“The most effective change does not come from the top down. It comes from the bottom up,” said Points of Light Chairman Neil Bush, who delivered an impassioned speech about the power of service to unite us in solving tough problems across the world, and the power of each

Encompassing the themes of movement making, women’s empowerment, and economic and social justice, the Service Unites Summit at the Conference on Volunteering and Service featured individuals from across the globe – coming together around the shared belief that being in the service of others can change the world. The summit was emceed by actor and recording artist Mike Ellison, and included a welcome from Ken Workman, a descendant of Chief Seattle, and Kayah George, a young Tulalip and Tsleil-Waututh scholar, activist and leader, who opened with the powerful message that it is compassion that makes one strong, and there is no limit to the extent of human kindness.

“Every person has a story to share; everyone is capable of doing something great,” said former Sudanese child soldier Emmanuel Jal, during a performance highlighting the idea that every person can make a difference in the life of others.

Attendees were also invited to join a Thunderclap campaign run by Points of Light and Voices for National Service, calling on Congress to invest in, rather than eliminate, national service. The Thunderclap was released at the conclusion of the summit, reaching 3.59 million across social media.
individual to spark change. “Progress has never been gained because of policy, but because of citizens,” added Tracy Hoover, CEO of Points of Light, encouraging attendees to unite as agents of change, working together for a common goal.

In a video message, David Abney, chairman and CEO of UPS, recognized Seattle as the place where the company got its start and the roots of its commitment to service and volunteerism took hold. Today, UPS is well on its way to reaching a goal of 20 million hours of service by 2020 – with employees, friends and families recording 13 million hours in the last three years alone. Kerry Sullivan, president of Bank of America Charitable Foundation, Umran Beba, senior vice president and CHRO, human capital management for PepsiCo, and Kevin Johnson, CEO of Starbucks, joined Conference Title Sponsor UPS in representing the corporate sector’s role in service to our communities and the world. From advancing economic mobility within our communities, to empowering women and girls, to hiring refugees, opportunity youth, veterans and military spouses, these corporate leaders are pioneering strategies that put people at the center of change.

Mickey and Minnie Mouse joined the show to announce a new Disney Parks and Points of Light partnership focused on family volunteering. Learn more about the program at www.pointsoflight.org/disneytickets.

Speaking to the power of individual commitment to change, Dr. M. Sanjayan, incoming CEO of Conservation International, and Ashton Cofer, a young inventor, sat down to tackle the issue of climate change. We don’t all need to be inventors, Ashton said, but we can start out with small ways to help that will add up. And addressing the recent shift in our “civic climate,” Eric Liu, CEO of Citizens United, emphasized national service as the solution. “I stand here today as a citizen, asking each of you to stand for national service,” Liu said, ending with a call for all of us to “exercise the full breadth of our citizen power.”

Spoken-word poet Tonya Ingram and award-winning journalist Tamron Hall lent their voices to underscore the importance of empowering women and girls. A panel discussion followed, with Rachel Gerrol, co-founder of Nexus, Umran Beba, senior vice president and CHRO, human
capital management for PepsiCo, Cheryl Strayed, author of “Wild,” Sarah Hurwitz, former speechwriter for Michelle Obama, and Zoe Terry, 10-year-old CEO of Zoe’s Dolls. “Girls are strong, powerful, and bold. We have a voice, and we are changemakers,” said Zoe.

Elisa Hahn, a reporter with KING 5, led a panel featuring Carmen Best, deputy chief of the Seattle police department, prison reform activist SuEllen Fried and Rev. Harriett G. Walden, founder of Mothers for Police Accountability. Focusing on issues related to the criminal justice system, the panelists emphasized volunteerism, education and investment in young people as the key solutions for overhauling the system and counteracting the social problems its flaws have created.

Pioneering astronaut Dr. Mae Jemison, the first woman of color to go into space, delivered the keynote address and was presented with the Daily Point of Light Award in recognition of her work with youth, empowering a new generation to explore and connect with the world through STEM education. Dr. Jemison is also the chief ambassador for Bayer’s Making Science Make Sense Program, teaching students about the importance of science literacy. “I feel like all my work should be in the service of helping this world be a better place,” said Dr. Jemison.

