



**UCLA Volunteer Center
Impact Report 2013 - 2014**

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Dear Community Member,

Thank you for your support of the UCLA Volunteer Center. In the past year, you have served with us as a leader, volunteer, supporter, and champion. With your efforts, we have been able to serve the greater Los Angeles community at schools, parks, senior centers, food banks, shelters, veterans' sites, and other community areas.

"At UCLA, civic engagement and community involvement are core values. At a time when volunteer participation is viewed increasingly as a national priority, it is critical for UCLA to be a catalyst for social change and to serve as a leader, inspiring other institutions as well."

-- UCLA Chancellor Gene Block

Our mission is to inspire the more than 400,000 members of the extended UCLA family, as well as the community at large, to create social change through lifelong participation in volunteer programs and civic engagement.

At UCLA, there are many ways to give back to the community. Through the Volunteer Center, students, faculty, staff, alumni and community members can participate in ongoing and annual service opportunities, suggest volunteer site locations, and lead service projects. The Center maintains an online listing of campus-wide service groups, active social media channels, community planning materials, recognition of community leadership, opportunities for volunteers to share their experiences and connect with others, and a volunteer database of community service opportunities around Los Angeles.

The Center was launched by UCLA Volunteer Day in 2009, which has become the nation's largest service project for new students. A project that began with 4,000 participants and eight service locations has grown to involve more than 7,000 Bruins at over 50 sites reaching every major community in Los Angeles. Before students attend their first class, they work in conjunction with faculty, parents, staff, and alumni to provide critical support at a wide range of community service sites including K-12 schools, food banks, parks, shelters, veterans' facilities, and other neighborhood centers. Volunteer Day also leads to a series of follow-up and student leadership projects throughout the school year to further connect volunteers in ways that go beyond one-time volunteering and lead to life-long engagement. The Center also serves as a model for the planning, design, implementation, and management of large-scale community projects that can be replicated by other universities, companies, and organizations.



Hillary Rodham Clinton visited UCLA in March 2014 as part of the Luskin Lecture Series. During her remarks, Clinton highlighted UCLA's campus-wide commitment to volunteer service. The former Senator and Secretary of State specifically mentioned the UCLA Volunteer Center's signature annual initiative, UCLA Volunteer Day, as an example of what makes UCLA a world-class institution.

"Students here are part of a remarkably generous, tolerant, and active generation. It's easy to see from just looking at the statistics about what happens here at UCLA. I understand, for example, on UCLA Volunteer Day more than 7,000 of you fan out to local food banks, parks, shelters, schools, and veterans' hospitals. It is one of the biggest community service projects for students anywhere in the country, and that is part of what makes UCLA special." -- **Hillary Rodham Clinton**

In her speech, Clinton also mentioned the prevalence of volunteerism amongst millennials: "Volunteer rates for people your age nearly doubled between 1989 and 2005, and according to a recent study, nearly three-quarters of all young people in America volunteered for a non-profit organization of some kind in 2012." The Center seeks to build upon this momentum, ensuring that willing volunteers of all ages have the resources they need to fulfill their desire to give back.

With your support and investment, we have served our community, taught students about involvement and leadership, covered the cost of transportation to service sites, and provided supplies for landscaping, painting, general service work, and interactive mentorship projects. We appreciate your generosity and celebrate our shared commitment to civic engagement. In the following pages, we invite you to learn more about our service initiatives, our network of campus and community partners, our progress during the past year, and the impact of your support.

Thank you for your service,

UCLA Volunteer Center

Phone: (310) 983-3525

Email: volunteer@ucla.edu

Web: <http://volunteer.ucla.edu>



Annual Programs & Initiatives

Volunteer Day

Tuesday, September 24, 2013 – 52 locations across Los Angeles

<http://volunteerday.ucla.edu/>



UCLA Volunteer Day is a cornerstone of the UCLA experience. It is the nation's largest community participation event for new students, occurring during True Bruin Welcome. Before students attend their first classes, first year freshmen and transfer students join together with continuing undergraduates, graduate students, faculty, staff, alumni, parents, and community members to visit more than 50 sites across greater Los Angeles. Reaching out to every city council district, volunteers give service at K-12 schools, food banks, parks, shelters, veterans' facilities,

and neighborhood centers. Participants learn important skills including leadership, task coordination, volunteer recruitment and retention, and event planning. Over 7,000 Bruins participate each year, which creates an immediate impact on both the participant and site, and the event has been featured in print and internet news media both locally and nationally.

For a complete review of this service event, please visit the [Volunteer Day 2013 Impact Report](#) located in Appendix A.

Project SPELL

Year-Round

<http://volunteer.ucla.edu/project-spell>

Project SPELL, Students for Progress in Employee Language Learning, is a support service for UCLA employees who are non-native English speakers. This program matches UCLA employee learners with student volunteer tutors to accomplish English language learning goals as expressed by the learners. Volunteer tutors deliver personalized lessons to a UCLA employee twice a week throughout the academic quarter, and they also receive training sessions, ample teaching resources, and a flourishing peer network. From this experience, tutors develop critical teaching and communication skills while building a mutually beneficial relationship with a vital member of the UCLA community.



For a complete review of this program, please visit the [Project SPELL Impact Report 2013-2014](#) located in Appendix B.

Annual Programs & Initiatives

One Bus, One Cause

Year-Round – Various Locations

<http://volunteer.ucla.edu/1b1c>

Using the momentum and enthusiasm for civic engagement that arises from Volunteer Day, the Center sends a bus filled with around 50 volunteers into the community in order to address specific needs in that area. Through partnerships with other non-profits and outside organizations, this program addresses a different cause and organization with each visit, exposing Bruins to a sampling platter of volunteer opportunities and piquing volunteers' interest in programs they could work with on an ongoing basis.

One Bus, One Cause Community Partners in 2013-2014:

1. Saturday, July 13, 2013 @ Christmas in July
2. Sunday, October 13, 2013 @ AIDS Walk Los Angeles: A Walk For Pedro
3. Sunday, October 20, 2013 @ Castlebay Lane Elementary School
4. Saturday, November 16, 2013 @ Walgrove Elementary School
5. Sunday, December 8, 2013 @ Operation Gratitude
6. Monday, January 20, 2014 @ Horace Mann Middle School
7. Saturday, February 1, 2014 @ Lafayette Elementary School
8. Saturday, February 22, 2014 @ Mark Twain Middle School
9. Sunday, February 23, 2014 @ Mountains Restoration Trust
10. Saturday, March 22, 2014 @ Griffin Elementary School
11. Saturday, April 12, 2014 @ UCLA Lab School
12. Friday, April 25, 2014 @ John R. Wooden High School
13. Saturday, April 26, 2014 @ Magnolia Elementary School
14. Saturday, May 3, 2014 @ Belmont Village Senior Living
15. Saturday, May 3, 2014 @ Watts Towers
16. Sunday, May 4, 2014 @ Burroughs Middle School

For additional information on these service projects, including the tasks performed and photographs, please visit our **One Bus, One Cause: At A Glance** website at <http://volunteer.ucla.edu/one-bus-one-cause/at-a-glance/>.



Annual Programs & Initiatives

Operation Gratitude

Year-Round – Various Locations

<http://volunteer.ucla.edu/operation-gratitude/>

United States military service members in hostile regions around the world receive more than 6,000 hand-written letters and care packages from UCLA each year in partnership with Operation Gratitude, a volunteer-run non-profit group based in Van Nuys. For some soldiers, this is the only contact they have with home, and the partnership strives to demonstrate recognition of, and appreciation for, military members' service and sacrifice. The Center works year-round with campus departments and organizations to introduce students to the program. Operation Gratitude has sent over one million care packages since 2003, and UCLA is the first large-scale university the organization has paired with to increase these efforts.

"Your actions, and those of your students, demonstrate your commitment to supporting men and women who place themselves in harm's way to safeguard the freedoms we all hold dear."

**—Mark McDonald,
Major General, U.S. Army**

"These expressions of love and concern from fellow citizens offer our Military a much-deserved respite from the hardships of service, and are always greeted with enthusiasm and great appreciation."

**—Carolyn Blashek, President &
Founder, Operation Gratitude**

In 2013-2014, Bruins wrote thousands of letters at events throughout the year, including at New Student Orientation, Veterans Day, Memorial Day, Volunteer Day, alumni networking nights, and more. This increased **UCLA's four-year total to 15,248 letters** sent from Westwood around the world to active military service personnel and veterans. Bruins also visited the California Army National Guard several times to bring donations and create care packages to be sent along with the letters.



Annual Programs & Initiatives

UCLA Food Drive

November 12 - December 13, 2013 – UCLA Campus

<http://volunteer.ucla.edu/ucla-food-drive/>

The UCLA Food Drive, hosted by UCLA Transportation, collects goods and funds for both the Los Angeles Regional Food Bank and the UCLA Food Closet, a UCLA Community Programs Office program that provides struggling students a helping hand. In previous years, over 42,000 pounds of food donations have been collected to benefit individuals and families in need. The Center helps to host bins and sort collections all around campus, as well as promoting the collection as a resource to UCLA community members.

Fall Harvest Feast

Wednesday, November 27, 2013 – Kerckhoff Grand Salon

<http://volunteer.ucla.edu/fall-harvest-feast/>

This annual turkey dinner provides a warm meal as well as food and supplies to take away during the long weekend for up to 100 needy UCLA students and their families. This event has been created and produced through volunteer time of staff and students of UCLA, and the food, venue, centerpieces, music, and other supplies are donated through various campus departments, student organizations, and volunteers.

Nonprofit Networking Night

Wednesday, February 19, 2014 – Carnesale Commons

<http://volunteer.ucla.edu/NNN/>

Nonprofit Networking Night connects UCLA students to public service professionals who are currently recruiting for open internships and jobs in the non-profit sector. Hosted in 2014 by the Volunteer Center, USAC Community Service Commission, Career Center, Office of Residential Life (ORL), Alumni Affairs, and Partnership UCLA, the evening featured speed networking activities and the opportunity to sit down with professionals and other UCLA students. This event allows students to connect and network with leaders from the non-profit and public sector fields, gaining valuable insights about a wide variety of positions and organizations in the community.

The fourth annual Nonprofit Networking Night hosted 40+ nonprofits and 300+ students. Organizations included representatives from the fields of education, environment, family & children, health, homelessness/poverty, international, public policy/legal, and special needs. An optional "Intro-to-Networking" seminar and panel were hosted by the Career Center directly before the event.

Annual Programs & Initiatives

Volunteer Appreciation Week April 6-12, 2014 – UCLA Campus <http://volunteer.ucla.edu/vaw/>

UCLA leads the nation in volunteering, and each year, Bruins contribute to hundreds of thousands of hours of community service. Volunteer Appreciation Week is an extension of a national campaign to celebrate the people and organizations participating in community service across America. During this week, the UCLA Volunteer Center recognizes the service efforts of volunteers and campus groups that make a difference in communities across greater Los Angeles.

2014 Schedule of Events:

- Saturday, April 5 & Sunday, April 6: Dance Marathon 2014 at UCLA
- Monday, April 7: UCLA Blood & Platelet Center Donations
- Tuesday, April 8: An Evening with Father Boyle
- Wednesday, April 9: Common Book Collection
- Thursday, April 10: Bruin Plaza Service Celebration
- Friday, April 11: Operation Gratitude Letter Writing
- Saturday, April 12: One Bus, One Cause - UCLA Lab School

During the Bruin Plaza Service Celebration, volunteers were encouraged to wear a service-themed shirt to Bruin Plaza to receive a token of appreciation from the Center. Various service organizations such as the Community Service Commission (CSC), Community Programs Office (CPO), People Assisting The Homeless (PATH), Westwood Village Improvement Association (WVIA), and Coaching Corps UCLA joined the Center to promote ways for volunteers to get involved. A number of service projects were also available in Bruin Plaza: letter writing to troops and veterans with Operation Gratitude, hygiene kit assembly with PATH, and bookmark making for schoolchildren.



Annual Programs & Initiatives

Three Pillars, One University During the Academic Year – Various Locations <http://volunteer.ucla.edu/three>

The UCLA Volunteer Center is taking a novel approach in fulfilling the university's three pillars: Education, Research, and Service. To expose students with special needs to cutting edge research, the Volunteer Center Fellows created a quarterly event called Three Pillars, One University, which provides students with special needs (namely Autism, Down Syndrome, and Cerebral Palsy) from the Pathway at UCLA Extension program the chance to attend a professor research symposium. Since 2012, this program has allowed students the opportunity to learn about some of the most acclaimed research taking place at UCLA in a variety of fields.

Monday, November 4, 2013

The 2013-2014 academic year kicked off with a sports and health-themed event featuring the UCLA 8-Clap Heard Around the World, Joe & Josie Bruin, and the UCLA Spirit Squad. This program included a tour of the UCLA community garden at Sunset Recreation, a tutorial on strength and conditioning, soccer lessons, and a special "Ask Dolores" session with ORL's favorite resident nutritionist. The following groups sent volunteers to lead the sessions:

- UCLA Athletics
- UCLA Gymnastics
- UCLA Spirit Squad
- DIG UCLA
- UCLA ORL's "Ask Dolores" Nutritionist

Monday, March 3, 2014

The second Three Pillars event of the academic year focused on the outstanding work of our faculty researchers in STEM (Science, Technology, Engineering, and Mathematics). Students heard from a variety of faculty in these fields during special cutting-edge research sessions in the Covell Commons. The following faculty and student groups shared their research:

- Katsushi Arisaka, Professor of Physics & Astronomy – High Energy, Astroparticle, Neurophysics
- Dennis Montoya, Post Doc in the Department of Microbiology, Immunology, and Molecular Genetics & Chair of STEMPLEDGE
- Kimberly Thill, Research Assistant in the Department of Neurosurgery
- Paul Weiss, Director of the California NanoSystems Institute (CNSI) & Distinguished Professor of Chemistry & Biochemistry, Materials Science & Engineering
- Isaac Yang, Professor of Neurosurgery
- BEAM: Building Engineers And Mentors

Annual Programs & Initiatives

Westwood Organized Meaningful Projects (WOMP)

Saturday, May 31, 2014 – Westwood Village

<http://volunteer.ucla.edu/womp/>

WOMP, or Westwood Organized Meaningful Projects, is a community program in the Westwood Village. This day of community improvement projects in Westwood Village and the North Village is a collaboration of hundreds of volunteers tackling a host of community improvement projects to enhance the charm of the city. This event is hosted by the Westwood Community Council and supported by the UCLA Volunteer Center, Westwood Neighborhood Council, Westwood Village Improvement Association, Bruin students and alumni, city officials, merchants, and neighbors.

The fifth annual WOMP event brought volunteers together to remove weeds and fill in degraded street tree wells with decomposed granite to protect trees and improve public safety; repaint Westwood and North Village lamp posts and traffic poles with a fresh coat of paint; rake out sandboxes and wipe down play equipment at Aiden's Place in Westwood Park; water potted trees and plants at Westwood Recreation Center; create Hygiene Kits for PATH (People Assisting the Homeless); write letters of appreciation to overseas U.S. service members for Operation Gratitude; present musical and educational programs at Westwood Public Library; perform a cappella music to seniors at Belmont Village Westwood and Vintage Westwood Horizons; install neighborhood beautification signs in the North Village; remove graffiti, stickers, weeds, and trash; and restore the "shine and sparkle" to Westwood Village and the North Village.



Annual Programs & Initiatives

Mongelli Award for Excellence in Civic Engagement During the Academic Year – Online

<http://volunteer.ucla.edu/mongelli-award>

The Mongelli Award for Excellence in Civic Engagement (formerly the Bruin Heroes Award) recognizes innovative and inspiring projects created by UCLA student organizations. Every day, thousands of students participate in service projects around Los Angeles. As a public institution, UCLA is dedicated to service and values the hard work of these Bruins and the passion motivating their endeavors. The goal of this award is to shine a light on these efforts. The Mongelli Award is presented by the Volunteer Center Fellows, and award recipients are selected from among a pool of nominations compiled by a group of chief campus advisors. Winners of the award receive recognition and support from the Volunteer Center as well as a monetary award.

Student Organization Winners for 2013-2014:

- Fall 2013: Incarcerated Youth Tutorial Project (IYTP)
- Fall 2013: Mentoring Empowering & Nurturing Through Education (M.E.N.T.E.)
- Winter 2014: IMHOME
- Winter 2014: Donation Of Tissues & Organs (DoT Org)
- Spring 2014: Coaching Corps
- Spring 2014: Engineers Without Borders

Learn more about the Award and why these organizations were selected at <http://volunteer.ucla.edu/mongelli-award/>.



Annual Programs & Initiatives

UCLA & Los Angeles Regional Food Bank

Year-Round

<http://volunteer.ucla.edu/food-bank/>

UCLA has adopted the Los Angeles Regional Food Bank to show the staff commitment to service in the Los Angeles community. Each month, a different department of External Affairs visits the downtown food bank to sort, inspect, and clean food for distribution, as well as assemble food packages that go to children, senior citizens, and women with infants across Los Angeles County.

