



MAYOR'S OFFICE ON VOLUNTEERISM AND PARTNERSHIPS

FY2020 ANNUAL REPORT

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MESSAGE FROM THE MAYOR



Washington, DC is a city dedicated to community, equity, and resilience - all attributes that are core to the mission of Serve DC, The Mayor's Office on Volunteerism and Partnerships. During FY2020, Serve DC celebrated its 20th Anniversary and with it came not only a new look and logo, but innovative programming that furthered its mission of comes not only a new look and logo, but innovative programming that furthers its mission of amplifying collaboration across all 8 wards in the District. Like Serve DC, my administration is focused on empowering Washingtonians, nonprofits, businesses, philanthropic leaders and District agencies through responsive and solution-based programming, services, and resources. I'm proud of the work Serve DC has done in support of this vision. As we continue to experience economic growth here in the District of Columbia, it's important we don't lose sight of the challenges that still exist in our city. FY 20 has been turbulent. The COVID-19 pandemic was unprecedented, forcing the city to pivot in how it supplies services to the District and its residents. Yet we continue forward, adapting in kind, to continually push the District of Columbia towards recovery. Most importantly, we must continue to be intentional with the investments made in support of our underserved communities and constituents, especially in light of the global pandemic. This report highlights the continued evolution of Serve DC and the great work we have done together. With support and leadership from Serve DC, my administration continues to nurture the diversely rich philanthropic and volunteer ecosystem found across the District. The Mayor's Office on Volunteerism and Partnerships endeavors to strengthen Washington, DC through targeted philanthropic partnerships and volunteer opportunities and preparedness programing like its Ready for Recovery Virtual Series, Volunteer and Donations Portal, Service Days, and Emergency Response trainings. Additionally, Serve DC strives to be a funding and donations management hub that expertly organizes, promotes, and administers resources to support the Government of the District of Columbia, community organizations, and initiatives. I am proud of the leadership and hard work Serve DC has done during FY 20 and look forward to 20 more years of dedication and innovation in service to the city. Thank you.

Sincerely,

MURIEL BOWSER

Mayor, District of Columbia

MESSAGE FROM THE DIRECTOR



Dear Community Members,

I'm proud to share Serve DC's FY 2020 annual report, the next chapter of The Mayor's Office on Volunteerism and Partnerships journey. We're continually geared to rise to the challenge, evolving to produce the critical resources and programming to support communities across the District. Our main goal is to innovate while amplifying collaboration and a commitment to service among Washingtonians, nonprofits, businesses, philanthropic leaders and District agencies.

We see proof of this commitment now more than ever. The onset of the COVID-19 pandemic has changed our daily lives in so many ways. Yet despite the challenges, our community partners continue to step up in support of building the District of Columbia back better. Under Mayor Bowser's leadership, the District is geared to reopen more resilient, vibrant, and equitable than ever and Serve DC is taking this opportunity to actively support this charge. Our core mission is an important component to fostering shared and sustainable solutions that enhance the quality of life for District residents and is what makes DC a world-class city. I look forward to continuing to execute and promote the spirit of service across the District and hope you'll join us along the way.

Yours in Service,

AYRIS T. SCALES
Chief Service Officer,
Mayor's Office on Volunteerism and Partnerships

EXECUTIVE SUMMARY

Serve DC, The Mayor's Office on Volunteerism and Partnerships, is the District of Columbia Government agency dedicated to promoting service, grant and donations management, and strategic partnerships as an innovative, sustainable solution to pressing social challenges. Serve DC connects people, federal and local funding, volunteerism, emergency preparedness, knowledge and critical resources to residents, business leaders, and philanthropic partners working together to give back and improve lives in communities across the District of Columbia.

The Mayor's Office on Volunteerism and Partnerships continually strives to connect people to purpose, serving as a hub through which volunteerism, donations management, organizational support and partnerships are interconnected. Serve DC's FY 20 Annual Report details our efforts to define the District's philanthropic and volunteer ecosystem; respond to the city's needs and challenges through targeted and curated programming; and the organization, promotion, and administering of major donations and resources as needed. Our AmeriCorps grants and sub grantees, emergency preparedness trainings and programmatic outreach, donations management trainings and totals, and partnership impact data is thus highlighted throughout. Ultimately, the Mayor's Office on Volunteerism and Partnerships endeavors to position the District of Columbia to achieve Mayor Muriel Bowser's goal of more equitable, collaborative, and resilient communities across the city.

Who We Are:

- We support the philanthropic and volunteer ecosystem through the distribution and management of funds, operational assistance, training and meaningful programming.
- We strengthen Washington, DC through targeted philanthropic partnerships and volunteer opportunities that aim to transform DC communities and fulfill one's spirit to give back.
- We are a first-in-class funding and donations management engine that expertly organizes and promotes resources to support organizations and initiatives.



FY2020 COMMISSIONERS

DC Commission for National and Community Service

Serve DC held four commissioner meetings during FY 2020. Due to COVID-19, meetings pivoted permanently to a virtual status.

