



American Youth  
Policy Forum  
*25<sup>th</sup> Anniversary*



# How National Service Can Advance the Mission, Goals, and Capacity of Nonprofits

Tuesday, December 11, 2018

#LetUsServe #ServiceYear

@AYPF\_Tweets

## MODERATOR



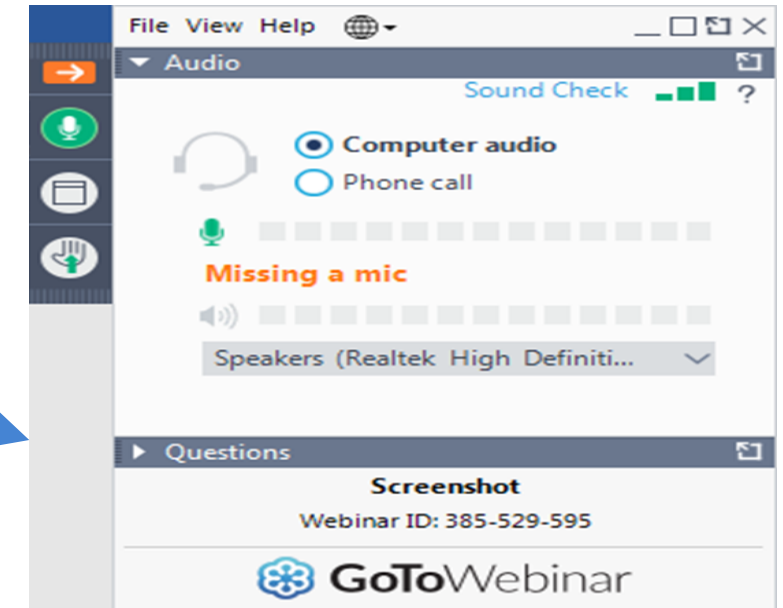
Betsy Brand  
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## WEBINAR AND TECHNICAL SUPPORT

- GoToWebinar Technical Assistance: 1-800-263-6317
- To submit live questions, please use the “Questions” box on the control panel
- **A recording of the webinar and other resources will be available at [www.aypf.org](http://www.aypf.org)**



## 3-PART WEBINAR SERIES

- Webinar 1: The Role of National Service in Improving K-12 Education Outcomes

*Recording Available*

- Webinar 2: How a Year of Service Prepares Young Adults for the Workforce

*Recording Available*

- **Webinar 3: How National Service Can Advance the Mission, Goals, and Capacity of Nonprofits**



JOIN THE CONVERSATION



### Hashtag(s):

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@AmeriCorpsVISTA

@FairChanceDC

## PRESENTERS



**Brooke Bohnet**  
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Service Year Alliance  
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**Jeff Brady**  
Manager of Volunteer Engagement  
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**Gretchen Van der Veer**  
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**Eileen Conoboy**  
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# Brooke Bohnet



Director of Program Development

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# The Role of Service Years Overview

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# What is a **Service Year**?

A service year is a **paid, full-time opportunity** to **develop real-world skills** through **hands-on service**. From fighting poverty to mentoring kids to responding to natural disasters — a service year is a meaningful and fulfilling way to tackle the most pressing challenges facing our nation through programs like **AmeriCorps**, the **Peace Corps**, **YouthBuild**, and hundreds of **others**.

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# Funding Sources



- The Corporation for National & Community Service (CNCS) [Funding Opportunities](#)
  - [AmeriCorps State and National](#)
  - [AmeriCorps VISTA](#)
- Non-CNCS Federal Programs
- State and Local Funding
- Private Funding



# Why **Service Years**?

- Leadership
- Fund Development
- Evaluation & Learning Capacity
- Collaboration
- Communications
- Outreach & Promotion
- Technology
- And More...

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# Corey Benjamin



For those not participating in the live webinar presentation, click on the white “i” icon on the top right corner to view the video.

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habitat.org



**Findings:** “How Habitat for Humanity Affiliates Expanded Capacity for National Service Programs.” Study findings suggest that:

- Hosting AmeriCorps members **added capacity** to the host organization
- AmeriCorps members **increased the likelihood** of more homes built, more rehabs, and more volunteers engaged
- AmeriCorps members **gained work and life skills** such as homebuilding and project management skills
- Serving as an AmeriCorps member with Habitat for Humanity **increased interest** in affordable housing development as a career
- AmeriCorps members **felt more connected** to the communities and families that they served.

