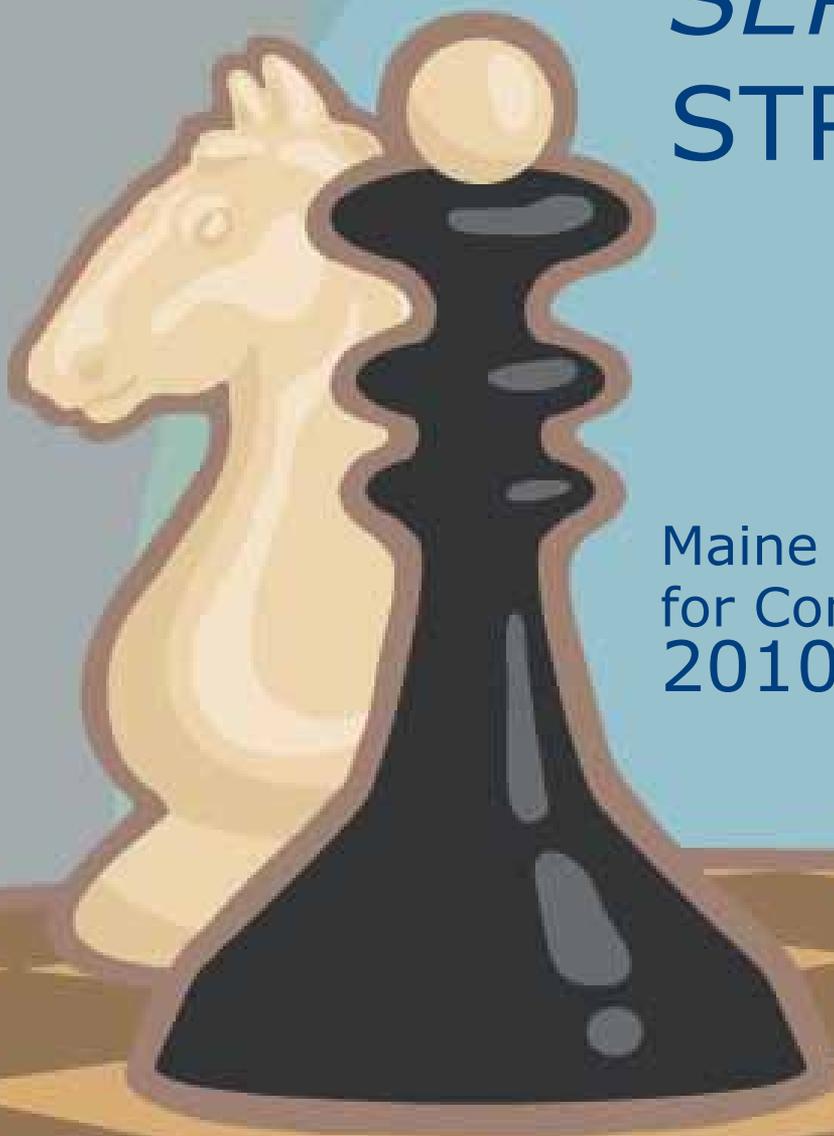




# *SERVICE* as a STRATEGY



Maine Commission  
for Community Service  
2010 Annual Report

# 2010 Commission Chair's Letter

Greetings!

I am pleased to submit the annual report for calendar year 2010 to Governor Paul R. LePage and the legislature's Joint Standing Committee on State and Local Government as required by the enabling statute of the Maine Commission for Community Service (MCCS).

As expected, 2010 was marked by significant accomplishments and constant change.

- MCCS undertook development of a new three-year strategic plan which built off the accomplishments of the 2006-2009 plan and responded to new realities. It was adopted in June.
- Reports on the status of Maine's volunteer sector, the impact of Maine nonprofit leaders on the success of volunteer programs, and the role of AmeriCorps in attracting young adults to Maine were completed and published.
- As of July, MCCS assumed responsibility for managing service-learning federal grant funds from the Corporation for National and Community Service. The number of grants doubled with support from Time Warner Cable.
- Implementation of new elements of the federal Serve America Act opened up opportunities for supporting Maine's volunteer sector and expanded MCCS program development responsibilities to include Senior Corps as well as AmeriCorps.
- Federal "recovery" funds for VISTA and AmeriCorps\*State programs resulted in a brief but significant expansion of AmeriCorps work in Maine communities.
- Through a combination of federal and foundation dollars, MCCS launched three facets of its plan to strengthen Maine's volunteer sector by supporting the people who oversee volunteer programs.

Perhaps the most significant event was the vote of the Commissioners to focus our 2011-2013 grant-making on three areas that impact citizens' ability to work, thrive, and engage in community life:

- Health, particularly levels of physical activity and diabetes prevention;
- High school completion and enrollment in a post-secondary educational program; and
- Strengthening local volunteer programs so they can increase their ability to address local problems.

These choices were made in the context of strategic planning by our federal government partner, the Corporation for National and Community Service. The focus areas in the federal arena – healthy futures, education, economic opportunity, veterans, environmental stewardship and energy, disaster preparedness – will provide additional opportunities to direct resources into local volunteer programs that address issues beyond the MCCS priorities.

We hope this annual summary of results and overview of major activities will provide some insight into the complex work of the Commission. We welcome requests for additional information and look forward to an even busier 2011.

Sincerely,



Mary-Anne LaMarre  
Chair, Maine Commission for Community Service

# Commissioners and Staff

## Introduction

The Maine Commission for Community Service was established in 1994 by Executive Order and under state statute in 1995 (5MRS Ac375§7501). The 25-member Commission is Maine's partner for the Corporation for National Service, a federal agency that provides funding to states to increase citizen volunteer service in communities.

### Commissioners

Mary-Anne LaMarre  
Chair  
Oakland  
Maine Sheriffs Association

Chief Phillip Crowell, Jr.  
Chair-Elect  
Auburn  
Auburn Police Department

Andrew E. Matlins  
Vice-Chair  
Bangor  
Maine Air National Guard

Gary Dorman, Enfield  
Penquis CAP, Foster  
Grandparent Program

Debra Eckart, Machias  
University of Maine Cooperative  
Extension

Susan Hammond, Bangor  
Four Directions  
Development Corporation

Ron Holmes, New Sharon  
URS-Washington Group  
International

Stephen Letourneau, Fairfield  
Catholic Charities Maine

Joan McDonald, Biddeford  
Girl Scouts of Maine

Andrew McLean, Gorham  
University of Southern Maine

Brenda Peluso, South Portland  
Maine Association of  
Nonprofits

John Portela, Brunswick  
Bath Iron Works

Kathleen Poulin, Winslow  
Department of Health and  
Human Services

Shelley Reed, Augusta  
Department of Education

Rhyan Romaine, Wells  
American Lung Association

Joel Russ, Walpole  
Learning Works

Eileen Smart, Concord, NH  
Corporation for National and  
Community Service

Judi Stebbins, Winthrop  
Griffith Associates

Barbara Wentworth, Saco  
United Way of York County

### Retiring Commissioners

Eric Buch, Belfast  
Maximilian Beal, Waterville  
Jana Boody, Yarmouth  
CarolAnne Dube, Bangor  
Paula Gagnon, Kennebunk  
Al Smith, Bath

