

# MAINE STATE LEGISLATURE

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Community  
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MAINE  
COMMISSION FOR COMMUNITY SERVICE



2012 ANNUAL REPORT



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## Maine Commission for Community Service

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January 30, 2013

It gives me great pleasure to present the 2012 Annual Report of the Maine Commission for Community Service (MCCS) for review by Governor Paul R. LePage, members of the Joint Standing Committee on State and Local Government as well as our service colleagues and partners across the state.

The 25-member Commission is charged with fostering volunteerism and community service that meets human, environmental, educational, and public safety needs in Maine communities.

To accomplish our mission, we focus on building capacity and sustainability in Maine's volunteer sector which is valued at just under \$1 billion in terms of the pro bono labor. The Commission makes grants for National Service and volunteer programs, supports professional development of managers of volunteers, highlights issues impacting the volunteer sector, and promotes service as a strategy to solve local problems.

2012 was quite the year for the Commission.

We cannot ignore the fact that the biggest change and accomplishment was the transition from our fiscal agent of 18 years, the State Planning Office, to our new fiscal agent, the Maine Department of Education. That new affiliation went quite smoothly thanks to a lot of hard work on the part of many people, and it seems fair to say that Commission operations are back to normal.

Another major undertaking in 2012 was the AmeriCorps grant competition. The Commission conducted its major triennial funding process and awarded over \$1 million that will support 154 AmeriCorps members working throughout Maine on environmental stewardship, food security, economic development, service-learning, and supporting English language learners in Maine's immigrant communities.

The final 2012 highlight is a new partnership between the Commission and the Corporation for National and Community Service. Under a memorandum of agreement, the Commission became manager of the largest VISTA project in Maine. The 34 members are assigned to work on projects that impact veterans and military families, volunteer management abilities, education, and health (childhood obesity, in particular). The Corporation's regional office in New Hampshire asked the Commission to take on this role because of the Commission's track record in accomplishing results and helping grantees focus on diverse outcomes.

Although this report is required by the Commission's statute, it has come to serve as a way to share updates about Maine's volunteer sector and National Service programs, both of which contribute in unique ways to the vitality and viability of Maine communities. There is a companion document to this report, *2012 Maine National Service Impact: The Public's Return on Investment*, which gives significant detail about each National Service grantee in Maine and it is being distributed simultaneously.

As the Commission joins its federal partner, the Corporation for National and Community Service, in marking 20 years of work together, we look forward to strengthening civic participation in local problem solving and having National Service programs support those efforts.

I hope you find them helpful in understanding the activities and accomplishments of 2012. Please do not hesitate to contact myself, members of the Commission, or staff with any questions.

In service,

A handwritten signature in black ink, appearing to read "Andrew E. Matlins".

Andrew Matlins, Commission Chair



# MAINE'S CIVIC HEALTH AND VOLUNTEER UPDATE

The economy may have been a challenge but Maine citizens sustained their activity in community life according to the annual update, Volunteering and Civic Life in America (VCLA).

The VCLA is the most comprehensive study of volunteering and civic engagement across the country. The data is gathered annually in the fall through the Current Population Survey conducted by the U.S. Census Bureau for the Bureau of Labor Statistics. As a result, the 2012 profile was based on survey data from Fall 2011.

Americans age 16 and older are asked questions about volunteering. Only respondents 18 and older are asked the questions related to civic health indicators.

Volunteers are defined as those individuals who performed unpaid volunteer activities *through or for an organization*. The voluntary assistance people give neighbors on an informal basis are captured in civic health indicators and often described as “neighboring.”



## Understanding Civic Health

Civic health looks at the overall wellbeing of a community. It has a direct bearing on whether an area prospers or struggles and is a critical piece of community development.

A community with strong civic health is more resilient when hardship hits, has more effective governance, and is a better place to live. A weak level of civic health usually indicates a community facing difficulties and finding it hard to address pressing public problems. In those communities with a strong civic health profile, residents

- have solid personal supports in family and friends to help during hard times;
- are connected to community members and have a basic sense of trust;
- form opinions and plans based on not just their personal views but also impartial information;
- have experience pulling together all segments of the community to deal with shared concerns through deliberation and action;
- understand governance and the role of public bodies as well as the opportunities and challenges that arise when public, nonprofit, and/or for-profit entities interface; and
- have a history of voluntarily contributing their time, talent, and resources to projects or activities that benefit others in the community.

Like physical health, civic health is assessed using multiple indicators that look closely at what happens in public life as local residents interact with one another, deal with their community's strengths and challenges, and influence or participate in government.



## Dimensions Assessed

Connection to civic and religious groups. Such groups are the seedbeds of democracy. They recruit and educate citizens, bring them together for discussion, and increase their capacity for improving society.

Trust in other people. Trust correlates with associational membership because one must have at least limited trust in others before one can work with them voluntarily; and collaborative work often enhances trust.

Connecting to others through family and friends. Close interaction with families and/or friends promotes individual health and well-being and supports civil society by providing the information, encouragement, and networks that people need to engage in larger groups and communities. Interacting with people who may have different views helps to broaden perspectives.