NAME	WARD	NAME	WARD
Amy Cohen	At-Large	Najmah Ahmad	Ward 5
David Horwitz	At-Large	Chauntay Mickens	Ward 5
Ann Pharr	At-Large	Kathleen Kernich	Ward 5
Lars Etzkorn	Ward 1	Edward Jones	Ward 5
Louis Henderson	Ward 1	Joshua Johnson	Ward 6
Nathaniel Treffeisen	Ward 2	Carolina Celnik	Ward 6
Barbara Cline	Ward 3	Nathaniel Thomas	Ward 7
Jessica Hunt	Ward 3	Johnnie Rice	Ward 7
Charice Williams	Ward 4	Louis Davis	Ward 7
Antoinette Mitchell	Ward 4	Ayris Scales	Ward 7
Brandon Andrews	Ward 5	Christine Haley	Ward 8
Gail Oliver	Ward 5	LeVar Jones	Ward 8
Toni Miles-Maloney	Ward 5	Jessica Hunt	Ward 8



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ACCOMPLISHMENTS

NATIONAL SERVICE

Serve DC awards more than \$4 million in AmeriCorps grants to District-based nonprofit organizations, schools, and universities to strengthen organizational capacity and to create programs that fight poverty, advance economic opportunity and academic achievement. In response to the public health emergency, grant funds were primed to support response efforts - supporting volunteer and service programming directly affected by COVID-19.



Volunteer Generation Fund Awardees

Each awardee received grant monies of \$7,500

- House of Ruth
- The Grassroots Project
- My Sister's Place
- Academy of Hope
- CASA DC
- DC Scores
- District Alliance for Safe Housing
- Rock Creek Conservancy
- East of the River Clergy Police Community Partnerships
- Stoddard Baptist Nursing Home

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AmeriCorps Subgrantee & Grant Awards

Competitive Cost Reimbursement Portfolio	
ORGANIZATION	FUNDING LEVELS
City Gate	\$298,600
Literacy Lab	\$309,580
TOTAL= \$608,180	

Competitive Fixed Amount Portfolio	
ORGANIZATION	FUNDING LEVELS
City Year	\$2,399,245
TOTAL= \$2,399,245	

Formula Cost Reimbursement Portfolio	
ORGANIZATION	FUNDING LEVELS
Higher Achievement	\$87,584
Jumpstart	\$100,000
Kid Power, Inc.	\$92,721
Latin American Youth Center	\$81,768
Neighborhood Associates Corporation	\$52,220
Teens Run DC	\$29,694
Washington AIDS Partnership	\$140,000
Serve DC - Placeholder Application	\$118,645
After-School All-Stars	\$77,395
TOTAL= \$780,027	

Formula Fixed Amount Portfolio	
ORGANIZATION	FUNDING LEVELS
Relay Graduate School of Education	\$56,000
Teach For America	\$60,000
TOTAL= \$116,000	

Planning Grant Amount Portfolio	
ORGANIZATION	FUNDING LEVELS
Alvaina	\$30,493
TOTAL= \$30,493	

EMERGENCY PREPAREDNESS

Serve DC provides critical support to the city's official emergency response effort by recruiting and training District residents to respond and assist during emergencies – ensuring residents play a major role in making their communities safer, stronger and better prepared to address threats of terrorism, crime, and disasters.

C.E.R.T

The Community Emergency Response Team program educates and trains volunteers in basic disaster preparedness response skills, such as fire safety, light search and rescue, team organization, and disaster medical operations. CERT offers a consistent, nationwide approach to volunteer training and organization that professional responders can rely on during disaster situations.



SYEPA

Developed in partnership with the Department of Employment Services, Serve DC's Summer Youth Emergency Preparedness Academy empowers D.C. youth with training to assist their families and communities in the event of a disaster, while providing career exposure in emergency management and public safety sectors.



HANDS-ON TRAININGS

Life-threatening emergencies can happen fast and emergency responders aren't always nearby. Our Until Help Arrive, Active Shooter Response Training, and Commander Ready trainings equip residents with emergency skills to assist in an emergency. The Hands-On Hearts program provides life-saving, hands-only CPR training. Supported by Serve DC and FEMS, Mayor Bowser launched the initiative in October 2015.

NUMBERS BY TRAINING TYPE

CPR/AED First Aid	Commander Ready
48	1
Hands on Heart	SYEPA
52	24
Adult CERT	Youth CERT
5	1
Active Shooter	Youth EP Safety Training
29	3

OUTCOMES & IMPACT

Total Trainings	Total Trained
165	2,938

DONATIONS MANAGEMENT & GRANTS

Serve DC provides technical assistance, capacity-building, and donations management training to District agencies subject to ensure their compliance with the Rules of Conduct governing donations to the District Government. Serve DC also provides capacity-building training and technical assistance to nonprofit 501(c)(3) corporations and community and faith-based organizations. Serve DC serves as the D.C. Government's central clearinghouse of information and support related to new competitive District, Federal, and Foundation grant opportunities.



