



A Coalition to Protect and Grow National Service

Overview and Sponsorship Opportunities

PARTNERING TO PROTECT AND EXPAND NATIONAL SERVICE

Voices for National Service is a coalition of national, state and local service organizations working together to build bipartisan support for national service, develop policies to expand and strengthen service opportunities for all Americans, and to ensure a robust federal investment in the Corporation for National and Community Service (CNCS).

Voices for National Service was founded in 2003 in the wake of a successful campaign to save AmeriCorps from sudden and significant proposed cuts. The national service field organized and launched a successful “Save AmeriCorps” campaign that ultimately restored--and in fact increased--federal funding for CNCS and AmeriCorps within one year. Following the successful 2003 Save AmeriCorps campaign, the national service community established Voices for National Service, a permanent field-based coalition dedicated to protecting and growing the federal investment in national service.

City Year serves as the organizational and operational host of Voices for National Service and the coalition’s work is guided by a Steering Committee of CEOs of service organizations and leaders of state service commissions. The work of Voices for National Service is made possible through membership dues, philanthropic grants and gifts, and annual support from co-chairs and members of Voices for National Service’s Business Council and Champions Circle.

Voices for National Service Steering Committee

Sheila Boxley, Chair
President and CEO
The Child Abuse Prevention Center

Deborah Smolover
Executive Director
America Forward

Kaira Esgate
CEO
America’s Service Commissions

Marty Weinstein
CEO
Bay Area Community Resources

Myung Lee
Executive Director
Cities of Service

Michael Brown
CEO and Co-Founder
City Year, Inc.

Jim McCorkell
CEO and Founder
College Possible

Amy Sovocool and David Critton
Co-CEOs
Conservation Legacy

Marc Freedman
Founder and CEO
Encore.org

Curt Ellis
Co-Founder and CEO
FoodCorps

Naila Bolus
President and CEO
Jumpstart for Young Children

Maurice Jones
President and CEO
Local Initiatives Support Corporation

Emily Haber
CEO
Massachusetts Service Alliance

Adrienne Andrews
Executive Director
Notre Dame Mission Volunteers

Jill Viallet
CEO and Founder
Playworks

Natalye Paquin
CEO
Points of Light

Stephen Bauer
Interim CEO
Public Allies

Karine Apollon
CEO
Reading Partners

Shirley Sagawa
CEO
Service Year Alliance

Karen Baker
Chief Service Officer
State of California

Jaime Berman Matyas
President and CEO
Student Conservation Association

Elisa Villanueva Beard
CEO
Teach For America

Mary Ellen Sprenkel
CEO
The Corps Network

Mei Cobb
Director, Volunteer & Employee Engagement
United Way Worldwide

AnnMaura Connolly
President
Voices for National Service

John Valverde
CEO
YouthBuild USA

Voices for National Service Leadership

AnnMaura Connolly, President

Jennifer Ney, Managing Director

STRATEGIC ADVOCACY, RESEARCH, AND FIELD MOBILIZATION

Voices conducts an intensive year-round calendar of activities, including outreach to public officials, events, communications, and field-building activities aimed at protecting and growing federal funding and public support for national service.



- Engages intensively in the annual budget and appropriations process with the administration and Congress in support of federal funding for national service.
- Generates policy proposals to strengthen and expand national service and establishes advocacy strategies to support them.
- Organizes and implements both broad-based and targeted Congressional outreach activities, including establishing and supporting local organizational coalitions in key states.
- Helped establish and leads the work to grow the National Service Congressional Caucus.
- Commissions public opinion research on national service.
- Commissions and authors strategic research reports and white papers that articulate the return on investment and other unique benefits of federal investments in national service.
- Organizes Capitol Hill and district advocacy days for the national service movement.
- Established and hosts the annual Friends of National Service Awards to honor elected officials, private sector leaders and members of the media.
- Generates strategic communications in support of AmeriCorps and national service including op-eds, news stories, and editorials.
- Operates the Voices for National Service website, social media and action alerts, providing up-to-date and comprehensive information on the status of federal funding for national service.
- Mobilizes campaigns to “Save AmeriCorps” and all programs of CNCS as threats emerge.

