



A City of Pittsburgh Initiative

servePGH

Year 4 Report to the Community



CITY OF
PITTSBURGH

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ENGAGING CITIZEN VOLUNTEERS TO TACKLE PITTSBURGH'S GREATEST CHALLENGES

Two young volunteers help to revitalize their Beltzhoover neighborhood

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A volunteer removes vines at a SHIP workday in Hazelwood.



MESSAGE FROM THE MAYOR

Dear Neighbors,

Over the past four years, servePGH has invigorated neighborhoods, built bonds between community members and fostered a neighbors-helping-neighbors spirit, which has made our city such a great place to live. Over 12,000 of you have committed your time as servePGH volunteers by mentoring Pittsburgh's young people, re-purposing neighborhood blocks and repairing your neighbors' homes. I am proud of the tradition of service servePGH has established and I am pleased to continue supporting these initiatives.

This past year has inspired me, challenged me and shown me Pittsburgh's truly enduring spirit. I commend the volunteer work that this city has accomplished over these past few years. With your commitment to community service, together we will usher in a new era of growth and prosperity in Pittsburgh.

Thank you for your service to our city.

Sincerely,

William Peduto

Mayor
City of Pittsburgh





A group of Love Your Block volunteers gather to update an urban garden in East Liberty.

INTRODUCTION

On September 10, 2009, the City of Pittsburgh pledged to help the country achieve the goals of the Edward M. Kennedy Serve America Act by joining New York City and sixteen other cities from across our nation to form the Cities of Service coalition. This national nonpartisan coalition now includes more than 200 mayors – representing 50 million people in 43 states – who have committed to engaging city residents in impact volunteering to tackle pressing issues from neighborhood revitalization to supporting youth and education and other city needs. By signing the Declaration of Service, the City of Pittsburgh committed to developing a coordinated strategy to utilize service as a significant municipal strategy for addressing local challenges.

In March 2011, the City of Pittsburgh launched servePGH to engage Pittsburgh's citizens in service and answer President Obama's national call to volunteerism. In the first few months of his administration, Mayor Peduto continued Pittsburgh's commitment to community service by signing a renewed Declaration of Service. Through robust and innovative initiatives, ranging from mentoring to block revitalization, to home repair and beyond, servePGH has engaged citizens in volunteer-fueled solutions to revitalize more than 1,000 city blocks, clean up over 75,000 pounds of litter, and repair over 230 homes for the City's most vulnerable residents. Over 12,000 volunteers have committed nearly 70,000 hours of service through servePGH to date.

IMPACT TO DATE

Revitalized **nearly 1,000** city blocks removing **76,301** pounds of litter from Pittsburgh streets

Recruited **117** city employees to serve as mentors to middle school and elementary school students

Repaired and weatherized **233** homes, including **41** homes of veterans

Trained **639** of Pittsburgh's residents to guide students through high school graduation

Cleared snow and ice from the sidewalks of over **410** seniors and disabled residents

Engaged **12,483** volunteers in over **68,856** hours of service

Leveraged nearly **\$3M** in Federal, State and Foundation funding



A volunteer works to repair a home in Hazelwood

INITIATIVES

LOVE YOUR BLOCK

SUSTAINABLE HOME IMPROVEMENT
PARTNERSHIP

THE MAYOR'S MENTORING INITIATIVE

THE PROMISE COACHES CAMPAIGN

BEAUTIFY OUR 'BURGH

Led by the department of Public Works

SNOW ANGELS

Led by the United Way's Open Your Heart to a Senior

CIVIC LEADERSHIP ACADEMY

Led by the Office of Community Affairs

CITIZEN SERVICE AWARD





Love Your Block encourages community groups to identify priority projects and develop volunteer-fueled solutions to reclaim blighted and vacant lots. The City of Pittsburgh provides competitive mini-grants for community groups to execute their lot revitalization projects.

The past year has been Love Your Block's most successful year on record. Residents completed thirty transformative projects in neighborhoods across the city, from Fairywood to Larimer, reclaiming nearly 100 city blocks. The spirit of volunteerism was contagious, as 1,533 dedicated volunteers contributed over 9,800 hours of service to "love their blocks" in the City of Pittsburgh. The enterprising community groups that were awarded grants leveraged nearly \$350,000 in additional funds and donations to enhance the impact of our mini-grant program. This amount more than doubled our previous five seasons combined.

LOVE YOUR BLOCK

"[The best part of the Love Your Block Event were] the numbers of volunteers who cared enough to come out and create a difference in our neighborhood. The sweat, laughter, hard work and getting dirty together was priceless."

