

PROFILES

ReServists Making an IMPACT



A division of **FEDCAP**

Energize Your Cause With Experience

OVERVIEW

ReServe is an innovative nonprofit that matches continuing professionals age 55+ with community groups, public agencies, schools and other nonprofits that need their expertise. These organizations can draw on the phenomenal skills and talents of “ReServists” – doctors, lawyers, teachers, nurses, marketers, business executives, graphic designers, accountants, fundraisers, human resource managers and more – to advance their mission and improve the bottom line.

ReServists are not volunteers. These dedicated and skilled professionals work for a modest hourly stipend, and the satisfaction of giving back to a worthy cause in their “encore” careers. The stipend is paid by the employers, who also pay a small program fee. Most ReServists work 10-20 hours per week on a flexible basis.

Whatever the need of the host agency, ReServists can meet it. From administrative support and direct client services to marketing and fundraising campaigns, ReServists have the experience and leadership to make it happen. Their impact on host agencies can be transformative, at a time of scarce resources and lean budgets, at a fraction of the cost of consultants or added staff.

Since its founding in 2005, ReServists have served close to 800 nonprofits and government agencies, collectively providing over one million hours of community service. **To learn more about ReServe call (212) 727-4335, email to info@reserveinc.org or visit the ReServe website at <http://www.reserveinc.org>.**

PARTNERING FOR IMPACT

ReServists and Middle School ExTRA Deliver Innovative Literacy Program to Hundreds of At-Risk Kids

The three-year, \$20 million Middle School ExTRA program extends the school day by 2.5 hours for about 2,000 sixth grade students at 20 low-performing New York City schools. The extra time includes one hour of small-group literacy training to improve reading skills and level the playing field for at-risk kids.

The program is run by the New York City Department of Education and the City Council; organizational partner The After-School Corporation (TASC); research partner Harvard EdLabs, and community partners like ReServe, which has placed 104 ReServists to serve as reading tutors in the MS ExTRA program.

The guided reading groups are structured to create shared meaning from texts and pique student interest by activating prior knowledge, to help them read with purpose. The curriculum and tutor training, developed by Harvard EdLabs, are based on similar, successful programs in other cities.

The initial training took place over the summer, four hours per day for five days. It was organized into two components; reading instruction and classroom management. The rigorous training is ongoing, provided by regional coordinators who observe tutors in the classroom and model best practices.

ReServists lead the groups in creative activities including capstone projects, which allow students to use other media to demonstrate their comprehension of texts. Capstone projects have included a newspaper, alternative endings, comic books, paintings and apps.

ReServist Patricia Haynes, a program tutor and resident of Washington Heights, was a family engagement specialist with Midtown Community Court and holds a Masters Degree in negotiation and conflict resolution from Columbia University. A self-described “gentle taskmaster,” she loves the intimacy of the small group format and hopes to stay with her group throughout the duration of the three-year pilot program.

“I feel buoyed by this program,” she said “It is a great joy to share with these young people the context of my life and learning, and to see them develop as people as they understand not just texts but their own lives.”

Blake Heller, Project Manager for Harvard EdLabs, admits that at first he was wary of working with a cohort of older adults. His thinking completely changed as he observed the life skills and experience that ReServists bring to the classroom, and how students view them as role models.

“It’s really great to see the intergenerational exchanges that are unique to ReServe,” he said. “ReServists are making a real impact on students’ lives. The middle school literacy program is a shining example of how to leverage the skills of older Americans.”

CSCS and ReServe Team Up to Combat Elder Hunger in NYC

Elder hunger is a serious problem in the United States; nearly 9 million older adults are at risk of hunger. In New York City, close to one in six elderly residents – nearly 154,000 people – receives food from soup kitchens or soup pantries.

According to the AARP Foundation, SNAP (Supplemental Nutrition Assistance Program) is one of the best options to increase food purchasing power for low- income older adults. But for many seniors who rely on SNAP, the process of applying for and retaining benefits is complex, frustrating and time-consuming.

Since 2011, the SNAP Outreach program - a partnership between ReServe, the Council of Senior Centers and Services of New York City, Inc. (CSCS), AARP Foundation NY’s Drive to End Hunger, and NYC Department for the Aging (DFTA) - has secured approximately \$5 million in total benefits for over 5,000 New York City seniors. The program strives to end elder hunger by raising awareness and increasing senior participation in SNAP and other food and benefits programs.

