

HELPING NEIGHBORS IN NEED  
ENVIRONMENT

**NYC** Service™

STRENGTHENING COMMUNITIES  
EDUCATION HEALTH EMERGENCY PREPAREDNESS  
ADDITIONAL OPPORTUNITIES



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**EVERYBODY'S  
GOT SOMETHING  
TO OFFER**

**NYC** Service™





**NYC Service**  
nyc.gov/service

**THE ARMORY**

**NYC Service**  
nyc.gov/service

HP

VOLUNTEER

Launch of NYC Service at The Armory  
in Washington Heights, April 20, 2009





**NYC Service**  
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HUNTER COLLEGE



RUNNERS             







*Planting greenery during the Summer of Service,  
South Jamaica Houses, August 2009*

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# Give back. Share with others. Be involved in your community.

In New York City, we know that volunteers have the ability to improve individual lives and transform entire communities. That's why our Administration launched NYC Service, an innovative initiative to harness the power of our residents to keep our City moving forward. And that's why I kicked off my third term with service, spending Inauguration Day doing volunteer projects in each of the five boroughs.

With this ambitious program, we set out to accomplish three important goals: to make New York the easiest place in the world to volunteer, to mobilize our residents to address our most pressing challenges, and to promote service as a core part of what it means to be a citizen of the greatest city in the world. By engaging New Yorkers of all ages and backgrounds in a focused volunteer effort, our hope was not only to create a model for cities across the nation, but also to fundamentally change the way people think about serving their communities.

NYC Service has achieved tremendous success in its inaugural year. The program's core initiatives—including the NYC Civic Corps, NYC Cool Roofs, BoardServeNYC, and Serve Our Schools—have engaged New Yorkers from

throughout the five boroughs in public service, while making a significant difference in the lives of those in need. And with unprecedented participation from nonprofits, public schools, community groups, and local leaders, NYC Service has established partnerships that will allow it to become even more effective in the future.

NYC Service's success is not just limited to New York, as cities across the nation have followed our lead to make service an integral part of their efforts to address local challenges. In September, I joined 16 mayors from around the country to launch Cities of Service, a bipartisan coalition aimed at promoting volunteerism and civic engagement at the local level. Now more than 95 mayors strong, the coalition continues to find new and innovative ways to get citizens involved in solving the problems facing their communities.

During these difficult economic times, it's more important than ever to tap into our City's greatest resource—our citizens—to address our most urgent needs. NYC Service is committed to doing just that, and we are greatly encouraged by the results of the first year.



**Michael R. Bloomberg**  
Mayor





Transforming a school yard in Hunts Point,  
South Bronx, August 12, 2009



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# Introduction

In April 2009 Mayor Michael R. Bloomberg launched NYC Service to meet his State of the City pledge that New York City would lead the way in answering President Barack Obama's call for the nation to embrace a new era of service. In the past year, more than 30 initiatives have been launched, engaging tens of thousands of New Yorkers to give back to their great city.

The NYC Service program is working to achieve three main goals: channel the power of volunteers to address the effects of the current economic downturn and other high-need areas, make New York City the easiest city in America in which to serve, and ensure every young person in New York City is taught about civic engagement and has an opportunity to serve. This report highlights key accomplishments and results that show progress against those goals.



**Channeling Volunteers to Needs.** A total of 87,810 volunteers participated in initiatives that help address the City's greatest needs, in areas ranging from helping neighbors and communities affected by the recession to education and public health to emergency preparedness and sustainability. For example, nearly 1,400 volunteers participated in Flu Fighters, an initiative that supported H1N1 vaccination and education efforts and helped ensure the delivery of more than 160,000 vaccinations. And more than 600 volunteers with tax-preparing expertise provided tax assistance to low-income New Yorkers. NYC Service also helped to recruit or support tens of thousands more volunteers who pitched in at the City's schools, parks, and other neighborhood activities throughout the year.

**Making New York the Easiest Place to Serve.**

The 231,027 unique visitors to [nyc.gov/service](http://nyc.gov/service) had access to, on average, 1,000 updated volunteer opportunities, searchable by location, issue area, and volunteer skill. The NYC Civic Corps, a force of nearly 200 specially trained VISTA members, worked throughout the year to help 56 nonprofits and public agencies improve their volunteer recruitment, engagement and retention practices. Their efforts engaged more than 33,000

new community volunteers, who performed more than a quarter-million hours of service and served more than 200,000 New Yorkers in need, and they also raised nearly \$2 million in noncash donations, such as professional services, clothing, food, and books.

