

POINTS OF LIGHT

Each of us has the power to change lives.



“Americans are an unyieldingly optimistic people. We have imagination and gumption. We have the ability to envision a better world and the determination to make it happen.”

— Michelle Nunn, CEO, Points of Light

Points of Light has only one goal: to bring the power of people to bear where it matters most.

Each year, Points of Light — the largest organization in the world dedicated to volunteer service — mobilizes millions of people to take action that is changing the world. Through affiliates in 250 cities and partnerships with thousands of nonprofits and companies, Points of Light engages millions of volunteers in 30 million hours of service.

Here are just a few of their stories.

2,200

GenerationOn clubs
across the country

TEACHING KIDS TO SOLVE PROBLEMS

Our schools, families and communities can do more to get children started on the path to a lifetime of service. GenerationOn, Points of Light's youth service program, reaches more than 650,000 kids with thousands of ways to volunteer.

“I realized that sometimes you can't wait for change to happen,” said Cassandra Lin, 13. “You have to make it happen.”

In 2008, Lin organized a group of young environmentalists to create Project TGIF: Turn Grease Into Fuel.

“We figured, if we could get people to recycle their cooking oil, then we could turn it into biodiesel and help people heat their homes,” she said.

The young team distributed 5,300 flyers, 3,500 promotional calendars, and made more than 40 presentations to students and adults. They visited more than 500 restaurants to ask the owners to donate their grease. They partnered with grease collectors, biodiesel refiners and local charitable organizations to collect, refine and distribute biofuel to families who need emergency heating assistance.



Cassandra Lin, Project TGIF volunteer

“Sometimes you can't wait for change to happen. You have to make it happen.”

— Cassandra Lin, age 13

They also drafted a bill that mandated that all businesses in Rhode Island recycle their oil. The bill went into effect on Jan. 1, 2012.

To date, TGIF has collected 100,000 gallons of waste cooking oil and produced 80,000 gallons of biodiesel. Lin and her team have distributed 14,600 gallons of BioHeat® to heat the homes of 146 local families. The group now provides emergency heat to more than 100 families every year.

Lin and five other young volunteers recently received a Hasbro Community Action Hero Award from generationOn, proving that anyone can make a difference, regardless of age.

20

Communities coming together to serve veterans through the Community Blueprint

CARING FOR RETURNING VETERANS

Over the next five years, one million service men and women will return from service overseas. Many will face challenges reintegrating into civilian life. Some will face unemployment, post-traumatic stress and homelessness. In 2012, Points of Light, along with support from ITT Exelis, Lead Partner of Community Blueprint, collaborated with dozens of nonprofit organizations to help better meet the needs of veterans, active duty service men and women, and military families.

After serving nearly nine years in the Navy, Liz Perez returned to civilian life in southern California feeling good about a new job and a fresh start. But Perez faced challenges she never saw coming.

“When you’re in the military, everything you need is on base,” she said. “When I left, I had no support. I didn’t know where to go for things like housing or childcare, I didn’t realize how much is taken out of your paycheck. I had a really hard time.”

For a short time, Perez and her young daughter were homeless, relying on a local food bank to eat. A colleague at the San Diego construction firm where she worked helped her find a place to live and she slowly found the resources she needed to get back on her feet.



Liz Perez, veteran and AmeriCorps member

Today Perez is turning her attention to helping other veterans as part of a big, new partnership.

The Community Blueprint provides a virtual toolbox of proven programs and resources that can be adapted and adopted by local coalitions searching for ways to help.

“I want to be able to give veterans the resources I had to find the hard way.”

— Liz Perez

Liz Perez and 74 other AmeriCorps members, half of whom are veterans themselves, are serving in 20 Community Blueprint cities around the country.

“I had to struggle to find answers, but it gave me a passion to share what I’ve learned,” Perez said. “I want to be able to give veterans the resources I had to find the hard way.”

\$1.9 billion

Value of skills-based volunteer services pledged by A Billion + Change companies

HELPING COMPANIES DONATE SKILLS

Corporations can bring time, talent and money to help communities meet critical needs. This year, Points of Light brought hundreds of companies together to make the largest commitment of pro bono service in history.

They call it the Branding Blitz.

In just 48 hours, teams from the Advisory Board Company – a global research, consulting and technology firm focused on health care and higher education – swung into action to develop communications plans and logos for partner nonprofits.

In 2012, Suited for Change, a nonprofit that provides professional clothes and ongoing career education to low-income women, was the happy recipient of an updated brand identity and pitch presentation to help raise funds.

“We were so overwhelmed by the depth of the Advisory Board team’s understanding – in under one hour – of the challenges we have been facing,” said Sade Young, program coordinator at Suited for Change. “Words fail me, but they never failed them.”



Branding Blitz session with the Advisory Board Company

“Words fail me, but they never failed them.”

— Sade Young, *Suited for Change*

“It’s our team that’s overwhelmed,” said Drew Zach, a marketing director for the Advisory Board. “All we did was use our expertise to improve Suited for Change’s exposure to clients and funders. The staff and the volunteers are the ones who develop and deliver a program that literally transforms the lives of women working to help themselves.”

The Advisory Board Company’s efforts are part of Points of Light’s A Billion + Change campaign to boost the corporate commitment of pro bono services to good causes. To date, more than 260 companies have pledged an estimated \$1.9 billion worth of skills-based volunteer services to help nonprofits do more for their communities.

