



THE MISSION
CONTINUES

LEAVE YOUR #LEGACYOFSERVICE

MARTIN LUTHER KING JR. NATIONAL DAY OF SERVICE 2018 IMPACT REPORT

The Martin Luther King, Jr. National Day of Service is an opportunity for each of us to reflect on the principles of equality and selflessness that Dr. King embodied. Through his example, Dr. King challenged and empowered individuals to take action and lift up their neighbors and communities by volunteering. In January 2018, The Mission Continues issued a call to serve through our campaign #LegacyofService.

34

SERVICE EVENTS

1,902

VOLUNTEERS

9,332

HOURS OF SERVICE

\$225,274

WORTH OF COMMUNITY IMPACT

* Based on the Independent Sector's estimate of the average value of a volunteer hour (\$24.14 in 2016)

A LEGACY OF SERVICE ACROSS THE COUNTRY

Dr. King left a legacy that was focused on eight core values: hope, love, selflessness, faith, education, nonviolence, leadership and equality. To continue to build upon this legacy, The Mission Continues engaged in service events based on these values, ensuring that our work on this day paid tribute to the ideals that Dr. Martin Luther King Jr. fought for.

LOVE



PITTSBURGH, PA

"You can't participate in community service without giving love or feeling love. And while we may not always see the finished product or see the impact it makes, we know someone appreciates it. And that's enough for us. We love doing what we do."

— KATIE ROSE,
PITTSBURGH PLATOON MEMBER

HOPE

ATLANTA, GA

"I'm pleased to see that many of you brought your families with you. When you start them out [serving communities] young, they keep going. That's what this is all about – and about transferring it on and on and on, because the work never stops."

— ROSALIND BREWER,
CHIEF OPERATING OFFICER, STARBUCKS



SELFLESSNESS



📍 HOUSTON, TX

"CarMax is part of the Houston community, and we've been moved by the generosity and selflessness we've witnessed in the aftermath of Hurricane Harvey. We were especially honored to sponsor the 2018 Martin Luther King Jr.'s Day of Service in Houston and roll up our sleeves to volunteer alongside The Mission Continues."

— **LESLIE PARPART,**
CARMAX DIRECTOR OF COMMUNITY RELATIONS

LEADERSHIP

📍 DETROIT, MI

"Dr. King led many diverse individuals that all believed in the same cause, as platoon leader, it is great to see volunteers coming out from all different parts of the city for the same cause."

— **JAMES ELLSBERRY,**
DETROIT 1ST PLATOON LEADER



FAITH



📍 SACRAMENTO, CA

"We have faith that our work will go noticed and inspire future generations to serve their communities. We have faith that our work here today, will be a catalyst for change, and that our work will show everyone, anything is possible if you have faith."

— JEREMIAH PAULEY,
SACRAMENTO 1ST PLATOON LEADER

EDUCATION

📍 WASHINGTON, DC

"Our project highlighted education. It was a meaningful opportunity to be there serving with the kids of Eagle Academy and their parents. Our project showed students, their families, and the faculty that we can all work together in a positive environment."

— OSCAR VAUGHN,
PLATOON MEMBER



EQUALITY



📍 TACOMA, WA

"Bonds were formed, friends were made and a community was united in equality. Such a beautiful day to be with beautiful people. Dr. King would be proud. "

— ERIC BALLENTINE,
TACOMA 1ST PLATOON LEADER

NONVIOLENCE

📍 LOS ANGELES, CA

"This event was extra special to me because I attended Sunrise Elementary when I was a child, and some of my best childhood memories were created there. I was able to teach my children that it's important to give back and help whenever we can because we are very blessed."

— ZORAYDA SOLIS,
BANK OF AMERICA PARTNER





Dr. Martin Luther King, Jr. once said,
“Life’s most persistent and urgent question is: What are you doing for others?”

We’ve made a great impact but there is still work that needs to be done.
Find a way to continue your service by visiting:

WWW.MISSIONCONTINUES.ORG/GET-INVOLVED



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Thank you to our sponsors at CarMax for supporting our service efforts across the country!

