



Jefferson Awards National Report
ON VOLUNTEERING & SERVICE IN AMERICA
to the U.S. Senate & the White House



RECOGNIZING, INSPIRING & ACTIVATING VOLUNTEERISM & PUBLIC SERVICE

IN COMMUNITIES, WORKPLACES & SCHOOLS ACROSS AMERICA

U.S. SENATE RESOLUTION 461

THE JEFFERSON AWARDS IS PROUD TO HAVE A FORMAL PARTNERSHIP WITH THE U.S. SENATE AS A RESULT OF U.S. SENATE RESOLUTION 461, PASSED JUNE 2, 2006. SENATE SPONSORS: U.S. SENATORS JOE BIDEN, RICHARD DURBIN, TRENT LOTT, AND RICHARD LUGAR.

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PRESIDENT'S PERSPECTIVE: THE POWER OF ONE

Last summer I traveled around the country talking with and filming former Jefferson Awards winners. This was the first time I had engaged in this kind of road trip since I founded the Jefferson Awards for Public Service almost 40 years ago. It was moving beyond belief.

For me, the most rewarding aspect of the Jefferson Awards is hearing from the countless Americans who have made a difference. In this report, you will read their stories, often born from tragedy, and achieved with the ultimate “I can do it” attitude.

Every day I see the Power of One—one person stepping up to a challenge with an unfailing belief that he or she will overcome any barrier to make something happen. Each person believes in our tried-and-true formula: think big, create a plan and get started.

Our honorees told me that winning the Jefferson Award served as a catalyst to take their efforts to the next level. The public recognition and media attention enabled them to gain new funding and volunteer support to make their great ideas even greater. Some had taken community organizations national and even global. Others had expanded their work in ways that broadened impact profoundly.

No one becomes a volunteer or starts a non-profit to win fame and fortune. But winning the “Nobel Prize for Public Service” opens doors, energizes and reaffirms efforts.

These unsung heroes have motivated Jefferson Awards to promote public service and develop new programs focused on leadership and social entrepreneurship. They inspire the media, elected officials, business, non-profits, athletes and celebrities to lend their powerful support to the volunteer movement.

My journey reaffirmed both the power of recognizing public service and the power of the individual. It reaffirmed my view that our unsung heroes are the lifeblood of our great nation.

Sincerely,

SAM BEARD



EXECUTIVE DIRECTOR'S PERSPECTIVE: THE POWER OF WE

Just over a year ago, I placed my right hand over my heart and pledged allegiance to the flag for the very first time. When I first visited the United States almost 20 years ago, I was struck by so many things that make this great country unique. One thing that really stood out for me, which I think is easier for people from other countries to see, was the tremendous generosity of spirit of everyday Americans; people coming together to help others, driven by a core value that that was the right thing to do. No matter that I'd been born in the UK, coming to America was coming home, and it set me on the long path to becoming a naturalized American.

America believes in the Power of We. We help our neighbors. We help our communities. We help the world.

In fact, our nation believes so much in the Power of We that “We the People...” begins one of our most important documents, the Constitution. These words are about the power of people working together, of collaborating as individuals, of becoming greater than the sum of the parts.

In essence, the Jefferson Awards for Public Service takes the Power of One and makes it the Power of We as we recognize, inspire and activate volunteerism and public service in communities, workplaces and schools across America. Young Americans, in particular, love to share and work together. Our youth programs—Students in Action, the Youth Service Challenge and Jefferson Awards GlobeChangers™—epitomize the Power of We.

We find ourselves at an interesting time in history. Technological advances and modern-day communication tools mean that big ideas can take hold and spread quickly. Across all of our programs, we're

striving to take advantage of technologies such as social media and collaborative websites, connecting and catalyzing people of all ages who want to make a difference.

While the Internet gives us new and powerful ways to connect and collaborate virtually, we know that it cannot substitute for the energy and ideas that emerge when people come together in person. Through local events in communities across the country, and our national events such as the National Youth Service Summit and the Jefferson Awards National Ceremonies in Washington, D.C., the real-life connections complement the virtual interactions—and vice-versa. For those of you who have attended these observances—you know that when you bring together a group of people who all want to make a difference, magic happens—the Power of We.

If we were to try to calculate our impact in absolute terms, I believe that we could safely say that the Power of We through Jefferson Awards programs, events and participants has helped hundreds of thousands of people and raised millions of dollars over the last forty years. Equally important is the fact that it has allowed us to stand proud together as Americans, committed to doing good at home and abroad. That is the Power of We.

Sincerely,

ROBERT FORD



CELEBRATING & ACTIVATING

PUBLIC SERVICE

in America



*“The promise of America is freedom and opportunity.
The responsibility and joy is service.”*

SAM BEARD, FOUNDER & PRESIDENT, JEFFERSON AWARDS FOR PUBLIC SERVICE



The Changing Landscape

From the inception of the United States, volunteerism and public service have been an integral part of American culture. The Corporation for National and Community Service reports that more than 63 million Americans volunteered in 2009, a jump of 1.6 million over 2008 and the biggest spike in volunteering since 2003. Altogether, volunteers in 2009 gave more than 8 billion hours, worth an estimated \$169 billion—which is greater than the GDP of Iraq and Libya combined.

The report also showed that teen volunteer rates have doubled in a generation—increasing from 13% in 1989 to 28% in 2005. This increase is supported by other studies. For example, a 2006 research study by Frank N. Magid Associates found that Millennials are active volunteers. Fifty-one percent feel that it is important to participate in community service, and 49 percent think volunteering for local organizations is “cool.”

Additionally, the 2010 Deloitte Volunteer IMPACT Survey reported that “corporate America gives workplace volunteerism a strong vote of confidence as a means to make a significant, long-term difference in their communities. More than 8 in 10 companies believe that volunteerism can help non-profits accomplish long-term social goals.”

Despite the economic stress faced by Americans over the last few years, many Americans are rediscovering the deep satisfaction that comes from public service. They are discovering the Power of We. With the emergence of social media and interconnectedness, they understand that—more than ever before—one person can make a difference.

A can-do attitude

MAISIE DEVORE, an 83 year old woman and Jefferson Awards winner, collected and crushed aluminum cans for 30 years to raise \$100,000 to construct a community pool in her hometown of Eskridge, Kansas. “If you think you can’t do anything, you probably won’t. If you get involved, you can do more than you thought you could,” she says.

The Jefferson Awards for Public Service

From the beginning, Jefferson Awards has been based on this simple idea—one person can make a difference. It is one of the most powerful ideas in the world and at the heart of democracy at work.

The mission of Jefferson Awards is to recognize, inspire and activate volunteerism and public service. Our unique network of board members, past recipients, media partners, corporate champions, youth service partners, elected officials, sports figures and celebrities is helping us highlight “ordinary people performing extraordinary service.”

