

2010 Martin Luther King Day of Service Director's Letter



January 18, 2010

15th Annual
Greater Philadelphia
MARTIN LUTHER KING
DAY OF SERVICE

MLK 365

Please join us on January 18, 2010 for our 15th annual Greater Philadelphia King Day of Service and another tremendous expected turnout throughout Pennsylvania, New Jersey, and Delaware.

Last January, 65,000 volunteers served in some 900 projects in the 14th annual Greater Philadelphia Martin Luther King, Jr. Day of Service, the largest King Day event in the nation.

Since 1996, some 500,000 volunteers across our region have celebrated Dr. King's legacy by turning their community concerns into volunteer service and ongoing citizen action on King Day and beyond.

The Greater Philadelphia King Day of Service is organized through **Global Citizen**, the non-profit organization I founded in 1995, whose mission is to promote and support sustainable civic engagement among people of all ages and backgrounds. Each year, the annual Greater Philadelphia King Day of Service has been the largest King Day event in the nation.

This past King Day, **Global Citizen** launched **MLK365**, a year-round service program providing sustainable volunteer opportunities. We have been working with partners to encourage and support ongoing civic engagement, using the King Day of Service as a springboard. Since its inception, **MLK365** has been organizing monthly service opportunities and has been working with businesses to develop ongoing employee volunteer programs.

What started as an idea and a discussion in 1998 with former Pennsylvania U.S. Senator Harris Wofford was followed by formal federal legislation co-authored by Harris and Atlanta Congressman John Lewis, both close friends and colleagues of Dr. King during the Civil Rights Movement. President Bill Clinton signed the King Holiday and Service Act into law on August 23, 1994.

The national King Day of Service started in Philadelphia as a small project in 1996, with 1,000 volunteers. It has become a fast-growing, nationwide movement that has worked to break down barriers, form ongoing partnerships, and foster understanding about the legacy of Dr. King, particularly among young people.

In order to help support your organizing efforts for January 18 and beyond, we are pleased to provide you with our updated **Project Development Kit**. We hope it will provide useful background information, new ideas for organizing King Day of Service projects, partnership building ideas, and ways to use King Day as a springboard for ongoing community involvement.

Please use our website to **register your organization's project(s)** or to **volunteer as an individual or group** so that we can match you with a project. **We encourage you to expand your organization's project capacity so that we can match other volunteers with your project.** This will help you get more accomplished, while bringing together diverse groups and promoting better understanding.

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MLK 365 and the Greater Philadelphia Martin Luther King Day of Service are programs of **Global Citizen**, which is dedicated to promoting civic engagement, community volunteering, civic responsibility and sustained active citizenship among people of all ages and backgrounds. **Global Citizen** promotes democracy building, voter education, and participation, both locally and globally. We work to foster partnerships among diverse groups, including community and civic organizations, public and private sectors, labor unions, communities of faith, public, private, and parochial educational institutions, colleges and universities, older citizens and those with physical and emotional differences.

Please contact us at 215-665-2475 or visit our web site at www.mlkdayofservice.org to learn more about our programs. Follow this link to view our annual report--
<http://www.globalcitizen.us.com/resources/report.asp>.

We thank you for your partnership and ongoing commitment to celebrate Dr. King's legacy through citizen action on King Day and every day! We are excited to support and partner with you in these efforts.

Best regards,



Todd Bernstein
President
Global Citizen
Director
MLK 365 & Greater Philadelphia Martin Luther King Day of Service