Award-winning journalist Tamron Hall received the Daily Point of Light Award, recognizing her work to raise awareness of domestic violence.

Zach Ingrasci, co-founder of Living On One, received the Daily Point of Light Award, recognizing his efforts to create a more equitable world through documentary film.
Seattle, this year’s host city, is full of innovative leaders and everyday doers whose longstanding commitment to sustainability, public art and modern technology drives change. Through immersion learning tours, a service project, and other local events, Conference attendees got to experience first-hand the beauty and excitement of the Emerald City’s lively communities.

Service Project: Fuel Up for Seattle Kids at Seattle Works Day

In a kick-off to the 2017 Conference, attendees had the opportunity to give back to the Seattle community. Points of Light partnered with the United Way of King County and Seattle Works to host a “Fuel Your Future” service project as part of Seattle Works Day on June 17. As one of more than 60 project sites that engaged more than 1,000 volunteers across Seattle, this was a perfect mashup between Points of Light, two local network affiliates and The Coca-Cola Company, enabling Conference attendees and Seattle changemakers alike to have a direct impact on the local community. Volunteers hosted a free-lunch give-away and party in Judkins Park in the Central District, prepared nutritious “snack packs” for kids, led fun educational activities and shared information on how to access these services once school lets out for the summer.
Youth Summit

With the generous support of Target, youth in and around the Seattle metropolitan area were invited to complete interactive and engaging workshops to develop a service project that would have a positive impact on their community.

The Youth Summit featured eight teams of young people who brainstormed ways to address a social issue important to them, develop a strong plan of action and pitch their idea to a panel of judges for a chance to win $250-$1,000 grants to implement their project. The winners were chosen based on points received in the areas of relevance, creativity, community engagement, planned scope of work, defined outcome and sustainability.

In addition to the competition, the summit provided an opportunity for the students to network with each other and develop their collaboration skills, as well as share their experiences and best practices with each other. Terra Gay, senior vice president of programs at Points of Light, summarized it best, “As you seek opportunities, seek out others as well.”
LEADING WITH VALUES: BUSINESS AS A FORCE FOR GOOD

The Business Track

Powerful Connections Forum
As communities around the world are increasingly faced with diverse political, economic and social challenges, companies are stepping into new and uncharted roles as leaders and advocates in social action, policy and community-building. The business track opening, sponsored by The Boeing Company and co-sponsored by Deloitte, featured a compelling CEO roundtable that explored the ways in which companies are leading with their values and harnessing innovative technologies to power social change. From empowering refugees with vital access to information, to delivering critical medical supplies to remote communities in need, the session underscored the immense power of corporations to effect change across the globe. “A common denominator among thriving nations is a sense of civic responsibility,” said David Williams, managing principal of corporate citizenship at Deloitte.

Global Innovations in Employee Volunteering
Exploring trends and innovations in employee volunteering across the globe, speakers from AbbVie, Hilton Worldwide and The Walt Disney Company, as well as global network affiliates Asociación de Trabajo Voluntario (Peru) and HandsOn Hong Kong, shared lessons from the forefront of corporate volunteering. Attendees gained insight into the ways in which nonprofits and businesses can work together to make innovation happen – finding solutions to prevailing issues, through new technologies or simply a new way of doing things. “You have to go out of your way, spend that extra time, to do things that are outside of the familiar,” said Tanya Jeong, manager of employee and community engagement at AbbVie.

Creating a Culture of Service
Seeking to answer the question of how businesses can create authentic and effective cultures of service to inspire and equip employees to deliver big impact for their companies and communities, speakers provided new insights and best practices to equip attendees to take the next step in employee volunteer engagement. Attendees got hands on with a science experiment from MilliporeSigma’s Curiosity Labs.
MilliporeSigma’s Curiosity Labs, designed to engage students in STEM learning, and learned how Toyota Financial Services and The UPS Foundation have built service into their business models at every level - TFS employing a hyperlocal model, identifying volunteer opportunities that resonate with each community, and UPS engaging senior leadership as advocates for service to set an example from the top down.

