



January 16th - 23rd is MLK Week of Service

"Make it a day on...not a day off!"

Please join **Hands On Greenville, United Way of Greenville County, & MLK Dream Weekend** in working to have Greenville, SC shine brightly on this important and memorable week of service. Join us in celebrating Dr. Martin Luther King, Jr. by participating in "Champion of Dreams" Community Involvement Day on the 16th or setting up a service project at your agency during this week. Donation drives will also be set-up throughout county schools that may benefit your agency.

During the 1950s and '60s, civil rights icon Martin Luther King, Jr. recognized the power of service to strengthen communities and achieve common goals. As he once said, ***"Everybody can be great because everybody can serve."***

Initiated by Congress in 1994, MLK Day of Service honors that legacy by transforming the federal holiday honoring Dr. King into a national day of community service grounded in his teachings of nonviolence and social justice. Instead of its being just another day off from school or work, the aim is to make the holiday a day ON, where people of all ages and backgrounds can come together to strengthen their community, bridge social barriers, and move our nation closer to the "Beloved Community" that Dr. King envisioned.

Please see below for project samples and let us know what you would like to do as a project site. Our hope is to engage current Hands On Greenville volunteers, your agency's regular volunteers, and the general public who want to participate in this event. The time and date for this project within the MLK week is up to you.

Our hope is that your agency can participate with us in some capacity to celebrate this great week of service, bring exposure and create awareness to your agency's needs, and engage volunteers in meaning service-related opportunities.

Thank you in advance for you participation, please contact me if you have any questions, ideas, or comments.

In Service,

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WEEK OF SERVICE OVERALL DESCRIPTION

Hands On Greenville truly looks forward to celebrating Dr. Martin Luther King Jr.'s vision and legacy through answering calls to action that make a such difference in our community 365 days a year. Our goal is to partner with other non-profit organizations, schools and the business community to create an event that creates awareness and builds exposure for the needs of this community, and mobilize people to get involved and volunteer.

For the month leading up to, and throughout MLK Week of Service, we will work to promote unified messaging that shines the spotlight on the importance of service, engaging a diverse population of residents, primarily focusing on the youth. Our ultimate goal is to strengthen communities, empower individuals, and bridge barriers.

There will be 3 components of MLK Week of Service:

1) **Champions of Dreams Community Day:** This day will act as the perfect motivator to launch volunteer efforts within our community for 2010. On January 16th, the public will be invited to come learn more about local non-profits who make such a huge difference in our community, and learn about how they can get more involved. In addition to the opportunity to learn about various non-profits, youth attendees will be invited to participate in on-site service projects a community venue. A few examples of the projects include making blankets for sick children, creating placemats for food delivery programs, writing cards to hospice patients, and projects centered around and honoring the teachings of Dr. Martin Luther King, Jr.

2) **Service Projects:** Hands On Greenville will be working with those agencies that participated in Community Involvement Day to set-up volunteer projects at agency sites. Last year, Hands On Greenville engaged over 3,800 people in volunteer projects and donation drives for MLK Week of Service, benefitting 42 local non-profits..

3) **Donation Drives:** Hands On Greenville will work to organize various donation drives throughout the school system. These drives will include, but are not limited to, collections for diapers, canned foods, medical supplies & toiletries. This is a great way opportunity for agencies to build up resources after most agencies are quite depleted after the holidays.

AGENCY BENEFITS

- This event will be highly promoted by Hands On Greenville, United Way of Greenville County & MLK Dream Weekend via radio, television & newspaper outlets. Additionally, national level media attention will occur through HandsOn, Points of Light Institute, mlkday.org, serve.org and allforgood.org
- Gain exposure, increase awareness, fundraise, advocate, recruit volunteers and solicit community support for your agency.
- Community Involvement Day will be a great launching pad for volunteer efforts for MLK Week of Service, as well as efforts that carry throughout the 2010 year.
- Set-Up a project at your agency for MLK Week of Service and immediately engage new volunteers (these projects can be similar to H.O.G. Day projects, or a project that you currently have on the H.O.G. on-going calendar) Hands On Greenville will be heavily promoting this week of service and will work to push volunteers to your project. These projects will also be promoted on a national level through Hands On, Points of Light Institute and various volunteerism database websites.
- For all agencies that participate in Community Involvement Day event, Hands On Greenville be working with local area-schools to help set-up various donation drives. Hands On Greenville will advocate for collections primarily for those agencies that participate in this event.



Not sure what volunteers can do?

Here are some project ideas!

- Tutor Students and Youth
- Landscape and Yard Work Help
 - Neighborhood clean-up
- Devise craft projects in community centers
 - Organize a food drive
- Participate in After-School Program
- Assist with Cooking and/or serving meals
 - Bring meals to homebound neighbors
 - Remove graffiti from building
 - Paint a mural
 - Serve meals at a homeless shelter
- Make a public space accessible to the disabled
- Conduct a drive that educates & collects items your clients need (clothing, food, toiletries, etc)
 - Building renovation and repair

The possibilities are endless!



MLK 2010 Project Information

Agency: _____

Agency Contact: _____ E-Mail _____ Phone _____

PARTICIPATION INTENTION:

PHASE I: Community Involvement Day – Saturday, 01.16.09

Set-up table to build awareness about your agency & mission YES / NO

Administer on-site service project for children at event YES / NO

PHASE II: MLK Week of Service – Sunday, 01.17.09 – Saturday, 01.23.09

Set-Up a volunteer service project at your agency? YES / NO

(note: Hands On Greenville has limited funds available to help with supplies for your service project, these funds will be first distributed to those who participate in Community Involvement Day, and then on as an as-needed basis)

Project Location: _____

Project Scope: _____

Family Friendly? _____

How many volunteers do you think this project requires? _____

PHASE III: Donation Drives – Tuesday, 01.19.09 – Friday 01.22.09

(note: Hands On Greenville will first advocate for those agency's needs who participate in Community Involvement Day)

Please list items that your agency is in need of and that H.O.G. can set-up donation drives for.

Please email, fax or mail back to:

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