### Commission Staff

Maryalice Crofton  
Executive Director  
Michael Ashmore  
Grant Programs Officer  
Rochelle Runge  
Public Relations Representative and  
Disaster Volunteer Coordinator  
Pam Zeutenhorst  
Training and Disability Coordinator

### Administrative Support

Aline LaChance  
Administrative Secretary

### National Service Volunteers

Eileen Buzzello  
Disaster Services VISTA  
Elizabeth Cole  
Professional Development VISTA  
Erin Dunne  
Service-Learning VISTA  
Brad Hunter  
VISTA Leader  
Lauren Kelly  
Marketing VISTA  
Michelle Mason  
VolunteerMaine Connector VISTA

# Advancing Volunteerism Strengthening Communities

## What We Do

The Maine Commission for Community Service builds capacity and sustainability in Maine's volunteer and service communities by funding programs, developing managers of volunteers and service-learning practitioners, raising awareness of sector issues, and promoting service as a strategy.

### *Promoting Service as a Strategy*

- Expands opportunities for Maine citizens to access financial aid for post-secondary education through service
- Targets National Service funds at critical issues
- Demonstrates impact of volunteerism through Days of Service
- Promotes service-learning as a research based strategy for dropout prevention

### *Funding Service Programs to Address Critical Issues*

- AmeriCorps
- Learn & Serve
- Volunteer Centers

### *Raising Awareness of Sector Issues*

- Over \$1.1 billion annual in-kind labor
- "Maine Volunteer Sector Status" report
- Researches issues and monitors trends
- Educates public and nonprofit leaders about Maine's volunteer sector

### *Developing Managers of Volunteers and Service-Learning Practitioners*

- Trains National Service grantees
- Cost-shares tuition for college courses on volunteer management
- Manages VolunteerMaine.org
- Fosters peer advising through regional networks and conferences

## Commission Federal Funding

- AmeriCorps\*State grant administration: \$1.1 million from the Corporation for National and Community Service (CNCS) to support 180 member positions with education awards. 100% was passed through to grantees.
- "Learn & Serve" grant administration: \$80,177 in federal dollars from CNCS and \$35,000 from Time Warner Cable. 53% was passed through as grants. The balance supports technical assistance and grant administration.
- Maine HEARTH: \$49,970 in federal funds from Hands on Network. 82% was passed through to community organizations.
- VISTA Project: Supported by a \$30,000 grant from CNCS for supervision. MCCA recruited and placed 28 AmeriCorps\*VISTAs in 23 organizations across the state.
- Challenge Grant: \$53,000 in federal funds was received. 88% was passed through to Maine higher education institutional partners.
- CNCS awarded MCCA \$387,223 in the form of Administration, Program Development and Training, and Disability inclusion grants.



# Funding Service Programs

## Volunteer Generation Fund

The Volunteer Generation Fund, a new program authorized by the Edward M. Kennedy Serve America Act, is designed to increase the number of people who serve in meaningful volunteer roles dedicated to addressing important needs in communities across America.

The Fund supports efforts that expand the capacity of volunteer centers to recruit, manage, support and retain individuals to serve in high quality volunteer assignments. Funding was made to State Commissions through the Corporation for National and Community Service on a competitive basis. The Maine Commission for Community Service (MCCS) was one of only 19 states to receive funds in the first year of the grant program.

Across the nation a total of \$4,000,000 in Volunteer Generation Funds has been awarded. Maine received \$300,000 and was ranked in the top ten recipients for amount of funding received. MCCS anticipates granting \$198,000 to establish and support regional volunteer centers and peer networks for managers of volunteers. \$10,000 will support training and scholarships for professional development of managers of volunteers. In addition, \$7,800 will be set aside for statewide promotion of volunteerism. The total local match leveraged will be \$89,000.

## Maine HEARTH Grant

The Maine Commission for Community Service received \$49,970 in grant funds to support the Maine HEARTH Program. This program coordinated planning and networking around community heating needs and increased the visibility of heating assistance sources. It supported the formation and increased the capacity of existing local response teams in 12 counties. These funds fueled a tangible and compelling response to the call for service and extended volunteerism and volunteer leader capacity to solve one of Maine's most pressing needs: to keep citizens safe and warm in their homes. Five American Reinvestment and Recovery Act AmeriCorps\*VISTAS served with Maine HEARTH partners. Major accomplishments of the 2010 project include:

- 261 volunteers were engaged in Maine HEARTH activities
- 2,627 hours were served by volunteers
- 29 volunteers served as team leaders to coordinate other volunteers
- 35 professional volunteers donated their services
- 242 window panels were installed which resulted in \$9,000 of energy savings in one county alone
- 400 hours of energy conservation education and volunteer training were delivered
- 100 homes in the state were weatherized



## VolunteerMaine VISTA Project

**Sponsor:** Maine Commission for Community Service

**Contact:** Pam Zeutenhorst, 207.624.6242 or [pam.zeutenhorst@maine.gov](mailto:pam.zeutenhorst@maine.gov)

[www.maineservicecommission.gov](http://www.maineservicecommission.gov)

**Program Size:** 27 ARRA project members served from June 2009- August 2010

**CNCS Grant:** \$30,000

**Number of Community Volunteers recruited:** 766

**Hours served by recruited community volunteers:** 4,381

**Program Impact:** Members taught 73 workshops on the use of VolunteerMaine.org. In 2010 they contacted 335 organizations about the statewide resource VolunteerMaine.org and it's benefits to nonprofits. Members attended 110 outreach events to promote the use of the website. They raised \$7,735 in cash and \$13,433 in in-kind to support volunteer programs.

