



A NATIONAL RECORD 65,000 VOLUNTEERS & 900 PROJECTS MAKE IT A DAY ON, NOT A DAY OFF IN THE GREATER PHILADELPHIA MARTIN LUTHER KING DAY OF SERVICE

On January 19, 2009, 65,000 volunteers of all ages and backgrounds served in some 900 service projects as part of the 14th annual Greater Philadelphia Martin Luther King Day of Service. The event was once again the largest King Day event in the nation, according to the Corporation for National and Community Service in Washington, D.C. Philadelphia is home to the first and longest running King Day of Service in the nation, which started in 1996 with 1,000 volunteers.

The 2009 Greater Philadelphia King Day of Service, led by Global Citizen, included Pennsylvania, New Jersey, and Delaware. The totals represent an increase of 5,000 volunteers and 300 projects from last year's national record numbers.

The national King Day of Service was created in 1994 through federal legislation co-authored by former Pennsylvania U.S. Senator Harris Wofford and Georgia Congressman John Lewis, both veterans of the Civil Rights movement with Dr. King. The act called for the transformation of the King federal holiday from a "day off" into a "day on" of active citizenship and service.

What started as a project fourteen years ago has turned into a growing national movement. A diverse group of volunteers participated throughout the region, including students from city and suburban, public, private and parochial schools, colleges and universities, AmeriCorps national service members, older citizens, corporate teams, members of community, civic and religious organizations, elected officials and families.

This year's King Day of Service gave special recognition to the historic inauguration of President Barack Obama, which took place the following day. He embraced the King Day of Service by calling on Americans to volunteer. President Obama, Vice-President Biden and their families volunteered in King Day of Service projects in Washington, D.C.

President Obama issued a new clarion call for active citizenship, beginning on King Day and continuing throughout the year. During the presidential campaign, he said, "I will ask for your service and your active citizenship when I am president of the United States. This will not be a call issued in one speech or program; this will be a cause of my presidency." On election night, he said. "So let us summon a new spirit of patriotism, of responsibility, where each of us resolves to pitch in and work harder and look after not only ourselves but each other."

The King Day of Service marked the kickoff of Global Citizen's new year-round initiative, *MLK 365*, which promotes and organizes sustainable civic engagement and connects volunteers with ongoing service opportunities.

Temple University hosted the annual King Day of Service signature project, with more than 3,000 volunteers. U.S. Senator Bob Casey and Congressman Joe Sestak joined Temple President Ann Weaver

Hart, students, community leaders, and diverse groups from throughout the region in 150 projects at the Liacouras Center.

President Hart, who served as a co-chair, said during the opening ceremony, “We are proud and honored to begin our year-long celebration of Temple University’s 125th anniversary by hosting the signature service project of the 14th annual Martin Luther King Day of Service. Community engagement is one of the fundamental principles for Temple. Our faculty, staff and students welcome the thousands from throughout the Greater Philadelphia region to Temple to join us in saluting Dr. King’s legacy.”

Highlighting the projects at Temple, YouthBuild Philadelphia Charter School, HOPE *worldwide*, and One Day at a Time led volunteers assembling an environmentally-friendly green playground, which included picnic tables and park benches. As part of **MLK 365**, the playground equipment will be installed in May during National AmeriCorps Week, near Temple University, at the Winchester Recreation Center, along with a new community garden and mural.

Brown’s ShopRite presented volunteers preparing hundreds of meals and pies with Peachtree and Ward Catering, which were delivered to homeless families assembled outside the Municipal Service Building in a project organized by activist Sacaree Rhodes. Brown’s ShopRite also donated boxed lunches for all volunteers serving at Temple.

Students from the Al-Aqsa Islamic Academy and the Perelman Jewish Day School volunteered together for the eighth straight year by preparing “dignity kits,” which they presented to homeless men and women outside the Municipal Service Building. The kits included toiletries and clothing. Students from Abington Friends School also assembled and distributed dignity kits to the same group.

The Philadelphia Inquirer, Daily News, and Philly.com presented the Digital Fellows refurbishing computers project, which they presented to area young people, along with technical training, in an effort to promote digital inclusion.