The program employs 24 ReServists who work in outreach teams, meeting with seniors at approximately 60 sites throughout New York City, including public libraries and senior centers. Follow-up teams review applications to ensure that clients are receiving appropriate benefits.

CSCS, which oversees the program, is a membership organization comprised of more than 200 senior service agencies that serve over 300,000 senior citizens throughout New York City.

“Working in the SNAP outreach program requires a great deal of patience and empathy,” said Igal Jellinek, CSCS Executive Director. “It is very inspiring to watch ReServists work with seniors. They are having a huge impact, and because of them this program has become a model for community outreach.”

The program is the only one of its kind in New York City that utilizes peer-to-peer outreach, a key to its success. “The ReServists themselves are what make it work,” said Karol Tapias, Director of Training and Innovation for CSCS.

Melba Boyar became a ReServist in the fall of 2013. A retired foodservice manager, she brought managerial experience to the SNAP outreach team as they planned and organized meetings across the city, reaching out to as many seniors as possible.

"The work is very rewarding," she said. "It is wonderful to see the joy and relief of our clients when they learn that benefits have been restored or increased."



RESERVISTS HAVING AN IMPACT

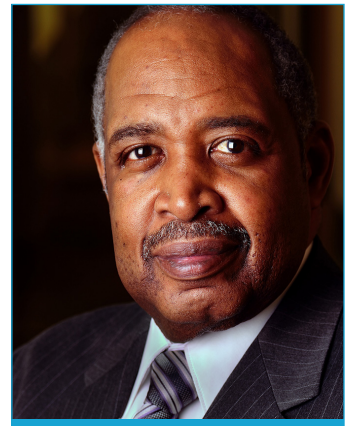
EDUCATION

Joseph Ross

ReServist Joseph Ross is currently the Project Coordinator for PrepNOW!, Fedcap's innovative program for helping foster parents create pathways to college for youth who are aging out of foster care. For Joe, the placement provides him with an ideal opportunity to further a cause to which he is deeply committed.

"I am passionate about helping youth who are aging out of care lead better lives and earn more sustainable incomes," he said. "It is a tremendous opportunity to utilize my skills to help people in our community."

Joe brings a wealth of experience to ReServe. As Director of the Center for Workforce Development at the New York City YMCA he directed operations and staffing for income-generating projects. Prior to that he served as Director of Employment Services at Partnership for the Homeless, where he supervised staff, wrote grants and designed job training and placement programs for formerly homeless individuals and seniors.



Steve Kravitz

Steve Kravitz had a long and successful career as a communications and marketing executive, in the nonprofit and for-profit sectors. He managed public relations departments for many organizations including a museum, a cruise ship line, the United Way of Greater Tucson and the Miami-Dade Parks & Recreation Department.

After becoming a ReServist in the fall of 2011 Steve took a placement with a high school in North Miami, where he assisted students with college applications and entrance exams. His high-impact services to students resulted in the position being funded for over a year. His next placement was with St. Thomas University near Miami, where he assists students with a full range of career services, and also reaches out to businesses on behalf of the college to identify sites for internships.



"ReServe is a win-win for everyone," he said. "Organizations get experienced tutors and mentors at minimal cost, and students get the academic and college support they need."

SOCIAL JUSTICE

Jeffrey Heller

Jeffrey Heller, a graduate of The University of Chicago Law School, is an expert in political asylum cases. An avid cyclist, he has made numerous bicycle fundraising rides across the nation to support human rights and refugees seeking asylum in the U.S. A registered nurse and former university law professor, Jeffrey brought his skills to ReServe in 2012.

His first ReServist placement was with the Vera Institute for Justice Guardianship Project, which provides guardianship services for older adults and people with disabilities in New York City who by judicial determination cannot care for themselves. He visits with clients and writes status reports for case managers.

In addition to his work with Vera Institute Jeffrey also serves as a Dementia Care Coach for Fedcap Home Care. "I am really happy to be a ReServist, to be engaged in meaningful work that is challenging but not overwhelming," he said. "I leave feeling that I have made a difference in people's lives."



Margot Greenfield

The New Jersey Institute for Social Justice, a research and advocacy organization for the state's urban residents was working on a new development financing instrument targeted at state educational institutions. It's a complex mechanism for social impact investors, and includes components such as a bond referendum for capital construction in exchange for local hiring and sourcing. The Institute needed an experienced lawyer to move the project forward, but could it afford one?

Enter ReServist Margo Greenfield, who spent 34 years as a government lawyer with the National Labor Relations Board. Margo's initial placement was slated for 8-15 weeks, but she was asked to stay on for a year as Special Council for the project.

