



**THE
MISSION
CONTINUES**



LEGACY OF SERVICE

2019 MARTIN LUTHER KING JR. NATIONAL DAY OF SERVICE

IMPACT REPORT



ABOUT US

At The Mission Continues, we empower veterans to continue their service and empower communities with veteran talent, skills and preparedness to generate visible impact. We're investing in veterans, equipping them with the tools and resources to lead a growing veteran volunteer movement. Through networks, training, and pathways, veterans can continue to serve while creating meaningful impact in under-resourced communities.

WHY WE LEAVE OUR LEGACY OF SERVICE

The Martin Luther King Jr. National Day of Service is a day we salute those who not only served on the battlefield, but still had to fight for equality once they returned home. We proudly recognize that our country is shaped and improved by the activism of its citizens, and we continue to serve, because there are still many changes that veterans can affect in their communities. We're leading the charge and partnering with local organizations, schools, and community centers to continue Dr. King's #LegacyofService. From January 19-27, our 847 veteran leaders organized thousands of volunteers and over 60 service events nationwide that exemplified the values Dr. King championed during the civil rights movement: Nonviolence, Hope, Equality, Faith, Education, Love, Leadership and Selflessness.

OUR IMPACT

45

Cities impacted

61

Veteran-led
service events

847

Veteran leaders

12,087

Hours of service

2,508

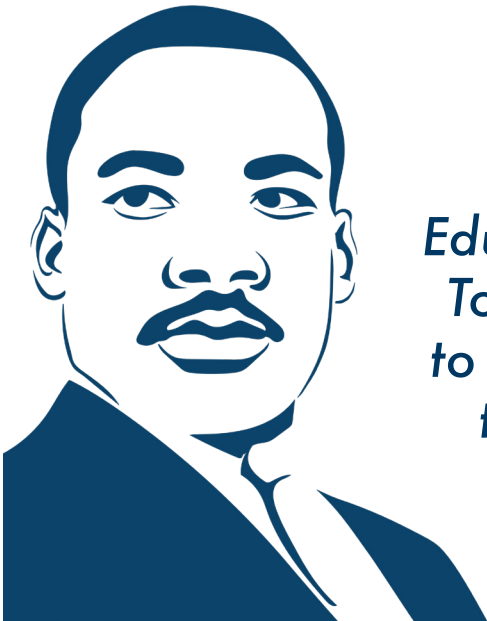
Total volunteers

Our combined service totaled

\$298,428

worth of community impact*

*Based on Independent Sector estimate of the value of a volunteer hour at \$24.69/hour in 2018



Dr. King championed the values of Nonviolence, Hope, Equality, Faith, Education, Love, Leadership and Selflessness. To honor his efforts, we asked our veterans to choose a value they believed represented their city, and to plan their service event around that core value.



SAN DIEGO 1ST SERVICE PLATOON REPRESENTS “LEADERSHIP”

OUR COMMUNITY PARTNER: Logan Heights Community Development Corporation Future Achievers Preschool

LEADERSHIP IN ACTION: Logan Heights CDC Future Achievers Preschool builds future community leaders through early childhood education, but lacked the outdoor facilities to provide a well-rounded experience for students. The San Diego 1st Service Platoon stepped in to tackle transforming an empty dirt lot into the outdoor space the school desired, and completed nearly 75% of the year-long project in one day with the support of volunteers from Starbucks and the Logan Heights community. Over 290 volunteers, including partners from Starbucks, joined forces to:

- Transform an empty dirt lot into a playground with landscaping, grading, and gardening;
- Repaint interior classrooms with LH CDC’s logo; and
- Build over 20 pieces of outdoor equipment including benches, picnic tables, garden beds, painting stations, a book tree and more.