Sunoco presented several weatherization trainings for volunteers, who later in the day weatherized near-by houses in North Philadelphia. ARAMARK presented a coat, blanket, and food drive to benefit area non-profit organizations.

Global Citizen and the Greater Philadelphia Urban Affairs Coalition (GPUAC) presented an **MLK 365 Civic Engagement Expo**, which provided information on the mission and work of dozens of local community organizations and the opportunity for all volunteers to sign up to volunteer throughout the year.

A Health and Wellness Fair, presented by AmeriChoice and United Health Care, both United Health Group Companies, featured dozens of organizations providing expert advice, testing, and screening, including cholesterol, hypertension, diabetes, sickle cell anemia, HIV/AIDS, CPR training, nutrition, eating disorders and fitness. AstraZeneca and McNeil Consumer Healthcare were supporting partners in the Health and Wellness Fair.

Target presented the annual *Kid's Carnival* for children ages of 5-12, which included a financial literacy project presented by Citi, story reading about Dr. King, *I Have A Dream* mobile making through the National Constitution Center, science demonstrations, skits on Dr. King and civil rights, and more.

In an expanded effort to reach out to include children, the King Day of Service made its coloring and activity book available to help kids learn about Dr. King's ideals of civil rights and civic responsibilities.

The Free Library of Philadelphia held a library card registration and distributed bookmarkers with suggested readings on Dr. King for children and adults. The City Commissioner's office helped future voters try out the first responsibility of citizenship in a demonstration of authentic voting booths.

A dramatic King Day of Service mural painted by students from eight area public, private and parochial schools was on display in the Liacouras Center, along with student murals painted each of the past thirteen years. The Philadelphia Mural Arts Program led the annual mural project, presented by Wachovia, in which students from each of the eight schools created a 5' x 6' canvas mural interpreting a sentence in a 1957 sermon from Dr. King's *Strength to Love*:

"The hope of a secure and livable world lies with the disciplined nonconformists who are dedicated to justice, peace and brotherhood."

After completing the murals in December, the panels were attached to form a single, panoramic 48' x 5' mural and unveiled at the annual pre-King Day of Service news conference with Philadelphia Mayor Michael Nutter. The mural was displayed at the Liacouras Center and loaned to schools.

Wachovia presented a second Philadelphia Mural Arts Program project, with volunteers painting a mural reflecting the *Strength to Love* theme. The mural was to be installed at the State Correctional Institution at Graterford, where the Mural Arts Program has a longstanding relationship and teaches a mural program to inmates.

Another new program, *One King Day, One King Book*, was launched to encourage children to read, write, and discuss essays about *Martin's Big Words*, a children's book about Dr. King. Children submitting essays received a King Day of Service certificate.

In a project presented by the Comcast Foundation, Philadelphia Reads trained volunteers to become ongoing reading coaches, who then read with younger children about Dr. King's life and legacy. PNC presented the After School Activities Program (ASAP) chess mentors training.

City Year AmeriCorps members led King Day of Service reflection at the conclusion of projects.

There were projects at dozens of Philadelphia public schools and hundreds of other schools throughout the region. School Reform Commission Chairwoman Sandra Dungee Glenn said, "We are proud that our schools, students, staff and parents continue the tradition of participating in America's most successful Martin Luther King Day of Service. The celebration of Dr. King's birthday is not just a day for service, but also is an opportunity to reflect on Dr. King's life-long commitment to public service, to

community and political activism, and to racial and economic justice. Not only is it 'a day on, not a day off,' the 2009 King Day of Service has an added emphasis on year-round volunteerism, which truly reflects Dr. King's own life, which was dedicated to the service of mankind."

Volunteers beautified city recreation centers. The Philadelphia Fire Department, led by co-chair Commissioner Lloyd Ayers, organized neighborhood outreach projects from every fire station throughout the city. Reading coaches and chess and scrabble mentors were trained at area sites and Habitat for Humanity volunteers renovated houses throughout the region. Other King Day volunteers prepared food at homeless shelters and distributed meals to homebound seniors, organized health fairs and legal clinics and performed plays about Dr. King and his principles of nonviolent social change.