Service days in 2013-2014 included:

- Monday, July 22: Marketing & Special Events
- Tuesday, July 23: Marketing & Special Events
- Tuesday, July 30: Office of Media Relations
- Wednesday, July 31: Office of Media Relations
- Friday, September 13: Office of Residential Life
- Saturday, November 9: Community Service Commission Day of Service 2013
- Friday, November 22: Alumni Affairs
- Thursday, December 19: Housing & Hospitality Services
- Friday, December 20: Housing & Hospitality Services
- Thursday, December 26: HR & Payroll Center Admin South
- Friday, December 27: HR & Payroll Center Admin South
- Thursday, January 23: Government & Community Relations / Advancement Services
- Wednesday, January 29: Government and Community Relations
- Friday, February 7: Alumni Affairs
- Friday, May 2: Alumni Affairs



Student Leadership Development

A major priority for the UCLA Volunteer Center is providing developmental opportunities for emerging leaders in service. With this goal in mind, the Center oversees four initiatives in which students pursue their interests in community engagement and gain practical skills that can be applied to future leadership roles.

Social Media & Marketing Internship Program During the Academic Year

<http://volunteer.ucla.edu/interns/>

Through the Social Media & Marketing Internship Program, the Center offers students an opportunity to learn about technology and social media as tools for promoting civic engagement. Interns develop skills in areas such as communication, technology, social media, crowdfunding, group collaboration, and community outreach. Enthusiastic students with interests in media, video, photography, graphic design, or journalism are organized into teams and pursue individualized projects, creatively combining their professional interests with their passion for service.

During the 2013-2014 academic year, approximately eight to ten interns were recruited quarterly. Interns committed to both individual and group goals over the course of the ten weeks. Intern teams each created a unique marketing plan for a Volunteer Center initiative. Each team was asked to consider timelines, branding elements, tone, and design. As their plans became reality, interns learned about tracking the effectiveness of their campaigns through analytics.

The Social Media & Marketing Interns are advised by Lydell Martin, the Center's Marketing Manager. This year, the program added a second advisor – Kristin Voss-Hyatt, Marketing Coordinator for UCLA Government and Community Relations. With this addition, interns contributed creatively to social media content for both the Volunteer Center and Bruin Caucus and learned about the community engagement opportunities offered through each program. Biweekly guest speakers also provided interns with career guidance and networking opportunities.



Student Leadership Development

Volunteer Center Fellows Year-Round

<http://volunteer.ucla.edu/about/fellows/>

Each spring, a new group of students are chosen to serve for thirteen months as UCLA Volunteer Center Fellows. The Fellows serve as an advisory board that works with the Center to increase the accessibility of community service and civic engagement opportunities by creating and promoting resources, programs, and projects for both campus service organizations and students. Fellows come from a variety of community and leadership perspectives at UCLA and in the Los Angeles community, but all share a commitment to service. The Community Service Commission, Community Programs Office, and Office of Residential Life all select one representative to serve as a Fellow, while the rest of the board consists of at-large members. Fellows are recruited, interviewed, and selected by the previous year's representatives.



During their tenure, Fellows work directly with the Center to plan the year's agenda and attend regular meetings with staff and advisors. Advisors include UCLA staff representatives from the Volunteer Center; Community Programs Office; Student Organizations, Leadership & Engagement; First Year Experience; and the Office of Residential Life.

Each quarter, Fellows participate in tabling outreach events in Bruin Plaza, a highly visible and centrally located space on campus. In addition, within the year, each Fellow is expected to manage a service project from start to finish. This may take the form of a One Bus, One Cause project or leading a committee for another Volunteer Center program, many of which were founded by past Fellows, such as Three Pillars, One University; Nonprofit Networking Night; Volunteer Appreciation Week; and the Fall Harvest Feast. Fellows are also encouraged to create their own initiatives that relate directly to the mission of the Volunteer Center and Volunteer Center Fellows. Projects may include events, outreach, administration, or other areas of interest, and must be approved by the other Fellows. No matter the project, Fellows work closely with Volunteer Center staff to see the project through from initial planning phases to post-project evaluation. Finally, as service leaders on campus, Fellows select quarterly awardees for the Center's Mongelli Award for Excellence in Civic Engagement, an award which recognizes UCLA student organizations using innovation and passion to create social change.

For 2014-2015, the Center has instituted a scholarship that will be given to students selected to serve as Fellows for the academic year.

Student Leadership Development

Student Committee of Project SPELL

Year-Round

<http://volunteer.ucla.edu/scops>

The Student Committee of Project SPELL is responsible for promoting Project SPELL across campus as well as aiding in outreach and recruitment of new tutors. The Student Committee works to represent Project SPELL student volunteers, ensuring that the tutors' needs will be addressed.

The Student Committee works with the Project SPELL Program Director to incorporate practices that will help tutors feel supported. This year, the Committee has established a quarterly tutor retreat in which tutors participate in a number of team-building activities, creating rapport among tutors and demonstrating the importance of communication. In addition, each quarter, the Student Committee leads one tutor training workshop on topics of interest to tutors. This year's Student Committee also produced Project SPELL's first tutor handbook, a guide for new and returning tutors wanting to succeed as language tutors.



Student Leadership Development

Volunteer Leadership Program During the Academic Year

<http://volunteer.ucla.edu/VLP/>

The Center's Volunteer Leadership Program gives undergraduate students an opportunity to work directly with the Center by planning and leading their own One Bus, One Cause community service projects in the Los Angeles community.



Project Leaders maintain important relationships between the university and their designated community partners while gaining valuable leadership and professional skills applicable to any career. Many projects serve as a follow-up to the work done at the previous September's Volunteer Day service sites.

During the 2013-2014 academic year, the Volunteer Center teamed up with Alumni Affairs to give this opportunity to student members of the Alumni Scholars Club. Alumni Scholars are students selected by the Alumni Association to receive scholarships for their academic and service work at UCLA. Alumni Scholars must complete at least 30 service hours each year, as well as promote the strategic goals of their organization.

This year's Volunteer Leadership Program community partner sites included Mark Twain Middle School, Mountains Restoration Trust, Griffin Avenue Elementary School, UCLA Lab School, Magnolia Elementary School, Watts Towers, Burroughs Middle School, and Operation Gratitude. Projects Leaders, working in teams of two with the support of an alumni, staff, or graduate student mentor for each project, began planning in the fall quarter, communicating directly with a site manager or administrator to determine the needs and projects volunteers should tackle at the chosen community partner site. Using a project plan template provided by the Center, leaders created detailed timelines and lists of tasks to be completed on the project day. In the following months, the Project Leaders attended several training sessions and required meetings with Center staff to ensure project plans included safety precautions, adequate supplies, and appropriate timelines. Each project occurred during either the winter or spring quarter. Finally, the program culminated with a capstone ceremony, in which each pair presented their experiences, challenges, and successes to interested staff, faculty, alumni, donors, and community members.



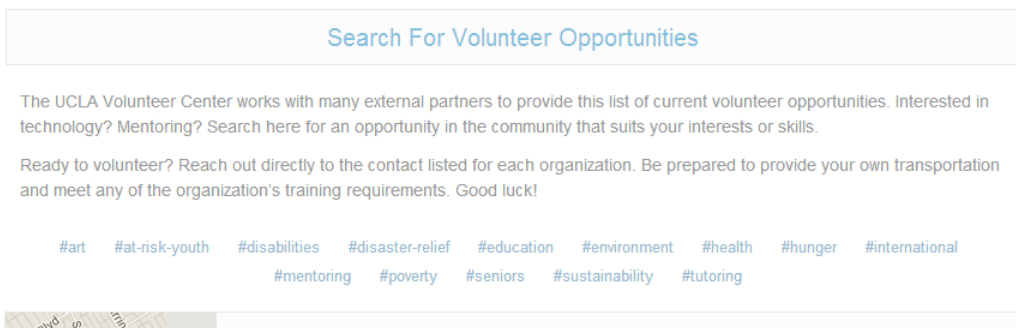
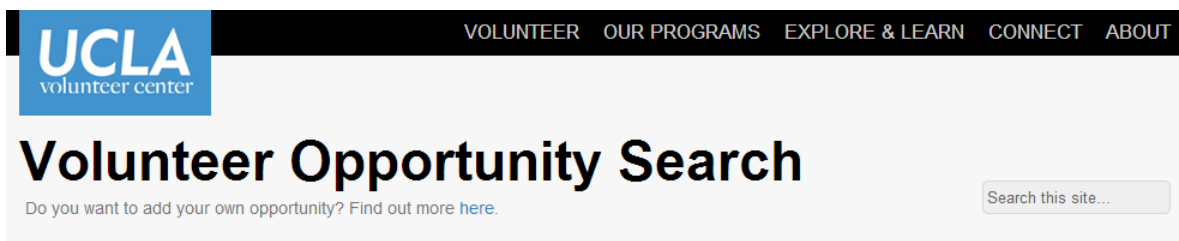
Resources for Volunteers and Student Organizations

The Center’s website serves as a hub of information about volunteer and service opportunities. The Center’s staff works year-round to curate opportunity lists for various special interests. These lists are an effective starting point for individuals or groups seeking nonprofits that provide volunteer opportunities of a specific type. Opportunity lists published by the Center this year focused on summer service projects, international opportunities, group opportunities, holiday volunteering, and opportunities for retirees. The website also holds a list of campus service opportunities for those looking to volunteer on campus or join a UCLA-affiliated service organization.

In addition, the Center offers a Volunteer Database on which nonprofits and community members throughout Los Angeles can post current opportunities ranging from one day events to longer term commitments. Projects are categorized by issue, such as the environment or hunger, so students and other UCLA community members can search the database by their topic of interest, finding relevant opportunities quickly and easily.

A majority of the over 1,000 student organizations on UCLA’s campus identify service as a priority, aiming to give back to the community on a regular basis, whether that may be weekly, monthly, quarterly, or annually. The Center advises these organizations on setting up their own projects, best practices in managing risk and working with volunteers, and potential campus or nonprofit partnerships.

By providing information about volunteer opportunities throughout the Los Angeles area, the Volunteer Center hopes to meet the needs of any Bruins looking to become leaders in service, no matter their interests or experience level.



Social Media & Marketing Overview

The UCLA Volunteer Center is committed to using the latest technology to build awareness of programs and key initiatives. The Center’s core audience has a high level of online proficiency, leading to the development of digital channels that inform, engage, and mobilize volunteers for participation in service projects. The Center’s strategy is to create robust online engagement with individuals and groups that comprise the extended UCLA community through content that is creative, informative, and timely. The end goal is to translate online engagement to offline action that is in support of UCLA’s mission of service.

There are several core areas of the Center’s communication and marketing:

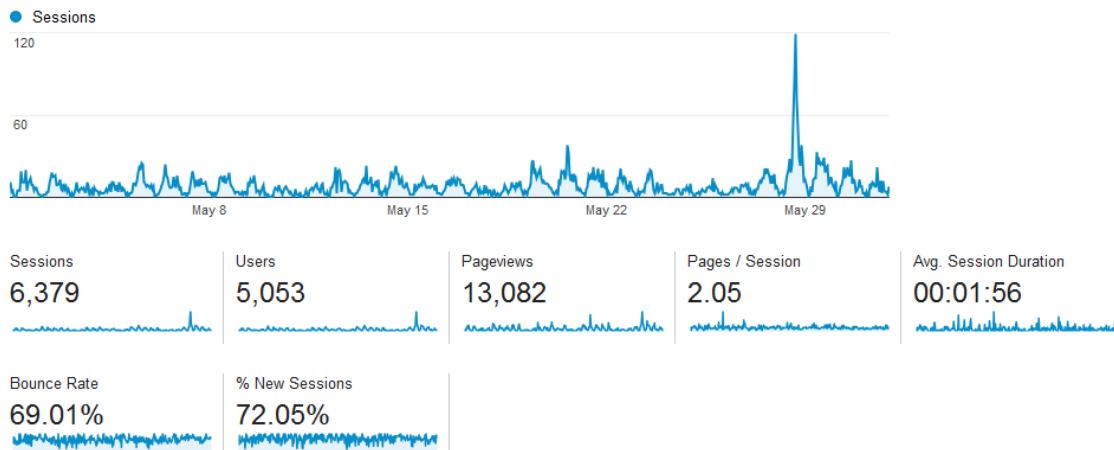
- Website
- Branded Volunteer Day Microsite
- Social Media
- E-Newsletters
- Printed Materials

Website: <http://volunteer.ucla.edu/>

Volunteer.ucla.edu is the Center’s central point of connection with its audience. It serves as a gateway for accessing program information, collecting data through email submissions and sign-ups, and creating a narrative of service through blog posts. The website is dynamic and incorporates an interactive volunteer search database. Student organizations, campus departments, and nonprofits can submit their own service opportunities. Once these opportunities have been approved, Bruin and other community volunteers are able to search for projects that match their interests.

Key points:

- Over 13,000 pageviews in a given month
- ~5,000 unique monthly visitors
- Nearly a quarter of users access the website using a mobile device

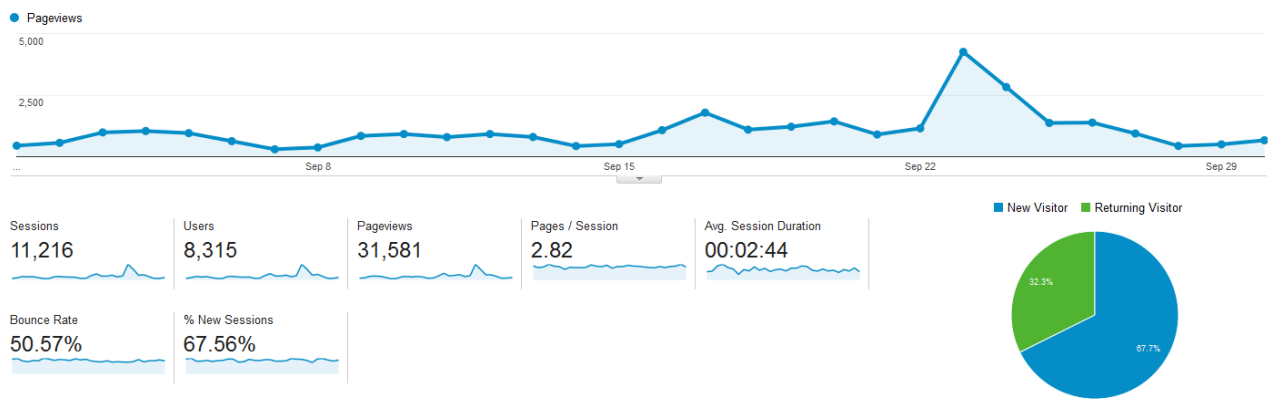


Snapshot of May 2014 website traffic

Social Media & Marketing Overview

Branded Volunteer Day Microsite: <http://volunteerday.ucla.edu>

A UCLA Volunteer Day branded microsite was created to celebrate the event's fifth anniversary in 2013. Users were able to access event logistical information, sign up for leadership roles, and receive resources to support Volunteer Day. Since its launch, <http://volunteerday.ucla.edu> has had over 31,000 page views and more than 13,000 unique visitors.



Social Media & Marketing Overview

Social Media: @uclavolunteer



The Volunteer Center utilizes its social media to build awareness of programs, recruit volunteers, and steward donors. This broad-based audience consists of students, faculty, staff, alumni, campus departments, and community groups interested in service. According to Facebook Insights, 64% of the audience is female and 37% is male. 43% of our Facebook user base is between the ages of 18 – 24, with the vast majority residing in Los Angeles.

Social media is integrated into the Volunteer Center’s overall communications strategy, involving the Volunteer Day special event microsite, website, e-newsletters, campus listservs, and offline marketing activities. The Marketing Manager, with assistance from the Social Media and Marketing interns, is responsible for maintaining the Facebook page full-time. Depending on the week, social media can play a larger role (upcoming volunteer events and activities) or a smaller role (news stories during school breaks) in the day to day operations of the Center.

	Audience
Facebook	8144
Twitter	2599
Instagram	211 (<i>Page launched in 2013 by student interns</i>)

E-Newsletters

6,826 unique email addresses are included on the UCLA Volunteer Center listserv as of June 24, 2014, which is comprised of individuals who have signed up through the website or at service events. Each month, the Center sends out an email to subscribers with upcoming events, service news, a cause of the month, and volunteer or community partner spotlights.

	Average Per Send
Open	26%
Clicks	5%
Unsubscribes	.01%

Social Media & Marketing Overview



Printed Materials

The UCLA Volunteer Center has developed a variety of printed marketing materials in support of efforts to cultivate lifelong volunteers.



As a Platinum recipient of the UCLA Green Office Certification Program, the Center has taken steps to ensure that printed materials comply with overall office sustainability efforts. The Center strives to use recycled and post-consumer paper or products sourced from responsible organizations that show the Forest Sustainability Council seal. One of the largest printed orders, a promotional card, was printed with the least offensive solvents and using vegetable and soy based inks.



14" W x 18" H



Promotional Items:

T-shirts, stickers, cinch bags, picture frames, water bottles, coffee mugs



Signage:

UCLA Volunteer Day posters, Volunteer Appreciation Week posters



Communications:

Promotions card, marketing toolkits, event, get involved brochures, awards

Fundraising & Development Overview



The Volunteer Center receives no support from state or student fees, which means that 100% of operating funds come from individual donors, corporations, and foundations. The Center also receives generous in-kind donations of tools and supplies that are needed to complete service projects on and off campus. During 2013-2014, the Center expanded its fundraising capacity through the following avenues.

UCLA Dream Fund

Since 2012, the Volunteer Center has received a significant amount of its annual funding from the UCLA Dream Fund, a donor advised fund that aims to provide support to programs making the world a better place. The impact of the Dream Fund can be seen in all of the Center's programming. It has allowed for the expansion of Volunteer Day and the creation of new service and student leadership programs. The Volunteer Center thanks the Dream Fund for its ongoing support.