PITTSBURGH 1ST SERVICE PLATOON REPRESENTS “FAITH”

OUR COMMUNITY PARTNER: Center Of Life

FAITH IN ACTION: Center of Life provides safe and free after school programming to youth in the Hazelwood community. In light of recent acts of violence that have rocked the city of Pittsburgh, the Pittsburgh 1st Service Platoon partnered with the Center of Life to rebuild faith in the community. Over the course of the day, 126 volunteers, including volunteers from Wounded Warrior Project, joined forces to:

- Revitalize four classroom spaces within the center with new coats of paint and five wall murals;
- Build large shelving units, computer desks, and 24 storage cubbies for students at the center; and
- Craft and install five sets of curtains and decorations.



“Today was one of the best days I’ve ever had. Everyone came together - old, young, black, white, men, women and we all worked together. I didn’t hear a single complaint. We accomplished so much. I am so thankful to have the opportunity to be included in this work. Today, I think we made Martin Luther King Jr. proud and I think we all needed a day like today more than we even realized.”

— PAT URBANOWICZ
COMMUNITY VOLUNTEER, PITTSBURGH 1ST SERVICE PLATOON

“Sunday I woke up physically, mentally and emotionally sore...but I loved every bit of it! It was because I challenged myself and my platoon to do the best project we could do...The smiles I saw on the children’s faces washed all the soreness and exhaustion away.”

— ANGEL GUAL
PLATOON LEADER, BROWARD 1ST SERVICE PLATOON



BROWARD 1ST SERVICE PLATOON REPRESENTS “HOPE”

OUR COMMUNITY PARTNER: Jack & Jill Children’s Center

LEADERSHIP IN ACTION: Broward 1st Service Platoon gathered at the Jack & Jill Children’s Center, an early childhood center whose vision is to enable all youth to reach their full potential as productive, caring and responsible citizens. Our ambitious service project aimed to bring a renewed sense of hope to the community by showcasing the impact that service can make in one day. Over 80 volunteers, including employees from CarMax, came together to:

- Deep clean the entire facility (classrooms, bathrooms, kitchen, meeting spaces, carpets, windows);
- Paint an interior hallway and 1,000+ sq foot mural on the playground; and
- Build planters, picnic tables, an outdoor mobile chalkboard, and an outdoor educational space.

CHICAGO 1ST SERVICE PLATOON REPRESENTS “EDUCATION”

OUR COMMUNITY PARTNER: Joplin Elementary School

FAITH IN ACTION: Chicago 1st Service Platoon has partnered with Joplin Elementary School to improve access to health, wellness, and physical education for students. In honor of MLK, the platoon set out to empower students through improvements to the school greenhouse and outdoor recreation areas. Over the course of the day, nearly 40 volunteers braved the cold weather to:

- Repair tables and risers inside the greenhouse where students learn about fresh produce and sustainable food practice;
- Build 12 mini-hurdles and a gaga (dodgeball) court for students to utilize during PE classes; and
- Paint inspirational quotes and murals on 20 bathroom stalls throughout the building.





SEATTLE 2ND SERVICE PLATOON REPRESENTS “LOVE”

OUR COMMUNITY PARTNER: Danny Woo Community Garden

LEADERSHIP IN ACTION: The Danny Woo Community Garden serves as both a food source and a gathering place for Seattle’s International District. The garden has recently fallen victim to acts of arson, and called in the help of the Seattle 2nd Service Platoon for much-needed repairs and a labor of love. Over 20 volunteers, including community youth, gathered together to:

- Demolish a damaged wheelchair ramp that had been destroyed by arson;
- Rebuild a large bulletin board to notify the community about upcoming events and resources; and
- Provide general garden maintenance, clean up and mulching.

ATLANTA 1ST AND 2ND SERVICE PLATOONS REPRESENT “NONVIOLENCE”

OUR COMMUNITY PARTNERS: Clarkston United Methodist Church, Clarkston Community Center, Clarkston International Bible Church, Refugee Sowing Society, Positive Growth Inc., and Friends of Refugees.

