UCLA VOLUNTEER DAY 2017
IMPACT REPORT
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.

BY THE NUMBERS

**LEADERSHIP STATISTICS**

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

**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
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.
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
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LA County Supervisor Sheila Kuehl
LA County Supervisor Janice Hahn
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UCLA Dream Fund
UCLA Residential Life  UCLA External Affairs  UCLA Alumni
UCLA Government & Community Relations  UCLA Administrative Vice Chancellor  UCLA REC
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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

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