

# New Strategies to Set Our Cities on a Brighter Path

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# Quick Poll





# CHICAGO TODAY

The image is a composite. The top half shows a hazy view of the Chicago skyline, with the Willis Tower being the most prominent building. Below the skyline is a dense line of green trees. The bottom half of the image shows a residential neighborhood with several houses. In the foreground, there's a dark grey roof with three skylights. Behind it, there are houses with brown, blue, and white siding. A large evergreen tree is visible in the middle ground.

Chicago's neighborhoods are struggling with chronic unemployment, racial inequity, and disinvestment.

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# CHICAGO TODAY

A composite image showing the Chicago skyline in the background, a dense residential neighborhood in the middle ground, and a close-up of a roof in the foreground. The skyline includes the Willis Tower. The neighborhood features various styles of houses, including a prominent yellow one with a red roof and a blue one. The foreground shows a dark grey shingled roof with several skylights.

And, Chicago's neighborhoods are strengthened by leaders, organizations and a legacy of civic engagement.

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# The Task at Hand

Chicago is a divided metropolis and the issues faced require a collective response.

- Organizations are called to contribute collaboratively to catalyze long-term change
- Innovation is a required to accelerate impact
- Connection that fosters mutual understanding and opportunities to learn and engage are needed



# Chicago Cares' Vision

**Mission:** Chicago Cares mobilizes volunteers to build a stronger, more unified Chicago.

**Vision:** Chicago Cares envisions a city where we're all active participants, fully invested in the city we call home and the success of all of our neighbors. We inspire volunteers to meet Chicago's immediate needs, while also creating a movement for long-term change – building trust and empathy among people who might not otherwise meet, and empowering Chicagoans to roll up their sleeves to solve the city's most pressing challenges.

# OUR IMPACT IN CHICAGO

Chicago Cares began as an idea 26 years ago and has evolved into a movement.

## In that time:

- 500,000 volunteers mobilized
- 200 monthly programs created and led
- 40,000 volunteer projects completed
- 1,000 Chicago nonprofits supported
- 99% of volunteers feel the work they do with Chicago Cares has a positive impact
- 97% of nonprofit and school partners say Chicago cares helps them meet their mission

# Chicago Cares' Programs

- **Ongoing Volunteer Programs**
  - 150 monthly volunteer projects open to the general public, from reading to children to meals with seniors
  - Service Enterprise – volunteer management capacity training and coaching
- **Corporate Volunteer Programs**
  - 100 annual customized volunteer projects for corporate partners
  - Includes skills-based, interactive and facilities options
- **Program Innovation**
  - New model development
  - Volunteer leader training and coaching
  - Service Learning Institute training and support for teachers and at-risk high-school-age youth



# Chicago Cares' Evolution

**Chicago Cares Priorities:** a greater impact on issues facing our city and a transition to a more community-driven model that roots our efforts in each community's own needs and desires, aligning with and supporting the community's vision for development.

**The Opportunity:** LISC Chicago, which connects neighborhoods to the resources they need to become stronger and healthier, supports communities as they develop and implement Quality of Life strategic plans.

**Chicago Cares Values Proposition:** Chicago Cares is uniquely positioned to provide volunteer-related and leadership development resources to support neighborhoods to achieve their Quality of Life and civic engagement objectives.

# Community Investment Strategy

- Go **deep** in a small subset of communities
- Leverage our **internal resources** and capacity
- Mobilize institutions, corporations and volunteers and **focus their efforts** on Quality of Life plans.
- Focus the volunteer experience on **exposure, learning, & connections** across lines of difference
- Support **leadership development and capacity building** of local anchor institutions.



# Core Strategy Components

- **Partnerships with anchor community development organizations**, linking Chicago Cares service to clear strategic plans and priorities.
- **Hiring of Community Investment Coordinators**, staff members who reside with community partner organizations to identify projects, develop leaders and implement plans for community engagement.
- **Capacity Building support**, including leadership and project management training.
- **Local investment**, sourcing food and project supplies from locally owned business.

# Moving forward





# Our Goals

1. **Chicago Cares seeks to build deeper connections between people through service,** so volunteers from different communities and backgrounds gain a deeper understanding of one another, build trust and empathy, and work together to build a stronger, more united Chicago.
2. **Chicago Cares seeks to support community-driven capacity-building & economic development efforts,** leveraging our unique market position to make transformational connections.

