

2019 ANNUAL REPORT



Mayor's Office of

Civic Engagement and Volunteer Service

CITY OF PHILADELPHIA

CONTENTS

- 03** Message From The Chief Service Officer Overview
- 04** Civic Engagement Academy
- 06** Volunteer Engagement
- 08** Serve Philadelphia VISTA Program
- 10** Foster Grandparents Program
- 12** Service Year Expansion
- 14** City Engagement Initiative
- 16** Special Projects

Message from the Chief Service Officer

Amanda Gamble

At the Mayor's Office of Civic Engagement & Volunteer Service Philadelphia, we feel lucky to live and work in a city where engagement is deeply embedded in the culture. We know that getting involved is essential in creating real positive change, and we believe that all forms of engagement should be celebrated and supported. Whatever that means to you—whether it's sweeping your block or committing to a year of full-time service—our aim is to reduce barriers, provide resources, and make it easier for every Philadelphian to be involved.

2019 has been a year of growth and collaboration for our office. This year, our team expanded to a total of 19 employees, as we hired staff to specifically focus on our City Engagement Initiative, Service Year Expansion, Service Enterprise Initiative, and the Mayor's Volunteer Corps- you'll learn more about these programs throughout our report. We look forward to the future as we continue to connect individuals to opportunities to become more deeply engaged.



Overview

In 2019:

156,378
Total hours served

2,578
People engaged

141
Events held

The Mayor's Office of Civic Engagement & Volunteer Service is housed within the Mayor's Office of Public Engagement.

Our mission is to empower Philadelphia residents to create lasting, positive change through active participation.

The Mayor's Office of Civic Engagement & Volunteer Service is committed to reducing barriers, increasing knowledge, and expanding capacity to promote active participation in our city.

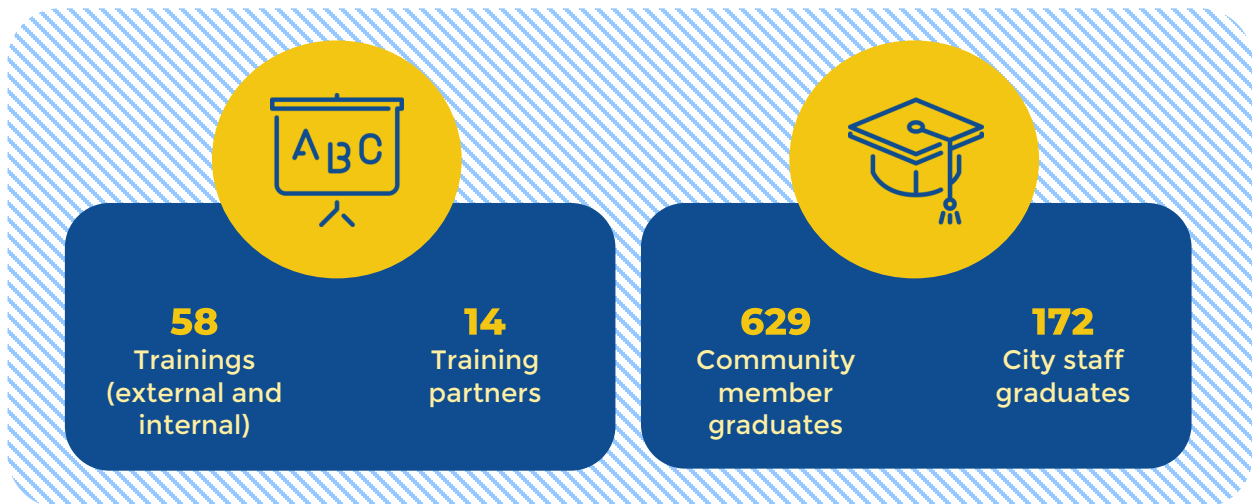
Our programs help Philadelphia residents strengthen engagement and create lasting, positive change.