From Space to Place: Building Strong Communities with Corporate Volunteering

Speakers from Southwest Airlines, CarMax, Timberland and Twitter shared insights and best practices for companies seeking to harness the power of corporate volunteers and collaborate across sectors to build strong communities through innovative place-based initiatives. Each company has a compelling story to tell about the ways in which they are creating meaningful change in the communities they serve, creating spaces that allow neighborhoods to thrive and leveraging partnerships to maximize skills and fill in the gaps. “Anything is possible with strong relationships and collaboration,” said Leah Laxamana, program manager at Twitter.

The Civic 50 Gala

The Civic 50 provides a national standard for superior corporate citizenship and showcases how companies can use their time, skills and other resources to improve the quality of life in the communities where they do business. The Civic 50 Gala, sponsored by Altria Group, provided a night of inspiration and awards honoring the dynamic community involvement and engagement of America’s leading brands. See this year’s honorees at www.civic50.org.
“In the fifth year of honoring the most community-minded companies in the nation, the Civic 50 truly highlights the commitment to community and civic engagement of America’s leading brands. This year’s honorees contributed more than $1.4 billion and 10.1 million volunteer hours in their communities around the country,” said Jennifer Lawson, president of networks at Points of Light. “Encouraged by calls for responsible citizenship from shareholders, employees and customers – but also driven by a desire to build trust and define their brands – Civic 50 companies are putting communities at the center of business.”

**Corporate Service Council Luncheon**

Carol Nelson, KeyBank’s Pacific regional sales executive and Seattle market president, welcomed members of the Corporate Service Council, Points of Light’s premier global platform for advancing corporate volunteerism. “The purpose of life is to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well,” she said. The attendees were then treated to an engaging and interactive conversation with Aaron Hurst, CEO of Imperative, and Justin Dillon, founder and CEO of Made in a Free World, who said, “those that create change didn’t have the skills, but they showed their vulnerability and others helped them.” The audience was gifted copies of Justin’s book, “A Selfish Plan to Change the World: Finding Big Purpose in Big Problems.” Next year, the Corporate Service Council will be chaired by Eduardo Martinez, president of the UPS Foundation, and chief diversity and inclusion officer at UPS.

**CVC Networking Break**

The Corporate Volunteer Council of Puget Sound welcomed attendees to its home city of Seattle with refreshments and a networking break, providing the opportunity to unite with CVC members from across the country.

“We are so excited to welcome you to our beautiful city for Conference! We hope that you get to experience all that Seattle has to offer, particularly through the amazing work our nonprofit partners do. As we all continue our journeys to build cross-sector partnerships and leverage our people for a better world, often our greatest asset is each other.”

- Junelle Kroontje, Chair of the Corporate Volunteer Council of Puget Sound
Global Network Affiliate Meeting

Points of Light affiliates from around the world gathered in Seattle for a day of pre-conference meetings, lively roundtable discussions and networking. Together, the group envisioned the future of volunteering and civic engagement, discussing trends that will drive our work and how we will need to respond as organizations and as a network.

Grant Thornton shared an overview of the State of the Not-for-Profit Sector in 2017 by setting context and sharing insights that led to an interactive conversation about building organizational...
Leading with Values: Companies Respond to Global Refugee Crisis

We are currently facing the greatest refugee crisis in generations, with the number of people fleeing violence in search of safety greater today than it was during World War II. Years of slow economic growth has created distinct fault lines across the globe, which is preventing a coordinated response to these problems from developed nations. As this global crisis continues to unfold, what can companies do to help? Speakers discussed the latest trends and research, and shared how companies like Airbnb, Accenture and PIMCO are leading with their values to be part of the volunteer solution.

Points of Light Global Reception

The Museum of Pop Culture provided a fun and entertaining venue for recognizing the work of volunteers across the globe. More than 300 people gathered to connect, share stories and celebrate. Karen Kawanami, director of worldwide community engagement/corporate citizenship at The Walt Disney Company, and Melissa Robinson, senior manager of corporate responsibility at Hilton, shared how their companies are making an impact around the world through service and volunteerism.

At the close of the meetings, Points of Light shared “The Call of a Global Movement” – a new video, developed with the generous support of UPS, that will be made available to network affiliates to personalize and leverage in their local communities.

