



UCLA VOLUNTEER DAY 2016 IMPACT REPORT

UCLA VOLUNTEER DAY



Volunteer Day 2016 was UCLA's eighth annual new student service event. On this day, first year freshmen and new transfer students joined together with continuing undergraduates, graduate students, faculty, staff, alumni, parents, and community members to visit 50 sites across greater Los Angeles. Reaching out to every city council district, volunteers provided service to schools, food banks, parks, shelters, senior centers, veterans' facilities, and neighborhood areas.



UCLA Volunteer Day is the nation's largest community participation event for new students.



VOLUNTEER DAY BY THE NUMBERS

200+

COMMUNITY
PARTNERS
SINCE 2009

\$769k

VALUE OF
SERVICE

27,980

HOURS SERVED

50

Number of Community Partner Sites

127

Number of Buses

5,577

New Student Volunteers

554

Volunteer Site Leaders
(Project Leaders/Task Captains)

124

**On-campus Volunteers (Bus Line,
Bus Loading, Food Distribution)**

6,255

Total Number Volunteers

27,908

Number of Hours Served
by Volunteers*

\$27.59

Dollar Value of a volunteer hour
in California as of 2015**

\$769,981.72

**Total Value of Service for
UCLA Volunteer Day 2016**

* Based on average hours as follows: New Students (4),
Project Leaders (20), Task Captains (8), On-Campus (4)

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

TIMELINE

Although the event itself is just one day, Volunteer Day is the result of a full year of planning. A simple timeline of the months leading up to Volunteer Day can be found below.



JANUARY - MARCH Site suggestions are gathered from elected officials, neighborhoods, nonprofits, campus partners, and community members. Initial site visits are conducted to determine the feasibility of each project.



APRIL - JUNE Sites selected for the upcoming Volunteer Day are given a more detailed visit to determine the project wish list, supplies, and number of volunteers needed. Registration begins for Project Leaders and Task Captains.



JULY - AUGUST Volunteer Project Leaders are assigned sites and trained in project-specific skills. Leaders then work with Community Partners to create project plans. Volunteer Center staff members coordinate logistics related to supplies, bus loading, and transportation.



SEPTEMBER Paint and beautification supplies are delivered to community partner locations across Greater Los Angeles, while volunteers put the final touches on their project preparations before the big day.



OCTOBER - DECEMBER Volunteer Day is not complete until all community partners are satisfied, so the Center visits 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.

COMMUNITY PARTNER SITES



SITE SELECTION

Volunteer Day 2016 sites were selected through previous experience with community partners, existing relationships to UCLA, and recommendations from volunteers, elected officials, and community members. Sites covered all fifteen Los Angeles City Council districts and included elementary, middle, and high schools, parks, senior centers, veterans' facilities, food banks, shelters, and more.

“I was touched to see so many kids curious and excited about the possibility of going to college and following their dreams.”
- New Student Volunteer





SOPHIA CESARO

In addition to engaging student volunteers, Volunteer Day brings together many other service-minded individuals from the UCLA Community. University staff, faculty, alumni, parents, and community members contribute expertise and leadership, enriching the Volunteer Day experience for all involved.

“With this, I am continuously giving back to things that I feel passionate about.”

UCLA staffer to bring lessons in ocean activism to Volunteer Day

By Judy Lin

This abridged article appeared in UCLA Newsroom on September 16, 2016.

Sophia Cesaro, on staff at UCLA's Fowler Museum as events and visitors services manager, is about to outdo herself with an event that brings together thousands of tons of sand, hundreds of millions of gallons of water, marine biologists, spearfishermen and 125 new Bruins.

On Monday morning, Sept. 19 in Venice, Cesaro is turning the day's task of a beach cleanup into an eye-opening conversation with people whose passion for ocean conservation runs deep.

Cesaro's efforts are part of UCLA's eighth annual Volunteer Day, which will dispatch 7,200 Bruin volunteers, including more than 6,500 incoming freshmen and transfer students, to perform community service at 50 sites throughout Los Angeles.

This will be Cesaro's first-ever experience with Volunteer Day, but she's certainly no stranger to volunteerism. For the past two years, she has given generously of her free time to serve as president of Hermosa Beach-based nonprofit Oceans Global. During the beach cleanup, she will fill the role of community partner representative for the organization and will orchestrate the day's activities in collaboration with project leader and third-year student Zack Beauchamp.

