




ANNUAL REPORT | 2013





LIFE'S MOST  
PERSISTENT AND  
URGENT QUESTION IS,  
“WHAT ARE YOU DOING  
FOR OTHERS?”

DR. MARTIN LUTHER KING, JR.



ANNUAL REPORT | 2013





## TABLE OF CONTENTS

EXECUTIVE DIRECTOR'S WELCOME	3
ABOUT SERVE DC – THE MAYOR'S OFFICE ON VOLUNTEERISM	4
INTRODUCTION	5
NATIONAL SERVICE	6
DISABILITY INCLUSION	8
SEASONS OF SERVICE	11
EMERGENCY PREPAREDNESS	16
WHO WE ARE: COMMISSIONERS & STAFF	18





Dear Friends & Supporters,

As Executive Director of Serve DC, I have the honor of leading the sole District Government agency dedicated to empowering residents to meet community needs through service. Whether it's providing grants to organizations, helping neighbors prepare for emergencies, or promoting volunteer opportunities – Serve DC prides itself on ensuring residents have the tools and resources to meet the challenges facing our city.

Thanks to the hard work and dedication of our staff, partners and supporters – people like you – 2013 was filled with many notable achievements:

- *January: Commemorated the Martin Luther King, Jr. Day of Service and President Barack Obama's Inauguration with more than 20 service projects citywide.*
- *March: Celebrated AmeriCorps Week with the launch of a new website, "AmeriCorps in DC," which highlights the program's impact in the District.*
- *April: Mayor Vincent C. Gray joined more than 650 mayors across the country in declaring April 9 as the first-ever Mayors' Day of Recognition for National Service.*
- *July: Awarded \$2.76 million in AmeriCorps grants to support nine nonprofit organizations working in underserved communities across the District.*
- *September: Launched NeighborGood, a DC volunteer opportunity database and search engine, which has featured more than 117 volunteer opportunities with 76 organizations.*
- *December: Received a \$25,000 Cities of Service grant to fund "Love Your Block DC," a volunteer-driven community revitalization initiative.*

We encourage you explore this report to learn more about these and other initiatives, which are due in part to the steadfast commitment to service set forth by Mayor Gray, as well as the continued support of the Office of Community Affairs, the DC Homeland Security Emergency Management Agency, the Department of Homeland Security and the Corporation for National and Community Service.

Lastly, on behalf of Serve DC, I want to extend our deepest gratitude to the countless volunteers – residents, neighbors and visitors alike – who commit their invaluable time, talents and energy to making a difference in the District of Columbia. Without your unparalleled dedication and enthusiasm, none of our work would be possible.

In service,

Jeffrey D. Richardson, MSW  
Serve DC



## ABOUT SERVE DC

Serve DC – The Mayor’s Office on Volunteerism is the District of Columbia Government agency dedicated to promoting service as an innovative, sustainable solution to pressing social challenges.

Serve DC engages District communities by building partnerships and organizational capacity, leading local and national volunteer and service initiatives, and providing and promoting meaningful service opportunities.

Serve DC supports communities across the District through federal grant funds from the Corporation for National and Community Service and the Department of Homeland Security.







## INTRODUCTION

As the District of Columbia Government agency dedicated to transforming communities through service, Serve DC leverages national service grant funds, programs and resources to promote and support AmeriCorps, AmeriCorps VISTA, Senior Corps, and other Corporation for National and Community Service programs and initiatives; facilitates meaningful volunteer opportunities for anyone who lives, works, or visits the District of Columbia; and trains residents to support the city's emergency response in the event of a disaster or emergency.

As we look to the Mayor's Call for "One City," with the One City Action Plan as our guide, Serve DC has set out to expand volunteerism's role in addressing community needs and providing services to District residents. We have adopted the Cities of Service Impact Volunteering model that looks to service as an integrated and sustainable solution to meeting challenges and addressing needs. Through this lens, Serve DC is assessing the District of Columbia Government's volunteer infrastructure to identify opportunities to grow and expand volunteerism and national service.

This report highlights key 2013 Serve DC initiatives and programs that are helping to make service and volunteerism an integrated strategy for meeting community needs in the District of Columbia.



# National Service

*Cultivating a Lifetime  
Commitment to Service*







**Since 1994, more than  
4,700 District residents  
have served more than  
6.6 million hours through  
AmeriCorps – qualifying  
for more than \$14 million  
in Segal AmeriCorps  
Education Awards.**

In 2013, Serve DC awarded AmeriCorps State grants to nine District-based nonprofit organizations.