Citizen-centered engagement. “Citizen-centered” engagement means bringing diverse groups of citizens together both to discuss and define an issue and to work voluntarily to address it. Citizen-centered engagement thus combines deliberation with action.

Giving and volunteering. These contributions of time, talent, and resources address critical needs and local concerns as well as provide operating support to community nonprofit and public programs.

Staying informed. Valuable participation requires information, which can be gleaned from other citizens, the news media, the Internet, educational programs, and many other sources.

Understanding civics and politics. Related to the category above which track actions people take to gather information, these measures assess to what degree Americans feel informed.

Participate in politics. Regardless of one’s political views and attitudes toward government, it is important to influence democratic institutions.

Trusting and feeling connected to major institutions. Trust in government and the mass media can be understood as a subjective attitude that often correlates with taking voluntary political action (“does my vote/opinion matter”). Trust can also be understood as a measure of how trustworthy institutions actually are.

Expressing political views. Voting is a powerful means of making choices, but it communicates the voter’s views very imperfectly. Fortunately, citizens have other opportunities to say more precisely what they believe about public issues.

*Citizenship  
is a tough  
occupation*

*Martha Gellhorn*



## Maine's Profile

Maine residents are highly connected to family and close friends. A majority of people are connected to neighbors and help them out. Very few Mainers are members of civic, service, or religious groups and few people step into leadership roles in community groups.

|     |  |
|-----|--|
| 98% | See or hear from family/friends                  |
| 98% | Eat dinner with household members                |
| 69% | Do favors for or trade favors with neighbors     |
| 10% | Involved in a civic or service group             |
| 17% | Involved in a religious group or church          |
| 15% | Involved in other community group                |
| 16% | Act as an officer or committee member of a group |

Most people trust their neighbors and community institutions.

|     |   |
|-----|---|
| 66% | Trust most or all the people in my neighborhood |
| 58% | Have confidence in corporations                 |
| 64% | Have confidence in the media                    |
| 91% | Have confidence in public schools               |

More than 80% report they form their views of community and political events through media and discussions.

|     |                                      |
|-----|--------------------------------------|
| 87% | Discuss politics with family/friends |
| 80% | Talk with neighbors                  |
| 71% | Get news from newspaper              |
| 86% | Get news from radio*                 |
| 28% | Get news from internet               |

\*No data reported on television.

While Maine has a high voter turnout even for local elections, relatively few people participate in or try to influence local government.

|     |  |
|-----|--|
| 30% | Express opinions in writing about politics or community issues |
| 75% | Vote in local elections  |
| 22% | Contacted or visited a public official                         |

A core group of citizens volunteer through community organizations to address local needs and issues. Community groups have strengthened their ability to effectively support volunteers as shown by the improved retention rate.

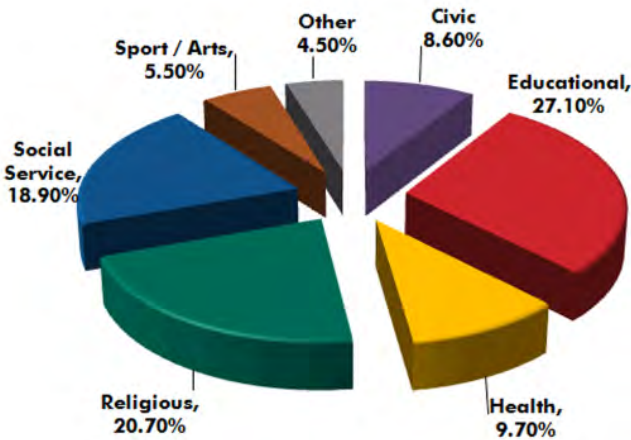
|     |  |
|-----|--|
| 33% | Residents who volunteer  |
| 37  | Hours each volunteer gives each year   |
| 70% | Retention rate for volunteers (newly recruited volunteers who complete their assignment) |

## Highlights from Maine's Volunteer Sector Profile

- ✧ Maine ranks #1 in the nation for the percentage of teens who volunteer (44%).
- ✧ The state ranks #2 in the nation for the percentage of young adults (up to 24 years old) who volunteer (34%).
- ✧ 44% of parents with school-aged children are community volunteers. This earns Maine the rank of #6 in the nation.
- ✧ Maine volunteers approaching retirement (55-64 years old) devote an average of 56 hours a year to volunteering and volunteers 65-74 years of age average 100 hours or more.
- ✧ Bangor's city profile of volunteering shows 31% of its residents are volunteers and each give an average of 62 hours over the course of a year. The number of hours per resident earns Bangor the rank of #4 among all mid-sized US cities.
- ✧ Portland's city volunteer profile shows 35% of the residents are volunteers and each contribute an average of 37 hours during a year. Portland ranks #15 among all mid-sized US cities with regard to the number of hours per resident.



### Where Mainers Volunteer







## COMMISSION FUNDAMENTALS

**The Maine Commission for Community Service** (MCCS) builds capacity and sustainability in Maine's volunteer and service communities by funding programs, developing managers of volunteers and service-learning practitioners, raising awareness of sector issues, and promoting service as a strategy.

