



because together we rock.
The 10,000 Hours Show of Eastern Iowa
Development Packet
2009-20010



The 10,000 Hours Show of Eastern Iowa
260 Iowa Memorial Union
<http://www.10000hoursEI.org>

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Welcome!

We from the 10,000 Hours Show want to officially thank you for your interest in our organization and welcome you to the possibility of working together with us in making a difference in our community. We cannot tell you how excited we are to work together with you to make a difference within the community. This is our seventh year as an organization at the University of Iowa. We realize how vital it is to our mission to make connections throughout our campus, community, and surrounding areas and use these connections for the greater good. We also want to recognize those of you that are already doing the good work, but also bring new opportunities to those who need our help to get started.

We are very excited to work with you this year in building a sustainable partnership and creating new relationships, ideas, and volunteer opportunities that will bring forth change in our community. By working together, we can make a difference.

Our hope is that this packet will give you a good summary of our organization, how we got started, and why we want to get connected with you! Thanks again for your interest in the 10,000 Hours Show and in our efforts to engage young people in the community through volunteer service. We would LOVE to see you at our concert in April in the Iowa Memorial Union to celebrate all of the good work we have done this year.

Because together we rock.

Josh Buchsbaum
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10K History

Simple History

[10K0](#): Growing an idea, planning, raising awareness and funds.

[10K1](#): [Ben Folds](#) → First concert, volunteering only in Johnson County (the University of Iowa).

[10K2](#): [Guster](#) → The U of I... and a little bit of Drake and ISU.

[10K3](#): [Cake](#) → Organization goes statewide with 10K at 7 campuses, 35 high schools.

[10K4](#): [Jack's Mannequin](#) → Replicable, local, sustainable projects in Eastern Iowa, Central Iowa, and Dane County, Wisconsin.

[10K5](#): [OK Go](#) → Growing local 10K within Eastern Iowa with over 200 non-profit organizations.

[10K6](#): [Girl Talk](#) → Inception of the incentive program and over 19,000 hours volunteered.

[10K7](#): THIS YEAR! The concert announcement will be in February.

In Depth History

Sweet and Sour Chicken

The 10,000 Hours Show was founded in the fall of 2002 by University of Iowa undergraduates who believed young people could make a difference now – not just in the future – by giving what we can give now – time, energy, skills, and passion. These students worked within the context of a non-profit community project incubator they and their peers had created called The James Gang. For the next year, 10K's founders worked with the Iowa City and University of Iowa communities to develop a model that met the needs of both young volunteers and community non-profits.

The first 10K launched in Johnson County in the fall of 2003 as a partnership between community incubator The James Gang and the UI. The inaugural show netted 13,572 hours performed by more than 600 volunteers who celebrated at an incredible Ben Folds concert.



Statewide

The 10,000 Hours Show took off from there, with interested communities across Iowa and the country contacting 10K to learn more. The second 10K (10K2) added Drake and Iowa State universities to the mix. That year's show included 925 volunteers serving 20,009 hours, and Guster brought the house down at the volunteers-only concert.

During 10K3, AmeriCorps*VISTA grants supported three 10K leaders so they could volunteer full-time for the project. With the additional time, they worked with community leaders across Iowa to refine 10K's model for continued growth and replication. Concurrently, 10K3 worked with 8 colleges and 35 high schools, with 2,005 volunteers completing 38,123 hours of service to celebrate at a Cake concert in Des Moines.

Doing the Splits

Adopting the revised model, 10K in Iowa split into 10K Eastern Iowa and 10K Central Iowa. The project's partnership with local campuses and United Way was deepened, as The James Gang fully spun it off to these community partners. The next step of the model also allowed out-of-state communities such as Madison, WI, whose students had long been working with 10K leadership, to begin launching their own projects.

The 10,000 Hours Show and the United Way of America began working together in the fall of 2006. In 2007, 10,000 Hours officially became a part of UWA, giving 10K a long-term institutional home and UWA another exciting program to add to their community impact work. Working within the United Way system, 10,000 Hours is reaching more and more campuses and communities with the message of "You volunteer, you rock!"