**Sites:** Volunteer Connector Focus: Maine Commission for Community Service (Augusta), United Way of Greater Portland (Portland), United Way of Mid Coast Maine (Bath), United Way of Mid Maine (Waterville), United Way of Eastern Maine (Bangor), Seniors Plus (Lewiston), Aroostook RSVP (Presque Isle), 2-1-1 Maine (Portland), Volunteers In Police Service (Auburn), Maine Emergency Management Agency (Augusta). MaineHEARTH focus: United Way of Tri-Valley Area (Franklin), and Habitat for Humanity/7 Rivers Maine (Lincoln and Sagadahoc), UMCE- Piscataquis and Somerset Counties and United Way of York County (York). UMCE focus: Cooperative Extension Offices in the following counties: Androscoggin/Franklin/Kennebec/Knox/Lincoln//Sagadahoc/Waldo (2 members -Lisbon Falls), Aroostook/Hancock/Penobscot/Piscataquis/Washington (2 members-Houlton), Cumberland (Portland), Penobscot (Orono), Washington (Machias)

## Recovery Community Resource Corps

**Sponsor:** Goodwill Industries of Northern New England

**Contact:** Tom Nickerson, 207.400.6352 or [Tom.Nickerson@goodwillnne.org](mailto:Tom.Nickerson@goodwillnne.org)

[www.goodwillnne.org/programs/community-resource-corps.php](http://www.goodwillnne.org/programs/community-resource-corps.php)

**Program size:** 24 Members

**CNCS Grant:** \$127, 241

**Number of community volunteers recruited:** 165

**Hours served by recruited community volunteers:** 354

**Program Impact:** Goodwill Industries of Northern New England worked in partnership with Maine Campus Compact to implement an innovative program called the Maine Access Program (MAP). They recruited and trained recent Maine college graduates as AmeriCorps members to work full time for 11 months in Maine high schools as advisors and mentors to close the gap between students desire to go to college and their actual enrollment. 615 students were mentored. 2,004 individuals were taught financial literacy skills.

**Sites:** Bonny Eagle High School (Standish), Carrabec High (North Anson), Mt Ararat High (Topsham), Oxford Hills High (South Paris), Sanford Regional VocTech (Sanford) Waterville High and Upward Bound at UMPI, UMF & Bowdoin College.

## Governor's Awards for Service and Volunteerism

For the past 24 years, the Governor's Awards for Service and Volunteerism have celebrated and recognized the exemplary work of Maine's volunteers by shining a light on the impact of volunteerism on Maine Communities. This award program is administered for the Governor's Office by the Maine Commission for Community Service. Governor Baldacci was joined at the Hall of Flags Ceremony by business and civic leaders, professionals, as well as lawmakers from across the state, to recognize hundreds of citizens.



The 2010 Volunteer of the Year was Eileen Danforth (pictured above). UNUM received the Corporate Volunteerism Award. More than 150 people attended the Hall of Flags ceremony where 15 volunteers were recognized for their service.

At the Roll Of Honor Ceremony, 778 volunteers from across the state were named to the Roll of Honor. They contributed more than 774,206 hours of service in 2010! Visit VolunteerMaine.org to see a full list of winners.

## Blaine House Conference on Volunteerism

In its 24th year, the conference had 291 registrants and focused on current best practices for Maine's volunteers and managers of volunteers. Conference participants gave high marks to the value of content for both their program and their agencies (3.45 score out of

4). The topics ranged from engaging Boomers, volunteer recruitment and management strategies, to working with youth and drawing connections between volunteer service and life-long learning.



## Martin Luther King, Jr. Day of Service

The Commission was pleased to provide a record number of \$500 awards, 16 in total, to fund community service projects across the state that honor Dr. King and his legacy. Projects addressed such community needs as hunger, diversity education, and literacy. More than 360 volunteers donated 1,300 hours of service in honor of Martin Luther King, Jr. More than \$4,500 in matching funds were contributed by local organizations.



## Volunteers in Action Photo Contest



"Helping a Farmer in Need" was taken by Jon Ljunggren of Vienna. Firefighters from three towns (Wayne, Mt. Vernon and Readfield) worked together at the Mt. Vernon scene.

# 2006-2009 Strategic Plan Report

The end of 2009 marked the closing of the Maine Commission for Community Service's third strategic plan. Like its predecessors, the plan covered three years as required by law. The plan fills two functions. It is the statutorily required comprehensive state service plan and it sets the parameters for Commission grant-making, technical assistance, and initiatives. The outline below reports the degree to which targets set in the 2006-2009 MCCA strategic plan outcomes were achieved.

## GOAL 1: MAINE CITIZENS WILL VOLUNTEER AT RATES SUFFICIENT TO ADDRESS LOCAL HUMAN AND ENVIRONMENTAL NEEDS.

**Objective 1a:** By 2009, at least 35% of Maine adults will devote time outside regular family and work responsibilities to either community service or civic activities.

**Measure:** % of Maine adults reported they have devoted time outside of regular family and work schedule to a volunteer effort.

**Source:** "Current Population Survey" annual supplement on volunteering. (US Dept. of Labor, Bureau of Labor Statistics.)

**2006 Baseline:** 32.9% of Maine adults

**2009 Result:** 34.4% of Maine adults

**Comment:** Despite the onset of economic hard times, the number of adults who volunteer grew slightly and Maine did not experience the decline in volunteers that occurred in other parts of the country. More impressive is the fact that the average number of hours each person devoted to volunteering grew from 39.5 annually to 49.3 hours annually, a 25% increase. Maine AmeriCorps members (695 people) contributed to the local civic engagement and volunteering by recruiting 44,786 volunteers to help meet local needs.

**Objective 1b:** By 2009, no less than 50% of Maine school-aged youth will devote time either to community service, civic activities, or community-based service learning.

**Measure:** % of high school aged youth that reported spending time doing community volunteer activities.

**Source:** For 2006, Indicator #71 in Maine Marks ([www.mainemarks.org](http://www.mainemarks.org)). This indicator was eliminated in subsequent reports. For 2009, MCCA added questions to a statewide survey.

**2006 Baseline:** 48% of high school aged youth devoted 3-4 hours to these activities monthly.

**2009 Result:** 41% volunteered an average of 2 hours each month.

**Comment:** National polling has been following the overall rate of volunteering among older teens for over 20 years. The rate of volunteering among older teenagers was found to be almost ten percentage points higher than it was in 1989. This is significant in light of research that shows a “habit” of volunteering formed during or before teen years continues through adulthood. Service to others is also a fundamental element in healthy development as demonstrated by Search Institutes’ 40 Developmental Assets which recommends at least one hour per week for 12-18 year olds.

## GOAL 2: MAINE VOLUNTEER PROGRAMS WILL ACHIEVE THE MAXIMUM POSSIBLE IMPACT ON COMMUNITY NEEDS THROUGH HIGH QUALITY, SUSTAINABLE SERVICE.

**Objective 2a:** By 2009, the percent of Maine volunteer programs that implement 90% of the 22 essential volunteer management practices in their operations will increase from 23% to 45%.

**Measure:** % of programs that report “always” or “sometimes” using each essential management practice.

**Source:** MCCS Survey of Community and Volunteer Programs.

**2006 Baseline:** 23% of programs reported “always” or “sometimes” using the essential practices.

**2009 Result:** 42% of programs reported “always” or “sometimes” using the essential practices.

**Comment:** The essential volunteer management practices are a predictor of a volunteer program’s ability to thrive, expand, and impact community issues. National research consistently finds that over a third of people who are first time volunteers leave service after one year because of program management issues and do not volunteer again, even with another program. This attrition is costly in many ways including the lack of engagement among those who “drop out” of volunteering.