Equally important, our history and network allow us to identify and disseminate case studies, best practices and roadblocks to volunteering. The power of the Internet and social media is allowing us to easily get this information out to America and beyond.

Our credentials are impeccable. In 1972, Jefferson Awards was co-founded by Jacqueline Kennedy Onassis, U.S. Senator Robert Taft, Jr. and Sam Beard to create a “Nobel Prize” for Public Service in America. For almost 40 years, Jefferson Awards has been a key national leader in recognizing and encouraging volunteerism.

The Jefferson Awards for Public Service is run by a 70-member Board of Selectors. Co-Chairs are U.S. Senate Majority and Minority Leaders Harry Reid and Mitch McConnell. Other board members include former First Lady Laura Bush, Teresa Heinz Kerry, Michael Douglas, Chris Wallace, Harold Ford, Jr., Whoopi Goldberg, Lesley Stahl, Cris Collinsworth, Ronnie Lott, Chris Coons, Richard Lugar, Kathleen Kennedy Townsend and Harris Wofford.

Past winners are a “Who’s Who” of history makers, such as Sandra Day O’Connor, Thurgood Marshall, Colin Powell, Cyrus Vance, Rosalynn Carter, Barbara Bush, Alan Greenspan, Oprah Winfrey, Peyton Manning, Michael Bloomberg, Condoleezza Rice, Edward M. Kennedy, Bill and Melinda Gates, Wendy Kopp, Faith Hill and Lance Armstrong.

In the last decade, Jefferson Awards has evolved into an organization that not only recognizes public service but also is one of the nation’s leading organizations focused on inspiring and activating volunteers. We are proud to place a special emphasis on youth to pass the tradition of service and leadership to future generations.

“The ten most powerful two-letter words in the English language are: ‘If it is to be, it is up to me.’”

BOB PROVOST, MARKETING DIRECTOR, THE STAR-LEDGER, NEW JERSEY’S LARGEST LOCAL NEWSPAPER

Inspiring Communities

We are reaching 100 million Americans with the message of public service. In 1977, we engaged newspapers and radio and television stations in local communities asking them to join us in a unique partnership to highlight “Unsung Heroes.” With over 150 partners in more than 70 communities, this is America’s largest media partnership honoring “unsung heroes.”

Additionally, in cities, states and regions across America, we are actively working with elected officials, businesses, non-profits, athletes and celebrities to focus on volunteerism in their communities. This has lead to the creation of Leadership Communities, where all our programs come together holistically and are integrated into the fabric of the community. We plan on developing a network of Leadership Communities throughout America, exemplifying the best of public service.

Energizing Workplaces

In 2006, we began inviting corporations, colleges and universities, local governments and non-profits to become Jefferson Awards Champions. The goal of the program is to help recognize outstanding employees and retirees for their volunteer efforts outside the work-place, and through that recognition, raise awareness and encourage others to get involved in making a difference within their communities.

Over 30 leading national and global organizations, such as Allstate Insurance, Deloitte, PG & E, Eli Lilly, National Grid, AstraZeneca, Nationwide, Safeway, Heinz, and Highmark are actively engaged in the Jefferson Awards Champions program, reaching over two million employees and retirees.

OUR STRATEGY

THE CORE STRATEGY OF THE JEFFERSON AWARDS FOR PUBLIC SERVICE FOCUSES ON INSPIRING COMMUNITIES, ENERGIZING WORKPLACES AND ENGAGING YOUNG AMERICANS.

COMMUNITIES reaching over 100 million Americans

WORKPLACES reaching over 2 million employees & retirees



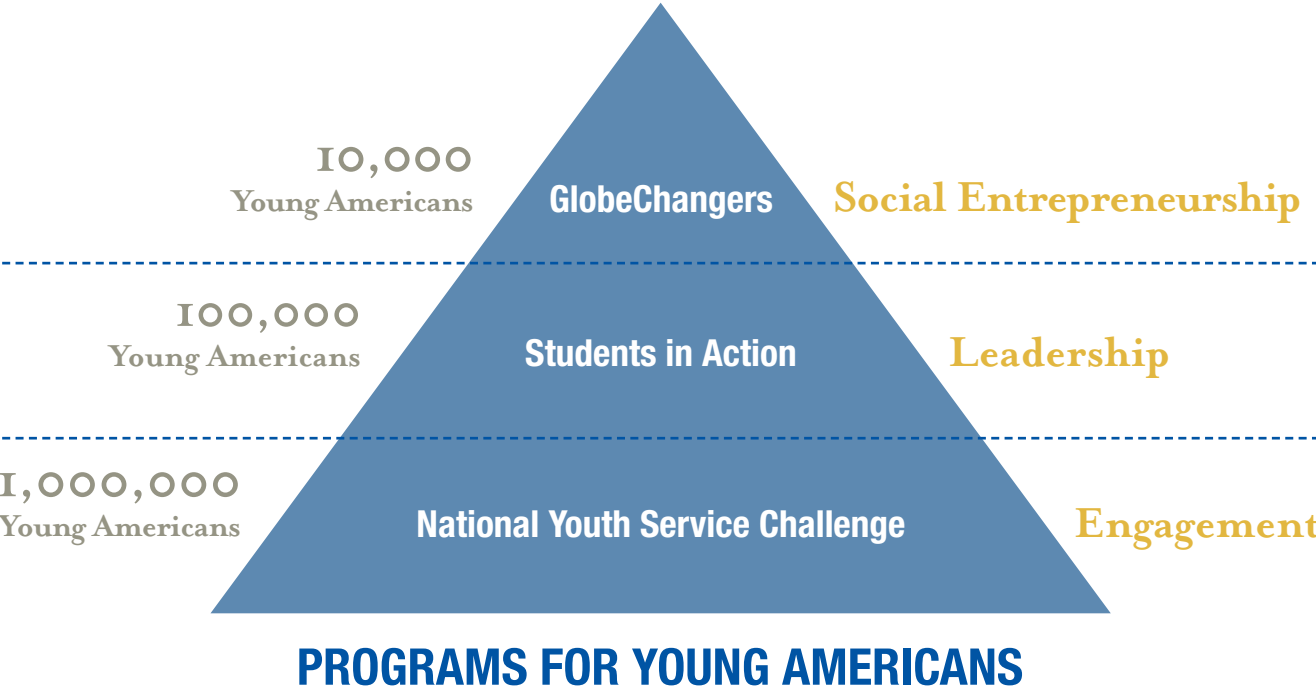
Students united

ONE OF THE MOST INSPIRING parts of the Students in Action program is watching students across America unite for a cause. After the earthquake in Haiti, student leaders wanted to know what they could do to help. We responded with the question: “What do you want to do to help Haiti?” Fifty-one high schools shared ideas and energy to raise more than \$250,000 within a few months. And they continue to support this relief effort and others in the United States and the world.