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



**Findings:** AmeriCorps Volunteer Infrastructure Program (VIP) was developed to build the volunteer capacity of nonprofit and educational organizations serving California communities. Evaluation of AmeriCorps VIP found:

- AmeriCorps VIP had a **strong and much larger positive impact** on organizational capacity concerning volunteers than non-AmeriCorps VIP programs did
- AmeriCorps VIP had a particularly **strong, positive impact on clarity** of volunteer roles, volunteer recruitment and management, and including volunteers in decision-making
- The differences in results between AmeriCorps VIP and similar programs were **found to be statistically significant**

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**VISTA**  
Volunteers In Service To America

[nationalservice.gov/vista](https://nationalservice.gov/vista)



**Findings:** VISTA = Volunteers In Service To America. A program of the Corporation for National and Community Service (CNCS). **12 in-depth case analyses** show that:

- VISTA members **build the capacity** of organizations to serve communities, even within their first year of service
- VISTA members **develop systems for increasing** organizational efficiency, engage in outreach and partnership development to expand the organization's reach, and generate resources such as funding, volunteers, and in-kind donations

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# What Next?

- **Listen** to the examples
- **Start thinking** is a Service Year Model right for your organization or community
- **Engage** with the panel and our resources at the end

# Jeff Brady



Manager of Volunteer Engagement  
United Way Worldwide

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**UNITED WE FIGHT.  
UNITED WE WIN.**