- **Civic Engagement Academies:** Trainings that support local, community-driven problem solving.
- **National Service Programs:** VISTA members serve in City departments for one year addressing issues connected to poverty. Foster Grandparents serve in classrooms as tutors and mentors.
- **Volunteer Engagement:** We help partners provide impactful service opportunities and celebrate Philadelphia's service community.
- **Coalition Building:** We convene government leaders, community members, and volunteers to encourage collaboration. We help our partners make data-driven decisions and center equity in their work.

Civic Engagement Academy

The Civic Engagement Academy (CEA) is our training program that provides community members with the tools needed to create **lasting, positive change**. Our trainings are meant to support local problem-solving that's driven by community members themselves.

The Mayor's Office of Civic Engagement & Volunteer Service works to inspire positive change all across the city. We believe that we all play a role in creating that change and supporting our communities through it. That is why we train. We provide trainings for City Departments and external trainings for partner organizations.

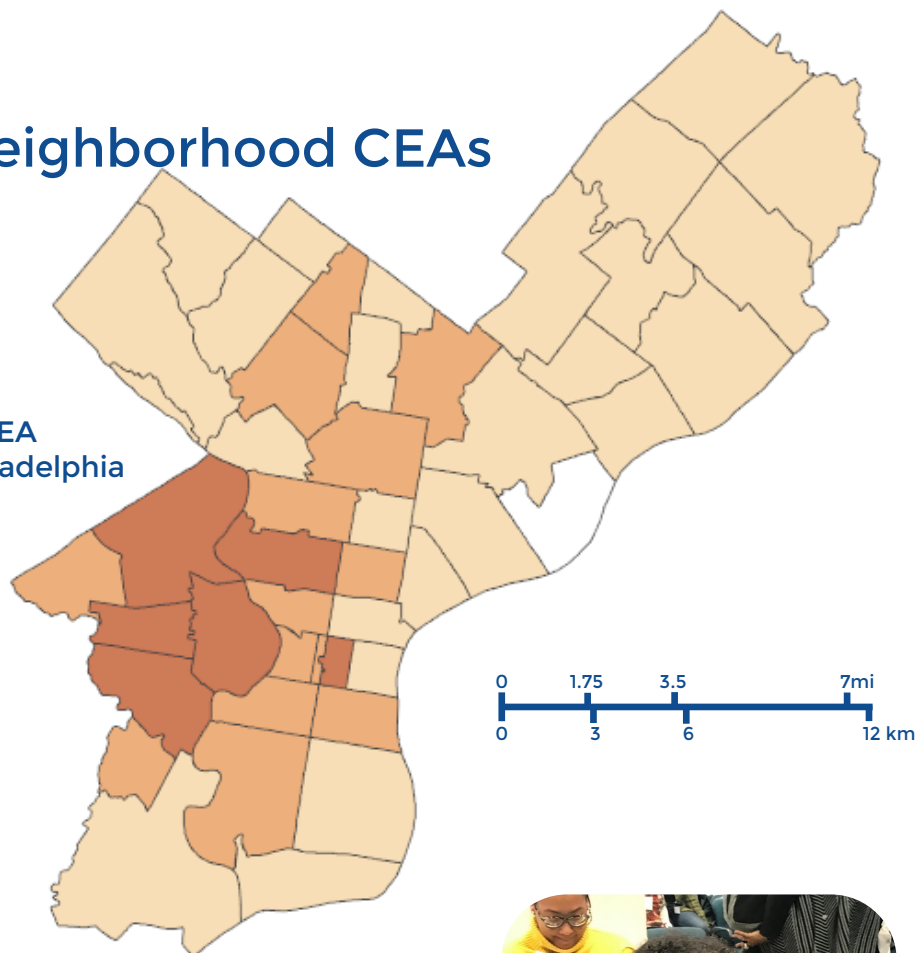
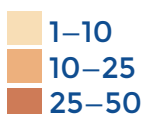


“ Attending this program made me proud to live in this great city! What incredible resources are available to us civic engagement leaders and what an awesome group of presenters **working to make Philly better!** ”