### History

The Commission was established in 1994 by Executive Order and under state statute in 1995. The 25 members of the Commission are appointed by the governor to three-year terms and, as outlined in 5MRSA c373 §7502, each represents a specific part of Maine's volunteer sector.

MCCS is Maine government's partner for the federal Corporation for National and Community Service. As of July 2012, the Maine Department of Education is designated as the fiscal agent and provides administrative support. Prior to that time, the State Planning Office served as fiscal agent.

### Mission

Foster community service and volunteerism to meet human and environmental needs in the State of Maine.

### Vision

Vibrant, productive communities with involved, responsible citizens.

### Staff

Maryalice Crofton, Executive Director  
Pam Zeutenhorst, Program Officer, Volunteer Sector Initiatives and Inclusion  
Michael Ashmore, Grant Programs Officer; State Donations Coordination Team  
Meredith Eaton, Training Officer and Maine VISTA Project Director  
Debra Couture, Planning and Research Associate

## AmeriCorps\*VISTAs for Maine VISTA Project

### Stationed at Commission

Team Leaders: Katherine Klein, Eileen Buzzello, Erin Dunne  
Service-learning: Richard Higgins

## Partners and Volunteers

The Commission is grateful to the following for their contributions to 2012 events and initiatives:

### Pro Bono Services and In-kind Supplies

Barbara Kates Consulting  
Barbara Thomas, ServeNebraska  
Patricia Ohler  
Pamela Holland  
Robert Lewis  
Lori Tsuruda, People Making A Difference  
Matt Robinson  
Davida Gatlin, generationOn  
Jerry Bishop  
Rebecca Brown, Community Counseling Center  
Maureen Connolly, Princeton, NJ  
Margaret Cushing, Southern Maine COAD  
Leslie Forstadt, UMaine Cooperative Extension  
Anne Marie Gordon, Home Depot  
Kerrie Keller, Catholic Charities Maine  
Patrick Williams, St. Mary Health Care  
Roger Goldberg  
Maine Association of Nonprofits  
Chalo, Inc.  
Bangor Daily News

General Dynamics - Bath Iron Works  
Blueberry Broadcasting  
Cabot Creamery Cooperative  
Innovative Workspace Solutions  
Southern Maine Coca Cola  
Americn Awards  
Aramark  
University of Maine  
Daniel Marinage  
Michel Lahti, Univ. of Southern Maine  
Ross Lasley, The Internet Educator  
Lisa Morin, University of Maine  
John B. Pearson Consulting  
Laura Rog, generationOn  
Anne Schink, ABS Consulting  
Claire Sullivan, University of Maine  
Screen Vision  
Target  
National CineMedia, LLC  
Time Warner Cable

### Financial Support

Corporation for National and Community Service  
Northeast Delta Dental  
Unum  
Cabot Creamery Cooperative

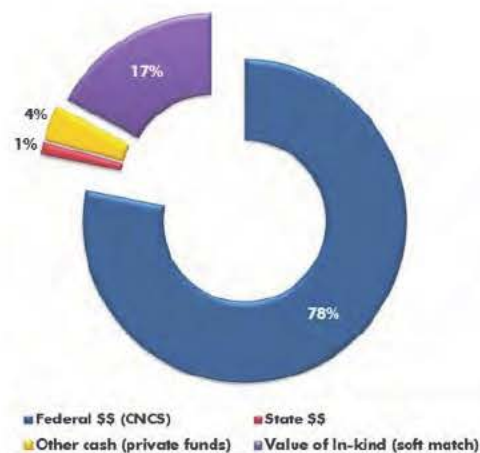
United Insurance  
Time Warner Cable  
State Farm Insurance  
Youth Service America



## Finances

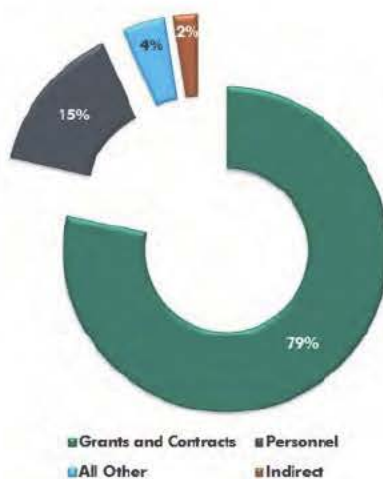
### REVENUES

|             |  |
|-------------|--|
| \$1,515,724 | Federal funds from Corporation for National and Community Service*   |
| \$24,679    | State funds  |
| \$67,809    | Other cash (registration fees for training events, private sponsorships of activities, grants, etc.)         |
| \$334,526   | In-kind donations of services, space, supplies (valued according to Govt Accounting Standards and OMB rules) |
| \$1,942,738 | Total Revenues   |



### EXPENSES

|             |  |
|-------------|--|
| \$287,944   | Personnel  |
| \$1,523,984 | Grants and contracts   |
| \$83,813    | All other (includes training, tech assistance subsidies, communications, supplies, etc.) |
| \$46,997    | State and Departmental Indirect  |
| \$1,942,738 | Total Expenses   |



\*CNCS grants included AmeriCorps\*State, Volunteer Generation Funds, VISTA Support Funds, Commission Support, Program Development and Training, and Disability/Inclusion funds.

