



THE MISSION CONTINUES 2019 MASS DEPLOYMENT

OPERATION CHARM CITY CHARGE IMPACT REPORT



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ABOUT US

WHO WE ARE:

At The Mission Continues, we empower veterans to continue their service and empower communities with veteran talent, skills and preparedness to generate visible impact. We are investing in veterans, equipping them with the tools and resources to lead a growing veteran volunteer movement. Through networks, training, and pathways, veterans can continue to serve while creating meaningful impact in under-resourced communities.

WHAT IS A MASS DEPLOYMENT?

Our Mass Deployment program is a team-based event that mobilizes veterans alongside local partners and volunteers in a single city for a week of community impact. We select locations that will benefit from an influx of resources and that have the potential for sustainable change, ensuring our efforts have a long-term impact. Mass Deployments are an opportunity to seed future leaders and motivate more veterans to embrace new roles of service in their community — while inspiring others to serve.

WHY BALTIMORE?

Baltimore is a city with a diversity of voices. It was once at the forefront of the Civil Rights movement and home to luminaries such as Thurgood Marshall and W.E.B. Du Bois. Despite being the largest city in Maryland, Baltimore is now facing population decline due to high crime, an aging infrastructure, barriers to education, and a struggling local economy.

Steeped in a rich history of community activism, arts and culture, Baltimore has both thrived and endured. While recent civil unrest highlighted inequality throughout the city, it also proved to be a positive catalyst for community mobilization. Fueled by the past and looking towards the future, engaged citizens, community leaders, and politicians are currently making strides towards building a stronger, healthier Baltimore.

OPERATION CHARM CITY CHARGE

Operation Charm City Charge, held in Baltimore, MD, marked the fourth iteration of our Mass Deployment program. From June 20-27th a team of 80+ veterans deployed from across the country, invested their time, energy, and skills to help make positive community-driven change in the neighborhoods of Brooklyn Park, Harlem Park West, and Curtis Bay. In total, over 900 veterans, volunteers, community members, and partners convened throughout the city for five consecutive days of physically demanding and visually impactful service. Efforts included large-scale service projects at a high school, two neighborhood parks, a Boys & Girls Club, city blocks, and a community resource center. In addition to their service the veteran volunteers took part in learning and development courses covering issues such as cultural competency and unconscious bias, providing a well-rounded, holistic experience for participants.

This deployment was years in the making with our Baltimore-area service platoons laying the groundwork starting in 2015 as part of our Service Platoon program. Planning included regular meetings within the community, and conversations with long-standing partner organizations to ensure that the impact achieved by Operation Charm City Charge would directly benefit the community's needs. Operation Charm City Charge is a heightened continuation of our ongoing commitment to Baltimore—and the hundreds of local veterans of The Mission Continues—who are at the heart of sustaining our collective progress.



"As a City Impact Manager with The Mission Continues, I have the distinct privilege of managing our presence, growth, and relationships in Baltimore. After almost two years of building relationships with community members, Operation Charm City Charge provided an incredible opportunity for us to contribute to positive sustainable change by infusing resources, human capacity, and energy into the ongoing work of our veterans and community members. We made a visible impact and are now even more strongly positioned to serve alongside community residents and partners as they drive toward their self-identified community goals. This program strengthened our existing relationships and forged new friendships, generated new partnerships, and leveraged the vibrancy of this city!"

Baltimore is small and gritty, as well as resilient and full of soul. We're honored to have had the opportunity to celebrate the beauty of this city while revitalizing green spaces, engaging in creative place-making, creating safe paths to school for local school children, and building capacity for our hardworking community partners. This week truly served to highlight the existing missions of our host site partners, inspire our veterans to serve as partners and community leaders in their own cities, and pack a year's worth of service projects into just one week."

— Katie Kilby, Baltimore City Impact Manager

THE VETERAN MOVEMENT

Veterans from all branches, regions, backgrounds, and eras of service applied to serve in Baltimore for Operation Charm City Charge. Among those selected were 11 Ambassadors, returning Mass Deployment volunteers selected to help lead the incoming Crew in team building, personal development and community impact.



52%
ARMY

**84 VETERANS FROM
24 STATES + PUERTO RICO
AND WASHINGTON D.C.**



17%
NAVY



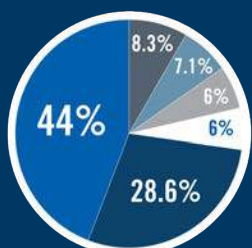
17%
AIR FORCE

"Our [service] projects have really helped me to realize a greater appreciation for the strengths and challenges this neighborhood in Baltimore experiences. I feel more connected to the city, my team, and even our country. I also have a greater understanding of my own strengths and how I might leverage my capabilities to continue serving in making a difference around my own community."