VOICES *for* NATIONAL SERVICE ACCOMPLISHMENTS

Fought back potentially crippling funding cuts proposed by the White House to the Corporation of National and Community Service (CNCS), which would have shut down the agency and its programs, including AmeriCorps, Senior Corps, and the Volunteer Generation Fund.



Successfully secured a significant \$34 million increase in federal funding for CNCS, including an unprecedented increase of 26% for AmeriCorps, through a powerful campaign that activated thousands to speak out via phone, email and on social media, secured high-level media placements, and mobilized national service supporters nationwide.



Organized the 15th Annual Friends of National Service Awards in Washington, D.C., which honored 15 leaders – elected officials and private citizens – who worked to protect and expand national service opportunities for all Americans; attendees included over 450 national service supporters, alumni, key congressional aides, Corporation for National and Community Service staff, representatives from several federal agencies, and private and public leaders of the national service movement.

Launched a focused state-based campaign to engage and educate members of Congress on the role national service members play in delivering results in their communities and worked with the broader service field to engage members of Congress in their districts and states.



Commissioned public opinion research by TargetPoint Consulting, confirming that American voters across the political spectrum overwhelmingly support investing federal dollars to support national service programs; in fact, 83% of voters want Congress to either maintain or increase federal spending on national service programs.



Hosted events, Capitol Hill Days, and policy forums to engage elected officials in Washington and in their congressional districts to raise awareness about the value of national service.



Elevated public awareness of national service through placements in The New York Times, National Journal, and The Wall Street Journal, and over 100 targeted local media placements across the country.

Commissioned a series of focus groups conducted by TargetPoint Consulting in Virginia and Missouri. The research reinforced our knowledge that there is broad bipartisan support for national service, and provided the field with new communications guidelines to garner stronger support from conservative audiences.

About Voices for National Service



“Voices for National Service is absolutely critical to protecting and growing the federal investment in national service. I have been amazed at the success Voices for National Service has had on influencing local, state, and federal officials in securing support for AmeriCorps, and other national service programs including VISTA, Senior Corps, and the Social Innovation Fund. During my time as the CEO of the federal agency that leads these programs, the Corporation for National and Community Service, I have personally witnessed leading members of Congress, Governors, and Mayors transition from having little knowledge of national service to becoming champion supporters. The work of Voices made this transformation happen. And thanks to its outstanding education and advocacy platform, Voices has helped lead the way to record levels of funding for several programs. That’s great success, especially given these tough economic times.”

– WENDY SPENCER

FORMER CEO OF THE CORPORATION FOR NATIONAL AND COMMUNITY SERVICE

“Voices for National Service is leading the charge on service policy. Their research powerfully demonstrates the value of investing in national service. We are proud to be a member of Voices for National Service and to contribute to this robust community of leaders in the national service field.”

– ELISA VILLANUEVA BEARD, CEO OF TEACH FOR AMERICA

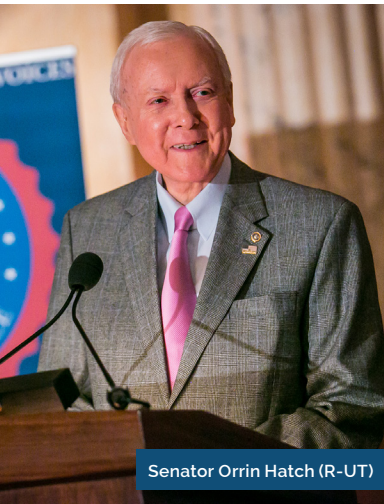
“This coalition has made it possible for our six-city organization to have a voice in a national conversation about the power of social change through service. We are grateful to this coalition for their efforts to bring the national service field together to achieve the common goal of expanding service opportunities nationwide.”