10K National

In partnership with United Way of America, 10K National exists to maintain standards, facilitate sharing of best practices, and track outcomes across local 10K organizations. 10K National also supports the development of new 10Ks. Communities interested in launching their own 10K do so through a 10K National process called Invite 10K. A 10K USA Advisory Board representative of local 10K students, campuses and United Way partners, as well as select national supporters, is being developed to manage 10K USA.

10K Ethics

10K Values...

1. Go Public → young people **can** make a difference
2. Be too young to know better → the **sky** is the limit
3. **Do. Good. Well.** → Willard “Sandy” Boyd, former UI prez

Do. Good. Well.

- Do: Get off the couch and get ‘er done!
- Good: Keep an eye on the big picture, put our work in context
- Well: Professional, pragmatic, efficient, honest evaluation

Ethics

- Encouraging demonstrable and measurable good works within communities.
- Producing professional results with a youthful edge.
- Living practically while thinking ideally.
- Developing the innate abilities within all staff members.
- Operating with honest, transparent, and trustworthy frameworks.
- Valuing efficiency, flexibility, accountability, hard work, and review.
- Be a proud representative of 10K (as a group), and 10K ideals

Relevant Quotes

“Because we have to change the world.”

– Jacek Pruski, in response to why he wants to be a part of 10K

“Be too young to know better.” – Anonymous

“You’re going to have to hope ordinary people can achieve extraordinary things.”

– Ken Paff,

“Life is no brief candle to me. It’s a sort of splendid torch which I’ve got to hold up for the moment and I want to make it burn as brightly as possible before handing it off to future generations.” – George Bernard Shaw



10K Fact Sheet

In a Sentence

The 10,000 Hours Show engages young people in their communities and celebrates each year with a free rock concert just for volunteers.

What Others Are Saying

“They’re very entrepreneurial. They’re not bound by the traditions or rules that my generation worked under.” – Barry Griswell, CEO of Principle Financial Group

“The coolest community-building project we’ve hear of in a long time.”
– The Iowa City Press-Citizen

“You’re moving people, not money... You did something for someone, and that’s cool.” – Ben Folds, addressing 10K1 crowd

“Who says kids in Iowa City only party in their free time?” - The Des Moines Register

The Big Three

Volunteers. Organizations. Community.

[Increase Volunteers:](#) Recruit, reward, and retain more young people making a difference.

[Increase Organization, Participation, Capacity:](#) Help more organizations so they can do more good work.

[Increase Community Connectivity:](#) Meaningfully connect young people to their community.

The Show

So much more than a concert...

The “Show” of the 10,000 Hours Show is 10K volunteer staff reaching out to their peers and making sure they are asked to get involved in their community through volunteering. The Show recruits volunteers and recognizes existing ones, showcasing tens of thousands of volunteer hours in the community.

Getting Involved

How to Get Involved

The 10,000 Hours Show is excited to recognize all volunteers for their hard work in the community. Upon your initial interest, 10,000 Hours Show staff members are willing to come with materials (posters, flyers, etc) and speak in front of people interested in giving back to their community. We ask for at least **one** student representative from your group to serve as your group's **Volunteer Squad Leader**. Our staff would provide this leader with the supplies and information to share with and motivate his/her peers.

It is then the Squad Leader's job to get students individually registered with our volunteer database at www.10000hoursEI.org. The key to our involvement with you is recognizing those who already have the volunteer hours. In order to see if your hours count, please refer to our website and search through our agencies and opportunities. You can always apply for your non-affiliated event to receive hours, as well, under our *Service Recognition Policy* available online. However, we also want to provide new volunteer opportunities to your group through the Squad Leader, who can give the students information on community events. Once the students have recorded their 10+ volunteer hours, they will receive an email confirming they have completed their hours for their **free** concert ticket, which can be picked up at the Iowa Memorial Union. Then it's time to rock.