MCCS also manages a VISTA project but the support costs for VISTA stipends and benefits (\$573,842) are paid by the federal agency rather than being granted to MCCS.

All MCCS staff positions are federally funded and, during the year, position vacancies covered a cumulative nine months. The data above is for informational purposes only and is not an official financial statement.



*“The Maine Commission for Community Service builds capacity and sustainability in Maine’s volunteer and service communities by*

- funding service programs;*
- supporting professional development of volunteer managers and service-learning educators;*
- raising awareness of sector issues;*
- and*
- promoting service as a strategy to meet local needs.*

*”*

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# FUNDING SERVICE PROGRAMS

## 2012 Overview

The major source of grant funds awarded and managed by the Maine Commission for Community Service are federal monies from the Corporation for National and Community Service. Once the Commission finalizes awards, it is responsible for monitoring performance and outcomes, checking compliance of grantees and sites at which members serve, and ensuring the participants - especially AmeriCorps members - are eligible to serve and receive program benefits.

### AmeriCorps Grants

In 2012, the Commission's grant portfolio included four AmeriCorps grants that wrapped up their 3-year grant awards. Information on their final year of funding is below.

During the winter and spring, the Commission held an open competition for a new set of 3-year grants. Five proposals were awarded AmeriCorps funds for the period ending 2015:

- FoodCorps sponsored by FoodCorps, NY
- The REAL School, RSU 14 Windham
- AmeriCorps\*Fellows, Island Institute, Rockland
- Maine Conservation Corps, Dept. of Conservation, Agriculture and Forestry, Augusta
- Multilingual Leadership Corps, Goodwill Industries of Northern New England, Portland.



### 2012 AmeriCorps\*State Grantees

| Grantee/Program   | Grant Award | Actual Grant Expenditure | Local Match | AmeriCorps Members # |
|---|-------------|--------------------------|-------------|----------------------|
| Island*Fellows Program<br>Island Institute, Rockland                      | \$ 141,986  | \$ 141,986               | \$ 359,228  | 16                   |
| Community Resource Corps<br>Goodwill Industries NNE, Portland             | \$ 326,287  | \$ 314,284               | \$ 528,822  | 62                   |
| Maine Conservation Corps<br>Dept. of Conservation, Agriculture & Forestry | \$390,068   | \$ 390,068               | \$ 741,077  | 87                   |
| Teen Leadership & Career Corps<br>Maine Parent Federation                 | \$122,187   | \$ 116,393               | \$ 371,651  | 10                   |

|             |   |
|-------------|---|
| 79          | Number of community agencies hosting AmeriCorps members   |
| 2,117       | Number of community volunteers recruited by AmeriCorps to work on projects  |
| 33,980      | Hours of service by community volunteers (excludes service hours by AmeriCorps)   |
| \$1,417,436 | Total value of Segal Education Awards earned by AmeriCorps Members for use as either college loan repayments or future post-secondary tuition |

## Service-learning Grants

Service-learning is a teaching and learning strategy used from kindergarten through college. It integrates meaningful community service with instruction and reflection to enrich

the learning experience, teach civic responsibility and strengthen communities.

Time Warner Cable contributed \$7,000 to support these awards. The remaining funds were from the Corporation for National and Community Service.

## 2012 K-12 Service-learning Grantees\*

Data covers 2 school years, Spring 2012 and Fall 2012. Of the 3 grantees, one did not participate in Fall 2012 (RSU 34).

| Grantee  | Grant Funds | Service-learners                                | Faculty/Staff Participating | Trained | Local Partners | Community Volunteers |
|--|-------------|---|-----------------------------|---------|----------------|----------------------|
| MSAD 17, Oxford Hills*<br>School District  | \$36,000    | 460 Elementary<br>280 Middle<br>80 Secondary    | 54                          | 49      | 9              | 345                  |
| *60% of service-learning occurred during the school day.<br>120 Students engaged in service-learning through Summer Programs   |             |   |                             |         |                |                      |
| Sanford School Dept.**   | \$36,000    | 904 Elementary<br>1,091 Middle<br>541 Secondary | 160                         | 88      | 69             | 20                   |
| ** 80% of service-learning occurred during the school day.<br>20 Students engaging in service-learning through Summer Programs |             |   |                             |         |                |                      |
| RSU 34<br>(Alton, Bradley, Old Town)   | \$16,000    | 156 Elementary<br>50 Middle<br>302 Secondary    | 35                          | 27      | 0              | 0                    |

Three 5th grade classes at Oxford Elementary whose service-learning activities were at Roberts Farm during the school year decided to research food security issues in Oxford, Maine. As a class, they decided to expand Roberts Farm to grow produce for the Oxford Food Bank.

