

2021

Annual Report



Mayor's Office of
Civic Engagement and Volunteer Service
CITY OF PHILADELPHIA



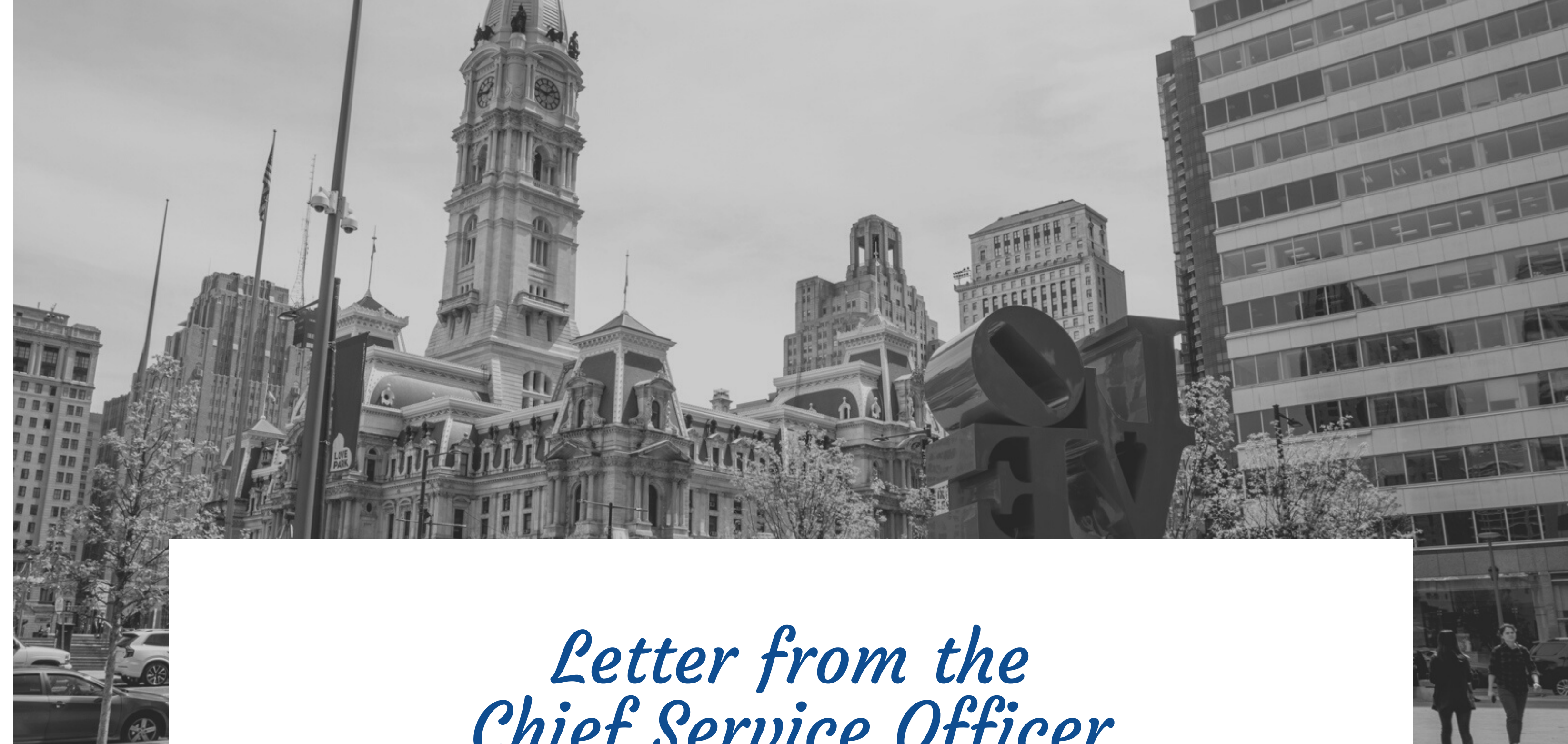
Table of Contents

- 4 Serve Philadelphia VISTA Program
 - 6 VISTA Racial Equity Work
 - 8 National Service Expansion
 - 10 Volunteer Engagement
 - 14 Civic Engagement Academy
 - 16 Equitable Engagement
 - 18 Interdepartmental Data Support
 - 20 Community Resource Corps
AmeriCorps Program
-

Mayor's Office of Civic Engagement and Volunteer Service

The Mayor's Office of Civic Engagement and Volunteer Service (MOCEVS) is housed within the Mayor's Office of Public Engagement. Our mission is to reduce barriers, increase knowledge and expand capacity to promote active participation among Philadelphians.

