



# 2022 ANNUAL REPORT



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



# IN MEMORY OF JUSTIN A. MCCLEARY



The staff of the Mayor's Office of Civic Engagement and Volunteer Service would like to dedicate this annual report to our colleague and friend, Justin A. McCleary. (May 21, 1985 - December 14, 2022).

Justin was a special person with whom we had the pleasure of working alongside while he served as the Outreach and Recruitment Coordinator for the Serve Philadelphia VISTA Program in our office.

Justin was a passionate advocate for the communities of Philadelphia and was deeply committed to ensuring that the VISTA Corps was demographically representative of the City. Justin had a unique style and was never afraid to encourage us all to "treat ourselves" and practice self-care in whatever way was meaningful to each of us. We are eternally grateful for the time that we were able to spend with Justin.

Justin's memory lives on through us and those he touched with his life and work.



# MESSAGE FROM OUR LEADER

I am extremely proud of all of the work that happened across the office in 2022. This year we deepened our focus on creating a more efficient and effective City government. Some of our biggest accomplishments were graduating our first cohort of Community Resource Corps members and launching the AmeriCorps Emergency Fund within the AmeriCorps Financial Empowerment Services.

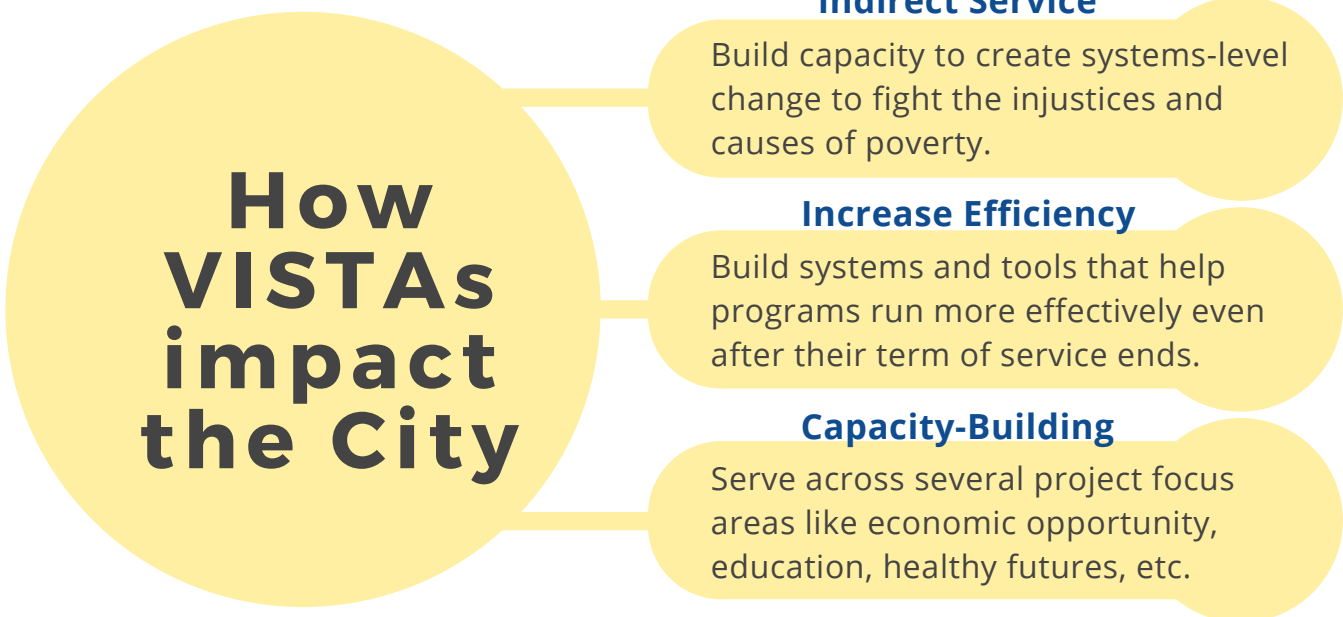


We were also able to expand the staffing of our AmeriCorps programs to strengthen the equity, inclusion, and anti-racist practices within our programs. I am excited for the work ahead for our office as we continue to expand capacity internally for all City departments working in engaging communities and embed equitable engagement practices in all of the work that we do.

**AMANDA GAMBLE**  
CHIEF SERVICE OFFICER

- 02** - SERVE PHILADELPHIA VISTA PROGRAM
- 06** - COMMUNITY RESOURCE CORPS
- 10** - EQUITABLE ENGAGEMENT
- 14** - SUPPORTING AMERICORPS PROGRAMS IN PHILADELPHIA
- 18** - VOLUNTEER ENGAGEMENT
- 22** - CIVIC ENGAGEMENT ACADEMY
- 24** - DATA-DRIVEN ENGAGEMENT