In addition to the garden expansion and researching produce to grow, the students received a do-



nation of a 24 by 48 greenhouse. Construction of that greenhouse will be completed in spring of 2013 and all produce grown will be donated to the Oxford Food Bank.

As a result, students at Oxford have learned about food insecurity and civic involvement in their community, and in some cases, the families of students have benefited from being introduced to the food bank.





## 2012 Volunteer Generation Fund (VGF)

The Maine Commission for Community Service is one of 19 state commissions awarded Volunteer Generation Funds by the Corporation for National & Community Service.

In Maine, the Volunteer Generation Fund purpose is to develop new volunteer centers in four regions of the state where none exist and increase capacity in the existing two volunteer centers. Additionally, the VGF sponsors development of eight regional peer networks for managers of volunteers.

### What are Volunteer Centers?

Volunteer centers are one-stop locations for:

- individuals and employers seeking to connect with volunteer programs in their community,
- nonprofit organizations, public agencies, and schools seeking resources for their volunteer programs, and
- community leaders seeking to identify appropriate volunteer roles in local responses to needs or issues.

They are a comprehensive resource for all community sectors engaged in responding to local issues and needs.

### What do Volunteer Centers do?

Volunteer centers help service programs sustain and enhance local impact. Specifically, these centers:

- provide training and technical assistance to increase volunteer program effectiveness,
- convene peer networks to provide support and learning opportunities to managers of volunteers,
- coordinate community-wide days of service that highlight the power of volunteers to impact local problems,
- recognize the impact and value of volunteers in communities, and
- participate in community planning and identify how volunteers can contribute in meaningful ways to the solutions.

### What are peer networks for managers of volunteers?

These networks connect managers and coordinators of volunteer programs at a regional level.

Network members convene regularly to share best practices, encourage collaboration, and create communities of practice focused on engaging citizens as volunteers.

## VGF Accomplishments - Year 2

Below are some of the results achieved by Maine's new volunteer centers.

### Build capacity in local volunteer programs

- 102 programs received technical assistance from volunteer center staff
- 85 organizations report a volunteer retention rate of 75% (the state average is 70%)

### Foster professional development among the leadership of volunteer programs

- 29 training events conducted on effective volunteer management practices
- 79% of these events were rated by 90% of participants as increasing their skills, knowledge, or abilities.
- 558 staff of volunteer programs trained (unduplicated count)

### Connect citizens with local volunteer opportunities using VolunteerMaine.org's internet recruitment tool

- 2,151 citizens used the online tool to inquire about posted volunteer opportunities that were of interest to them.
- 2,007 citizens searched out organizations whose service programs were of interest to them and connected with the programs through the online tool.

### Carry out functions of a community-based Volunteer Center

- 56 peer network meetings were convened
- 405 managers of volunteers participated in the network meetings
- 22 community service events organized in conjunction with a national Day of Service

| Grantee   | Award    | Functions                         | County/Region Served                           |
|---|----------|-----------------------------------|--|
| Friends in Action Community Connection                  | \$ 3,000 | Peer Network                      | Hancock  |
| Downeast Resource, Conservation and Development Council | \$ 3,000 | Peer Network                      | Washington                                     |
| United Way of Androscoggin County                       | \$ 8,411 | Peer Network                      | Androscoggin, Oxford                           |
| United Way of Eastern Maine                             | \$24,836 | Volunteer Center                  | Penobscot and Peer Network                     |
| United Way of Greater Portland                          | \$33,000 | Volunteer Center and Peer Network | Cumberland                                     |
| United Way of Mid Coast Maine                           | \$33,000 | Volunteer Center and Peer Network | Sagadahoc, Lincoln, Knox, Brunswick, Harpswell |
| United Way of Tri-Valley Area                           | \$33,000 | Volunteer Center and Peer Network | Franklin County and Livermore, Livermore Falls |
| United Way of York County                               | \$23,574 | Volunteer Center and Peer Network | York   |

*"Professional Development" is the continuous process of acquiring new skills and knowledge that relate to one's profession, job responsibilities, or work environment. It plays a key role in maintaining trained, informed, and motivated people regardless of work assignment.*

## SUPPORTING PROFESSIONAL DEVELOPMENT

The Commission's work around professional development for National Service grantee staff, their partners, managers of volunteers, and service-learning educators is shaped by four factors:

- the laws making MCCS responsible for technical assistance and training for National Service grantee staff so their skills, knowledge, and program management abilities support program impact, sustainability, and compliance.
- the laws and regulations under which MCCS is responsible for helping potential National Service applicants develop the competencies needed to successfully design a program, develop a strong proposal, and compete for funds.
- research and demonstration findings that link successful achievement of program outcomes to the skills, knowledge and abilities of the leadership in the volunteer or service-learning effort.
- the existence of national standards for volunteer program management and high quality service-learning implementation as well as established competencies for managers of volunteers.

## Support for the Volunteer Sector

**Inclusion Series.** MCCS joined with community partners to offer seminars that aimed to increase inclusion of people with disabilities in employment and volunteer settings. 85 people including National Service grantee staff attended.

