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Champions of Service

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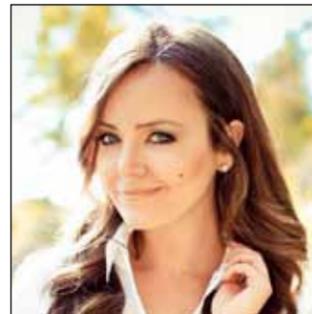
2011 National Conference on Volunteering and Service

JUNE 8, 2011

Closing Session Celebrates Champions of Service

In today's closing session, attendees can look forward to music from R&B legend Percy Sledge and a celebration of truly inspiring champions of service. Luminaries including the "Daily Show's" British Correspondent John Oliver, New Orleans chef John Besh, CNBC's Nicole Lapin and First Lady of New Orleans Cheryl Landrieu will participate and celebrate volunteers from across the country. CNCS Board Chair Mark Gearan will award the President's Higher Education Community Service Honor Roll to six universities for outstanding civic engagement.

Points of Light Institute Michelle Nunn and acting CNCS CEO Robert Velasco II will say good-bye to the Big Easy and set the course for the future. We'll learn about the volunteer sector's plan for the 9/11 National Day of Service and Remembrance, where Points of Light's HandsOn Network, MyGoodDeed, CNCS and dozens of other organizations will work together to create the single-largest expression of service in history.



9/11 Day of Service to Activate One Million Acts of Service

Sept. 11, 2011, marks the 10th anniversary of the 9/11 attacks, as well as a federally recognized National Day of Service and Remembrance. In observation of this important and historic milestone, thousands of groups and millions of people will pay tribute by participating in the single-largest expression of charitable service in American history.

Today's 9/11 launch breakfast, featuring a keynote from Joe Daniels, CEO of the 9/11 Memorial and Museum, will activate service leaders nationwide to begin gathering public commitments for 9/11 service projects. The workshop (**session ID: 5234**) following the breakfast will address how to effectively engage volunteers in meaningful service for the 10th anniversary of 9/11 and beyond.

Key Events for Wednesday, June 8

Immersion Learning Sessions Wednesday June 8, 8 a.m. - 12 p.m.

Location: Various locations
Immersion Learning Sessions offer participants the opportunity to venture into New Orleans for a first-hand learning experience. Check your program book for details.

The National Center for Service & Innovative Leadership: A Conversation About How to Improve Innovation in Service (5339) Wednesday June 8, 8:30 - 10 a.m.

Location: Convention Center 346
Key service leaders discuss how the National Center for Service & Innovative Leadership can help you achieve greater impact.

Building Robust Evidence of Program Impact (5563) Wednesday June 8, 10:30 a.m. - 12 p.m.

Location: Convention Center 255-257
This session will describe and explore tools and processes the Social Innovation Fund is using during its first year to validate the impact of SIF funded programs and build a base of evidence about what works.

Closing Celebration: New Orleans - And A Nation - Say Thank You! (5670) Wednesday June 8, 12:30 p.m. - 3 p.m.

Location: Convention Center Hall C



Thousands of commitments have already been collected from NCVS attendees and are being showcased in the 9/11 Day of Service and Remembrance booth in the exhibit hall. If you haven't already, stop by and join the tribute.

To build 9/11 into a significant annual catalyst for ongoing citizen engagement and create a legacy that honors the victims and those who rose to service in response to the attacks, this year's goal is to create one million acts of service. Signature service projects will be held in Boston, New York City, San Francisco and Washington, D.C. Special events will be held in 20 additional cities, along with thousands of independent projects throughout the country.

Visit www.911day.org to sign up to learn more about this remarkable national initiative.



Yesterday, the White House featured Champions of Change who are winning the future for America at a roundtable discussion. The session, focused on service and innovation, honored 14 community leaders who are inspiring others to transform their communities through citizen leadership and social innovation. The participants will be featured on the White House website next week.

Tech Corps Will Boost Sector's Use of Technology

HandsOn Network, the volunteer arm of Points of Light Institute, is partnering with Google to create HandsOn Tech Corps, an initiative designed to increase the nonprofit sector's effective use of technology.

HandsOn Tech Corps will activate 24 AmeriCorps VISTA members in communities across the country who will be provided with an in-depth technical education program and will then use that knowledge to build robust, long-term relationships

with select nonprofits and local community members to help them implement technology tools that support their missions.

"Building nonprofit and community technical capacity, knowledge and adoption will lead to increased efficiency in nonprofit operations, greater collaboration locally and nationally, and increased communications among organizations and individuals with similar challenges and goals," said Amy Smith, president, HandsOn Network. "We

believe leveraging technology in this way will lead to greater impact in addressing the issues facing our communities."

In partnership with experts in technology, including Google, HandsOn Tech Corps members will participate in biweekly educational opportunities to develop replicable nonprofit technology assessment and skill development tools focused on technology needs, capacity and adoption.

Get more information at VolunteeringandService.org

Corporate Engagement, CVC Awards Announced

Points of Light Institute honored three companies for their extraordinary employee volunteer efforts to address and solve community challenges. Cisco Systems, Inc., IBM and McKesson each received a 2011 Corporate Engagement Award of Excellence for building strong and effective volunteer programs that build healthy communities and provide a better quality of life for residents. In addition, the Corporate Volunteer Council (CVC) of Central New Mexico and Trident United Way's Corporate Volunteer Council each received 2011 Corporate Volunteer Council Awards for supporting businesses with employee volunteer programs.