UCLA Spark Campaign

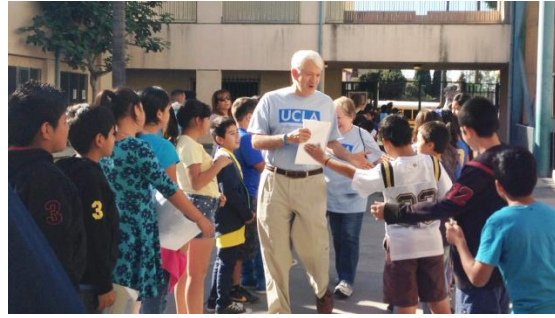
In February 2014, UCLA Spark was launched as an online crowdfunding platform with the purpose of raising funds for innovative projects by UCLA faculty and campus organizations. The Volunteer Center's One Bus, One Cause program was selected as one of the five projects to be featured upon the platform's launch. Through many small, online gifts from both new and returning donors, the campaign raised enough to fund a complete One Bus, One Cause project.

Collaboration with UCLA Corporate, Foundation, and Research Relations

UCLA's Office of Corporate, Foundation, and Research Relations (CFRR) assists individual units' development efforts by helping to identify potential funders, connect units across campus pursuing complementary projects, and navigate university and funder policies and procedures. The Volunteer Center recently established a regular meeting series with staff members of CFRR. Through this collaboration, the Center hopes to develop cultivation strategies for new and existing funders, ensuring the sustainability of service programming for the future.



**UCLA Volunteer Center
APPENDIX**



UCLA Volunteer Day 2013 Impact Report



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Dear Hero,

Thank you for your support and collaboration for the fifth annual UCLA Volunteer Day.

The UCLA Volunteer Center was launched by our first project, UCLA Volunteer Day on September 22, 2009, which has become the nation's largest service project for new university students. Five years later, a project that began with just 4,000 participants and eight service projects has grown to involve more than 6,000 UCLA community members each year at sites that reach every major community in the city. But it doesn't end there.

The Center has also expanded to organize dozens of other unique annual and ongoing projects that involve the greater Bruin community in civic engagement. Through our website and use of social media, the Center also serves as a hub for community planning material, how-to guides, recognition of community leadership, opportunities for volunteers to share their experience and connect with others, and access to an interactive database and calendar of volunteer opportunities in Los Angeles.

Our mission is to inspire the more than 400,000 members of the extended UCLA family, as well as the community at large, to create social change through lifelong participation in volunteer programs and civic engagement. Through coordination of service activities on campus and throughout greater Los Angeles, we inspire members of the extended UCLA family to give their time and talent. Our Center also serves as a model for the planning, design, implementation, and management of large-scale community projects that can be replicated by other universities, companies, and organizations.

This Impact Report aims to show the great service work done on one giant day of service by incoming new students, continuing undergraduates, graduate students, faculty, staff, alumni, parents, and community members, as well as the follow-up projects that participants create and execute in order to better our community. Learn more at our website: www.volunteer.ucla.edu.

Thank you for your commitment to leadership through service to others. We hope that you will continue to engage Bruins by posting your volunteer opportunities on our website and sharing your stories through our social media channels.

We could not have completed UCLA Volunteer Day 2013 without you. Your support truly does make a difference!

Sincerely,



Rachel F. Corell
Director
UCLA Volunteer Center



Keith S. Parker
Assistant Vice Chancellor
UCLA Government & Community Relations

Overview

Volunteer Day 2013 was UCLA's fifth annual new student service event. For the fifth anniversary of one of UCLA's largest events, first year freshmen and transfer students joined together with continuing undergraduates, graduate students, faculty, staff, alumni, parents, and community members to visit 52 sites across greater Los Angeles. Reaching out to every city council district, volunteers gave service at schools, food banks, parks, shelters, senior centers, veterans' facilities, and neighborhood areas. UCLA Volunteer Day is one of the nation's largest community participation events for new students.

Learn more about the projects and volunteer assignments on our website
<http://volunteer.ucla.edu/2013-volunteer-day/>
for a comprehensive look at what we accomplished!

By The Numbers

52	Total Number of Community Partner Sites
5,622	New Student Volunteers
1,001	Volunteer Leaders
6,623	Total Number of Volunteers
33,115	Number of Hours Served by Volunteers on September 24, 2013
5,005	Number of Hours Served by Volunteer Leaders to Prepare for Volunteer Day
38,120	Total Number of Volunteer Hours Served for Volunteer Day 2013
\$24.75	Dollar Value of a Volunteer Hour in California as of 2011 *

Total Value of Service for UCLA Volunteer Day:

\$ 943,470.00



* Source: http://www.independentsector.org/volunteer_time

Timeline

Volunteer Day is just one day, but it takes an entire year to plan and execute. A simple timeline can be found below, and the staff of the Volunteer Center can review a more detailed timeline as well.

- **January - March:** Site suggestions are gathered from elected officials, neighborhoods, non-profits, campus and community partners, and volunteers. Sites that can accommodate 50-100+ volunteers on a weekday are given priority and an initial site visit is done. Sites that are unable to accommodate volunteers on Volunteer Day are later matched with individual volunteers or slated as a *One Bus, One Cause* smaller service project during the year. Site suggestions and initial wish lists from our community partners must be done by March, in order to ensure a plan is in place before school testing and summer break begins.
- **April – June:** Sites selected for the upcoming Volunteer Day are given a more detailed site visit, which includes a thorough look at the wish list and what can be accomplished with our budget, supplies, and amount of volunteers. Volunteer recruitment and registration begins to solicit 650+ volunteer leaders to serve as Project Leaders and Task Captains. Service Liaisons are selected from student service organizations before they leave for summer break.
- **July – August:** Volunteer Project Leaders work with the Volunteer Day Coordinator and community partner in order to finalize the plans for Volunteer Day. A budget for all needed supplies is prepared, and Project Leaders work closely with the Center to prepare for the big day of service. Project Leaders continue to work with the Volunteer Center to recruit Task Captains to join their team, while simultaneously doing site visits and finalizing project proposals. The Volunteer Center Director attends 20 summer orientation sessions for new students to explain the importance of the upcoming Volunteer Day and service opportunities throughout the year.
- **September:** All hands on deck! Staff and volunteer leaders work round-the-clock to train new Task Captains on painting, planting, gardening, interactive classwork work, and more in preparation for the big day. Paint and beautification supplies are delivered to 52 community partner locations across Greater Los Angeles, while volunteers put the final touches on their project preparations.
- **October-December:** Volunteer Day is not complete until all community partners are satisfied, so we visit each site to pick up supplies, check the work that was done, and plan any follow-up for sites that need touch-ups or additional help. All volunteers and community partners are given feedback evaluations to anonymously inform the Volunteer Center of what worked and what could be improved. Impact Reports for our donors and partners are created and submitted.



Site Selection

Volunteer Day 2013 sites were selected through previous experience with community partners with existing relationships to UCLA as well as recommendations from volunteers, elected officials, and community members. Sites covered all fifteen Los Angeles City Council districts and four Los Angeles County supervisorial districts. Sites represented included elementary, middle, and high schools, parks, senior centers, veterans' facilities, food banks, shelters, and more.

Comparison of Volunteer Day over the Years:

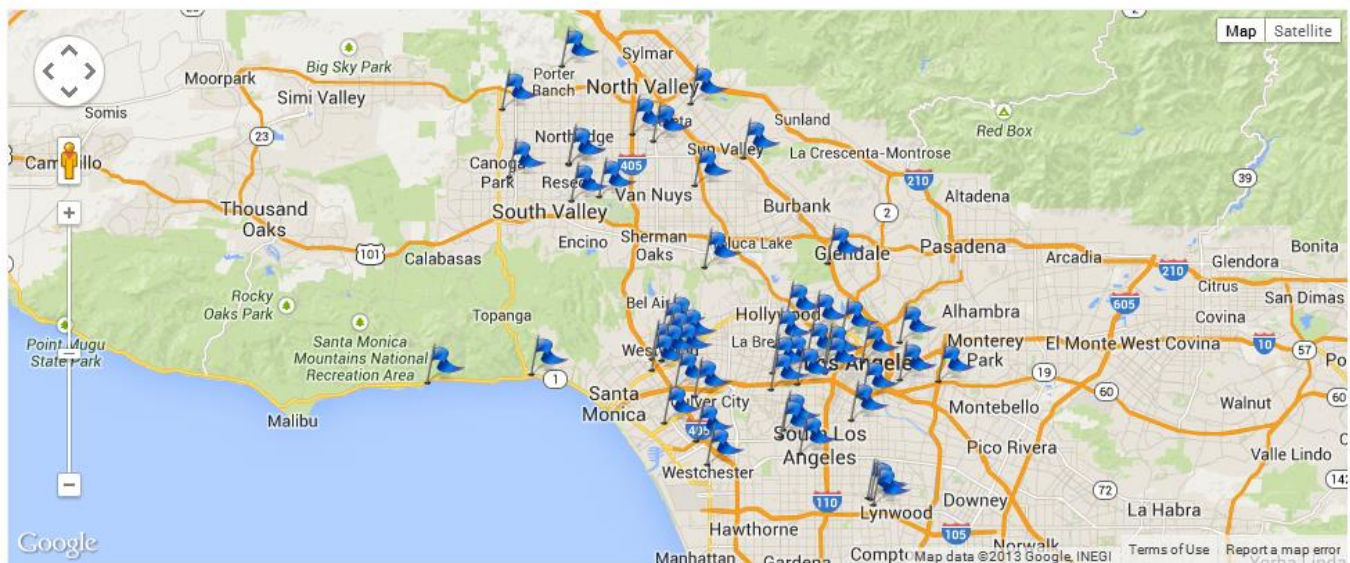
- 2009: **8** community partner sites | **5,000** volunteers
- 2010: **22** community partner sites | **5,500** volunteers
- 2011: **26** community partner sites | **7,200** volunteers
- 2012: **52** community partner sites | **6,296** volunteers
- 2013: **52** community partner sites | **6,623** volunteers

Since 2011, a special school site has been chosen to receive over \$40,000 in school supplies and hygiene kits for the entire student body through the support of K to College, a non-profit community partner. K to College's goal is to provide disadvantaged children with the tangible resources they need to achieve; they operate a sophisticated charitable distribution program that reaches tens of thousands of low-income schoolchildren. Since 2010, K to College has distributed more than \$14,500,000 of grade-appropriate school and dental supply kits to more than 230,000 students in over 100 California school districts.

For 2013, Leo Politi Elementary School, which boasts UCLA alum Brad Rumble '87, as their School Principal, was selected. K to College Executive Director Benito Delgado-Olson, Assembly Speaker John A. Pérez, and UCLA Chancellor Gene Block led a school assembly on UCLA Volunteer Day to hand out supplies and give a motivational speech to students about staying in school and going to college. Joining the Chancellor were Associate of the Chancellor Carol Block, Assistant Vice Chancellor Keith Parker, and Chair of the UCLA Foundation Steven Klosterman.



5TH ANNUAL VOLUNTEER DAY



Volunteer Day 2013 Sites

Community Partner	Address	City	Zip
20th Street Elementary School	1353 E 20th St	Los Angeles	90011
Alexandria Elementary School	4211 Oakwood Ave	Los Angeles	90004
Alta California Elementary School	14859 Rayen St	Panorama City	91402
Alta Loma Elementary School	1745 Vineyard Ave	Los Angeles	90019
Angelus Senior Center	255 S Hill St	Los Angeles	90012
Ballona Creek Renaissance	5000 S Centinela Ave	Los Angeles	90230
Belmont Village Senior Living	10475 Wilshire Blvd	Los Angeles	90024
Bessie Pregerson Child Development Center	1341 S. Sepulveda Blvd	Los Angeles	90025
Blythe Elementary School	18730 Blythe St	Reseda	91335
Boys & Girls Club of the West Valley	7245 Remmet Ave	Canoga Park	91303
Burroughs Middle School	600 South McCadden Pl	Los Angeles	90005
Carver Middle School	4410 McKinley Ave	Los Angeles	90011
Castlebay Lane Elementary School	19010 Castlebay Ln	Northridge	91326
Chatsworth Park Elementary School	22005 Devonshire Street	Chatsworth	91311
Crenshaw Senior High School	5010 11th Ave	Los Angeles	90043
Emerson Middle School	1650 Selby Ave	Los Angeles	90024
Grape Elementary School	1940 E 111th St	Los Angeles	90059
Griffin Ave Elementary School	2025 Griffin Ave	Los Angeles	90031
Griffith Park	4730 Crystal Springs Dr	Los Angeles	90027
Hobart Boulevard Elementary School	981 S Harvard Blvd	Los Angeles	90006
Hollenbeck Middle School	2510 E 6th St	Los Angeles	90023
Hollygrove	815 N. El Centro Avenue	Los Angeles	90038
Hope of the Valley Rescue Mission	8165 San Fernando Rd	Sun Valley	91352
Horace Mann Middle School	7001 S St Andrews Pl	Los Angeles	90047
James Madison Middle School	13000 Hart St	North Hollywood	91605

Community Partner	Address	City	Zip
John R. Wooden High School	18741 Elkwood St	Reseda	91335
Johnnie Cochran Middle School	1846 8th Ave	Los Angeles	90019
Leo Politi Elementary School	2481 W 11th St	Los Angeles	90006
Magnolia Avenue Elementary School	1626 Orchard Ave	Los Angeles	90006
Malibu Lagoon State Beach & Adamson House	23200 Pacific Coast Highway	Malibu	90265
Marianna Elementary School	4215 E. Gleason St	Los Angeles	90063
Mark Twain Middle School	2224 Walgrove Ave	Los Angeles	90066
Markham Middle School	1650 E 104th St	Los Angeles	90002
MEND: Meet Each Need with Dignity	10641 San Fernando Rd	Pacoima	91331
Monroe High School	9229 Haskell Ave	North Hills	91343
Operation Gratitude	17330 Victory Boulevard	Van Nuys	91406
Operation Gratitude (on-campus)	De Neve Auditorium	Los Angeles	90024
Orville Wright Middle School	6550 W 80th St	Los Angeles	90045
Palms Middle School	10860 Woodbine St	Los Angeles	90034
Rosemont Ave Elementary School	421 N Rosemont Ave	Los Angeles	90026
Sherman Oaks Center for Enriched Studies	18605 Erwin St	Tarzana	91335
Topanga Rodeo Grounds	18711 Pacific Coast Highway	Malibu	90265
TreePeople	12601 Mulholland Dr	Beverly Hills	90210
UCLA Lab School	330 Charles E Young Dr N	Los Angeles	90095
UCLA William Andrews Clark Memorial Library	2520 Cimarron St	Los Angeles	90018
University High School	11800 Texas Ave	Los Angeles	90025
Veterans Administration Medical Center	11500 Nimitz Ave	Los Angeles	90049
View Park High School	5749 Crenshaw Blvd	Los Angeles	90043
Vintage Westwood Horizons Senior Center	947 Tiverton Ave	Los Angeles	90024
Virginia Road Elementary School	2925 Virginia Rd	Los Angeles	90016
Watts Towers	1765 E 107th St	Los Angeles	90002
Webster Middle School	11330 Graham Pl	Los Angeles	90064

Leadership Selection

Volunteer Day would not be possible without the support of Bruin leadership. There were **1,001 volunteer leaders** who made time on Tuesday, September 24 to guide new students on their service activities as a Project Leader, Task Captain, Service Liaison, or in another volunteer leadership role. These leaders were continuing undergraduate students, graduate students, staff, faculty, alumni, parents, and community members.

New leaders were recruited through UCLA Staff Assembly, UCLA Alumni Affairs and alumni networks, UCLA Parent & Family Programs, academic departments, student organizations, graduate and professional programs, the Volunteer Center website, social media, and word of mouth. New leaders were paired with more experienced leaders, encouraging our continued cultivation of new leaders who will move up to become more involved volunteer leaders on future projects.

Training for Volunteer Day begins early; in spring and summer, we train Project Leaders and Task Captains on proper painting, planting, gardening, mentorship, and event management techniques through detailed manuals, emails, in-person trainings, phone calls, and on-site service projects. Leaders are trained on safety and risk management, volunteer recruitment and retention, leadership, communication, and more to enhance their skills in building a successful Volunteer Day project.

In addition to the Project Leader, Task Captain, and Service Liaison roles described on the following pages, other volunteers served in behind-the-scenes roles in the Command Center, Office of Residential Life, Events Office, Housing and Hospitality, Government and Community Relations, Media Relations, Transportation, Bruin Resource Center, and other areas to help Volunteer Day 2013 run smoothly.



Project Leaders

Each Volunteer Day site has one Project Leader that coordinates all aspects of the service project from start to finish. This includes working with Volunteer Center staff, the community partner, Task Captains, Service Liaisons, and volunteers to make a big difference in the community. Project Leaders are responsible for ensuring that the project is well-managed, the impact on the community is clear, and that the service work gets done.