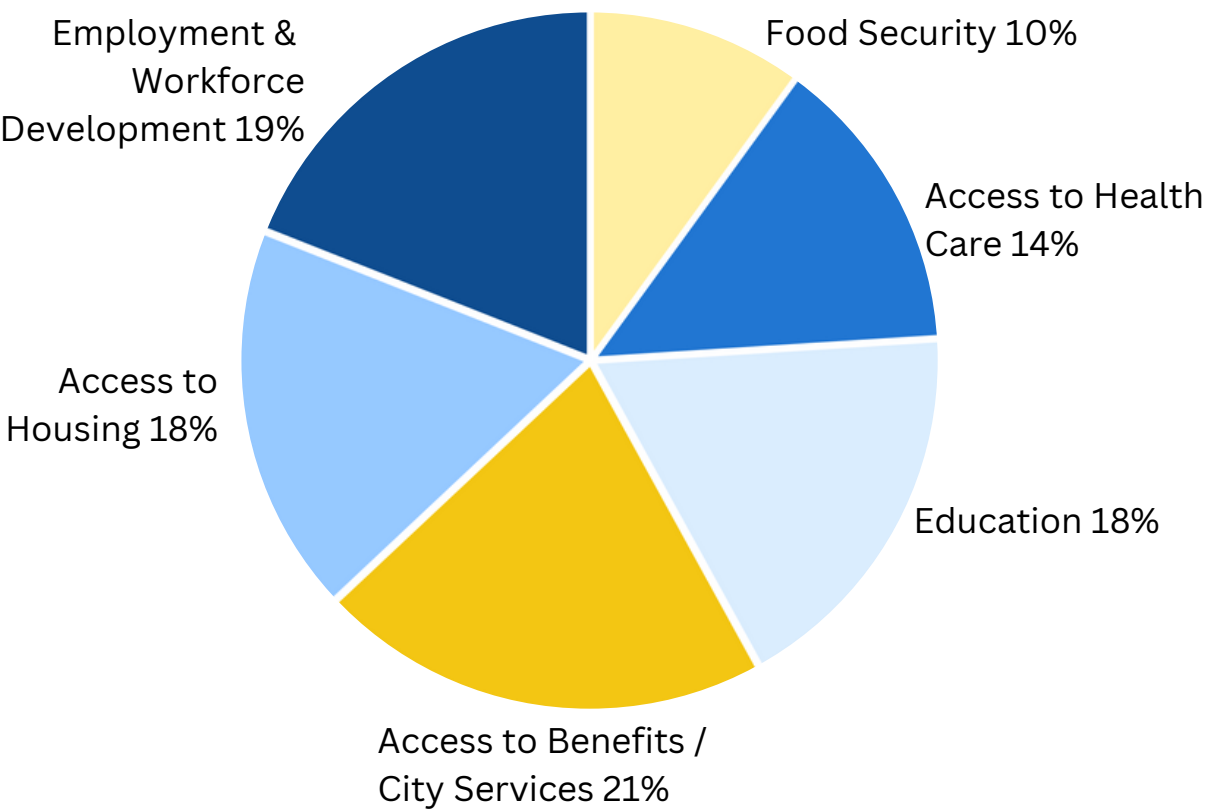
## Fighting poverty and building capacity

The Serve Philadelphia VISTA program places full-time AmeriCorps VISTA (Volunteers In Service To America) members in City departments to fight the injustices and causes of poverty facing individuals and communities in Philadelphia.



In 2022, MOCEVS hosted **over 70 VISTA members** who served across **30 City departments**.

These members worked in the following project focus areas:

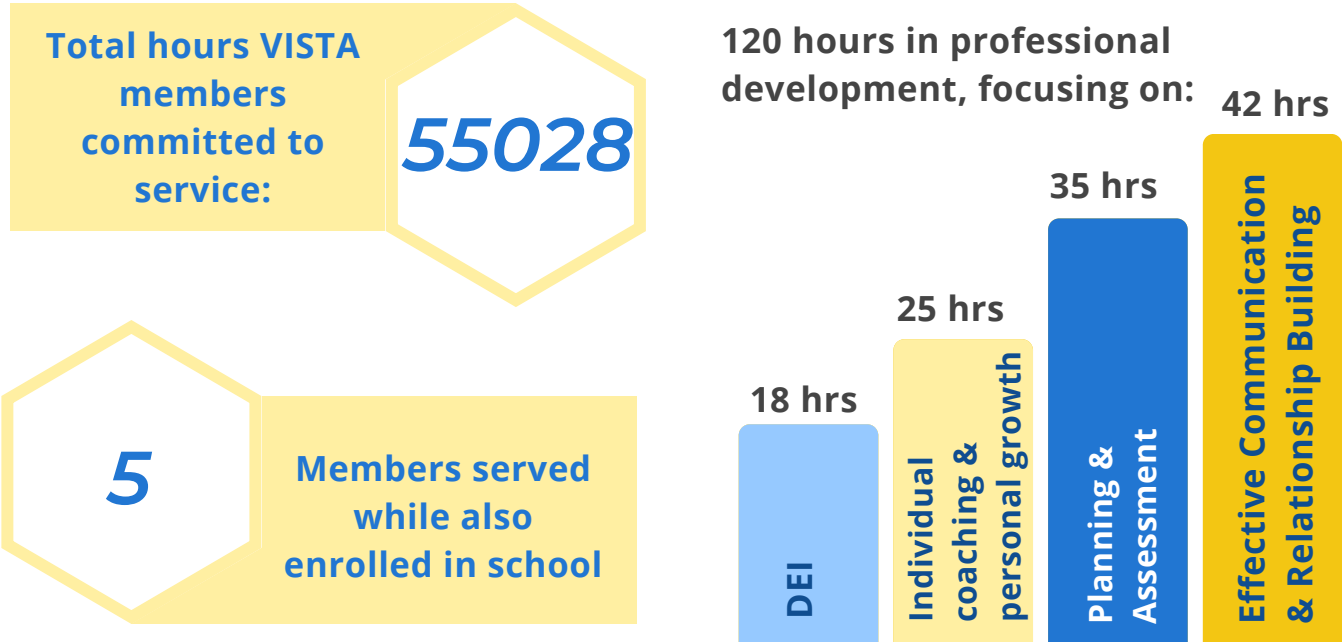




# How the program benefits VISTAs

The Serve Philadelphia VISTA team strives to provide content-rich, meaningful professional development opportunities for our members.

