

Martin Luther King, Jr. Day of Service

JANUARY 18, 2010

"Everybody can be great because everybody can serve."

Dr. Martin Luther King, Jr.

United We Serve
SERVE.GOV

NATIONAL
be a
solution
LEARN & SERVE
CHALLENGE
OCTOBER 5-11, 2009



WHAT IS KING DAY OF SERVICE?

Initiated by Congress in 1994, King Day of Service is a nationwide effort to transform the federal holiday honoring Dr. Martin Luther King, Jr. into a day of community service that helps solve social problems.

WHY SERVE ON KING DAY?

Dr. King recognized the power of service to strengthen communities and achieve common goals. As he once said, "Everybody can be great because everybody can serve." King Day of Service honors that legacy by seeking to transform the holiday from simply a day off from school or work for millions of Americans to a day ON—that is, a day of community service that strengthens communities, empowers individuals, and bridges social barriers.

WHEN IS THE NEXT KING DAY OF SERVICE?

King Day of Service takes place each year on the third Monday in January. In 2010, it will occur on January 18. The National Alliance of Faith and Justice serves as a national intermediary in the distribution of subgrant awards on behalf of the Corporation for National and Community Service.

WHAT TYPES OF SERVICE ARE ENCOURAGED?

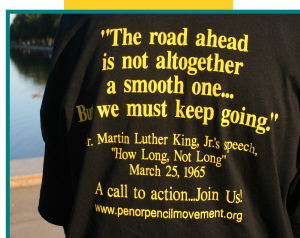
For the 2010 year, NAFJ will give priority to programs which use the National Learn and Serve Challenge, October 5-12, 2009, to launch a continuum of service inclusive of the Student Nonviolence Coordinating Committee (SNCC) 50th Anniversary Semester of Service (beginning on the 2010 MLK Day of Service) and continuing through Global Youth Service Day, April 24-26. The 2010 theme is RENEW THE NEIGHBOR AND THE HOOD moving closer towards Dr. King's dream of a Beloved Community. In its role as an intermediary, NAFJ gives priority to volunteerism which, in the spirit of Dr. King, continues to promote social and equitable justice and acts which inspire community and mutual responsibility. Engaging disadvantaged, foster care, and military youth, volunteers of faith, and youth aged 55 or older are just a few of the many who might mobilize for this important purpose.

WHO CAN PARTICIPATE IN THE KING DAY OF SERVICE?

People of all ages, backgrounds, and abilities are encouraged to get involved in some way in their communities on King Day.

2009 HIGHLIGHTS

In 2009, the King Day of Service, which occurred as one of four official inaugural activities of President Barack Obama, was the largest ever. NAFJ highlights included the recruitment of over 400 volunteers as mentors on the Justice Sunday National Day of Recruitment and greater attention to advocacy through a public service announcement made possible by the Public Welfare Foundation.



With assistance from subgrants provided by NAFJ, the Human Dignity Office of Long Beach, California as well as at sites like the Baltimore City, Maryland Public Schools, Guilford County Police Athletics League, Kemba Smith Foundation, and in areas such as Pine Bluff, Arkansas through ICVR, Inc., volunteers of faith, justice, organizations and institutions worked in a variety of projects.

ANNUAL GRANT COMPETITION

Each year the Corporation, through a small number of intermediary organizations, awards more than \$500,000 in grants to organizations across the country planning to stage service projects related to King Day of Service. Visit **MLKDay.gov**.

LEAD SPONSORS

The King Center and Corporation for National and Community Service collaborate in promoting the King Day of Service. The Corporation, as the lead government agency, offers toolkits, a variety of other resources, and subgrants through intermediaries like the National Alliance of Faith and Justice, to organizations that want to organize King Day Projects. King Day of Service also is supported by numerous national organizations, a partial list of whom are the America's Promise Alliance, Big Brothers Big Sisters, The King Memorial Foundation, City Year, North Carolina Campus Compact, First Book, Habitat for Humanity International, HOPE Worldwide, Points of Light and Hands On Network, Service for Peace, MENTOR™/National Mentoring Partnership, Volunteer Match, and Youth Service America. In 2009, national corporate sponsors have included Best Buy, Cargill, Clear Channel Communications, Comcast, Targets, and Shell.

OTHER RESOURCES

A wide variety of free King Day resources for individuals, organizations, and King Day projects is available at **www.MLKDay.gov**. These include:

- Complete MLK Day Toolkit, including background on the holiday, project development tips, sample projects and schedules, and examples
- Media outreach tips and materials, including sample editorials and letters to the editor
- Partnership outreach materials, including "Now Is the Time," a six-minute video promoting King Day of Service to potential partners
- Marketing materials, including logos, posters, flyers, T-shirts, event ads, web banners, and photo library
- Latest news and updates
- My MLK Day, a web portal for organizations to register and promote their King Day projects, sign up and manage community volunteers, and report results
- Project search for individuals to find and sign up for a project near them

PROJECT REGISTRY

To register your project, or to find a list of projects taking place around the country, go to **www.MLKDay.gov**.

MORE INFORMATION

For more information or answers to questions about materials posted at **www.MLKDay.gov**, e-mail MLKDay@cns.gov. To contact the National Alliance of Faith and Justice, email us at volunteer@nafj.org, or contact us by calling (202) 661-3521.