**Professional Development Fund.** This program cost-shares educational activities related to increased proficiency in managing volunteers or service program operation. During 2012, the Fund helped 13 people complete training related to leadership, volunteer management, and program design. Support awarded ranged from \$40 to \$800.

**Blaine House Conference on Service and Volunteerism.** This event is the only statewide training opportunity for managers of volunteers and service-learning educators. It targets those people who have just embarked on this work - the "novices."

The 2012 conference attracted 298 people. 78% of the attendees reported less than 3 years experience as volunteer manager. 17% reported they had no training or education related to volunteer management in the prior year; 49% reported having fewer than 8 hours. Trainers from five national organizations joined Maine presenters. Evaluations showed a composite rating of sessions as 3.3 out of 4 and a rating of 3.28 for "increased my knowledge/skills."

**AmeriCorps Member Conference** MCCS designs this as a professional development project for AmeriCorps Members. The relatively large planning group is comprised of members and, in the course of organizing the conference, they gain skills and experience in assessing the needs of participants and developing training to meet those needs.

122 AmeriCorps members attended in 2012. The attendees gave the training sessions an overall rating of 4.2 out of 5 with regard to increasing knowledge and/or skills.



**AmeriCorps Program Design Seminar.** A seminar on designing high-quality AmeriCorps programs was conducted on September 27th, 2012. Fourteen attendees representing 10 agencies were present at the daylong training conducted by MCCS. Concepts and materials from the CNCS 2012 Performance Measurement Institute were incorporated.

**From the Field** is the MCCS-sponsored blog published on VolunteerMaine.org. In 2012, 53 blogs were posted and read by 942 people including not only Maine managers of volunteers but also readers in Canada, Australia, Arizona, and all of New England.

**Maine Volunteerfare** is the electronic newsletter for managers of volunteers. Its content focuses on program operation best practices, news from the volunteer sector in Maine, and new research or learning from national sources. The newsletter reaches 4,878 subscribers.

## Support for National Service Grantees

**Technical Assistance** There were 11 technical assistance meetings for each cohort of MCCS National Service grantees -- AmeriCorps, Volunteer Generation Fund, and VISTA. In addition to the new federal suite of national performance measures, a significant amount of time was spent on compliance with a new federal regulation requiring fingerprint-based background checks for any National Service participant or grantee staff members who have regular access to vulnerable populations. Commission staff worked with Maine State Police to develop a protocol and fee.

**National Service Staff Council** The council meets quarterly and members include the Commission grantees plus all the National Service grantees in Maine whose funding comes directly from the federal agency or through an out-of-state nonprofit operating a program in Maine. On average there are 25 participants and the council business is a combination of training on issues of common concern and planning for joint activities (e.g., National Service Day at the Capitol).

**AmeriCorps Grantee Annual Meeting** Summer 2012 marked the beginning of a new 3-year grant period. As a result of the competition during winter 2012, five awards were made and this meeting was a two-day intensive training for program staff responsible for managing the performance and fiscal aspects of the new grants. The event was planned and conducted by MCCS staff.



## PROMOTING SERVICE AS A STRATEGY

The Commission is directed to “foster community service and volunteerism as a means of meeting critical human, environmental, educational and public safety needs.” (5MRSA c373 §7501)

In fulfilling this charge, MCCS directly manages several initiatives.



### Maine VISTA Project

Under an agreement with the Corporation for National and Community Service, MCCS is managing placement, training, supervision, and impact reporting for 34 AmeriCorps\*VISTA members, the largest cohort in Maine.

The VISTA assignments are designed to build capacity in local programs that address work to prevent obesity, increase extended learning or service-learning opportunities, increase financial literacy among immigrants, increased access to higher education, and provide services to veterans and military families.

### Organizations Supported by VISTA

Municipal, county, and nonprofit agencies hosting VISTAs this year were:

- Augusta, Kennebec County Sheriff's Office
- Augusta, Finance Authority of Maine
- Augusta, Maine Commission for Community Service
- Bangor, Pine Tree Legal Assistance
- Belfast, Youthlinks - Broadreach Family and Community Services
- Bryant Pond, UMaine Coop. Ext. Bryant Pond
- Lewiston, Healthy Androscoggin/CMCS
- Lewiston, Tri-County Mental Health Services
- Lincoln, KidCare America
- Mt. Desert, MDI Regional School System
- North Berwick, MSAD 60
- Orono, UMaine VETS Program
- Portland, Catholic Charities of Maine
- Portland, Community Financial Literacy
- Portland, Pine Tree Legal Assistance
- Portland, Multilingual and Multicultural Center
- Portland, The Telling Room
- Portland, USM Vets Resource Center
- Saco, Sweetser
- Scarborough, Southern Maine Agency on Aging
- Searsport, Searsport District Middle/High School
- Waterville, Hardy Girls Healthy Women



## Who Benefited

- 1,058 veterans in Maine received assistance
- 1,288 family members of veterans received services
- 2,899 youth were involved in educational programming
- 1,670 youth participated in programs designed to increase health and prevent obesity

