

2020

ANNUAL REPORT



Impact **Civic** Grow Volunte
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Community Lead **and** Serve Co
Empower **Volunteer** Commu
Philadelphia Love **Service** Lov
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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. MOCEVS' mission is to reduce barriers, increase knowledge and expand capacity to promote active participation among Philadelphians, so that everyone is empowered to create lasting positive change.

In 2020:

- Total number of hours served: 153,147
- Total number of people engaged: 6,514
- Total number of events held: 150

Letter from the Chief Service Officer

From a global pandemic to warranted racial reckoning, 2020 has been a tumultuous year for our office as it has been for everyone. In light of these trying times, I have seen an unparalleled level of resilience from MOCEVS staff members, volunteers across the City, and Philadelphians as a whole. When the City shut down in March, volunteers stepped up to ensure our students and communities were fed, residents received critical resources around housing and medical support, and intentional efforts were established to ensure that resources were equitably distributed to all community members.

This year our team focused on maintaining critical services and programs to continue to serve our communities. We quickly and creatively established new programs and protocols in response to evolving needs. I am proud of our team for the hard work that they put in to reduce barriers, provide resources and make it easier for every Philadelphian to be involved. I look forward to the great work that I know will come in 2021.



Amanda Gamble



COVID-19 Response Work

As was the case for most City departments, the Mayor's Office of Civic Engagement and Volunteer Service (MOCEVS) adjusted course early in 2020 to address the COVID-19 pandemic. Our team shifted our attention and work to support relief efforts across the city.

In immediate response to the pandemic, our team coordinated School District meal site support.

MOCEVS coordinated the deployment of:

131 support staff who worked
1,082 volunteer shifts across
49 meal sites.

Across those meal sites,

996,330 meals were distributed to
181,785 students.

From spring to fall, our team supported 201 non-profits with resources and volunteer support, and we encouraged them to track their data for reimbursement efforts. We:

sent
2,150
emails.

made
1,385
phone calls.

supported tracking **80,000**
volunteer hours and
1 million+ clients served.

- In April 2020, MOCEVS staff launched the Equitable Engagement Collaborative (EEC). (Learn more about the EEC on page 23)
- Over the summer, our team coordinated with the Philadelphia Department of Public Health and the National Nurse-led Care Consortium to create a new AmeriCorps Program: the Commonwealth Civilian Coronavirus Corps (CCCC). (Learn more about the CCCC on page 15)
- Our VISTA team responded immediately to ensure that our twenty-nine 2019 - 2020 VISTA members were supported and able to safely finish out their year of service. This team also worked hard to create the Isolation and Quarantine Support VISTA position and alter 16 VISTA assignments within the 2020 - 2021 cohort to support COVID-19 response efforts. (Learn more about our VISTA program on page 7)
- Throughout the year, our Foster Grandparents Program team adjusted their member support to ensure that volunteers were connected with resources and continued to receive stipends through the end of the school year. (Learn more about the Program on page 11)



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. The VISTA program receives support and federal funding from AmeriCorps. The Serve VISTA program has been in operation for 10 years, and over 200 individuals have served through the full year and summer programs. The 2020-2021 VISTA cohort is our biggest yet!

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. The alumni are committed to making a positive change in their community.
- Promote best practices in community engagement and sustainable solutions.

What do VISTAs do?