Our programs support local, community-driven problem solving so that every Philadelphian is empowered to create lasting positive change.



Letter from the Chief Service Officer

I am extremely proud of the work that our team accomplished in 2021. Many of the lessons that the team learned in 2020 were put into action this year from launching the Community Resource Corps AmeriCorps Program, connecting residents to vital anti-poverty resources, to embedding anti-racist action items into our Serve Philadelphia VISTA Program. We were able to support our community members, volunteer-lead organizations, and internal City departments with a deep commitment and focus on ensuring that all of our engagement was equitable.

As our team and work continues to grow, the MOCEVS team continues to find new ways to support equitable engagement city-wide. The team was able to secure almost \$3 million in new grant funding to support programmatic objectives. I look forward to our programs expanding and our work deepening in 2022.



- AMANDA GAMBLE



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.

Program Goals

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



“

My major accomplishments this year were tied to the research I conducted to inform the development of food access initiatives within the City [...] Using this information, I developed a report that [included] insight on the barriers that people face when accessing food and policy recommendations for how to [address] these issues.

- **Poverty and Mental Health VISTA,**
Managing Director's Office

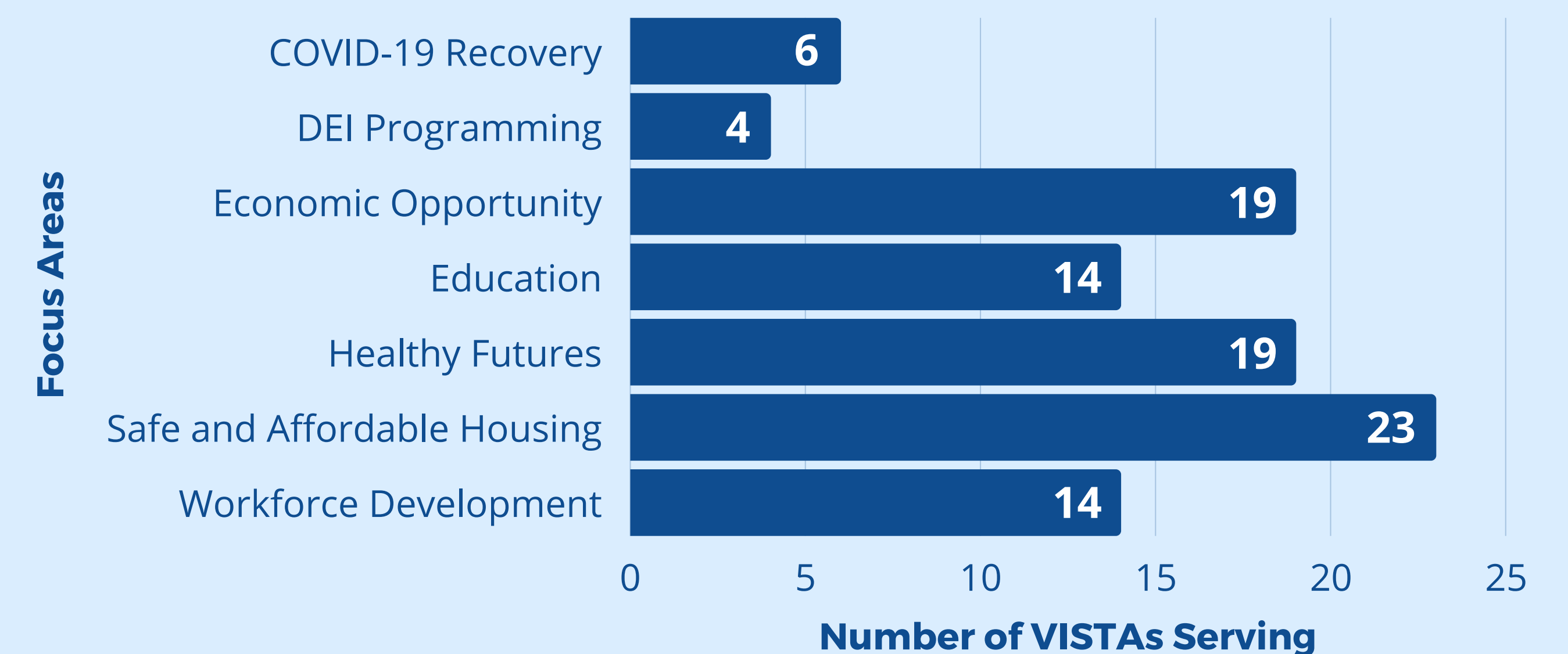
What do VISTAs do?

