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POWER OF 'WE' OFFERS NEW GENERATION A CHANCE AT SERVICE

National Volunteerism on Local Level as Important as Washington Politics

Washington, D.C. (July 14, 2010) – 90's era lyrics from Jon Bon Jovi are belting out across government websites, not as a love ballad from the time of hair bands, but as a call-to-action for a new generation to get involved in community service.

“We’ve got to hold on to what we’ve got, cause it doesn’t make a difference if we make it or not. We’ve got each other and that’s a lot...” Bon Jovi then goes on to inspire young Americans to locally volunteer and serve their communities.

63.4 million Americans volunteered in 2009, giving 8.1 billion hours of volunteer service worth an estimated \$169 billion. President Obama has asked Americans of all ages and backgrounds to continue investing energy and talent into local communities. Serve.gov, the nation’s comprehensive clearinghouse of volunteer opportunities, is a portal into active volunteerism, aimed at engaging more young Americans to serve the nation on an individual basis.

“Find the one thing that moves you and then get involved. It will make you feel good. It will make your community better,” explains Bon Jovi.



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POWER OF 'WE' – continued

Serve.Gov provides individual volunteers an interactive database to search for specific projects, and virtual toolkits to create volunteer opportunities not already listed. Organizations of all sizes and scope may also post projects and open positions. Serve.gov engages users not only by offering support for individual volunteer interests, but also in solicitation of feedback about personal stories and experiences with the projects housed on the site. The idea is to create a spark that ignites a movement of energy in local communities.

“It starts on one block. And then you have two. And then ten blocks. And then a whole neighborhood. And then a school yard. And you look up and you have a community.”

United We Serve is a special initiative managed by The Corporation for National and Community Service. Four million Americans dedicate service to their communities each year through large initiatives of the Senior Corps, AmeriCorps, VISTA, NCCC, and Learn and Serve America programs. United We Serve aims to narrow the focus of volunteerism, asking young adults to create community volunteerism on an individual level.

United We Serve enables thousands of national and local nonprofit organizations, faith-based groups, schools, and municipal agencies meet local needs in education, the environment, public safety, and disaster response. But the initiative, and the Administration that created it, relies on vital momentum from volunteers across America.



“The thing about volunteerism is that government can’t do it alone. But together, *we* can make a powerful difference,” continued bon Jovi. “This call to action has led a whole new generation to feel a part of something -- a part of their communities.”

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