Indirect service

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



Increase Efficiency

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



Emergency response

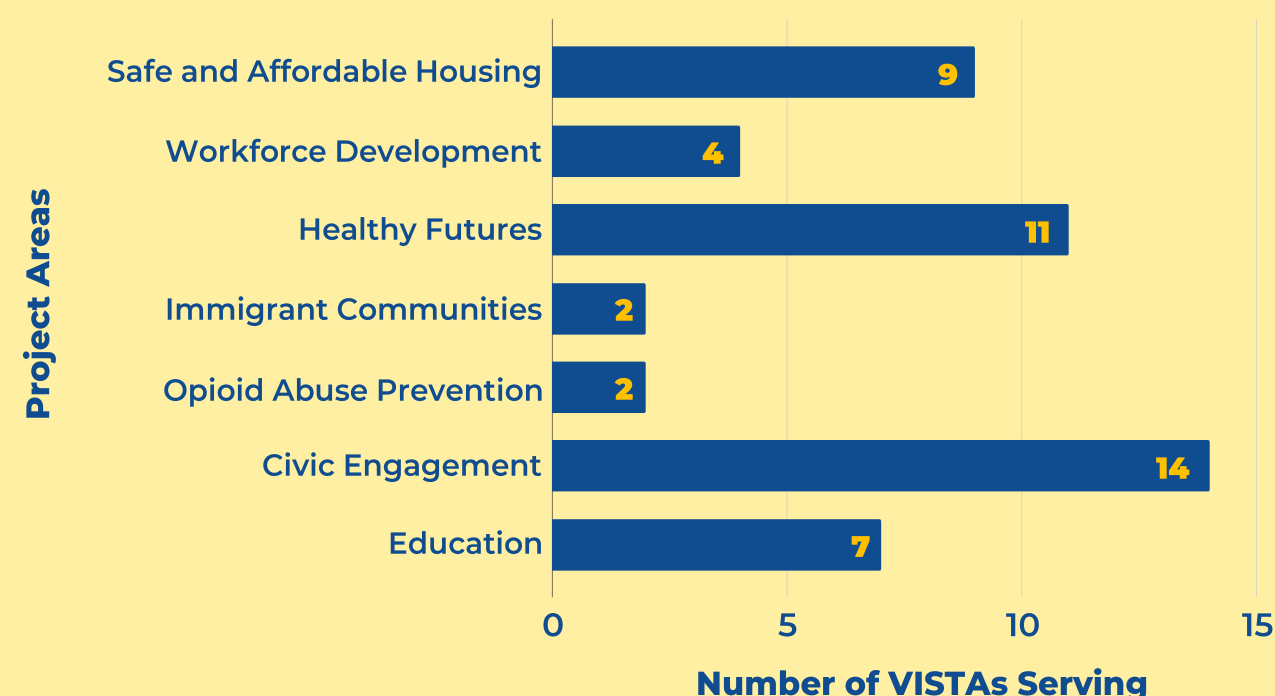
During the COVID-19 pandemic, the Serve VISTA program collaborated with the Department of Public Health to support individuals experiencing homelessness while trying to safely isolate.



Capacity-building

They serve across several project focus areas including economic opportunity, education, healthy futures, homelessness and affordable housing, and opioid emergency response.

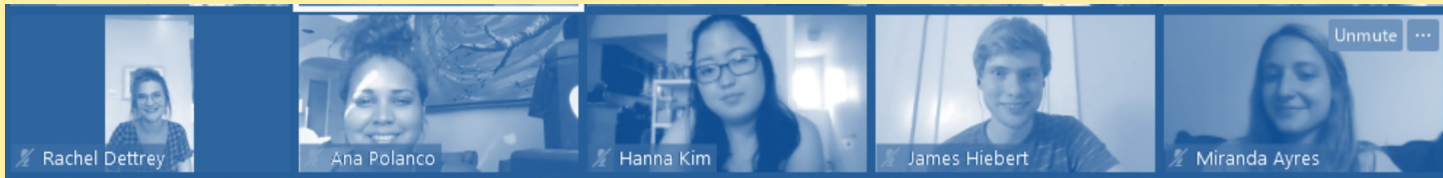
2020 - 2021 Serve VISTA Cohort's Project Focus Areas



In 2020, the Serve Philadelphia VISTA program began intentionally working to embed anti-racist practices into the program’s structure, systems, policy, procedures, and outcomes.

This process started with re-examining the program’s core values, practices, and policies with an anti-racist lens.

