



VOLUNTEER LOUISIANA

**Annual Report
2012**

THE COMMISSION

In 1993, Volunteer Louisiana was established in the Office of the Lieutenant Governor to rekindle the spirit of service and citizenship among the citizens of Louisiana. The mission of Volunteer Louisiana is to build and sustain high quality programs that meet the needs of Louisiana's citizens and promote an ethic of service. We believe that citizen service provides opportunities for individuals to achieve academic success, to develop job skills, to strengthen communities and to build a culture of good citizenship and personal responsibility.

Commissioners

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Julie Cherry, Vice Chair
Monica Bradsher, Secretary
Dr. Leroy Davis, Treasurer
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Lydia Jackson
Jenny Korner
Mike Manning
Teresa Micheels
Dena Morrison
Shayla Price
William Stoudt
Fabian Tucker

Ex-officio

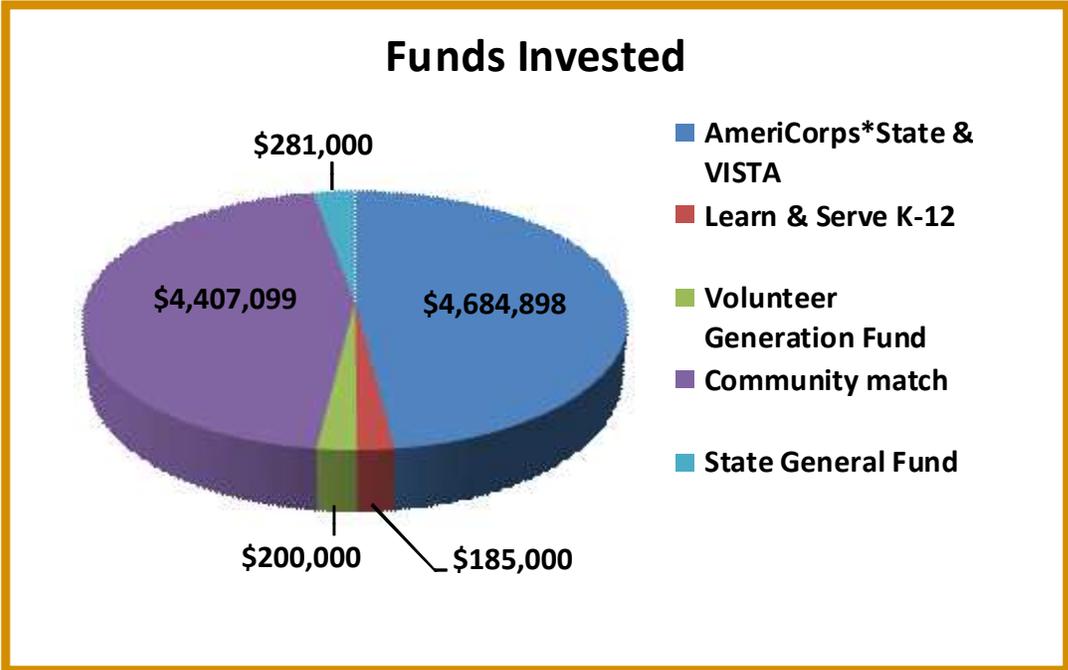
Governor Bobby Jindal
Lt. Governor Jay Dardenne
Pam Olson