Cesaro's contribution will be bringing to the beach environmental activists from organizations like Heal the Bay and the King Harbor Ocean Enhancement Foundation, marine biologists and researchers like underwater nautical archaeologist and UCLA alumna Brooke Basse, and an assortment of surfers, photographers, restaurateurs and spearfishermen. Each with their own perspective, they will serve side-by-side with the students in the cleanup effort, while also talking with them about the impact the ocean has on their lives and the crucial importance of ensuring the ocean's health.

“We want to give the students a broad overview that connects the dots between people who are working on conserving the ocean, people who enjoy the ocean recreationally and those for whom the ocean is their livelihood,” Cesaro said.

For her part, Cesaro looks forward to telling students about everything Oceans Global supports, including a program that raises white sea bass in a fish hatchery in Redondo Beach and releases them into the Pacific Ocean at nearby King Harbor. Part of a California Department of Fish and Wildlife program, the effort was launched 20 years ago when the ocean's white sea bass population dwindled to very low levels.

“We want the students to ask themselves what the ocean means to them,” she said, adding that a young man, Kirk McNulty, “who was inspired by everything ocean” was the impetus for the founding of Oceans Global in 2014, the year McNulty died from a drug overdose.

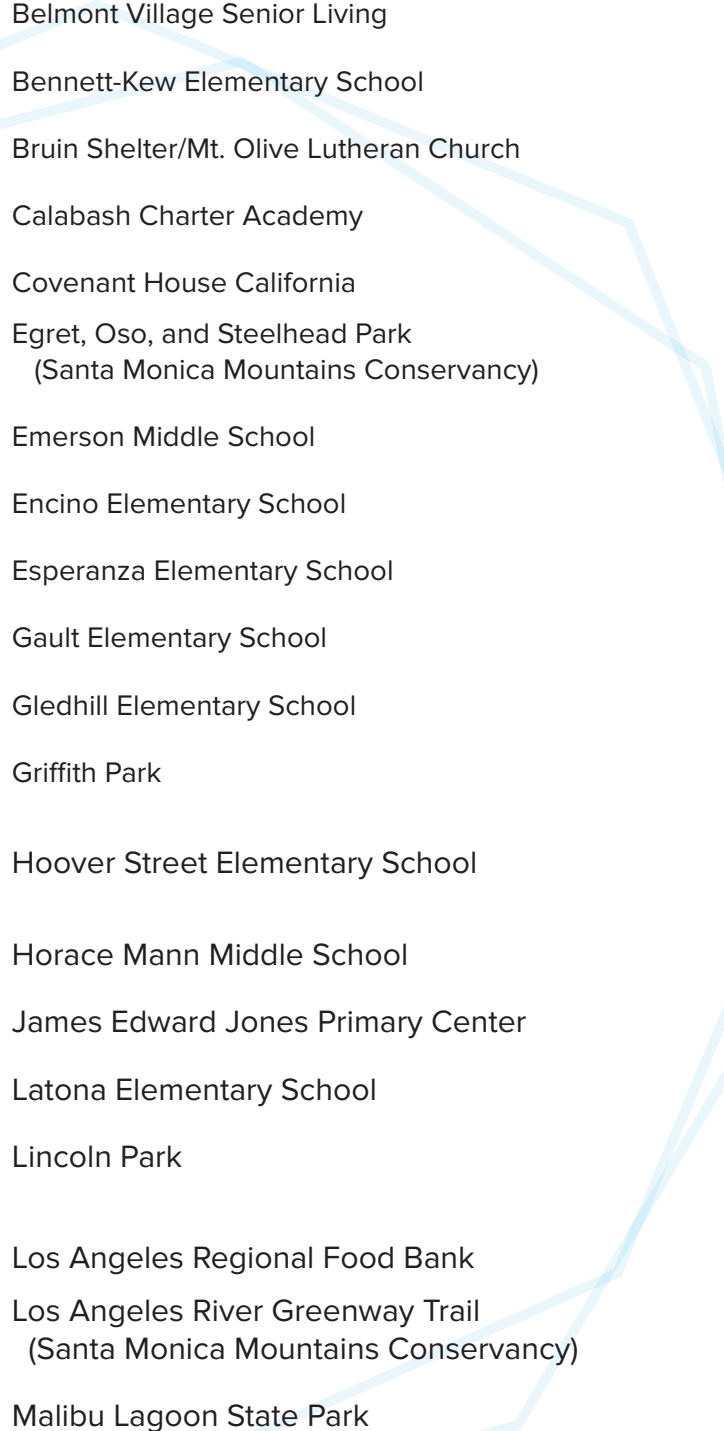
Cesaro wants to tell students on Volunteer Day “about how I make a career of being able to do what I love. With this, I am continuously giving back to things that I feel passionate about.” And, she will tell them, they can choose to do the same.

