

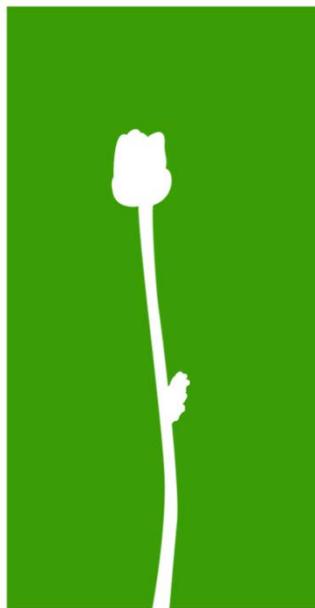


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C L U S T E R   C O N F E R E N C E  
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**Points of Light Institute** was created by the merger of the Points of Light Foundation and Hands On Network in August 2007. The result...

A powerful, integrated national organization with a global focus to **redefine volunteerism** and **civic engagement** for the 21st century, putting people at the center of community problem solving.

Led by CEO, Michelle Nunn and Board Chair, Neil Bush we now have over **250 affiliates** that serve in all 50 states and **12 international** communities in **nine countries**.

## **Our Vision:**

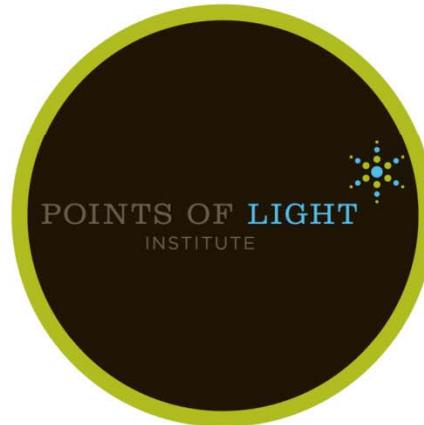
One day every person will discover their power to make a difference, creating healthy communities in vibrant democracies around the world.

## **Our Mission:**

To equip, mobilize and inspire people to take action that changes the world.

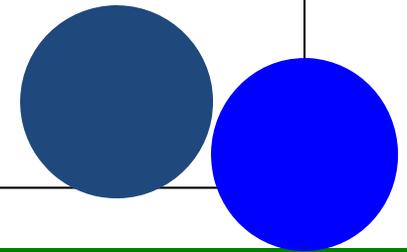
- **Points of Light Institute** advances innovative civic strategies to shape national policy, achieve impact through service and build an engaged citizenry.
- We support emerging entrepreneurial ventures through partnership and collaboration, and provide leadership to achieve three primary goals:
  - **Increased civic action**
  - **Development of a more robust citizen infrastructure**
  - **Delivery of large-scale impact campaigns that demonstrate the power of people-centered change as a force for solving critical community problems**

**We are organized to innovate,  
incubate and activate new ideas  
that help people act upon their  
power to make change.**



## CivicIncubator

- **The Civic Incubator** is the newest business unit of Points of Light Institute with a purpose of creating innovation in civic activation.
- The Incubator brings together and supports emerging service solutions and new ideas through social enterprise, mergers and joint ventures.
- Currently, we are incubating **AmeriCorps Alums**, a new **Youth Network**, an **Interfaith Service Initiative**, and ventures to redefine civic action online.





- **MissionFish** is a social enterprise of Points of Light Institute that provides people a vehicle to use their purchasing power to support causes that matter to them.
- In partnership with **eBay**, MissionFish enables people to designate a portion of their online sales and purchases to charity.
- Since 2003, more than **130 million charitable dollars** have been raised for over **19,000 nonprofits worldwide.**