Maine’s volunteer attrition rate is beginning to drop: 31% compared to 35% nationally. An area of concern relates to negative changes on several specific management practices that connect Maine programs with the mission and services of their agencies:

- a 15% decline between 2006 and 2009 in the number of programs reporting that volunteer activity relates to organizational or program goals for outcomes.
- an 8% drop in record keeping about the contributions of volunteers to an organization.
- an 8% decline in the number of organizations that reported their outcomes and volunteer levels of effort to the governing board and stakeholders.
- inclusion of the volunteer manager in organizational planning activities dropped by 12%.

When viewed in conjunction with the MCCS survey of nonprofit CEOs about their knowledge and support of internal volunteer programs, there is evidence that volunteer programs are not being leveraged to maximize agencies’ services to their communities.

# 2006-2009 Strategic Plan Report, continued

**Objective 2b:** By 2009, 85% of volunteer program managers will know if their job descriptions reflect the core competencies for their profession and 100% will report that their official duties explicitly include volunteer management.

**Measures:** % of volunteer program managers that report their job descriptions reflect core competencies for managers of volunteers; and, % of volunteer program managers who report their official duties explicitly include volunteer management.

**Source:** MCCS Survey of Community and Volunteer Programs.

**2006 Baseline:** 12% of volunteer managers explicitly have as an official duty volunteer management; 73% of those volunteer program managers have job descriptions based on core competencies.

**2009 Result:** 67% of volunteer managers explicitly have volunteer management as an official duty; 36% of those volunteer program managers have job descriptions based on core competencies.

**Comment:** In the context of the significant MCCS outreach and education of program staff as well as sponsoring organizations, the targets indicate two things: an increase in the recognition of the need for volunteer management to be a deliberate assignment in a job; and greater clarity among volunteer managers about the link between professional competencies and volunteer management. For three years, MCCS has emphasized the competencies for managers of volunteers in its training, its online educational blog for volunteer staff, its newsletter, its the educational webinar series. The goal has been (and continues to be) to help staff supporting volunteer programs recognize that the job has a specific skill and knowledge base; identify where they are on the continuum of novice through expert practitioner; be able to articulate their needs for training or education and locate sources for that professional development.



**Objective 2c:** By 2009, 25% of volunteer managers with less than 5 years experience will report they have had at least 16 hours of formal annual training in volunteer administration.

**Measure:** % of novice (<5 years experience) volunteer managers reporting at least 16 hours annually of formal training in volunteer administration.

**Source:** MCCA Survey of Community and Volunteer Programs.

**2006 Baseline:** 5% of volunteer managers with less than 5 years experience had formal training.

**2009 Result:** 26% of volunteer managers with less than 5 years experience have had at least 16 hours formal training annually.

**Comment:** In the 2006 survey of Maine volunteer managers, 56% indicated their volunteer management training was informal “on-the-job trial and error.” That prompted MCCA to work diligently to create a broader array of training and professional development options for volunteer managers in Maine. When the survey was repeated for the 2010 strategic plan, the number of volunteer managers who had no formal training for the work had dropped to 37%. Although MCCA manages an educational blog, monthly webinar series, and a statewide conference for managers of volunteers, the goal of accessible professional development for volunteer managers also meant being the catalyst for four new regional peer networks through which volunteer staff can advise and guide each other. In addition, the educational expansion was greatly enhanced with development of four college-level courses (one per skill level) launched by Maine higher education institutions in 2010.

**Objective 2d:** By 2009, Maine will have the capacity in at least three regions to accept, screen, orient, and deploy volunteers effectively as requested by emergency management personnel.

**Measure:** Count of teams trained and available to deploy at the request of Maine Emergency Management Agency to operate volunteer reception centers in response to disasters.

**2006 Baseline:** York County had the capacity to operate a volunteer reception center.

**2009 Result:** The Maine chapter of AmeriCorps Alums has been added as a team ready to operate a volunteer reception center. In addition, the York County team has merged into the Southern Maine COAD (Community Organizations Active in Disasters), an organization that coordinates response among non-emergency community groups in Cumberland and York Counties.

**Comment:** The Commission’s role in state responses to disasters has evolved to include co-chairing the Donations Management Team with the Division Director, Preparedness, Recovery and Mitigation at Maine Emergency Management Agency.

## Peer to Peer Networks

Peer to Peer Networks bring together managers and staff from volunteer programs to improve their skills and share ideas, successes and challenges. The Maine Commission for Community Service supported expansion through small grants to three new networks. The following is a listing of Maine Peer to Peer Networks:

Androscoggin Volunteer Administrators  
Sue Hedric  
HedricSu@cmhc.org

Eastern Maine Volunteer Coordinators  
Martha Wildman  
mwildman@emh.org

Franklin Volunteer Network  
Lisa Laflin  
lisa@uwtva.org

Mid-Maine Association of  
Volunteer Administrators  
Erin Dunne  
erin.dunne@maine.gov or  
Eileen Buzzello  
eileen.buzzello@maine.gov

Portland Area Volunteer Administrators  
Karen Stephenson  
kstephenson@unitedwaygp.org

York County Directors Of Volunteers in  
Agencies  
Brenna Widdis  
bwiddis@buildcommunity.org

## Support to National Service Programs

A major part of the Commission's responsibility is to provide training and technical assistance for Maine's National Service programs. Highlights of work in this area include:

- Convened monthly training and technical assistance meetings of AmeriCorps\* State grantees.
- Established quarterly meetings of National Service Staff Council.
- Sponsored National Service Legislative Outreach Day.
- Provided 138 scholarships for National Service Program Staff and members to attend the 2010 Blaine House Conference.
- Conducted outreach to encourage collaboration among community and governmental agencies to develop new AmeriCorps programs.
- Coordinated Maine's participation in AmeriCorps Week and Senior Corps Week.
- Provided webinars on topics related to national service.
- Conducted a statewide conference for AmeriCorps members serving in Maine.
- Provided 15 scholarships to National Service staff and members to participate in UMCE Waldo County "Strengthening Your Facilitation Skills Level 1 and 2."



## From the Field

### The VolunteerMaine.org Blog

The blog serves as a resource for volunteer managers who want to further develop their knowledge, skills and abilities. The blog provides an online community where volunteer managers can share resources and learn and support one another. The blog's value and impact can be seen in recent survey results:

- 97% of respondents reported the blog provides them with useful information they can apply to their work.
- 87 % rated the overall quality of blog content as “great” or “good.”
- 55% said they considered themselves to be “intermediate level managers of volunteers.” 10% rated themselves as “Novice” and 36% as “Advanced.”
- 81% indicated they felt the blog was written for the “intermediate level manager of volunteers.”