FAITH IN ACTION: Dr. King believed in overcoming poverty and racism through nonviolent action. To honor that belief, volunteers in Atlanta took on a massive service effort which spanned five nonprofit organizations in Clarkston that focus on supporting refugee resettlement efforts and abandoned or abused youth, populations that often face the threat of violence. Nearly 250 veteran-lead volunteers, including volunteers from Starbucks, tackled a long to-do list, including:

- Paint over five rooms, stairways, hallways, ADA ramps, and exteriors in all five facilities;
- Build seven pieces of furniture including picnic tables, mendocino benches for four of the five facilities; and
- Place 75 bags of mulch and conduct landscaping at the Clarkston Community Center, and replace the wooden steps at Friends of Refugees.



“As a former refugee and US Army veteran, my American dream began in Clarkston with the assistance of these great nonprofit organizations and the compassionate people of America. As a result, I have contributed very much to this society, and so have countless others with similar backgrounds as mine. Giving back to these organizations means a lot to me, especially on MLK day.”

— **ROBEL MOGES,**
PLATOON LEADER, ATLANTA 1ST SERVICE PLATOON

This is my first time volunteering with The Mission Continues and I see that they are committed to serving others and the community...Here in New Orleans, we are threatened with flooding and in communities like the Lower Ninth Ward, where there is a majority of low income families, natural disasters really hit communities like this hard. It's great to see TMC out here, serving and combating these issues. With all of us out here, we are building up our in-need communities and instilling a sense of service in the youth."

— LEE BANKER

COMMUNITY VOLUNTEER, NEW ORLEANS 1ST SERVICE PLATOON



NEW ORLEANS 1ST SERVICE PLATOON REPRESENTS "SELFLESSNESS"

OUR COMMUNITY PARTNER: Sankofa Community Development Council

LEADERSHIP IN ACTION: New Orleans 1st Service Platoon spent their day off in the Lower Ninth Ward, exemplifying selflessness by teaming up with the Sankofa Community Development Council (CDC) to clean up the Sankofa Wetland Park and Nature Trail. The platoon has partnered with the Sankofa CDC to help transform the park into a 40-acre educational assimilated wetland park. Nearly 50 volunteers, including students from Tulane University, Dillard University, Loyola University, and The University of New Orleans, came out to:

- Build and paint over 10 outdoor structures including picnic tables, benches, and a gazebo;
- Improve wetland ecosystems by building 14 duck birdhouses and six animal habitats; and
- Perform general landscaping, park cleanup, and clear invasive species.

DALLAS 1ST SERVICE PLATOON REPRESENTS "EQUALITY"

OUR COMMUNITY PARTNER: For Oak Cliff

FAITH IN ACTION: Dallas 1st Service Platoon has built a presence in the Oak Cliff community, working with For Oak Cliff to build and maintain the area's first and only community garden. In doing so, they've helped create equal access to fresh, affordable nutritious food for South Dallas residents. In honor of Martin Luther King Day over 120 volunteers, including those from Citi, Wells Fargo, T-Mobile, and USAA, gathered to continue work on the garden. The group set out to:

- Paint and plant in 20 garden boxes, planter boxes, and raised beds;
- Build a rainwater collection system and 15 pieces of garden equipment including a cinder-block melon patch, cement-block raised beds and garden beds;
- Craft and paint 60+ garden signs, murals, picnic tables, benches and tires; and
- Perform general clean up throughout the 10th Street community.



MEDIA HIGHLIGHTS



TOTAL AUDIENCE REACH: 982,787



THANK YOU TO OUR NATIONAL SPONSOR!



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THANK YOU TO OUR SUPPORTING SPONSORS!



"What an inspiring day in partnership with Starbucks and The Mission Continues pouring love into our communities, inspiring and nurturing the human spirit! With over 300 Starbucks partners, families and friends, we were able to complete a service project that was estimated to take a whole year in just three hours!"

— MELISSA VALDEZ,
STARBUCKS COFFEE COMPANY

REPORT FOR DUTY WITH US IN YOUR CITY:

Get involved by visiting www.missioncontinues.org/events