Member feedback influenced program offerings for members, who spent:



# How VISTAs impact City departments

VISTAs work on projects and in programs that build capacity for City departments that live on beyond the VISTA member's term of service.

“

One of the VISTA projects I supervise is helping us to implement changes to increase equitable access to our Financial Empowerment Centers, and the other is helping us build our fine and fee reform movement in Philadelphia. [...] This] work is transformative in that it will change how the City serves its residents with these financial empowerment services that are vital to the City’s economic mobility strategy.

- **WILL**  
FINANCIAL EMPOWERMENT MANAGER,  
OFFICE OF COMMUNITY EMPOWERMENT AND  
OPPORTUNITY

“

As a VISTA, I interviewed formerly incarcerated individuals reentering into Philadelphia to understand how the city's local government and organizations can better address their needs. This experience highlighted how incremental changes, like expanding access to existing resources, can drastically improve Philadelphians' lives. I am proud to be contributing to efforts to address challenges faced by underserved populations in my community.

- **CRISTINA**  
FINANCIAL EQUITY VISTA, OFFICE OF  
COMMUNITY EMPOWERMENT AND OPPORTUNITY







# COMMUNITY RESOURCE CORPS

## Connecting residents to resources

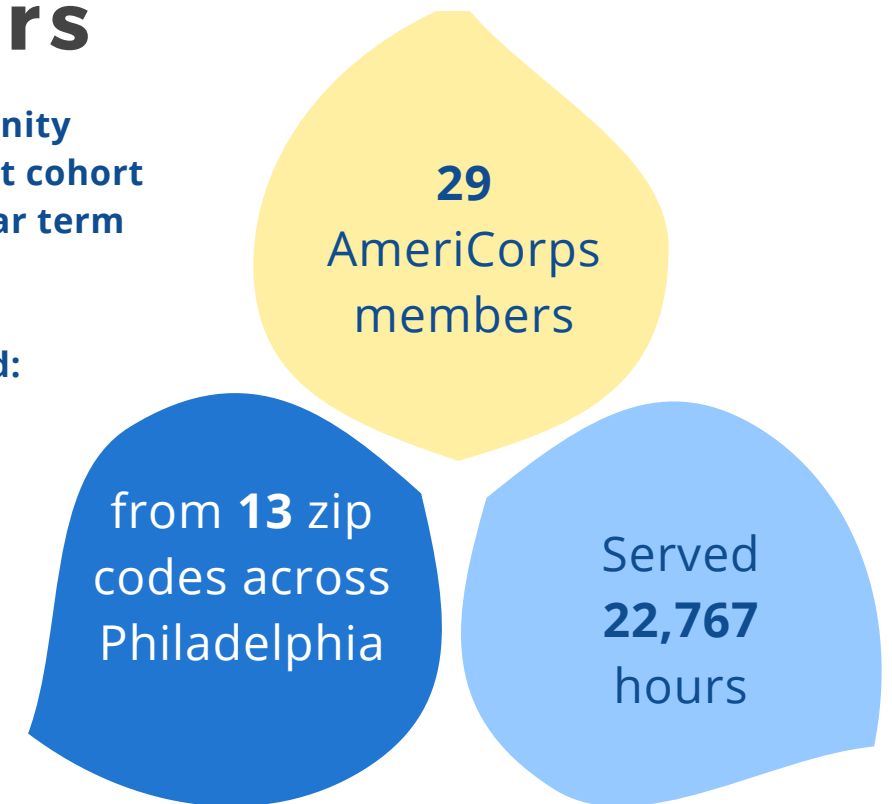
The Community Resource Corps (CRC) AmeriCorps Program partners with City agencies and departments to provide support for residents who may need assistance accessing City resources.



## Engaging community-based AmeriCorps members

In 2022, the Community Resource Corps' first cohort completed a full-year term of service.

This cohort included:



This term of service has been an incredible experience. I've learned so much more about my city, community and myself. It brings me pleasure to serve and provide people with insightful and beneficial information and resources that can help them advance in life. There's still so much more work to do but knowing I've made an impact on people's lives brings me joy and drives me to continue to do the work.

- **BRIA**  
CRC MEMBER



# Building partner capacity

The CRC expands partner capacity and reach by directly connecting residents to resources. CRC members bring the resources to community members and help residents apply. In 2022, the CRC partnered with:



The Philadelphia Water Department to enroll residents in assistance programs and prevent over 900 water shutoffs.

PHLConnected to connect eligible K-12 families to the Affordable Connectivity Program