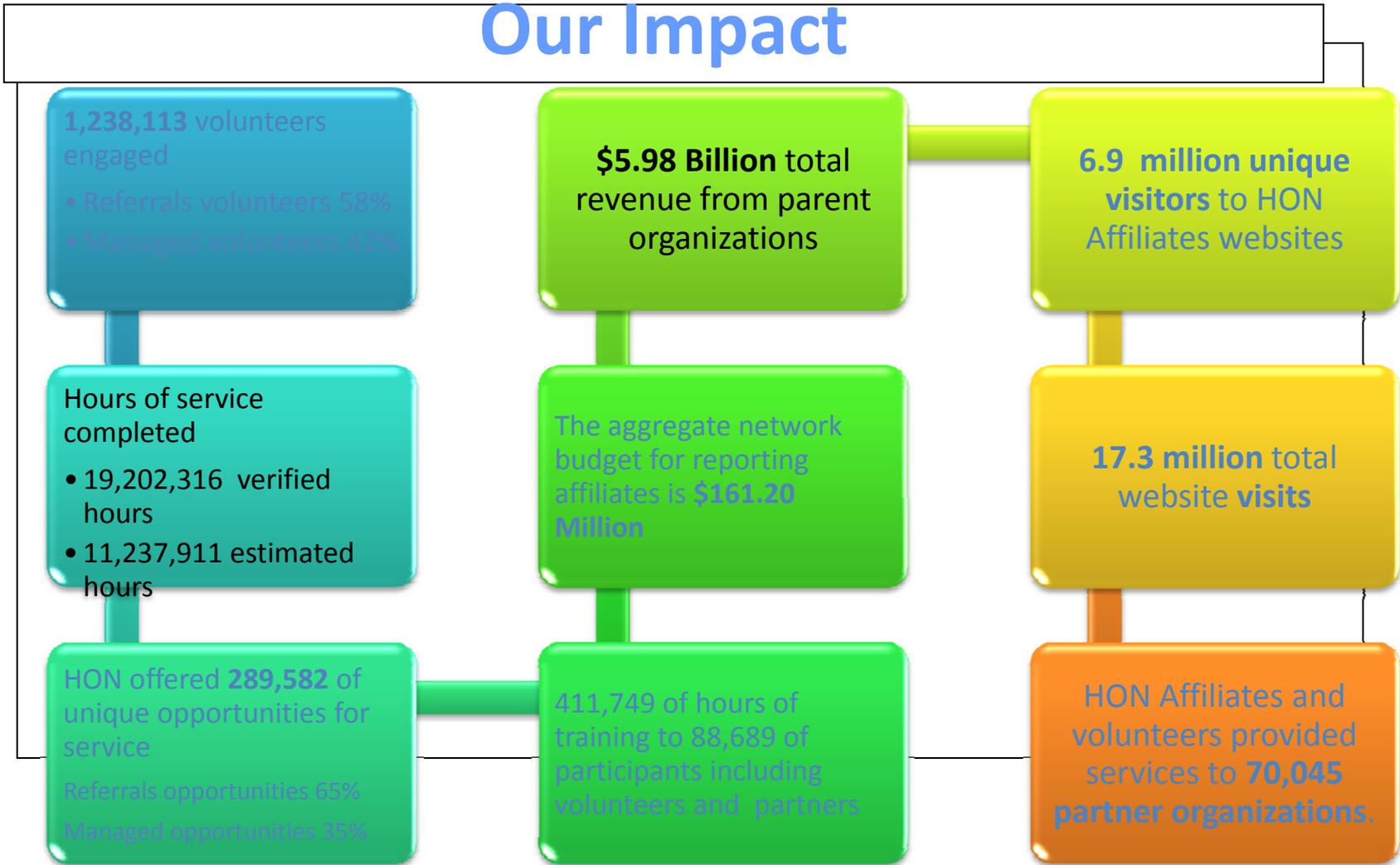
- **HandsOn Network** is the action-focused arm of Points of Light Institute and the largest volunteer network in the nation.
- The Network includes more than **250 HandsOn Action Centers** that reach more than 83% of the nation's population and extend to ten countries.
- HandsOn includes a powerful network of more than **70,000 corporate, faith and nonprofit organizations** that are answering the call to serve and creating scaled impact.
- In 2009, the network delivered approximately **30 million hours of volunteer service valued at \$615 million.**

## **Our Theory of Change: Leadership is A Force Multiplier That Leads to Other Forms of Civic Action**

HandsOn's most powerful projects are those that inspire and activate volunteers to be leaders and problem solvers on their own—creating new opportunities that bring others into service. Leaders are the key to creating a tipping point for change. Volunteers stepping up to be leaders expand the playing field of opportunity for service; bring new innovation and creativity to the community-based problem solving process; and sustain and engage the rest of us over time through civic opportunities in our communities.