**Engaging Young People in Service.** This year, for the first time, 1,525 of our elementary, middle, and high schools created individualized plans to increase opportunities for students to participate in service. More than 1,600 participants in the City's Summer Youth Employment Program volunteered in the Summer of Service initiative. And NYC Service's College Challenge is gearing up in partnership with 18 local colleges and universities to help connect students more easily with high-impact volunteer projects.

NYC Service is demonstrating that service can be used as a serious strategy to address pressing local challenges. While much work remains, the results show clear progress toward that end, and valuable lessons learned from this first year will strengthen efforts moving forward.

A chronological summary, as well as progress to date on all 33 launched initiatives, is provided in the following pages.



# Timeline

## STATE of THE CITY

*“Public-private partnerships have been essential to our success, and now, as the City tightens its belt further, we’ll need the help of public-spirited citizens and businesses more than ever. President-elect Obama has said that he will challenge the nation to embrace a new era of public service, and New York City will lead the way.”*

—Mayor Bloomberg, January 15, 2009



*Sway Calloway of MTV at the launch of NYC Service, April 20, 2009*

### LAUNCH OF NYC SERVICE

*“Service has been my family’s cause for decades. President Kennedy inspired a whole nation with a call to serve in his address. Now Obama is also making that call, and Bloomberg’s effort is the first step.”*

—Caroline Kennedy, reading a letter from her uncle, Senator Edward Kennedy, April 20, 2009

### MAYOR BLOOMBERG

APPOINTS

### DIAHANN BILLINGS- BURFORD

AS THE NATION’S  
FIRST-EVER  
MUNICIPAL CHIEF  
SERVICE OFFICER.



January '09

April

June

## July '09



### Summer of Service:

Engaged 1,612 Summer Youth Employment workers ages 14–24 in service.

### Service in City Internships:

Launched intern program that reinforces participating in service is a key part of what it means to be a New Yorker.

**Blood Drive:** Launched a citywide volunteer recruitment program to increase donation levels and volunteer staffing.

**33,500  
VOLUNTEERS**

**NYC Civic Corps:** Launched program, whose inaugural class was sworn in on the steps of City Hall on July 31. The first program of its kind in the nation, the NYC Civic Corps builds the capacity of nonprofit organizations and City agencies that want to use more volunteers but struggle to manage and support sustainable volunteer programs. Nearly 200 Civic Corps members dispatched to more than 50 local organizations have recruited over 33,500 New Yorkers to volunteer, serving nearly 200,000 community members across the City.

## August

### The Police Auxiliary:

Recruited applicants for police auxiliary officers, which increased 183% to over 3,000.

### Support Our Troops:

Recruited 577 volunteers, who sorted and assembled care packages for New York City residents serving overseas in the US armed forces. Packages were sent to 3,400 soldiers.



“  
**THANK YOU,  
NEW YORK!**  
”

—US soldiers in Afghanistan, upon receiving care packages from the Support Our Troops program

Source: *NY Daily News*

**Ready Schools:** Engaged volunteers to educate over 4,400 New York City students.

## September



*Caroline Kennedy at Cities of Service launch, September 2009*

**Cities of Service:** Launched by Mayor Bloomberg and 16 mayors from across the country to find new and innovative ways to harness the power of volunteers to address pressing local challenges. The bipartisan coalition is now more than 95 mayors strong.

**Website Upgrade:** Launched NYC Service's major vehicle to provide easily accessible opportunities to serve.

**Technology and Service:** Created our Facebook application, which allows users to highlight their volunteer activities on their personal networks.

**CPR Training:** Trained 7,677 people in CPR and 22,259 additional people through trainee pledges.

**NYC Cool Roofs:** Launched pilot program in Long Island City with former Vice President Al Gore. More than 200 community volunteers and workforce training program participants coated 100,000 square feet of rooftop with reflective white paint, which can reduce roof temperatures by as much as 60 degrees and indoor temperatures by 10 to 20 degrees. That means big energy savings for the building owner and a big reduction in greenhouse emissions. The citywide program to coat an additional 400,000 square feet this fiscal year will launch in spring 2010 with the Department of Buildings.