Most recently, in December 2020, MOCEVS staff hosted focus groups with alumni, supervisors, and current members to gain valuable feedback on anti-racist action items. MOCEVS is committed to implementing the action items and building upon this work further in 2021 .



“I am proud of how our VISTA cohort came together during our virtual orientation week. Everyone had a positive attitude and showed up every day ready to be as engaged as possible.

Our cohort is the biggest one in SERVE Philadelphia history, and all 49 of us had to get to know each other virtually. It’s hard enough getting to know just one person virtually let alone 49! Facilitated by our VISTA leadership, we were able to become a cohesive cohort completely virtually, and I think that’s something to be proud of.”

- Early Intervention VISTA with Department of Behavioral Health and Intellectual disAbility Services

VISTA 2020, by the numbers

85
VISTA members

153,000
hours served

\$119,190
in-kind leveraged resources

Program **Foster** Grandparents Program F am Foster **Grandparents** Program Foster dparents **Program** Foster F Grandpa



Foster Grandparents Program

The Foster Grandparents Program provides an opportunity for volunteers age 55 and over to serve children and youth in their communities. Foster Grandparent volunteers are role models, mentors, and friends to children with exceptional needs.

This is a Senior Corps program funded by the Corporation for National and Community Service. The City of Philadelphia's Foster Grandparents Program is one of the oldest and largest of its kind.

During the 2019-2020 School Year



88 volunteers served across
47 pre-K programs and elementary schools

Service During the Pandemic

The longest-standing Senior Corps program in the state is adapting to a virtual reality. The Foster Grandparents Program has partnered with the Cyber Seniors Program, which is a computer service that effectively works to train seniors through monthly computer trainings, both one-on-one and in groups. The team has worked to set up volunteers with one-on-one calls to begin work with Cyber Seniors. This will ensure that our volunteers will be prepared to tackle the new way of serving children virtually beginning January 2021.

The Foster Grandparents Program has provided virtual training opportunities for our volunteers to complete to be prepared for service. Foster Grandparent volunteers have been trained on the following:

- Mandated Reporter Child Abuse training
- Pre-Service Orientation training
- Monthly In-Service trainings

Cyber Seniors Program

23

volunteers trained



50

Chromebooks
were acquired



National Service Expansion

Mayor's Office of Civic Engagement and Volunteer Service (MOCEVS) 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, resulting in sustainable careers.



National Service Task Force (NSTF) Steering Committee

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

In 2020, the NSTF Steering Committee worked on identifying their strategic priorities for the committee. The NSTF Steering Committee will focus on service expansion through program development, fundraising and resource leveraging, and supporting public policy efforts with a focus on racial equity.

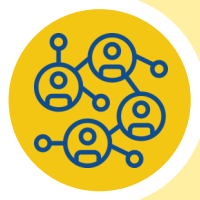


National Service Task Force (NSTF) Program Council

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

On October 30th, 2020, the NSTF Program Council successfully planned their first virtual AmeriCorps Launch, bringing together over 300 AmeriCorps members across 23 programs to kick off the year of service.





Philadelphia AmeriCorps Alumni Chapter

Philadelphia AmeriCorps Alumni is the Philadelphia-based chapter of a national network that connects the nearly one million alumni of all AmeriCorps programs.

In April 2020, the PHL AmeriCorps Alumni Chapter Board began to convene and work on their first year as a chapter. They quickly jumped into projects that would provide resources to current service year members and engage alumni.

Projects and Events

PHL AmeriCorps Alumni Monthly Newsletter, Education Award Webinar, PHL AmeriCorps Alumni Resource Site, Halloween Trivia Night, and Holiday Potluck/Event



“Being a part of the Philly chapter of the AmeriCorps Alumni Board has been a great experience. As a Board Member, I have made new connections, as well as helped build the AmeriCorps network through engaging members and alum through our social (virtual) events.”