Responsibilities include (but are not limited to):

- Work with the Volunteer Day Coordinator to select a site and design the project
- Work with the Community Partner to select the scope of work for the day and arrange a welcome for volunteers that reflects the impact being made to the community
- Prepare a list of needed supplies to complete the project, including delivery plan and budget with Volunteer Day Coordinator
- Communicate to volunteers the goal of the day and the need the event addresses
- Manage and delegate service work to Task Captains
- Encourage future service to volunteers, including advertisement of similar student service groups on-campus, non-profit community partners off-campus, and other ways of getting involved in civic engagement once the service project is over

Total Number of Project Leaders: 61

Project Leaders fell into the following categories; a few fell into multiple categories:

- **Undergraduate Students: 17**
- **Graduate Students: 3**
- **Staff: 20**
- **Alumni: 22**
- **Faculty: 1**
- **Parents: 0**
- **Community Members: 3**



Task Captains

For every 10-25 new student volunteers on Volunteer Day, a Task Captain is assigned to help them through their service work. Task Captains often lead a specific subset of the volunteer work, such as painting a mural, building a community garden planter, or mentoring a small group of schoolchildren. Task Captains are led by the Project Leader and work closely with volunteers to make a difference and impact in the community.

Responsibilities include (but are not limited to):

- Work with the Project Leader on the scope of work, design of project, and needed supplies to complete the project
- Report to and manage tasks from Project Leader; provide assistance as needed
- Ensure that each volunteer has a task to do and is completing it to the best of his/her ability
- Find new tasks for the group to take on once finished with the assigned task
- Communicate to volunteers the goal of the day and the need the event addresses
- Manage and delegate service work to volunteers
- Ensure that volunteer efforts meet the expectations and goals of the organization
- Encourage future service to volunteers, including advertisement of similar student service groups on-campus, non-profit community partners off-campus, and other ways of getting involved in civic engagement once the service project is over

Total Number of Task Captains: 690

Task Captains fell into the following categories; a few fell into multiple categories:

- **Undergraduate Students:** 458
- **Graduate Students:** 40
- **Alumni:** 134
- **Staff:** 160
- **Faculty:** 4
- **Parents:** 11
- **Community Members:** 96



Service Liaisons

Created by the [Volunteer Center Fellows](#) in 2011, the Service Liaison program is designed to increase volunteer knowledge about the value of the service being performed at each Volunteer Day site. Service Liaisons also capture highlights of the event for use in social media outreach and development. Through explanation of the impact and value of Volunteer Day, incoming students will feel a greater sense of ownership for their project and feel more connected to their new home of Los Angeles. Service Liaisons often have their own cell phones, cameras, and social media knowledge, as well as knowledge and experience with service organizations at UCLA. Service Liaisons ride to/from site with new student volunteers on buses provided by UCLA.

Responsibilities include (but are not limited to):

- Report to and manage tasks from the Command Center on the day of service; provide assistance as needed
- Arrange a welcome for volunteers that reflects the impact being made to the community and the scope of work for the day (with Project Leader)
- Use a camera and/or cell phone to document the day through pictures and social media
- Communicate to volunteers the goal of the day and the need the event addresses
- Ensure that volunteer efforts meet the expectations and goals of the organization
- Encourage future service to volunteers, including advertisement of similar student service groups on-campus, non-profit community partners off-campus, and other ways of getting involved in civic engagement once the service project is over

Total Number of Service Liaisons: 126

Service Liaisons were all undergraduate students in order to share the most current service resources with new students; one young alumna was given an exception to serve in this role because she recently graduated and was still familiar with the undergraduate lifestyle.



Sponsors

Volunteer Day is generously supported by many organizations, including:

[UCLA Dream Fund](#): The Dream Fund financially supports the programs and initiatives of the UCLA Volunteer Center, including the annual UCLA Volunteer Day. Per its website, “The Dream Fund was started as a transformative donor advised fund with the aim of providing support for the people and ideas that make our world a better place.”

[UCLA Government & Community Relations \(G&CR\)](#): The home department of the UCLA Volunteer Center supports Volunteer Day through communication with elected officials on the local, state, and national levels. Each winter/spring, G&CR staff members work with electeds to determine sites in need throughout Los Angeles to visit on Volunteer Day, as well as to request financial support for buses to bring new students into these communities. G&CR also supports Volunteer Day by inviting electeds and their staff to join us in service at the sites in their districts.

[UCLA Administrative Vice Chancellor \(AVC\)](#): The AVC office supports UCLA Volunteer Day through the hiring and support of our Volunteer Day Coordinator as well as staff support in leadership roles. The AVC office also works with the Center to create local engagement with the Westwood community.

[UCLA First Year Experience \(FYE\)](#): The FYE office supports UCLA Volunteer Day through the planning and preparation of the annual event. FYE provides staff support to plan the bus staging areas, training of student staff leaders, and day-of field logistics. FYE helps to communicate the information and impact of UCLA Volunteer Day among the many other programs planned during UCLA’s True Bruin Welcome.

[UCLA Office of Residential Life \(ORL\)](#): ORL supports the efforts of new, on-campus students at UCLA Volunteer Day through the planning, staging, financing, and execution of the event. Staff support is essential to wake up volunteers, make sure they have appropriate clothing for the service day, feed them breakfast and lunch, and get them on the 125 buses departing for sites across the city. ORL also supports the training of their staff to prepare for the day and create future service opportunities among residential floors and communities.

[UCLA True Bruin Welcome](#): The True Bruin Welcome coordinators welcome the UCLA Volunteer Center staff into the planning and coordination of the entire True Bruin Welcome that occurs before classes begin for new students. Committee members support Volunteer Day behind-the-scenes and through promotion of the service day to new students at Orientation and various events.

[UCLA Recreation & Campus Life](#): This department is essential for securing sponsorship support through existing campus partnerships, such as LÄRABAR, Bear Naked, and Coca-Cola. They provide staff support leading up to and on the day of service, as well as help us to continue service year-round through collaborative programs.

[Gorilla Marketing](#): Gorilla Marketing has supported Volunteer Day for the past five years through a generous discount and contribution to the 10,000 shirts that are purchased each year to identify UCLA volunteers throughout the community. The sea of blue and gold volunteers throughout Los Angeles is due to the quick work of Gorilla Marketing’s graphic design and printing teams.

Sponsors

Volunteer Day is generously supported by many organizations, including:

Coca-Cola: Since 2010, Coca-Cola has provided thousands of bottles of water each year to hydrate our volunteers while working outdoors at schools, parks, beaches, wetlands, and other neighborhood areas. Coca-Cola is a great supporter of UCLA students, departments, and our mission.

LÄRABAR: For the second year, LÄRABAR has kept volunteers fed and energized on the morning of Volunteer Day through the donation of thousands of fruit and granola bars. Volunteers loved the quick and tasty nutritional bars on the bus rides to sites across Los Angeles.

K to College: Back for the third year, K to College once again supported UCLA Volunteer Day and the Los Angeles Unified School District through the donation of over 700 bags filled with hygiene kits and school supplies for the entire student population at Leo Politi Elementary School.

Magic Johnson Foundation (MJF): Continuing the great collaboration between the Magic Johnson Foundation and the UCLA Volunteer Center from last year, MJF once again donated a thorough, teachable seminar about getting into college and life skills lessons that our volunteers taught at two schools: Monroe High School and View Park High School. MJF also led trainings for volunteer leaders on the materials and common questions received by high school students.

Los Angeles Team Mentoring (LATM): For the second year, LATM created a customized leadership development curriculum used at 10 middle schools in 2013. Students learned about team-building, leadership, and creative thinking through the exercises, and LATM staff joined us at each school to supervise the classrooms. LATM also facilitated training volunteer leaders through a [video](#) and several in-person seminars.

Bear Naked: Bear Naked donated thousands of boxes of granola and cereal for volunteers to enjoy for breakfast and snack time while giving service at sites across Los Angeles.

Elected Officials: This year, 62 buses were acquired through support of all fifteen City Council offices, three County Supervisor offices, one California Senator, two California Assemblymembers, and the Los Angeles Mayor. The following elected officials provided buses and site suggestions for Volunteer Day:

- LA City Councilman Gilbert Cedillo
- LA City Councilman Paul Krekorian
- LA City Councilman Bob Blumenfield
- LA City Councilman Tom LaBonge
- LA City Councilman Paul Koretz
- LA City Councilwoman Nury Martinez
- LA City Councilman Felipe Fuentes
- LA City Councilman Bernard C. Parks
- LA City Councilman Curren D. Price, Jr.
- LA City Councilman Herb J. Wesson, Jr.
- LA City Councilman Mike Bonin
- LA City Councilman Mitchell Englander
- LA City Councilman Mitch O'Farrell
- LA City Councilman José Huizar
- LA City Councilman Joe Buscaino
- LA County Supervisor Gloria Molina
- LA County Supervisor Mark Ridley-Thomas
- LA County Supervisor Zev Yaroslavsky
- Los Angeles Mayor Eric Garcetti
- Senator Roderick Wright
- Assemblymember Reggie Jones-Sawyer
- Assemblymember Holly J. Mitchell

Volunteer Day Needs

The goal of UCLA Volunteer Day is to serve as many community partners as possible, while making projects interactive and meaningful to volunteers. Volunteer Day is just a taste of the service that UCLA volunteers can provide to the Greater Los Angeles area on a continuous basis. We hope to expose potential volunteers to community partners related to disaster response, education and mentorship, environmental issues, arts, children and youth, health, hunger and poverty, special needs, and other social justice topics.

In our fifth year, we have become well-known with our community partners and vendors. This leads to support year-to-year, even when vendors find an increase in their costs due to the economic climate. We strive to keep the UCLA Volunteer Day budget low and reasonable, counting on collaboration with campus and community partners in knowledge, experience, and in-kind support. In September 2013, we hired an Assistant Director at the UCLA Volunteer Center, who will be instrumental in helping to acquire new donations and sponsorship support for future Volunteer Days.

We have a variety of needs for UCLA Volunteer Day:

Supplies

In order to give valuable service to our 52 community partner sites, we must buy the needed paint, buckets, brushes, frames, wood, hammers, nails, plants, mulch, paper, crayons, and other materials needed to plant trees, build gardens, refurbish school buildings, paint playgrounds, work in classrooms, and more. The Volunteer Center aims to find projects where UCLA expertise is the primary resource (hearts, hands, minds), but the addition of beautification and school materials is also extremely valuable. Monetary and in-kind donations from campus partners, individual donors, Los Angeles Team Mentoring, Magic Johnson Foundation, and K to College help to keep our costs low.



Volunteer Day Needs

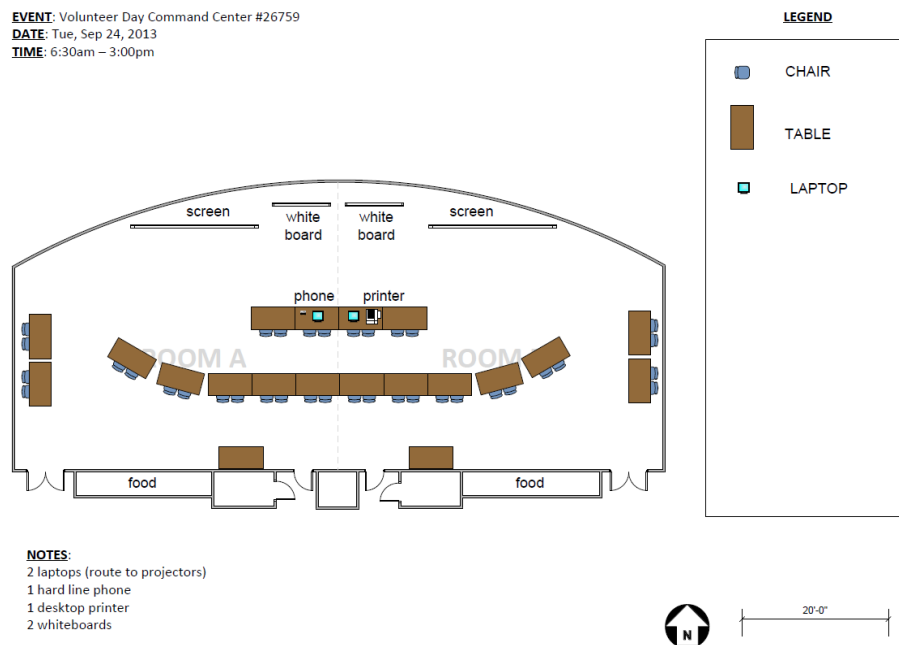
Volunteer Day Coordinator

George Hill Consulting (GHC) is instrumental in the planning and coordination of the annual UCLA Volunteer Day. Mr. Hill and his team have been working with the Volunteer Center on our large annual service day since its inception in 2009. They provide the needed expertise in project management - from designing the scope of work at each community partner in conjunction with the principal or executive director, to ordering and distributing the needed materials at each site, to training volunteer leaders on safety, risk management, and project execution. GHC also works with the Center on *One Bus, One Cause* service projects to continue volunteer work in Los Angeles at Volunteer Day and other community partners throughout the year.

Command Center

The Command Center, located on-campus in the De Neve Plaza Rooms, is the hub for all Volunteer Day activity. Volunteers from various campus departments take the day off to volunteer from 6:00am-2:00pm, coming together and dedicating their time and energy to make sure the day runs smoothly. This includes bus and zone management, traffic control, new student volunteer questions, social media and marketing, risk management, and more. In 2012, UCLA Today profiled the Command Center operations: [A massive undertaking: Inside UCLA Volunteer Day's command center.](#)

DE NEVE PLAZA ROOMS



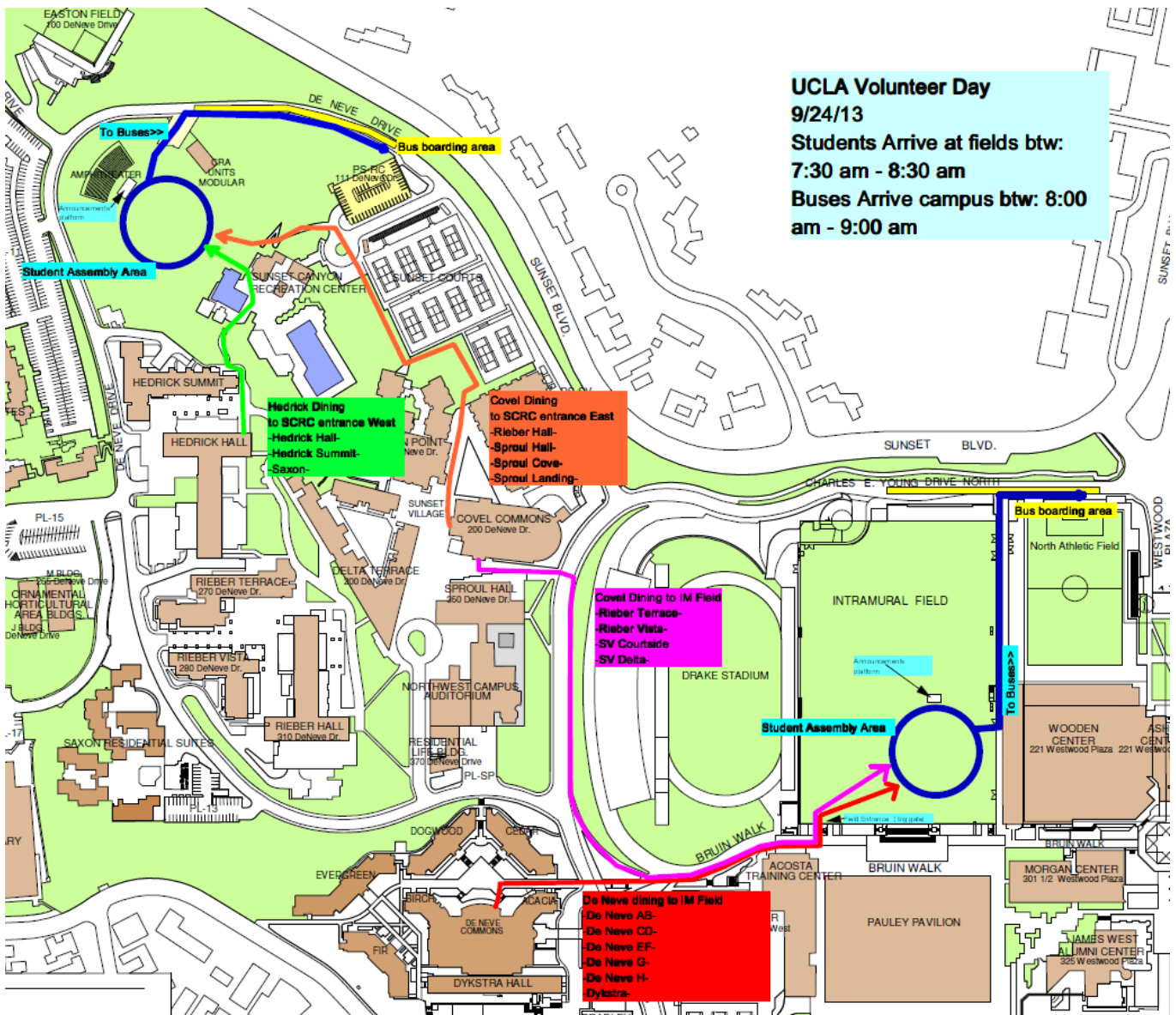
Food & Water

Through the generous support of LÄRABAR, Bear Naked, and Coca-Cola, we are able to offer volunteers water, cereal, and fruit/granola bars to supplement the breakfast and lunch provided by UCLA Housing & Hospitality Services. Volunteer leaders are given a \$5 Subway gift card to purchase lunch on their own or with their fellow leaders as a bonding experience after the service day is complete. Snacks and water are essential to keeping volunteers motivated, healthy, and hydrated.