CLEARINGHOUSE VALUE

\$79,655,853

DONATION SOURCES

Governments- \$294,481.35

Business- \$14,533,444.70

Foundation- \$5,767,238.00

Individuals- \$207,991.08

Associations- \$22,427,025.48

TOTAL VALUE- \$43,230,180.61

DONATION TYPE

In-kind- \$37,332,990.30

Financial- \$1,832,567.71

Other- \$4,064,622.60

COVID-19- \$8,300,241.55

TOTAL VALUE- \$43,869,798.66

DONATION ALLOCATION

Education & Recreation - \$33,971,399.12

Gov. Operations- \$2,854,757.35

Environment- \$3,112.00

Health & Human Services- \$1,687,289.35

Public Safety- \$3,072,154.99

Economic Development- \$1,635,335.00

Affordable Housing- \$6,132.80

COVID-19- \$8,300,241.55

TOTAL VALUE- \$51,530,422.16

PARTNERSHIPS

Serve DC is dedicated to promoting service and strategic partnerships as an innovative, sustainable solution to pressing social challenges. In the second quarter of 2020, Serve DC was called to action in response to the COVID-19 public health emergency. In this capacity, the staff served as a liaison and multi-sector connector among donors and community-based organizations— for the purpose of ensuring access to essential needs such as PPE, technology and meals

As a result, **\$416,779 of in-kind donations** were distributed to various nonprofit and medical organizations across the city, including Martha's Table, Capital Area Food Bank, local hospitals, and testing sites. These donations enabled organizations to provide life-sustaining resources to some of our city's most vulnerable communities.

CONTRIBUTING PARTNERS

- HUAWEI
- LL CANALE
- KAREN HUGER LLC AND RPGSHOW
- OFF THEIR PLATE
- SOPHIA STYLIANOS
- W5/LEVEL 2 DEVELOPMENT LLC
- EMBASSY OF THE PEOPLE'S REPUBLIC OF CHINA IN THE U.S.A
- CHINESE COMMUNITY CHURCH
- CONNECT FOR COVID-19
- DUNKIN BRANDS
- OFF THEIR PLATE
- FEMA HONDA

RECIPIENT PARTNERS

- Capital Area Food Bank
- Catholic Charities
- Children's National Hospital
- Community of Hope
- One Medical
- Food & Friends
- United Planning Organization
- Howard University Hospital
- Kaiser Permanente
- George Washington University Hospital
- MedStar Health Washington Hospital
- All Care Family Medicine and Urgent Care
- DC Voluntary Organization Active in Disasters
- Martha's Table
- Mary's Center
- St. Elizabeth's Hospital
- So Others Might Eat
- Total Family Care Coalition
- United Medical Center
- Whitman-Walker Health

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DISTRIBUTION SOURCES

Business

\$408,724

GOVERNMENT

\$10,000

DISTRIBUTIONS TOTAL VALUE

\$418,724

ALLOCATIONS BY FOCUS AREA

FOOD

4

MEDICAL

13

SOCIAL SERVICES

3

DONATION ALLOCATION

HEALTH AND HUMAN SERVICES

\$418,724

IN- KIND DONATION TYPE

PERSONAL PROTECTIVE EQUIPMENT

\$223,195

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SAFEWAY FEAST OF SHARING

An annual free Thanksgiving meal was served by dedicated volunteers to nearly **5,000 members** in our community. We provided reusable bags filled with fruit to each participant.



MARTHA'S TABLE JOYFUL FOOD MARKET AT MLK ELEMENTARY SCHOOL

Adopted annually by Serve DC since 2017, the Joyful Food Markets are pop-up monthly markets held in elementary schools in Wards 7 and 8. Families are invited to shop at no-cost for a variety of beautiful high-quality produce. Our markets feature activities and recipe samples designed to get children excited about healthy eating and cooking. Due to COVID-19, Serve DC only staffed the market from October-February 2020.

WORLD AIDS DAY

Partnered with MOLGBTQA and Wallace Corbett, the organizer behind the Our Heroes 2019 exhibit, Serve DC provided volunteers and AmeriCorps members from the Washington AIDS Partnership for set-up and clean-up. We tabled the event and provided safe health kits from the Department of Health.

TOYS FOR TOTS

Partnered with the Marine Toys for Tots Foundation, Serve DC hosted a toy distribution event in all eight wards in service to nearly **10,000 families** with support from:



Community/Volunteer Partners included:

- Department of Parks and Recreation
- Department of General Services
- DC Fire and EMS
- CM Charles Allen's Office
- CM Trayon White's Office
- Delaware Ave Baptist Church
- Love Life Foundation

- St. Thomas Moore Church
- The Mission Continues
- DC Children's Trust
- SW Community Forum
- SW Arts Center
- Gartner
- Reading Partners
- Freedom Chapel International Christian Center



The Mayor's Office on Volunteerism and Partnerships

CONNECT WITH US!

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