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

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- 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
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The Role of Service Years
Overview
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.

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...
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.
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.
**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.
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
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
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UNITED WE FIGHT. UNITED WE WIN.
LIVE UNITED
About United Way
Shared Goals

GLOBAL RESULTS FRAMEWORK
Impact at a Glance

Childhood Success
1,644,745
77%
Children enrolled in high-quality early childhood programs
Children reached an academically proficient level by end of kindergartens

Youth Success
77%
90% of youth graduated high school on time
2,482,042 youth participated in career readiness programs, percent achieved in recommended support

Economic Mobility
64%
1,372,535 individuals assisted with stable housing, financial products, and services
468,054 individuals increased job skills training

Access to Health
77%
3,565,353 individuals participated in physical activity and healthy food environments
88% of adults reported feeling healthy

Corporation for
NATIONAL & COMMUNITY SERVICE

United Way of Anytown
UnitedWayofAnytown.org

DISASTER
SERVICES
ECONOMIC
OPPORTUNITY
EDUCATION
ENVIRONMENTAL
STEWARDSHIP
HEALTHY
FUTURES
VETERANS AND MILITARY
FAMILIES

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Building Capacity

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

- 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
Improving Economic Mobility

• 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

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.

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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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AmeriCorps VISTA: Building Capacity Through Service
AmeriCorps VISTA

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 of Americorps VISTA

<table>
<thead>
<tr>
<th>Number</th>
<th>Statistic</th>
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<tbody>
<tr>
<td>1</td>
<td>8,500+ Members Serving</td>
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<tr>
<td>2</td>
<td>4,500+ Locations Across the U.S.</td>
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<tr>
<td>3</td>
<td>800,000 Volunteers Leveraged</td>
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<tr>
<td>4</td>
<td>$206M Raised from Other Sources</td>
</tr>
<tr>
<td>5</td>
<td>220,000 Members Since 1965</td>
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Becoming a Member

America needs you. Start here.

GO WHERE YOU’RE NEEDED.

JOIN AMERICORPS VISTA

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.
Get Involved

Apply to be a sponsor or a member at

AmeriCorps.gov/VISTA
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Resources
Ways to Engage

- Replicate
- Expand
- Host
- Inform
Welcome to the Service Year Resource Hub!

Service Year 101  How-to-Guides  Membership Premium Resources

Recently added media

Service Year Virtual Career Fair Overview

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

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

Interested in Starting a Program?

Email Us at: growth@serviceyear.org

We help interested organizations and agencies start or scale programs. We can help you!
Check Out the Rest of the Series!

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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 and http://www.serviceyear.org