Volunteer Day Needs

Buses/Transportation

Finally, transportation is essential to moving over 6,000 volunteers from the UCLA campus to each of the 52 service sites via 125 buses; this accounts for one of the largest pieces of our Volunteer Day budget. We have a limited amount of time with each bus – about 5 hours from when they get to campus from their morning school district drop offs to when they must leave to pick up students at the school districts in the afternoon. Water, snacks, trash bags, supplies, and volunteers must be loaded onto each bus, the correct bus, with no time to spare in Los Angeles traffic on a Tuesday morning. Many different vendors are used in order to obtain this large quantity of buses, led by experts from UCLA Transportation as well as volunteers. Government & Community Relations is instrumental in obtaining donated buses from elected officials.



PARKING NOTICE FOR SEPT 24, 2013

Dear Neighbor,

On Tuesday, September 24, UCLA will be conducting its 5th annual Volunteer Day. Over 6,000 participants, mostly students, will donate their time and energy at more than 50 sites throughout the City of Los Angeles.

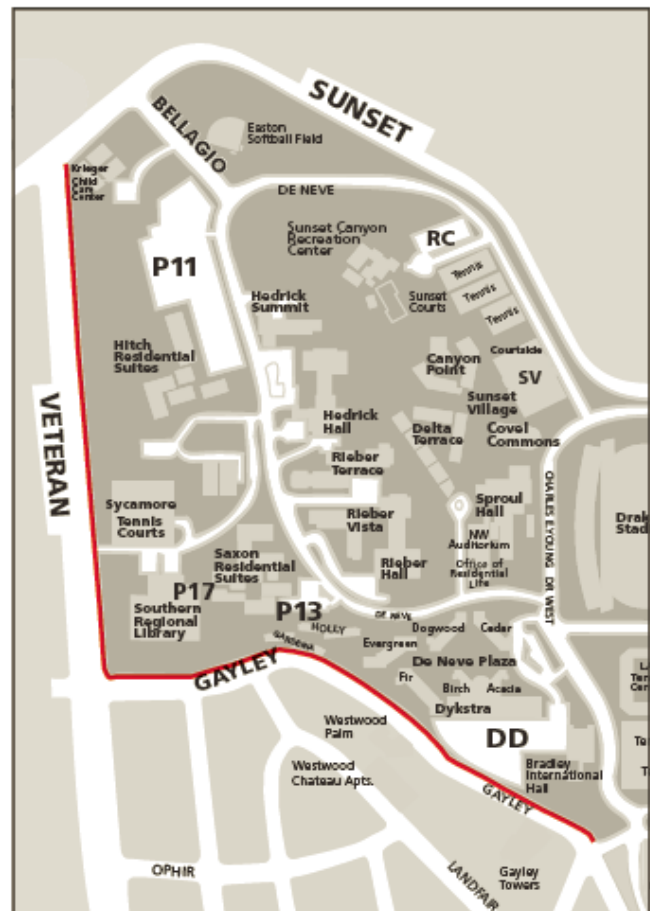
On Volunteer Day, buses transporting volunteers will stage on the east side of Gayley Avenue between Charles E. Young Drive South and Veteran Avenue and on Veteran Avenue between Gayley Avenue and Sunset Boulevard.

These streets will be posted with “No Parking/Tow Away” signs well in advance of the event, but this notice is being provided to you now to give you time to make alternative parking plans.

Your cooperation and understanding is appreciated by all who participate in Volunteer Day. Speaking of participation, if you’re not already a part of the nation’s largest volunteer effort, why not get involved?

Just go to www.volunteer.ucla.edu.

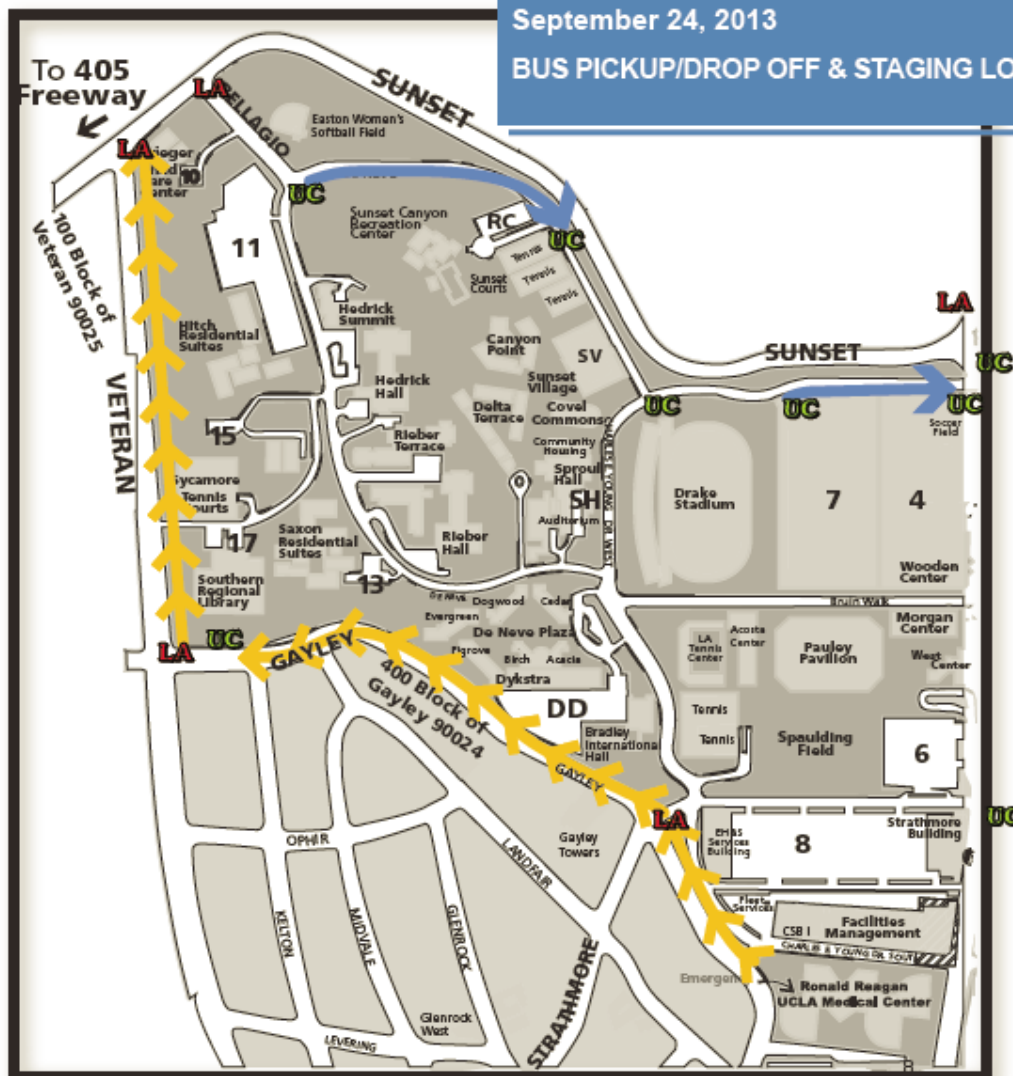
Hope to see you there!



**NO PARKING/
TOW-AWAY ZONE**

**MIDNIGHT TO 4 P.M.
TUESDAY, SEPTEMBER 24**

UCLA Volunteer Day of Service September 24, 2013 BUS PICKUP/DROP OFF & STAGING LOCATIONS



From Wilshire Blvd ↑

Bus Pickup/Drop Off & Staging Area Specs

- Bus Staging
- Active Drop Off/Pick Up
- UC** UCLA Traffic Officer
- LA** LADOT Traffic Officer

Directions *

From Wilshire:
Northbound onto Gayley Ave to Veteran Ave or pull directly behind last bus in line

*NOTE: Northbound 405 Freeway Sunset Blvd off ramp closed

Volunteer Day Needs

enforcement and the Fire Marshall, signage, walkie-talkies and communication support, and more.



T-Shirts

The shirts worn by volunteers serve a dual purpose – it allows the community to see the good work that UCLA is performing in the neighborhood, but also identifies our volunteers at schools, parks, shelters, and other areas that require a uniform be worn by volunteers. It gives the thousands of volunteers some symmetry in their service. Gorilla Marketing donates a large portion of the cost to print the shirts, and the Office of Residential Life and First Year Experience team work to distribute the shirts along with waivers to participants.

Experts

In order to ensure that service work is done in a valuable way to the community partners, the Center sometimes hires experts to oversee the work at sites. Muralists are hired to work with school principals before Volunteer Day to design a mural, pick a location, and stencil the final artwork before the volunteers begin work on the service day. Muralists guide students at the project, and arrive at the school a few days later to do touch-ups and ensure the principal is happy with the final results. Similarly, gardening experts are sometimes hired in more complicated landscaping projects involving tree planting, building above-ground planter beds, etc. where more professional help is required.

Events Office

The UCLA Events Office is hired to help with the Volunteer Day behind-the-scenes logistics, including event managers to coordinate the on-campus loading of students to buses, facilities grounds to clean up the bus zones once students have departed, traffic control officers to help move 125 buses around Westwood and the campus, support with LADOT parking



Next Steps in Service

Throughout UCLA Volunteer Day, the Volunteer Center stresses the importance of giving back beyond just one day of service. Service Liaisons and Resident Assistants help to communicate the many volunteer opportunities available at UCLA through student service organizations, campus departments, and local non-profits. The UCLA Volunteer Center exists year-round to match eager volunteers with service opportunities that match their skills and interest.

On the bus home, volunteers receive a tri-fold card to take home to get them thinking about their next volunteer opportunity:



THE VOLUNTEER CENTER ORGANIZES SERVICE PROJECTS YEAR-ROUND

NEXT STEPS IN SERVICE



“Volunteerism is ingrained in UCLA’s DNA.” - Chancellor Gene D. Block

#BruinsGiveBack

UCLA Volunteer Center

Media Coverage

Volunteer Day 2013 received media coverage from a variety of sources including the Daily Bruin, CNN iReport, Huffington Post, the Korea Times, and more. A comprehensive list of news articles, radio clips, and blog posts documenting the hard work of Bruins on this day of service can be found below (as of November 20, 2013):

[Volunteer Day 2013 Video](#)

Posted on November 19, 2013 | Source: ORL ResTV

[BCR E-News: Creek Cleanup, River Film, & More!](#)

Posted November 2013 | Source: Ballona Creek Renaissance Newsletter

[5th Annual UCLA Volunteer Day 2013](#)

Posted on October 25, 2013 | Source: UCLA Institute of Environment and Sustainability

[Students spend a day with Belmont Village residents](#)

Posted on October 10, 2013 | Source: Beverly Press

[Bruins Impact Their Community](#)

Posted October 2013 | Source: UCLA Alumni Connect Newsletter

[Volunteer Opportunities from UCLA Alumni Association](#)

Posted October 2013 | Source: UCLA Alumni Connect Newsletter

[UCLA Volunteer Day 2013 at Monroe High School](#)

Posted on September 30, 2013 | Source: Dr. Lan Academy

[UCLA Volunteer Day 2013](#)

Posted on September 27, 2013 | Source: CNN iReport

[UCLA Community Service at Castlebay](#)

Posted on September 26, 2013 | Source: Castlebay PATH

[Bruins give back to low-income school at volunteer day](#)

Posted on September 26, 2013 | Source: Daily Bruin

[Lessons Learned from UCLA Volunteer Day](#)

Posted on September 26, 2013 | Source: Huffington Post

[Thousands Participate in UCLA Volunteer Day](#)

Posted on September 24, 2013 | Source: K-CBS Channel 2

[UCLA 총장도 봉사활동](#)

Posted on September 24, 2013 | Source: The Korea Times

Media Coverage

[UCLA 학생들, 50여곳서 봉사활동 \[LA중앙일보\]](#)

Posted on September 24, 2013 | Source: The Korea Daily

[UCLA Celebrates Its Fifth Annual Volunteer Day](#)

Posted on September 24, 2013 | Source: USC Annenberg

[6,500 UCLA student volunteers help out across the Los Angeles area](#)

Posted on September 24, 2013 | Source: UCLA Newsroom

[UCLA students' first lesson: Service](#)

Posted on September 24, 2013 | Source: UCLA Newsroom

[Chancellor Block welcomes back students for 2013-14 school year](#)

Posted on September 23, 2013 | Source: UCLA Newsroom

[UCLA student volunteers to blanket L.A. by the thousands on Sept. 24](#)

Posted on September 20, 2013 | Source: UCLA Newsroom

[Volunteer Day? These Bruins can hardly wait](#)

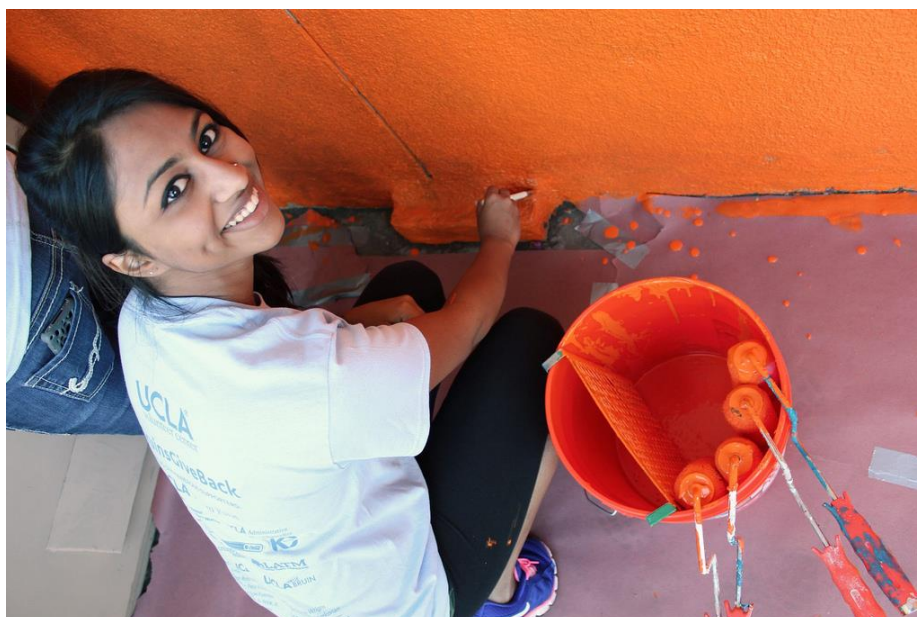
Posted on September 19, 2013 | Source: UCLA Today

[UCLA welcomes 8,600 new Bruins to campus](#)

Posted on September 18, 2013 | Source: UCLA Newsroom

[Welcome week news and links at UCLA](#)

Posted on September 18, 2013 | Source: UCLA Newsroom



Sample Feedback about Volunteer Day 2013

AA4 WEDNESDAY, SEPTEMBER 25, 2013

Los Angeles Times



Photographs by Luis Sinco Los Angeles Times

UCLA's day of reaching out

UCLA freshman Justin Kozesnik, above, puts a bandage on Stacy, a second-grader, Tuesday during UCLA's fifth annual Volunteer Day. Freshmen, joined by faculty and staff, helped with painting and tutoring and worked on community gardens, among other tasks. At right, pupils at Leo Politi Elementary meet UCLA students.



Sample Feedback about Volunteer Day 2013



Leo Politi Elementary School

2481 West Eleventh Street, Los Angeles, California 90006
Telephone:(213) 480-1244 FAX:(213) 736-0486

JOHN E. DEASY, Ph. D.
Superintendent of Schools

ROBERTO A. MARTINEZ
Instructional Area
Superintendent

BRAD RUMBLE
Principal

ARACELI SILVA
Assistant Principal

October 15, 2013

Chancellor Gene Block
UCLA Chancellor's Office
Box 951405, 2147 Murphy Hall
Los Angeles, CA 90095-1405

Dear Dr. Block,

On behalf of the entire Leo Politi Elementary School community, I want to thank you and all the Bruins who joined us for UCLA Volunteer Day 2013. What a meaningful morning for all our stakeholders—especially our 820 students. We still hear the 8-clap across the campus. Even better, the students continue to ask questions about UCLA and what they can do now to prepare them for college. This is what it's all about.

It's not so long ago that I was an eager freshman at UCLA. I recall moving into Hedrick Hall and anticipating the first day of classes. The fact that 200 of this year's freshmen chose to board buses and head over to Leo Politi just two days before their first day of classes means a great deal to us. Their enthusiasm was authentic, and I am sure their experience here will remain with them for a long time.

As you read the enclosed letters from two fourth-grade classes, you will gain a better idea of the impact the event had on our students. You also will see that the school and dental supplies provided by KtoCollege are being put to good use.

We realize staff from several offices at UCLA united to ensure this event's success. Their commitment to excellence was evident in all they did.

Enjoy these letters—and thank you, Dr. Block, for being so giving of your time at UCLA Volunteer Day 2013. My best always to you and Mrs. Block. We are grateful that UCLA is a community partner of Leo Politi Elementary School.

Sincerely,

Brad Rumble
Principal

UCLA
CHANCELLOR'S OFFICE
2013 OCT 21 AM 9:24

Sample Feedback about Volunteer Day 2013

Ucla Rocks !!!!!!!

Dear Dr. Gene Block,

Everyone has someone they are grateful for and we are grateful for you. I am also grateful for the Ucla students because they gave us school supplies, they also cried for us, and they were super friendly.

First and foremost, thank you for giving us school supplies. I am grateful because you guys gave us whiteboards. You also gave us markers and pens. The last thing I liked was the crayons and pencils.