Staff

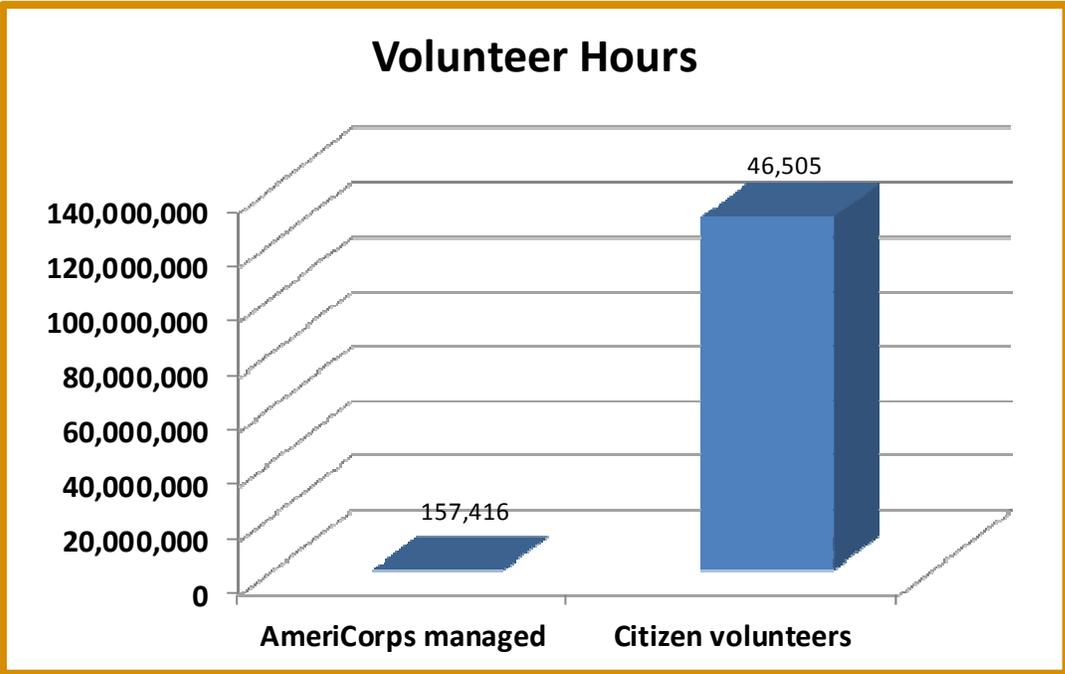
Janet Pace, Executive Director
Nicholas Auck, Volunteer Outreach
Irene Cambre, Administrative Assistant
Denise Dowell, Learn & Serve
Stephanie Trahan, AmeriCorps
Jason Miller, Student Intern

VISTA members

Jason Schaefer, Lead
Tom Pfiefer



Volunteer Louisiana receives federal and state funds, which are matched with local funds, to invest in programming to engage citizens in service throughout the state



In 2011, 2,150,173 Louisiana citizens volunteered, with an average of 60 hours per person, which translates to \$2.8 billion in service to Louisiana
(March 2012 Louisiana Statewide Volunteerism Study)



In the 2011-2012 program year, 939 AmeriCorps members served 1,274,660 hours in 12 agencies across 17 parishes and directly impacted 34,142 people. Members served in tutoring and mentoring programs, provided work training to formerly incarcerated adults, provided health education, supported youth development, built affordable housing, strengthened nonprofits through capacity building and continued hurricane recovery projects. These grants brought \$4.5 million in federal funds to the state and leveraged an additional \$4.6 million in community matching funds. These 1,274,660 member hours translate into a value of \$2.7 billion (IndependentSector.org).



AmeriCorps*State members recruited and managed 15,006 community and out-of-state volunteers for an estimated 6,024 hours of service and economic value of \$1,307,922 (based on a rate of \$21.79 per volunteer hour. This value is established annually by The Independent Sector at IndependentSector.org)

Highlights include:

- 1,405 K-12 students tutored or mentored
- 415 children and youth of incarcerated parents served
- 11,810 disadvantaged children and youth served
- 76 buildings or houses rehabilitated, renovated or repaired
- 27 AmeriCorps members certified in disaster preparedness and response and available for deployment

2011-2012 AmeriCorps*State programs

Boys and Girls Club of BR
City Year Louisiana
Cornerstone Builders
Impact Lake Charles
Louisiana Delta Service Corps
Project Homecoming

SEE West Monroe
ShrevCorps
St. Bernard Project
Teach for America
Trinity Christian Community
ULL AmeriCorps



AmeriCorps participants in Louisiana earned \$4,169,826 in Education Awards last year. These awards are used to repay student loans or fund future educational opportunities for the participants at any educational institution which accepts federal financial aid or to repay student loans.