## October

**Flu Fighters:** Recruited 1,381 New Yorkers to conduct outreach and awareness activities in their communities.

**MillionTreesNYC:** Launched the “Put Down Roots” pilot program to encourage New York City homeowners to plant trees in their front and back yards.



**MillionTreesNYC:**  
**EIGHT HUNDRED  
VOLUNTEERS  
PLANTED  
20,000  
TREES ON 10/24**  
**SIX HUNDRED  
& TWENTY-FOUR  
STEWARDS RECRUITED**

**BoardServeNYC:** Launched in partnership with the United Way of NYC to help build the capacity of nonprofits by engaging and utilizing new board members.



## November

## December

## January '10

## March

## April



### Adopt a Food Program:

Launched program to increase capacity of food programs to help strengthen delivery of critical services. The goal is to adopt 100 programs by 2010's end.

### Block Beautification/ Love Your NYC Block:

Engaged 60 block associations across the five boroughs for spring beautification projects.

### TimeBanksNYC:

Launched a free online database to connect individuals who recognize that each person has talents to share and that the overall community is strengthened when neighbors help one another.

### Language Services:

Launched a citywide program to recruit, certify, and manage multilingual City employees providing voluntary interpretation services for New Yorkers in need.

### Service in Schools:

Engaged all 1,525 NYC public schools in completing first-ever mandatory service plans to engage students in service.

**Aa Bb Cc**

### Television Spots:

Launched two commercials to promote volunteer service in New York City. The 30-second public service announcements are a component of the "Give Your BLANK" campaign.

### College Challenge:

Launched an intercollegiate initiative to recognize the service leaders in New York City institutions of higher education.

### Professional Services

**Volunteers:** Launched to provide pro bono services to build capacity in non-profit organizations.

### Financial Empowerment:

Recruited 655 volunteers to help low-income families file their tax returns in 2010.

### Inauguration Day:

Launched Mayor Bloomberg's historic third term with his joining volunteers across the City in painting murals, preparing soup-kitchen meals, sorting arts donations, and preparing packages for troops serving overseas.

## VOLUNTEERS

== ACROSS THE ==

## FIVE BOROUGHS

**MLK Day:** Engaged more than 1,000 volunteers in 97 service projects citywide with City Year New York to celebrate the Martin Luther King Jr. Day of Service.

**Legal Services:** Launched to provide free legal support for New Yorkers at risk of losing homes to foreclosure.

*"It is incumbent upon each and every attorney to make the time necessary to volunteer and assist our neighbors in the communities we live and work in."*

—Hilary Gingold, volunteer

**Shape Up:** Launched fitness classes led by certified athletic instructors in underserved communities where obesity, asthma and diabetes rates are among the highest in the City. The classes will take place year-round in designated parks and recreation centers.

**SHAPE UP**



Diahann Billings-Burford and volunteers at Food Bank for New York City for the launch of the Adopt a Food Program, November 2009

# The Year Ahead

In the year ahead, NYC Service will continue to tap the power and harness the energy of our people to meet pressing challenges in six impact areas:

## STRENGTHENING OUR COMMUNITIES

True to the organization's mission, NYC Service will identify strategic ways to meet community needs through volunteerism and service.

## HELPING NEIGHBORS IN NEED

NYC Service will also seek to reach tens of thousands more New Yorkers through our initiatives. To help achieve that ambitious goal, NYC Service will work to more deeply engage the corporate sector. This will include expanding the Adopt a Food Program, Shape Up, and NYC Cool Roofs initiatives by encouraging NYC-based companies to use their collective BLANKs for good.

## EDUCATION

As expected, NYC Service has, of course, experienced challenges along with its early successes. Valuable lessons learned from these challenges, including a commitment to partner only on those initiatives where NYC Service can add value, will guide decisions about partnerships, priorities, and resources moving forward.

## HEALTH

## ENVIRONMENT

## EMERGENCY PREPAREDNESS

The inaugural year of NYC Service was an experiment in social innovation, during which a previously untested concept of volunteerism became a reality. As this report demonstrates, the results of the first year show clear progress against defined goals. NYC Service will continue to leverage New York City's assets—including a citizenry eager to help—to effect lasting change by building capacity, targeting volunteerism, measuring impact, and engaging more volunteers than ever before.