In 2010 the blog had more than 100 posts; averaging 2 posts each week. Blog contributions are made by Guest Bloggers and Featured Bloggers who each post every seven weeks. Featured Bloggers are listed below:

- Michael Aiguier, AmeriCorps VISTA, United Way of Eastern Maine
- Jamie Andrew, Volunteer Coordinator, Children's Museum of Maine
- Trudy Hamilton, Certified Volunteer Administrator
- Penny Kern, Retired Membership Program Manager, Girl Scouts
- Patricia Kimball, Founder, Ideactive Solutions
- Steve Letourneau, CEO, Catholic Charities Maine

- Jen Loble, Educator for Volunteer Development, University of Maine Cooperative Extension
- Pete Phair
- Matt Robinson, Education Consultant, KIDS Consortium
- Sarah Ryan, Assistant Professor of Communication, The University of Texas at El Paso
- Anne Schink, Consultant in Volunteer Management, ABS Consulting
- Noble Smith, Noble Smith Associates
- Ann Swain, Director, UMaine Cooperative Extension Senior Companion Program
- Maine AmeriCorps Alums, Various Contributors

### Webinars

In 2010 MCCA began offering a free interactive webinar series based on the skills, issues and opportunities that affect volunteer programs. In the first year of the series 156 people attended 9 webinars. Topics included:

- What Does It Take To Have a Quality Volunteer Program?
- Baby Boomers, Generation X, and Generation Y as Volunteers.
- Navigating The Seas Of AmeriCorps.
- Why Should I Use VolunteerMaine.org?
- What Is Service-Learning and Why Do It?
- Why People Don't Volunteer: Overcoming The Barriers to Service.
- Making The Most of Your Training: Planning Effective Webinars.
- Weathering The Downturn: Volunteerism During The Recession.
- Universal Design: Expanding Your Volunteer Pool.

# Raising Awareness

## Volunteering in America Report

The Volunteering in America research is produced annually by the Corporation as part of its efforts to expand the reach and impact of America's volunteers. The research is the most comprehensive data on volunteering ever assembled and it includes data on volunteer rates, rankings, area-specific trends, and analysis. The report is published each summer and is tool used by elected officials and nonprofit leaders to develop strategies to mobilize more Americans in service to address local needs. Data for the report was collected through a supplement to the Current Population Survey, conducted by the U.S. Census Bureau for the Bureau of Labor Statistics. The Volunteer Supplement collects data on the volunteering activities of adults aged 16 and older. For more information visit [www.VolunteeringinAmerica.gov](http://www.VolunteeringinAmerica.gov).

## Maine Highlights

- 366.6 thousand adults in Maine volunteered in 2009.
- The volunteer rate in Maine increased in 2009 to 34.4% from 31.8% in 2008.
- Maine ranked 2nd in New England in terms of the number of volunteers.
- Maine ranked 4th in the nation for volunteer hours per resident.
- Maine volunteers contributed 51.9 million hours of service with an economic contribution valued at \$1.1 billion.

## Civic Health Assessment

The Civic Health Assessment is designed to gauge the health of America's communities by measuring how often residents engage in a variety of civic activities and to help civic leaders identify ways to strengthen the participation of citizens in their communities. Civic engagement is, in essence, the common thread of participation in and building of one's community. The 2010 report marked the first time that such a comprehensive collection of data is available across these indicators for the nation, states and cities. Data for the assessment was collected through a supplement to the Current Population Survey. More information can be found at [www.civic.serve.gov](http://www.civic.serve.gov).

## Key Findings

- In Maine 70.2% of residents voted in the 2008 Presidential election. This ranks us at number two among the 50 states and Washington, DC in terms of voting rates.
- Participating in a group and/or a voluntary association is considered a strong litmus test for the strength of civic engagement. 38.7% of adults in Maine participated in group or voluntary organization.
- 116,000\* Maine residents worked informally with neighbors to fix a community problem.
- Veterans are generally more involved in their communities than non-veterans.
- In general, people who have higher levels of education, are more likely to participate in civic activities.
- 51.4% of Maine residents donated money, assets, or property to charitable or religious organizations.
- Americans are coming together to solve challenges. They are tilting towards the issues and not running away from them. Adults who volunteer are more likely to participate in every other form of civic engagement.

*\*In addition to 366.6 thousand formal volunteers.*

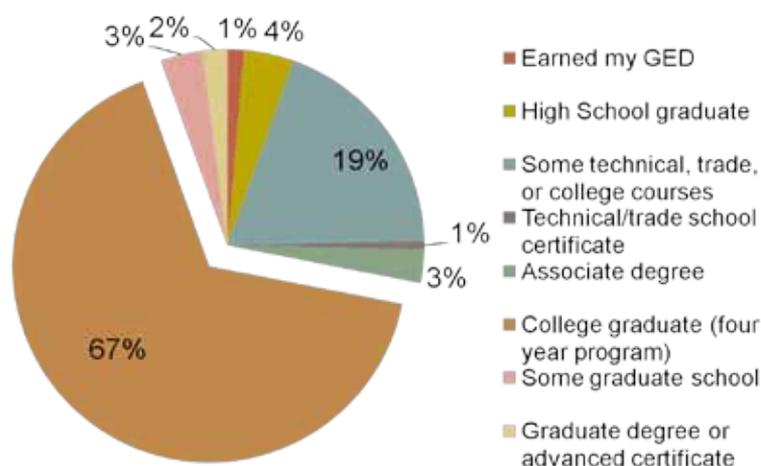
## Maine AmeriCorps Service Attracts and Retains Talented Young People

In 2010, the results from six years of AmeriCorps member survey responses were analyzed, to look at the profile of members who come to Maine from out of state. The research revealed that AmeriCorps is not just a means of supporting communities in Maine through significant and essential service; but it also attracts highly educated individuals from out of state and encourages them to stay.

### Highlights:

- 41% of the non-residents stayed in Maine after their year of service.
- 67% of non-residents have at least a four year degree.
- 52% of all AmeriCorps members take on volunteer work during their year of service (unrelated to AmeriCorps assignment).
- Before their AmeriCorps service: 18 % seldom volunteered; 52 % regularly volunteered; 28% occasionally volunteered and 1% never volunteered.
- AmeriCorps members started volunteering: 40% before teen, 39% during teen, 13 % as an adult, and 8% as young adult.

### Educational Background of Non-residents



# Partnerships

## VolunteerMaine Partnership

The members of the VolunteerMaine Partnership have come together with the sole purpose of promoting volunteerism in Maine and to meet the needs of volunteer programs operating locally so they are able to effectively respond to critical local needs.