- Matthew Basista, Crew Member



14%
**MARINE
CORPS**



- White/Caucasian
- Black/African American
- Asian/Pacific Islander
- Multiracial
- Other
- Prefer Not to Answer

"Meeting new people with similar backgrounds has been amazing. I have been able to share some of my story that I'm not normally comfortable sharing. Meeting kids who are excited about what we're doing [in the community] or even just excited to be working and serving alongside us is inspiring."

- Courtney Lane, Crew Member

57%



Male

43%



Female

OUR IMPACT

Our Mass Deployment program is a large-scale investment into our veteran volunteers and the areas in which they serve. In total, Operation Charm City Charge provided a financial contribution upwards of \$800,000 dollars into the city of Baltimore and the veteran movement leading the charge. Financial support, provided in part by our funding and mission partners, helped fuel the program resulting in the empowerment of 80 plus veteran volunteers to connect, grow and create visible impact throughout the Baltimore. Their impact will continue through the on-going work of the local Service Platoons, and also in their communities as they spread the seeds of change upon returning home.

5 PROJECT LOCATIONS

5 DAYS OF SERVICE

3 NEIGHBORHOODS

102
PROJECTS
COMPLETED



98% of participants feel they have a greater sense of purpose

96% of participants believed participation in the service projects helped them better understand the connection between community service and sense of purpose

96% of participants believed they had the opportunity to connect with community members

94% of participants feel part of a new team

961
VOLUNTEERS



6,443

TOTAL HOURS
OF SERVICE



OVER \$800,000
IN COMMUNITY IMPACT



june 22nd, project day one: **HARLEM PARK WEST**



THE OPERATION:

To kick off our deployment, we took to the neighborhood of Harlem Park West with our long-term community partner, the Harlem Park West (HPW) Community Association, and volunteers from Lockheed Martin, our daily sponsor. Harlem Park West is a neighborhood full of potential, and actively taking steps towards community-led development and revitalization. The community has a strong history of local activism, while also struggling with social issues such as poverty, violence and unemployment. Our mission was to continue the work that our Baltimore Service Platoons and HPW Community Association have been completing in the community, and to create more safe and inviting spaces for residents to gather. We saw an incredible transformation—a pocket park for seniors where an empty lot stood before, new shade structures, incredible landscaping, a peace park with a walking path, and plenty of murals to help restore a sense of pride to this vibrant and resilient community.



101 VETERANS

116 COMMUNITY VOLUNTEERS



**BUILT A POCKET PARK, PEACE
PARK, AND ONE RAINBOW
SHADE STRUCTURE**



**PAINTED TWO COMMUNITY
MURALS, ONE INCLUDING THE
NEIGHBORHOOD
ASSOCIATION'S LOGO**



**LANDSCAPED A NEW
WALKING PATH**

june 23rd, project day two: **FARRING-BAYBROOK PARK**

THE OPERATION:

Our second project day brought us to Farring-Baybrook Park, one of the largest green spaces in South Baltimore. Covering over 100 acres, areas of the park remain underutilized and under-maintained despite recent community efforts, resulting in trash build-up. A brandnew Bay-Brook Elementary/Middle School will be opening in 2020 on the western side of the park and, for some middle school students, this means a longer commute through a wooded corridor that has become a site for dumping and other illegal activity. With support from the Baltimore City Department of City Planning/ INSPIRE program, Baltimore City Recreation and Parks, the Greater Baybrook Alliance, and local parents and residents, we set out to create safe pathways for hundreds of students traveling between the Curtis Bay neighborhood, the new Bay-Brook Elementary/ Middle School, and recreation facilities. Our volunteers cleared overgrowth and trash from the area, conducted walkway repairs and landscaping, built benches along the path and completed several murals to beautify and brighten the way to school.



105 VETERANS
117 COMMUNITY VOLUNTEERS



REPLACED 14 BENCHES
ON THE PATH



PAINTED 3 LARGE MURALS
AND CONSTRUCTION OF A
200-FT WALKING PATH



CLEARED 120 YARDS OF
TRASH AND PLANTED 40
PLANTS



june 24th, project day three: **BENJAMIN FRANKLIN HIGH SCHOOL**



THE OPERATION:

The only high school in the Brooklyn and Curtis Bay neighborhoods, Ben Franklin High School provides not only education but critical support services to its 500+ students and the broader community. Despite strides towards increased enrollment and graduation rates, youth engagement during and after school hours is an ongoing struggle. The school's Ben Center provides meeting space and resources for students and the entire surrounding community. For our third day of service, over 200 volunteers worked to add capacity for the school's diverse educational spaces by overhauling two courtyards, building outdoor classrooms and shade structures, beautifying the campus with large murals and landscaping walking paths and gardens on the exterior of the campus.