When this year's Volunteer Day comes to an end, she hopes some of those young Bruins will feel inspired to join “any of number of great organizations that are conserving our oceans and doing important environmental work.” ■



COMMUNITY PARTNER SITES

Complete List of 2016 Community Partner Sites



2nd Street Elementary School	Mark Twain Middle School
61st Street Elementary	Marquez Charter
Al Wooten Jr. Heritage Center	Marsh Park (Santa Monica Mountains Conservancy)
Angelus Plaza Senior Center	Midnight Mission
Baldwin Hills Scenic Overlook Park / Los Angeles Audubon	Monroe Middle School
Belmont Village Senior Living	Mulholland Middle School
Bennett-Kew Elementary School	Nora Sterry Elementary School
Bruin Shelter/Mt. Olive Lutheran Church	North Valley Caring Services
Calabash Charter Academy	Oceans Global/Heal the Bay
Covenant House California	Operation Gratitude
Egret, Oso, and Steelhead Park (Santa Monica Mountains Conservancy)	Queen Anne Elementary School
Emerson Middle School	Sherman Oaks Center for Enriched Studies
Encino Elementary School	Stanford Avalon Community Garden
Esperanza Elementary School	Strathern Street Elementary
Gault Elementary School	Topanga Rodeo Grounds
Gledhill Elementary School	Topanga State Park
Griffith Park	UCLA Lab School
Hoover Street Elementary School	Veterans Administration West Los Angeles Medical Center
Horace Mann Middle School	Veterans Home of California - West Los Angeles (Cal-Vet)
James Edward Jones Primary Center	Walgrove Elementary School
Latona Elementary School	Wattles Farm Community Garden
Lincoln Park	Watts Senior Center and Rose Garden
Los Angeles Regional Food Bank	Windsor Hills Math-Science - Aerospace Magnet School
Los Angeles River Greenway Trail (Santa Monica Mountains Conservancy)	Woodlake Elementary Community Charter School
Malibu Lagoon State Park	

VOLUNTEER DAY LEADERSHIP

Building a Community of Heroes



With 50 projects taking place across Los Angeles in one day, Volunteer Day depends on the organization and dedication of many UCLA-affiliated volunteer site leaders. 554 continuing undergraduate students, graduate students, staff, faculty, alumni, parents, and community members served in leadership roles, guiding new students in their service activities and collaborating with diverse community partners. Over the summer of 2016, all volunteer leaders participated in orientation sessions and on-site workshops which covered beautification tasks. Project Leaders and Task Captains must learn the proper way to tackle a

task as well as how to train others to complete the work, so this training is vitally important to the final product. Leaders are trained on safety and risk management, volunteer recruitment and retention, leadership, communication, and project-specific tasks, building their project management skills while creating the framework for successful projects.

Leaders develop project management skills while creating the framework for successful projects.



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.

Project Leaders fell into the categories below; a few fell into multiple categories.