## The Legacy of 2012 VISTAs

- \* www.StatesideLegal.org was launched and provides legal assistance to veterans, active service members, and military families.
- \* Refugees from wartorn countries have a program operated by volunteers that helps them understand America's banking, credit, and financial systems.
- \* The Telling Room was able to expand in-school and after-school writing programs so that 2,000 students from 34 schools and youth organizations could participate.
- \* Through the first "Bringing Worlds Together" conference, Tri-County Mental Health Services engaged a cross-section of the community in discussions and educational workshops on how best to help veterans, service members, and their families.
- \* The Volunteer Lawyers Project now has expertise in military benefits and can provide pro-bono services to veterans and military families.
- \* UMaine and USM are now following student veterans from the admission process through graduation with a greater understanding of their needs. Through better access to the campus services and benefits they seek to increase degree completion.
- \* In Searsport, 115 high school students are taking college courses for credit or participating in internships with local businesses and organizations to gain skills for post-secondary success.
- \* Maine educators and administrators grappling with how best to support student-centered learning now have three new resources:
  - a brief paper that discusses how service-learning can be infused into any of the models under consideration by schools;
  - a guide for teachers on how to modify their classroom teaching to incorporate service learning; and
  - a guide for school boards, administrators, teachers and community members that seek to understand what is needed to embed service-learning in a district's normal operations.
- \* In Androscoggin County, the 5-2-1-0 health promotion program for youth was launched and reached 1,600 children.







## Emergency Preparedness and Response

MCCS co-chairs the Donations Coordination Team with Maine Emergency Management Agency. The Commission is responsible for operating Volunteer Reception Centers (virtual or physical) during declared disasters.

A Volunteer Reception Center's function is to manage the spontaneous volunteers who show up ("self-deploy") to help.

The VRC processes the volunteers away from the zone where first responders are working. It may connect unaffiliated volunteers with organizations that need additional help or create a registry of volunteers available for recovery.

MCCS incorporated the training on Volunteer Reception Center operation into the agenda of the statewide service conference.

The Commission also established a Memorandum of Agreement (MOA) with the Southern Maine COAD, a network of community organizations that helping to minimize the effects of an emergency on the community by supporting local and county Emergency Management Agencies and first responders.

SMCOAD is not a first responder entity, but

rather provides community assistance with preparation, mitigation and recovery after the first 72 hours following a disaster/emergency at the direction of Cumberland and/or York County Emergency Management Agencies.

Through the MOA, the Commission and Southern Maine COAD laid out parameters for working to promote regional preparedness and response readiness.

## Promoting and Honoring Civic Engagement

### Martin Luther King Day of Service

Since 1994, the celebration of Dr. King's birthday has been a national day of service, "A Day On, Not A Day Off." As a state service commission, MCCS joins with the Corporation for National and Community Service in promoting service events that have an impact.

In 2012, MCCS awarded \$500 mini-grants to 8 organizations for MLK service projects in 31 locations around Maine. Just over 1,700 community residents attended. By the end of the day, 459 people had participated in nutrition, screening, and exercise events; over 100 insulating windows were constructed; and 5 community drives to replenish clothing and food banks were completed.





## Global Youth Service Day

MCCS partnered with Youth Service America and State Farm Insurance to introduce Global Youth Service Day (GYSD) in Maine.

Celebrated each April since 1988, GYSD mobilizes thousands of young people who improve their communities through service. It is the largest service event in the world, and the only day of service dedicated to engaging youth.

In 2012, over 900 Maine youth completed 15 community service projects for GYSD. These included

- construction of community gardens,
- training 240 people on being prepared for emergencies,
- improving the condition of 100 acres of public lands,
- removing 1 ton of debris from community parks, and
- qualifying 85 people to be members of Community Emergency Response Teams.

## 9.11 Day of Service and Remembrance

In 2009, the families of 9.11 victims and first responders succeeded in having Congress establish September 11 as a day of volunteer community service and remembrance.

MCCS participated in the I Will "pledge of service" drive conceived by MyGoodDeed.org, the foundation started by 9.11 families.

17 partners distributed 3,000 pledge cards at 32 events over that weekend. Citizens registered their pledge of service on the national website.

## Governor's Awards for Service and Volunteerism

Seven awards were presented to individuals, businesses, volunteer programs, service-learning educators, and school districts.

The April 17, 2012 honorees included

- Sanford School District,
- Pratt & Whitney Aircraft,
- Trekkers,
- Elisabeth Lohmueller (Thomaston),
- Donna Vigue (Lincoln/Dexter),
- Julia Brown (Brunswick), and
- Janice Bilodeau (Auburn).

The Roll of Honor added 520 people who volunteered at least 500 hours during the prior 12 months. Those honored for service to their community devoted 521,079 hours to meeting community needs. They were recognized in a full-page newspaper display thanks to the Bangor Daily News.