- March 2019 CEA Attendee

Reach of Neighborhood CEAs

Number of 2019 CEA Graduates, by Philadelphia Zip Code*



* This graph excludes data from over 40 attendees who live outside Philadelphia

“ I am a life long resident of Philadelphia who is investing in changing the narrative about Philadelphia. I am a real estate broker/developer who currently serves as president of my neighborhood civic association and a proud wife and mom of two who wants to leave my community better than I found it. **You don't need to be a professional to change and shape your community, you just have to be engaged.** Our neighborhood is considered a “middle neighborhood” which means it can go either way. I feel like what I learned today will help bring more neighbors into our association and help foster more solidarity. ”

- Crystal B. Morris, CEA Graduate



Volunteer Engagement

7th Annual Mayor's Day of Service Recognition

Every year, The Mayor's Office of Civic Engagement & Volunteer Service rolls out the red carpet of service for our annual Mayor's Day of Service Recognition. In 2019, we honored 18 volunteers and community heroes for their service to Philadelphia.

By the Numbers



173
Nominations
submitted

157
People
submitted
nominations



Traditional Award Categories

Mayor's Distinguished National Service Alumni Award
Mayor's Distinguished National Service Award
Mayor's Youth Hero Award
Mayor's Philly Hero Award

Special Awards

United Way Honorees
The Resilience Project
T.J. McConnell & The 76ers
The Mayor's Volunteer Corps

Recognized Service Areas



Access to Health Care



Healthy Housing and Food Security



Community Engagement



Youth Engagement, Education, Mentorship, College and Career Readiness

“

“This one kid, at first she did not like to read. And then after a couple of weeks of me and her one-on-one reading, she took the book from me, started reading on her own, reading to me aloud. I felt great, I felt I achieved perfection.”

”

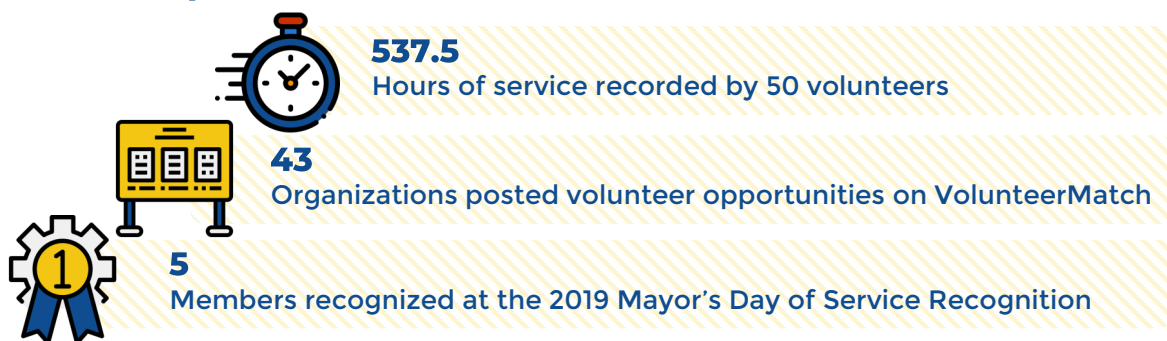
Alex Lopez , Mayor's Youth Hero Awardee



Mayor's Volunteer Corps

In 2019, the Mayor's Office of Civic Engagement & Volunteer Service piloted the Mayor's Volunteer Corps, which connects Philadelphia volunteers to **high-quality, impactful, and rewarding service opportunities** that are aligned with the Mayor's initiatives. Members work to address some of the greatest needs in our city through ongoing volunteer service.

2019 Accomplishments



Volunteer Engagement Collaborative

The Volunteer Engagement Collaborative brings together community service professional leaders, including representatives of Philadelphia's nonprofit organizations and City departments to **foster collaboration and networking in order to build a strong coalition of volunteer-based organizations** in Philadelphia.

Events	Volunteer Engagement Collaborative Summit	Board Service Convening
	Topic: Volunteer engagement, best practices, and challenges Attendees: 51 organizations represented	Topic: How to improve performance of nonprofit board Attendees: 22 organizations represented

Looking Ahead: Service Enterprise Initiative

The Mayor's Office of Civic Engagement & Volunteer Service has received funding from the United Way of Greater Philadelphia and Southern New Jersey to participate in the Service Enterprise Initiative through Points of Light. A Service Enterprise is an organization that **strategically leverages volunteers to achieve operational efficiency and greater social impact**. In 2020, the Mayor's Office of Civic Engagement & Volunteer Service will serve as a Service Enterprise Hub and train local organizations to maximize their volunteers and build capacity.

