 175 engaging sessions were included in the conference program, divided into more than 25 focus areas. Presenters came from a diverse range of sectors, including Twitter Co-founder and Chairman **Jack Dorsey**, Peace Corps Director **Aaron Williams** and former Senator Harris Wofford.
- **Micro-plenary sessions:** New to the conference this year, the conference included two micro-plenary sessions:
  - **The Role of Service in Remaking American Education** included a keynote policy platform with **Secretary of Education Arne Duncan** and a panel discussion led by *Wall Street Journal* Education Editor **Stephanie Banchemo** and featuring New York City School's Chancellor **Joel Klein**, along with PricewaterhouseCoopers Chairman and Senior Partner **Bob Moritz**, Microsoft VP-Worldwide Education **Anthony Salcito** and **Ronjanett Taylor**, America Reads Mississippi.



o **Solutions 2020**, supported by Citi, explored how leaders and citizens can work across sectors to find innovative approaches for improving communities. Speakers included **Stephen Goldsmith**, Deputy Mayor, New York City; **Diana Aviv**, President and CEO, Independent Sector; **Alan Khazei**, Founder and CEO, Be The Change, Inc.; **Pamela P. Flaherty**, President and Chief Executive Officer, Citi Foundation; **Wes Moore**, Author and Youth Advocate; and **Jamal Simmons**, CNN Political Consultant & Principal, **The Raben Group**.

• **Forums:** The conference included 18 forums covering issues such as urban problem solving, childhood obesity, social media, higher education and corporate volunteering. Speakers came from corporations, universities, nonprofit organizations, foundations and other institutions.

## Immersion Learning Sessions

Conference participants ventured across the boroughs of New York for immersion learning sessions, where they observed successful New York service operations first-hand and contributed to the efforts. The conference included a record number of immersion learning sessions, touching a range of issues. Among others, participants visited the Tribute World Trade Center Visitor Center and Ground Zero, where they discussed how to engage in service for 9/11 National Day of Service and Remembrance, took a walking tour through Chinatown to learn about literacy needs, and witnessed service in action at a veterans hospital.

## Good Business! It's Up to YOU! CEO Roundtable & Business Track Opening

Uniquely designed to provide a glimpse into the collective power of corporate America as an engine for change, the CEO Roundtable set the stage for two incredible days of diving deeper into challenges facing corporations and posing solutions to these problems through the business track.

**Jonathan Tisch**, Chairman and CEO of Loews Hotels, moderated a discussion between **Kimberly**

**Davis**, President, JPMorgan Chase Foundation; **John Rice**, Vice Chairman of GE; and **Jack Dorsey**, Creator, Co-founder and Chairman of Twitter, Inc. and CEO of Square, Inc.





## Target's "Party for Good"

To celebrate volunteerism and help combat hunger facing many children and families across New York City, Target hosted a one-of-a-kind service event, "Party for Good: Making Meals to Feed Young Minds." Attendees traveled to Pier 36 on the East River to help assemble 150,000 meals that will be donated to the Food Bank For New York City. Throughout the evening, kit-packing milestones were celebrated by *The Insider* host **Lara Spencer** and performances by *American Idol* finalist **Katharine McPhee**, **Jazz at Lincoln Center** and others.

## HandsOn Action Center Happenings

More than 200 HandsOn Network affiliates were represented at the conference, including eight international affiliates. As a benefit of membership, affiliates were able to participate in sessions designed specifically by their peers on a range of topics, including social media and innovative forms of volunteer engagement. HandsOn Network Action Centers also enjoyed multiple opportunities to network.



## National Service Town Hall and Strategic Listening Session

During the National Service Town Hall meeting, Corporation CEO **Patrick Corvington** challenged service leaders to have a relentless focus on achieving demonstrable results on pressing social problems. "The issues we face every day are too big to be left to one leader, one organization or even one government," Corvington said. "But more than that, they are too big and their success too critical to be left to the chance of good intentions. These problems will be solved only with the courage to stand for something that matters – to stand for results. In order to step up to this challenge, we need to reconnect with that part of our souls that drives us to make a difference no matter what the odds."

During the Town Hall, Corvington answered questions from service leaders and celebrated AmeriCorps VISTA's and Foster Grandparents' anniversaries. Long-time Corporation board chair **Stephen Goldsmith** was also acknowledged through a video featuring former President **George H.W. Bush** and others. Afterward, Corvington kicked off the agency's first listening session on its upcoming five-year strategic plan, which will guide the Corporation's mission and programs.