Karen Kawanami, director of worldwide community engagement/corporate citizenship at The Walt Disney Company.
Join the Movement: Passion into Progress Forum

The volunteer engagement track opening, sponsored by UPS, featured five TED-style presentations – an innovative for-profit company, the man who wrote the book on volunteer management, a seeker of justice for all people, a veteran and volunteer who is no stranger to service, and a spoken-word activist. Each spoke to the question, “How can we better harness the power of volunteers to unite the world through service?” More than 700 individuals from nearly 500 different organizations, supporting volunteer efforts in 49 states and seven countries, gathered together to thank and celebrate those tasked with engaging volunteers to solve our communities’ most pressing problems. “We know that volunteers can change the world. But we also know that volunteer managers are the guiding lights in communities that help volunteers channel their passions and skills into meaningful work that can truly make a difference,” said Jenné Myers, CEO of Chicago Cares. “Volunteers thrive and are able to do the great work they do because of volunteer managers.”

Volunteer Background Screening in 2017: What the Research Says

The Volunteer Screening Trends and Best Practices Report: 2017 reveals that the landscape of volunteerism is continuing to evolve. More people are volunteering and each demographic, from students to retirees, has different reasons for donating their time. Katie Zwetzig, executive director of Verified Volunteers, shared that data and technology are emerging as key tools in recruiting, vetting, training and retaining volunteers.
Making the Most of Corporate Skills-Based Volunteering: A Fireside Chat with JPMorgan Chase & Co.

Many nonprofits struggle to find ways to effectively leverage corporate skills-based volunteering to build capacity within their organization. From JPMorgan Chase & Co., Julie Slama, vice president of employee engagement and volunteerism, global philanthropy, and Georgette Bhathena, western region executive, global philanthropy, shared several program models for how they engage employees with nonprofits to complete capacity building projects that are both impactful and sustainable. Participants facing challenges with data and technology were especially interested to hear about JPMC’s technology for social good program.
MEETING THE URGENT NEEDS: SOLUTIONS FOR COMMUNITY RESILIENCE

The Resilient Communities Track

Engaging Youth and Veterans

Through a series of highly engaging workshops, sponsored by the Schultz Family Foundation, attendees explored both the challenges that veterans and opportunity youth face today, as well as the innovative, volunteer-led solutions that are already making a difference. At the Citywide Volunteer Initiative Sparks Youth Interest in Careers session, attendees learned how the JA JobSpark initiative – a team of businesses, educators, government agencies and nonprofits – brought together 115 of the city of Indianapolis’ employers, more than 3,000 volunteers, and 400 educators to build a two-day event to spark career inspiration for 7,100 eighth graders. In the Engaging Veterans: The Second Mission session, Jason Alves, program manager, and Peter Schmidt, program coordinator, from the Washington State Department of Veterans Affairs, led an engaging conversation around how we can access the strengths, skills and talents that exist in every service man and woman leaving our nation’s military. In the New Pathways to the American Dream for Youth session, Marcia Page, president and CEO of Education is Freedom, and Points of Light’s Terra Gay, senior vice president of programs, and Stephanie Lloyd, director of monitoring and evaluation, shared how volunteer service has provided opportunities for success for youth, as well as become an integral part of the solution in closing the opportunity gap via the ServiceWorks program.

Removing Barriers to Opportunity

Recent scholarship suggests a path to economic mobility lies in investing in low-income neighborhoods. Brian Humphreys, director of financial empowerment at South Sound Outreach, Megan Karch, CEO of FareStart, Catherine McConnell, vice president of advancement at Goodwill, and Kim Vu, senior vice president, Seattle market manager, enterprise business and community engagement at Bank of America, shared how community-level problem solvers, resident volunteers and local nonprofits can accelerate and sustain change by promoting financial empowerment while also re-imaging neighborhood community spaces to stabilize and, optimally, boost economic opportunity.

Kim Vu, senior vice president, Seattle market manager, enterprise business & community engagement at Bank of America.
“Where we are most successful is in the relationships that we build over time. How we engage with volunteers is more in how they are establishing relationships and the appropriate boundaries with those that are being served.”

