



UCLA VOLUNTEER DAY 2017

IMPACT REPORT



BRUINS GIVE BACK

UCLA VOLUNTEER DAY

THE UNIVERSITY'S OFFICIAL DAY OF SERVICE

The UCLA Volunteer Center's inaugural event, UCLA Volunteer Day, has become a cornerstone of the UCLA experience. It started as the nation's largest community participation event for new students.





MAKING AN IMPACT


Volunteer Day 2017 was UCLA's ninth 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 over 30 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.

EVENT STATISTICS

31	Number of Community Partner Sites
24	Number of Buses
1,450	New Student Volunteers
434	Volunteer Site Leaders (Project Leaders/Task Captains)
60	On-campus Volunteers (Bus Line, Bus Loading, Food Distribution)
1,944	Total Number Volunteers

LEADERSHIP STATISTICS

204	Continuing Students
15	Graduate Students
73	Staff/Faculty
39	Community Members
20	Parents & Family Members
75	Alumni



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



PROJECT LEADERS AND TASK CAPTAINS

With 31 projects taking place across Los Angeles in one day, Volunteer Day depends on the organization and dedication of many UCLA-affiliated volunteer site leaders. Over 400 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. 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.



2017 Community Partner Sites

52nd Street Elementary School

Baldwin Hills Scenic Overlook
(Los Angeles Audubon Society)

Belmont Village Senior Living

Buchanan Street Elementary School

Calabash Elementary School

Emerson Avenue Community Garden

Emerson Middle School

Euclid Avenue Elementary School

Friends of the Family

Gates Street Elementary School

Griffith Park

Hazeltine Avenue Elementary School

Hope Gardens Family Center

Horace Mann UCLA Community School

Lincoln Park

Lockwood Avenue Elementary School

Los Angeles Elementary School

Los Angeles Regional Food Bank

Mark Twain Middle School

Mulholland Middle School

My Friend's Place

Sally Ride Elementary

Stanford-Avalon Community Garden

Tom Bradley Global Awareness Magnet Elementary
School

Veterans Home of California - West Los Angeles
(Cal-Vet)

Veterans' Administration Native Garden

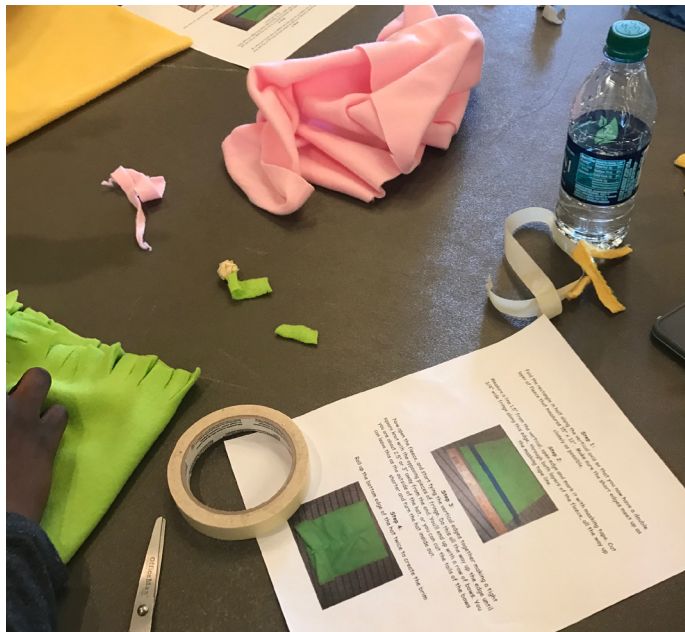
Vista Hermosa Park

Wattles Farm

Willowbrook Community Garden

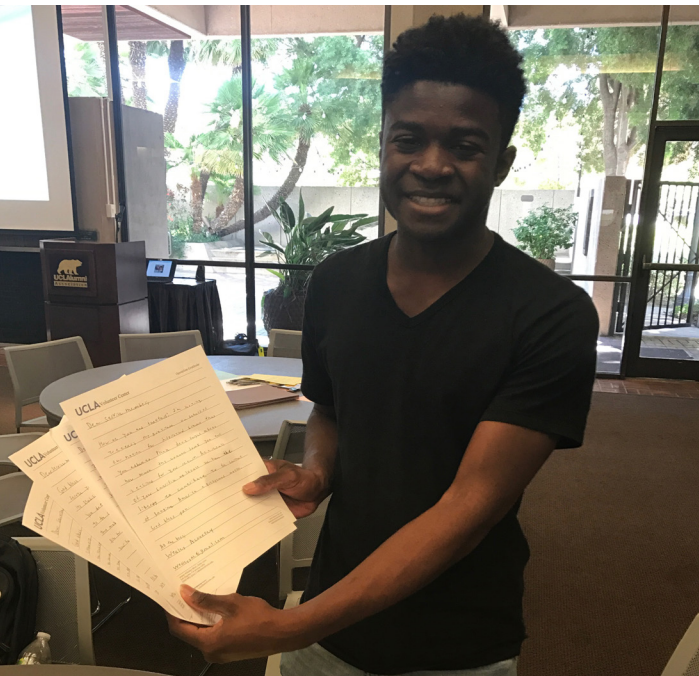
Wilshire Park Elementary School

Winnetka Avenue Elementary School



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.





CORPORATE AND LOCAL SPONSORS

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.

- Los Angeles Mayor Eric Garcetti
- LA City Council President Herb J. Wesson, Jr.
- LA City Councilman Gilbert Cedillo
- LA City Councilman Paul Krekorian
- LA City Councilman Bob Blumenfield
- LA City Councilman David Ryu
- LA City Councilman Paul Koretz
- LA City Councilwoman Nury Martinez
- LA City Councilwoman Monica Rodriguez
- LA City Councilman Marqueece Harris-Dawson

- LA City Councilman Curren D. Price, 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 Hilda L. Solis
- LA County Supervisor Mark Ridley-Thomas
- LA County Supervisor Sheila Kuehl
- LA County Supervisor Janice Hahn
- LA County Supervisor Kathryn Barger

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SERVICE: A TRUE BRUIN VALUE

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

Instilling a lifetime of service

Inspiring future service among UCLA community members.

RETENTION

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 UCLA Volunteer 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.

SOCIAL MEDIA IMPACT

To further engage the online community, the Center holds an annual photo contest, in which Volunteer Day participants are asked to submit photos using the official hashtag, #BruinsGiveBack. Winners of the photo contest receive prizes from local businesses and LA entertainment staples like Power 106.

In 2018, a couple of UCLA influencers took over the university's official Instagram Story for the day, covering service done throughout Greater Los Angeles. The influencers also focused on highlighting leadership and volunteer testimonials. The Instagram takeover reached over 20,000 online community members.



**THANK YOU,
VOLUNTEERS!**

   @uclavolunteer
volunteer.ucla.edu