### 2010 Partners

Maine Commission for Community Service,  
Corporation for National & Community Service,  
Maine Emergency Management Agency,  
Maine Voluntary Organizations Active in Disaster,  
Aroostook Retired Senior Volunteer Program,  
Seniors Plus,  
Maine 211,  
United Way of Eastern Maine,  
United Way of York County,  
United Way of Greater Portland,  
United Way of Mid Coast Maine,  
United Way of Mid-Maine,

### VolunteerMaine.org

VolunteerMaine.org is a state-wide volunteer recruitment platform for nonprofit, educational and governmental organizations. Agencies post their volunteer opportunities so potential volunteers can search for opportunities that match their skills and interests.

### VolunteerMaine.org Promotion

More than \$13,000 of in kind resources were donated by Time Warner Cable in the form of television advertising. The HR Times featured VolunteerMaine.org in all of its online and print newsletters in 2010. The Commission contributed promotional items, brochures, television and radio advertising, and attended conferences to promote VolunteerMaine.org as the state-wide resource for volunteerism in 2010.

### Website Stats

- VolunteerMaine.org had 54,416 unique visitors to its homepage in 2010.
- The site had 129,352 visitors to the blog.
- There were 63,400 visitors who viewed our VolunteerFare newsletter page.
- VolunteerMaine.org had 45,982 unique visitors who logged onto the homepages of partner sites. (These pages are where users can search for volunteer opportunities).
- The resource section of the site was visited 10,853 times.

## Maine Emergency Management Agency

The Maine Commission for Community Service serves as a resource for MEMA on all issues concerning the volunteer sector and in particular disaster volunteering. MCCC serves as Co-Chair on the State Donations Coordination Team and deploys Volunteer Reception Centers during times of disaster at MEMA's request.



## Corporation for National and Community Service

The Maine Commission for Community Service is the state partner of a federal agency that sponsors, funds, and regulates National Service Programs. The Corporation for National and Community Service engages more than five million Americans in service through Senior Corps, AmeriCorps, and Learn and Serve America, and leads President Obama's national call to service initiative, United We Serve.



## MCCS National Service Duties

“Select national service programs as defined in the National Service Trust Act. Evaluate, monitor and administer grants. Provide program development assistance and training to national service programs in the state. Make recommendations to the Corporation for National and Community Service with respect to priorities within the state for programs receiving assistance under the federal Domestic Volunteer Service Act.” (5MRSA c.373§7503)

## What AmeriCorps Members Gain

- 97% of AmeriCorps Members learned new technical skills related to their service area.
- 99% improved their communication skills (specifically they learned to communicate so others understood their opinions, instructions, questions, and/or needs).
- 84 % learned to identify problems, community needs and resources.
- 87% of members learned to organize, plan, and prioritize work.

## National Service Highlights

**4,400**

**National Service volunteers serving in Maine.**

**\$7.4 Million**

**From CNCS to support Maine’s Senior Corps, AmeriCorps, and Learn and Serve America programs.**

**36**

**National Service programs in the State of Maine.**

[www.nationalservice.gov](http://www.nationalservice.gov)

## Segal AmeriCorps Education Awards

**Segal Education Awards may be used for post-secondary education or student loan repayment.**

**Since 1994, 4,200 Maine AmeriCorps Members have qualified for \$12.4 million in Education Awards.**

**Payments totalling \$6.7 million have been made to Maine institutions on behalf of members.**

[www.nationalservice.gov](http://www.nationalservice.gov)



## AmeriCorps\*VISTA

AmeriCorps VISTA (Volunteers in Service to America) is the national service program designed specifically to fight poverty. VISTA members commit to serve full-time for a year at a nonprofit organization or local government agency, working to fight illiteracy, improve health services, create businesses, strengthen community groups, build financial sustainability, and much more. VISTA was founded in 1965, and was incorporated into the AmeriCorps network of programs in 1993.

### VolunteerMaine VISTA Project

**Sponsor:** Maine Commission for Community Service

**Contact:** Pam Zeutenhorst, 207.624.6242 or pam.zeutenhorst@maine.gov  
www.maineservicecommission.gov

**Program size:** 8

**Number of community volunteers recruited:** 860

**Hours served by recruited community volunteers:** 1,634

**Program impact:** Members taught 36 workshops on best practices in volunteer management and 14 on the use of VolunteerMaine.org. In 2010 they contacted 523 organizations about the state-wide resource VolunteerMaine.org and attended 58 outreach events to promote the websites use. Members raised \$1,319 in cash and \$1,435 in in-kind to support volunteer programs.

**Sites:** United Way of Greater Portland, United Way of Mid Coast Maine, Habitat for Humanity/7 Rivers, UMCE Kennebec County, United Way of Eastern Maine, Maine Commission for Community Service.

### Maine Campus Compact

**Sponsor:** Campus Compact New Hampshire

**Contact:** Cati Mitchell, 207.786.8346 or cmitche2@bates.edu

**Program size:** 18 members

**Number of community volunteers recruited:** 6,322

**Hours served by recruited community volunteers:** 52,551

**Program impact:** During the 2009-2010 academic year, MCC VISTAs recruited 6,322 volunteers. Volunteers, many of whom were college students, were mobilized to fight poverty by improving access to college and food security.

To this end, 787 college students were recruited as volunteers to work on higher education access, retention, and completion projects. As a result of the services provided by MCC VISTAs and their volunteers, 232 community partners reported an improved ability to service low-income populations or fight poverty.

**Sites:** Bates College, Colby College, Downtown Education Collaborative, Maine Campus Compact office, Maine College of Art, Southern Maine Community College, St. Joseph's College, Unity College, University of Maine – Augusta, University of Maine – Farmington, University of Maine – Milo extension, University of Maine – Orono, University of New England, University of Southern Maine, University of Southern Maine – Lewiston/Auburn College.

### Communities for Children and Youth

**Sponsor:** State Planning Office

**Contact:** Chip Curry, 207.626.5238 or ccurry@usm.maine.edu

**Program size:** 32

**Number of community volunteers recruited:** 947

**Hours served by recruited community volunteers:** 11,512

**Program impact:** The project is a cooperative initiative between The Maine Governor's Children's Cabinet and the Muskie School of Public Service. It exists to build Maine's capacity to meet the needs our most vulnerable children and youth. Members mentored 122 individuals and served 4,566 disadvantaged youth and children through the program. They raised \$1,194,730 in cash and leveraged \$90,769 in in-kind resources.

### Hour Exchange Portland

**Contact:** Lesley Jones, 207.874.9868 or Lesley@hourexchangeportland.org

**Program size:** 6

**Number of community volunteers recruited:** 4,442

**Hours served by recruited community volunteers:** 27,199

**Program impact:** Hour Exchange Portland is a service exchange based on time, the currency of equality that empowers individuals to utilize their assets and enhance their lives, neighborhood and community. Members mentored 43 individuals and served 83 disadvantage youth and children through the program. Hour Exchange volunteers winterized 125 homes. Members raised \$4,391 in cash and leveraged \$162,552 in in-kind resources.