108 VETERANS
118 COMMUNITY VOLUNTEERS



**BUILT AN OUTDOOR
CLASSROOM WITH A NEW
CHICKEN COOP**



**RE-PAINTED THE SCHOOL'S
ICONIC "LOVE" MURAL**



**OVERHAULED TWO
COURTYARDS WITH TRASH
CLEANUP, NEW LANDSCAPING,
AND OUTDOOR SEATING**

june 25th, project day four:

BROOKLYN O'MALLEY BOYS & GIRLS CLUB GARRETT PARK

THE OPERATION:

One of the few urban green spaces in the Brooklyn neighborhood, Garrett Park has been recognized by community members as a space in need of revitalization. Largely underutilized, the park has the potential to offer a positive outdoor environment for families, sports teams, adult recreation, and community events. Located within the park is the Brooklyn O'Malley Boys & Girls Club, serving up to 100 local youth on a daily basis. For our fourth day of projects, we teamed up with our daily sponsor CarMax, the Greater Baybrook Alliance, Friends of Garrett Park, and Boys & Girls Club of Metro Baltimore to invest in and enhance these two community resources. In just one day we upgraded indoor and outdoor learning facilities with new furniture, colorful artwork, life-size blacktop games and gathering spaces, created a meditation garden with walking paths, outdoor classrooms, informational kiosks, and furniture, and revamped a baseball field with new bleachers and benches to allow the local community to best utilize the park and club.



**105 VETERANS
117 COMMUNITY VOLUNTEERS**



**BUILT SIX BENCHES, TWO
GIANT ADIRONDACK CHAIRS,
AND SEVEN PICNIC TABLES**



**PAINTED LIFE-SIZE BLACKTOP
GAMES INCLUDING CHUTES
AND LADDERS**



**CREATED A MEDITATION
GARDEN AND LABYRINTH
PATH**



june 26th, project day five: **CITY OF REFUGE**



THE OPERATION:

The final day of Operation Charm City Charge took us to City of Refuge, an organization dedicated to local individuals and families seeking a pathway out of poverty. City of Refuge's facility focuses on their five impact areas: the essentials (daily needs), housing, human trafficking, workforce development, and youth empowerment. With the surrounding community bombarded by issues including high rates of unemployment, rising violent crime, and nearly half of residents living below the poverty level, the community is struggling to rise above these day-to-day obstacles. Over 220 volunteers, including those from our daily sponsor The Home Depot Foundation, joined us to transform a vacant dumping lot into The Refuge Garden: a community garden, job training, and gathering space. We also created a clothing donation pavilion, built eco-friendly recyclable and composting sheds, repaired damaged roofing, and beautified and re-purposed the grounds with extensive garbage clean-up, murals, and blacktop games for a truly impactful end to the week.



**105 VETERANS
114 COMMUNITY VOLUNTEERS**



**REPAIRED DAMAGED ROOFING
AND BUILT A CLOTHING
DONATION PAVILLION**



**PAINTED THREE MURALS AND
FIVE BLACKTOP GAMES FOR
THE CENTER**



**TRANSFORMED A VACANT LOT
INTO A COMMUNITY GARDEN**

Project Sites: **BEFORE**



Harlem Park West



Harlem Park West



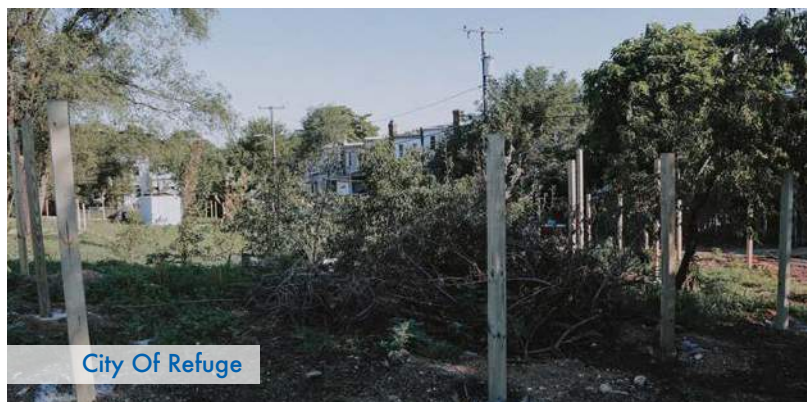
Farring-Baybrook Park



Benjamin Franklin High School



Brooklyn O'Malley Boys & Girls Club



City Of Refuge



Brooklyn O'Malley Boys & Girls Club

Project Sites: **AFTER**



Harlem Park West



Harlem Park West



Farring-Baybrook Park



Benjamin Franklin High School



Brooklyn O'Malley Boys & Girls Club



City Of Refuge



Brooklyn O'Malley Boys & Girls Club

shout out to our **SPONSORS AND PARTNERS**

WE LOVE WHEN OUR PARTNERS ROLL UP THEIR SLEEVES AND JOIN US FOR A DAY OF SERVICE!