Capacity-Building: serve across several project focus areas, including economic opportunity, education, safe and affordable housing, and workforce development.

Indirect Service: build capacity for the City to create systems-level change to fight the injustices and causes of poverty.

Increase Efficiency: build systems and tools that help their programs run more effectively even after their one-year term of service ends.

Serve VISTA Focus Areas



88

Full Year VISTAs Served
in 33 Departments

Combined
Hours of
Service:
77,318

11

Summer VISTAs Served in
10 Departments



In 2021, the Serve Philadelphia VISTA program continued the work of intentionally embedding anti-racist practices into the program’s structure, systems, policies, procedures, and outcomes.

With the hiring of a Serve Philadelphia VISTA Program Equity Fellow, the Serve VISTA Program worked towards the following five Racial Equity Goals and had the following successes:

Goals	Successes
1 Utilize best practices to promote equity among staff and City departments	The Race Forward’s Racial Equity Impact Assessment Toolkit was used to help VISTA supervisors center racial equity in their projects. The Equity Fellow is also working towards creating a racial equity toolkit to support VISTAs during their service year.
2 Assess inclusivity and cultural sensitivity of existing policies and procedures	The Equity Fellow led the VISTA Strategy Team in bi-weekly meetings to review current policies, practices, and procedures.

Goals	Successes
3 Develop training tools, and team-building activities that support and engage members	Created and facilitated trainings on “Mitigating Implicit Bias in our Stories” for all Corps members.
4 Make hiring and onboarding materials and procedures culturally sensitive	Created strategies that mitigate potential implicit bias in the recruitment and interview processes.
5 Provide and support sustainable Affinity Groups structure to build a community of support	Created an Affinity Groups guide and launched two Affinity Groups: LGBTQ+ Affinity Group and Black Affinity Group.





National Service Expansion

National Service Task Force Steering Committee

The National Service Task Force (NSTF) envisions a future when a year of service is a common expectation for all Philadelphians.

In 2021, Mayor's Office of Civic Engagement and Volunteer Service (MOCEVS), which co-leads the NSTF and Service Year Impact Community in the city, with PennSERVE, the state service commission, was selected as a Service Year Alliance National Service Community Challenge Grant Recipient.

This grant will support work towards making service years more accessible to those facing financial and social barriers.

“

In Philadelphia, we value and see service years as a framework for building community-based, sustainable solutions to our city's most pressing needs. We are excited to work towards reducing barriers to service years and expanding these opportunities so that any Philadelphian has the ability to contribute to positive change in their own communities.

**- Amanda Gamble,
Chief Service Officer,
MOCEVS**



National Service Task Force (NSTF) Program Council

The NSTF Program Council convenes 20 plus AmeriCorps programs on a monthly basis to share resources and best practices to improve and promote each other's programs and services.

Philadelphia AmeriCorps Alumni Chapter

The Philadelphia AmeriCorps Alumni Chapter aims to convene AmeriCorps alumni in the Greater Philadelphia area while promoting

and supporting current local national service programs.

In 2021, the Alumni Chapter:

- Connected with 173 local alumni through a monthly newsletter.
- Hosted "Vision for National Service" with Acting Chief Executive Officer of AmeriCorps, Mal Coles, where members and alumni reflected on the importance of service and our vision to make service years more accessible to all.