Through this initiative, The Mayor's Office of Civic Engagement & Volunteer Service will educate nonprofit organizations on how to build volunteer service into their respective operation/business models and exponentially grow their reach and impact.

Serve Philadelphia VISTA Program

The Serve Philadelphia VISTA program places AmeriCorps VISTA members in City departments full-time to fight **the injustices and causes of poverty facing individuals and communities in Philadelphia**. Our VISTA program receives support and funding from the federal AmeriCorps VISTA program within the Corporation for National and Community Service. The Serve VISTA program has been in operation for almost 10 years, and 181 individuals have served through our full year and summer programs.



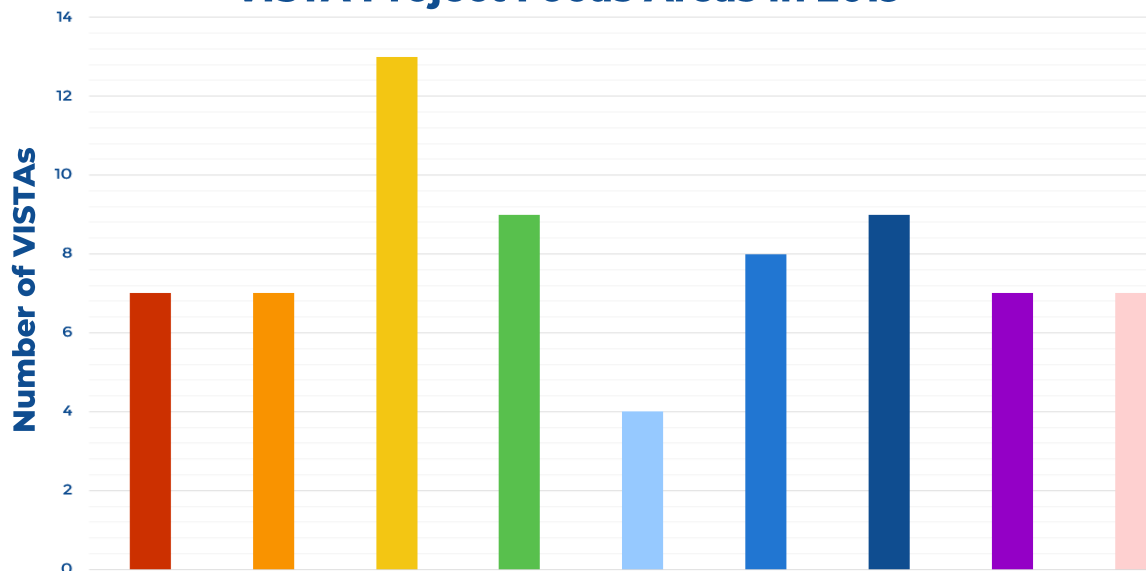
Program Goals

- Increase capacity for departments that serve low-income individuals and communities.
- Facilitate solutions that decrease the effects of poverty experienced by Philadelphians.
- Produce alumni who are civically engaged, passionate, and employable. Our alumni are committed to making a positive change in their community.
- Promote best practices in community engagement and sustainable solutions.

What VISTAs do

- Serve VISTAs are indirect service members, meaning they build capacity for the City to create systems-level change to fight the injustices and causes of poverty.
- VISTAs are responsible for building systems and tools that help their programs run more effectively even after they leave.
- Serve VISTA members commit to serving full-time (approx. 40 hours/week) for one year or 10 weeks.