"Our motto is 'your mission is ours' - and what that means is you use your skills, your talent, your leadership [...] your mission is ours."

**— CRAIG CASH,
DIRECTOR, ETHICS AND
BUSINESS CONDUCT
LOCKHEED MARTIN**



"Thank you for your service to our country, to this community, and to each other."

**— TROY FLAHERTY,
REGIONAL VICE PRESIDENT OF
MERCHANDISING
CARMAX**



"You're helping us to serve almost 2,000 families in this community. [...] We're bringing hope to life, and a little bit of hope goes a long way."

**— PASTOR BILLY HUMPHREY,
EXECUTIVE DIRECTOR
CITY OF REFUGE**



shout out to our **SPONSORS AND PARTNERS**

"If [The Mission Continues] isn't best in class and an example in thrive, I don't know what is."

— **MEG HARRELL,**
CHIEF PROGRAM OFFICER
BOB WOODRUFF FOUNDATION



"You're going to do some great things that will fill our kids and families with hope."

— **CHRISTOPHER BATTAGLIA,**
PRINCIPAL OF BENJAMIN
FRANKLIN HIGH SCHOOL



"You're not just transforming a space. You're transforming the lives of young people."

— **Y'LANDA BIRCH,**
CHIEF OPERATION OFFICER
BGC METRO BALTIMORE



thank you for supporting **OPERATION CHARM CITY CHARGE**

PRESENTING SPONSORS



The Harry and Jeanette
Weinberg Foundation



SALUTE TO SERVICE
GRANT RECIPIENT



BOB WOODRUFF
FOUNDATION

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BALTIMORE GAS & ELECTRIC
BALTIMORE RAVENS
TOOLBANK USA

MAJOR IN-KIND DONATIONS BY



thank you for supporting **OPERATION CHARM CITY CHARGE**

COMMUNITY PARTNERS



**Benjamin Franklin
High School**



MISSION PARTNERS

BAE SYSTEMS



**THE MARCUS
FOUNDATION, LLC**



MEDIA HIGHLIGHTS



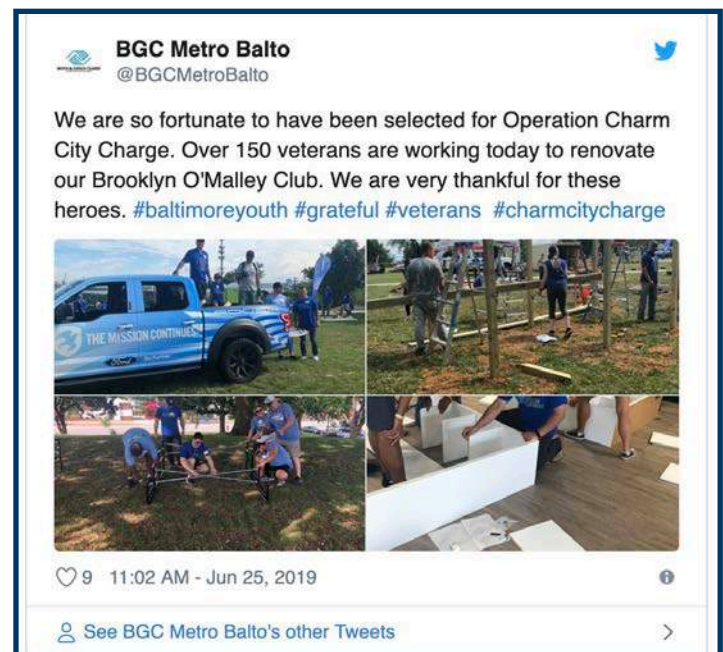
A special thanks to WBAL for serving alongside us throughout the week!