Engaging Young Americans

One of the areas where Jefferson Awards is most active is in recognizing, inspiring and activating young Americans to make the world around them a better place. In our youth programming, as in all of our programming, we strive to leverage our relationships with others, bringing together the tools, best practices and a support network that connects, convenes and catalyzes young people to make a difference.

Through a continuum of programs that range from helping young people get started in public service projects (Youth Service Challenge) to bringing structured leadership into schools (Students In Action) to finding and supporting young people who want to change the globe for the better (Jefferson Awards GlobeChangers™), we’re leveraging our network of partners and affiliates to reach over three million young Americans.



Youth Service Challenge

Partner: WAYS TO HELP

Our goal is to get one million young Americans involved in student-led service, focused on health and wellness, food and hunger and the environment. To that end, we have developed an innovative online platform where students can register, research ideas and develop their own service projects, which can then be shared with their social networks. Working with leading non-profits and other organizations, service project templates or ‘how to’ kits that can be used as a starting point have been developed.

Students in Action

Partner: DELOITTE

In this unique youth leadership program, we work with high school students and faculty coordinators to implement the Students in Action program in their schools. Through working to meet the program’s seven goals, Jefferson Awards Student Leaders drive awareness and interest in volunteerism within their schools, expand volunteer capacity, build greater community awareness of the positive impact of youth, and develop lifelong leadership skills.

Jefferson Awards GlobeChangers

This program seeks to find, network and support young Americans under 25 who want to change the world. The program helps them articulate their passion and turn their dreams into action, providing them with mentors, networks and tools.



Collaborating with Partners

To achieve our goals, Jefferson Awards believes in the power of collaboration. In addition to our Board of Selectors, Media Partners and Champions, we have established strong partnerships with other organizations dedicated to making a difference.

Additionally, we have established an affiliate program that makes the Jefferson Awards recognition system available to other youth organizations and gives them access to engage their youth recipients in our programming and events. Here is a sampling of some of the partnerships we are proud to be engaged in:

ALL STARS HELPING KIDS

We are working with All Stars Helping Kids and its founder, Ronnie Lott, San Francisco 49er and NFL Hall of Famer, to recognize professional athletes who stand out as volunteers and philanthropists.

COMMUNITIES IN SCHOOLS

Founded by Jefferson Awards honoree and Board of Selectors member, Bill Milliken, Communities in Schools (CIS) operates more than 3,000 schools in over 250 communities to offer potential high school dropouts the necessary services and tools to stay in school, become college bound and attain meaningful employment. The underlying principle of CIS is for students to give back, which is where Jefferson Awards is involved.

HEALTHCORPS®

We are working with HealthCorps, a proactive health movement co-founded by heart surgeon Dr. Mehmet Oz and his wife, Lisa, to get American students and communities across the country to take charge of their health.

NATIONAL GOVERNORS ASSOCIATION

We are working with the National Governors Association to leverage the ability of Governors and First Spouses to reach and engage youth in public service in states across the country.

PROFESSIONAL SPORTS TEAMS

We are developing relationships with professional sports teams to use their resources and stature in promotting volunteerism in their communities.

UGIVE

We are working with UGIVE, founded by Cris Collinsworth, NBC sports analyst and former All-Pro wide receiver, and Deanna Castellini, a community volunteer and member of the Cincinnati Reds ownership family. UGIVE offers students electronic service opportunities and service profiles for college admission and employment.

U.S. CONFERENCE OF MAYORS

We are working together to launch Youth Service Challenge, using mayors as a channel to both reach and recognize kids who are making a difference.

YOUTH SERVICE AMERICA

We are working with Youth Service America, an organization that improves communities by increasing the number and the diversity of young people serving in substantive roles.

WAYS TO HELP

We are working with Ways to Help, an organization that exists to engage, inspire and enable high school students to make a positive difference in the world.

The Future

Jefferson Awards for Public Service will continue to increase the depth and breadth of its programs and events as it works to recognize, inspire and activate volunteerism. We will be doing this by uniting the power of individuals with the power of collaboration to maximize the impact of big ideas.

We will build upon our heritage and experiences in ways that continue to connect, convene and catalyze others into making a difference. We will actively seek out ways for organizations to use the goodwill generated by the Jefferson Awards brand to recognize volunteerism. And we will continue to be a thought leader in public service, bringing best practices and new ways of thinking to one of the most fundamental and stirring qualities of America—our desire to help make our communities and our world better for all people.





CELEBRATING & ACTIVATING

PUBLIC SERVICE

in Communities



“When children get introduced to volunteering as early as possible, there is every chance that service will become central to their personal culture and life-long passions.”

DAVID MINICH, DIRECTOR OF GLOBAL VOLUNTEER ENGAGEMENT,
HABITAT FOR HUMANITY INTERNATIONAL



Twenty high school students went to Haiti with Jefferson Awards Executive Director Robert Ford to serve as summer camp counselors. Each day they brought 100 kids from the local tent city to the camp where they provided hot meals, medical care and helped them become kids again.

*“In our society,
we’re starving for people
to step up and make a
difference. I want to be
one of those people.”*

RONNIE LOTT, SAN FRANCISCO 49ER

The Changing Landscape

The word “community” has taken on new meaning as the Internet has erased geographic borders. Now we have our Facebook groups, online forums, special interest communities and a host of other groups where like-minded people can share stories and viewpoints.

Yet for much of America our communities remain where we live, work and play. Communities are the places where we raise our families, patronize local businesses, practice our faith and create legacies for our children. Central to our identity, to our strength and to the American Experience itself is the tradition of neighbors helping neighbors.

In our experience, the following five groups are particularly important to celebrating and activating public service within communities:

- Local media
- Elected officials
- Businesses
- Non-profit organizations
- Athletes and celebrities

Treating volunteers like employees

THE SMITHSONIAN INSTITUTION, a “Best of the Best” Jefferson Awards non-profit, sets a standard of excellence with its procedures and systems to use volunteers. Volunteer service hours exceed \$12.5 million in value, making this vital aspect of the Smithsonian very serious business.

Jefferson Awards & the Media

The Jefferson Awards has a unique media partnership, including over 150 local television and radio stations and newspapers that feature and applaud grassroots “Unsung Heroes.”

Every year, our local media partners reach out to the public, receiving thirty to forty thousand nominations. In each community, selection committees review the nominations, selecting recipients that are honored locally, on air or in print. In addition, the most outstanding recipient from each community is invited to join us at our national celebration of service in Washington, D.C., at the annual Jefferson Awards National Ceremonies.

As media continues to evolve, we continue to evolve with it, developing new and innovative ways to expand our reach. In 2008, we expanded our media partner program to business journals that seek out outstanding companies that are benefiting their communities. In 2011, working closely with our media partners, we launched Sharing Service Stories, an online platform that gives young Americans the ability to share their stories of service on the websites of the Jefferson Awards television stations and newspapers.