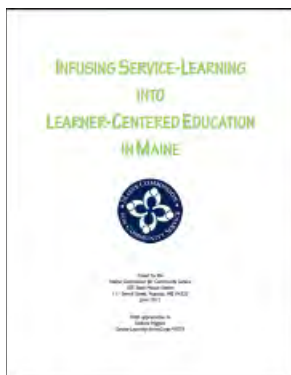


# RAISING AWARENESS OF SECTOR ISSUES

MCCS monitors service trends, educates citizens and leaders about emerging challenges or opportunities, and researches issues impacting the volunteer sector. Some of the publications and reports issued in 2012 are highlighted below.

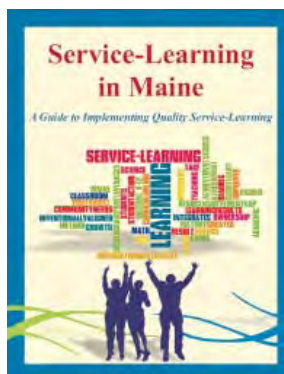
MCCS publications can be found on [MaineServiceCommission.gov](http://MaineServiceCommission.gov).

## Publications and Research Completed



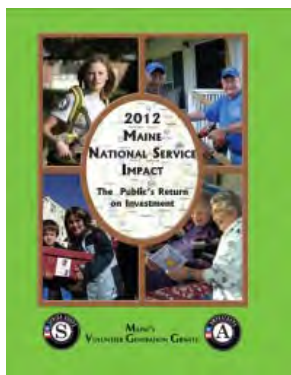
### Infusing Service-Learning into Learner-Centered Education in Maine

As Maine schools strive to improve performance and adopt learning strategies that engage students, many are implementing related, but different, education models. This paper briefly summarizes the education models and highlights how service-learning can be infused into each one.



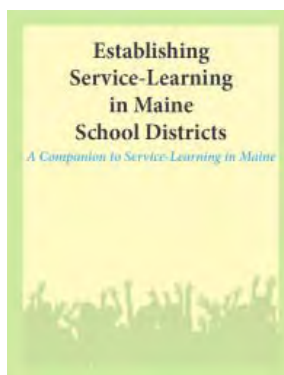
### Service-Learning in Maine: A Guide to Implementing Quality Service-Learning

This Maine adaptation of a highly valued Wisconsin guide provides K-12 faculty with the context, principles, quality standards, and tools needed to incorporate service-learning into their classroom teaching.



### Maine National Service Impact: The Public's Return on Investment

Over \$5 million is directed to Maine by the federal agency, the Corporation for National and Community Service. This report profiles each of the 26 National Service programs and what impact was achieved by volunteers supported under these grants.



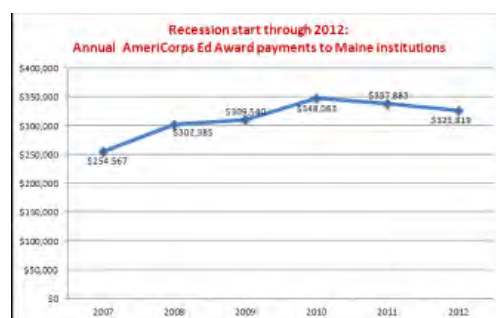
### Establishing Service-Learning in Maine School Districts

This guide is for school board members, administrators, community members, and educators. It lays out what "institutionalizing service-learning" means from each perspective and why doing so would be a beneficial move.



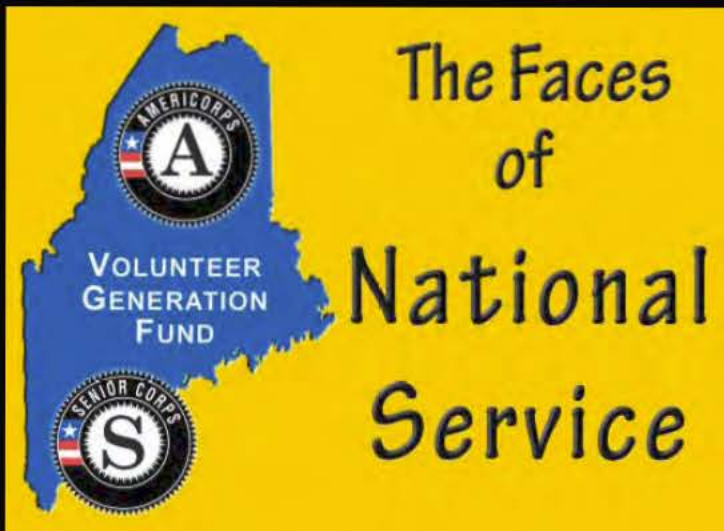
### Maine AmeriCorps Members 2012: A Profile Of The People And Their Experience

The Maine AmeriCorps Member exit survey reveals not only who serves in AmeriCorps but also the role service plays in clarifying career plans, strengthening civic engagement, and developing marketable skills.



**AmeriCorps Education Awards Earned by Maine Residents: Payment to Maine Institutions.** Using data from the National Service Trust, this paper reports the financial aid earned and Maine educational and financial institutions that received payments for tuition or student loans.







# 2012 ANNUAL REPORT

*ADVANCING VOLUNTEERISM. STRENGTHENING COMMUNITIES*

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