*“Schools welcome community involvement and our ability as volunteers to communicate with students differently than teachers. Volunteers serve as a mediator between the classroom and the community.”*

—Learning Leaders volunteer



*“I am a lifelong resident of NYC...I recently subscribed to the NYC Service newsletter, where I found and participated in several exciting programs, including Flu Fighters. I decided to volunteer at a clinic at PS 290 in Manhattan. We worked in groups of doctors, health professionals, and people like me that were just regular New Yorkers helping out.”*

—Sharon Kleinhandler, volunteer

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# Goals

NYC Service is meeting its goals to make New York City the easiest place in the world to volunteer, to target volunteer efforts to address the most pressing local challenges, and to promote service as a core part of what it means to be a citizen of the greatest city in the world.



# Help more New Yorkers connect to service opportunities more easily

NYC Service makes New York City the easiest place in the nation to engage in a service opportunity.

Initiative	Description	Results*	Partners
<b>New Website and Volunteer 311</b>	Launch a new and improved <a href="http://nyc.gov/service">nyc.gov/service</a> website with increased functionality and search capabilities. In addition, 311 operators will direct callers to information on volunteer opportunities throughout NYC	<b>231,027</b> unique visitors to <a href="http://nyc.gov/service">nyc.gov/service</a>	
<b>Technology in Service</b>	Develop partnerships that utilize technologies to enable New Yorkers to more easily engage and contribute their time and talent	<b>1,242</b> opportunities on website	
<b>Promoting Self-Directed Service</b>	Encourage New Yorkers to engage in self-directed acts of service outside of structured programs run by public agencies or nonprofit organizations	<b>TOOLKITS POSTED</b>	
<b>College Challenge</b>	Issue a call to action to increase volunteerism among college students with a special focus on NYC Service initiatives	<b>2,500</b> students <b>EIGHTEEN</b> colleges/universities	<i>see below</i>



#### PARTICIPATING SCHOOLS:

- Brooklyn College
- Lehman College
- Pace University
- St. John's University
- Berkeley College
- Bronx Community College
- College of Staten Island
- Queens College
- Wagner College
- Columbia University
- The New School
- New York School of Interior Design
- Pratt Institute
- Fordham University
- Hunter College
- New York University
- Marymount Manhattan College
- Barnard College

\*Data accurate as of April 2010. Many initiatives still in progress.

# Create or elevate volunteer opportunities that address the City's most urgent needs

A key component of the Mayor's approach is to drive volunteer activity to those issues and places where the City's needs are greatest. Specifically, volunteers are asked to help strengthen neighborhoods and help neighbors in need, which is particularly important given the current economic downturn.

## Strengthening Communities

Initiative	Description	Results*	Partners
Block Beautification	Provide resources to encourage New Yorkers to transform their blocks and neighborhoods	SIXTY block associations received grants	Citizens Committee for New York City Block associations City agencies
Police Auxiliary Unit	Expand existing program to train volunteers as Auxiliary Police Officers	<b>3,000</b> Police Auxiliary applicants	NYPD
Block Watch	Reinvigorate existing program and encourage more New Yorkers to join	<b>SUMMER 2010 LAUNCH</b>	NYCHA NYPD
It's My Park Day	Recruit volunteers to participate in citywide cleanup of waterfront parks	<b>7,500</b> participants in May 2009	Partnership for Parks
Show and Tell	Encourage interest and establish new audiences in various cultural fields by encouraging professionals in those fields to escort youth and families to arts and cultural organizations and events	<b>Pilot launched: FEBRUARY 2010</b> FORTY-SIX students SEVEN art professionals	NYC Department of Cultural Affairs Doing Art Together

\*Data accurate as of April 2010. Many initiatives still in progress.