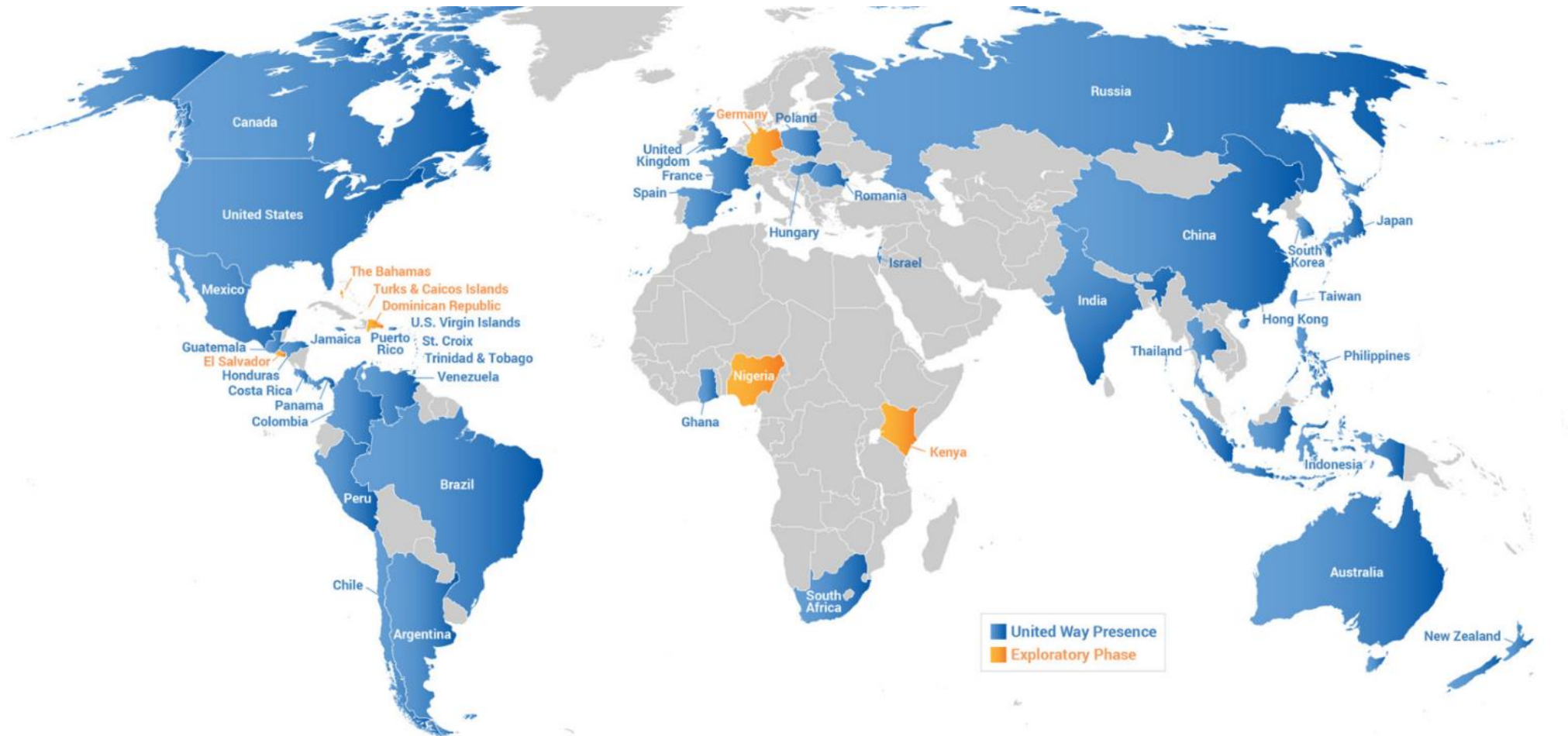
**LIVE UNITED**



UNITED WE FIGHT.  
UNITED WE WIN.

LIVE UNITED

# About United Way



UNITED WE FIGHT.  
UNITED WE WIN.

LIVE UNITED™

# Shared Goals



Corporation for  
**NATIONAL & COMMUNITY SERVICE** ★★ ★

## GLOBAL RESULTS FRAMEWORK Impact at a Glance



Childhood Success  
\$255,777,295 INVESTED

**1,644,745**  
children enrolled in high-quality early childhood programs

**77%**  
of children are academically proficient by end of kindergarten

**607,008**  
children received literacy support

**77%**  
of children achieved developmental milestones



Youth Success  
\$215,263,854 INVESTED

**90%**  
of youth graduated high school on time

**2,482,042**  
youth participated in out-of-school time programs and/or received individualized support

**82%**  
of youth earned passing grades in core subjects



Economic Mobility  
\$228,213,898 INVESTED

**1,372,535**  
individuals accessed affordable housing, financial products, and services

**468,054**  
individuals received job skills training

**64%**  
of individuals increased their wages



Access to Health  
\$249,310,113 INVESTED

**3,565,353**  
individuals participated in physical activity and/or healthy food access/nutrition programs

**77%**  
of youth/adults avoided or reduced risky behaviors

**88%**  
of babies had healthy birth outcomes (e.g. reach full term, first birthday and healthy weight)

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# Building Capacity

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- Community Assessment
- Expand and strengthen community partnerships
- Volunteer recruitment and management
- Material development
- Performance measurement
- Program development and delivery
- Financial resources
- Outreach



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# Helping Students Succeed



United Way AmeriCorps VISTA Project (2013-18)

- Placed, trained, and mentored more than **92** VISTA members at **37** United Ways
- Leveraged **\$6,257,613** in cash and non-cash resources
- Recruited **13,440** volunteers
- Served **25,619** disadvantaged youth
- Improved academic performance and engagement of more than **7,151** students from 2015-18

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UNITED WE WIN.

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# Improving Economic Mobility



United Way Economic Mobility VISTA Project (2017-present)

- Placed, trained, and mentored **28** VISTA members at **22** United Ways
- Leveraged **\$1,312,321** in cash and non-cash resources
- Recruited **2,109** volunteers
- **1,410** individuals with increased financial literacy
- Provided **452** individuals with job training and skill development services



# Key Takeaways

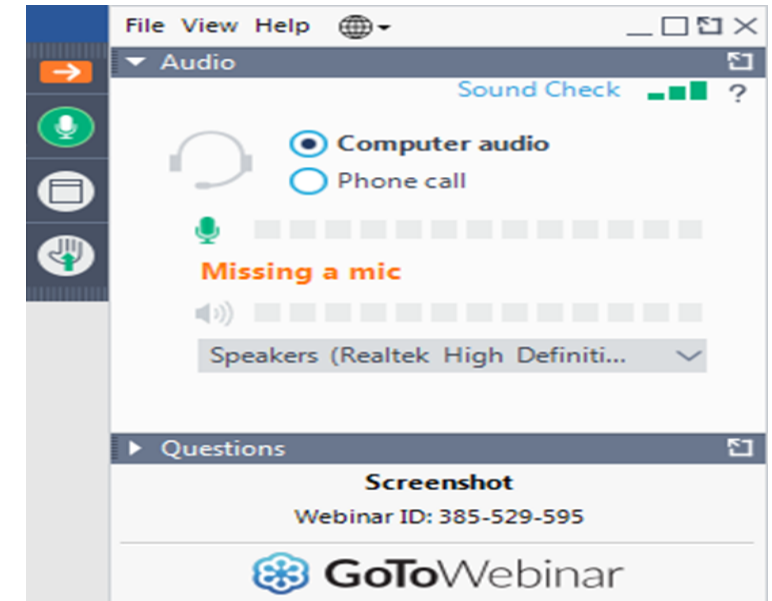
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National service can be a great strategy to:

- Develop and reinforce core organizational capabilities
- Create and reinvigorate relationships
- Drive or amplify impact
- Achieve business success
- Build a talent pipeline

## AUDIENCE Q&A

To submit live questions, please use the “Questions” box on the control panel



# Gretchen Van der Veer



Gretchen Van der Veer  
CEO/Executive Director  
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<http://www.fairchancedc.org/>

# Fair Chance and National Service

## How can national service help small nonprofits?

- Introduction to Fair Chance, our mission, and approach
- Why we decided to create a VISTA Fellows Program
- An example of how one Fair Chance nonprofit Partner has used and benefited from national service.

# Fair Chance Mission

Fair Chance strengthens the sustainability and performance of community-based nonprofits to achieve life-changing results for children and youth living in poverty.



# About Fair Chance

We envision a world where every child succeeds



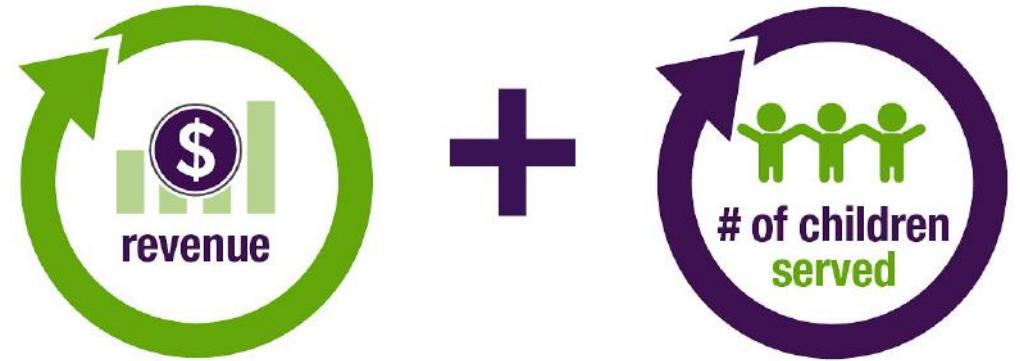
## Results:

Nonprofits **double** their revenue and **triple** the number of children they serve within a few years of a Fair Chance Partnership.

Since 2002

Over **120** Nonprofits Served

Over **100,000** Children, Youth, and Families Reached



# Our Approach

Through a rigorous process we select an annual cohort of youth-serving nonprofits and provide at no cost, a 6-18 month “partnership” program including:

- Pre- and post-assessment of their strengths/challenges
- A customized work plan to achieve capacity building goals
- Weekly coaching or work sessions
- Effective practices – tools, systems, and policies to meet organizational needs
- Training/Workshops/facilitation of meetings as needed
- Access to a network of over 100 Fair Chance Alumni Partners
- Connections to resources, including pro bono services

# After the Partnership – what's next?



Fair Chance Graduate Jeffery Tribble at the 2017 Fair Chance Honors Ceremony

# Fair Chance VISTA Fellows Program

## Process

- Fair Chance alumni apply to receive a VISTA
- Fair Chance selects nonprofits and positions are approved
- Fair Chance recruits interested young people and matches recruits to position
- Selected nonprofit hires and supervises VISTA

## VISTA Role

- Engage in capacity building activities
- Create sustainable projects
- Perform activities such as set up a new volunteer program, build a communications strategy, set up a donor database – that will continue after VISTA leaves

# Example – One World Education



One World Education's mission is to build the knowledge and skills students need to confront the cultural and global issues of today and prepare for the college and career opportunities of tomorrow.