Totaling more than \$2.76 million, these Corporation for National and Community Service (CNCS) grants support 464 AmeriCorps members who work in under-served communities across the District to address critical needs, including helping young children learn to read, mentoring at-risk youth, tutoring students, recruiting volunteers and teaching computer-literacy and employment-readiness skills to adults.

The organizations receiving funds through Serve DC are Byte Back, Inc.; Center for Inspired Teaching; City Year Washington, DC; AARP Experience Corps; Higher Achievement; Jumpstart; the Latin American Youth Center; Playworks; and Reading Partners.



## DISABILITY INCLUSION

Serve DC strives to ensure the full, proactive inclusion of individuals with disabilities in service and actively encourages individuals with disabilities to participate in DC national service programs. In 2013, Serve DC:

- Formalized a partnership with the National Service Inclusion Project (NSIP), the Corporation for National and Community Service technical-assistance provider on disability inclusion, to develop two disability inclusion resources, revise two resources, and deliver the November Serve DC Disability Inclusion Institute, which engaged 35 participants from area organizations.
- Formalized a partnership with the DC Office on Disability Rights (ODR) to support technical assistance to AmeriCorps State subgrantees on Serve DC's newly revised National Service Disability Inclusion Planning Guide; support Serve DC's AmeriCorps VISTA with ways to leverage volunteerism as a career pathway for persons with disabilities; and conduct training sessions for National Service programs.
- Awarded six mini-grants to organizations to support Make A Difference Day service projects focused on engaging people with disabilities as volunteers or beneficiaries.







## BUILDING CAPACITY

AmeriCorps VISTA members generally do not provide direct services, such as tutoring children or building homes. Instead, they focus their efforts on building the organizational, administrative and financial capacity of organizations that fight illiteracy, improve health services, foster economic development and assist low-income communities. VISTAs develop programs, write grants, and recruit and train volunteers.

In 2013, Serve DC's VISTA program expanded to a multi-site initiative through formal agreements with the DC Office on African Affairs (OAA) and the Deputy Mayor's Office on Health and Human Services (DMHHS). Three members began service at Serve DC, DMHHS, and OAA to support capacity-building anti-poverty initiatives related to economic opportunity and veterans and military family initiatives.

Serve DC established a new partnership with the DC Department of Employment Services (DOES) to support a Serve DC Economic Opportunity AmeriCorps VISTA member to assess and develop resources to explore how volunteerism can be leveraged as a career pathway, specifically at DOES American Job Centers.

---

**In 2013, DC-based AmeriCorps members recruited more than 33,940 volunteers & raised more than \$12.9 million in cash or in-kind resources for their organizations.**





## SHINING A SPOTLIGHT ON NATIONAL SERVICE

Serve DC launched a new website, “AmeriCorps in DC,” to foster national and community service collaboration. The *AmeriCorps in DC* website, [www.dcamericorps.org](http://www.dcamericorps.org), was created to be a one-stop resource for all-things AmeriCorps in Washington, DC.

On April 9, the Corporation for National and Community Service partnered with the National League of Cities, Cities of Service and the US Conference on Mayors to promote the inaugural *Mayor’s Day of Recognition for National Service*. Mayor Vincent C. Gray and Serve DC secured a full-page advertisement in the Washington Post Express newspaper thanking the District’s national service members, coordinated a surprise visit from Mayor Gray to a DC Public Schools site where AmeriCorps members serve, and organized a night out for national service members at Nationals Park, home field of the Washington Nationals.

**In 2013, more than 200 AmeriCorps members** kicked off their District of Columbia service term by attending one of several Serve DC AmeriCorps Swearing-In Ceremonies.



# Seasons of Service

*Connecting & Engaging  
Communities*



Behavior Expectations	Everywhere
Be Respectful	Use kind words and actions
Be	Own your



Serve DC engages District residents in meaningful service throughout the year with five Seasons of Service Days – a diverse portfolio of international, national and local events designed to create solutions to pressing social issues.

– *Martin Luther King, Jr. Day of Service | January 21, 2013*

Serve DC partnered with Points of Light, Target and other DC-area volunteer organizations for a signature service project at the DC Armory, where more than 7,000 volunteers packed 100,000 care kits filled for deployed military service members, wounded warriors, and veterans. Serve DC also registered and promoted more than 20 service projects that engaged approximately 18,000 citizens citywide.