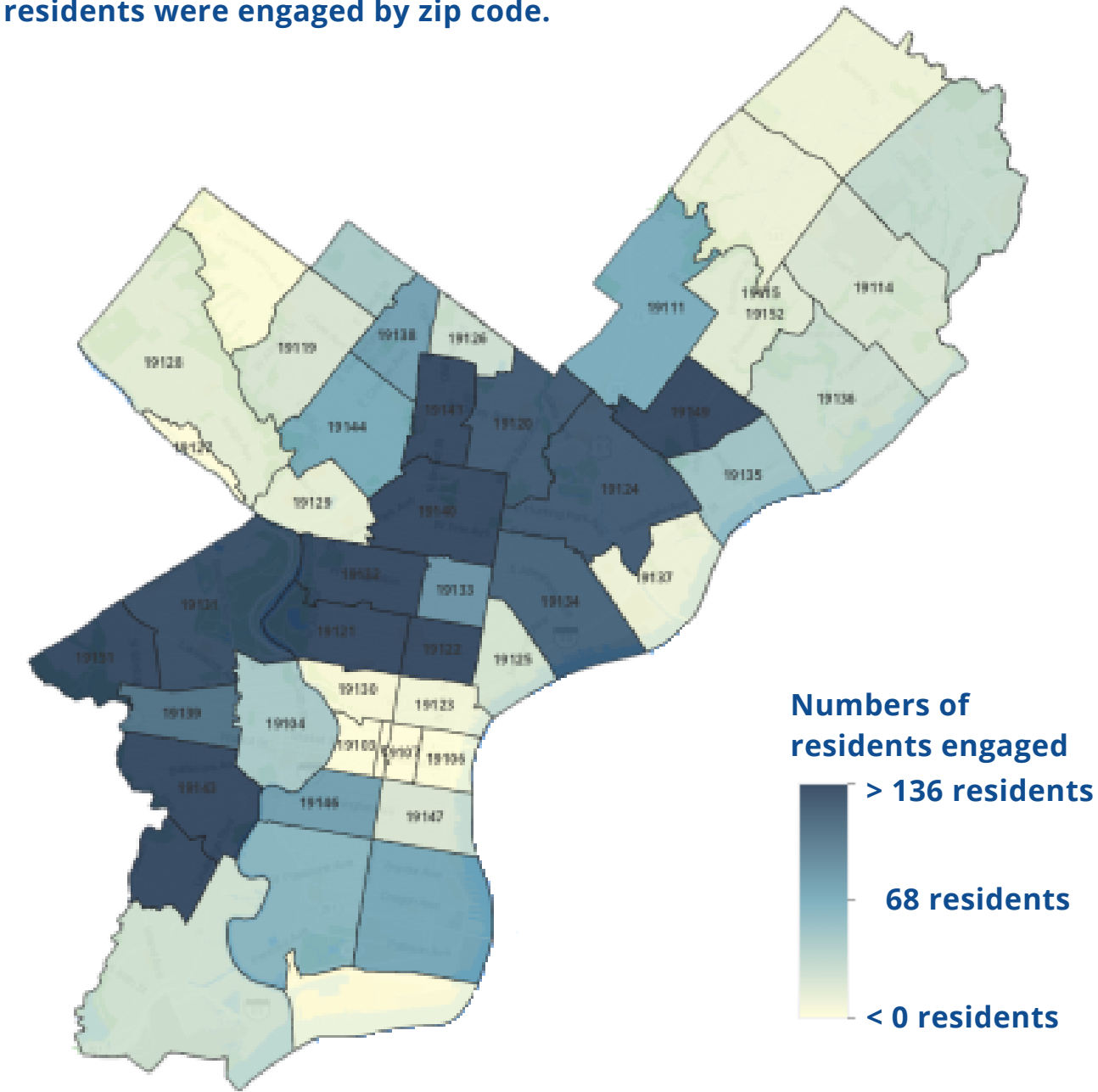


The Community Resource Corps has established a trusted connection between Water Department assistance programs and communities in need. By meeting customers where they are and providing one-on-one support, more Philadelphians will see the benefits of affordable monthly bills and debt forgiveness. We are very grateful for their efforts and the continued partnership.

**- LAURA COPELAND**  
ASSISTANT DEPUTY COMMISSIONER,  
EDUCATION, COMMUNITY  
ENGAGEMENT AND GOVERNMENT  
AFFAIRS FOR THE WATER  
DEPARTMENT

# CRC members serving residents

In 2022, CRC members engaged with over 3,000 residents across the City. The CRC program is designed to support low-wealth communities, directing our outreach to underserved neighborhoods. The heat map below shows where our members engaged residents and how many residents were engaged by zip code.







# EQUITABLE ENGAGEMENT

## An internal community of practice

MOCEVS leads a Community of Practice for City employees called the Equitable Engagement Collaborative (EEC). The EEC is made up of +240 City staff who regularly engage with city residents. Participants meet twice a month to:

Learn

equitable engagement best practices

Brainstorm

and workshop opportunities for deepening equitable engagement in our work

Host

presentations on good equitable engagement that is happening across City agencies

“

[The] Equitable Engagement Collaborative has been a phenomenal space to gather with peers to learn about their work and share the work of the Office of Immigrant Affairs. Through this space, I learn new ways to do my work and get inspired by the work of my colleagues.

- **ALAIN JOINVILLE**

DIRECTOR OF STRATEGIC COMMUNICATIONS AND  
PROGRAMS, OFFICE OF IMMIGRANT AFFAIRS

## A guide for engagement work

The regular Equitable Engagement Collaborative meetings inspired the creation of the Equitable Community Engagement Toolkit. The Toolkit:

Is a collaboration between the PHL Service Design Studio and MOCEVS.

Looks to change how the City thinks about, plans for, and engages with Philadelphia's community.

Is designed to inform City staff on how communities want to be engaged.

Will standardize Equitable Community Engagement strategies across City agencies.



# Collaborative input

To truly center equity, MOCEVS and the PHL Service Design Studio held 150 conversations.