VISTA Project Focus Areas in 2019



Project Focus Areas

- | | | |
|------------------------|---------------------------|----------------------------------|
| ■ Civic Engagement | ■ Healthy Futures | ■ Safe and Affordable Housing |
| ■ Economic Opportunity | ■ Immigrant Communities | ■ West Philadelphia Promise Zone |
| ■ Education | ■ Opioid Abuse Prevention | ■ Workforce Development |

VISTAs by the Numbers



71
VISTA members
served
Philadelphia

Across 21
City departments



46,341
Hours of service
performed by
VISTAs

141
Hours of professional
development and leadership
training for VISTA members

352
Community volunteers
recruited to perform 1,077
hours of service

To support their project
focus areas, VISTAs raised:



\$231,985
Grants and cash donations

\$71,140
In-kind donations

Opioid Emergency Response

In October 2018, the Mayor signed an executive order establishing the Philadelphia Resilience Project, an emergency response to the opioid crisis. Six new Serve Philadelphia VISTAs were added in departments across the City to support this initiative.

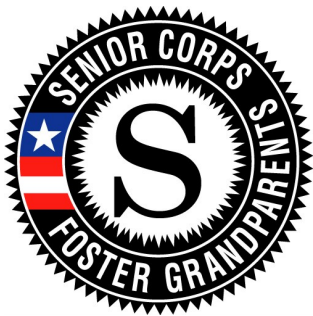


“ [I] have just been very proud of myself for seeking this opportunity to better myself, personally and professionally. I never imagined that I would be dedicating a year of my life to help others and make an impact in my community. I believe that I've found a calling for indirect service. ”

- Samantha Long, Opioid Emergency Response VISTA, Philadelphia Department of Prisons

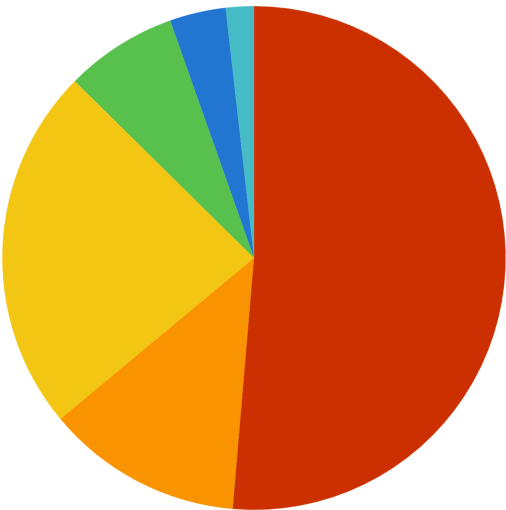
Foster Grandparents

Foster Grandparents volunteer in Philadelphia schools and pre-K programs as **role models, tutors, and mentors to children from pre-K to third grade.** This Senior Corps program is a national model sponsored by the Corporation for National and Community Service that provides a way for volunteers age 55 and over to stay active by serving children and youth in their communities. The City of Philadelphia's Foster Grandparents program is one of the oldest and largest national programs of its kind.



452,315 Lifetime Service Hours
By current Corps

4.73 Years
Average commitment length by
current Corps



Number of years served	Number of current corps members
20+ years	2
15-20 years	4
10-15 years	8
5-10 years	26
2-5 years	14
0-2 years	57



“ They are uplifting to me. My own grandchildren are all over the world, so they are like a family to me. When I walk in the door they call me ‘Grandmom’. ”

- Grandmom Elsie
21,888 Lifetime Hours, 20 Years Served

Foster Grandparents by the Numbers in 2019



120
Senior volunteers



50+
Service sites: pre-k programs and elementary schools



104,306 Hours
Of one-on-one and small-group support in classrooms



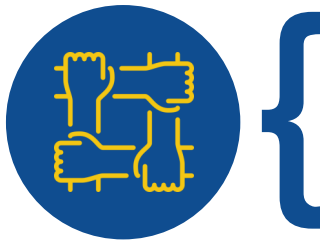
500+
Children served at early childhood education sites



Service Year Expansion

In 2019, the Mayor's Office of Civic Engagement & Volunteer Service has been convening cross-sector leaders to think through how we can provide access for individuals to **create a stronger future for themselves through a commitment to a year of service**. A Service Year experience is a longer term, full-time, and paid commitment to support and empower underserved communities. Service Years are open to people of all identities.