## Helping Neighbors in Need

Initiative	Description	Results*	Partners
Financial Empowerment	Train volunteers to assist full-time counselors at the City's Financial Empowerment Centers	<b>655</b> tax volunteers	NYC Department of Consumer Affairs' Office of Financial Empowerment
Legal Services	Engage lawyers in volunteer opportunities to provide New Yorkers with pro bono legal services across a range of issues	<b>LAUNCHED MARCH 2010</b> Recruitment underway	Department of Housing Preservation and Development Center for New York City Neighborhoods
Adopt a Food Program	Launch a food-bank adoption program matching local businesses, schools, faith groups, and other community organizations with local food banks	<b>THIRTY-FOUR</b> food programs adopted	Food Bank for New York City
TimeBanks NYC	Create a network of "time banks" that allow the exchange of volunteer services	<b>FIVE</b> time-bank hubs <b>259</b> members	NYC Department for the Aging Aging in New York Fund
Telephone Reassurance	Increase the number of volunteers engaged in programs that provide reassurance to seniors through regular phone calls	<b>Pilot launched:</b> <b>SIXTY-SIX</b> volunteers	NYC Department for the Aging
Language Services	Encourage multilingual New Yorkers to volunteer with City agencies and assist them in providing interpretation and language services	<b>100</b> volunteers trained	Mayor's Office of Operations Mayor's Office of Immigrant Affairs
Support Our Troops	Identify opportunities for New Yorkers to support our troops and veterans	<b>577</b> volunteers <b>3,400</b> packages sent to troops	Mayor's Office of Veterans' Affairs A.R.M.S.

January 1/Inauguration Day

**75** volunteers assembled **1,000** packages for NYC troops serving overseas at Staten Island Borough Hall

\*Data accurate as of April 2010. Many initiatives still in progress.

## Education

### Initiative

#### Middle School Mentors

### Description

The school-based mentoring program facilitates weekly meetings. The program allows students to meet in small groups with an adult mentor with the goal of building skills, aiding in academic and social development, and developing lasting friendships

### Results\*

**Pilot launched:  
APRIL 2010**

### Partners

NYC Department of Education  
ALANY—American Latin Association of New York  
Girls Inc.  
Learning Leaders  
Mentoring USA  
New York Academy of Medicine

#### Serve Our Schools

Expand various education-related volunteer programs through partnerships with local nonprofit organizations

**13,852**  
adult volunteers participated in education-related volunteer programs in schools

Build On  
City Year New York  
Learning Leaders  
NY Cares  
PENCIL  
Publicolor

## Environment

#### Million TreesNYC

Drive greater volunteer participation in MillionTreesNYC to help meet goal of 1 million new trees in NYC by 2017

624 tree stewards

**2,159**  
volunteers participated in one-day plantings

NYC Department of Parks and Recreation  
New York Restoration Project

#### NYC Cool Roofs

Work with building owners and other partners to plan and coordinate efforts for volunteer roof coating

224 volunteers coated **100,000** square feet of rooftop during pilot

Department of Citywide Administrative Services  
NYC Department of Buildings  
Community Environmental Center  
Green City Force

#### RelightNY

Drive greater volunteer participation in distributing compact fluorescent light bulbs and educating tenants and homeowners about their benefits

**SPRING 2010  
LAUNCH**

Children for Children

#### Carbon Footprint Reduction Online Toolkit

Develop an online toolkit to help New Yorkers understand the impact of green choices and implement everyday changes

**ONLINE  
TOOLKIT  
DEVELOPED**

\*Data accurate as of April 2010. Many initiatives still in progress.





Former Vice President Al Gore at NYC Cool Roofs launch,  
Long Island City YMCA, September 2009

# Health

Initiative	Description
Shape Up	Use volunteer instructors to expand the number of Shape Up classes providing free exercise programs at public locations
Walking School Bus	Engage parent volunteers to walk with students to and from school to encourage physical activity
Flu Fighters	Recruit volunteers to conduct outreach and awareness activities about the importance of influenza vaccination, assist parents in submitting vaccination consent forms, and help weekend H1N1 influenza vaccination clinics
Blood Drive	Encourage New Yorkers and City employees to donate blood to ensure that hospital needs for lifesaving blood products can be met

Results*	Partners
<b>SPRING 2010 LAUNCH</b>	NYC Department of Parks and Recreation
<b>Pilot launched: THREE schools participated</b>	NYC Department of Health and Mental Hygiene
<b>1,381 Flu Fighter volunteers</b>	NYC Department of Health and Mental Hygiene
<b>37,684</b> New York City employees donated blood in 2009	New York Blood Center



Council Speaker Christine C. Quinn donating blood at City Hall, February 2010

*“Donating blood at NY Blood Center is one of the most fulfilling things I have ever done. The staff are friendly, professional, and helpful and the facilities are top-notch. I am definitely going to make donating blood a routine part of my life.”*

—AvmanM, posted on [nyc.gov/service](http://nyc.gov/service)

\*Data accurate as of April 2010. Many initiatives still in progress.