2011 Corporate Engagement Award of Excellence Winners - Cisco created the "Cisco Citizen" employee volunteer program to help shape local business environments. Through its employee volunteers, and strategic technology and cash grants, the company is helping nonprofits increase efficiency and innovation, its own employees develop leadership skills and more than 35 communities become, and stay, vibrant.

With the launch of On Demand Community in November 2003, IBM reinvented its support of employees and retirees whose volunteer work enriches the communities where they live and work. On Demand Community offers hundreds of volunteer resources focused on areas such as student mentoring to boost student achievement, helping not-for-profit organizations address their technology needs, and sharing the fun of math and science with school children.

The focus of McKesson's Employee Volunteer Program aligns with the company's business mission "to create better health for all" with an emphasis on chronic disease management. Whether it's battling a killer epidemic like diabetes, raising funds to fight heart disease or making a difference in the life of a child with



cancer, McKesson's Volunteer Program harnesses the passion of our employees to implement projects aimed at building better health.

2011 Corporate Volunteer Council of the Year Award winners - The Corporate Volunteer Council of Central New Mexico (CVC-CNM) leads the way in championing the employee volunteer movement. The volunteer-run council provides personal development and networking opportunities to employee volunteer program managers, mentoring to businesses looking to establish employee volunteer programs and strategic project collaboration.

The mission of Trident United Way's Corporate Volunteer Council (Trident CVC) is to inspire and engage local companies by promoting employee volunteerism to address challenges and concerns facing tri-county communities. Member companies are kept informed of local trends and best practices to help them build quality employee volunteer programs (EVP).

Youth Summit Recap

More than 100 young people, age 13 to 16, from New Orleans and around the nation convened at the National Conference of Volunteering and Service for the Youth Champions of Service Summit, hosted by generationOn and Learn & Serve and sponsored by Hasbro. This empowering event capitalized on these young leaders' shared experiences to reflect on the power of service and discuss the importance of youth involvement in service.

The day began with a special service project where the youth attendees packed seed packets to be distributed via New Orleans' new Pay It Forward initiative, which will provide aid to the victims of recent Mississippi River flooding. The seed packets will be sent to organizations serving youth in Butte Larose, a small community inundated by floodwaters.

Participants then worked to develop an idea for leading a service project aligned with their own personal strengths, interests and goals. Additionally, a panel of outstanding young leaders participated in a panel discussion moderated by Kevin Martinez, senior director of corporate outreach at ESPN, which inspired and energized all the attendees.

The summit truly demonstrated the ways youth can become champions of service and continue to make a positive impact in their communities throughout the summer and beyond.

National Service in the Gulf

After Hurricane Katrina, National Service participants managed 648,000 volunteers and devoted more than 10 million hours, worth more than 213 million dollars.

Get HandsOn Helps Prepare for Storms

Thanks to the efforts of NCVS attendees, the Get HandsOn Campaign packed 1,000 American Red Cross Emergency Go Kits for senior citizens, and 500 hurricane emergency kits for families.

The Emergency Go Kits are part of the Red Cross' Senior Preparedness Program, developed by the Southeast Louisiana Chapter of the Red Cross.



The GreatHurricaneBlowout.org led the effort to create the hurricane emergency kits for families to ensure they have the right things on hand in the event of a storm.

Senior Corps Session Provides Strategic Direction and Marks RSVP 40th Anniversary

Yesterday's Senior Corps luncheon brought together more than 700 program directors to hear Senior Corps Director Dr. Erwin Tan discuss the program's strategic direction and celebrate RSVP's 40th anniversary. Dr. Tan discussed the budget, performance measures and the necessity of demonstrating Senior Corp's impact.

"In this environment of budget cuts and an increased demand for measurable outcomes, we need to demonstrate our volunteers' impact in concrete and measurable terms," said Tan at the session. "How do we measure the impact of Senior Corps? By having all of you align your projects with CNCS's strategic plan."

RSVP celebrated its 40th anniversary with a look back at its amazing history of "people helping people." Fred Lugo, president of the National Senior Corps Association and Betty Ruth, president of the National Association of RSVP Directors, gave lively remarks and introduced a video that shows the impact the program is making in communities across the country.



CEO Roundtable Shares Ideas for Resiliency

Over the past decade, companies have deployed some of their most valuable resources to support and prepare communities during our nation's most challenging economic, educational and environmental times.

The CEO Roundtable brought together Cliff Burrows, president of Starbucks Coffee U.S., Chas Edelstein, co-CEO of Apollo Group, Inc., Robert Pease, president and CEO of Motiva Enterprises, and Rod West, executive vice president and chief administrative officer of Entergy Corporation, to discuss the innovative approaches they have taken to help build resilient communities.

Moderated by ABC News correspondent Deborah Roberts, the group offered practical examples of how they are leveraging and applying their assets to equip communities and solve some of our most difficult societal problems.

"Starbucks believes a responsibility of great companies is to find a balance among profitability, benevolence and a social conscience; and to build into their DNA, from day one, an understanding that there is a responsibility to give back," said Burrows.

Also discussed during the session was a partnership by Entergy, started in 2010, with the New Orleans Super Bowl Host Committee to provide \$1 million to help rebuild the city's playgrounds, many of which were destroyed by Hurricane Katrina.

What ties all these companies together is awareness that communities are comprised of workers, family members, friends and neighbors, and that a healthy community creates a stable workforce, along with customers and businesses that have a need for their products.

"This conference has allowed me to connect with people from across the country. I am thinking about things in a new way, considering different ideas. I live in a small community in Maryland, so it's been a great experience to meet new people and be inspired by new ideas."

- Heather Towers, NCVS attendee



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