

I will

JOIN THE **9/11** TRIBUTE MOVEMENT

Highlights of 9/11 Day of Service



Overview

More than one million Americans across the country answered the call of the “I Will” campaign and united through acts of service and good deeds to honor the victims, heroes and all those who rose in service in response to the Sept. 11 terrorist attacks that forever changed our nation 10 years ago. The anniversary milestone served as an extraordinarily powerful motivator for engagement, bringing together both service veterans and those new to volunteering.

For the 10-year anniversary of 9/11, **MyGoodDeed** and **HandsOn Network**, the volunteer activation division of Points of Light Institute, partnered with the 9/11 community and other service organizations to organize the single largest day of charitable service in U.S. history – the 9/11 Day of Service and Remembrance.

9/11 Day of Service and Remembrance

The 9/11 community worked for nearly a decade to officially establish Sept. 11 as a National Day of Service and Remembrance and it was signed into federal law in 2009. The 9/11 Day observance was established to provide a positive and forward-looking way for Americans and others to forever honor and remember the 9/11 victims, survivors and the many others who rose in service in response to the attacks, including first responders, recovery workers, volunteers, public safety officers and members of our military.

“It was a humbling experience to see the nation rally around the idea of the 9/11 Day of Service and Remembrance,” said David Paine, co-founder and president of MyGoodDeed. ***“We hope to continue to build upon this to create a positive legacy for generations to come.”***





About HandsOn Network Service Projects

To achieve the goal of one million acts of service, large-scale volunteer service projects were organized by HandsOn Network affiliates in 24 major cities, each involving anywhere from 1,000 to 10,000 volunteers. Cities included Boston, Chicago, Houston, Los Angeles, New York City, Philadelphia, San Francisco, St. Louis and Washington, D.C. as well as many others. Service projects took place in all 50 states, and brought together school children, elderly, faith-based organizations, nonprofits, political figures and celebrities.

"This past weekend's 10th anniversary, and every anniversary of this tragic day, we will remember. But, we will do more than that – at our best, our nation addresses challenges and tragedy not with a negative response, but with compassion, generosity and action," said Michelle Nunn, CEO of Points of Light Institute.

Project Highlights:

In New York City, New York Cares' efforts were focused in the Lower East Side, where volunteers revitalized P.S. 140, packed emergency preparedness kits, planted a neighborhood garden and provided services to local seniors and immigrants.

HandsOn Bay Area volunteers in San Francisco partnered with the local American Legion and the office of the mayor to engage in citywide projects like urban farming, disaster preparedness training and renovated homeless shelters.

Volunteers with Boston Cares prepared care packages for active duty service members and their families, held blood drives and assembled cots and other supplies for use at emergency evacuation shelters.

In our nation's capital, HandsOn Greater DC Cares organized a service event in Freedom Park allowing volunteers to engage in "mobile service projects" and sign up for long-term commitments with local nonprofits. Participation in Washington, D.C. increased 84 percent from last year, filling a majority of their 10,000 volunteer slots in advance.

Smaller projects were held across the country including school transformations, park and monument revitalization, emergency preparedness trainings and more. In addition, individuals and groups performed good deeds and other acts of service to pay tribute to the 9/11 victims.



PSA Campaign

Leading up to this milestone anniversary, a powerful PSA campaign, themed “I Will (pay tribute),” featured relatives of 9/11 victims and survivors of the attacks, along with celebrities and others encouraging people everywhere to engage in good deeds and voluntary service.

The campaign was fueled by partnerships with major media companies spanning virtually every media platform, including television, radio, bus shelters, newspapers, magazines and the Internet. More than \$15 million in media was donated by an extraordinary coalition of prominent media companies, including Viacom, Clear Channel Radio, the National Association of Broadcasters and AOL.

The highly inspiring campaign was conceived by a world-class creative team lead by GOOD/Corps, Partner with M., Deutsch LA and Rock Paper Scissors, with production by Moxie Pictures. Talent was lead by Los Angeles-based Creative Artists Agency Foundation, New York-based Sunshine Sachs and New York-based The Narrative Group. Web development was led by Partner with M., with Facebook applications developed by MagicBullet. Each of the firms either donated all of their professional time to the effort or provided substantial discounts, totaling more than \$1 million in creative services.

Lead contributor, American Express ran the PSAs in its various web-based media properties. Chase donated media space to broadcast PSAs on the Bravo Network and the Golf Channel and aired PSAs in more than 400 Chase retail branches across the country. Best Buy aired the PSAs on television walls in its more than 1,100 stores nationwide, and GlaxoSmithKline provided support via TV and online PSA partnerships with ABC in North Carolina and Philadelphia. Other organizations pledging support included the National Football League, NASCAR Foundation, Groupon, Google, and GGP, one of the nation’s largest shopping centers owners.

PSA VIDEO



Corporate Service Council Involvement

Leading the corporate sector in 9/11 Day engagement was Points of Light Institute's Corporate Service Council, an elite group of companies dedicated to leading and inspiring corporate America to increase civic impact through innovation, best practice sharing and the application of human capital and financial resources.

Chase and Target, national contributors for 9/11 Day, were joined in service by fellow Corporate Service Council members including Accenture, Altria Group, AT&T, Bank of America, Citi, The Coca-Cola Company, General Mills, Hasbro, The Home Depot, KPMG, Morgan Stanley, NBA, PricewaterhouseCoopers, Starbucks, Timberland Company, UBS Wealth Management, UnitedHealth Group, University of Phoenix and UPS.

You can see the scope of 9/11 corporate service across the nation on this powerful interactive map (<http://911.bclcmaps.com/>) generated by Corporate Service Council member and 9/11 Day partner the Business Civic Leadership Center of the U.S. Chamber of Commerce.



9/11 By The Numbers

1 MILLION+

acts of service and commitment

"I Will" campaign reached the

NUMBER 1

trending topic globally on Twitter

50,000,000

impressions generated on Twitter

300,000

Facebook fans in 70 days

1 MILLION

unique visitors to 911day.org and fan page

3 MILLION

page views since June 2011 to 911day.org

More than

100,000

tributes posted on Facebook or 911day.org

9/11

Thank You to our Contributors

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