10

Start-ups in Points of Light's first
Civic Accelerator

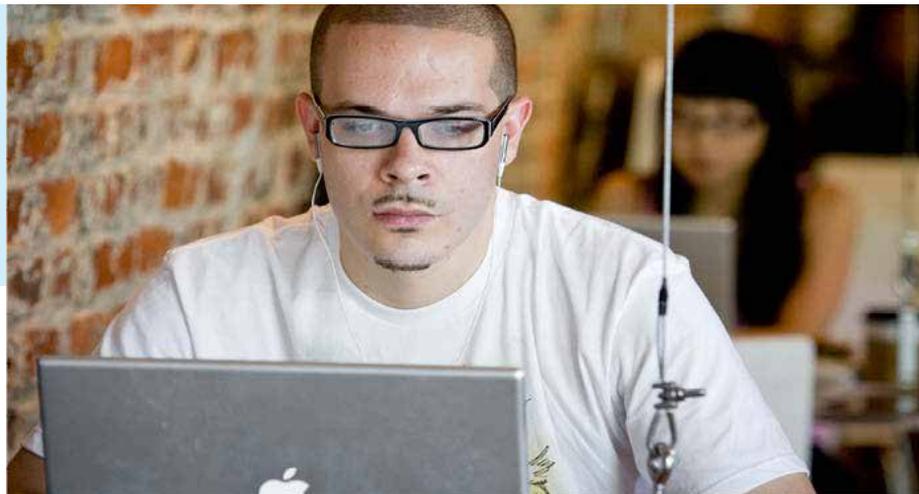
INVESTING TO HELP PEOPLE THRIVE

Lots of people invest in new businesses. Few invest in start-ups that drive social good. Points of Light and Village Capital, with support from PwC and Starbucks, launched the first Civic Accelerator dedicated solely to investing in ideas that engage people in positive change.

HopeMob.org is a website “where generous strangers unite” to provide hope and help to those in need.

“Instead of telling a thousand stories or one enormous story,” explains founder Shaun King, “we are telling one, small human story at a time – one person whose need has fallen through the cracks. We’ll tell their one story and propose one large solution and we’ll work on that story until we meet that goal.”

It’s not easy for start-ups like HopeMob to succeed, so Points of Light recently joined forces with Village Capital to invest in companies and nonprofits that expand the ways people can volunteer their time, talent voice and money to help others. King and nine other entrepreneurs are the first to benefit.



Shaun King, HopeMob founder

“We are telling one small human story at a time – one person whose need has fallen through the cracks.”

— Shaun King, entrepreneur, *HopeMob*

HopeMob’s supporters rallied in recent months to help the family of a child with cancer pay medical bills, to help a man in Haiti send his children to school and buy a moped to get to work, to help a retired military couple with debilitating injuries pay for car repairs, paint and a working garage door.

HopeMob uses filmmakers, photographers and storytellers from 20 nations on six continents to find, verify and document pressing needs around the globe. Through its interactive website, people are given practical – not just financial – ways to provide immediate help to those who need it.

250

Points of Light HandsOn volunteer action centers around the world

CONNECTING PEOPLE TO NEEDS

People want to help their neighbors and build strong communities. They often just don't know how. Points of Light and its affiliates connect people and causes across the globe.

When Dorothy Reeves walked into the Volunteer Center of Santa Cruz with a brand new iPhone still in its box, Ryan Taylor knew just what to do.

A high school senior, Taylor walked the grandmother of four through all the device's features, then taught her how to send text messages, take photos and make phone calls using video chat features.

Taylor is part of a multigenerational group of volunteers – made up of high school students and retirees from the tech industry – who help local seniors take the leap into the digital world. Designed by the Santa Cruz center's youth leaders, monthly workshops provide training on everything from using social media to uploading photos from a camera to a computer.



Senior Tech Day with the Volunteer Center of Santa Cruz

“It’s fun to teach someone something new and to know it’s appreciated and put to good use.”

— **Bill McBride, volunteer leader**

Bill McBride, a retired IT engineer with HP, serves as a volunteer leader. “It’s fun to teach someone something new and to know it’s appreciated and put to good use,” he said. “In the end, it’s very rewarding because we help seniors stay connected.”

The Volunteer Center of Santa Cruz is an affiliate of HandsOn Network, Points of Light’s network of 250 volunteer action centers around the country and the world.

By the numbers

\$1.9 billion

Value in dollars of skills-based volunteer services pledged by A Billion + Change corporate partners

\$635 million

Economic value in dollars of volunteer service hours mobilized by Points of Light

30 million

Total hours of volunteer service mobilized by Points of Light in 2012

4 million

Number of volunteers engaged through Points of Light this year

250,000

Number of service projects organized by Points of Light each year

2,200

Number of generationOn clubs around the United States

250

Number of Points of Light HandsOn volunteer action centers around the world

100

Families with warm homes this winter thanks to 13-year-old volunteer Cassandra Lin

20

Communities coming together to serve veterans through the Community Blueprint

16

Countries where Points of Light volunteers are currently at work

10

Number of start-ups working with Points of Light's first Civic Accelerator

1

Number of volunteers needed to change a life

POINTS OF LIGHT



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