– JIM MCCORKELL, CEO AND FOUNDER OF COLLEGE POSSIBLE

“We need to stand together to expand service opportunities in America. Voices for National Service unites our movement in a single voice to achieve that goal and to enable organizations like FoodCorps to reach more students and communities.”

– CURT ELLIS, CEO AND CO-FOUNDER OF FOODCORPS

FRIENDS *of* NATIONAL SERVICE AWARDS



Senator Orrin Hatch (R-UT)

You can serve in AmeriCorps for one or two years, but the spirit of AmeriCorps lasts for a lifetime.

SENATOR ROY BLUNT



Senator Roy Blunt (R-MO)



Senator Tammy Duckworth (D-IL)



Rep. Joe Kennedy (D-MA)



Voices for National Service has been at the epicenter of the effort to build strong, bipartisan support among our nation's leaders for national service.

DAVID L. COHEN



David L. Cohen, Senior Executive Vice President, Comcast Corporation



Rep. Will Hurd (R-TX)



Senator Chris Coons (D-DE)



Rep. Hal Rogers (R-KY)



Garrick Francis, Assistant Vice President, Federal Affairs, CSX Transportation



Rep. Garret Graves (R-LA)



I believe that every young American should be given the opportunity to serve this country, and there are a myriad of ways of serving. What Voices for National Service is about I think is giving Americans an opportunity to do exactly that.

SENATOR JOHN MCCAIN



Senator John McCain (R-AZ)

About Voices for National Service

Honorees: 2004-2017

President George H.W. Bush	Rep. Bill Flores	Lisa Paulson, Entertainment Industry Foundation
President Bill Clinton	Rep. Tulsi Gabbard	Bruce Reed, Domestic Policy Council
Secretary of the Interior Sally Jewell	Rep. Steve Gunderson	Edward Rust, State Farm Insurance Companies
General Colin Powell and Alma Powell	Rep. Garret Graves	Stacy Schusterman, Charles and Lynn Schusterman Family Foundation
Secretary of the Interior Ken Salazar	Rep. Raúl Grijalva	Jeffrey Swartz, The Timberland Company
Senator Kelly Ayotte	Rep. Phil Hare	Michael Ward, Chairman and CEO, CSX
Senator Michael Bennet	Rep. Gus Hawkins (posthumously)	Laysa Ward, Target
Senator Roy Blunt	Rep. Will Hurd	Judy Woodruff, PBS NewsHour
Senator Jeff Bingaman	Rep. Derek Kilmer	Gov. Haley Barbour
Senator Christopher Bond	Rep. Joe Kennedy III	Gov. Terry Branstad
Senator Sherrod Brown	Rep. John Larson	Gov. Steve Bullock
Senator Bill Cassidy	Rep. Tom Latham	Gov. Chris Christie
Senator Hillary Clinton	Rep. John Lewis	Gov. Charlie Crist
Senator Thad Cochran	Rep. David Loebsack	Gov. Doug Ducey
Senator Norm Coleman	Rep. Doris Matsui	Gov. Terry McAuliffe & First Lady Dorothy McAuliffe
Senator Chris Coons	Rep. Carolyn McCarthy	Gov. David Paterson
Senator John Cornyn	Rep. Dave McCurdy	Gov. Pat Quinn
Senator Christopher Dodd	Rep. Howard McKeon	Gov. Edward Rendell
Senator Tammy Duckworth	Rep. Martha McSally	Gov. Arnold Schwarzenegger
Senator David Durenberger	Rep. Luke Messer	Gov. Rick Snyder
Senator Michael Enzi	Rep. George Miller	First Lady of Nebraska, Sally Ganem
Senator Kirsten Gillibrand	Rep. Seth Moulton	Maryland Delegate Heather Mizeur
Senator Tom Harkin	Rep. David Obey	Missouri State Rep. Bill White
Senator Orrin Hatch	Rep. Todd Platts	Missouri State Rep. Charlie Davis
Senator Martin Heinrich	Rep. David Price	Mayor Greg Ballard
Senator James Jeffords	Rep. Ralph Regula	Mayor Richard Berry
Senator Edward Kennedy	Rep. Hal Rogers	Mayor Michael Bloomberg
Senator John Kerry	Rep. Lucille Roybal-Allard	Mayor Chris Coleman
Senator John McCain	Rep. John Sarbanes	Mayor David Condon
Senator Barbara Mikulski	Rep. Christopher Shays	Mayor Karl Dean
Senator Jerry Moran	Rep. Steve Stivers	Mayor Buddy Dyer
Senator Lisa Murkowski	Rep. Chris Van Hollen	Arne Duncan, Chicago Public Schools
Senator Patty Murray	Rep. James Walsh	Mayor Stephen Goldsmith
Senator Sam Nunn	Rep. Daniel Webster	Mayor Sly James
Senator Richard Shelby	Bank of America	Mayor Mitch Landrieu
Senator Barack Obama	Cisco	Mayor Michael Nutter
Senator Jack Reed	Citi Foundation	City Manager Mark Rohr
Senator Marco Rubio	Comcast NBCUniversal	Mayor Francis Slay
Senator Jeanne Shaheen	Jon Bon Jovi	Mayor Scott Smith
Senator Richard Shelby	John Bridgeland, Domestic Policy Council	Mayor Mark Stodola
Senator Arlen Specter	David Brooks, The New York Times	Mayor Dayne Walling
Senator Mark Warner	Jean Case, The Case Foundation	Jonathan Alter, Newsweek
Senator Sheldon Whitehouse	Chelsea Clinton	Mika Brzezinski, MSNBC
Senator Roger Wicker	Jeff Coolidge, Coolidge Family Fund (posthumously)	E.J. Dionne, Jr., The Washington Post
Senator Harris Wofford	Melody Gault, Butler County RSVP and Foster Grandparent Programs	Ron Fournier, National Journal
Rep. Charles Boustany	John Healy, The Atlantic Philanthropies	David Gergen
Rep. Jeb Bradley	Dorothy Johnson, The Ahlburg Company	Michael Gerson, The Washington Post
Rep. David Cicilline	Caroline Kennedy	Arianna Huffington, The Huffington Post
Rep. Tom Cole	Jonathan Lavine	Joe Scarborough, MSNBC
Rep. Peter DeFazio	Kathy McKim, AT&T, Inc.	Richard Stengel, TIME Magazine
Rep. Rosa DeLauro	Craig Middleton, The Presidio Trust	
Rep. Norm Dicks	Bob Nardelli, The Home Depot	
Rep. Robert Dold	Eduardo Padron, Miami Dade College	