Secondly, the Ucla students cried for us. The Ucla students cried for us because they liked us. They also cried when they had fun with us. At last they had to leave and they cried too.

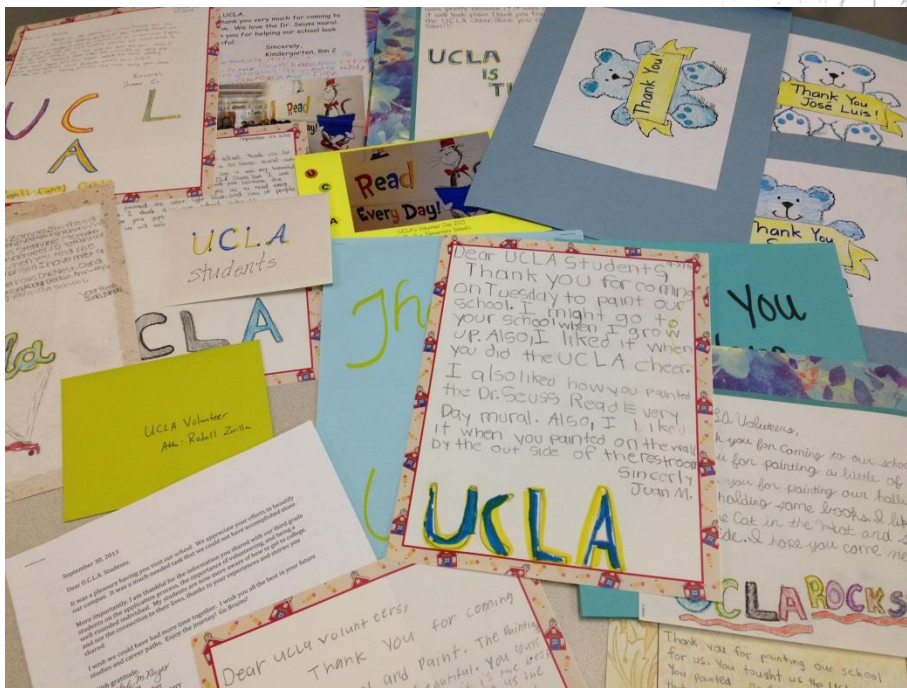
Last but not least, they were super friendly. The Ucla students played with us four squares. They helped us do our work. They were the kindest kids I've ever met.

All in all, thank you for giving us supplies, loving us, and being friendly with us.

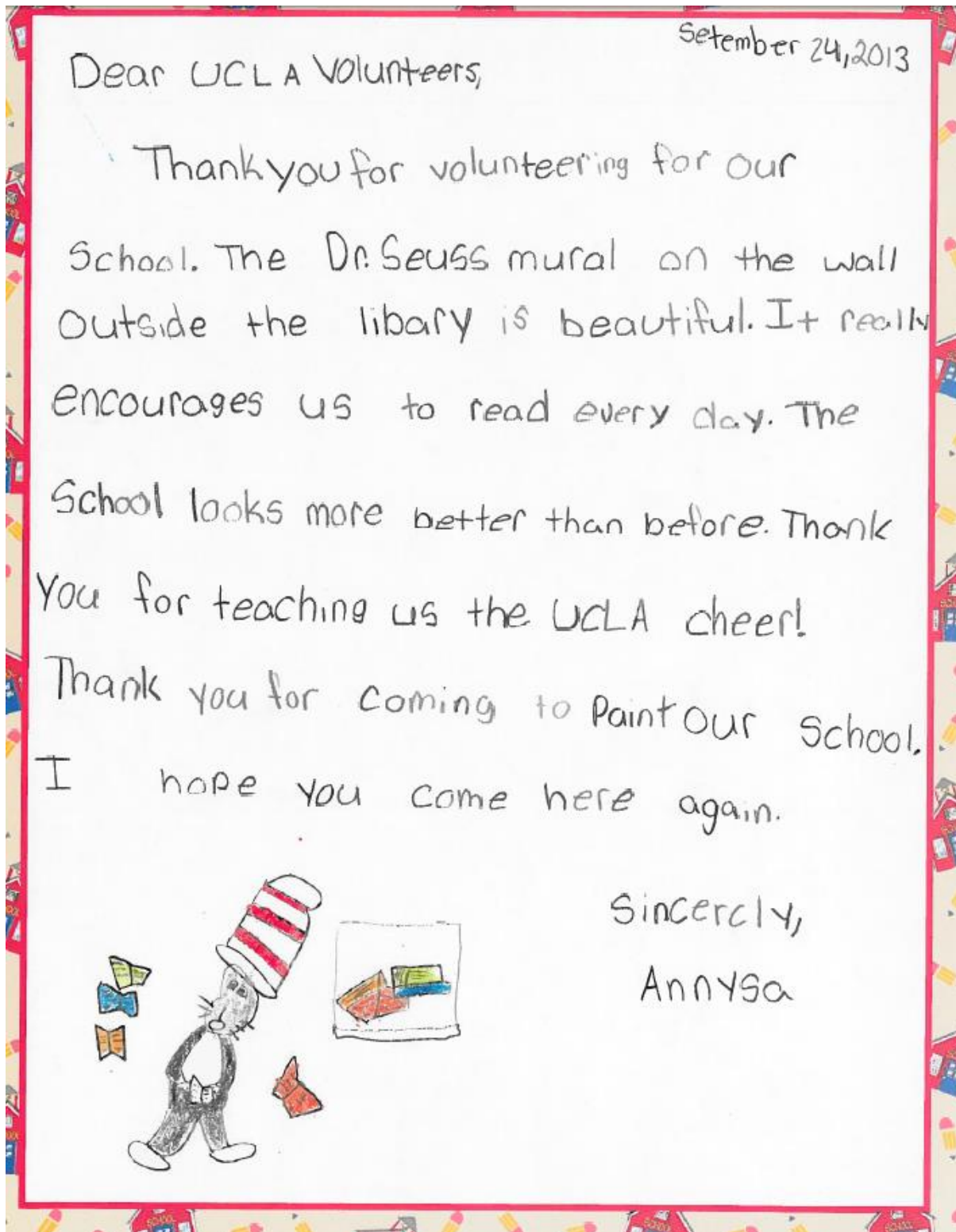
sincerely,
Nathan R

Sample Feedback about Volunteer Day 2013

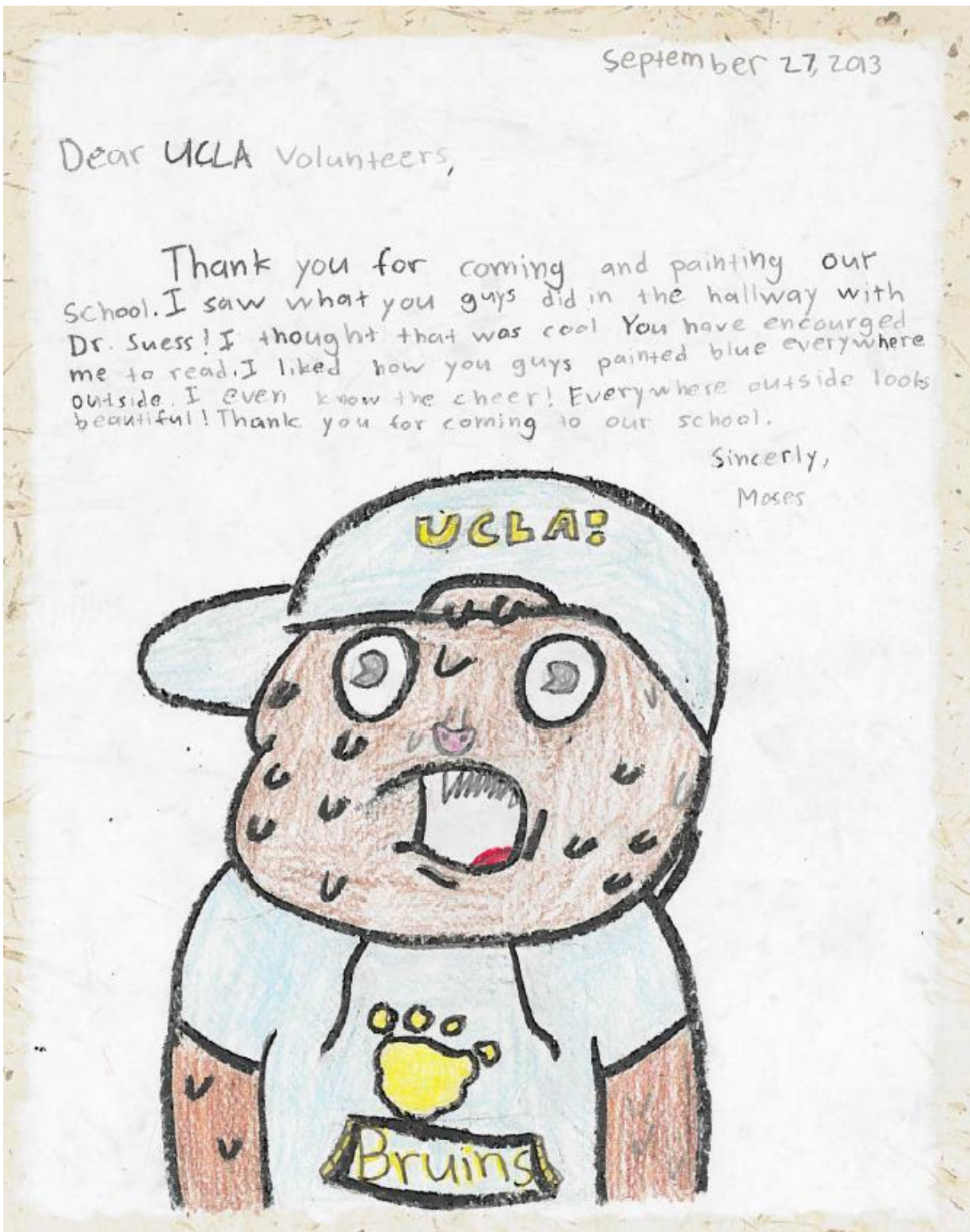
U.C.L.A. Rocks
Dear Dr. Gene Block,
UCLA is nice. They give us free stuff, and they are learners.
First, UCLA is very nice. I know that UCLA is kind. UCLA treats us very nicely. When we ask them questions, they answered us.
Next, UCLA gives us free stuff. I even got notebooks. They even gave us folders. They even gave us a box of pens.
Finally, UCLA students are good learners. I know that one studies math. I even know that one studies science. I know that they are super smart.
All in all, I am thankful for what UCLA did for us. Two, four, six, eight who do we appreciate? UCLA.



Sample Feedback about Volunteer Day 2013



Sample Feedback about Volunteer Day 2013



Sample Feedback about Volunteer Day 2013


September 30, 2013

Dear U.C.L.A. Students,

It was a pleasure having you visit our school. We appreciate your efforts to beautify our campus. It was a much-needed task that we could not have accomplished alone.

More importantly, I am thankful for the information you shared with our third grade students on the application process, the importance of volunteering, and being a well-rounded individual. My students are now more aware of how to get to college, and see the connection to their lives, thanks to your experiences and stories you shared.

I wish we could have had more time together. I wish you all the best in your future studies and career paths. Enjoy the journey! Go Bruins!

With gratitude,

Michele Reyes
Third Grade Teacher
Griffin Avenue Elementary



Los Angeles Unified School District

Chatsworth Park Elementary School

A California Distinguished School

22005 Devonshire Street, Chatsworth, CA 91311

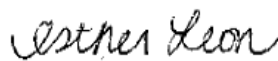
Telephone: (818) 341-1371 Fax: (818) 882-3540

Dr. John Deasy
Superintendent of Schools
Byron Maltez
Interim ESC North Superintendent
Esther Leon
Principal
Mark Nichols
Assistant Principal, EIS

October 9, 2013

Dear UCLA Event Sponsor,

On behalf of the Chatsworth Park Elementary staff and students I wanted to thank you for the donation of time and supplies to our school. We already love our school and now we love it even more with all the projects done by the UCLA students. We cannot thank you enough for organizing such a great event but more importantly having selected our school to benefit from this day of service.



Esther Leon
Principal

Sample Feedback about Volunteer Day 2013

STATE OF CALIFORNIA

EDMUND G. BROWN JR., Governor

DEPARTMENT OF VETERANS AFFAIRS

Veterans Home of California—West Los Angeles
11500 Nimitz Avenue
Los Angeles, CA 90049-3566
Telephone: (424) 832-8200
Toll Free: (877) 605-1332



September 30, 2013

Mr. Gene D. Block, Chancellor
University of California, Los Angeles
Murphy Hall 2147
Box 951405
Los Angeles, CA 90095-1405

UCLA
CHANCELLOR'S OFFICE
2013 OCT -4 AM 9:14

Dear Chancellor Block and Mrs. Block,

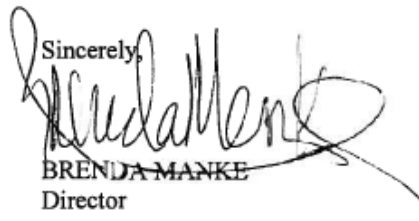
On behalf of the residents of the Veterans Home of California in West Los Angeles I would like to express my sincere thanks and appreciation for your attendance on September 26th for UCLA's Volunteer Day at our Home.

As you witnessed, the Home was buzzing with 'your' 100 energetic students and their leadership mentors engaged in meaningful activities with our residents. Photos of a crowded dance floor with everyone smiling captured the joy shared as residents, students, volunteers, and staff moved together to the beat.

There are so many wonderful ways that these type of programs can continue to evolve, and improve the lives of our great men and woman of the United States Military. May we continue to partner in additional ventures, and deliver services our veterans have earned.

I look forward to seeing you again as do our residents. To each and every one of your students I send my most sincere appreciation.

Sincerely,



BRENDA MANKE
Director

HONORING CALIFORNIA'S VETERANS

Sample Feedback about Volunteer Day 2013

JOHN BURROUGHS MIDDLE SCHOOL

BRUINS VISIT JB!



On Tuesday, September 24, 2013 approximately 150 students from UCLA came to John Burroughs Middle School through the UCLA Community Outreach Partner Program. Students were divided up into teams, which separated throughout the campus to

assist in different areas: clearing out the JB basement, transferring textbooks from one location to another and helping to clean areas of the campus. Two teams of students went into our 6th grade classrooms and spoke about the importance of education and being

college bound. Students were highly motivated and excited thinking about higher education.



MOVING TEXTBOOKS



VISITING CLASSROOMS



CLEANING THE CAMPUS

Volunteer Day 2013 Frequently Asked Questions

A list of frequently asked questions appears at <http://volunteerdaily.ucla.edu/faq/>, including the following most popular questions and answers:

Who can participate in UCLA Volunteer Day?

UCLA Volunteer Day is open to all new undergraduate Bruins, and is a part of the tradition of [True Bruin Welcome](#). New students living on-campus will be given more direction from the [Office of Residential Life](#), and additional information can be found on this FAQ. New students living off-campus are also welcome to participate in Volunteer Day, and should sign up to reserve their spot at [Off-Campus New Student Sign-Up](#).

Continuing students, graduate students, staff, faculty, alumni, parents, and community members are encouraged to get involved as a Project Leader, Task Captain, or Service Liaison. Learn more about these leadership roles at [Be A Volunteer Day Leader](#).

What is the schedule of the day?

Volunteer Day service projects will take place for about three hours between 9:00am and 12:30pm. Because we need 125 school buses to transport Bruins from UCLA to the community partners and back, we borrow school buses from their normal school routes and therefore have a limited amount of time that we can spend with each community partner. Volunteer Day is just a taste of Bruin service; hopefully, you will find a community partner through your service project or this website where you would like to serve in an on-going basis!

For on-campus new students: Bruins will wake up floor by floor to get ready for a day of service with their floormates. An express breakfast will be served at three dining locations between 7:00-9:00am, and your ORL staff will direct you on which dining hall your floor is assigned for the morning. Be sure to grab and eat your breakfast – you'll need it for a big morning of service! From there, you and your floormates will make your way to a loading zone to hop on a bus to a community partner. Once you arrive home to UCLA after your service project, you and floormates can head back to the Hill for a special extended lunch.

For off-campus new students: Off-campus new Bruins have a special check-in area, where we welcome you to join us to check-in, grab and eat some light breakfast snacks, and board your bus to your Volunteer Day project. You are responsible for your own transportation to UCLA and lunch. Transportation/parking options can be found at the [UCLA Transportation and Parking website](#), and you can find a variety of food options in Westwood or at one of [ASUCLA's](#) many on-campus restaurants.

Where will I serve on Volunteer Day? What will I be doing?

125 buses will depart from UCLA on Tuesday, September 24, heading to more than 50 community partner sites including K-12 schools, food banks, parks, shelters, veterans' facilities, and neighborhood centers. Learn more about the projects and volunteer assignments at [Volunteer Day 2013](#).

Volunteer Day 2013 Frequently Asked Questions

What do I wear and bring for Volunteer Day?