“

[AmeriCorps] inspired my college and grad school path and helped me realize my professional interests and strengths.

It was life changing!

-Alumni Chapter Member





Volunteer Engagement

Mayor's Volunteer Corps

The Mayor's Office of Civic Engagement and Volunteer Service (MOCEVS) coordinates the Mayor's Volunteer Corps (MVC), whose members engage in service opportunities across Philadelphia and record their service hours.

In 2021, MOCEVS saw membership in the MVC grow, as volunteers continued to support the City's response to COVID-19 and step up as local organizations reopened their doors to volunteers. Volunteers served at vaccine clinics and supported outreach and education efforts to help keep our city safe.

In order to help interested residents connect with volunteer projects, MOCEVS hosts the MVC portal where local organizations post service opportunities and recruit volunteers.

Mayor's Volunteer Corps zine

In 2021, MOCEVS launched the Mayor's Volunteer Corps zine.

This quarterly web zine shares stories of dedicated volunteers as a means of celebrating their important contributions and inspiring others to serve and give back.

Volunteer Support Program

In November 2020, MOCEVS launched the Volunteer Support Program, made up of six virtual trainings providing best practices for programs that rely on and engage volunteers. In 2021,

162

unique volunteer engagement practitioners attended trainings

80

local organizations were represented by training attendees



Excerpt from the Mayor's Volunteer Corps zine:

I [train local residents] in overdose reversal with Narcan. My son lost his battle with heroin addiction [in 2019] at the age of 29. I'm tired of families losing loved ones to this sickness, so I decided it was time to see what I could do to help. We have to remove the stigma associated with heroin addiction to make any progress in this fight.

- Michael J. Lang, volunteer with Prevention Point and Save Our Neighborhoods

Achievements in 2021

114

organizations used the MVC portal to post **194** unique service opportunities.

2,371

volunteers signed up for **1,107** volunteer opportunities.

9,173

service hours were recorded by **535** volunteers

Mayor's Day of Service Recognition

In 2021, Mayor's Office of Civic Engagement and Volunteer Service (MOCEVS) hosted the 9th annual Mayor's Day of Service Recognition award ceremony and service fair virtually. This event celebrates volunteerism across Philadelphia.

- MOCEVS recognized 15 honorees across five 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
 - The Greater Philadelphia Corporate Volunteer Council's Distinguished Corporate Award

“

I have learned so much about what it means to love one another, to love community, and to build community. And so, if I can tell the world anything, it would be to spend time in service to your community.

- Cortez Johnson, Mayor's Distinguished National Service Awardee

234 people nominated residents for awards

264 people attended the virtual ceremony in April 2021



Service Enterprise

A Service Enterprise is an organization that strategically leverages volunteers to operate more efficiently and have greater social impact.

Through funding from the United Way of Greater Philadelphia and Southern New Jersey, MOCEVS became a Service Enterprise Hub.

As a Hub, MOCEVS has been training local organizations to become certified as Service Enterprise organizations.

In 2021, MOCEVS launched its first and second cohort.

First cohort

- Achieve Now
- Achievability
- Feast of Justice
- Mazzoni Center

Second cohort

- Bethesda Project
- Coalition Against Hunger
- El Concilio
- Kensington Soccer Club
- Share Food Program