CHAMPIONS CIRCLE

of individuals, families and foundations



The Voices for National Service Champions Circle recognizes the significant role played by philanthropists in supporting national service. By joining the Champions Circle, individual donors, families and foundations can be part of the movement to strengthen and grow national service, and be recognized for their leadership and commitment to this vital American resource.

Co-chair

\$50,000 AND ABOVE

- Advisory role for engagement and outreach with leaders in government, business and media to showcase the impact of national service is having in your community
- Recognition as Voices Champion Circle Co-Chair at forums and special events that communicate the value of national service as a public/private partnership
- Enhanced recognition at Voices for National Service's events and inclusion in event materials and collateral
- Regular updates on national service policy developments and opportunities to share the story of your investment in national service with elected officials
- Recognition on www.voicesforservice.org, in Voices for National Service promotional materials, and on social media

Member

\$10,000–49,999

- Opportunity to engage with leaders in government, business and media to showcase the impact of national service is having in your community
- Participation in forums and special events that communicate the value of national service as a public/private partnership
- Recognition on Voices' events materials and collateral
- Regular updates on national service policy developments and opportunities to share the story of your investment in national service with elected officials
- Recognition on www.voicesforservice.org, in Voices for National Service promotional materials, and on social media

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For more information on supporting Voices for National Service and joining the Voices for National Service Champions Circle, please reach out to Kanna Kunchala at (617) 927-2507 or kkunchala@cityyear.org.