The following items are extremely important to bring/wear on Volunteer Day:

- Closed-toe shoes: Many community partners will not allow you to participate, or even get off the bus, without your toes being covered. Leave your flip-flops, sandals, and heels at home – you'll want some sturdy sneakers for these service projects.
- Water: Bring a full, refillable bottle of water with you to the service site, as many locations are outdoors and you'll want to stay hydrated. Water will be provided at all sites, but you're encouraged to bring your own to supplement our supplies.
- A full belly: Volunteer Day can be an exhausting day of feel-good service, so be sure to grab whatever you need to be full and happy when you arrive to the buses. If you are a coffee drinker or like to eat a big breakfast, be sure to do that on your own – a limited light breakfast will be available, but only you know your own needs!
- Volunteer Day t-shirt: A light blue Volunteer Day t-shirt will be given to all volunteers. This shirt is a gift which we hope you will wear at other service projects as a Bruin, but also helps to identify you to community partners. Wear it with Bruin pride!
- Flexible clothing: You and your clothes may get dirty, so please wear something you wouldn't mind getting ripped, stretched, painted, or muddy. Leave your purses and extra items at home, although a small pack for your water, sunscreen, and camera is advised.
- Sun Protection: It might be a very sunny day in Los Angeles in September, so bring a hat, sunglasses, sunscreen, and other sun protection in case your site is outdoors.
- Camera: Capture your first service project as a Bruin and send your photos to pics@volunteer.ucla.edu!

For additional ideas, visit [What To Wear & Bring To A Service Project](#).

Do I get to pick my service site?

Due to the logistics of organizing more than 7,000 volunteers on one day of service, we cannot offer new student volunteers a choice of service site. You will be serving alongside your peers, either other new students from your floor/building, other new transfers, or other off-campus freshmen. The purpose of Volunteer Day is to give you a taste of Bruin service and to introduce you to a community partner you may want to learn more about and continue to serve.

Volunteer Day 2013 Frequently Asked Questions

How can I suggest a site for Volunteer Day?

The UCLA Volunteer Center is always looking for community partner suggestions for Volunteer Day, [One Bus, One Cause](#), and other programs. As of June 1, site suggestions are no longer needed for UCLA Volunteer Day 2013, but please continue to send in your site ideas for next year and other initiatives at [Suggest A Site](#).

Who are the people in yellow and royal blue t-shirts?

On Volunteer Day, you'll notice volunteers alongside you in bright yellow and royal blue t-shirts similar to your light blue volunteer shirts. If you have a question, these are the folks to ask!

- Yellow t-shirts: These people are Project Leaders and Task Captains, who have designed your project from start to finish with the community partner. They are responsible for ensuring a well-run project and helping you with your service tasks.
- Royal blue t-shirts: Service Liaisons are undergraduate students and ORL staff who are there to help you on your service journey. Think of them as "service ambassadors" who know all about the service needs of LA and student service organizations you can join after your Volunteer Day experience.

Learn more about these leadership roles at [Be A Volunteer Day Leader](#), and think about which role you may want to choose next year!

How many people participate in UCLA's annual Volunteer Day?

On Tuesday, September 24, 2013, more than 7,000 Bruins will spread across Los Angeles to perform service work at more than 50 community partners. This includes more than 6,500 new student volunteers joining together with about 600 continuing and graduate students, staff, faculty, alumni, parents, and friends.

On [Tuesday, September 22, 2009](#), UCLA Volunteer Day launched with more than 4,600 volunteers at 8 community partners around Los Angeles. In its second year on [Tuesday, September 21, 2010](#), over 6,000 volunteers spread to 22 community partners. [Tuesday, September 20, 2011](#) reached more than 7,000 volunteers at 26 community partners. [Tuesday, September 25, 2012](#) marked the largest year yet, with more interactive projects at schools, parks, shelters, veterans' sites, and others across the city; more than 6,200 volunteers participated at 52 community partners.

Are UCLA staff/faculty eligible for time-off for Volunteer Day?

Volunteers who work at UCLA are encouraged to ask their direct supervisor or Human Resources about time-off for Volunteer Day. Because Volunteer Day takes place on Tuesday from about 7am-2pm for leaders, volunteers must check in with their own department to see if vacation, comp, or other leave can be used to participate in the day of service.

Volunteer Day 2013 Frequently Asked Questions

How can I get involved in service after Volunteer Day?

- Email: volunteer@ucla.edu or visit volunteer.ucla.edu to join our listserv
- Bookmark: volunteer.ucla.edu
- Like us on Facebook: fb.com/uclavolunteer
- Follow us on Twitter: twitter.com/uclavolunteer
- View the Site list: volunteerdaily.ucla.edu/community-partners
- View Campus Service Opportunities: volunteer.ucla.edu/campus-service-opportunities
- Search our Volunteer Database: volunteer.ucla.edu/volunteer

How can I become a sponsor for Volunteer Day?

Major volunteer programs require major resources. With your investment, we can serve our community, teach students about involvement and leadership, cover the cost of transportation to service sites, and provide supplies for service work. Consider a monetary or in-kind donation to the UCLA Volunteer Center and Volunteer Day.

Make a tax-deductible donation to the UCLA Volunteer Center online

Email rcorell@volunteer.ucla.edu to learn more about needed in-kind support (buses, food, water, muralists, t-shirts, supplies) as well as individual and corporate sponsorship.

Who sponsors UCLA Volunteer Day?

UCLA Volunteer Day is generously sponsored by a variety of campus partners and foundations. Visit volunteer.ucla.edu/sponsors to learn more about our supporters.



Beyond UCLA Volunteer Day

UCLA Volunteer Day launched the UCLA Volunteer Center in 2009, but since then the Center has expanded to organize many other unique annual programs and events that involve the greater Bruin community in civic engagement. Volunteers can use our web resources to learn about campus groups focused on service through the comprehensive [Campus Service Opportunities](#) list or browse our [Volunteer Search Database](#). Bruins can also stay connected to volunteer opportunities by signing up for the UCLA Volunteer Center's [monthly e-newsletter](#), and by following us on social media at [Facebook](#), [Twitter](#), [Instagram](#), [foursquare](#), and [YouTube](#).



This is a complete list of the UCLA's volunteer programs and initiatives beyond Volunteer Day:

One Bus, One Cause | <http://volunteer.ucla.edu/1b1c>

Using the momentum and enthusiasm for civic engagement that arises from Volunteer Day, the Center sends a bus filled with volunteers into the community in order to address specific needs in that area. Through partnerships with other non-profits and outside organizations, this program addresses a different cause and organization with each visit to expose Bruins to a sampling platter of volunteer opportunities to pique volunteers' interest in programs they could work with on an ongoing basis.

Operation Gratitude | <http://volunteer.ucla.edu/operation-gratitude>

United States military service members in hostile regions around the world receive more than 6,000 hand-written letters and care packages from UCLA each year in partnership with Operation Gratitude, a volunteer-run non-profit group based in Van Nuys. For some soldiers, this is the only contact they have with home, and the partnership strives to demonstrate recognition of, and appreciation for, military members' service and sacrifice. The Center works year-round with campus departments and organizations to introduce students to the program. Operation Gratitude has sent over 600,000 care packages since 2003, and UCLA is the first large-scale university the organization has paired with to increase these efforts.

Project SPELL | <http://volunteer.ucla.edu/project-spell>

Project SPELL, Students for Progress in Employee Language Learning, is a support service for UCLA employees who are non-native English speakers. This program matches UCLA employee learners with student volunteer tutors to accomplish English language learning goals as expressed by the learners. Volunteer tutors deliver personalized lessons to one UCLA employee, twice a week throughout the academic quarter, and receive training sessions, ample teaching resources, and a flourishing peer network. From this experience, tutors develop critical teaching and communication skills while building a mutually beneficial relationship with a vital member of the UCLA community.

Beyond UCLA Volunteer Day

Fall Harvest Feast | <http://volunteer.ucla.edu/fall-harvest-feast/>

This annual turkey dinner provides a warm meal as well as food and supplies to take away during the long weekend for up to 100 needy UCLA students and their families. This event has been created and produced through volunteer time of staff and students of UCLA, and the food, venue, centerpieces, music, and other supplies are donated through various campus departments, student organizations, and volunteers.

Non-profit Networking Night | <http://volunteer.ucla.edu/non-profit-networking-night/>

Non-profit Networking Night connects UCLA students to public service professionals who are currently recruiting for open internships and jobs in the non-profit sector. Hosted by the Volunteer Center, USAC Community Service Commission, Career Center, and Office of Residential Life, the evening features speed networking activities and the opportunity to sit down with professionals and other UCLA students.

Volunteer Appreciation Week | <http://volunteer.ucla.edu/vaw/>

UCLA leads the nation in volunteering, and each year Bruins contribute to hundreds of thousands of hours of community service. Volunteer Appreciation Week is an extension of a national campaign to celebrate the people and organizations participating in community service across America. During this week, the UCLA Volunteer Center recognizes the service efforts of volunteers and campus groups that make a difference in communities across Greater Los Angeles.

Three Pillars, One University | <http://volunteer.ucla.edu/three>

The UCLA Volunteer Center, in partnership with the Circle of Friends chapter at UCLA, is taking a novel approach to fulfilling the university's pillars of education, research, and service while exposing students with special needs to cutting edge research. The event provides students with special needs (namely Autism, Down's Syndrome, and Cerebral Palsy) from the Pathway at UCLA Extension program the chance to attend a professor research symposium and learn about some of the most acclaimed research taking place at UCLA in a variety of fields.

Volunteer Center Fellows | <http://volunteer.ucla.edu/about/fellows>

To continue the strong ties between the Center and the student population, the Volunteer Center Fellows program creates opportunities for student leadership in the planning and management of civic engagement projects. Each spring, a new group of students are chosen to serve for thirteen months to work with the Center to plan the year's agenda and attend regular meetings with staff and advisors. Fellows come from a variety of community and leadership perspectives at UCLA and in the Los Angeles community. The Fellows serve as an advisory board that works with the Center to increase the accessibility of community service and civic engagement opportunities by creating and promoting resources, support systems, and projects for both campus service organizations and students.



Beyond UCLA Volunteer Day

Mongelli Award for Excellence in Civic Engagement | <http://volunteer.ucla.edu/mongelli-award>

The Mongelli Award for Excellence in Civic Engagement (formerly the Bruin Heroes Award) recognizes innovative and inspiring projects organized by UCLA organizations. Every day, thousands of students participate in service projects around Los Angeles. As a public institution, UCLA is dedicated to service and values the hard work of these Bruins and the passion motivating their endeavors. The goal of this award is to shine a light on these efforts. The Mongelli Award is presented by the Volunteer Center Fellows, and award recipients are selected from among a pool of nominations compiled by a group of chief campus advisors. Winners of the award receive recognition and support from the Volunteer Center as well as a monetary award.

Social Media & Marketing Internship Program | <http://volunteer.ucla.edu/interns>

The UCLA Volunteer Center offers students an opportunity to be creative and experiment with technology and social media in promoting civic engagement. Interns assist in expanding the Center's website and reach out to students on campus, developing skills in areas such as communication, technology, group collaboration, and community outreach. Enthusiastic students with interests in social media, video, photography, graphic design, and/or journalism (blogging) are organized into teams and creatively combine their interests with their passion for service. Working with Volunteer Center staff and guest speakers from the non-profit community, students learn about the various aspects of non-profit outreach while supporting their University.

Volunteer Leadership Program | <http://volunteer.ucla.edu/alumni-scholars/>

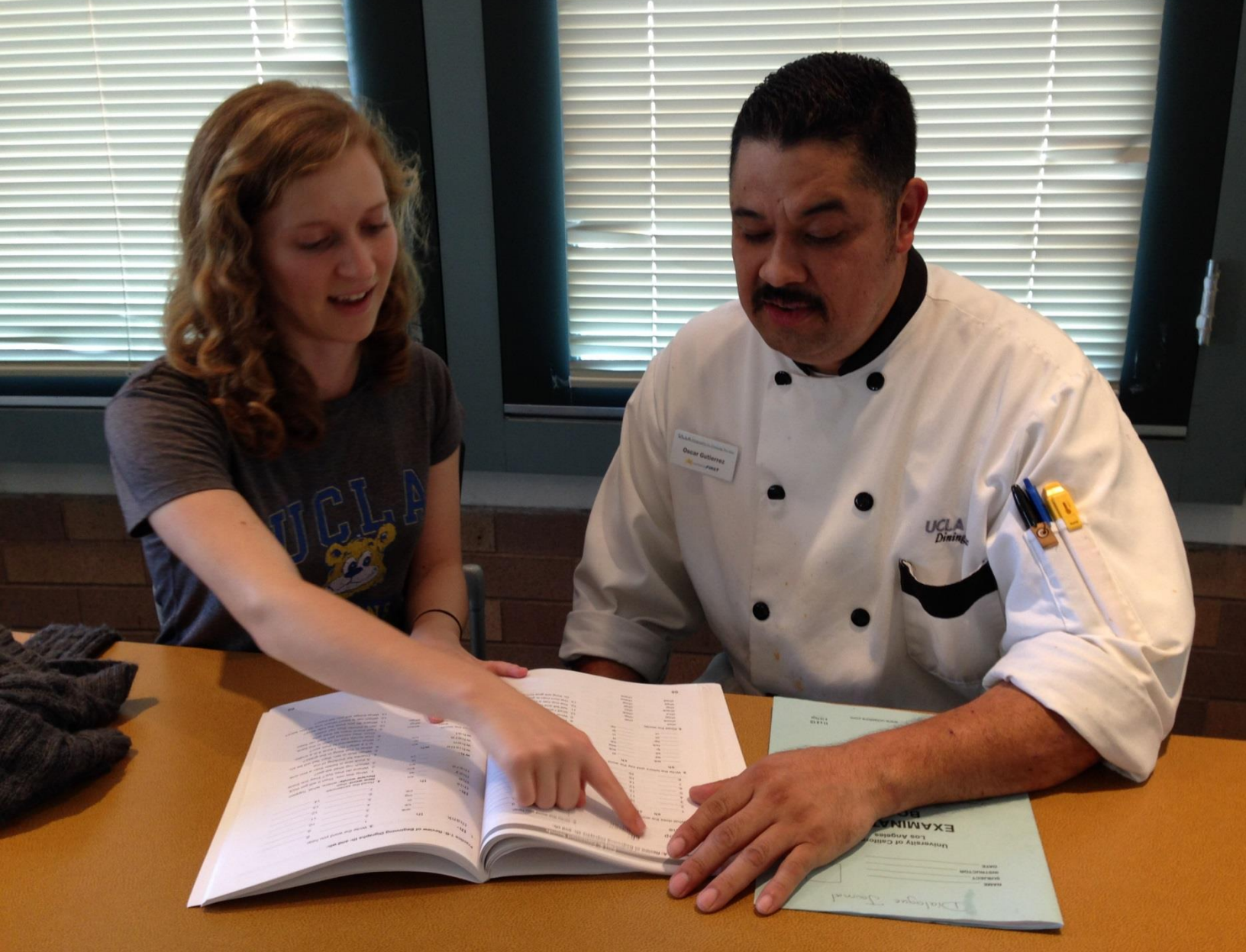
The UCLA Alumni Association teams up with the Volunteer Center to host a number of special service projects led by Alumni Scholars. The Alumni Scholars Club's unique Volunteer Leadership Program gives Scholars the opportunity to work directly with the Center by planning and leading their own community service projects in the Los Angeles community. Project Leaders maintain the important relationships between the university and their designated community partners while gaining valuable leadership and professional skills. In the spring, a capstone ceremony culminates the program and the Scholars present their projects in front of a room of distinguished social entrepreneurs, scholarship donors, and career advisors.

UCLA & Los Angeles Regional Food Bank | <http://volunteer.ucla.edu/food-bank/>

UCLA External Affairs has adopted the Los Angeles Regional Food Bank to show the staff commitment to service in the Los Angeles community. Each month, a different department of External Affairs visits the downtown food bank to sort, inspect, and clean food for distribution, as well as assemble food packages that go to children, senior citizens, and women with infants across Los Angeles County.

We also support a number of other campus programs, including the Community Service Commission's Day of Service, the UCLA Food Drive, the UCLA Toy Drive, Veterans Appreciation Week, and more.

For a current list of projects and additional information,
visit www.volunteer.ucla.edu



**Students for
Progress in
Employee
Language
Learning**

Project SPELL is a UCLA Volunteer Center initiative that provides UCLA employees who are non-native English speakers with English as a Second Language tutoring. The program matches UCLA employee learners with student volunteer tutors to accomplish English language learning goals, including workplace safety, career enhancement, and professional development, as expressed by the learners. Each quarter, student tutors commit to a total of 16 hours of individualized tutoring at the employee's workplace, and volunteers are recruited based on the understanding that they have an interest in promoting English teaching, educational equity, and social justice issues. In matching UCLA employee learners with UCLA student tutors, we provide access to much needed professional development opportunities for both participant groups.



Project SPELL is generously funded in full through donations from various campus departments and individuals, including Housing & Hospitality Services, Facilities Management, Administrative Vice Chancellor Jack Powazek, the Office for Diversity & Faculty Development, and the Volunteer Center. Thanks to vital financial and staff support, the impact we make becomes more significant year after year.

PROJECT SPELL HIGHLIGHTS SINCE FALL 2010

143

**EMPLOYEES
TUTORED**

192

TUTORS

5,100+

**HOURS OF
SERVICE**

Project SPELL would not be possible without the hard work, enthusiasm, and creativity of the UCLA volunteer student tutors. Our student volunteers come from a variety of majors and language backgrounds. On average, tutors spend an additional hour each week preparing lesson plans for the sessions. Tutors are also required to attend an orientation session, three training workshops, a tutor retreat, and a graduation and tutor appreciation ceremony.

