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## **America's Promise Alliance and United Way Align to Support President's United We Serve Initiative**

### *National Call to Service for Summer Begins Today*

WASHINGTON, DC and ALEXANDRIA, VA –America's Promise Alliance (the Alliance) and United Way today announced their joint support for United We Serve, a national effort launched by President Obama to engage more Americans in serving their communities this summer. Both organizations will work with their extensive partners to highlight summer service opportunities throughout the country and drive individuals to [www.serve.gov](http://www.serve.gov) to learn more.

“This summer, I'm calling on all of you to make volunteerism and community service part of your daily life and the life of this nation,” said President Obama in a video on the initiative. “Economic recovery is as much about what you're doing in your communities as what we're doing in Washington – and it's going to take all of us, working together.”

As part of its support for United We Serve, the Alliance will engage its more than 300 partners from all sectors to participate in the initiative and specifically compile information on volunteer needs and opportunities in its partner network that can be part of this call to action. The Alliance will also promote the initiative to its thousands of supporters via its Youth Impact Network, newsletters, web site, and a special video highlighting the importance of service.

“Service is at the heart of everything we do at America's Promise Alliance because we've seen firsthand the kind of impact it can have on a child's life,” said Marguerite Kondracke, president and CEO, America's Promise Alliance. “Through service, young people feel they have a stake in their community's success and by extension are more likely to stay in school. We are pleased to participate in United We Serve and hope this is just the beginning of a new generation of giving back.”

The United Way network of nearly 1,300 affiliates in the U.S. will support United We Serve by recruiting and placing volunteers in communities across the country through 200 volunteer centers and through a growing Web site ([LIVEUNITED.org/volunteer](http://LIVEUNITED.org/volunteer)) that currently offers nearly 40,000 volunteer opportunities. United Way Day of Action will mobilize thousands of volunteers to tackle issues in the areas of education, financial stability and health. United Way's broad support of United We Serve comprises engaging volunteers of all ages, including efforts aimed at involving children, older students and parents in improving their communities.

“The potential for one engaged and dedicated volunteer to make an impact in his or her community cannot be overstated. Volunteering is at the core of United Way's ability to change conditions and improve peoples' lives,” said Brian Gallagher, president and CEO of United Way. “United Way is a committed, proud partner in the effort to enhance and expand volunteerism, and we look forward to working with partners and advocates to give further lift to United We Serve.”

United We Serve will officially kick off today at the National Conference on Volunteering and Service in San Francisco, CA. The initiative will span 81 days—or just under twelve weeks—culminating on September 11, 2009 which will be marked for the first time as a national day of service and remembrance where all Americans will have an opportunity to recognize the initiative's accomplishments and honor those who died on September 11, 2001 through service.

Although United We Serve will provide information on thousands of service opportunities, the initiative will focus on providing opportunities in four key areas: education, health, energy and the environment, and community renewal. It is being led by the Corporation for National and Community Service (the Corporation), a federal agency that improves lives and strengthens communities through volunteering and service. To make it easy for individuals to get involved, the Corporation created [www.Serve.gov](http://www.Serve.gov), a web site that allows visitors to type in their zip code to find local volunteer opportunities, recruit volunteers by posting their organization's projects, or get ideas for creating their own projects with friends, families, and neighbors. Volunteer opportunities available through Alliance partners and the United Way will be listed here.

Some examples of service opportunities that will be highlighted include:

- **Sylacauga, AL:** As part of its Sylacauga Promise efforts, the community has created a community gardens program supported by a very small county extension service grant. They are looking for community volunteers including youth groups, summer youth employment participants, etc. to help maintain these gardens.

#### **About the America's Promise Alliance**

America's Promise Alliance is the nation's largest partnership alliance comprised of corporations, nonprofit organizations, foundations, policymakers, advocacy and faith groups committed to ensuring that children receive the fundamental resources – the Five Promises – they need to lead successful, healthy and productive lives and build a stronger society. Building on the legacy of our founder General Colin Powell, the Alliance believes a child's success is grounded in experiencing the Five Promises – caring adults; safe places; a healthy start; an effective education; and opportunities to help others – at home, in school and in the community. For more information, visit [www.americaspromise.org](http://www.americaspromise.org).

#### **About United Way**

United Way is a worldwide network in 46 countries and territories, including nearly 1,300 local organizations in the U.S., that advances the common good, creating opportunities for a better life for all, by focusing on the three key building blocks of education, income and health. The United Way movement creates long lasting community change by addressing the underlying causes of problems that prevent progress in these areas. LIVE UNITED is a call to action for everyone to become a part of the change. For more information about United Way, please visit: [LIVEUNITED.org](http://LIVEUNITED.org).