BUSINESS COUNCIL



The Voices for National Service Business Council recognizes the significant role played by the private sector in supporting and investing in national service. Through the Business Council, companies and private sector leaders can play an important role in promoting and strengthening national service and be recognized for their leadership and commitment to expanding service opportunities for all Americans. **Founding members of the Business Council include AT&T, Comcast NBCUniversal, CSX, PepsiCo, Target, and Timberland.**

Co-chair

\$50,000 AND ABOVE

- Opportunity to engage with leaders in government, business and media to showcase the impact your investment in national service is having in the communities where you do business
- Speaking opportunities at forums and special events that communicate the value of national service as a public/private partnership
- Enhanced recognition at Friends of National Service Awards Reception and logo inclusion in event materials
- Regular updates on national service policy developments and opportunities to share the story of your company's investment in national service with elected officials
- Recognition on www.voicesforservice.org, in Voices for National Service promotional materials, and on social media

Member

\$10,000–49,999

- Opportunity to engage with leaders in government, business and media to showcase the impact your investment in national service is having in the communities where you do business
- Participation in forums and special events that communicate the value of national service as a public/private partnership
- Base level recognition at Friends of National Service Awards reception and in event materials
- Regular updates on national service policy developments and opportunities to share the story of your company's investment in national service with elected officials
- Recognition on www.voicesforservice.org, in Voices for National Service promotional materials, and on social media

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For more information on supporting Voices for National Service and joining the Voices for National Service Business Council, please reach out to Chris Mann at (617) 927-2399 or cmann1@cityyear.org.

THE PULSE OF NATIONAL SERVICE

The public-private
partnership of
national service
provides a

4:1
ROI

Clive Belfield, Columbia University



83%

of voters would like to maintain or
increase the federal investment in
national service.

TargetPoint Consulting



Two-thirds of college students
are interested in taking part in
national service.

Panetta Institute for Public Policy



People who volunteer are

27%

more likely to secure full-time
employment.

Corporation for National and Community Service



About the Corporation for National and Community Service



The Corporation for National and Community Service (CNCS) is a federal agency that engages more than five million Americans in service through its core programs – AmeriCorps, Senior Corps, the Social Innovation Fund – and the national volunteer efforts through serve.gov.

As the nation's largest grantmaker for service and volunteering, CNCS, with a budget of \$1 billion annually, plays a critical role in addressing our nation's challenges by harnessing America's most powerful resource – the energy and talents of American citizens – to address pressing needs in the areas of economic opportunity, education, disaster services, environmental stewardship, healthy futures, and veterans and military families.

AmeriCorps engages more than 80,000 Americans in intensive service each year at 21,600 sites including nonprofits, schools, public agencies, and community and faith-based groups across the country. AmeriCorps grants are awarded through a competitive process to organizations and agencies which, in turn, use their AmeriCorps funding to recruit, place, and supervise AmeriCorps members nationwide. Since the program's founding in 1994, more than one million AmeriCorps members have contributed more than 1.4 billion hours in service across America while tackling pressing problems, mobilizing more than 2.3 million volunteers for the organizations they serve and earning access to \$3.3 billion in education awards.

Comprised of three service initiatives – Foster Grandparents, Senior Companions and the Retired and Senior Volunteer Program (RSVP) – Senior Corps provides volunteer opportunities for Americans over the age of 55, enabling them to channel their skills and experience toward strengthening their local communities. Each year, more than 244,000 older Americans participate in Senior Corps. Foster Grandparents support children with special needs. Senior Companions provide independent living services to older Americans, and RSVP volunteers address a host of high-priority issues in their communities. In addition to fulfilling needs in critical areas, participation in Senior Corps provides physical and emotional health benefits to those who serve.

With the simple but vital goal of finding what works and making it work for more people, the Social Innovation Fund and its grantees create a learning network of organizations working to implement innovative and effective evidence-based solutions to local and national challenges in three priority areas: economic opportunity, healthy futures and youth development.



For more information:

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Jennifer Ney, Managing Director, Voices for National Service, jney@cityyear.org

www.voicesforservice.org