## Multi-Generational Civic Engagement Initiative

**Sponsor:** Family and Children Together

**Contact:** Anna Libby, 207.941.2347 or alibby@mainekids-kin.org

**Program size:** 1 member in Maine

**Program purpose:** With funding from the U.S. Administration on Aging, Atlantic Philanthropies, MetLife Foundation, and Corporation for National and Community Service, AmeriCorps\* VISTA members are placed in community organizations, to engage different generations in helping each other. The project works with local organizations to create model volunteer programs that other organizations can offer in their community.

## AmeriCorps\*State

AmeriCorps\* State supports a broad range of local service programs that engage Americans in intensive service to meet critical community needs in education, public safety, health, and the environment. AmeriCorps grants partially cover the expense of operating an AmeriCorps program and do not cover general organizational expenses. A cash match is required.

## Maine Conservation Corps

**Sponsor:** Maine Department of Conservation

**Contact:** Linda Shapleigh, 207.287.6086 or linda.shapleigh@maine.gov

[www.maine.gov/doc/parks/mcc/](http://www.maine.gov/doc/parks/mcc/)

**Program size:** 71 Members

**Number of community volunteers recruited:** 509

**Hours served by recruited community volunteers:** 2,067

**Program impact:** In 2010, The Maine Conservation Corps (MCC) recruited 104 members from 21 states. 70 MCC field team members formed 15 teams and worked on 36 sites throughout Maine. 16% of 2010 field team partners were new to the MCC. 98% of field team partners stated that the quality of public lands was either improved or significantly improved by MCC field team members. 34 Environmental Educators provided environmental education and community outreach activities including over 700 lesson hours to 4,000 students.

**Sites:** Augusta, Boothbay, Camden, Cutler, Damariscotta, Edmunds Township, Falmouth, Old Town, Phillips, Portland, Pownal, Rockland, Sidney, Turner, Waldoboro, Wells, and various field team project sites across the state.

## Community Resource Corps

**Sponsor:** Goodwill Industries of Northern New England

**Contact:** Tom Nickerson, 207.400.6352 or Tom.Nickerson@goodwillnne.org

[www.goodwillnne.org/programs/community-resource-corps.php](http://www.goodwillnne.org/programs/community-resource-corps.php)

**Program Size:** 62 Members

**Number of Community Volunteers recruited:** 2632

**Hours served by recruited community volunteers:** 6,332

**Program impact:** Community Resource Corps AmeriCorps Members recruited 2,632 new volunteers at 19 nonprofits who contributed 42,162 hours of service during the year. All 19 of the host sites increased their use of the essential practices of volunteer management, including implementing organizational policies and practices to orient new paid staff about volunteer involvement within the organization; organizing consistent activities for recognizing staff support for volunteers; to sharing information about volunteer involvement with board members and other stakeholders; to scheduling periodic assessments of volunteer performance; to providing consistent training for volunteers regarding duties and responsibilities.

**Sites:** Farmington, Freeport, Lewiston, Lincoln, Machias, Mt. Desert Island, Portland, Presque Isle, Rockport, Steep Falls, Stonington, Tenants Harbor, Unity, Vinalhaven and Waldoboro.

# AmeriCorps\*State

## Island Fellows AmeriCorps Program

**Sponsor:** Island Institute

**Contact:** Christine Wolff, 207.594.9209, cwolff@islandinstitute.org  
www.islandinstitute.org

**Program size:** 10 Members

**Number of community volunteers recruited:** 484

**Hours served by recruited community volunteers:** 13,239

**Program impact:** The Island Fellows AmeriCorps Program placed 10 Island Fellow members in 9 island communities to meet targeted community needs, including from comprehensive planning, technology development, curriculum design, community recreation programming, historical preservation, affordable housing, and community energy conservation. Island Fellows received in depth, professional development training, including grant-writing, meeting facilitation, conflict resolution, HTML web design, Geographic Information Systems mapping design, volunteer management, and training and workshops specific to individual placements. 100% of Island Fellow AmeriCorps members reported satisfaction with the training received, and 95% of host site advisors stated that the training received by Island Fellow AmeriCorps members contributed to high quality service projects and their ability to meet the needs of the project.

**Sites:** Casco Bay Islands, Chebeague, Cranberry Isles, Frenchboro, Isle au Haut, Matinicus, North Haven, Stonington, Swan's Island and Vinalhaven.

## Teen Leadership and Career Corps

**Sponsor:** Maine Parent Federation

**Contact:** Lorinda Joy, 207-588-1933, ljoy@mpf.org  
www.mpf.org

**Program size:** 16 Members

**Number of community volunteers recruited:** 205

**Hours served by recruited community volunteers:** 1299

**Program impact:** TLCC focuses on youth with disabilities between the ages of 14 and 21 building strong self determination skills and fostering increased post-secondary workforce and educational attainment. Through this program, AmeriCorps Members, in partnership with local school districts across Maine, work with local service providers, non-profits and businesses to strengthen and enhance the opportunities for these youth in order to move them into active, involved and productive adult lives. Strategies include involvement in transition planning, youth leadership training, peer mentoring and school-based job clubs.

**Sites:** Buckfield, Bucksport, Dixfield, Farmington, Gray, Greenville, Jay, Kittery, Lubec, Mt. Desert, Rumford and Turner.

## Planning Grants

AmeriCorps\*State planning grants provide support to organizations intending to apply for AmeriCorps Program grants. Recipients receive funds to support planning activities and technical assistance from Commission staff as they design competitive program models.

### ENCORPS AmeriCorps Planning Grant

**Sponsor:** University of Maine System

### Hour Exchange Portland

**Sponsor:** Portland Time Bank

## AmeriCorps\*National

The following programs operate in Maine as well as other states. They join in training and technical assistance activities but do not report performance to The Maine Commission for Community Service (MCCS).

### Emergency Response Corps

**Sponsor:** Goodwill Industries of Northern New England, Portland

**Contact:** Billye Senecal, 207.491.4915 or [billye.senecal@ginne.org](mailto:billye.senecal@ginne.org)

**Program size:** 10 Members in Maine

**Program purpose:** The Emergency Response Corps recruits EMT and firefighter volunteers to address recruitment and retention deficiencies, present public safety education and implement disaster preparedness initiatives.

They are creating a network of emergency response volunteers in ME, NH, VT, and NY.

### Student Conservation Association

**Contact:** Kate Hagner, 603.543.1700 x133

**Program size:** 5 Members in Maine

**Program purpose:** SCA provides college and high school-aged members with hands-on conservation service opportunities. Members protect and restore national parks, marine sanctuaries, cultural landmarks and community green spaces in all 50 states.