-Dorrie Smith, Observatory Hill, Inc.

SUSTAINABLE HOME IMPROVEMENT PARTNERSHIP

"It's the best work I've ever seen. I really appreciate your organizations; you are taking care of the soldier."

-Homeowner receiving SHIP services



While purchasing a home is one of the biggest investment we can make, it can also be overwhelmingly expensive for many to maintain. With an aging housing stock, regular repairs and updates become increasingly necessary to ensure the safety and comfort of a home. As a result, many families are one major repair away from financial disaster, which can ultimately force them out of their community. Repairs made by SHIP Partners and volunteers help to keep low income, elderly and veteran residents safe in their homes.

Since its inception, SHIP has repaired and weatherized 233 homes. To date, 3,516 volunteers have served nearly 45,000 hours.



The Mayor's Mentoring Initiative was established in 2011 and was the first ever volunteer initiative within the city, with the ultimate goal of engaging city employees in service. Volunteers can choose to mentor with either Be a Middle School Mentor, a mentoring program geared towards engaging students in career exploration, or Everybody Wins!, an elementary lunchtime program which strives to increase literacy and build a love of reading.

This year, city employees from 14 departments participated as mentors through these programs. In the upcoming year, The Mayor's Mentoring Initiative will expand to reach even more students by incorporating a new mentoring option, Mentor 2.0, a virtual mentoring platform piloted successfully in New York City, through Big Brothers Big Sisters of Greater Pittsburgh.

MAYOR'S MENTORING INITIATIVE

"One of the most important things you can do is impact a child's life in a positive way."

-Tamara Davis, Personnel and Finance Supervisor, Pittsburgh Bureau of Police and mentor with the Be A Middle School Mentor Program

PROMISE COACHES CAMPAIGN

"I've had the pleasure of seeing my sixth grade student mature into a bright, high-school ready, eighth grader. As a Promise Coach, I am able to effectively mentor my student ; by mapping out the milestones he must achieve to graduate with the Pittsburgh Promise Scholarship."

-Aftyn Giles, Promise Coach



Instituted in early 2013, The Promise Coaches Campaign aims to equip and empower adults in the City of Pittsburgh to help all young people earn a high school diploma and succeed in educational and career goals. Promise Coaches trains residents to act as mentors in an effort to promote a culture of higher education and increase the number of graduating students who are Pittsburgh Promise eligible. Promise Coaches has trained 90 coaches within the last year alone with the hopes of expanding the campaign and doubling that number in the upcoming year.



Formerly known as the city's Redd Up Zone, Beautify our 'Burgh, supported primarily by the Department of Public Works, is an adopt-a-block program that provides resources for businesses, organizations, and schools to mobilize volunteers to help keep our city streets clean and beautiful. Organizations commit to holding year-round volunteer days within their zone that help to rid our streets of litter. Currently, there are nearly 75 different Beautify our 'Burgh zones throughout the city.

Over the last year, community organizations have removed 4,250 pounds of litter! Look for the Beautify our 'Burgh signs in your neighborhood.

BEAUTIFY OUR 'BURGH

"Beautify our Burgh' gives all residents the opportunity to do their part in keeping our city, the most livable city, clean. It also allows us to engage directly with community leaders in order to exchange information about what's going on in our neighborhoods. It's a great program that I am happy that we facilitate."

—LaTrenda Leonard, Deputy Chief of Operations and Administration, Office of the Mayor, City of Pittsburgh

SNOW ANGELS

"I have a doctor appointment coming up and I wouldn't even be able to get out if it wasn't for my Snow Angel"

-Carrick Resident receiving help from a Snow Angel



Snow Angels, a joint program in partnership with The United Way's *Open Your Heart to a Senior*, Family Services of Western PA and North Hill Community Outreach, matches our city's elderly and disabled residents with volunteers who commit to assist in the snow shoveling for the winter season. With Pittsburgh's reliably frigid weather, throughout the winter months, Snow Angel volunteers make sure that everyone traveling our sidewalks are safe and allow residents the freedom and peace of mind to access their homes.

This year, nearly 200 residents volunteered for their neighbors-in-need.



The Civic Leadership Academy, a tradition which began in fall of 2010, has found a new home within the City's Office of Community Affairs. This 10-week course on local government, is designed to foster a more informed, effective and inspired community. Each class has the opportunity to meet with various city departments, including the Mayor's Office, the Pittsburgh Parking Authority, Finance Department, Pittsburgh Water and Sewer Authority, and many others. For the first time, this fall's class was comprised predominately of immigrants to our city, in an effort to support the Welcoming Pittsburgh Initiative. Since its inception, this program has graduated 280 residents, representing 55 neighborhoods and 11 countries.