# One World Education's Development and Communications VISTA



An “Evening to Empower Student Voice”

# One World Education's Program and Evaluation VISTA

1. Update and systematize the process for communicating and collecting data from school partners
2. Set up a regular system of communication with individual teachers
3. Set up and maintain the student research portal
4. Develop a data and evaluation manual to document the evaluation process at One World Education



# Eileen Conoboy



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<https://www.nationalservice.gov/>

# AmeriCorps VISTA: Building Capacity Through Service

Corporation for  
NATIONAL &  
COMMUNITY  
SERVICE 



**VISTA**  
Volunteers In Service To America

## Mission

Engage members in a year of full-time service to **strengthen organizations** that eliminate or **alleviate poverty** through the mobilization of community volunteers and resources.

## Core Principles

- Alleviate poverty
- Empower communities
- Build capacity
- Create sustainable solutions





## The Basics

- One year, full-time and summer opportunities
- Anti-poverty and sustainable development focus
- Minimum age 18+, **no upper age limit**
- Projects in all 50 states focusing on: education, economic opportunity, healthy futures, and more.
- Serve with non-profits, local government agencies, and Tribal governments.



# Annual Impact



## ANNUAL IMPACT OF AMERICORPS VISTA

- 1 8,500+ *Members Serving*
- 2 4,500+ *Locations Across the U.S.*
- 3 800,000 *Volunteers Leveraged*
- 4 \$206M *Raised from Other Sources*
- 5 220,000 *Members Since 1965*



**VISTA**  
Volunteers in Service to America



# Becoming a Member



**JOIN AMERICORPS VISTA**

[AmeriCorps.gov/VISTA](https://AmeriCorps.gov/VISTA)



# Becoming a Sponsor



- **Submit AmeriCorps VISTA Concept Paper:** The Concept Paper is a preliminary screening tool used to evaluate whether the organization would be an appropriate sponsor.
- **Communication During Application Process:** If your organization's concept paper is approved, your CNCS State Office will notify you and request that you submit a full application.
- **Member Recruitment:** Sponsors recruit their members with support and resources from VISTA.
- **Trainings and Orientations:** VISTA provides virtual orientation and trainings for sponsors. Members also attend virtual trainings.



Apply to be a sponsor or a member at  
[AmeriCorps.gov/VISTA](https://AmeriCorps.gov/VISTA)



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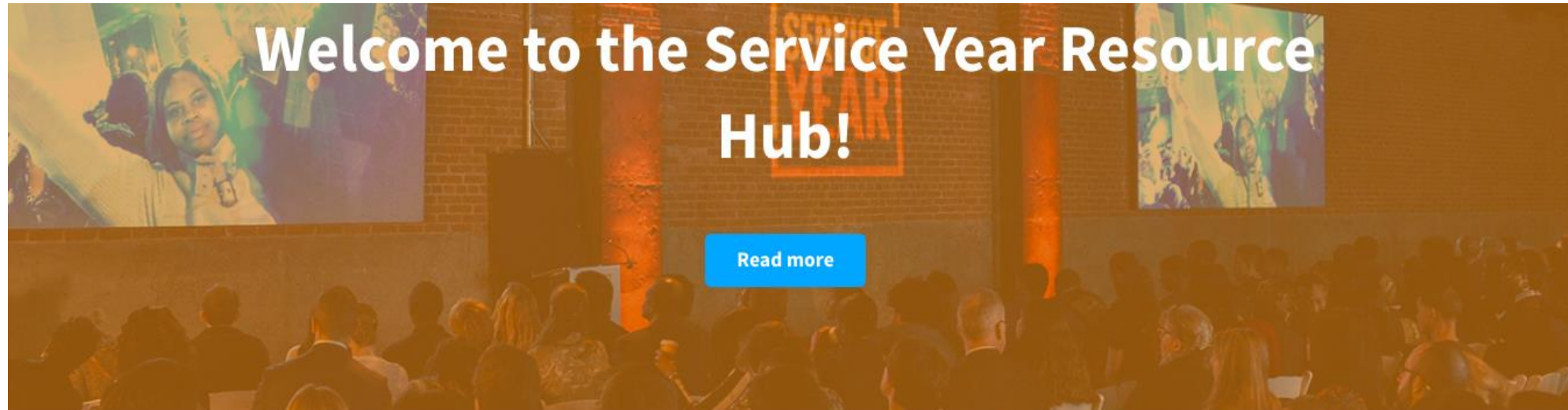
# Resources