**- Jamier Jones,
AC Alumni Chapter Board Member**



Commonwealth Civilian Coronavirus Corps (CCCC)

The Mayor’s Office of Civic Engagement and Volunteer Service (MOCEVS) consulted on the creation of a new AmeriCorps program to engage 25 new AmeriCorps members to support COVID-19 response efforts in Philadelphia.

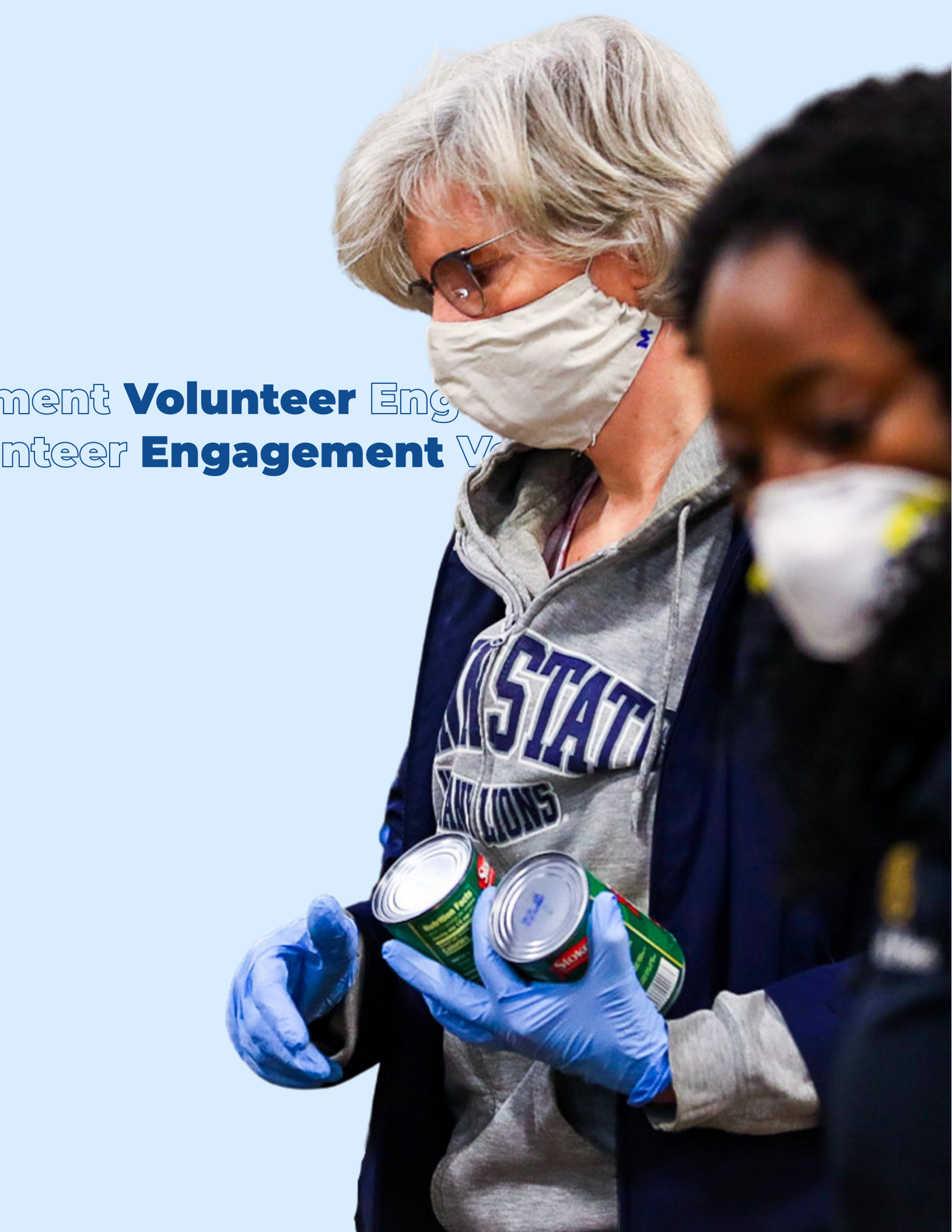
Commonwealth Civilian Coronavirus Corps members support contact tracing, isolation and quarantine, COVID-19 education and outreach for community health centers, and food collection and distribution in Philadelphia County.