“There is no doubt in my mind that we are having a positive impact in motivating citizens and promoting volunteerism. Having the opportunity to air these stories is a great part of being in this industry.”

RON LONGINOTTI, GENERAL MANAGER, KPIX

Jefferson Awards & Athletes and Celebrities

Across the nation, sports are central to the American way of life, with leading athletes being revered, especially by young Americans. Our goal is to enlist the help of athletes who are active in public service to inspire young Americans to follow their example.

In 2009, we partnered with All Stars Helping Kids, founded by Ronnie Lott, the NFL Hall of Famer and former San Francisco 49er, to honor professional athletes for their excellence in volunteerism and philanthropy. Recognizing their activities off the field serves as a powerful catalyst to motivate others to ‘get in the game’.

Athletes across a variety of sports have been recognized, including those in football, baseball, basketball (men’s and women’s), soccer (men’s and women’s), tennis, golf, track and field and figure skating. Each year, a Dream Team of athletes is selected, with the most outstanding athletes joining us at the Jefferson Awards National Ceremonies in Washington D.C., which includes presentations to the U.S. Senate and the White House.

Promoting volunteerism goes beyond the individual athletes. We are developing relationships with professional sports teams to use their resources and stature to promote volunteerism within their communities. The San Francisco Giants, Orlando Magic, Chicago White Sox, Philadelphia 76ers and Indianapolis Colts are examples of teams who are putting their resources into activating volunteerism in their community.

We are also leveraging relationships with celebrities who have agreed to act as prizes for the Youth Service Challenge, celebrating a school’s or youth organization’s service project. Some celebrities who have graciously offered to help inspire young American include: Academy Award winners Richard Dreyfuss and Ellen Burstyn, HealthCorps founder Dr. Mehmet Oz, M*A*S*H star Mike Farrell, former astronaut Col. Buzz Aldrin, sports legends Ronnie Lott and Cris Collinsworth, former lieutenant governor of Maryland Kathleen Kennedy Townsend and FOX broadcaster Chris Wallace.



Hundreds of students have been hosted at San Francisco Giants games, meeting players and having the value of their service reinforced in a very public and powerful way.

A passion born from tragedy

WHEN MEMPHIS RESIDENT STEVIE MOORE’S SON was shot and killed, the financial consultant and business owner decided to motivate children and adults to overcome negative influences in their lives. He founded Freedom From Unnecessary Negatives, which provides community-based and holistic alternatives to the economic, civic and social lifestyles of urban youth.

Jefferson Awards & Elected Officials

Involvement of elected officials at the local, state and national levels is crucial for promoting public service. Not only do elected officials serve as role models within their communities, especially for young people, but they are also crucial in developing policies that promote public service.

Jefferson Awards has a history of strong relationships with the U.S. Senate. We are excited that Delaware senator Hon. Chris Coons has joined our Board of Selectors along with our co-chairs U.S. Senate majority and minority Leaders, Hon. Harry Reid and the Hon. Mitch McConnell.

Additionally, in promoting the National Youth Service Challenge, we have reached out to the U.S. Conference of Mayors, using mayors as a channel to reach and recognize kids that are making a difference.

We have also engaged the governors and first spouses through the National Governor's Association, which we are looking to grow beyond our active base in Delaware and New Jersey.

Jefferson Awards & the Business Community

Jefferson Awards has an active program with many corporations to promote volunteerism among employees and retirees. Beyond employee participation, the business community is essential in providing the resources needed by the non-profit sector to thrive.

Equally important, the business community offers important leadership and skills building that is being utilized throughout the country. For example, one of our partners, Deloitte, is a leader in skill-based volunteering. Deloitte promotes skills-based volunteering as a powerful driver of social impact and business value. Their outcomes-focused pro bono engagements provide in-kind professional services to eligible nonprofits. This helps create stronger non-profits who can effectively and efficiently meet business and operational challenges.

Jefferson Awards & Non-Profits

We have the great fortune to work with extraordinary non-profits operating in communities throughout America. Some are local-only; others have a broader reach. UGive, All-Stars Helping Kids, Communities in Schools, HealthCorps™—these are just a few of the organizations that work with Jefferson Awards to activate the power of public service in communities.

Additionally, we have extended our affiliate program into non-profit organizations so that they can use our established recognition system to celebrate their volunteers. We are also consistently sharing the best practices of community-based non-profits through on-line resources like our National Youth Service Challenge and Sharing Service Stories websites.

Through our Media Partners, many nonprofits gain local and national recognition in our local and national awards ceremonies. Through Champions, we help the business community understand needs and provide support through skill-based volunteering.

Our work with non-profits exemplifies the power of collaboration and the multiplier effect when organizations come together to make their communities the best possible place in which to live, work and play.



Students at Kingsbury High School help make Memphis a Leadership Community, where schools, businesses, athletes, non-profits and elected officials work on service projects assisted by Jefferson Awards.



CELEBRATING & ACTIVATING

PUBLIC SERVICE

in Workplaces

The Future

At the local level, the Jefferson Awards is bringing together the media, local corporations, non-profits, universities and high schools in new and innovative ways that combine the energy and enthusiasm of youth with the power of the media, and the desire of employees to get involved.

We've learned from experience that in every community, great things are happening. What we've also learned is often in communities, not everyone is aware of what others are doing, or how that they might work together so that 2 + 2 equals greater than 4. In the cities, states and regions in which we operate, we believe that in addition to our programming, a key part of our role is in driving a holistic approach to public service and volunteerism within the community, by connecting, convening and catalyzing key community players around the central idea of being a Leadership Community.

More specifically, in Jefferson Awards Leadership Communities (successful examples being the San Francisco Bay Area, Chicago, Indianapolis and Delaware), we look to:

- Cross-link all aspects of our programming—Media Partners, Champions, and Students in Action.
- Develop relationships with local professional sports teams and leverage their platform to highlight service.
- Create high-profile keystone public events, celebrating service within the community.
- Act as a convener, coordinator and catalyst in bringing together service and youth organizations within the community.

In memory of C.J.

IF YOU GO TO EVANSVILLE, INDIANA, you will find a living memorial to two-year-old C.J., who lost his life during a tornado that took 25 lives, many in a mobile home community. His mother, Kathryn Martin, a Jefferson Awards recipient, has worked tirelessly to raise money for a new playground and disaster response bus, and for more firefighters and rescue workers. And now her son's memory lives in a bill she advocated for—C.J.'s Law, which requires state-of-the-art warning systems for mobile home communities in Indiana.

Media partners making a difference

KATHRYN MARTIN WAS NOMINATED by the *Evansville Courier & Press*. Each year the Jefferson Awards honors its media partners. For example, in 2011 the "Best of the Best" award went to the *Washington Business Journal* and the *Pittsburgh Post-Gazette*. Together, each year these newspapers publish more than 60 compelling stories of outstanding community and corporate volunteers and host a celebration of service. The result: pride and excitement in their communities and further activation of public service.