– *Global Youth Service Day | April 26-28, 2013*

Serve DC engaged approximately 1,000 youth and adult volunteers by providing support and technical assistance to 14 youth-serving organizations and schools to plan service projects and awarding four mini-grants to youth-led service projects.

– *DC Public Schools Beautification Day | August 24, 2013*

Serve DC assisted DC Public Schools in registering approximately 5,000 volunteers.

– *September 11 National Day of Service and Remembrance | September 11, 2013*

On behalf of Blue Star Families and Operation Honor Cards, Serve DC launched #ThankUniforms, a campaign calling on residents to honor the service of first responders, military and veterans by pledging and fulfilling their own service hours. More than 480 people pledged approximately 5,300 service hours through social media and five volunteer-driven “pop-up” pledge sites at Metro stations.

Serve DC also hosted a signature service project at Friendship Collegiate Academy, where approximately 100 students and staff assembled 400 emergency preparedness kits for homeless veterans and completed honor cards pledging service hours on behalf of #ThankUniforms. In attendance were Mayor Gray, Fire and Emergency Medical Services Chief Kenneth Ellerbe, Metropolitan Police Department (MPD) Assistant Chief Peter Newsham and other MPD officers and officials.

– *World AIDS Day | December 1, 2013*

Serve DC hosted its third annual District government-wide food drive to benefit Food & Friends, an organization that provides meals, groceries, nutrition counseling to people living with HIV/AIDS. Fifteen District agencies participated, collecting more than 2,240 pounds of food donations – 1,000 pounds more than 2012 totals.





## Love Your Block DC will plant 430 trees, revitalize 25 city blocks and create 3 community gardens.

Recognizing the need for greater collaboration and resources to maximize volunteer engagement, Serve DC convened what is now called the *DC Cities of Service Task Force*, an intergovernmental working group that explores opportunities for District Government agencies to strengthen and expand volunteer infrastructure. To date, 12 agencies and the DC Courts are working in collaboration on projects including a volunteer database and universal orientation materials for all DC Government volunteers.

In December, Serve DC received a \$25,000 grant from the Cities of Service Impact Volunteering Fund to fund *Love Your Block DC*, a volunteer-driven community revitalization initiative. *Love Your Block DC* directly engages residents to lead neighborhood improvement efforts – maximizing existing community-based initiatives and government and partner initiatives and services focused on sustainability and the environment.



## COMMUNITY ENGAGEMENT

In September, Serve DC launched *NeighborGood*, a free, online DC-specific volunteer opportunity database and search engine. *NeighborGood* connects residents with District-based volunteer opportunities and connects organizations with the city's cadre of dedicated, experienced volunteers.

*NeighborGood* boasts several unique features designed specifically for District residents and volunteers, including a comprehensive listing only open to opportunities located in the District proper and DC-specific search fields such as ward and quadrant.

Since its launch, **NeighborGood** has featured more than **117** volunteer opportunities with **76** organizations.



# Emergency Preparedness

*Training & Mobilizing  
Volunteers*





## In 2013, more than 3,100 DC residents and DC-based employees received emergency preparedness training from Serve DC.

---

As the District lead for emergency volunteer and donations management, Serve DC provides critical support to the city's official emergency response effort. Serve DC recruits and trains District residents to respond and assist during emergencies – ensuring residents play a major role in making their communities safer, stronger and better prepared to address threats of terrorism, crime and disasters. In 2013, Serve DC:

- Provided emergency preparedness education and training to approximately 3,136 District residents and District-based employees from local and federal government agencies, nonprofits and community-based organizations.
- Provided *Community Emergency Response Team (CERT)* training to more than 850 citizens and employees of district based organizations, including 161 Summer Youth Employment Program participants.
- Provided *Commander Ready*, Serve DC's youth-based emergency preparedness training, to approximately 524 elementary aged youth in DC Public and Public Charter Schools.
- Provided CPR/First Aid training through the American Red Cross to more than 2,100 individuals, including 289 youth as part of the Mayor's One City Summer initiative and 496 high school coaches and athletic directors from DC Public and Public Charter Schools.