*New Yorkers learn how to save a life at CPR To Go, January 2010*

## Emergency Preparedness

### Initiative

Ready New Yorker Online Toolkit

### Description

Develop an online toolkit to assist volunteers in helping neighbors and colleagues prepare for a citywide emergency

### Results\*

**ONLINE TOOLKIT DEVELOPED**

### Partners

NYC Office of Emergency Management

Ready Schools

Train volunteers to teach students how to ensure that they and their families are prepared for emergencies

**4,489**  
students trained

NYC Office of Emergency Management

CPR Training

Expand existing CPR training programs by training New Yorkers in CPR and empowering them to pledge to share their skills and knowledge with others

**7,677**  
people directly trained in CPR  
**22,259**  
people trained through trainee pledges

FDNY

American Red Cross Reserve Volunteer Program

Direct volunteers to the American Red Cross Reserve Volunteer Program, increasing the number of New Yorkers trained to staff shelters in an emergency

**8,037**  
American Red Cross Reserve Volunteers

American Red Cross in Greater NY

\*Data accurate as of April 2010. Many initiatives still in progress.



*Swearing in of 193 Civic Corps members  
on the steps of City Hall, July 31, 2009*





**NYC Service**  
for government

NYC Service

NYC Service

NYC Service

NYC Service



# Support nonprofits and public agencies to use more volunteers, and do so more effectively and strategically

Addressing the capacity gap at the local level is critical to achieving the President's call for a new era of service.

## Strengthening Communities

### Initiative

NYC Civic Corps

### Description

Create first-of-its-kind AmeriCorps VISTA program to create and manage impact volunteer programs at nonprofits and public agencies throughout the City

### Results\*

**33,502**  
new volunteers recruited

### Partners

VISTA



NYC Service is building capacity in an innovative way across the City with the NYC Civic Corps, our largest initiative.

*"Civic Corps is an unparalleled opportunity to learn about NYC, the organizations that make it work, and the people who give their time to make it work."*

—Sean O'Brien, Corps member

The NYC Civic Corps supports nonprofit organizations and City agencies that want to use more volunteers, but struggle to manage and support sustainable volunteer programs.

In July 2009, the City inaugurated its first class of 193 NYC Civic Corps members and dispatched them to 56 local organizations for one year with the charge of developing sustainable volunteer programs and organizational capacity. The NYC Civic Corps is the nation's largest VISTA program and the first to specifically address a municipality's need for sustainable-impact volunteer programs. The ultimate goal of the NYC Civic Corps is to engage more New Yorkers in efforts to help our neighbors and tackle our toughest challenges.

The NYC Civic Corps is made possible through a partnership with the Corporation for National and Community Service and its AmeriCorps VISTA program, and through the support of The Lizzie and Jonathan M. Tisch Foundation and The Laurie M. Tisch Illumination Fund.

### QUICK FACTS:

Youngest Corps member: **21**

Oldest Corps member: **72**

Members from NY State: **68%**

Members from NYC: **47%**

Brooklyn: **27%**

Bronx: **14%**

Manhattan: **39%**

Queens: **18%**

Staten Island: **2%**

\*Data accurate as of April 2010. Many initiatives still in progress.

Strengthening Communities continued

Initiative	Description	Results*	Partners
Board-ServeNYC	Train and place new board members in City nonprofits, with an emphasis on small organizations outside Manhattan	392 applicants	United Way of New York City
Go Pass	Offer nonprofits and City agencies a one-stop affordable service for screening volunteers	<b>SUMMER 2010 LAUNCH</b>	NYC Department of Education Fund for the City of New York
Professional Services Volunteers	Develop a program to place professional service volunteers with the City's nonprofits	103 applicants	Taproot Foundation



\*Data accurate as of April 2010. Many initiatives still in progress.

# Promote service as a core part of what it means to be a citizen of the greatest city in the world

A citizenry that participates in public life is necessary for a healthy democracy—and for healthy, strong neighborhoods.