Community residents

shared how they've been engaged with by the City and offered feedback

City staff

expressed how they balance working as a City employee while also being a resident

In total, we held 150 conversations that engaged

76

City Staff members across 36 City agencies

31

trusted messengers across 23 community organizations

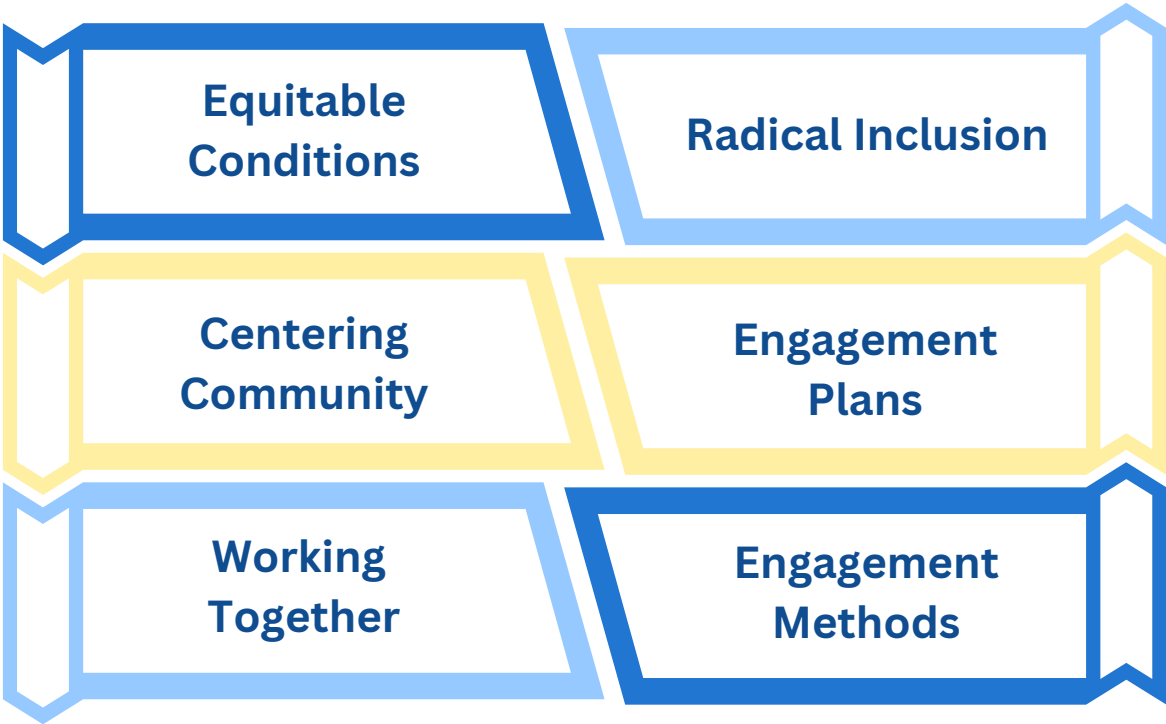
51

residents representing 21 Philadelphia zip codes

# The Toolkit's Content

These conversations guided the creation of the Equitable Engagement Toolkit's content.

The toolkit's content has been grouped into six content areas:



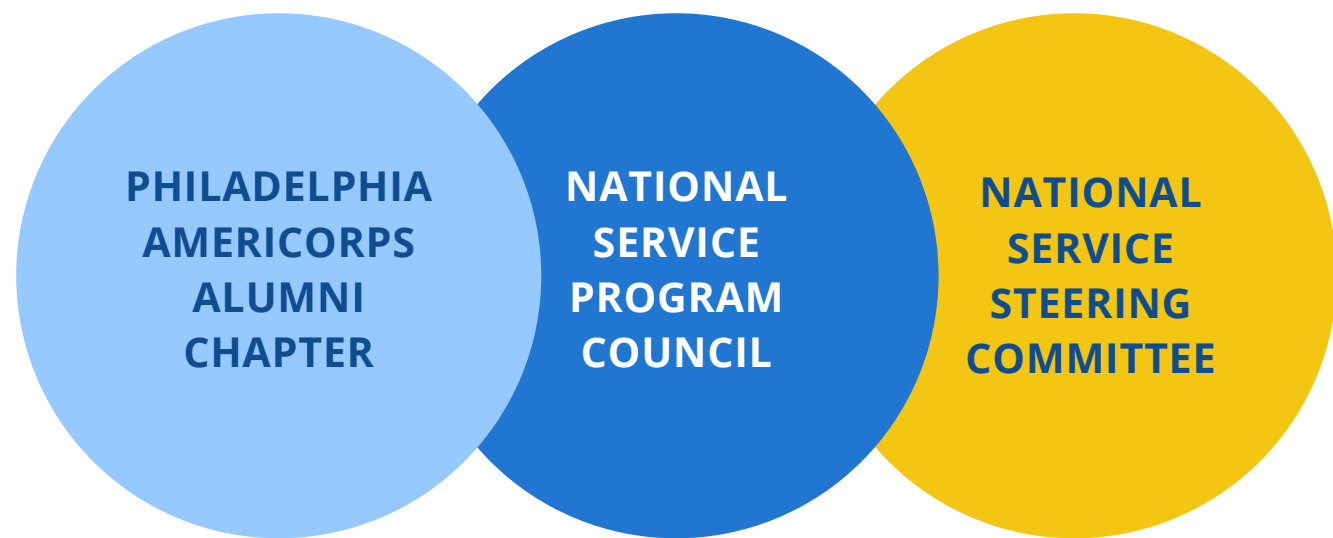




# SUPPORTING AMERICORPS PROGRAMS IN PHILADELPHIA

## Coalitions of National Service

The National Service Task Force (NSTF) is a collaborative of three coalitions who envision a future where all Philadelphians have the ability to commit to a year of service. These three coalitions are the:



## Expanding and celebrating service

The NSTF's work is ongoing and often behind the scenes. That said, in 2022, the NSTF's work was shown to the wider Philadelphia AmeriCorps community in big ways, including:

The **Philadelphia AmeriCorps Alumni Chapter** hosted AmeriCorps' CEO, Michael Smith, and the Director of AmeriCorps State and National, Sonali Nijhawan. The Chapter shared the great work our Philadelphia AmeriCorps alumni community has led since 2019.