# Community Investment Strategy – Three-Year Rollout Plan

- **Year One Priorities:**
  - Test the model & build local leadership
  - Seed a suite of projects, both corporate and ongoing, that provide serve-in-place opportunities
- **Year Two Priorities:**
  - Develop a capacity-building cohort of CIS organizations for volunteer management
  - Test a corporate + ongoing sponsorship model
  - Develop leadership pipeline for local leaders
- **Year Three Priorities:**
  - Evaluate, Innovate, Repeat (Expand the Cohort)





**Volunteering connects us  
to one another**

# Innovation for Impact

- **New Models of Corporate Activation**
  - Grosvenor GCM
  - Southwest & Points of Light
- **New Models of Leadership Development**
  - Jackson/PPM America
- **New Models of Individual Volunteer Activation**
  - South Merrill Garden
  - Serve-a-thon Community Ambassadors



# Innovation for Impact

- **New Neighborhood Fact Sheets** to inform and engage volunteers

**CHICAGO CARES**  
NEIGHBORHOOD  
FACT SHEET



## ENGLEWOOD

7 miles south of the Loop, **Englewood** is made up of residents who care deeply about the community and have become leaders and champions for improving the quality of life in Englewood. Since its early history, Greater Englewood has been a hub of commerce and transportation. Originally known as Junction Grove, Englewood's shopping district at Halsted and 63rd was home to the second busiest shopping area in Chicago until the Great Depression.

After a long period of decline, receding real estate markets and disinvestment, Englewood faces many challenges. The community lacks local businesses and diversity of business types, leading to too few job opportunities for residents. The community also struggles with vacant properties and lots. Violence, especially among youth, is an ongoing struggle. To address these challenges, the current community-defined priorities include youth development, health and wellness, housing, economic development, and public safety.

While Englewood continues to face challenges, the neighborhood is working hard to thrive once again. With the construction of Kennedy-King College as a catalyst, a resurgence of investment began. New retail, housing and a world-class ambulatory center at St. Bernard Hospital are all examples of renewed investment in the neighborhood.

### QUICK FACTS

Population: 7,297

- Black: 99%
- Hispanic: 2%
- White: 1%
- Asian: 0%
- Other: 1%

**Borders**

- N: Garfield Blvd
- S: 75th St
- W: Western Ave
- E: State St

Median household income: \$16,960

**Community Defined Goals:**

- Every youth will have access to a mentor and students will read at grade level by 3rd grade
- Reduce the number of youth arrests and increase participation in positive programming



### STAY & EXPLORE

**Hamilton Park & Cultural Center** | 513 W 72nd St  
Hamilton Park covers nearly 30 acres of land and includes a variety of sports facilities, cultural programs, and plenty of green space for you to take a stroll and enjoy nature.

**Sikig** | 740 W 63rd St  
In conjunction with the Washburne Culinary Institute, Sikig serves delicious, gourmet courses from tomorrow's biggest chefs. The menu changes every few weeks, so that no two visits are the same.

### STAY INVOLVED

**Teamwork Englewood** | [www.teamworkenglewood.org](http://www.teamworkenglewood.org)

**Greater Englewood Community Development Corporation** | [greaterenglewoodcdco.wordpress.com](http://greaterenglewoodcdco.wordpress.com)

**Residents Association of Greater Englewood** | [rogenlewood.org](http://rogenlewood.org)



# The Work Ahead of Us

- **Organizational Culture Shift**
- **Partnership Development**
- **Program Redesign**
- **Leadership & Professional Development**
- **Updated Marketing & Communications Strategy**
- **Evaluation & Planning for Growth**

# Contact Us

**Ellen Ray**

Director of Program Innovation  
[eray@chicagocares.org](mailto:eray@chicagocares.org)

**Rosie Drumgoole**

Director of Ongoing Volunteer Programs  
[rdrumgoole@chicagocares.org](mailto:rdrumgoole@chicagocares.org)

**John Pfeiffer**

Chief Operating Officer  
[jpfeiffer@chicagocares.org](mailto:jpfeiffer@chicagocares.org)



# Discussion



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