Initiatives	Description	Results*	Partners
Service in City Internships	Encourage NYC government interns to volunteer with a wide range of volunteer organizations	<b>416</b> interns participated in service projects	City agencies
Service in Schools	Develop and execute individualized plans for incorporating service in New York City public schools	<b>1,525</b> schools submitted completed service plans	NYC Department of Education Children for Children TASC
Summer of Service	Encourage participants in the Summer Youth Employment Program (SYEP) to dedicate days to volunteering	<b>1,612</b> youth employment workers participated in service projects	NYC Department of Youth and Community Development NYCHA NYC Department of Parks and Recreation

## Measure progress against clear goals

Chief Service Officer	NYC Service will be led by a Chief Service Officer to be appointed by Mayor Bloomberg	<b>APPOINTED JUNE 2009</b>	
Recognition program	Launch recognition program to recognize outstanding contributions in volunteerism and service	<b>FALL 2010 LAUNCH</b>	

\*Data accurate as of April 2010. Many initiatives still in progress.





Mayor Bloomberg fills boxes to send to enlisted New Yorkers serving in Iraq and Afghanistan, August 2009

# Partners

## NYC Civic Corps Host Sites

Aging in New York Fund  
Amigos del Museo del Barrio  
Bedford Stuyvesant Restoration Corporation  
Big Brothers, Big Sisters of NYC  
Broadway Housing Communities  
BronxWorks  
Catholic Big Sisters and Big Brothers  
Catholic Charities Archdiocese of New York  
Citizens Committee for New York City  
Common Cents  
Community Health Action of Staten Island  
Computers for Youth Foundation, Inc.  
CUNY Citizenship NOW!  
Doing Art Together, Inc.  
DOROT, Inc.  
Elmcor Youth & Adult Activities, Inc.  
Episcopal Social Services of New York, Inc.  
FDNY Foundation  
Federation Employment and Guidance Service, Inc. (FEGS)

Food Bank for New York City  
From Farm to Table, Inc.  
Girls Incorporated  
Global Kids  
Good Shepherd Services  
Harlem Congregations for Community Improvement  
Jewish Association for Services for the Aged  
Jumpstart  
Learning Leaders, Inc.  
Legal Information for Families Today (LIFT)  
Mentoring USA  
Mid-Bronx Senior Citizens Council, Inc.  
Mosholu Preservation Corporation  
New York Cares  
New York Community Environmental Center  
New York Legal Assistance Group  
NYC Department of Consumer Affairs, Office of Financial Empowerment  
NYC Department of Cultural Affairs  
NYC Department of Education—CLSO  
NYC Department of Education—Schools Support

NYC Department of Health and Mental Hygiene  
NYC Department of Parks & Recreation  
NYC Housing Authority (NYCHA)  
NYC Mayor's Office of Operations  
Phipps Community Development Corporation  
Planned Parenthood of New York City, Inc.  
ReServe Elder Service Inc.  
Safe Horizon  
SCO Family of Services / Center for Family Life  
The Doe Fund  
Union Settlement Association, Inc.  
United Way of New York City  
University Settlement Society of New York  
Visiting Nurse Service of New York—Community Connections  
TimeBank  
Year Up!  
Young Men's and Young Women's Hebrew Association of Washington Heights  
YWCA of the City of New York

## Initiative Partners

American Latin Association of New York  
American Red Cross  
Anonymous Content  
A.R.M.S  
BBH New York  
Build On  
Center for New York City Neighborhoods  
Children for Children  
City Year New York  
Cloudred  
Corporation for National and Community Service  
Fund for the City of New York  
Gap Foundation  
Green City Force  
Mayor's Office of Veterans' Affairs  
Mayor's Office of Immigrant Affairs  
New York Academy of Medicine  
New York Blood Center  
New York City Department of Youth and Community Development  
New York City Law Department  
NYC Department for the Aging

NYC Department of Buildings  
NYC Office of Emergency Management  
Partnership for Parks  
PENCIL  
Publicolor  
RelightNY  
Taproot Foundation  
The After-School Corporation  
The TCC Group  
Todd Selby Photography  
**Media Partners**  
AM New York  
Cablevision—Bronx and Brooklyn  
Community News Group Publications  
El Diario  
Emmis radio stations  
ESPN Radio  
Harlem News Group  
Hot 97  
Kiss 98.7  
Metro NY  
New York Daily News  
New York Magazine  
New York Post  
New York Times  
NYC Media