Partnerships



The **National Service Task Force Steering Committee**, which convenes 17 leaders across educational institutions, corporations, nonprofit organizations and government to expand national service.

The **National Service Task Force Program Council**, which convenes 30 national service programs on a monthly basis to share resources and best practices to improve and promote each others programs and services.

In collaboration with the National Service Task Force Steering Committee, the Mayor's Office of Civic Engagement & Volunteer Service aims to increase:

- The number of full time service opportunities available.
- The number of potential individuals who are ready and willing to serve.
- The awareness of national service throughout the city.

Service Year Community Changemaker Summit

Chief Service Officer Amanda Gamble and Mayor Kenney were invited to the Service Year Community Changemaker Summit in Washington, D.C. at the National League of Cities to discuss the national service expansion work happening in Philadelphia. Philadelphia was recognized as a national model for other cities in their national service expansion work.



AmeriCorps Launch

On October 21, 2019 the National Service Task Force Program Council brought together over 380 members across 17 programs to wish them a great year of service in Philadelphia.

AmeriCorps Alumni Chapter

The Mayor's Office of Civic Engagement & Volunteer Service is bringing together former AmeriCorps members to build the Philadelphia AmeriCorps Alumni Chapter.



“ Service has given me the ability to **give back to the community**. That is something that I value and is a requirement of every human being. As an AmeriCorps VISTA, it gave me the **professional experience to translate into a career** which allows me to do this for a living, which is absolutely phenomenal and I love it. Thank you, AmeriCorps VISTA! ”

- Alex LaBee, AmeriCorps Alumni

Project Soar

American Airlines announced a project to support initiatives that ensure the region's youth have the pathways, resources, and support needed to break the cycle of poverty that has historically gripped our local community. As a result, **American Airlines has partnered with the Mayor's Office of Civic Engagement & Volunteer Service to support the expansion of national service with a donation of \$75,000.**

On November 20, 2019, over 100 people from American Airlines or national service programs gathered at City Hall to celebrate this initiative. At this event, the National Task Force Steering Committee accepted the gracious donation alongside Philabundance, an organization alleviating hunger in the region.



City Engagement Initiative

The Mayor's Office of Civic Engagement & Volunteer Service convenes community engagement leaders in City government and other internal and external stakeholders to foster an efficient and effective Philadelphia. We encourage our partners to implement civic engagement best practices, make data-driven decisions, and center equity and accessibility in their work.

Program Goals

The City Engagement Initiative is an internal Citywide coalition of offices conducting engagement opportunities in our community, made up of City employees who care deeply about doing just work. This group meets monthly to learn from one another about current engagement opportunities and best practices for successful work, including strategies for conducting equitable and accessible engagement. The City Engagement Initiative exists to deepen the City's relationship with our community, as well as make our engagement efforts more effective and efficient in order to meet the needs of our most vulnerable communities.

154

Attendees of CEI meetings

72

City departments represented



CEI Meeting Topics

- City Engagement Initiative vision and goals presentation and co-design
- Trauma-informed engagement training
- PHL Resident Survey presentation
- City Commissioners Office presentation on new voting machines
- Department of Revenue presentation on housing and water tax assistance programs
- Streets Department presentation on the City's Recycling Program



Data Management

The Mayor's Office of Civic Engagement & Volunteer Service administers VAN, a data management platform, for City departments conducting engagement work. Engagement data allows departments to tell the story of their work, hold themselves accountable to the communities they serve, and continuously improve their engagement tactics. By bringing departments together to use a shared system, we can work towards a collective, data-driven engagement strategy that helps us to better serve Philadelphians, while still ensuring privacy and flexibility to meet the needs of individual departments.

Collaborative Learning

The Mayor's Office of Civic Engagement & Volunteer Service convenes departments that are using the VAN platform each month for technical trainings and to share best practices. We have hosted the following trainings during 2019:

- Reports for performance management and program evaluation.
- Developing timelines for outreach, recruitment, and project planning using engagement data.
- ArcGIS Online training - a partnership with the City's Office of Innovation and Technology.

VAN in Action

Philly Reading Coaches is a City program that pairs volunteers with young students to read together after school.

