

FY 2015 Volunteer Generation Fund Grantee Fact Sheet

Name of Grantee	Serve DC – The Mayor’s Office on Volunteerism
Amount of Award	\$150,000
Contact Information	<p>Kristal Knight Executive Director & Chief Service Officer (202) 727-7200 kristal.knight@dc.gov</p>
Program Summary	<p>Serve DC – The Mayor’s Office on Volunteerism will develop and launch a volunteer generation initiative targeting men of color and organizations currently working in the areas of education, healthy futures and economic opportunity with proven success in working directly with boys and young men of color. Serve DC will recruit skill-based volunteers to improve organizational capacity, provide volunteer management training for staff and organization's lead volunteers, and develop tools and resources to support the sustainability of volunteer generation programs targeting men of color in the Washington, DC area. This initiative will be supported with a citywide campaign to promote volunteerism and mentoring among men of color that will include a strong presence online, in social media, and print advertising.</p>