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# Ways to Engage

- **R**eplicate
- **E**xpand
- **H**ost
- **I**nform

# resources.serviceyear.org



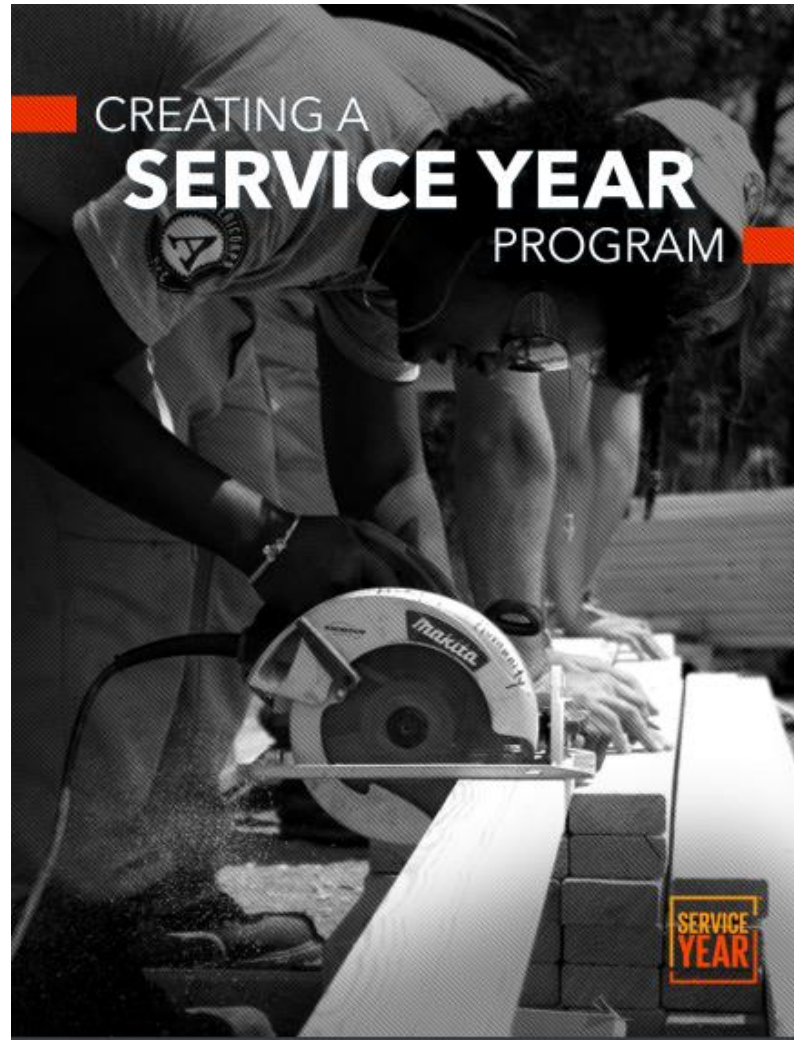
## Recently added media



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# resources.serviceyear.org



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# Service Year Alliance



We are a nonprofit organization working to make a year of service a common expectation and opportunity for all young Americans. Service Year Alliance accomplishes this through partnerships and a strategy that connects and supports service year programs. [about.serviceyear.org](https://about.serviceyear.org)



## **ServiceYear.org**

Access to and presence on a state-of-the-art online marketplace and resource hub



## **National Recruitment, Awareness, and Corps Member Support**

Access to and participation in a national campaign to inspire a generation to serve, rewards for their service, and resources to support corps members during and after their service



## **Grow Service Year Programs**

Access to best practices, knowledge sharing and awards to grow and improve your existing programs and help create new ones



## **Policy and Advocacy**

Support from the Washington, DC policy operation, grassroots movement across the country, and an alliance of influential Americans

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# Interested in Starting a Program?

Email Us at: [growth@serviceyear.org](mailto:growth@serviceyear.org)

We help interested organizations and agencies start or scale programs. **We can help you!**

# Check Out the Rest of the Series!

- Webinar 1: The Role of National Service in Improving K-12 Education Outcomes

*Recording Available*

- Webinar 2: How a Year of Service Prepares Young Adults for the Workforce

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- **Webinar 3: How National Service Can Advance the Mission, Goals, and Capacity of Nonprofits**

Available at: [www.aypf.org](http://www.aypf.org) and <http://www.serviceyear.org>

# Thanks for Attending!

- Please fill out the survey upon exiting the webinar
- Materials and recording will be posted on both of our websites:  
[www.aypf.org](http://www.aypf.org) and <http://www.serviceyear.org>