Civic Engagement Academy

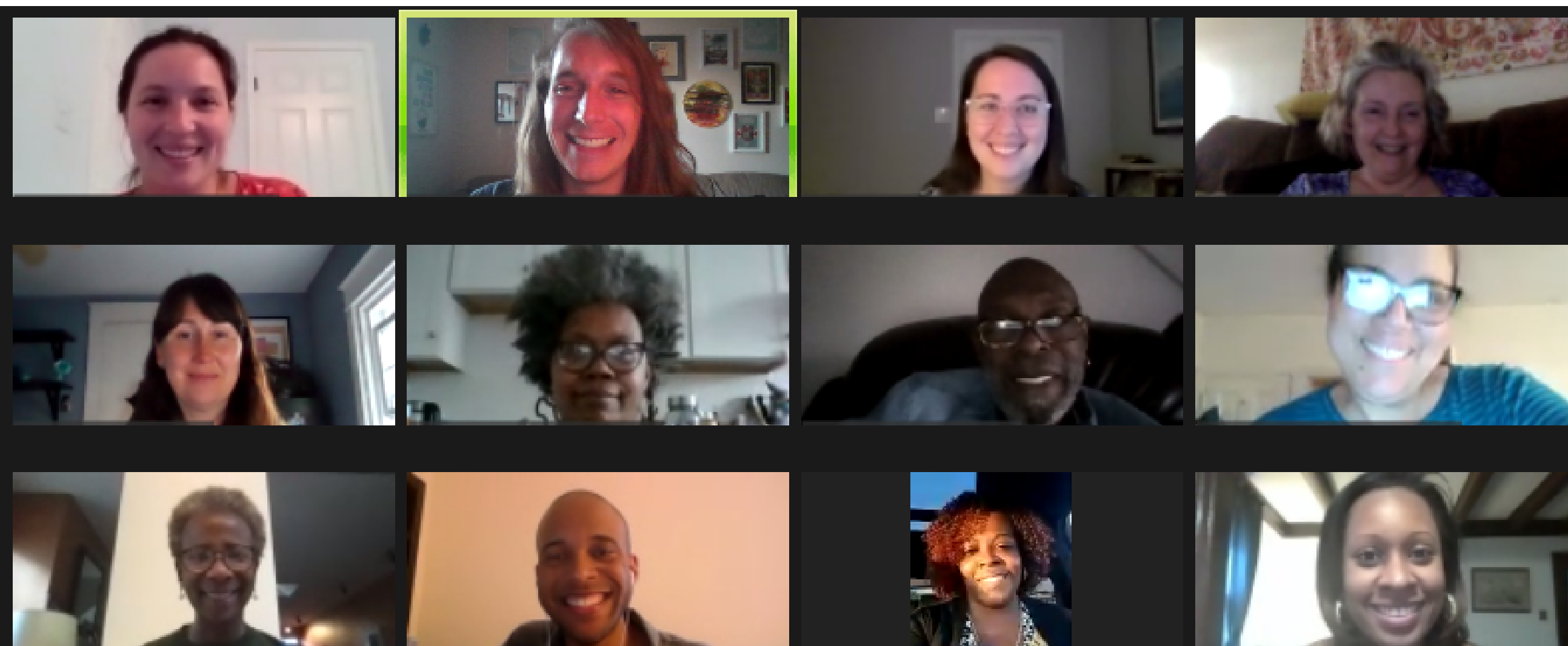
Civic Engagement Academy

The Mayor's Office of Civic Engagement and Volunteer Service (MOCEVS) invests in communities by developing the skills needed to create positive change across the city.

MOCEVS' Civic Engagement Academy (CEA) Learning Series is a free training program that delivers content designed to deepen equitable community engagement. These trainings support local problem-solving that's driven by community members themselves.

233

Unique community leaders attended virtual CEA trainings to gain best practices for grassroots civic engagement work



CEA Training Topics

Asset Mapping
Identifying the right people and resources for reaching goals

Building a Recruitment Plan
Increasing participant turnout

Building Coalitions
Engaging the right people and resources around a shared goal

Goal Setting
Setting goals that will help guide and grow work

Community Meeting Management
Hosting successful meetings and managing conflict

Targeting and Recruitment
Planning outreach to engage the right people and resources

Government 101
Learning how local government works

Volunteer Management
Managing volunteers so they keep coming back



This training and all prior training have been outstanding. These are helpful practical tools that I can apply to my professional and volunteer life. Because it is free and monthly, it is affordable and efficient. Since CEA is offered to Philadelphia residents from the Mayor's Office, this makes it credible.

- Attendee of Volunteer Management training





Equitable Engagement

Equitable Community Engagement Toolkit

MOCEVS has collaborated with the City's Service Design Studio to create the Equitable Community Engagement Toolkit (Toolkit).

The Toolkit outlines equitable community engagement definitions, guiding principles, processes, strategies, tools, resources and evaluation templates.

Once finalized, it will serve as the City's standard of practice for engaging communities while centering equity, accessibility and trauma-informed care.