TOTAL MEDIA IMPRESSIONS: 12,276,881



#CHARMCITYCHARGE



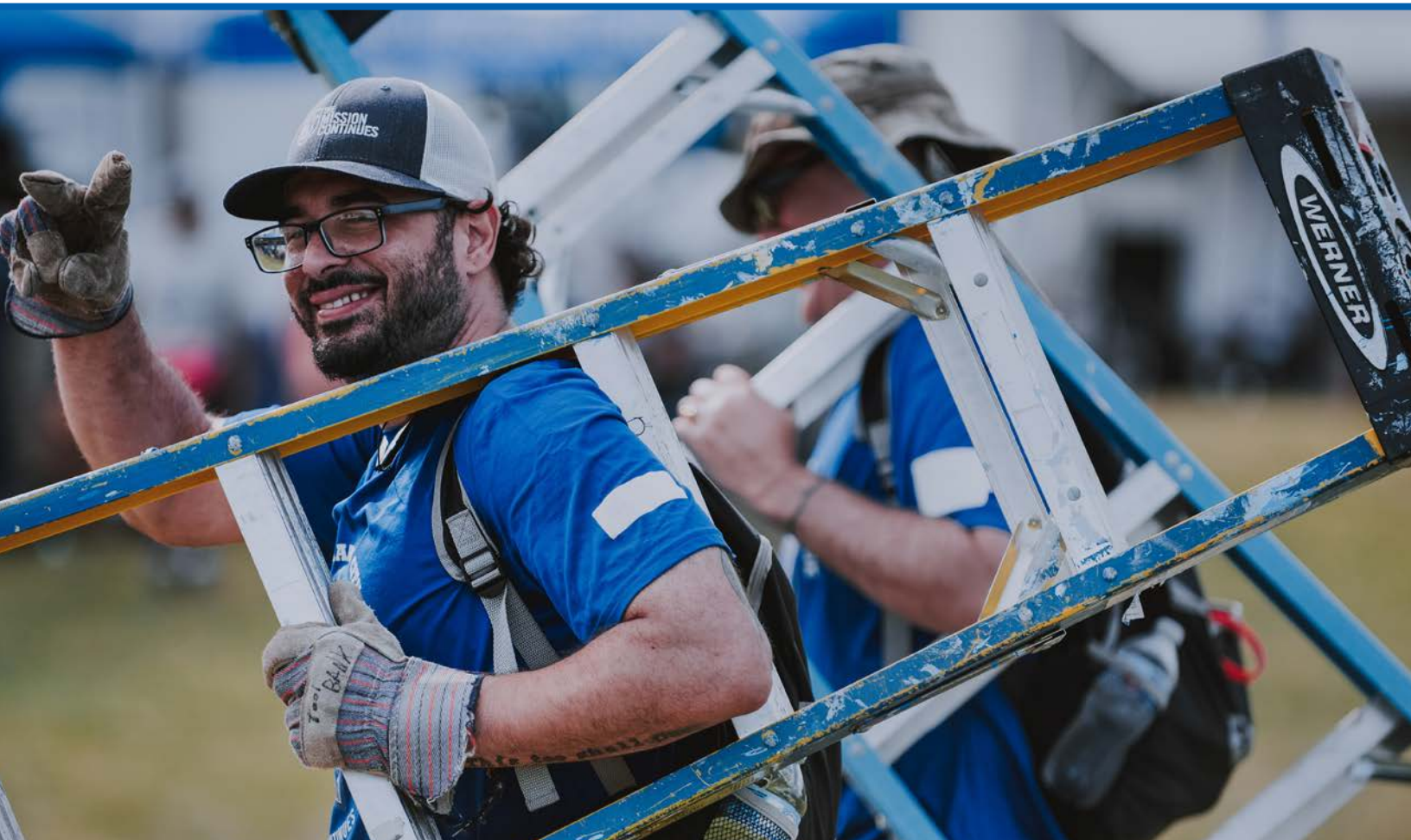
We're heading to **HOUSTON!**

Our veteran volunteers have returned home to their respective cities but the work in Brooklyn, Curtis Bay and Harlem Park West doesn't stop. The Mission Continues' 1st and 2nd Service Platoons will build off of the massive impact made during Operation Charm City Charge as they continue to serve in these Baltimore neighborhoods in the months and years to come.

Meanwhile, we're planning our 2020 Mass Deployment, Operation Bayou City Blitz, presented by the USAA Foundation. We are headed to Houston, TX in June 2020! We will deploy a new crew to support the communities of Houston with Hurricane Harvey recovery along with our other existing operations throughout the city. We're excited to bring this movement of veteran volunteers to another city for our fifth Mass Deployment!

To learn more about The Mission Continues, our next Mass Deployment, or to make a donation, please visit www.missioncontinues.org.

For information on how to sponsor or partner with The Mission Continues, please contact Kat Cheshire at kcheshire@missioncontinues.org.





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