"My whole career has been in public service, and I wanted to continue to do that," she said. "ReServe is a great vehicle for people with strong skills who want to keep working for social betterment."

NONPROFIT CAPACITY BUILDING

Howard Zuckerman

Following a successful career as a finance executive, ReServist Howard Zuckerman virtually transformed the Patterson Park Public Charter School, a preK-8th grade charter school in Baltimore that serves 673 students. He implemented new financial reporting and compliance processes; identified cost-savings opportunities; negotiated an investment advisory agreement; streamlined quarterly reporting, and hired and trained an accountant/bookkeeper. The school, once struggling, is now thriving. "We were amazingly lucky," said Ed Rutkowski, the school's executive director. "Howard was the perfect person for us at exactly the right time."

"My motivation is to work with nonprofits, meet people in new walks of life and continue to learn," Howard said.



Debi Golden

Debi Golden, a successful development executive, has led fundraising efforts at hospitals, schools and medical associations. As a ReServist, she is raising funds and building capacity for GRLZradio.org, a program of St Mary's Center for Women and Children in Boston that empowers at-risk young women through social, academic and media literacy training, and gives them a voice in the community. Debi analyzed the program's strengths, weaknesses, opportunities and threats; developed a narrative that builds a case for fundraising; created alternate income streams, and spear-headed a major gifts program. "Her contributions are awesome and much appreciated," said Program Director Bernadette Reid.

"I think of ReServe as a new reality that opens up huge opportunities for growth," Debi said. "It's a different way to manage your time and use your professional and life skills."

Carol Bonnar

Nonprofit administrator Carol Bonnar is providing vital services to WalkBoston, a policy and advocacy group that works to improve walking conditions in cities and towns across Massachusetts. A first-time ReServist, Carol developed and implemented a brand new major donor program and restructured the group's board - from 11 standing committees to three primary committees - to better leverage board members' areas of expertise.

"We had not been very sophisticated about developing a plan to move small donors up the ladder," said WalkBoston Executive Director Wendy Landman. "Carol is providing us with a service that we could never afford at market rates."

Michelle Arnot

Michelle Arnot, a publishing executive and world-renowned crossword puzzle designer, has had four ReServe placements. She organized major fundraising events for the Jacob A. Riis Settlement House, a community organization for youth, seniors and immigrants, and Face2Face, a group that promotes arts in schools. As Project Manager for a New York City health department she edited texts to promote wellness. Michelle developed fundraising campaigns for "I Challenge Myself," a nonprofit that promotes physical fitness for disadvantaged youth, and also provides administrative support to the Columbia Secondary School, which offers a rigorous math, science and engineering curriculum for grades 6-12.

"Michelle is incredibly creative, a self starter and a team player," said Ana Reyes, Executive Director of "I Challenge Myself." "She secured the perfect venue and auction items for our first major fundraising event."



HEALTH CARE

Mary Ordal

Mary Ordal worked as a Registered Nurse before embarking on a 33-year career as a sales and marketing executive for biotechnology companies. She worked with established multinational firms and start-ups, specializing in growing and expanding businesses in the field of oncology.

Mary became a ReServist in September 2014, when she was asked to serve as Project Coordinator for Fedcap's Dementia Coach Care program. The innovative new program trains skilled ReServists as Dementia Care Coaches who provide support in the home to persons with dementia, and the family members and friends who care for them. Mary is currently managing and leading a team of 10 coaches. She also markets the program, gathers resources and arranges ongoing training for the coaches.



"Alzheimer's disease has become a public health crisis," she said. "These dedicated ReServists bring phenomenal education and experience to helping patients and their caregivers."

David Lau

David, who emigrated to the U.S. from China in 1980, is an IT professional with over 30 years of experience. He served as Data Systems Manager with The First Chinese Home Attendant Corp. in NYC, where he maintained the company's network server, and revised and designed electronic office records and translated them from English to Chinese. Fluent in Chinese (Mandarin, Cantonese, Toishan) he is a certified interpreter (English to Chinese) who has also translated benefits booklets for seniors for the NYC Department for the Aging (DFTA).

After retiring in 2012, David became a ReServist. He served with several organizations, including as an outreach liaison for the Queens Library. David currently serves as a health mentor for DFTA, educating older adults at senior centers and NORCs about how they can manage chronic diseases, using evidence-based health programs. "It makes them feel better and more comfortable when they are able to help themselves," he said. "We are promoting a more positive attitude towards coping with chronic illness."



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