Convened by Points of Light Institute and the Corporation for National and Community Service, the conference showcased the city of New Orleans as a laboratory for social innovation in areas reaching far beyond disaster recovery. Since 2005, millions of volunteers have helped address the city’s educational challenges, economic development issues and government leadership. NCVS provided an opportunity to pay tribute to the impact of volunteerism on the revitalization of the city, demonstrating the critical role of service in improving communities and our nation at large.
Jazz-Packed Opening Session

The 2011 National Conference on Volunteering and Service kicked off in style with a live marching band ushering in 100 champions of service. These service leaders set the stage for a jazz-packed opening session that celebrated luminaries like civil rights pioneer Ruby Bridges and jazz legend Branford Marsalis, explored the role that service continues to play in revitalizing the city of New Orleans, and entertained us with the music of New Orleans, including the soulful sounds of Bob French and the Original Tuxedo Jazz Band.

We heard Mayor Mitch Landrieu’s heartfelt thanks to volunteers for helping bring New Orleans back. Laysha Ward, president of the Target Foundation, showed us Target’s great work in the community and ABC News’ Deborah Roberts moderated a spirited conversation with political consultants James Carville and Mary Matalin on the power of volunteerism and the resilience of New Orleans.

CEO of Points of Light Institute Michelle Nunn said, “Now, more than ever, we need service champions – super-empowered citizens who are utilizing new, more powerful tools for change. We expect this year’s conference to deliver those tools.”

Only in New Orleans Party

Conference attendees were immersed in the spirit of New Orleans at the “Only in New Orleans” kick-off party, sponsored by The Coca-Cola Company with support from Entergy. Attendees took in the art, music and food of this magical city, while gaining an opportunity to learn and share with one another.
Conference Highlights:

Innovate to Educate: Community Solutions for Education Success
This signature conference event, sponsored by Target, highlighted innovative, citizen-driven solutions that are helping address the challenges facing America’s education system. It showcased inspiring examples of community-based engagement that have resulted in tangible results for schools and students nationwide. Attendees enjoyed a passionate opening by featured speaker Soledad O’Brien, award-winning journalist and anchor for CNN’s special investigations unit, as well as stories from community leaders who are collectively leading the charge for innovative education solutions. The session concluded with a surprise performance by musical duo and sisters, Martie Maguire and Emily Robinson of the Court Yard Hounds.

Lending a Hand in New Orleans through Service
NCVS served as the final stop on University of Phoenix’s six-month Road to the Gulf program. With the time, talent and resources of up to 700 NCVS participants, local volunteers and the continued support of University of Phoenix, 25 parks and recreation centers across the city of New Orleans were revitalized. Efforts were focused on four signature park restoration projects at Sam Bonart Park, Bunny Friend Park, Village de l’est Park and Evans Park. At each park, volunteers installed new playground equipment, repaired basketball courts, installed sideline benches, built soccer fields, installed lighting and beautified the parks to help them become jewels within their neighborhoods. At Sam Bonart Park, the only park within the Lower Ninth Ward, a low-income area devastated by Hurricane Katrina, the action caught the attention of local children, who lent a hand in the transformation of their playground, which has been largely unavailable since the storm.

Citizen Solutions for Economic Opportunity
Fostering and advancing economic opportunities in under-resourced communities is a constant challenge. Some communities have found success drawing on existing resources and the power of volunteers. At this session, sponsored by Chase, Diahan Billings-Burford, chief service officer for New York City; David Eisner, president and CEO of the National Constitution Center; and MSNBC contributor and The Grio.com chief correspondent Jeff Johnson discussed practices of asset-based community development and case studies of successful community programs.

You can relive the excitement of our signature plenaries at www.volunteeringandservice.org
POLI Corporate Service Council Names Leader

Points of Light Institute’s Corporate Service Council (CSC), a group of more than 40 companies that are leading and inspiring the business community to increase civic impact through innovation, sharing of best practices and the application of human capital and financial resources for the greater good, has new leadership.

Cliff Burrows, president, Starbucks Coffee U.S., has been named chairman of CSC. Burrows succeeds John Rice, vice chairman of GE.

“Engaging people to participate in meaningful service is a positive force to drive positive change in our communities,” said Burrows. “Companies have a responsibility to address these critical issues. The Corporate Service Council provides an opportunity to bring the influence and business acumen of corporations to the public sector. Working together we’re better equipped to answer the call to action around issues of importance to the neighborhoods in which we do business.”

Corporate partnerships are vital to Points of Light Institute’s mission to inspire, equip and mobilize volunteer service. By leveraging the power of their employees, members of the CSC are able to deliver high-impact service and volunteer leadership that is resulting in stronger neighborhoods, schools and nonprofits around the country.

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, our country will pay tribute by participating in the single-largest expression of charitable service in American history.

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., and 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.
HandsOn Network Announces Innovation Hubs

The volunteer sector is evolving rapidly with dramatic changes in how and why people engage. To keep up with these changes, HandsOn Network, the volunteer activation arm of Points of Light Institute, has launched a focused investment strategy called the Innovation Hubs initiative. The goal of the initiative is to help HandsOn Network affiliates stay on the cutting edge of innovation, creating new ways to connect with individuals and create change.