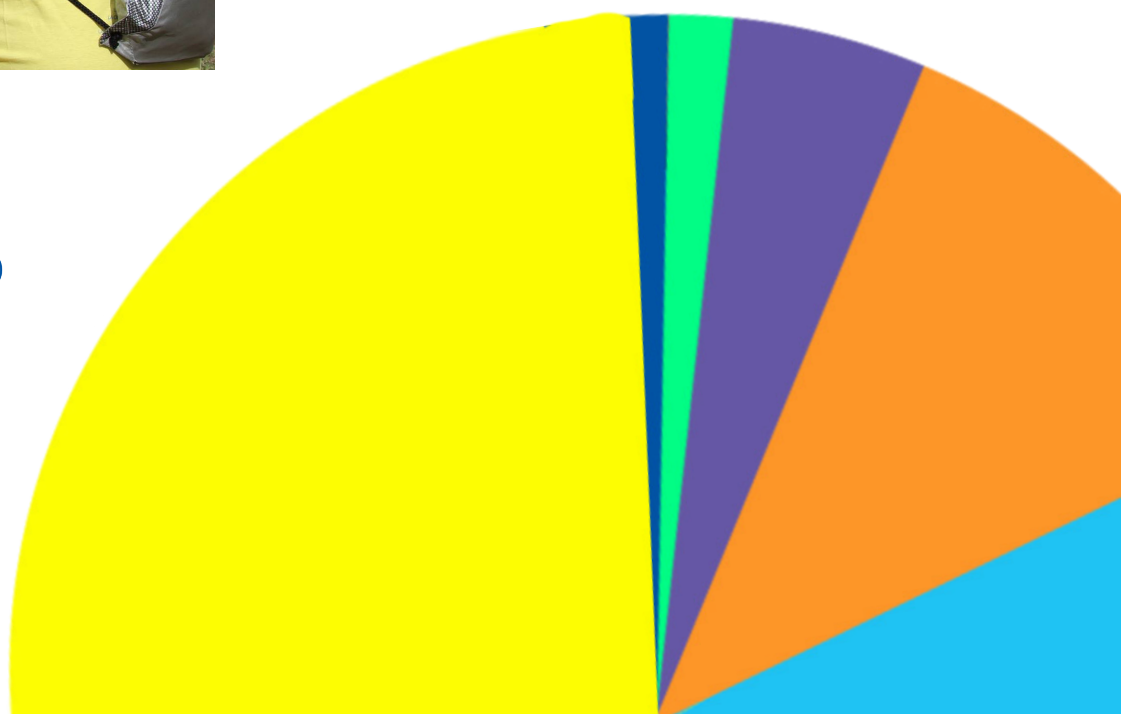


“This experience helped me feel a real bonding moment with my group, and for the first time I felt I was a true Bruin.”

- New Student Volunteer

- Alumni (29)
- Continuing Students (29)
- Staff/Faculty (15)
- Community Member (4)
- Parent/Family (2)
- Graduate Student (1)

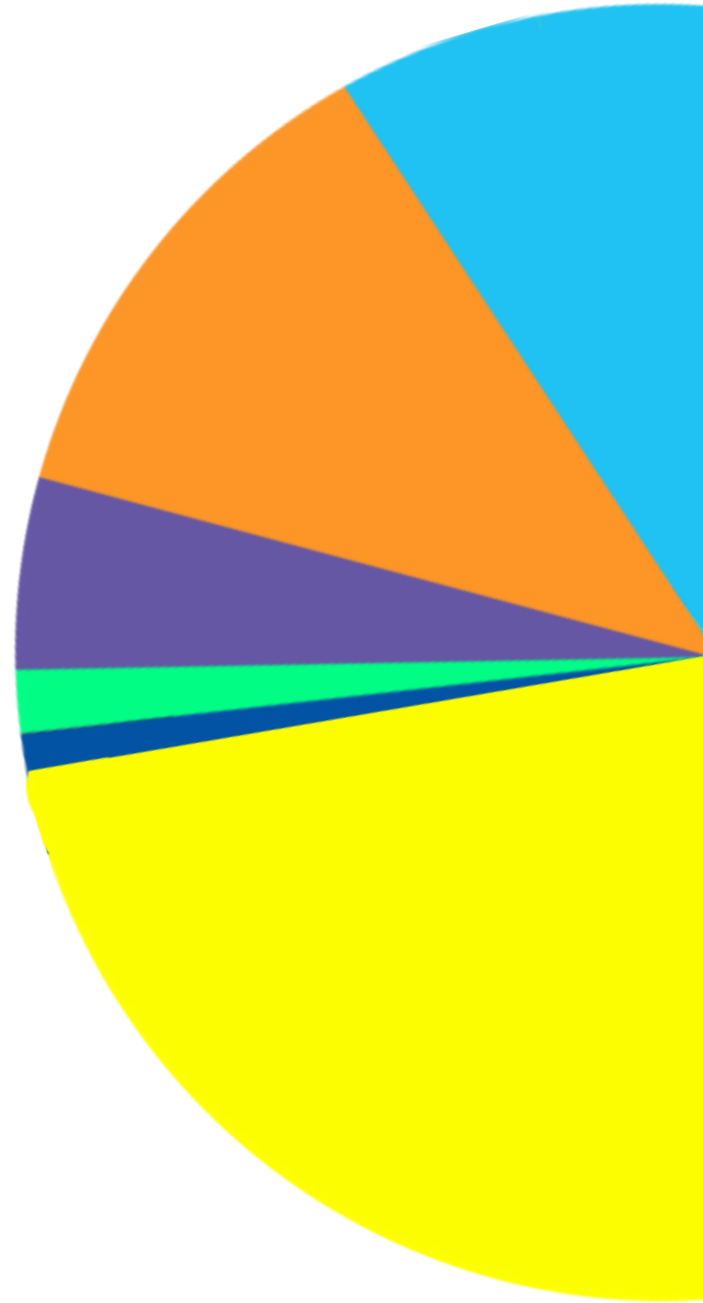
Total Project Leaders: 56



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.