**leaders** generate **projects** that create **change**

# Our Impact



# Our Goals and Strategies

Three strategies to build a network and catalyze a movement drive toward three ambitious goals:

		Citizen Action.	Civic Infrastructure.	Campaigns for Impact.
Goals by 2012		Create an engaged citizenry where every individual has the opportunity to make a difference through meaningful civic engagement.	Develop a civic and volunteer infrastructure with the capacity, resources, and tools to create change in communities.	Demonstrate the power of citizens actively engaged in changing our world and solving problems in the areas of education, environmental stewardship, and poverty alleviation.
3 Main Strategies	Equip.	20 million Americans engaged through tools and resources provided to partners and made available to the sector.	A Network of Networks that connects citizens to causes through 50,000 nonprofits and faith partners.  100,000 citizens serving as leaders that bring others to the opportunity of service.	Establish and convene a coalition of nonprofit, government and corporate partners to implement campaigns that demonstrate the transformational impact of volunteers on the environment, poverty, and school performance.
	Mobilize.	5 million Americans directed to opportunities to serve through our Network.	20 Flagship HandsOn Action Centers (Affiliates) that serve as civic hubs, activating a tipping point threshold of volunteer engagement.  Mobilize millions with 21st Century technology that provides citizens with the tools and opportunities to meet community needs.	Execute 3 million real-world, value-directed projects every year.
	Inspire.	100 million Americans volunteering in their communities by 2020.	100 CEOs influencing and innovating the way corporate institutions mobilize their human capital to invest in communities and change the world.	Recognize and honor 1 million Americans for their contribution to tackling their communities' poverty, environmental and education problems.

### The Network

Local civic hubs where models are innovated and honed.  
Universally recognized as the place citizens can go to get involved.

### Volunteer Leaders

Leadership opportunities are a predictor of retention and intensity.  
Volunteer leaders are a force multiplier: bringing other volunteers into the system.

### Corporate Engagement

Skilled volunteering extends value of the volunteer hour.  
Employee activation that is tied to corporate strategy ensures greater adoption.

### HandsOn University

Critical to expanding competent practice of engagement.  
Tools deployed and enhanced through interactive, user-generated Web 2.0 strategies.

### Public Policy

Scales resources.  
Deploys human capital to priority problems and leverages other public resources.

### Technology

An efficient facilitator of scale.  
Creates "network effect" in critical mass of users.

## Elements of the Hands On Model

- **Community**– creating micro-communities around volunteering that build social capital
- **Coordination**– managing & orchestrating experiences and expectations
- **Citizenship**– empowering individuals; building community understanding; creating advocates
- **Collective Empowerment**– leveraging the act of service so that individual, agency & community are distinctly improved & empowered

## We put people at the center of change.

- **People Drive Change** – People can make all of the difference.
- **Passion Overcomes Obstacles** – Passion and boldness transform.
- **Service Bridges and Bonds** – Working together in service to others brings people together.
- **Innovation Drives Results** – Re-imagining possibilities creates impact.
- **Servant Leadership Transforms** – Humility and grace can change our world.

# HandsOn Network's National Service Program

## HandsOn Corps

## HandsOn Corps

- The **mission** of the HandsOn Corps program is to create a best in class national service program that leverages the power of members to create exponential change in their communities.
- HandsOn Corps **members** generate projects, build capacity and mobilize volunteer leaders that create measurable change in our 3 identified impact areas: economy, education and the environment.
- **Cross-functional engagement:** National Service has the power and potential to leverage the work of each department in HON and POLI. Members are experts both in service and their communities and can be our best stewards.