They began using VAN to create a registration form for interested volunteers. Soon, they found that the system could also help organize their outreach to local businesses, organizations, and other recruitment partners.

VAN also facilitated communication with volunteers as they moved through the application process and into service sites. Philly Reading Coaches operates in more than 20 schools and after-school programs throughout the city.

18

City departments using VAN

141

System users

39,000

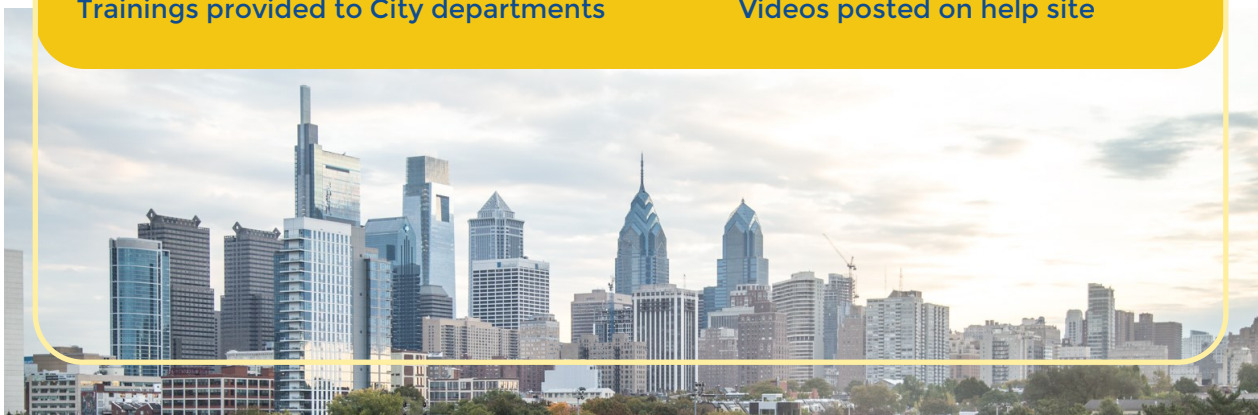
Residents engaged

34

Trainings provided to City departments

35

Videos posted on help site



Special Projects

The Mayor's Office of Civic Engagement & Volunteer Service's **commitment to good engagement and deepening the City's relationship with communities** doesn't stop at our office. We partner with internal City agencies to consult on large-scale community engagement projects to infuse best practices into the work.



Philly Free Streets 410 Volunteers Recruited

Philly Free Streets is a people-powered initiative of the City of Philadelphia. Philly Free Streets temporarily closes streets to cars, inviting people to walk, bike, roll, and play. This year, we consulted on and supported their volunteer recruitment, pre-event volunteer orientation, and day-of volunteer management.

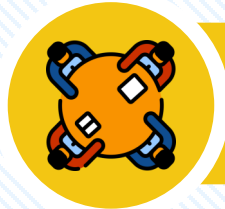
Working together for about three months before the event, we built a volunteer recruitment plan that relied on previous Philly Free Streets volunteers and escalated them into leadership positions. Those leaders then recruited their North Broad community neighbors to join them as volunteers day of.

PHL Resident Survey

The Philadelphia Resident Survey collects feedback from Philadelphia residents and functions as an essential tool for the Kenney Administration to identify opportunities for improvement, reallocate taxpayer dollars to address newer priorities, and make changes to City practices, policies, and programs. Our outreach strategy was to work with as many partners as possible in order to engage communities all across the city.

Over the course of four months, we partnered with grassroots organizations, community-based nonprofits, faith organizations, local schools, internal City agencies, the Free Library, and the Police Department. Our goal was to collect as many surveys as possible, while specifically engaging hard-to-reach communities.

Data



64 Partners Engaged



9,976 Total Number of Opt-in Surveys Collected





Mayor's Office of

Civic Engagement and Volunteer Service

CITY OF PHILADELPHIA

1401 JFK Blvd, Suite 1610
Philadelphia, PA 19102

serve.phila.gov
[@servephila](https://twitter.com/servephila)