Among the 900 projects throughout the region:

Philadelphia, PA

- City Year AmeriCorps members painting and beautifying the H.A. Brown Elementary School.
- Philadelphia Fire Department Engine 27, with members and children of the Tenth Memorial Baptist Church, leading a fire safety training and smoke detector sign-up program.
- Fishtown Recreation Center- Cleaning up, repairing and painting.
- Germantown Friends School- making cookies and assembling snack bags for Germantown after-school programs.
 - Making and decorating cupcakes for Covenant House, a homeless shelter for young people.
 - Making collages, banners, and cards and distributing to various homes, including Stapeley Manor.
 - Expressing through improvisation themes of civil rights and understanding.
 - Sewing fleece hats and mittens and distributing to low-income families.
 - Reading and listening to stories about Dr. King and the Civil Rights Movement.
 - Making sandwiches for low-income families in Germantown.
 - Sewing bibs and wheelchair bags for neighborhood nursing home residents.
 - Viewing civil rights films and discussing with community.

Montgomery County, PA

- State Representative Josh Shapiro joined volunteers at Highland Elementary School in the Abington School District making care packages for the survivors of domestic abuse.
- Cradles to Crayons and Vanguard sorting and processing products for children in need from birth to 12 years old. Packing orders to distribute to social services partners.
- French International School preparing Valentine cards, decorating puzzles and tote bags for wheelchair-bound at Inglis House. Preparing Daddy Packages provided by the National Fatherhood Initiative and baby items. Daddy Packs and baby items given to new fathers through two local obstetrical clinics.
- Preparing snack packages for the Ronald McDonald House pediatric oncology hospitality room at Children's Hospital of Philadelphia; toiletry packages for parents.
- Nationally syndicated radio talk show host Michael Smerconish broadcasting his WPHT-AM based morning show from Impact Thrift Store in Lansdale, where listeners dropped off donations for fourteen area nonprofit organizations.
- Har Zion Temple members cooking and packing meals, and preparing snack bags for the elderly. Blood drive and children's crafts activity. Dog fostering program. Knitting lap blankets. Carnival fundraiser for children ages 3-8.
- Members of Pinn Memorial Baptist Church and Congregation Adath Israel collecting and sorting personal care products for men, women and teens in homeless shelters. Red Cross blood drive.

Bucks County, PA

- Bux Mont Unitarian Universalist Fellowship, Renaissance Gardens - Adults and young people visiting assisted living facility, serving meals and cleaning, interviewing residents about Dr. King, playing games with residents.
- Unami Middle School - Sewing quilts and preparing meals for those in need.
- Council Rock Coalition for Healthy Youth- Food drive and building projects.

Delaware County, PA

- Big Brothers Big Sisters of SE Pennsylvania painting a mural at Stetser Elementary School. Big's and Little's painting a mural.
- Girl Scouts of Penn Wynne Elementary School, Broomall Rehab & Nursing Center - Penn Wynne Elementary School Brownie and Junior Girl Scouts visiting seniors at the Broomall Rehab and Nursing Center.
- Radnor Middle School students packing breakfasts for seniors with Aid for Friends. Making crafts for the elderly, bead bracelets for the Children's Hospital of Pennsylvania, and packing fire safety bags for the American Red Cross.

Chester County, PA

- Phoenixville Area Community Services- distributing 3/4 of a ton of donated food each week to community members in need. Cleaning and organizing food in emergency pantry.
- Key Club, Westampton, Food Bank of South Jersey- Collecting donated food for food bank. Assisting Food Bank by stocking shelves and organizing boxes for needy families.

Other Projects In Pennsylvania

- American Red Cross of the Greater Lehigh Valley, Day Care in the Park- Reading books on Dr. King. Making Valentine cards and distributing at several senior facilities.
- Bedford-Cambria Retired and Senior Volunteer Program, RSVP – Collecting perishable food for local food banks.
- Crispus Attucks Association in York- Volunteers speaking and making recording about memories of the Civil Rights Movement for oral history project. Volunteers preparing and distributing bag lunches to disadvantaged youth. Visiting local nursing homes and sharing activities with residents. Volunteers from local healthcare organizations, financial institutions, and housing field offering medical screenings and information.
- Milagro House for homeless women with children sharing their work experience with residents.