- Established a formal partnership with the DC Department of Health’s Emergency Preparedness and Response Administration (DOH/HEPRA) in support of shared initiatives including:

Emergency preparedness and response training to employees and constituents of DC government agencies, including the Office on Aging, Department of Human Services and Department of Health.

Cross-training CERT and Medical Reserve Corps (MRC) volunteers to bolster both agency’s volunteer-response capabilities.

Establishing the DC Responds volunteer database as the primary repository of emergency response volunteer information.

- Recruited skilled volunteers in support of public safety for multiple city-wide events including:

*Presidential Inauguration:* Situational awareness and support for shelter operations

*Independence Day on the Mall:* Situational awareness

*March on Washington Anniversary:* Situational awareness

*Delta Sigma Theta Centennial Celebration:* Supported DC Department of Transportation (DDOT) and MPD with traffic and crowd control

*Rock ‘n’ Roll Marathon:* Situational awareness, radio communications and first aid stations

*In partnership with the DC National Guard and DC Fire and Emergency Medical Services, Serve DC organized and executed a drill for CERT volunteers to test their ability to support first responders in the aftermath of a mass casualty event.*







## HONORING SERVICE

In April, Serve DC recognized emergency preparedness volunteers with an appreciation event in which 65 people attended. Honorees include:

*Promising Partnership Award*  
Team Rubicon

*Preparing the Whole Community Award*  
Mayor's Office on Latino Affairs

*Community Preparedness Hero Award*  
Calvert Potter, DC FEMS

In December, Serve DC presented its annual Mayor's Community Service Awards in a public ceremony with more than 50 guests present. Honorees include:

*National Service Award*  
Virginia McLaurin

*Community Service Award*  
Iris Molotsky

*Education Service Award*  
Dilys Lande

*Youth Service Award*  
Sonia Pearson

*Emergency Preparedness & Public Safety Service Award*  
John McGuire

*Corporate Engagement Award*  
Monumental Sports & Entertainment Foundation

*Service Star* | Cheryl Branham  
*Service Star* | Jocelyn Coleman  
*Service Star* | Christopher Daignault  
*Service Star* | Joy Hanes



# Who We Are

*Serve DC  
Commissioners & Staff*







## COMMISSIONERS

Justine Love | *Chair*

Ricky Creech | *Co-Chair*

Brandon Andrews

Christopher Ashton

Dy Brown

Alayna Warthing Buckner

Amy Cohen

Reginald Davis

Joshua Johnson

Edward Jones

Mathew McCollough

Gloria Nauden

Jackie Norris

Gail Oliver

Danielle Reyes

Peter Sacco

Sandra Schlicker

Nick Vielle

Ryan Washington

Saran White

Marlene Zakai



## STAFF

Jeffrey D. Richardson, MSW  
*Chief Service Officer & Executive Director*

Yolanda M. Brown  
*Deputy Director, Grants & Finance*

Emily Ann Batchelder  
*Creative Graphics & Communications Specialist*

Charsaree “CiCi” Clay  
*CERT Program Officer*

Clarence J. Fluker  
*Communications & Special Initiatives Director*

JaVon Gross  
*Neighborhood Corps Program Assistant*

Kristen Henry  
*National Service Director*

Jeffery Kearney  
*Economic Opportunity AmeriCorps VISTA*

Alexandra King, Ed. D.  
*Youth Preparedness & Learning Specialist*

Travis Knisley  
*Operations Manager*

Ericka Oliver  
*Neighborhood Corps Program Assistant*

Victor Rivera  
*CERT Instructor*

Juan M. Thompson  
*Community Outreach Specialist*

Sheena Washington  
*Executive Assistant*

Sarah Watkins  
*AmeriCorps Program Officer*

Jason Williamson  
*Emergency Preparedness Director*







NEVER DOUBT THAT A SMALL  
GROUP OF THOUGHTFUL,  
COMMITTED CITIZENS CAN  
CHANGE THE WORLD.

INDEED, IT IS THE ONLY THING  
THAT EVER HAS.

MARGARET MEAD





THE MAYOR'S OFFICE ON VOLUNTEERISM

---

[WWW.SERVE.DC.GOV](http://WWW.SERVE.DC.GOV)

FRANK D. REEVES MUNICIPAL CENTER  
2000 14TH STREET, NW | SUITE 101  
WASHINGTON, DC | 20009  
MAIN (202) 727-7925 | FAX (202) 727-9942