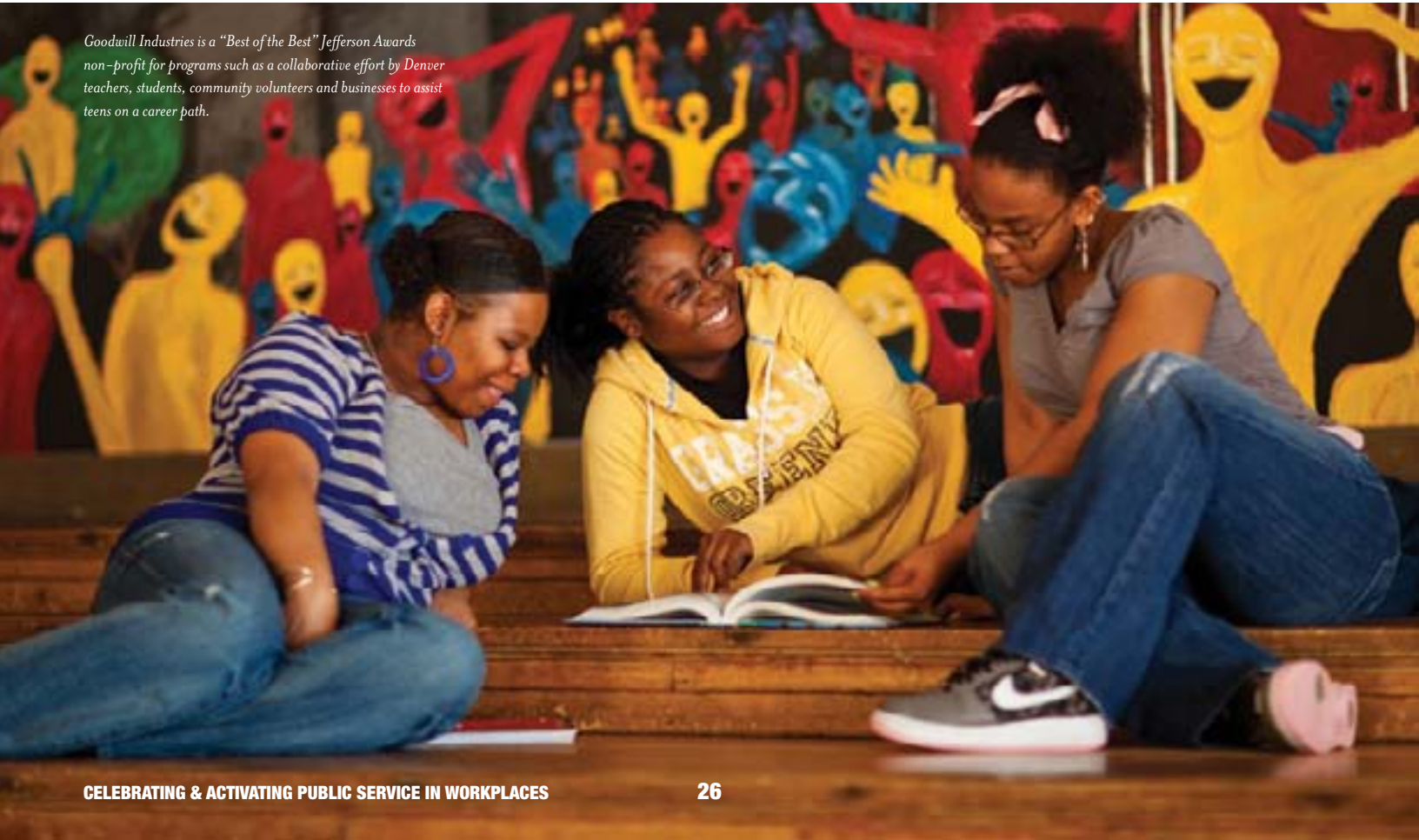


“Employee volunteers gain valuable leadership and communications skills by volunteering... these skills enhance the performance and attitudes of the employee in the workplace.”

DR. CLINTON LONGENECKER, UNIVERSITY OF TOLEDO

“We invest our time and talent where we know we can deliver the greatest impact.”

BARRY SALZBERG, CEO, DELOITTE USA



Goodwill Industries is a “Best of the Best” Jefferson Awards non-profit for programs such as a collaborative effort by Denver teachers, students, community volunteers and businesses to assist teens on a career path.

The Changing Landscape

Nationally, corporations gave \$14.1 billion to charity in 2009, the most recent year for which data are available, according to Giving USA, a study produced by The Center on Philanthropy at Indiana University. That number fluctuates year to year particularly during difficult economic times.

Yet, one trend that has remained constant over the last few years is the increased importance of employee volunteerism. Organizations are discovering that employee-driven philanthropy has a positive impact on employees' attitudes and connection to an organization.

For corporations, shareholders' value is increased by having an engaged and educated work force that feels good about doing good. Additionally, all workplaces—business, academic and non-profit—realize that to thrive, as an organization, the communities in which they operate need to thrive and that means active participation in volunteerism.

This trend has led to a host of initiatives such as executive loan programs, matching grants for fundraising and patiscipation in employee corps. A key component of this trend is recognizing employees for their actions.

Food for thought

MORE THAN 150 EMPLOYEES of National Grid give up their lunch hour to pick up surplus food and deliver it to a network of community-based organizations that distribute food to the needy. They are part of the National Grid Community Volunteers program which is managed by Lynn Falanga, a Jefferson Award Champion recipient.

The Champions

Jefferson Awards for Public Service energizes workplaces through its Champions. More than 30 Champions—corporations, colleges and universities, local governments and non-profits—use the Jefferson Awards to honor outstanding employees for their volunteer service.

Each Champion has an internal selection committee that seeks nominations, and selects up to 12 recipients a year. The selected employees are presented with Jefferson Awards in recognition of their service, which is celebrated organization-wide. Many of the Champions announce their recipients nationally and even globally, producing profiles explaining their employees’ non-profit service. In celebrating their service, other employees are encouraged to get involved, reinforcing the organization’s commitment to community.

In 2010, the Jefferson Awards conducted in-depth research among the Champions to gain a better understanding of workplaces and volunteerism. The study was designed to understand both the employer and the employee perspectives on volunteering. The purpose of this study was to provide relevant information to the U.S. Senate and the House in order to help develop policies supporting public service. Additionally, we are using this information to expand and enhance our Champions program.

The research was donated by Dr. Clinton Longenecker, Stranahan Professor of Leadership and Organizational Excellence in the College of Business Administration at the University of Toledo and author of *Getting Results: Five Absolutes for High Performance*.