This program is a partnership with the Department of Public Health (PDPH), the National Nurse-Led Care Consortium (NNCC), Share Food Program and PennServe.



“I see my impact as being as of much help as possible to those who are actively leading the Coronavirus response...For me it's very much about helping those that have been living this response day to day for a year, and helping to make their jobs smoother or more effective.”

**- Afnan Blankinship,
CCCC member**



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Volunteer Engagement

More than ever, this year highlighted the crucial role volunteers play across Philadelphia. The Mayor's Office of Civic Engagement and Volunteer Service (MOCEVS) saw volunteers deemed essential personnel in March when the City shut down and people of all backgrounds step up to support life-sustaining services.

Mayor's Volunteer Corps and portal

At the onset of the pandemic, MOCEVS focused on connecting ready and able volunteers with organizations in need of support. The office supported volunteer recruitment by directing all interested persons to sign up for a volunteer opportunity through the Mayor's Volunteer Corps portal, where partners posted their volunteer needs.

In supporting partner organizations, MOCEVS expanded the Mayor's Volunteer Corps membership. Members are volunteers who engage in service across Philadelphia and record their volunteer hours with MOCEVS.

Engaging the community through the Mayor's Volunteer Corps in 2020



61 partner organizations posted
211 unique volunteer opportunities

479 volunteers recorded
8,284 service hours



2,393
Philadelphians
created new
volunteer accounts
on the portal

4,086
total signups
for posted service
opportunities

Mayor’s Day of Service Recognition

Every year, the Mayor's Office of Civic Engagement and Volunteer Service (MOCEVS) rolls out the red carpet of service for the annual Mayor’s Day of Service Recognition. While the pandemic postponed the originally scheduled ceremony, the office felt it more important than ever to celebrate and uplift service in Philadelphia.

In 2020, MOCEVS hosted the 8th Annual Mayor’s Day of Service Recognition award ceremony and service fair, both of which were conducted virtually for the first time. The office recognized 12 honorees across the four 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

In 2020, MOCEVS also introduced a new award category this year:

- The Greater Philadelphia Corporate Volunteer Council's Distinguished Corporate Award.