Toolkit Focus Areas

Digital Access

Communities experiencing low to no internet or digital access

Language Access

Communities with limited to no English proficiency

Disability Access

Communities living with physical, mental, and cognitive disabilities

Racial Equity

Communities of color focused on racial equity and anti-racism

Ride Access Hotline

In 2021, MOCEVs launched the Ride Access Hotline. Through funding from the United Way, this service coordinates with Lyft Concierge and SEPTA CCT to provide free rides to COVID-19 vaccine appointments.

Equitable Engagement Collaborative

The Equitable Engagement Collaborative (EEC) is an internal coalition of City agencies that regularly conduct community engagement, specifically with our hardest-to-reach communities. The Mayor's Office of Civic Engagement and Volunteer Service (MOCEVS) leads the bi-monthly EEC to learn about current engagement opportunities and best practices for engaging our most vulnerable communities.

In 2021

25

presentations were given on best engagement practices across City programs and projects

248

unique City staff members attended these EEC meetings

EEC Meeting Goals

- Learn equitable engagement best practices through trainings and our collaborative work building the Equitable Community Engagement Toolkit
- Brainstorm and workshop opportunities for deepening equitable engagement in our work
- Host presentations on good equitable engagement that's happening across City agencies

2021 EEC presentations topics include

- Equitable Vaccine Distribution by the Department of Public Health
- Disproportionate access to Financial Empowerment Centers by the Office of Community Empowerment & Opportunity
- Accessibility in Engagement by the Office of People with Disabilities and the Language Access Program



MOCEVS has scheduled **115 rides**





Interdepartmental Data Support

Data is key to informed, strategic engagement and outreach. The Mayor’s Office of Civic Engagement and Volunteer Service (MOCEVS) 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.

Achievements in 2021

23

departments supported with VAN

842

events hosted using VAN

11

trainings hosted for departments using VAN

313

individuals attending VAN and Excel trainings

Expanding Data-Informed Engagement

Good data creates a foundation for effective outreach. Departments can use the VAN data management platform to refine and target their audience, so their contacts receive information that is most relevant to their needs and interests.

In 2021, the Mayor’s Office of Civic Engagement and Volunteer Service (MOCEVS) expanded the communication options available through VAN to include targeted

emails and peer-to-peer texting. These features make it easier to connect directly with residents to share relevant and timely information. They increase audience engagement when compared to traditional outreach methods.

To further support remote engagement throughout the COVID-19 pandemic, we also facilitated the addition of Zoom integration for virtual events. Of the 842 events hosted in 2021, more than 180 took place virtually.

“

I can't thank you enough for convincing me to use [peer-to-peer texting] to confirm attendees for my event. It's the best tool in the box. I had 72 participants to contact and I was done in no more than 10 minutes, and we had better attendance.

- Peer-to-peer texting platform user at the City of Philadelphia





Community Resource Corps

In the fall of 2021, the Mayor's Office of Civic Engagement and Volunteer Service (MOCEVS) launched the Community Resource Corps (CRC) AmeriCorps Program.

Program Objectives

The CRC has six dedicated staff members who will lead and engage community leaders as AmeriCorps members to connect residents with anti-poverty resources.

The launch of this program is made possible by the generous 1.5 million dollar grant awarded from the William Penn Foundation.

- Connect residents to City resources, including short-term COVID-19 relief and long-term anti-poverty resources
- Serve as a workforce development opportunity for its members
- Increase the City of Philadelphia's capacity to engage hard-to-reach communities

“



I hope to aid those with disabilities, the aging community, cancer survivors and fighters, and those experiencing loss through various means of resource outreach and engagement. I discredit the idea of resources are something distributed based on who you know, and want to make resource discovery and consumption feasible and accessible for all.

- CRC Member Orisha



“

The Community Resource Corps is a unique/nontraditional AmeriCorps program that was designed with equitable engagement and racial equity at its core. The CRC was not only created to alleviate the stressors of the pandemic on our residents but to also empower members of the Philadelphia community to support their own neighborhoods and in that process begin a career in civic and community engagement.

- Amanda Gamble
Chief Service Officer, MOCEVS

2021



Mayor's Office of

Civic Engagement and Volunteer Service

CITY OF PHILADELPHIA