Key Conclusions Reached: *With strategic deployment and planning, skills-based volunteering can multiply the effectiveness of non-profits and significantly expand their impact in benefiting the community.* Employee volunteers, who have many high-level talents, work collaboratively with the non-profits they are passionate about. Better use of the business skills of the employee would be useful to develop policies, design systems and identify strategic approaches to community needs. Skills-based volunteering increases the services and outreach of non-profits.

To have the maximum community impact and build the leadership talents of their employees, companies should encourage their employees to serve on more non-profit boards. Employees

gain valuable leadership and communications abilities by volunteering with non-profits. These skills include: improved networking, improved team building, learning to work with people of diverse backgrounds and income levels, improved communications, and greater development and utilization of leadership abilities. These skills enhance the performance and attitudes of employees in the workplace.

Strong employee volunteer programs help corporations in recruitment, retention and team building. Employee volunteer programs help with public image, encourage teamwork, develop leadership skills, improve productivity and enhance employee development.



Bill Shore is the founder and executive director of Share Our Strength, the nation’s leading organization working to end childhood hunger in America, also one of the key focuses of the Youth Service Challenge.



“I promised Cole that I would keep doing my charity work for the Leukemia and Lymphoma Society. Although the fundraising I did for him did not work for Cole, it would work for another child. I have kept on going and helped raise over two million dollars.”

BRANDY SABATINI REGAN, REED SMITH EMPLOYEE AND JEFFERSON AWARD CHAMPION RECIPIENT, ON HER SERVICE WORK DURING AND FOLLOWING THE ILLNESS AND DEATH OF HER YOUNG SON.

The Future

We will continue to link our Champions program with all our other Jefferson Awards programming as we expand Leadership Communities. We will learn from our Champions and convey their experiences by communicating best practices to all stakeholders in public service.

We will continue to be an advocate for support from the workplace for young Americans in their public service efforts. For example, we expect to draw from the experience and expertise of our Champions as we develop our GlobeChangers program.

Finally, we will strive to get more organizations and corporations involved in the Champions program. Our participants understand the power of recognizing employees. They understand the benefits to their own organizations when employees are actively engaged in making a difference. We will continue to advocate for employee volunteerism and engage more Champions around this vital movement.

Mission accomplished

FULFILLING HIS PATRIOTIC DUTY is all about action for Frank Flammini, Exelon Corporation employee and Jefferson Award Champion recipient. He is dedicated to the Wounded Heroes Foundation. He raises funds, puts together care packages and assists in home repair projects for this important organization, which provides physical, emotional and financial support for injured veterans.



CELEBRATING & ACTIVATING

PUBLIC SERVICE

for Young Americans



The Changing Landscape

The pressures on young Americans continue to deepen. Competition to get into college and find jobs has intensified due to economic and global factors. For many, family and community structures have broken down, providing a fertile ground for drug and alcohol abuse. Violence in schools has also taken an alarming jump. The Internet has provided a place of both connection and escapism. To put it simply, these are the best of times and worst of times for America’s youth.

One of the shining lights in this complex picture has been the increase in public service among young Americans. It is “in” to make a difference. Not only are young Americans becoming more involved, but they are also using entrepreneurship, creativity and technology to spur new ways of thinking and actions. They are as apt to volunteer to find drinking-water solutions in Africa as they are to help a local food bank.

What does this trend mean? Research conducted by Jefferson Awards among thousands of students and hundreds of non-profits has provided the following insights:

- The youth voice is refreshing, energetic and important. The best youth volunteer programs involve youth in different levels of policy making and decision making.
- Young Americans have energy and passion. They are willing to take risks and jump into the unknown.
- Leadership skills are significantly enhanced among students through public service.
- Through service, young Americans can learn the skills to change their lives, and to change their lives and communities.
- Volunteering as a student instills life-long habits of public service.
- Youth volunteer opportunities should be consistent with the mission, programs and services of the non-profit. The opportunities should be meaningful to the youth.
- Everyone enjoys recognition and a thank-you. This means designing a meaningful, age-appropriate system to recognize and thank youth volunteers.

Programs

The Jefferson Awards has been a leader in youth service since 1989. Working with U.S. Senator John Heinz, Youth Service America and the U.S. Conference of Mayors, we co-founded and co-led National Youth Service Day 1989 - 1993. In 1992, working with President George H. W. Bush, we created and then ran the President’s Youth Service Awards (PYSA).

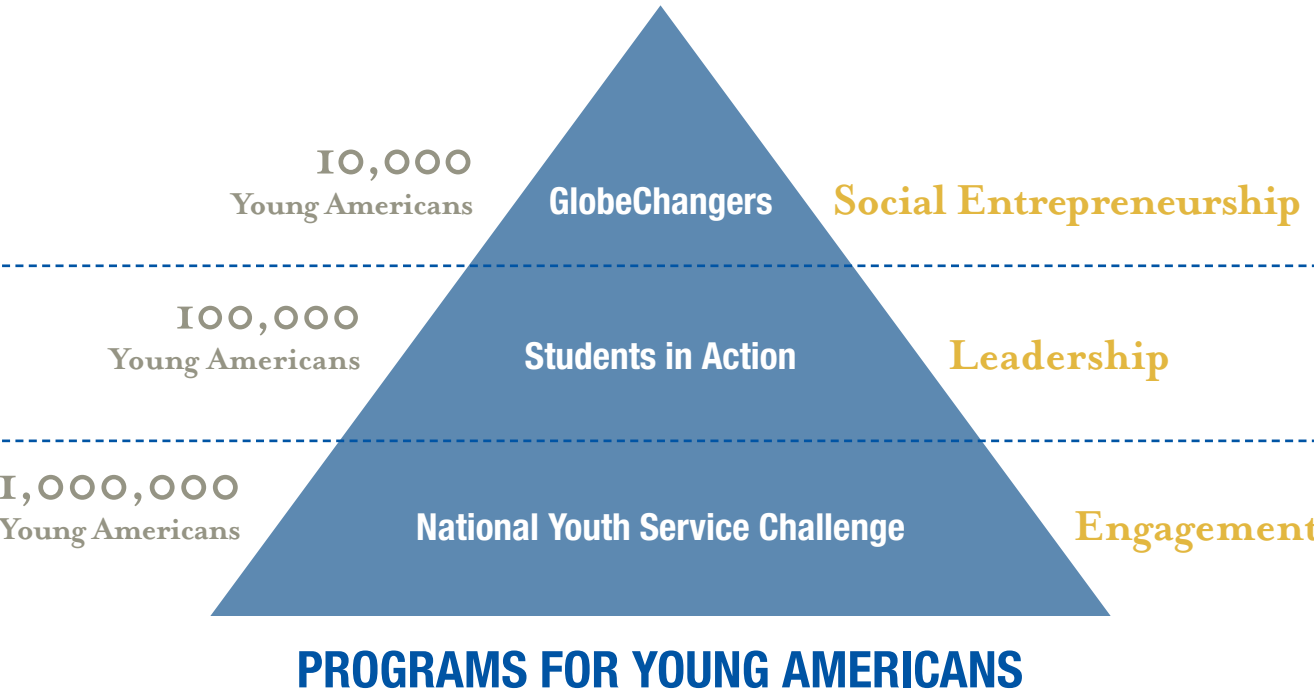
The Jefferson Awards pursued and developed these youth awards, working with Presidents Bill Clinton and George W. Bush, along with Points of Light and Youth Service America. Today, they have grown into the President’s Volunteer Service Awards, an initiative of the Corporation for National and Community Service, and are administered by the Points of Light Institute.