## AmeriCorps National Direct

### Impact Driven

- 45 members, teams of 3
- Issue focused: 3 Issue Areas: Environment, Economic Recovery, Education
- Project Centered
- Volunteer Leader Focus

### Exponential Impact

- 1 Member = 25 Volunteer Leaders
- 1 Volunteer Leaders = 10 projects
- 1 project = 10 volunteers \* 4 hours
- 45 members \* 25 Volunteer Leaders \* 10 projects \* 10 volunteers \* 4 hours = **450,000 volunteer hours**

## **AmeriCorps\*VISTA**

### **Impact Driven**

- Teams of 2 members
- Capacity Building Focus
- 50 host site affiliates spanning 25 states

### **VISTA and Poverty Alleviation**

- New / renewed focus and attention
- Frequent engagement of State Offices

### **Recovery VISTA program**

- 38 members (100%)
- Began service with PSO 9/14/09

### **Classic VISTA program**

- 70 Members
- 2 years overlap
- Approximately 108 members in service, will reach 140 in November
- State Office consultation prior to member placement

## Georgia Recovery Corps (AmeriCorps State)

### State Commission Program

- 15 MSYs
- 1 year ARRA program
- HOGA member affiliates
- HON operation in partnership with HOGA

### Georgia Work Ready

- October 8-10<sup>th</sup> Fall Service Kick-Off
- Georgia Department of Labor
- Service as a solution for job-readiness
- Opportunity to replicate
- New / renewed focus and attention
- Frequent engagement of State Offices

# What We've Learned and Are Learning

## What We've Learned and Are Learning

- **Community** – Building community is an essential, messy and non-linear process that cannot be short-cut
- **Coordination**– Managing & orchestrating experiences and expectations will be an exercise in creativity, innovation and possibility if **Community Building** is fully embraced
- **Citizenship**– Service without a pathway for deeper engagement is activity and not action
- **Collective Empowerment**– leveraging the act of service so that the individual, the institutions & community are distinctly improved & empowered is the **natural outcome of a sound foundation and process.**

## **Failure to Plan is Planning to Fail**

### **Begin with the End In Mind:**

- What?
- So What?
- Now What?

### **Failure to Involve = Failure to Succeed**

After you've got the "what", get to the "who" – the rest will take care of itself (mostly)

- Stakeholder Survey
- Asset Mapping
- Community Building

## Building Capacity at the Local Level: What It Takes

Where Do You Fit In?

What is your “Secret Sauce?”



## The Landscape and Imperatives for a New Paradigm

### Realities:

- Service is sexy
- Everyone wants to plug in
- Greatest opportunity to demonstrate value and relevance of service
- Greatest opportunity to educate and enlighten
- Greatest opportunity for learning
- We demonstrate impact or die on the vine
- This is a time of convergence and shared discovery – embrace it!

### Requirements:

- Set the BHAG – A shared vision leads to shared experiences and shared success
- Test the five R's: Readiness, Receptivity, Resources, Risks, Returns
- No act of service is too small
- Every opportunity must have pathway for deeper engagement
- Activate the 5 P's: Platform, Projects, Points in Time, Partnerships, Products
- **Partnerships are essential**

## Key Points

- This Is A Time Of Unprecedented Opportunity To Define What Service Is And Is Not
- The Onus Is On Us To Create The Cogent, Compelling Case For Our Differentiated Value, Core Business, Key Indicators And Impact
- We Cannot Do This Alone
- To Build An Ethic Of Service In Texas And Beyond Requires Deep And Abiding Commitment To The Messy Work Of Community Building And Informed Capacity Building
- It Is Incumbent Upon All Of Us To Create New Business Models To Monetize The Work We Do And Seek Out Resource Partners As Well As Other Broad Based Coalition Partners.

## Contact Information

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## **From All of Us at HandsOn Network**

Thank you Southwest Cluster Conference  
Planners and Participants!!!!

Please join us as the 2010 National Conference  
for Volunteering and Service in New York City  
on June 28<sup>th</sup> – 30<sup>th</sup>, For More Information,

go to:

[Volunteeringandservice.org](http://Volunteeringandservice.org)