- Megan Karch, CEO, FareStart

MAKING A DIFFERENCE IN SCHOOLS
The Higher Education Track

The Role of Higher Education in Creating a New Generation of Leaders and Changemakers

The Higher Education Track examined the role and responsibility of higher education in promoting citizenship, democracy, and social justice. Sponsored by KeyBank and Antioch University, the track offered three sessions that explored the relationship between dialogue and civic health, and the role of cross-sector partnerships in advancing both.

Dr. David Mathew, CEO of the Kettering Foundation, delivered a thought-provoking keynote on the decline of American democracy and challenged attendees to continue the conversation about how higher education can and should prepare students to be civic leaders. “Democracy is work. We need citizens that know how to do that work,” said Dr. Mathew. “It means coming together with people that are not especially like you, or don’t necessarily like you, but together you can solve a problem.”

“Forming relationships creates an opportunity to have a conversation and dialogue with corporate partners. Be creative and innovative. For KeyBank it’s not just about making investments, it’s about forming partnerships. That can take many forms, especially when we think creatively around how we can collaborate.”

- Eric S. Brown, Senior Vice President, Senior Program Officer, Corporate Philanthropy, KeyBank
How Nonprofits Can Leverage Tech Skills and Innovations to Increase Volunteer Impact

Offered for the first time this year, the Tech for Good Track highlighted stories of civic-tech leaders who are using technology to help solve social problems, creating empathy in their communities and encouraging others to use their tech skills for good. In a workshop sponsored by Blackbaud, attendees learned how to use social data to engage volunteer networks and address common problems many organizations face. Track participants also learned how to create local innovation communities to spark change, and discovered tactics for leveraging principles of user experience design to engage and retain volunteers. The track also featured a glimpse at the future of All For Good, Points of Light’s digital hub for volunteerism and community engagement. Points of Light and Hewlett Packard Enterprise shared their vision for the platform – where social data can be used to encourage sharing opportunities with friends and family, leading to an increase in participation in volunteer activities around the world.

POINTS OF LIGHT CIVIC ACCELERATOR

Spring 2017 Demo Night

Accelerating Financial Well-Being and Economic Mobility for Underserved Populations

The Civic Accelerator spring cohort presented their business pitches to an audience of partners, supporters and investors at the Impact Hub Seattle. This event was part of the final week of the Spring 2017 Accelerator, which focused on solutions that are accelerating financial well-being and economic mobility for underserved populations. Anna Cunningham from Starbucks, a founding partner of the Civic Accelerator, introduced the event and expanded on the history of the program. At the end of the evening, the audience cast their votes for awards in three categories. NaTakallam won the award for most innovative solution, Prison Scholar Fund won the award for most compelling story and Virtual Scholarship Center won the award for greatest social impact potential. Melissa Robinson from Hilton, the program’s official hotel sponsor, presented the awards.
A total of 12 startups graduated from the Spring 2017 cohort, which convened over 10 weeks with in-depth virtual curriculum and in-person, weeklong sessions in Atlanta, New York and Seattle. Participants peer-selected two ventures that will receive $50,000 investments – SpringFour and the Virtual Scholarship Center, both focused on financial well-being and economic mobility to help more individuals and families succeed.

Equipping Emerging Leaders Across the Nonprofit Sector
Representing nonprofit organizations in the Pacific Northwest and throughout the United States, 48 emerging leaders attended the 2017 American Express Leadership Academy. This leadership development program, developed and delivered by the Center for Creative Leadership, involved a feedback-intensive learning environment and hands-on activities to enhance the leadership and career trajectory of the attendees. The Leadership Academy, held annually in conjunction with the Conference on Volunteering and Service, is representative of Points of Light’s longstanding commitment to strengthening civic engagement and supporting capacity building across the sector.
Conference At-A-Glance

More than 2,000 people from 31 countries around the world.

53% of 2017 attendees indicated they would return in 2018.

45% nonprofit, 12% government and 10% business.

2,000 53%

Nearly 5,000 tweets from 2,000 users with a potential reach of 5.1M.

1,634 supporters with 3.6M social reach.

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