Task Captains fell into the categories below; a few fell into multiple categories.



- Continuing Students (288)
 - Staff/Faculty (86)
 - Alumni (86)
 - Community Member (32)
 - Parent/Family (21)
 - Graduate Student (18)
- Total Task Captains: 498**



MONICA MARTINEZ

Participating in Volunteer Day 2015 led Monica Martinez to embrace service and take on more volunteer work during her freshman year. Her next volunteer activity: She will be a project manager at Volunteer Day 2016 on Monday.

“Within the few hours you are here, you can make such a difference in these people’s lives.”

UCLA’s Volunteer Day has enduring impact in lives of students, community partners

By Jonathan Van Dyke

This abridged article appeared in UCLA Newsroom on September 16, 2016.

A year ago, Monica Martinez, a UCLA freshman from South Los Angeles, watched organized chaos unfold around her at Drake Stadium as she lined up with thousands of other new students and shuffled toward dozens of buses destined for Volunteer Day sites across the greater Los Angeles region.

Martinez felt the anticipation build as she started on this new adventure, moving as one body toward a single mission: to help others. “You feel like you are a part of this bigger community,” she reminisced. That was the first time she really felt like a Bruin, she recalled with a big smile.

Her destination back then was the Veterans Home of California — West Los Angeles, where she worked in the garden and played Bingo with a group of veterans. “Even though it wasn’t the most glamorous thing we could be doing, I knew that it would be something that would be lasting for them,” she said.

On Monday, Martinez will be back for Volunteer Day 2016 - but this time, the second-year student will be a project leader. She’ll be shepherding freshmen and transfer students to the Watts Senior Center, one of 50 community partner locations where UCLA students will paint, clean up, restore, plant, lead activities with children and dance with seniors, among many other tasks.

For many students, like Martinez, Volunteer Day becomes a cornerstone of their UCLA experience and ignites a passion to build on the university’s tradition of service and community engagement, burnishing its reputation as a national leader in volunteerism.

Volunteer Day 2015 was only the beginning for Martinez, now a double major in political science and geography/environmental studies. During her freshman year, she stayed active through the UCLA Volunteer Center’s One Bus, One Cause program, which transports 50 Bruins each month to a location in Los Angeles to do community service.

Six months after Volunteer Day, Martinez was back on the West Los Angeles VA Campus to watch a baseball game at Jackie Robinson Stadium when one of the veterans she met during at the 2015 event recognized her, came up to her and recalled her enthusiasm at Bingo.

“Just at that moment, it really clicked in me, and I knew that even the small amount of time I spent with them meant so much. It just makes everything so much more rewarding in the end,” Martinez said.

The lasting impact of Volunteer Day not only touches students, but leaves an imprint on those who benefit from students’ labor.



“Just at that moment, it really clicked in me, and I knew that even the small amount of time I spent with them meant so much.”

Second Street Elementary School Principal Cristina Munoz had only been on the job for two years when she was approached by UCLA about her school becoming a service site for Volunteer Day 2015.

“When I first heard about being chosen, I was excited, but I didn’t really know what to expect,” Munoz recalled.

Located east of downtown L.A., her school definitely needed some tender love and care, she said. Built in 1895, the school hadn’t been repainted in more than 25 years. So last year, she even invited parents to be part of the school’s first Volunteer Day.

Munoz recalled the excitement of seeing UCLA students spill out of school buses that pulled up to the building. “They still talk about that day,” Munoz said of her students, parents and teachers.

Dozens of UCLA students got to work painting hallways, planting a garden, creating full-scale murals on school walls and building makeshift rockets with students in classrooms.

