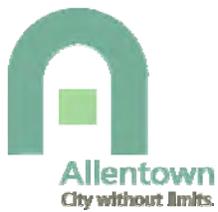


volunteer

IMPACT SERVICE PLAN



SERVAllentown
education civics community





Dear Friends,

As residents of Allentown, we have always been committed to helping our fellow citizens. The ethic of service that permeates our city is apparent in programs such as our network of 31 neighborhood groups that are dedicated to supporting their communities.

Whether it is volunteering for Allentown's Annual Spring Clean-Up, tutoring children on their lunch hour or snow shoveling for senior citizens, thousands of citizens step-up regularly in meaningful ways to help one another.

In January of 2011, I was delighted to announce the creation of a 40 member task force that helped identify priority needs to be addressed by the **SERVAllentown** volunteerism program. Later in September we brought on board a volunteer Chief Service Officer to work closely with the mayor's office on civic engagement and volunteer service opportunities.

Today, it is with great pride and enthusiasm that I release the results of the **SERVAllentown** Impact Service Plan, the city's strategic blueprint for service. **SERVAllentown** has these important goals:

- Create and develop volunteer opportunities that will result in community improvement
- Uplift and advance community and neighborhood development
- Build and improve our volunteer base to have a positive impact on the City of Allentown.
- Promote volunteerism to nonprofit organizations, faith based organizations, businesses and constituents that serve Allentown
- Make it easier for citizens of every age to volunteer, supporting both public and private sector efforts to engage more volunteers in ways that have the greatest impact.

I want to thank all of you who will play a role in expanding **SERVAllentown** in the coming year and beyond. Together, we can share our time, energy, and talents to make positive changes in our city.

As volunteers, we can support the efforts of city government, champion the work of Allentown's extraordinary non-profit organizations and follow the example of service set by generations of Allentonians.

In the words of Dr. Martin Luther King, Jr., "Everybody can be great, because everybody can serve." Serving in partnership with one another, I am confident there is no limit to what we can accomplish.

Mayor Ed Pawlowski,

(signed copy in office)
CITY OF ALLENTOWN



**CITIES OF
SERVICE**
CITIESOFSERVICE.ORG

Founded in New York City on September 10, 2009 by 17 mayors from cities across the nation, Cities of Service is a bipartisan coalition of mayors who have committed to work together to engage citizens to address critical city needs through impact volunteerism.

The coalition aims to create a vibrant and growing network of municipal governments effectively leveraging citizen service as a reliable, viable tool to achieve measurable impact on pressing local challenges. By accelerating the service movement at the most local level—connecting local needs to the supply of willing volunteers in innovative and impactful new ways—Cities of Service aspires to create a new chapter in America’s longstanding history of service while making local government more effective.

Today, the Cities of Service coalition includes more than 100 mayors, representing nearly 50 million Americans. Like the founding mayors, each coalition member has made a commitment to work with other mayors around the country and advance service strategies in their own city by crafting a high-impact service plan.



AARP was founded on the principle of service. Since its establishment in 1958, AARP has been dedicated to delivering value to its members through service. Now, with the heightened interest in civic engagement and a new vitality around service, including the passage of the Kennedy Serve America Act in 2009, AARP is well positioned to tap into the strength of its millions of members to help solve pressing problems at the community level through the Cities of Service – AARP Volunteer Chief Service Officer Initiative.

About the Cities of Service-AARP Volunteer Chief Service Officer Initiative

Allentown joined the Cities of Service – AARP Volunteer CSO Initiative in September of 2011. Through this collaboration between Cities of Service and AARP, coalition members with less than 125,000 residents have been given the opportunity to appoint a highly-skilled volunteer to serve as Chief Service Officers for one year, many of whom come from AARP's membership.

Chief Service Officers are senior members of the mayors' leadership team and are responsible for the development and implementation of a high-impact service plan that leverages citizen service to address the city's most pressing challenges. In addition to appointing a volunteer Chief Service Officer, participating cities receive a \$5,000 Recognition Award from AARP and technical assistance from Cities of Service to develop and implement their high-impact service plans.

Service in our City

Assessment of volunteer practices across the city generated key findings.

- 1) While numerous City agencies and organizations engage volunteers effectively, there is little consistency or formal coordination across those agencies and organizations.
- 2) The City lacks a clear mechanism for citizens to get involved in City-led volunteer opportunities.
- 3) There are agencies and organizations within the City that struggle to obtain and sustain volunteer support.