VOLUNTEER OUTREACH

The goal of the Volunteer Outreach program is to engage all citizens in service regardless of skill, interest or ability. The annual *Statewide Volunteerism Study* revealed that in 2011, 2,150,173 Louisiana citizens volunteered, with an average of 60 hours per person, which translates to \$2.8 billion in service to Louisiana (March 2012).

DisasterResponse/Preparedness

The Commission is the designated coordinator for spontaneous unaffiliated volunteer management in disaster. Part of this effort is to train AmeriCorps members and community volunteers to open and operate Volunteer Reception Centers in large-scale disasters, where spontaneous volunteers can show up to register, be trained and placed in the areas of greatest need.



In 2012, Volunteer Louisiana was once again called into action with the landfall of Hurricane Isaac, which decimated the Gulf Coast. Plaquemines and St. John the Baptist parishes were especially hard hit.

Staff and VISTA members helped to open a Volunteer Reception Center in St. John Parish, and trained volunteers to staff and operate the center. That work continues to date.

Nicholas Auck, director of Volunteer Outreach, also deployed to New Jersey in November 2012 to provide his expertise in donations management, sharing our best practices with a nation that has supported Louisiana citizens so many times in the past.

VOLUNTEER OUTREACH

Key 2012 activities

Include Me. The goal of *Include Me* is to involve citizens with disabilities in a day of service alongside AmeriCorps members, corporate partners and other citizens so that all are included in doing good for the community. It is also an opportunity for people to learn more about service through AmeriCorps or community volunteerism.



While projects are encouraged to occur around one of the five days of National Service Volunteer Louisiana promotes, it is not required. In 2012, \$15,000 was awarded to fund four projects in Shreveport.



Global Youth Service Day (April 20-22, 2012). A reported 2,942 youth and 234 adult volunteers provided 26,706 hours of service to Louisiana communities for an economic value of \$581,924 (based on a rate of \$21.79 per volunteer hour. This value is established annually by The Independent Sector at IndependentSector.org.)

Louisiana Volunteer Service Awards. This year, the Commission approved a new award to recognize volunteers who serve a minimum of 150 hours in a calendar year. A new certificate and a matching pin were designed and produced. Since its inception in September 2012, 31 awards have been presented. The Commission continues to utilize a certificate of recognition for Louisiana citizens who serve fewer than 150 hours, but who have given notable service in helping to make the state a better place in which to live, to work and to raise a family. Over 250 certificates of recognition have been given this year.

Community Service Diploma Endorsement

During the 2012 Legislative Session, House Resolution 9 and Senate Resolution 11 directed BESE and Volunteer Louisiana to conduct a feasibility study regarding a high school Community Service Diploma Endorsement. The idea for this legislation originated from the Legislative Youth Advisory Council (LYAC), and youth involvement was integrated throughout the effort. Volunteer Louisiana conducted the research and provided the study recommendations to BESE, which were adopted as policy at its December 5, 2012 meeting.

In conducting the study, Volunteer Louisiana surveyed both mandatory and voluntary community service graduation requirements and endorsements from districts with varying size and demographic make-ups throughout the nation. With the adoption of this BESE policy, schools throughout the state will be able to implement a community service endorsement on a local level that allows them to utilize the existing unique resources of their schools and communities. While others states have allowed districts to implement community service endorsements at a local level Louisiana is the first state to recognize a statewide community service endorsement.

Volunteer Louisiana is grateful to LYAC, whose members had the vision to bring this initiative forward and who have continued to be a driving force to ensure that the proposal moved forward into the planning and implementation phases.

AmeriCorps VISTA operational grant

Volunteer Louisiana has worked with the CNCS State Office to host the LA Serve VISTA Project, which places VISTA members in AmeriCorps*State programs or nonprofit or faith-based organizations which want to create or expand a volunteer program. Currently the project has 27 member slots to place in host sites; in 2012, 10 VISTA slots were placed.