“I didn’t realize the impact that this would have on my community and my kids,” Munoz said of last year’s event. “It gave my students a sense that, ‘One day, I’m going to UCLA, and I’m going to be a Bruin.’ Our conversations are now greater and larger in scope. Parents are asking more questions. It’s changed the culture and the whole dynamic of the school.”

“They literally planted the seeds in planters, and now they are grown,” she said, noting that UCLA helped create a special reading garden at the school. “The plants brought so much life to the area.”

This year, Volunteer Day 2016 is prominently circled on the school calendar. This time, there are basketball courts to paint, graffiti to cover up and another ambitious planting project to get underway.

“This was our first [partnership] with a major university,” said Munoz. “It may seem like it’s just aesthetics that they’re bringing, but we’re getting ready for something bigger — our kids are going to college when they grow up. This isn’t a school that will be forgotten.”

Back at UCLA, Martinez already knows what she will tell the Volunteer Day newbies: “Within the few hours you are here, you can make such a difference in these people’s lives.”

“Hopefully I can communicate that, and they will be receptive,” the second-year student said. “Volunteer Day is just one day, but you know, you can do this any day. Volunteer Day can be any day.” ■





David Crane, Los Angeles Daily News

ADDITIONAL HIGHLIGHTS



ServeFest

For the second consecutive year, the Volunteer Center partnered with the UCLA Community Service Commission and UCLA Residential Life to host ServeFest, a tabling event connecting civically engaged student groups with prospective new student volunteers. Held on the afternoon of Volunteer Day, ServeFest allowed new student volunteers returning from the day's projects to turn their service experience into sustained action. Over 200 registered student groups at UCLA participate in regular service in the community. The Volunteer Center works year-round to collect up-to-date information about all service groups and nonprofits, publishing online resources which help UCLA volunteers identify upcoming opportunities.



Vote for Our Future

Even before arriving at their service sites, new students were encouraged to become civically engaged. The organization Vote for Our Future was present at the Volunteer Day bus loading line to register students to vote in the November election. Members worked to create awareness about upcoming local, state, and national races.



On-Campus Service Project

Each year, Volunteer Day includes an on-campus service project for those who are unable to travel to off-campus sites. This year's on-campus service project included a regular feature of the Center, writing letters to U.S. service members through the Chatsworth-based nonprofit, Operation Gratitude. Letters were later added to care packages and sent around the world to members of all branches of the military. In addition, participants in the on-campus service project assembled approximately 200 fleece hats in partnership with Hats Off for Cancer. Volunteer Center staff members later delivered the hats to UCLA Mattel Children's Hospital for distribution.

SPONSORS

UCLA Dream Fund

The Center strives to keep the UCLA Volunteer Day budget low, counting on collaborations with campus and community partners in knowledge, experience, and in-kind support. In addition to donations of food, snacks, and supplies, sponsors help the Center save on some of Volunteer Day's largest expenses, such as transportation.



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This year, 54 buses were acquired through support of all fifteen City Council offices, five County Supervisor offices, and the Mayor of Los Angeles.

The goal of the event is to complete vital projects for a variety of partners while inspiring future service among UCLA community members.



Feedback

Share what you felt was great about Volunteer Day and ways in which we can improve the experience.

Share



Volunteer Database

Continue serving your community by exploring single day and ongoing volunteer opportunities on our database.

Explore

Following the event, the Center distributed a "Next Steps" email detailing action items for those interested in turning their Volunteer Day experience into a long-term commitment to civic engagement.

Volunteer Day is just a taste of the service that UCLA volunteers can provide to the Greater Los Angeles area on a continuous basis. The goal of the event is to complete vital projects for a variety of partners, while inspiring future service among UCLA community members. Throughout the day, leaders stress the importance of giving back beyond just one day of service. Project Leaders, the Center's student leadership teams, and Resident Assistants help to communicate the many volunteer opportunities available at UCLA through student service organizations, campus departments, and local nonprofits. Following the event, the Center distributed a "Next Steps" email detailing action items for those interested in turning their Volunteer Day experience into a long-term commitment to civic engagement.

Since the Center was launched in 2009, it has expanded to include many unique annual programs and events that involve the greater Bruin community in civic engagement. In addition to the Center's own programs, volunteers can utilize the Center's many web resources to find other campus or nonprofit projects based on cause or interest. Bruins can also stay connected to volunteer opportunities by signing up for the Center's monthly e-newsletter and by following along on Facebook, Twitter, and Instagram.



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THANK YOU, VOLUNTEERS!