An analysis of the City's relationship with its volunteer-driven, non-profit, partners generated the following key findings:

- 1) Partner organizations and individuals are committed to working more closely with the City and with each other to further enhance their collective impact on the community.
- 2) Partner organizations are looking to the City to establish a clear vision for service with tangible goals.
- 3) Citizens are willing to support agencies and organizations, and many of them are in need of a matchmaking entity.

Following this process, three focus group sessions were conducted early in 2011 and more than 80 constituents met to discuss goals and priority needs for the City of Allentown. The three focus groups concluded that the key findings properly aligned with the goals and priorities for the City of Allentown. Those key findings became a part of the foundation for volunteer service. Focus group participants included school district teachers and administrators, United Way leaders, representatives of hospitals, colleges, senior centers, AARP, and city appointed and elected officials.

SERVAllentown was developed in response to this process.



Initiatives Overview

SERV Allentown has three important goals:

- 1) Create and develop volunteer opportunities that will improve education, advance and uplift the community, further neighborhood development, and promote youth development.
- 2) Build and improve the volunteer base that will have a positive impact on the City of Allentown.
- 3) Promote volunteerism among nonprofit organizations, faith-based organizations, businesses, and constituents that serve Allentown.

To meet these goals, **SERV Allentown** includes three impact initiatives designed to engage citizens in support of educational achievement and to help strengthen communities.

SERV Allentown's three impact initiatives are:

Before School Program

"Start Your Day Right" calls on volunteers to help elementary school students improve their academic proficiency, and fitness. The program also helps ensure that students are eating breakfast, the most important meal of the day, and that students learn about healthy choices and lifestyles.

Snow Shoveling Program

"Snow Way Out" engages volunteers to shovel snow for seniors and disabled individuals that meet certain criteria. Backgrounds checks will be conducted to clear volunteers.

Mentoring

Allentown Mentoring Enrichment Network (A.M.E.N) is a collaborative effort of the City Of Allentown, its faith-based office, and local, regional and national organizations coming together for the purpose of equipping, engaging and empowering the youth of the City of Allentown. The AMEN effort includes basketball clinics, coupled with afterschool academic enrichment.



Initiatives

Goal 1: Improved Academic Proficiency and Fitness: Create and develop volunteer opportunities that will improve education, uplift and advance the community, further neighborhood development, and promote youth development.

Challenge: In the Allentown School District (ASD), 85% of the students qualify for free or reduced school lunch. Roughly 40% of the students do not speak English as a native language. The graduation rate is 63%. The challenges show-up in ASD's test scores and student health. In the 2009-2010 school year, the district average of students who scored at or above proficient in reading was 46% and in math it was 52%. The BMI (Body Mass Index) shows that 40% of ASD students are obese or overweight. Almost 18% of ASD students are asthmatic.

Initiative: Start Your Day Right

Description: Program calls on volunteers to help elementary school students improve academic proficiency and fitness. The program also assures that students are eating breakfast, the most important meal of the day. During breakfast students will have the opportunity to engage volunteers and guest speakers for "conversational breakfast," which will allow students to build communication skills and relationships with community members. Students also learn about healthy choices and lifestyles. Additionally, students are given the opportunity to participate in fitness drills and activities coordinated by Start Your Day Right staff. Volunteers can learn more about the program and register their children to participate by using the Allentown School District Website (www.allentownsd.org).

Start Your Day Right Initiative Strategy

Vision: The vision is to assist students in reaching academic proficiency through increased learning supports, improving students' health and related academic performance with daily nutritious breakfasts and fitness activities, and increasing the connection between the community and ASD students with greater involvement of community members serving as volunteers.

Mission: The Start Your Day Right objective is to increase overall academic performance, and address health and obesity issues among elementary school students within the Allentown School District, as well as increase the number of volunteers assisting with programming.

Strategy:

- Improve fitness and health through various activities and healthy breakfast
- Improve academic grades and test scores through academic enrichment
- Recruitment and clearance of 300 volunteers for Allentown School District
- Training for Start Your Day Right volunteers throughout the Allentown School District
- Create developmental relationship between students, staff and volunteers
- On-going activities for staff, volunteers and students

LEAD	Key Partners	Metrics	Goal	Timing
Allentown School District Mayor's Office Volunteer Chief Service Officer	AARP	Number of Volunteers obtained and sustained	ASD will obtain 100 volunteers	Year number one 2011-2012
	United Way	Percentage of student Body Mass Index	ASD overall student percentage BMI will decrease by 6%	Annually over next three years
	Allentown Health Bureau	Student Academic Performance - student grades and test scores	Student grades and test scores will improve 20%	Years 2-5 2011-2016
	Volunteer Center of Lehigh Valley	Student Attendance - number of students attending school	Student attendance will increase 20%	Years 2-5 2011-2016



Initiatives

Goal 2: Community Development: Build and improve volunteering base that will effectively have a positive impact on the City of Allentown.