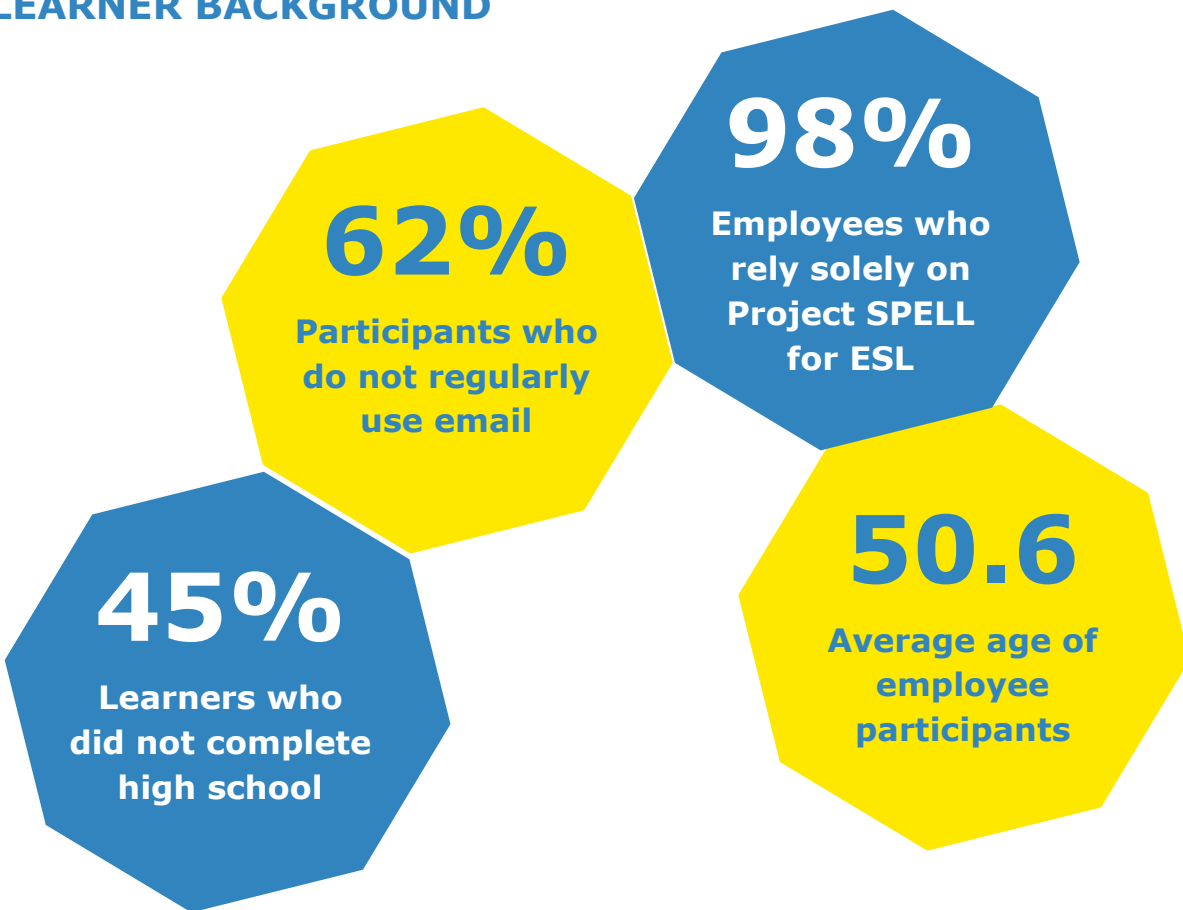
UCLA students volunteer because they are...



*The program is very good and very important for communication for my job!
-Project SPELL learner*

Employee learners who participate in Project SPELL work in Facilities Management or in Housing & Hospitality Services. The Facilities Management employees work in a variety of positions including as mail processors, reprographics technicians, transportation coordinators, custodians, senior custodians, and mechanics. Housing & Hospitality Services employees serve a number of roles including as housekeeping staff, food service workers, lead dishwashers, custodians, senior custodians, and facilities mechanics. Many of these employees have lived in the United States for a number of years yet have varying degrees of educational experiences both in the United States and in their native countries.

LEARNER BACKGROUND



The Student Committee of Project SPELL is responsible for promoting connections between students within Project SPELL as well as across campus. Their purpose is to create a tighter bond between tutors and help Project SPELL develop and grow into a stronger organization. The Student Committee serves to provide a voice for the students in Project SPELL and address the concerns and needs of the student tutors.

The Student Committee has been hard at work implementing new changes to make new and returning tutors feel welcomed and supported. The Committee has integrated a quarterly tutor retreat where tutors participate in a number of activities to raise their awareness of effective verbal and nonverbal communication skills. In addition, the Student Committee leads tutor training workshops on topics ranging from addressing learner speech errors, building rapport with adult learners, and how to effectively share tutoring experience in Project SPELL on a resume or during an interview.



FROM LEFT TO RIGHT: MARISSA MAYEDA, NHU PHONG, AMPARO RIOS (PROGRAM DIRECTOR), NATALIE SLAMA, QUYEN BACH, JOANNE KANG, AND ANDREA REYES

Faculty continue to provide ongoing program support and guidance, most notably by providing service learning courses that actively engage students in linking rigorous academic coursework with theory in practice. In Spring 2014, students in *Spanish M165SL- Taking It to Street: Spanish in Community*, taught by Professor Juliet Falce-Robinson, were able to volunteer in Project SPELL to order to practice applying cultural and linguistic knowledge acquired in Spanish classes in real-world settings. Students in this class provided more than 100 hours of community service in Project SPELL!



**PROFESSOR JULIET
FALCE- ROBINSON**



PROFESSOR JANET GOODWIN

International students have also taken an interest in participating in Project SPELL because of strong faculty support. Students in Professor Janet Goodwin's *ESL 97B – Variable Topics in English as a Second Language* as well as students in *ESL22 – Advanced Communication Skills for International Freshman*, taught by Professor Carleen Velez, have presented oral reports on a variety of UCLA resources, such as the Volunteer Center and UCLA Recreation.

Through these research projects, international students not only improve their speaking, presentation, and research skills, but also learn about student resources that are unique to American universities.

International students who have learned about Volunteer Center programs such as Project SPELL through their oral research project have gone on to participate as volunteer ESL tutors. These students are able to provide a unique tutor perspective in that they are able to glean from their own language learning experience and understand some of the unique difficulties that learning English can pose.



**PROFESSOR CARLEEN
VELEZ**

By collaborating with campus partners, Project SPELL is able to help more UCLA employees from each department develop the English skills needed for improving quality and customer service, addressing workplace safety, and promoting career advancement.

<i>Events and Transportation</i>	<i>ESL Café</i>	<i>H&HS Mentoring Program</i>
<p>Area of need: <i>Professional Email Communication Skills</i></p> <p>This year, Project SPELL has expanded to include Events and Transportation. Employees have learned about proper email etiquette and how to compose emails according to the purpose of the email as well as its intended audience. Employees also develop their grammar skills in order to address the complexity and nuances of email communication. Through guided and structured lessons, employees are better equipped to handle the technological demands of the modern workplace.</p>	<p>Area of need: <i>Additional Support for Project SPELL Graduates</i></p> <p>This pilot ESL program is designed to provide additional support for custodial and housekeeping staff, many of whom have completed 3 quarters in Project SPELL. Employee participants meet with an ESL instructor once a week to learn workplace vocabulary, workplace safety, and communication skills for providing excellent customer service. The Project SPELL Program Director and Brenda Garland, Technology Learning Program Manager, work closely to address the diverse needs of program participants.</p>	<p>Area of need: <i>Professional Development</i></p> <p>The H&HS Mentoring Program provides staff with the opportunity for skill and career development within the division by pairing mentees with H&HS and campus managers who serve as mentors. By partnering with Project SPELL, mentees who need additional support in developing their English language skills are able to receive one-to-one tutoring and guidance on preparing a resume, writing a cover letter, reading books related to professional growth, and developing effective communication skills.</p>

Project SPELL curriculum is developed by program director Amparo Rios, who holds an M.S. in Teaching English to Speakers of Other Languages from California State University, Fullerton. Recently, she presented *How Do You SPELL Success?* at the 2013 annual and 2014 regional CATESOL conferences, focusing on how to establish workplace English tutoring programs on college campuses.



AMPARO RIOS WITH A GROUP OF PROJECT SPELL GRADUATES

How Do You SPELL Success?

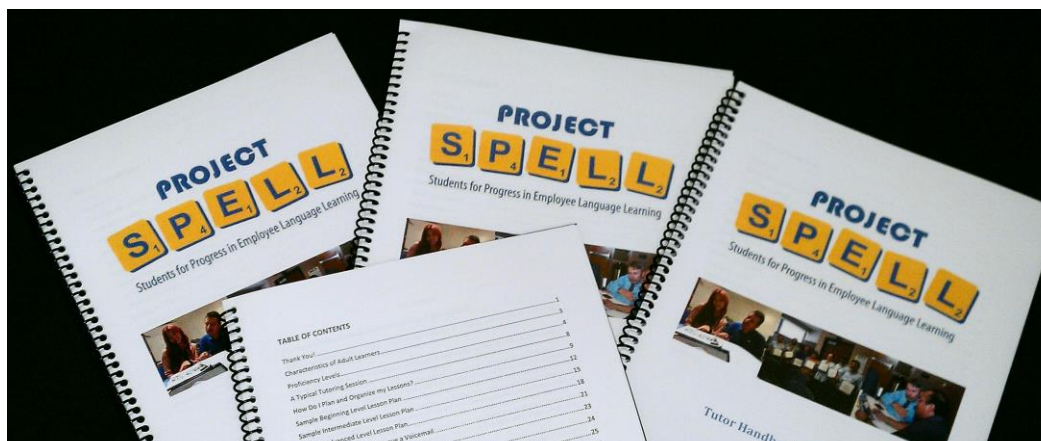
According to the National Center on Immigration Integration Policy, low-wage immigrant workers with varying degrees of English proficiency represent a large percentage of the workforce. Institutions of higher learning such as UCs, CSUs, and community colleges often rely on these workers to provide customer service, custodial work, dining services, and maintenance services. In order to create a highly informed workforce that positively represents these educational institutions, it is imperative that these institutions implement workplace ESL programs to address productivity, quality, and workplace safety. During this presentation, participants learned how to address program challenges and propose a workplace ESL program at a UC, CSU, or community college. Participants also learned about UCLA's Project SPELL, a workplace support program matches UCLA employees who are non-native English speakers with volunteer tutors to accomplish English language learning goals.

Throughout their participation in Project SPELL, tutors are encouraged to learn more about the interdisciplinary nature of English language learning and how it relates to language teaching, education, human communication, linguistics and psychology. Amparo Rios, Project SPELL Program Director, creates a supportive environment where new and seasoned tutors interact with one another to discuss what works and does not work in one-to-one ESL tutoring.

Project SPELL tutors are supported in a number of ways:

- An orientation session with a language learning exercise
- Three interactive tutor training workshops each quarter
- Quarterly tutor retreat to raise awareness of effective communication skills
- Knowledgeable ESL teacher guest speakers at training workshops
- One-to-one conference with the program director
- Weekly open office hours
- Large selection of ESL textbooks and materials
- Postings on ESL teaching opportunities
- Access to a computer lab for tutoring sessions
- Communication with the Student Committee by email and Facebook
- Quarterly lesson plan assignment with peer feedback
- Quarterly tutor self-evaluation
- End-of-the-program tutor questionnaire and feedback

This year, Project SPELL program director Amparo Rios and the Student Committee of Project SPELL produced the program’s first official Tutor Handbook in order to give tutors the knowledge they need to get started as an ESL tutor.



The implementation of dialogue journals has been well-received by both learners and tutors this year. Dialogue journals are an effective and authentic writing activity for adult learners. The goal with the dialogue journal is to provide a space for a learner to express him or herself freely by writing in English.

<p>What is a dialogue journal?</p>	<p>A dialogue journal is a letter exchange between a tutor and learner. The letter exchange starts with a tutor writing a letter to his or her learner before their first session. At the end of the letter, the tutor writes two questions for the learner. For homework, the learner writes a letter to the tutor and includes two questions for the tutor. Participants write on any topics that are relevant to them.</p>
<p>How many dialogue journals do tutors and learners complete?</p>	<p>Tutors and learners each exchange at least three letters throughout the quarter, and this process continues on a regular basis. Tutors and learners enjoy the activity so much that they often write a letter each week of the quarter.</p>
<p>How do tutors benefit from completing dialogue journals?</p>	<p>Through writing back and forth in the journal, a tutor gets a better understanding of his or her learner's strengths, fears, and motivation for learning English. Tutors also get the opportunity to review a learner's writing and might choose to use a journal as a springboard for future tutoring sessions.</p>
<p>How do learners benefit from completing dialogue journals?</p>	<p>Learners often remark that they have limited opportunities to develop their writing skills. Through practice with a dialogue journal, learners are more motivated to practice writing because they have an authentic reason to practice – getting to know their tutor. Learners report an increase in communication skills and language fluency as a result of this meaningful task.</p>

The Project SPELL book library continues to grow more and more to meet the unique learning goals of our employee learners. Resources available for Project SPELL learners include books on workplace speaking, writing email, reading, grammar, spelling, obtaining US citizenship, and food service vocabulary. Employees are able to check out these resources free of charge thanks to generous donations for purchasing essential program materials.

Additionally, employee learners have enjoyed reading news articles through *Easy English Times*, a monthly newspaper publication designed specifically for English language learners and adult literacy programs. Each month, employees are provided with a newspaper that presents relevant information and current events in an easy to read format.

Every time I enjoy the activities and my class.

-Project SPELL learner



The mission of Project SPELL is to provide vital English workplace training through the successful fulfillment of the University's three pillars of Education, Research, and Service. In looking toward a new academic year, we are focused on achieving the following program objectives.

Future Goals:

- Develop and implement email curriculum that provides both English language development and technology skills learning
- Increase the number of employee participants from Facilities Management and Housing & Hospitality Services
- Collaborate with new departments who need English workplace training
- Develop measures that can document the success in training transfer – the degree to which learners apply to their jobs the knowledge, skills, and attitudes gained in training
- Expand partnerships with faculty who teach service learning courses
- Document the impact of Project SPELL tutoring on employee learners and their participation in the local community (See the final page of the Impact Report for a map of where learners reside in Southern California)
- Continue to provide an exceptional volunteer experience for UCLA students



I have found Project SPELL to be a rewarding experience, both for myself and also for the learners that I have worked with. Project SPELL is a very inspiring and supportive community to be a part of at UCLA. This has definitely been one of the highlights of my experience at UCLA, and has broadened my perspective for what life is like as a non-native speaker.

-Project SPELL tutor

The following media highlights include blog posts, videos, and feature articles on the Project SPELL programs as well as a variety of program participants. Please take a moment to learn more about the people who make this program special.

2014

- [Project SPELL End of the Year Recap](#)
Posted on June 12, 2014 | Source: UCLA Volunteer Center
- [Project SPELL English Language Learners Share their Experience](#)
Posted on June 10, 2014 | Source: UCLA Volunteer Center
- [Volunteer Spotlight- Sandra Orellana](#)
Posted on March 10, 2014 | Source: UCLA Volunteer Center
- [What It's Like to be a Project SPELL Tutor](#)
Posted on January 11, 2014 | Source: UCLA Volunteer Center

2013

- [Volunteer Spotlight: Former Project SPELL Tutor Teaches Abroad](#)
Posted on December 3, 2013 | Source: UCLA Volunteer Center
- [Thank You Thursday: Project Spell Volunteers](#)
Posted on July 18, 2013 | Source: UCLA Fund
- [Nancy Gomez, Project SPELL Student ESL Tutor](#)
Posted on April 19, 2013 | Source: UCLA Volunteer Center

2012

- [SPELL-ing Success in Both Languages](#)
Posted on April 25, 2012 | Source: La Gente

2011

- [Project SPELL](#)
Posted on February 22, 2011 | Source: Daily Bruin
- [Employees polish their English with help from students, staff](#)
Posted on February 22, 2011 | Source: UCLA Today

UCLA PROJECT SPELL

Project SPELL, Students for Progress in Employee Language Learning, is a support service for UCLA employees who are non-native English speakers. Our program matches UCLA employee learners with student volunteer tutors to accomplish English language learning goals as expressed by the learners.



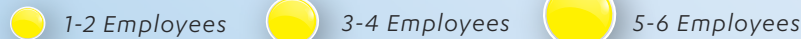
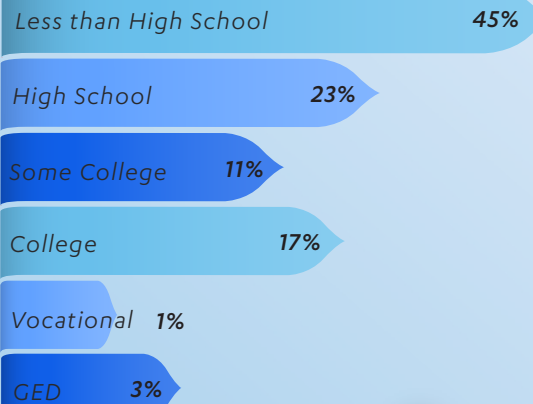
OUR LEARNERS

98%
of employees
rely solely on
PROJECT SPELL
for learning
English

50.6
average
AGE
of employee
participants

8.9
average # of
YEARS
working at
UCLA

EDUCATION



143
Employees
Tutored
Since 2010