In 2006, the Jefferson Awards and Deloitte created a turnkey volunteer and leadership system for high schools. This program is reaching more than a half a million students in over 30 school systems. In 2010, we expanded our reach under the National Youth

Service Challenge, which engages young Americans at the grassroots level by providing recognition and guidance. In 2011, we launched Jefferson Awards GlobeChangers, a program designed to find, encourage and support leading examples of social entrepreneurship; regional, national and global projects as envisioned by young Americans.

These three programs form a continuum by which young Americans can become engaged in public service. Depending on a person’s passion, leadership skills, ideas and vision, we can direct him or her into the program most suitable.

The programs also share some important factors. All incorporate recognition and systems to improve the quality, sustainability and scalability of public service projects. All are designed to help improve leadership skills. And most important, all start with the power of the individual to make change happen through tapping into the power of collaboration.



Taking the bite out of dog attacks

AT AGE 8, KELLY VOIGT had over 100 stitches to her face and head as the result of a dog attack. Now she has designed a dog-attack prevention program so powerful that it had been adopted by the United States Postal Workers and the National Association of Pediatricians. A frequent media guest, she has turned a tragic personal incident into a vehicle that has helped prevent thousands of other people from suffering a dog attack.



The Students in Action team at Benedictine Academy, Elizabeth, New Jersey has 100% involvement in their school with service projects ranging from blood drives to stopping human trafficking.

National Youth Service Challenge

National Youth Service Challenge challenges young Americans to come up with meaningful community service projects. The lead organizing partners are the Jefferson Awards and Ways To Help. They are joined by the other Jefferson Awards National Partners—All Stars Helping Kids, Communities In Schools, HealthCorps and UGIVE.

The Challenge is a project of the Obama Administration and the Corporation for National and Community Service. National Outreach Partners are those that help us impact the nation and involve their members. They include: The United States Conference of Mayors and Cities of Service, Feeding America, Share Our Strength, EarthEcho, HealthCorps, and the National Wildlife Federation.

The Challenge has three main goals:

- Highlight the ways that young Americans are making a difference in their communities, and in the world around them.
- Over a five-year period, engage one million young Americans in student-led service projects.
- Help young Americans embrace service as a way of life, for all of their lives.

On the National Youth Service Challenge website, students can register, research, develop and share their service projects. Prizes are awarded for outstanding projects in three service areas: Health and Wellness, the Environment and Hunger. The criteria are projects demonstrating outstanding participation, innovation or impact. Additionally, one project is selected as the National Youth Service Challenge Project of the Year.

The Challenge offers an easy entry for students who have never run a service project. We worked with leading non-profits and organizations to develop project templates / “how to” kits that serve as a starting point for young Americans. Templates have been developed in each of the three service areas, and for all age groups. Additionally, the Challenge links with other organizations such as the Corporation for National and Community Service and Youth Service America to offer youth project ideas and templates.

The National Youth Service Challenge has been made possible thanks to the generous support of the Blue Cross and Blue Shield Association, participating Blue Cross and Blue Shield companies and Deloitte.

Scoring big with golf

JOE TIGANI HAD A 12 HANDICAP BY AGE 13. He also has a strong belief in public service. He founded Pennies for Putts in his hometown of Wilmington Delaware, and is now taking it global. His organization raises money from golf lovers to provide opportunities for inner-city kids to participate in the sport he believes helps teach determination, patience and character.

Students & communities come together

THE SMALL STATE OF DELAWARE HAS A BIG HEART when it comes to public service. As a great example of a Leadership Community, Delaware's schools play a particularly important role in promoting volunteerism and community service. Over two thirds of all Delaware's high schools are active participants in the Students In Action program.

“We know that young people can and want to make a difference now. Students bring energy and excitement to volunteering.”

MIKE BROOKS, MANAGER, STUDENT UNITED WAY, UNITED WAY WORLDWIDE

Students in Action

We believe that schools represent one of the best opportunities to connect youth and volunteerism so that public service becomes a lifelong value. That is why the Jefferson Awards for Public Service and Deloitte have co-developed a national youth volunteer leadership, recognition and reward program that is quickly gaining momentum in communities across the United States.

Students in Action excites and motivate students through the use of recognition, rewards, and incentives while helping schools put a system into place that helps maximize volunteerism and learning. At the core of the program are student leaders. They are responsible for putting into service the seven goals and establishing the Students in Action system in their school.

Student leaders receive extensive leadership training and are assisted by a faculty coordinator and a coach/mentor. The high school principal commits to making the program part of the school, and a paid professional from Jefferson Awards supports the student leaders, school and community. Additionally, corporate partners provide funding, products and volunteer support; media partners promote the activities; and sports teams attract participation and community interest.

Students in Action has seven goals:

- 1. ENGAGE SCHOOL COMMUNITY. Build significant awareness and interest in volunteerism.
- 2. CREATE EFFECTIVE LEADERSHIP. Apply team leadership skills to lifelong civic engagement.
- 3. EXPAND VOLUNTEER CAPACITY. Expand both volunteer hours and the number of volunteer projects by making it easier to volunteer.
- 4. EXPAND FINANCIAL CAPACITY FOR VOLUNTEERS. Raise \$2 - \$5k to invest in volunteerism within each school.
- 5. TELL STORIES IN THE COMMUNITY. Build greater community awareness of the positive impact of youth.
- 6. GROW AND EXPAND. Increase overall high school volunteerism to other schools.
- 7. INNOVATE. Leverage best practices quickly and learn how to be more effective.



Students at the School of the Arts in North Charleston, South Carolina, incorporate their passion for the arts into volunteerism through Students in Action.



Jefferson Awards GlobeChangers™

Jefferson Awards GlobeChangers is focused on finding and supporting the big ideas of young social entrepreneurs who want and will make a major difference in the world. Launched in 2011, this program will:

- Help them find and articulate their passion
- Help them turn their dreams into an executable action plan
- Connect them with an adult mentor
- Connect them with a network of their peers
- Provide them with tools and ongoing support
- Provide them with a platform to share what they're doing and to get additional support

“I’m an insatiably curious, terribly idealistic and relentlessly optimistic 20-year-old whose determined to make the world a better place.”