All We Need Is U



Volunteer Louisiana continued its statewide marketing campaign to create greater awareness of the importance of volunteers in meeting local needs and to help individuals find a place to volunteer. The campaign, *All We Need Is U*, had billboard placements in Lake Charles, Lafayette and Monroe. The “rolling billboard,” a Tango Transport truck wrapped in the campaign theme, continues to traverse the state, as well as Mississippi and Texas with Volunteer Louisiana’s engagement message. The effort is enhanced with social media and a *Show Us Your U* Facebook campaign encouraging people to send in photos of their community service in action.

Statewide Volunteerism Study

Volunteer Louisiana contracted with the LSU Public Policy Research Lab (PPRL) to conduct Year Two of the Statewide Volunteerism Study. In April 2012, 903 responses were collected via landline telephone numbers and 105 responses were collected via cell phone numbers. For the first time, results were delineated by the eight largest metro areas, as well as the rest of the state. The study revealed that in 2011, 47 percent of Louisianians 18 or older volunteered, and more than 85 percent indicated they would continue to volunteer during the next year. The report also revealed:

- Volunteering in metro areas ranged from a low of 39.1 percent to a high of 54.5 percent
- Three out of every four who volunteer do so through an organization
- People tend to volunteer for religious organizations (45.7 percent)
- The vast majority of volunteers report positive experiences (98 percent)

Results from this study are used to help staff identify areas where resources should be focused to encourage greater volunteerism in areas where it is lagging.

Statewide Listening Tour/State Service Plan

Every three years Volunteer Louisiana hosts a series of meetings throughout the state to hear citizen input on what volunteering looks like in their communities to develop a State Service Plan. Once approved by Commissioners and the Lt. Governor, the 2013-2015 State Service Plan will articulate Volunteer Louisiana's three-year strategy for coordinating and maximizing national service and volunteerism across the state. It will serve to guide funding decisions, program development activities and strategic long-range program outreach in Louisiana.

The State Service Plan was developed with public input during 10 regional Listening Sessions from August to October 2012. The sessions, which engaged over 250 individuals, were promoted through news releases, email invitations, VolunteerLouisiana.gov, Facebook and Twitter. Stakeholders unable to personally attend were encouraged to submit their thoughts through paper or online surveys. An additional 25 online and paper surveys were received.

Several overarching needs were identified across the state which Volunteer Louisiana, in collaboration with its partners, will seek to address:

- Resource development for nonprofits and faith-based organizations
- Comprehensive state messaging about volunteerism and civic engagement and where to find opportunities locally
- Greater outreach about national service opportunities and how to access them
- Greater communication between the state and communities, and among nonprofits within communities
- Professional development of nonprofits and faith-based organizations

Looking Forward 2013

2013 is the 20th anniversary of the Commission and special activities and service projects will be planned to focus on the important work that has been and will be accomplished in making the state a better place to work, to live and to play. Volunteer Louisiana successfully manages the current AmeriCorps portfolio of three competitive and eight formula grants. Our 2013 goal is to implement a more balanced portfolio with regard to expanded reach to new subgrantees, program models, program activities, geographic distribution and communities served.

The VISTA program has set a goal of placing 17 new VISTA members in host sites throughout the state, with a total of 20 members serving in 2013. Additionally, the Summer Associate program, where VISTA members serve a summer term, will place 30 members.

The Volunteer Outreach effort will host regional convenings of nonprofit, faith-based and public entities to provide a venue for connection among these groups, as well as an opportunity to discuss resources available through Volunteer Louisiana. A part of the convenings will be to incubate Directors of Volunteers in Agencies (DOVIA) groups, with at least one formally organizing in 2013.

Volunteer Louisiana highlight five National Days of Service: MLK Day in January, National Volunteer Week and Global Youth Service Day in April, 9/11 Day of Remembrance and Service in September and Make A Difference Day in October. The goal is to cultivate partnerships with local governments, nonprofits and faith-based organizations to engage citizens throughout the state in service.