The **NSTF Program Council** hosted its first successful in-person **AmeriCorps Launch** event since the COVID-19 pandemic. The Launch celebrated **over 200 members and program staff** committed to serving in Philadelphia.

The Alumni Chapter launched its own podcast, **The AmeriCorps Advantage**, which showcases AmeriCorps in all its glory and its challenges and room for growth. Alumni share stories to inspire the past, present, and prospective members in the growing AmeriCorps network.

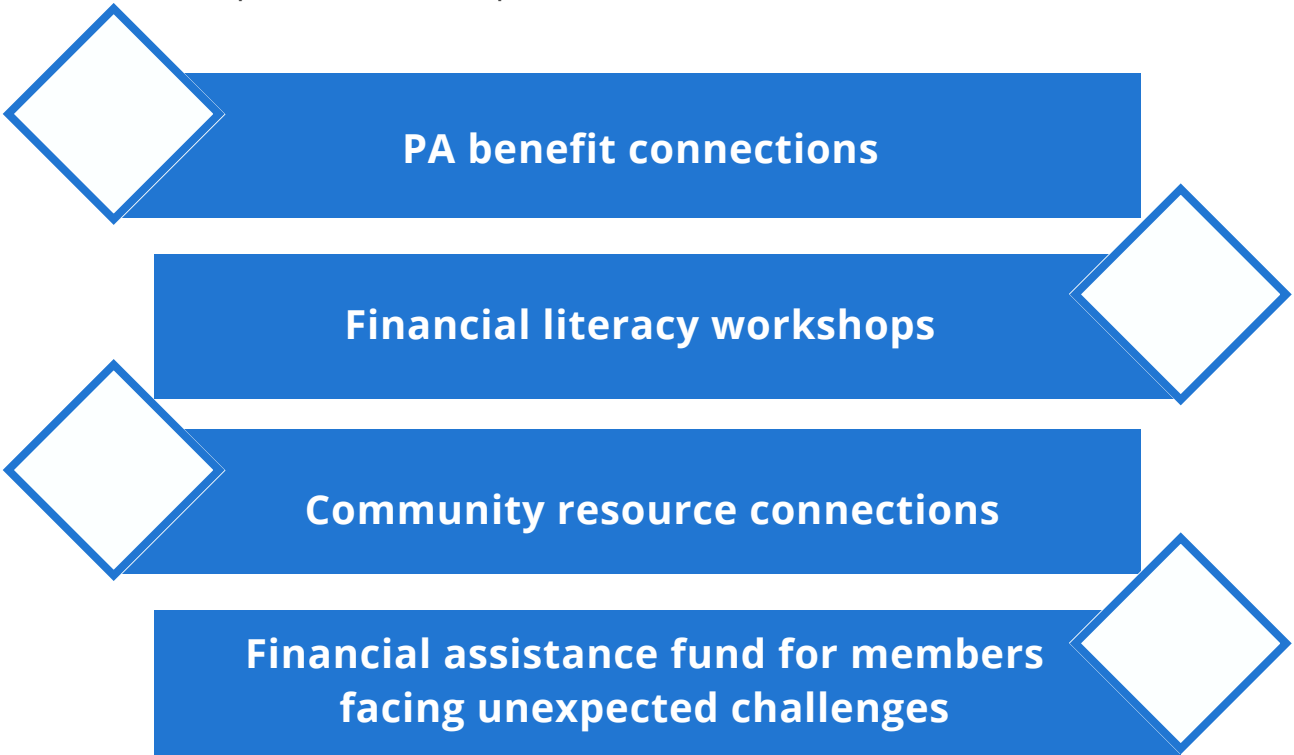
In partnership with Service Year Alliance, NSTF hosted the Service Collaborative of Western NY, to share **how our national service network** continues to work towards building access for all to serve and how it **can be modeled in other communities in the country**.



# Opening AmeriCorps opportunities to every Philadelphian

This year, NSTF supported the launch of the AmeriCorps Financial Empowerment Services designed to provide long-term member support to all Philadelphia-based AmeriCorps members.

The AmeriCorps Financial Empowerment Services include:



**Support** AmeriCorps members during their year of service by donating to the AmeriCorps Financial Assistance fund: <https://www.nationalservicephl.org/donate-to-ameri-corps>

**Learn** more about the AmeriCorps Financial Empowerment Services at <https://www.nationalservicephl.org/ameri-corps-financial-empowerment-service>

# Supporting members to finish their service terms

The AmeriCorps Financial Assistance Fund was created to support members experiencing an unexpected challenge that would threaten their ability to remain in service.

From June to November 2022, 13 AmeriCorps members have been granted between \$250 to \$500 through the Assistance Fund.

“Although life took me through some twisting turns, The Emergency Fund helped ease my stress. The process was smooth, and the care the staff took to ensure the transaction was not long was awesome. They didn't make me feel ashamed to ask for help. They were encouraging and very accommodating.

- AMERICORPS MEMBER

“I'm appreciative that this fund exists because serving and living on a stipend in itself can be stressful at times, add-on experiencing a financial crisis, and the overwhelm can be stupendous – I know that was the case for me. This fund acted as a sort of guiding light in a particularly dark, uncertain time. I could cover my rent, utilities, and grocery costs when I certainly would've been stuck without it, so thank you to Terridina and the Mayor's Office!