TED GONDER, SERIAL SOCIAL ENTREPRENEUR IN HIS ON-LINE BIO. HIS ENVIRONMENTAL AND FINANCIAL EMPOWERMENT VENTURES INCLUDE PROJECT COOL DOWN, GREEN CLUBS AND MONEYTHINK.

Events

Events are an important part of the Jefferson Awards for Public Service, particularly for young Americans. Events serve as a way to connect, learn and get recognition for public service. While we have an active on-line community and on-line events, person-to-person events make memorable and lasting impressions among our students.

Throughout the year, we have local recognition events as well as Students in Action training throughout America. This culminates in the National Awards Ceremony in Washington, D.C. where the top schools are recognized as well as community-based youth volunteer projects. For many of our young Americans, this is the first time they have ever been to our nation’s Capitol. This is an extraordinary event with meetings with top elected officials as well as formal ceremonies. Additionally, they get to meet and hear the stories of our other national winners who cross all generations.

A special yearly event is the National Youth Summit in Cincinnati. Partnering with UGIVE and Children Inc., this in-depth all-weekend celebration includes hands-on service in dozens of local organizations, a symposium where more than a thousands students from kindergarten to college share their service projects and workshops designed and facilitated by students for students.

“The Jefferson Awards program’s real beauty is that it allows students to use what they’ve learned immediately. It is a system that empowers young people with the tools they need to accomplish whatever they set their minds to.”

KENDY CHAN, STUDENT LEADER,
SAN LEANDRO HIGH SCHOOL, SAN LEANDRO, CALIFORNIA

The Future

We believe strongly that one of the places where the Jefferson Awards for Public Service can have the most impact is among young Americans. They bring fresh ideas and enthusiasm to public service. They have a strong desire to make their own communities better as well as improve life on the planet. They believe in the power of the individual, but naturally seek collaborative relationships.

We also know through both research and experience that public service becomes a life-long passion when adopted at an early age. And the leadership skills needed to help guide our country are often best obtained through public service—particularly the entrepreneurial skills that distinguish our nation.

To that end, we will continue to expand out are three core programs—National Youth Service Challenge, Students in Action and GlobeChangers—in both breadth and depth. We will integrate them more closely with other Jefferson Awards programs in our expanding Leadership Communities. And we will continue to seek mentors and role models from the entertainment, sports, political, academic and business communities to help inspire and be inspired by these extraordinary young Americans.

Creativity, hard work & determination

MOVE OVER, AMERICAN IDOL. The Brantley Idol has come to town. Students at Lake Brantley High School in Altamonte Springs, Florida, a National Students in Action recipient, combined the creative arts with the love of service for a fun event. They also collected over 3,000 pounds of food and helped with car washes to raise thousands of dollars to help local families in need. They created three service scholarships at the school, gaining them local media coverage.



HIGHLIGHTS



1975
CO-FOUNDER SENATOR ROBERT TAFT HONORING WATERGATE HERO PETER RODINO IN THE ORIGINAL SUPREME COURT



1976
TOP AWARD WINNERS ALAN GREENSPAN, ARTHUR BURNS AND BILL SIMON AT THE JEFFERSON MEMORIAL



1978
PRESIDENT JIMMY CARTER WELCOMING JA HONOREE JERRY LEWIS IN THE OVAL OFFICE



1983
KIRK DOUGLAS, HELEN HAYES AND PAUL VOLCKER IN U.S. SUPREME COURT



1989
U.S. SENATOR JACK HEINZ, FOUNDING JA BOARD MEMBER, CHAIRED THE PLANNING MEETING THAT CREATED **NATIONAL YOUTH SERVICE DAY**; ROGER HORCHOW WITH SALLY PILLSBURY



1990
HANK AARON, COLIN POWELL, JODY POWELL, AND JULIAN BOND, IN U.S. SUPREME COURT

1997
ETHEL KENNEDY, U.S. SENATOR TOM DASCHLE, LESLEY STAHL, MICHAEL KEATON AND SAM BEARD AT THE JA 25TH ANNIVERSARY



2006
CHARLESTON, SC MAYOR JOE RILEY CREATES JEFFERSON AWARDS PARTNERSHIP WITH THE NATION'S MAYORS

JEFFERSON AWARDS AND DELOITTE LAUNCH **STUDENTS IN ACTION**



2007
DELOITTE BECOMES JA NATIONAL CORPORATE PARTNER. JACK RUSSI, DELOITTE VICE CHAIR, WITH U.S. SENATOR MEL MARTINEZ



2009
ROBERT FORD JOINS JEFFERSON AWARDS AS EXECUTIVE DIRECTOR



2010
JEFFERSON AWARDS PARTNERS WITH WAYS TO HELP TO LAUNCH **NATIONAL YOUTH SERVICE CHALLENGE**

2011
JEFFERSON AWARDS GLOBECHANGERS™ TO PROMOTE SOCIAL ENTREPRENEURSHIP IS INITIATED

BOARD OF SELECTORS

HANK AARON
DOUGLAS C. ADAMS
NORM ASBJORNSON
GEORGE L. BALL
SUSAN H. BALL
HON. JULIAN BOND
HON. PETER G. BOURNE
CYNTHIA CLAY BRIGGS
ELLEN BURSTYN
LAURA W. BUSH
W. RUSSELL BYERS, JR.
LEE AULT CARTER
DEANNA CASTELLINI
CRIS COLLINSWORTH
HON. CHRIS COONS
TATIANA B. COPELAND
JOYCE COWIN
KIRK DOUGLAS
MICHAEL DOUGLAS
ALBERT R. DOWDEN
RIC EDELMAN
HON. HAROLD E. FORD, JR.
HON. WILLIAM H. FRIST, MD

PATRICK J. GERAGHTY
WHOOPI GOLDBERG
EARL GRAVES, SR.
PAULA M. GRIGSBY
ROGER HORCHOW
TERESA HEINZ KERRY
DR. MARY KING
THOMAS B. KING
MICHAEL J. KRUPIN, CLU
JANET LANG
EVAN H. LEVEY
ALEX LOPEZ-NEGRETE
RONNIE LOTT
HON. TRENT LOTT
HON. RICHARD LUGAR
PATRICIA M. LYONS
BRENT MAGID
PAUL MASLANSKY
PETER MAX
SCOTT MCCLELLAND
HON. MITCH MCCONNELL
CHARLENE MCMANN
BILL MILLIKEN

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CHRIS WALLACE
SHARON MARANTZ WALSH
HON. HARRIS WOFFORD

All photography in this report is from individuals and organizations that have been recognized for their work by the Jefferson Awards for Public Service. The report was created by the staff of Jefferson Awards and CUSTOMERicity (www.customericity.com) with Kathy Palokoff, writer, and Anne Esse, art director.

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