The first 10 Innovation Hubs are: Boston Cares, Chicago Cares, HandsOn Central Ohio, HandsOn Greater Portland, HandsOn Twin Cities, New York Cares, Seattle Works, Volunteer Center of Bergen County, Inc., Volunteer Center of Santa Cruz County and Volunteer Marin/Center for Volunteer and Nonprofit Leadership.

Innovation Hubs will be learning labs for community engagement. They will be predisposed to innovation and have strong leadership ready to advance the mission of HandsOn Network through newly acquired skills and knowledge. The initiative will provide 30 Innovation Hubs (10 per year for three years) with grant funding and executive leadership focused on innovation. This innovation framework will incorporate the five elements of the David La Piana’s “new social sector” including:

- Redefining participation due to demographic shifts
- Abounding technological advances
- Organizing of work in new ways through networks
- Rising interest in civic engagement and volunteerism
- Blurring of sector boundaries

At the end of three years, the practices and learning emerging from the Innovation Hubs will form the blueprint for evolving the model of engagement across our network to meet 21st century needs of both volunteers and the communities in which they engage.
Youth Summit Empowers Next Generation

More than 100 young people, age 13 to 16, from New Orleans and around the nation convened at the NCVS for the Youth Champions of Service Summit, hosted by generationOn, the youth service division of Points of Light Institute, 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 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.
Paying it Forward: New Orleans Style

Just before NCVS kicked off, Mayor Mitch Landrieu joined conference officials to “send-off” a team of locals to Joplin, Mo. Led by Greg Reggio and the Taste Buds, a local culinary company, and under the heading of “Three Chefs: One Mission,” the group set off to aid the victims of the devastating tornado that took the lives of 138 people and destroyed almost 40 percent of the city.

Among the conference officials joining Mayor Landrieu were Michelle Nunn, CEO of Points of Light Institute, and director of AmeriCorps John Gomperts. The contingent, including a caravan of refrigerated trucks, trailers, cooking equipment, tents, generators, buses and a music stage, left from the Ernest N. Morial Convention Center in New Orleans and provided more than 1,000 people with fresh Louisiana seafood.

“These New Orleanians are true champions of service,” said Mayor Landrieu. “We know what the good people of Joplin are facing; we’ve been where they are.”

The team, including restaurant partners from the Louisiana Seafood Promotion and Marketing Board, musician Amanda Shaw and volunteers, left for Joplin in the spirit of Paying it Forward.
Awards
Outstanding volunteers, institutions and corporations were honored at the National Conference on Volunteering and Service for their commitment to service and civic engagement. Congratulations to the following award winners:

Corporate Engagement Awards of Excellence
- Cisco
- IBM
- McKesson

Corporate Volunteer Council Awards
- The Corporate Volunteer Council of Central New Mexico
- Trident United Way’s Corporate Volunteer Council

President’s Higher Education Community Service Honor Roll
- Augsburg College
- Rollins College
- San Francisco State University
- Loyola University Chicago
- St. Mary’s University
- California State University Monterey Bay

2011 Eli Segal Award
- Hope Grows Farm

2011 Service Impact Award
- Experience Corps
- Juliana Chosana Ko
- The Cesar Chavez Foundation – Si Se Puede Learning Center

The George W. Romney Excellence Award 2011
- Center for Volunteer and Nonprofit Leadership of Marin

2011 Champion of Inspiration Award
- generationOn Youth Advisory Council
- Chip Chappelle
- HandsOn Tokyo
- Natalie Snider
- Brendon Barclay
- Camo Quilt Project

2011 Service Impact Award
- The Red Cross Ready! Tennessee Rural Initiative
- Norman Moeller Missoula Aging Services RSVP
- Resource Youthbuild Burlington, Vt.
- Earl Millet, Jr. Civic Works
- Grace Hill Settlement House AmeriCorps Ranger Project
- RSVP Members at VFW Post 1739, Belleville, Il.
Closing Session Celebrates Service, Passion

We kicked-off the 2011 conference in style, and we left New Orleans with the same energy and passion. Attendees enjoyed 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 presented awards to volunteers from across the country. CNCS Board Chair Mark Gearan awarded the President’s Higher Education Community Service Honor Roll to six universities for outstanding civic engagement.

Points of Light Institute CEO Michelle Nunn and acting CNCS CEO Robert Velasco, II said good-bye to the Big Easy and set the course for the future. We learned 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.

Look Ahead to 2012

Building on the excitement and momentum in New Orleans, it was announced that the 2012 conference will be held in Chicago. Illinois Governor Patt Quinn sent a warm welcome to share his city’s excitement in playing host for the conference.

“By working together to serve others, we can overcome our nation’s most difficult obstacles. In Illinois, we have taken an innovative approach to addressing challenges faced nationwide, most recently by passing an historic education reform measure,” said Gov. Quinn. “We look forward to welcoming the National Conference on Volunteering and Service, so that we may continue working together to explore solutions to our nation’s toughest challenges.”

The 2012 National Conference on Volunteering and Service is scheduled for June 18 to 20. It will provide opportunities to learn, connect and be inspired through a range of plenary sessions, workshops, special events, service projects and more.

We hope to see you all in the Windy City!
Thank You to our Sponsors

Points of Light Institute would like to thank the 2011 National Conference on Volunteering and Service sponsors for their support and dedication to service.