- KEIMAHNEY AMERICORPS MEMBER





# VOLUNTEER ENGAGEMENT

## Connecting volunteers with service

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

**139** organizations used the portal to post **307** unique service opportunities

**2,031** residents signed up for **800** volunteer shifts

**5,193** volunteers hours were recorded by **161** volunteers

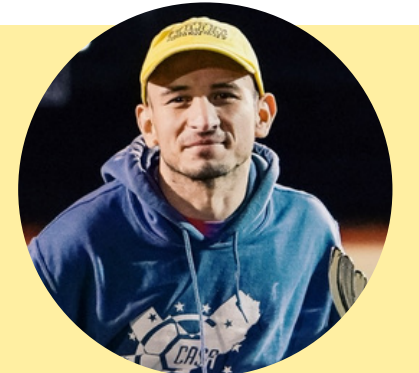
## Celebrating volunteers

### Mayor's Volunteer Zine

This quarterly web zine shares stories from dedicated volunteers to celebrate their contributions and inspire others to volunteer.

“

I volunteer my time as a Safe-Hub coach, and I am CASA Soccer League's first-ever Diversity, Equity, and Inclusion Officer. In volunteering, you will meet the best community which will soon become a family.



- YUNIO IVAN MARTINEZ

### Mayor's Day of Service Recognition

This annual kickoff to National Volunteer Month is the culmination of all our work celebrating the impact of volunteers. In April 2022 we hosted a hybrid award ceremony to bring the honorees in person and welcome friends and family virtually.



**229** people submitted nominations

**341** people joined the hybrid ceremony



# Building capacity for nonprofits

In addition to the Mayor’s Volunteer portal, MOCEVS supports nonprofits through best practices training and coaching. MOCEVS does this through the Volunteer Support and Service Enterprise Programs.

The **Volunteer Support Program** consists of:

**6** virtual trainings on best volunteer engagement practices

**Topics include** volunteer recruitment, management, retention, data collection, etc. **In 2022**

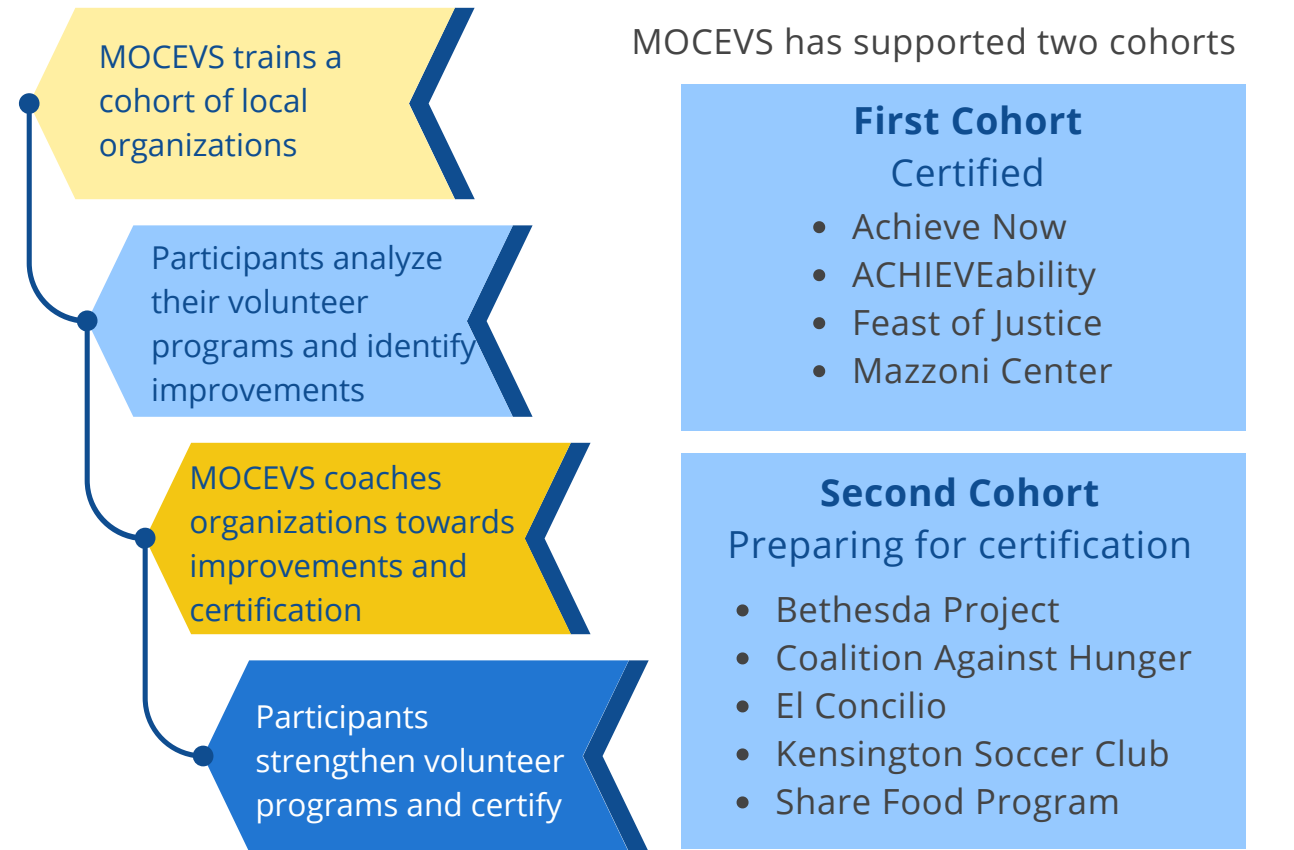
**256** unique attendees represented **140** local organizations

“I have been on a lot of trainings covering similar topics but this was a really different and provided a lot of tips I had not heard before.

- VOLUNTEER SUPPORT PROGRAM ATTENDEE

A Service Enterprise is an organization that strategically leverages volunteers to achieve operational efficiency and greater social impact. MOCEVS has been training local organizations to become certified as Service Enterprise organizations.