Challenge: The City of Allentown lacks an established network of volunteers that are willing and able to shovel snow for seniors and disabled homeowners in the event of snow storms.

Initiative: Snow Way Out

Description: Many elderly, ill, and disabled citizens are unable to shovel their own snow during the winter. These citizens need snow shoveling services provided by others. As a result of this misfortune, the City of Allentown has developed and will coordinate a volunteer snow-shoveling program as part of **SERV Allentown's** Community Development efforts. The "Snow Way Out" program objective is to connect community volunteers and neighbors with disabled or elderly citizens that qualify for and who are in need of snow shoveling assistance during the cold and snowy winter months. The "Snow Way Out" program will help to develop social capital and assist those citizens who are in need by providing free volunteer snow shoveling services to those individuals that qualify. Volunteers and citizens can learn more about the program at (www.allentowncity.org).

Snow Way Out Initiative Strategy

Vision: The vision is to provide free volunteer snow shoveling to qualifying seniors and disabled citizens during snowstorms.

Mission: Establish strong volunteer base to effectively assist with the functions of Snow Way Out.

Strategy:

- Identify Allentown Senior Center as nucleus for snow shoveling service applicants
- Classify Neighborhood Watch leaders, Mayor’s Office and Chief Service Office as centers for volunteer engagement.
- Ensure that volunteers provide effective services to qualifying citizens.

Lead	Key Partners	Metrics	Goal	Timing
Mayor’s Office	Allentown Senior Center	Number of Volunteers obtained and sustained after year one	Snow Way Out will obtain 50 volunteers	Year one 2011-2012
Volunteer Chief Service Office	Allentown Neighborhood Watch Group	Number of qualifying citizen homes serviced	Snow Way Out will complete 100% of snow shoveling for qualifying homes	Year one 2011-2012
	Allentown School District	Number of student volunteers	Snow Way Out will increase student volunteers by 50%	Year two-three 2013-2014

Initiatives

Goals 3: Promote volunteerism: Promote volunteerism in the City of Allentown between, nonprofit organizations, faith - based organizations, businesses and constituents to serve Allentown. A growing number of evaluations suggest that volunteer mentoring relationships can positively influence a range of outcomes, including improvement in peer and parental relationships, academic achievement, and self-concept, as well as lower recidivism rates among juvenile delinquents and reductions in substance abuse (Rhodes, 2001).

Challenge: According to Allentown School District statistics, 336 students dropped out of school in 2010-2011 (that is a rate of 18.2% of high school students) out of approximately 17,700 students, and the school district's overall graduation rate is currently measured at 63%. The City of Allentown is experiencing gang violence among its young adult population. The City of Allentown is in support of Mentoring Programs for our youth. “

Initiative: Allentown Mentoring Enrichment Network (A.M.E.N)

Description: The Allentown Mentoring Enrichment Network is a collaborative effort of the City Of Allentown, its faith-based office, and local, regional and national organizations coming together for the purpose of equipping, engaging and empowering the youth of the City of Allentown.

Mentoring

Vision: The goal of the program is to equip them with the necessary tools to graduate high school and continue to pursue a post-secondary education

Mission: The mission is to engage the youth

Strategy: Engage youth through:

- Midnight basketball
- Academic Workshops
- Clinics
- Field trips and group mentoring

Lead	Key Partners	Metrics	Goal	Timing
Allentown Mentoring Programs	Mayor's Office	Number of volunteers obtained and sustained	Mentoring programs will increase number of volunteers by 50%	Year one-three 2011-14
	Eastside Youth Center	Student/Mentee retention and recruitment rate	Mentoring programs will increase number of mentees serviced within program by 50%	Year one-three 2011-2014
	Salvation Army	high school dropout/ graduation rate	Mentoring programs will have 90% high school graduation rate among its members	Year one-three 2011-2014
	Third Day Worship Center			
	Allentown Police Department			
	Lehigh Valley Hospital Network			



Acknowledgments

Many thanks to AARP for providing the City of Allentown with both a \$5,000 contribution and on-going assistance to help the volunteer Chief Service Officer Joshua Keller develop and launch the city's high-impact service plan, **SERVAllentown**.

Thank you to Cities of Service for its technical assistance and support in helping the volunteer Chief Service Officer develop and launch **SERVAllentown**.

For more information on volunteerism opportunities in the City of Allentown, please visit <http://www.allentownpa.gov/servallentown/> or call the volunteer city counterpart at 610 437-7743.



Allentown
City without limits.