### Community HealthCorps Maine PCA

**Sponsor:** Maine Primary Care Association

**Contact:** Tom Godfrey, 207.621.0677 x204

**Program size:** 12 members in Maine

**Program purpose:** Members work to increase organizational capacity and outreach through a variety of activities, including: volunteer development, community health education, extending the agency's outreach and follow-up capacity with patients to improve self-management success, reduce barriers to care, reduce no-shows, and help organizations and communities prepare for and respond to disasters.

### Greater Portland Habitat for Humanity

**Sponsor:** Habitat for Humanity International, Inc.

**Program size:** 1 member in Maine

Members in this project receive education awards but no monthly stipend.

### Eastern Maine Development Cooperation

**Sponsor:** Association of Farmworker Opportunity Programs

**Program size:** 2 members in Maine

**Program purpose:** SAFE (Serving America's Farmworkers Everywhere) members devote a year of their life in service to the farmworkers and communities to which they are assigned. Their primary task is to provide pesticide safety education, but they are also engaged in providing direct services such as food banks, clothing drives, health outreach, tutoring, mentoring youth and participating in community service activities.



# Senior Corps

## Senior Corps

Senior Corps connects people over 55 with the citizens and agencies that need them. Senior Corps offers several ways to get involved: Foster Grandparents, Senior Companions, and RSVP. Volunteers receive guidance and training so they can make a contribution that suits their talents, interests, and availability.

**Maine Senior Corps Volunteers:** 2,126

**Hours Served:** 594,421

**Monetary Value:** \$12,393,677

## Foster Grandparents

**Volunteers:** 232

**Hours served:** 199,254

**Program impact:** Volunteers, in two statewide programs, provided one-to-one attention and support to 2,312 children with special needs in schools, child development centers and in homes.

### Contacts:

PROP's Foster Grandparent Program, Portland  
Susan Lavigne, Director  
207.773.0202 or SLavigne@propeople.org

Penquis Foster Grandparent Program, Bangor  
Gary Dorman, Director  
207.973.3611 or gdorman@penquis.org

## Senior Companion Program

**Volunteers:** 173

**Hours served:** 113,561

**Program impact:** Volunteers in two statewide programs, made home visits to 606 isolated and/or frail elders or adults with disabilities in need of companionship, transportation and help with accessing community resources in order to remain living independently.

### Contacts:

UMaine Cooperative Extension, Orono  
Senior Companion Program  
Ann Swain, Director  
207.581.3326 or aswain@umext.maine.edu

PROP's Foster Grandparent Program, Portland  
Susan Lavigne, Director  
207.773.0202 or slavigne@propeople.org

## RSVP

**Volunteers:** 1,721

**Hours served:** 281,838

**Program impact:** Born To Read volunteers brought the joy of books to 561 pre-school children around Maine. Other volunteers helped provide 99,713 nutritious meals to older people throughout Maine. In addition RSVP volunteers tutored 77 adults in the Thresholds & Decisions Program, a 5-step decision making model for inmates in 3 correctional facilities. They helped 117 people strengthen their balance and 130 others learn how to combat osteoporosis. They delivered 1,564 medical transportation rides. Volunteers also kept frail elders and children warm by knitting hats, mittens, scarves, lap robes and shawls.

### Contacts:

Aroostook RSVP, Presque Isle  
Eleanor Reese, Director  
207.764.3396 or eleanorreese@aroostookaging.org

Penquis RSVP, Rockland  
Gary Dorman, Director  
207.973.3611 or gdorman@penquis.org

HealthReach RSVP, Waterville  
Ruth Saint Amand, Director  
207.861.3428 or ruth.stamand@mainegeneral.org

UMaine Center on Aging RSVP, Bangor  
Paula Burnett, Director  
207.262.7926 or paula.burnett@umit.maine.edu

RSVP of Southern Maine, Scarborough  
Ken Murray, Director  
207.396.6520 or kmurray@smaaa.org

Service-learning engages students in the educational process, using what they learn in the classroom to solve real-life problems. Students not only learn about democracy and citizenship, they

**“...I learned a lot more than I normally would have using textbooks and traditional learning styles.”**

*- RSU 67 Student*

become actively contributing citizens and community members through service. A national study of Learn and Serve America programs suggests that effective service-learning programs improve grades, increase attendance in school, and develop students' personal and social responsibility. Service-learning strengthens both education and local communities by building effective collaborative partnerships between schools and community organizations that help meet community needs.

## Learn & Serve Maine

**RSU 67** (Chester, Lincoln and Mattawamkeag)

**Contact:** Donna J. Vigue, 207.794.6500 or donna.vigue@rsu67.org

**Program impact:** Students completed 22 service-learning projects which involved 70 community organizations, 994 students and 16 community volunteers. Projects included a public policy project where students identified a community issue with a community partner. Students then worked with that partner to research the issue, explore alternative solutions, and present their own solution publicly.

**RSU 34** (Alton, Bradley and Old Town)

**Contact:** Judith K. Pusey, judy.pusey@rsu34.org or 207.827.3932

**Program impact:** Students completed 18 service-learning projects which involved 25 community organizations, 400 students and 15 community volunteers. Chemistry students conducted mercury testing in the Sunkhaze watershed and presented the findings publicly. Other students created video documentaries to highlight community resources and created a student-staffed writing center.

## Service-Learning Mini-Grants

### Jay Middle School

**Contact:** Robert Taylor, robert\_taylor@jayschool.org

**Project impact:** 135 students built a geodesic dome where they will grow produce for the community and school

During the process students learned construction techniques, the use of hand tools, and about renewable energy and solar power. Students have had the opportunity to connect their learning to the “real world” in a very meaningful way.

### Youthlinks

**Contact:** Amie Hutchison, ahutchison@brmaine.org

**Project impact:** 20 students helped homeless shelter residents get back on their feet by repairing bikes for transportation. The program required participants to look at a bike from the engineering standpoint to figure out why something wasn't working. They also learned the metric system as they worked with various tools.

### The New School

**Contact:** Marylyn Wentworth, thenewschool@tnsk.org

**Program impact:** 36 students winterized 25 homes of elderly or low-income families. They shrink-wrapped windows, insulated electrical outlets, weather-stripped and windows. Students learned how to conduct an energy audit, the principles of thermo-dynamics and how to button up a drafty home while using math skills for measuring and calculating.

### RSU#10 Western Foothills Kids Association

**Contact:** Allie Burke, aburke@rsu10.org

**Program impact:** 162 students studied, designed, and built a compost project from the ground up. As part of the project they involved the entire school and are now composting a large percentage of school food waste.

### Habitat for Humanity of Greater Portland

**Contact:** Stefanie Millette, youth@habitatme.org

**Project impact:** 20 students created architectural plans for affordable housing. Science and engineering principles were employed as students learned about the toxicity of various building materials and their broader effect on the environment.



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**Augusta, ME 04333**  
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