## In the Service Enterprise Program:



“

The Service Enterprise certification process has helped us to see how integrated our volunteer program is and can be. [This] process has opened our eyes to better understand the value of volunteerism, how much it affects (and can affect more) all parts of our organization, and how critical to achieving our mission the program is.

- PASTOR TRICIA NEALE  
EXECUTIVE DIRECTOR, FEAST OF JUSTICE







# CIVIC ENGAGEMENT ACADEMY

## Developing community leaders

MOCEVS invests in communities by developing the skills needed to create positive change across the city. MOCEVS does this in part through the Civic Engagement Academy



## Meeting people where they are

In 2022 we continued to adapt our Civic Engagement Academy Learning Series' content and processes to better meet our participants' needs and interests. We:



Overall the training was great, the content was well presented and plenty of useful information was provided.

- CEA ATTENDEE

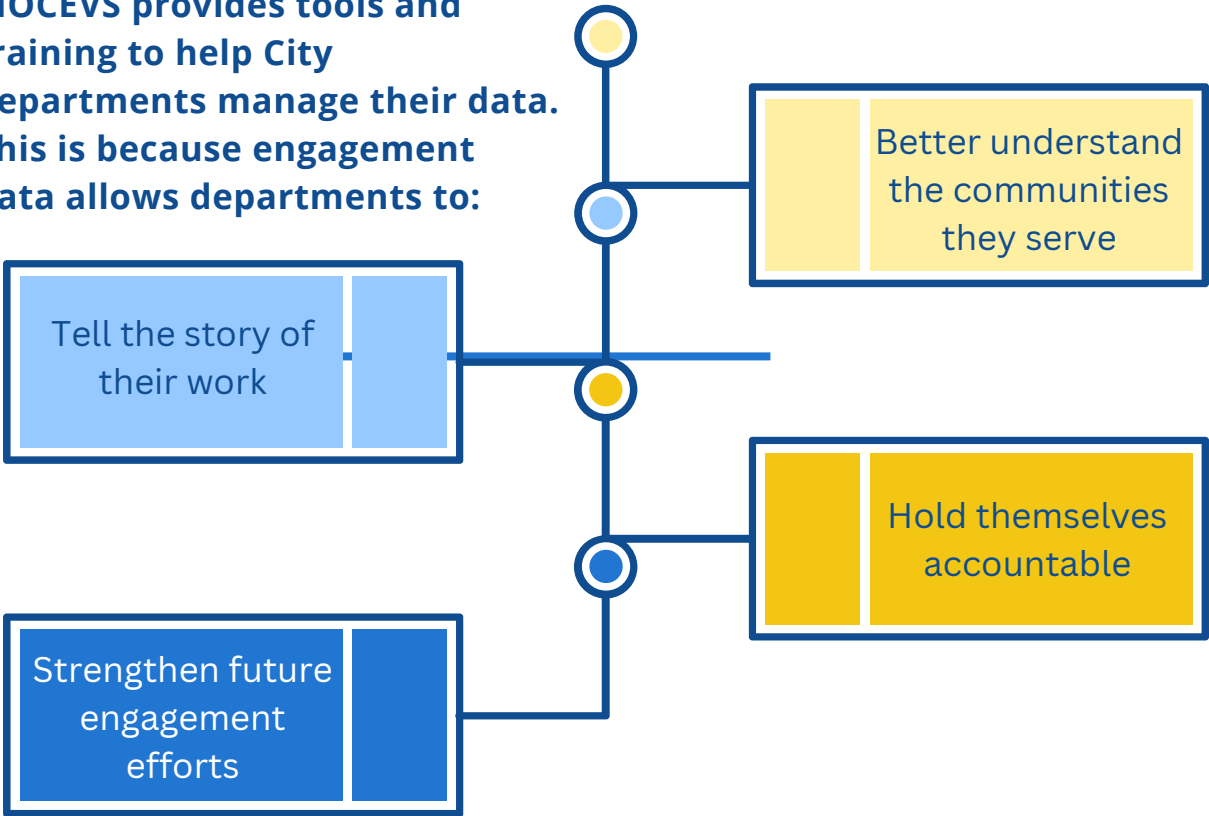




# DATA-DRIVEN ENGAGEMENT

## Supporting equitable, data-driven engagement

MOCEVS provides tools and training to help City departments manage their data. This is because engagement data allows departments to:



## Expanding training options

MOCEVS provides monthly trainings for City departments on key features and best practices for using the City's key data management tools.

In 2022, we assessed all the different ways City staff were using our data management platforms and saw a need for additional training resources. As a result of this analysis, we added six new training topics into our monthly Citywide training curriculum, including Microsoft Excel trainings. In 2022, we:





# **Thanks to our staff who contributed to all of our work in 2022:**

**Alanna Mora-Mickens**

**Ali Hanson**

**Alia Sutton-Bey**

**Amanda Gamble**

**Ana Polanco**

**Arielle Greenwald**

**Blaine Lewis-Thompson**

**Connie Vandarakis**

**Cynthia Barnes**

**Daiyon Kpou**

**Daren Mills**

**David Guzman**

**Deise Rodrigues**

**Gerolly Lorenzo**

**Jacki Boone**

**Janae Rockemore**

**Jillian Lopez**

**Jonathan Mohr**

**Jordan Diamond**

**Julia Murray**

**Justin McCleary**

**Kaelee Shepherd**

**Kea Greene**

**Kenneth Luu**

**Linda Shieh**

**Maggie Cohen**

**Mimi In**

**Naomi Roberson Reid**

**Orisha Barnes-Pringle**

**Robin Walker**

**Terridina Marshall**

**Yutee Wheagar**