## “It’s Up to Us!” Youth Forum

MTV, TeenNick, the Corporation for National and Community Service and Shell teamed up to spotlight the extraordinary efforts of the nation's youth service leaders in the “It's Up to Us!” Youth Forum. The two-hour event at MTV Studios in Times Square gave more than 150 young people a platform to connect, discuss and generate new ideas to expand the youth service movement. MTV News Correspondent **Sway Calloway** emceed the event, which featured an introduction from *The City's* **Whitney Port**, a panel featuring Global Health Corps President **Barbara Bush**, **Ben Nemtin** from MTV's *The Buried Life*, youth service leaders from Usher's New Look Foundation and Learn and Serve America, and a performance by **America's Best Dance Crew's**

**Rhythm City**. U.S. World Cup team player **Landon Donovan** made a surprise appearance after returning that day from South Africa, and Corporation CEO Patrick Corvington unveiled a new video by platinum-selling, Grammy Award-winning music artist **Usher**, who will be the new face of President Obama's national call to service — United We Serve.

## Virtual Conference

Those not able to attend the conference in person participated virtually, logging on to watch the live webcast sessions, connect with participants through social media and follow the action on Twitter. Every session was assigned a specific hashtag so that attendees could tweet updates and reflections. Participants also submitted photos on Flickr and connected through the Facebook fan page and EventBrite. Distance did not keep those at home from playing a role in the conference this year! Visit the conference Web site

**[www.VolunteeringandService.org](http://www.VolunteeringandService.org)**  
for videos, webcasts and other resources.



## Awards

Outstanding volunteers, institutions and corporations were honored at the conference for their commitment to service and civic engagement. Congratulations to the following award winners:

### **Corporate Engagement Awards of Excellence:**

- AT&T
- Campbell Soup Company
- Intel Corporation
- Old National Bank

### **Lenore and George Romney Citizen Volunteer Award**

- Stephen Goldsmith

### **Innovative Technology Award:**

- Volunteer San Diego and Volunteer Centers of Santa Cruz County

### **George W. Romney Excellence Award:**

- Hands On Nashville

### **Spirit of Service:**

- Senior Corps Awardee: Gary LaGrange
- AmeriCorps Awardee: Dwight Owens
- Learn and Serve Awardee: Janis Klein-Young

### **President's Higher Education Community Service Honor Roll:**

- Lee University
- Ohio Wesleyan
- University of North Carolina Chapel Hill

### **Daily Point of Light Award:**

- Shannon Lambert
- Katy Keck
- Delores Powell

### **President's Volunteer Service Award:**

- Krista Shugart

### **Corporate Volunteer Council of the Year Award:**

- Northern New Jersey Business Volunteer Council

### **Hasbro Community Action Hero Award:**

- JT Eden
- Shaeli Marie Funk
- Cole Layman
- Faith Nelson
- Hannah Salwen
- Alexandria Segovia





## Books and Bagels

New to the conference this year, Books and Bagels provided opportunities for conference participants to have intimate conversations with featured authors on new books relevant to civic engagement. Featured authors included **Jonathan Tisch, Susan Ellis, Betty Stallings, Rick Lynch, Steve McCurley, Allison H. Fine** and **Shirley Sagawa**. Starbucks Coffee Company sponsored these morning dialogues.

## Leading Organizations Announce Plans for 9/11 National Day of Service

A consortium of influential private and government entities unveiled plans to organize the largest National Day of Service in U.S. history in 2011, in observance of the 10th anniversary of the September 11 attacks. The plans were announced by the 9/11 nonprofit MyGoodDeed, the Corporation for National and Community Service, HandsOn Network and the National September 11 Memorial & Museum. Nearly \$1 million has already been raised or committed to support the Day of Service. Educational lesson plans about 9/11 and service will be made available nationwide to teachers. More than 2,500 educators have already signed up to receive these materials for the 2010 - 2011 school year. A special Web page will be launched to sign up nonprofit organizations, faith-based organizations and employers with the goal of enrolling 100,000 between now and 9/11/2011. Major volunteer service projects will be organized in cities including New York; Washington, DC; Boston and Philadelphia. The Corporation announced that it will help support the development and placement of online, radio and television public service announcements featuring the voice of award-winning actor Gary Sinise to promote the 9/11 National Day of Service and Remembrance.

## Bloomberg Announces 10 New Chief Service Officers

The Honorable **Michael R. Bloomberg**, Mayor of New York, joined Rockefeller Foundation President **Judith Rodin** in announcing Cities of Service leadership grants that will go to hire Chief Service Officers in 10 cities. The officials will develop and implement citywide plans to increase volunteering and target volunteers to address their city's greatest needs. The cities selected to receive the grants are Atlanta, GA; Austin, TX; Baltimore, MD; Baton Rouge, LA; Chula Vista, CA; Houston, TX; Little Rock, AK; Orlando, FL; Pittsburgh, PA; and Richmond, VA. Cities of Service is a bipartisan coalition of mayors from across the country, representing more than 46 million Americans in 100 cities.