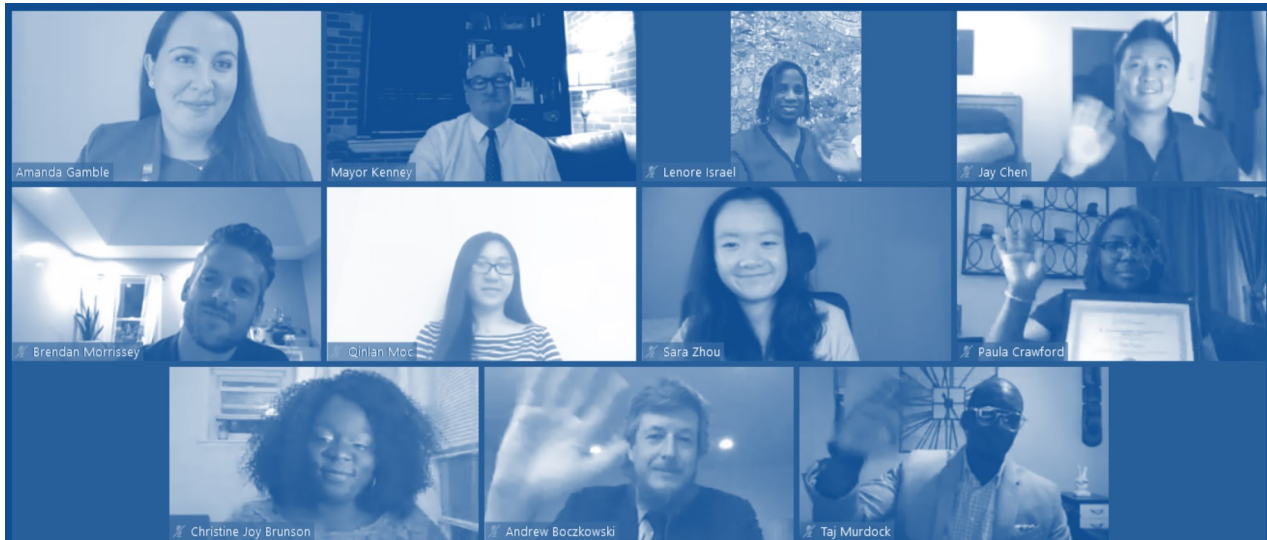


In 2020, the Mayor’s Service Awards

received
272
nominations



welcomed
299
attendees to the
virtual ceremony



Service Enterprise

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 and Volunteer Service (MOCEVS) became an official Service Enterprise Hub through funding from the United Way of Greater Philadelphia and Southern New Jersey. As a Hub, MOCEVS will train local organizations to become certified as Service Enterprise organizations.

While the pandemic delayed the launch of the program, MOCEVS ended 2020 with the selected six organizations who will make up the first Service Enterprise Cohort.

2020-2021 Service Enterprise Cohort

- Achieve Now
- ACHIEVEability
- Campaign for Working Families, Inc
- Feast of Justice
- Mazzoni Center
- Philly Reading Coaches



Volunteer Support Program

As MOCEVS recognizes that the Service Enterprise cohort could only support a small number of organizations, MOCEVS created the Volunteer Support Program to support best practices for programs that utilize volunteers.

The purpose is to provide organizations who rely on volunteers with best practices in the following areas:

- Targeting and Recruitment for Volunteers
- Engaging and Managing Volunteers
- Volunteer Retention
- Centering Accessibility and Inclusion in Volunteer Programs
- Volunteer Data Collection
- Virtual Volunteerism

With the Volunteer Support Program MOCEVS will be able to provide best practices guidance to far more organizations, thus extending impact across Philadelphia’s volunteer-using organizations. This curriculum can be used a la carte or altogether. This can be helpful for individuals just beginning a career managing volunteers or for more seasoned professionals interested in learning more.

The Volunteer Support Programming steps in to function as a supplemental training opportunity for the Service Enterprise cohort.



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) is a free training program that delivers content designed to deepen equitable community engagement. The trainings support local problem-solving that's driven by community members themselves.

After the City's initial Stay At Home order in March, the CEA quickly transitioned to hosting virtual interactive trainings.