New Jersey Projects- Camden County, NJ

- Highland Regional High School. Painting mural, school wide campus clean up and beautification.
- Grace Church in Haddonfield. Making dinners for New Visions and cleaning out pantry and clothing closet, bagging 110 grocery bags.

Burlington County, NJ

- Key Club- BCIT- Westampton, Food Bank of South Jersey, Collecting donated food for food bank. Stocking shelves and organizing boxes for needy families.
- Doane Academy, Masonic Home. Students volunteering as aides at nursing home. Transporting patients, filing, paperwork and other tasks. Children from the Flex Program for disadvantaged families playing games in the gym; making crafts and lunch.

New Jersey – Other Projects

- Education Works volunteers collecting and sorting books. Making books titled *Martin and Me*. Storing books for Read Across America Day in March to distribute to children.

Delaware Projects

- Ronald McDonald House of Delaware. Cleaning facility of families of seriously ill and injured children, Assisting with mailing and special event preparation.
- State Office of Volunteerism, food drive and potluck luncheon. Cooks and bakers volunteer group of the Delcastle Vocational Technical High School creating and donating a birthday cake.

A record forty-eight King Day of Service sponsors were led by Target. They were joined by Global Citizen, United Way of Southeastern Pennsylvania, Greater Philadelphia Urban Affairs Coalition, Temple University, Sunoco, Wachovia, AmeriChoice and United Health Care, both United Health Group Companies, Comcast Foundation, AstraZeneca, McNeil Consumer Healthcare, the Philadelphia Inquirer, Daily News and Philly.com, Brown's ShopRite, League Collegiate Wear, Annie E. Casey Foundation, PNC, Citi, McNeil Nutritionals, School District of Philadelphia, ARAMARK, Jewish Federation of Greater Philadelphia, Al-Aqsa Islamic Society, Cenero, Sneaker Villa, Garfield Refining, Saul Ewing LLP, Independence Blue Cross, Public Financial Management, Vanguard, Prudential, Philadelphia Housing Authority, GlaxoSmithKline, Peachtree and Ward Catering, PECO Energy, New Courtland Elder Services, YouthBuild Philadelphia Charter School, HOPE *worldwide*, One Day at a Time, National Constitution Center, Pleasant News, PennSERVE: The Governor's Office of Citizen Service, City Year, Philadelphia Mural Arts Program, Salvation Army, American Red Cross of Southeastern Pennsylvania, High Point Café and Donegan Design.

The 2009 King Day of Service was chaired by Senator Wofford, Jill Michal, president and chief executive officer of the United Way of Southeastern Pennsylvania, Jayson Sutton, team leader, Target, Reverend Ellis Washington, president of the Black Clergy of Philadelphia and Vicinity, Ann Weaver Hart, president of Temple University, Arlene Ackerman, superintendent of the School District of Philadelphia, Leonard Barrack, board chair of the Jewish Federation of Greater Philadelphia, Charles Ramsey, commissioner of the Philadelphia Police Department, Lloyd Ayers, commissioner of the Philadelphia Fire Department, Reverend Bonnie Camarda, Salvation Army and president of the Hispanic Clergy of Philadelphia, the Honorable Ida Chen, judge of the Philadelphia Court of Common Pleas, Tom Foley, chief executive officer of the American Red Cross of Southeastern Pennsylvania, Governor Mark Schweiker, president and chief executive officer of the Greater Philadelphia Chamber of Congress and Judge Nelson Diaz, former Philadelphia City Solicitor. Pennsylvania Governor Ed Rendell and Mayor Nutter served as honorary chairs.

Organizations are invited to become sponsors of **MLK 365** by contacting Todd Bernstein at tbernstein@globalcitizen.us.com or 215.242.9070.