## Secretary Duncan Urges Service Leaders to Help Remake American Education

U.S. Secretary of Education **Arne Duncan** challenged service leaders to join in remaking America's education system, stressing the urgency and courage needed to ensure that every child receives a high-quality education that prepares him or her for the future. Duncan asked attendees to use service to foster education reform and achieve greater results for students in four areas: increased learning time, parental engagement, teacher recruiting and turning around the lowest performing schools. "No matter what your race, your creed or your zip code, every child is entitled to a quality public education. Education is no longer just a pathway to opportunity and success. It is actually a prerequisite to success. We are challenging the country to stop looking for incremental change, stop tinkering around the edges, stop saying this is okay and poverty is destiny and these children can't learn," Duncan said.



### Taking it Home: It's Up to YOU!

The conference concluded with a celebration and announcement that the 2011 conference will take place **June 6 – 8, 2011**, in **New Orleans, Louisiana**. The Mardi Gras themed celebration featured remarks from New Orleans Mayor and longtime service advocate **Mitch Landrieu** and a video messages from **Lenny Kravitz**. "Perhaps no other city in America understands and appreciates the power of community service and the value of voluntourism to a community," said Mayor Landrieu. "Our city, indeed our entire region, would not be as far along in our post-Katrina recovery without the time, talent and treasure of all those who were so generous in helping us in our time of great need. It is a distinct privilege to welcome this gathering to our city, where we have created a new roadmap for community service, and where the good work continues to this day, and will continue well into the future."



## Outcomes:

- **National Conference Airs on Morning Joe**

The conference was featured on MSNBC's *Morning Joe*, as hosts **Joe Scarborough** and **Mika Brzezinski** interviewed White House Director of Domestic Policy Council **Melody Barnes**, the Honorable Mark Warner, U.S. Senator from Virginia; The Honorable **Michael R. Bloomberg**, mayor of New York, Newark **Mayor Cory Booker** and Points of Light Institute CEO **Michelle Nunn**.

- **Billion + Change Pledges Surpass \$500 Million**

**Patrick Corvington**, CEO for the Corporation for National and Community Service, announced more than \$110 million in new corporate pro bono commitments to help nonprofit organizations achieve greater scale, sustainability and impact in meeting community needs. The new pro bono pledges put the agency's Billion + Change campaign above the half billion mark.

- **Get HandsOn Challenge: TAG, You're It!**

University of Phoenix announced Points of Light Institute's **Get HandsOn Challenge**, an initiative that will help meet the goals of the Get HandsOn Campaign (identify and engage 500,000 Service Leaders and facilitate two million acts of service in education, the environment and the economy). Beginning September 2011, individuals will "tag" service leaders online at [www.gethandson.com](http://www.gethandson.com) or by texting their email address to 404-953-9544 to inspire others to serve. Incentives will be given for tagging others and reporting on community impact. More than 2,500 people signed up for the challenge before the conference was over!

- **Hasbro and generationOn Empower Youth**

Hasbro, Inc. and the Hasbro Children's Fund are partnering with Points of Light Institute's newly-launched generationOn. generationOn provides a centralized resource for the tools needed to empower kids through service and inspire them to get involved in their communities.

- **Sweet Treats from Target and Ben & Jerry's**

At the opening plenary, **Laysha Ward**, President, Target Community Relations and the Target Foundation, announced that Target will debut two new, exclusive Ben & Jerry's ice cream flavors: Berry Voluntary® and Brownie Chew Gooder. The flavors, which will be available throughout 2010 in mini cups and pints, were created to encourage people to volunteer in their local communities through the new "Scoop it Forward" partnership.



- **2010 Employee Reporting Standards**

HandsOn Network's Corporate Service Council presented the newly revised 2010 Employee Volunteer Program (EVP) Reporting Standards (formerly known as the Corporate Reporting Standards) at the business track opening. These improved standards will allow the corporate volunteer community to track trends, benchmark programs and encourage better practices by streamlining EVP reporting.

- **National Service Responds to Oil Disaster**

The Corporation launched a multi-faceted, long-term effort to address the devastating impact of the oil spill. Through its national service programs, the agency is working with Gulf Coast state service commissions and community organizations to expand their operational capacity and develop strategies to recruit and manage volunteers, build nonprofit capacity to strengthen health-care, economic status and clean up efforts and build public awareness around disaster preparedness.

- **Corporation Announces \$9 Million in Higher Ed Grants**

During the higher education forum, the Corporation announced \$9 million in Learn and Serve America Higher Education grants to support teacher training and strengthen Science, Technology, Engineering and Math (STEM) programs to address social challenges across the country.

- **Peace Corps Partners with AmeriCorps to Increase Volunteer Opportunities Worldwide**

Peace Corps Director **Aaron Williams** called for strengthening ties between domestic and international partnerships with AmeriCorps programs to expand volunteer opportunities.

- **4H Partners with Let's Read. Let's Move.**

The Corporation for National and Community Service and 4H announced their partnership as part of United We Serve's Let's Read. Let's Move. summer initiative. The collaboration will work to engage youth across America in exercise and active playtime as well as ensuring access to healthy and affordable food.



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