CEA Engagement in 2020

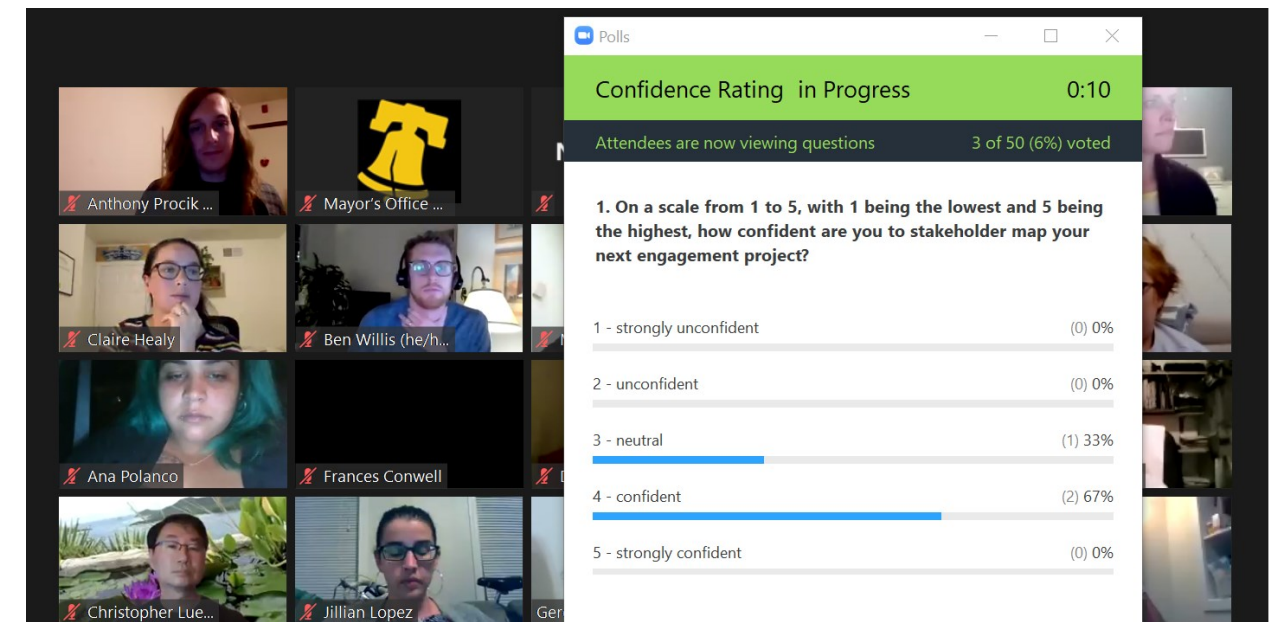
23

trainings



433

participants



"I feel hopeful that I will be able to create improvements in my community."

- Anonymous CEA Testimonial

Strategies City Engagement Strategies
City Engagement Strategies
Engagement Strategies



City Engagement Strategies

City Engagement Initiative and the Equitable Engagement Collaborative

The City Engagement Initiative (CEI) is an internal coalition of City agencies that regularly conduct community engagement. The CEI meets monthly to learn from one another about current engagement opportunities and best practices.

In 2020, the Mayor's Office of Civic Engagement and Volunteer Service (MOCEVS) launched the Equitable Engagement Collaborative (EEC). Similar to the CEI, the EEC is an internal coalition of City agencies that regularly conduct community engagement, specifically with the hardest-to-reach communities. The EEC met weekly in 2020 to learn about current engagement opportunities and best practices for engaging Philadelphia's most vulnerable communities.

In 2021, MOCEVS will combine these two internal coalitions to bring City agencies together twice a month to share best engagement practices, centering equity to ensure that our hardest-to-reach communities are included.

Coalition Participation in 2020

200+
participants



across
80+
City agencies



Strategic Engagement Consulting

The Mayor’s Office of Civic Engagement and Volunteer Service’s (MOCEVS) commitment to deepening the City’s relationship with communities through good engagement doesn’t stop at our office. We partner with other City agencies to consult on strategic community engagement projects in order to infuse best practices in the work.

- Examples of consulting projects this year include community engagement strategies for:
- The Office of Immigrant Affairs’ multilingual mail-in ballot guide
 - The Office of Emergency Management’s Hazard Mitigation Plan
 - The Philadelphia Police Department’s Reform Agenda



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.



In 2020, through VAN,

the Mayor’s Office of Civic Engagement and Volunteer Service trained:

51 City staff over the course of
11 monthly VAN trainings

Adapting to socially-distant engagement

Due to the pandemic, person-to-person contact was reduced throughout 2020. In this changing landscape, effective engagement and data processes were critical.

As departments faced new engagement challenges, we recognized that they would need a different kind of support. To better serve these departments, we opened our monthly VAN trainings to all City staff using the system. Trainings were focused on topics directly relevant to how departments were engaging in 2020, including phone banking, hosting virtual meetings, and building online registration forms.



We supported

20 departments who used VAN to manage
450+ events





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