CIVIC LEADERSHIP ACADEMY

"Throughout my CLA experience, I have gained a deeper understanding of the interworking's of the city & what it really takes for us to enhance our quality of life."

-Darlene Yanakos, CLA Graduate

CITIZEN SERVICE AWARD

“It feels great to be recognized for the work, especially from a city that I love.”

—Dr. Audrey Murrell, Associate Professor at the University of Pittsburgh and Mayor’s Citizen Service Awardee



Throughout our city's history, volunteers have played a critical role in providing essential services to residents, and building leadership and capacity among citizens to address community concerns. Mayor Peduto is proud of Pittsburgh's strong commitment to volunteerism.

The Citizen Service Award is a special award given through the Mayor's Office that honors individuals and organizations that demonstrate a strong commitment to addressing local challenges and improving the quality of life in the City of Pittsburgh. Since 2011, servePGH has awarded over 100 Citizen Service Awards to deserving, service-minded individuals and groups.



TEAMWORK
MAKES
— THE —
DREAM
WORK

Volunteers work in Pittsburgh's California-Kirkbride neighborhood to erect a KaBoom Playground



A student enjoys some time with his Reading Buddy.

LOOKING AHEAD

In four years, servePGH has fostered many initiatives within the City of Pittsburgh that have engaged 12,483 volunteers in 68,856 hours of service.

In the years to come, servePGH will continue to support innovative programs that are designed to solve our city's most pressing needs by engaging communities in new and creative service strategies. By designing programs we hope to meet the needs of every neighborhood.

We believe the best way to affect local change is not alone, but through strategic partnerships between businesses, organizations, volunteers, and local government. With community members the experts in creating their own solutions, the greatest impact will come from everyone working hand in hand. Thank you for joining us on this journey.

ABOUT CITIES OF SERVICE

Founded in September 2009 in New York City by New York Mayor Michael R. Bloomberg and 16 other mayors from across the nation, Cities of Service is a bipartisan coalition of mayors committed to addressing critical city needs through impact volunteering. American cities face serious challenges and many mayors want to take advantage of every resource available to them – including the time and energy of public-spirited residents – to address those challenges. But in cities across America today, citizen service is often an under utilized or inefficiently utilized strategy by municipal governments. By leveraging citizen service strategies, Cities of Service helps mayors address local needs and make government more effective.

To learn more, visit citiesofservice.org or follow on Twitter @CitiesofService.



VISTA

Volunteers In Service To America

servePGH is supported by the Corporation for National Community Service and AmeriCorps VISTA. AmeriCorps VISTA members commit to full-time service for one year at a nonprofit organization or local government agency. VISTA members work to fight illiteracy, improve health services, create businesses and strengthen community groups, with the ultimate goal of eliminating poverty in the United States. VISTAs develop systems, relationships, and knowledge which they transfer to organizations and the community to ensure program sustainability.



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INITIATIVE PARTNERS

LOVE YOUR BLOCK

Peoples Gas
 The PNC Foundation
 The Home Depot - East Liberty Branch
 City of Pittsburgh Department of Public Works

SUSTAINABLE HOME IMPROVEMENT PARTNERSHIP

ACTION-Housing, Inc.
 Nazareth Housing Services
 The Pittsburgh Project
 Rebuilding Together Pittsburgh
 The Urban Redevelopment Authority (URA)
 Neighborhood Allies
 NeighborWorks Western PA

MAYOR'S MENTORING INITIATIVE

United Way of Allegheny County: Be a Middle School Mentor
 Reading Is FUNdamental (RIF) Pittsburgh: Everybody Wins!
 Pittsburgh Public Schools

THE PROMISE COACHES CAMPAIGN

The Mentoring Partnership of Southwestern Pennsylvania
 Neighborhood Learning Alliance
 Pittsburgh Public Schools
 The Pittsburgh Promise
 United Way of Allegheny County

CITIZEN SERVICE AWARD

City of Pittsburgh, Office of Community Affairs

BEAUTIFY OUR 'BURGH

City of Pittsburgh Department of Public Works

SNOW ANGELS

The United Way's Open Your Heart to a Senior
 Family Services of Western Pennsylvania
 North Hills Community Outreach
 City of Pittsburgh Department of City Planning
 The Home Depot- East Liberty Branch

servePGH PARTNERS

Bloomberg Philanthropies
 Rockefeller Foundation
 Richard King Mellon Foundation
 The Pittsburgh Foundation
 Corporation for National and Community Service
 AmeriCorps VISTA
 Cities of Service





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