Radio Disney  
Time Out New York  
Time Warner Cable NYC  
Village Voice  
WABC-AM/WPLJ-FM  
WABC-TV/7  
WBLS-FM  
WCBS-TV/2  
WNBC-TV/4  
WNYC-TV/25  
WNYW-TV/5  
WPAT-FM/WSKQ-FM  
WPIX-TV/11  
WRXP-FM  
WWRL-AM

## Funders

Bloomberg Philanthropies  
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Lizzie and Jonathan M. Tisch Foundation  
The Carnegie Corporation of New York  
The Laurie M. Tisch Illumination Fund

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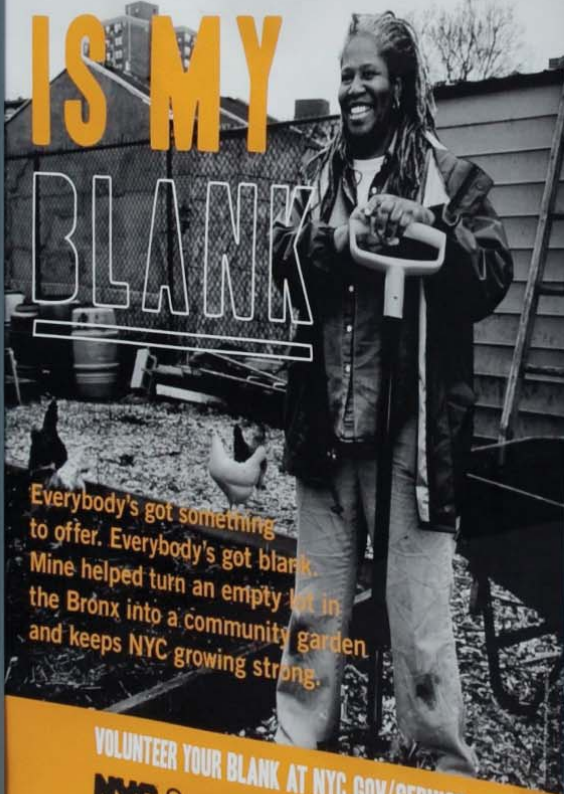
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# GARDENING IS MY BLANK



Everybody's got something to offer. Everybody's got blank. Mine helped turn an empty lot in the Bronx into a community garden and keeps NYC growing strong.

VOLUNTEER YOUR BLANK AT [NYC.GOV/SERVICE](http://NYC.GOV/SERVICE)

NYC Service

Michael R. Bloomberg  
Mayor

NYC  
311



BUS STOP



BUS STOP

Bus  
BxM6

Route	Stops
1	125th St
2	135th St
3	145th St
4	155th St
5	165th St
6	175th St
7	185th St
8	195th St
9	205th St
10	215th St
11	225th St
12	235th St
13	245th St
14	255th St
15	265th St
16	275th St
17	285th St
18	295th St
19	305th St
20	315th St
21	325th St
22	335th St
23	345th St
24	355th St
25	365th St
26	375th St
27	385th St
28	395th St
29	405th St
30	415th St
31	425th St
32	435th St
33	445th St
34	455th St
35	465th St
36	475th St
37	485th St
38	495th St
39	505th St
40	515th St
41	525th St
42	535th St
43	545th St
44	555th St
45	565th St
46	575th St
47	585th St
48	595th St
49	605th St
50	615th St
51	625th St
52	635th St
53	645th St
54	655th St
55	665th St
56	675th St
57	685th St
58	695th St
59	705th St
60	715th St
61	725th St
62	735th St
63	745th St
64	755th St
65	765th St
66	775th St
67	785th St
68	795th St
69	805th St
70	815th St
71	825th St
72	835th St
73	845th St
74	855th St
75	865th St
76	875th St
77	885th St
78	895th St
79	905th St
80	915th St
81	925th St
82	935th St
83	945th St
84	955th St
85	965th St
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89	1005th St
90	1015th St
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483	4945th St
484	4955th St
485	4965th St
486	4975th St
487	4985th St
488	4995th St
489	5005th St
490	5015th St
491	5025th St
492	



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Michael R. Bloomberg, Mayor  
City of New York