Logging Hours

1. Register for the 10,000 Hours Show
2. Find a volunteer opportunity
3. Volunteer 10 or more hours
4. Submit your hours online
5. Rock at the concert

We keep track of hours through the United Way's database which can be found on OUR website at www.10000hoursEI.org. There you can find over 230 non-profits we are affiliated with. Refer to our website for the most recent update of our associate non-profit organizations. Also, make sure to log your hours under each agency that you volunteer for. These hours will be verified by the non-profit organization, so there is no need for you to contact them! We will do the work for you. Make sure you have all 10+ hours APPROVED by the **April** and you will be ready to rock!



10K Benefits

The Concert

Every spring in Iowa City, hundreds of volunteers gather together to rock out and to celebrate the impact they've made in their communities. The concert is our way of giving back to you for all the hard work you have put into this year. **ONLY** volunteers can come to the concert! In the past, the following acts have headlined our annual volunteer recognition concert:

- [10K1: Ben Folds](#)
 - Total Volunteer Hours: 13,572 hours
- [10K2: Guster](#)
 - Total Volunteer Hours: 20,009 hours
- [10K3: Cake](#)
 - STATE-WIDE concert
 - Total Volunteer Hours: 38, 123 hours
- [10K4: Jack's Mannequin](#)
 - Official branch of 10K Eastern Iowa
 - Total Volunteer Hours: 11,034 hours
- [10K5: OK Go](#)
 - Total Volunteer Hours: 15,289 hours
- [10K6: Girl Talk](#)
 - Total Volunteer Hours: 19,231 hours

This year's artist will be announced sometime in February. We hope to have even MORE registered volunteers and total volunteer hours than in the past! We can only do this with your help. Because together we rock!

vMeets

Do you have a busy or irregular schedule? Or maybe a wide variety of volunteering interests? Are you concerned because you don't have your own means of transportation? Don't worry, because 10K can still help you get your volunteer hours finished in a fun and easy way. Generally twice a month throughout the academic year, the 10,000 Hours Show hosts **vMeets**, also known as highlighted volunteer opportunities. Our staff members organized these vMeets and provide transportation



to and from the event from the Iowa Memorial Union. The idea is to make volunteer opportunities as easy as possible for the interested volunteers.

In the past, we have hosted such vMeets as:

- Iowa City Jaycees haunted corn maze
- River clean-up for Make a Difference Day with the Civic Engagement Program
- Iowa Children's Museum
- Sorting Christmas presents for Toys for Tots
- Iowa City Heritage Trust land preservation
- Tie-Dying clothes for University of Iowa Children's Hospital, partnered with the Residence Life

We also use vMeets as a way in which to create partnered events. This can help bring more volunteers and get more people involved on both sides! It also gives you a chance to engage in opportunities you maybe didn't think were possible before! If your group is interested, please e-mail us and we are happy to set-up a vMeet specifically for your organization.

Volunteer Incentive Program (VIP)

10K's VIP recognizes those individuals that go above and beyond the required 10 hours needed for a free concert ticket. We want to give you MORE than just that ticket! With plenty of prizes and giveaways, what are you waiting for? Rock the community!

Here are the cumulative categories for Individual Incentives. Please refer to our website for more detailed information. All prizes are available at the concert event on April 13th.



Individual Incentives

10 Hours = Concert Ticket

- + T-Shirt
- + Listing in Program

15 Hours = All 10 hour incentives

- + 1 Raffle Ticket
- + Official 10K Concert Poster

25 Hours = All 15 hour incentives

- + 3 Raffle Tickets
- + 10K Bumper Sticker
- + Water Bottle w/ 10K Logo

50 Hours = All 25 hour incentives

- + 5 Raffle Tickets
- + Nylon Bag w/ 10K Logo
- + Access to Exclusive Raffle Prizes

75 Hours = All 50 hour incentives

- + 7 Raffle Tickets
- + 2 Tickets to the VIPre Concert Party
- + Early Concert Access: Beat the lines and get a great seat!

100+ Hours = All 75 hour incentives

- + 10 Raffle Tickets
- + Highlighted listing in
- + Concert Program + Shout Out at VIPre Concert Party
- + Rock Star Service: Get picked up & dropped off at the concert
- + 100 Hour "Blue Man" Trophy



Additional Information

Service Recognition Policy

The 10,000 Hours Show will honor any student organization event that:

- 1) Is served at or through a local nonprofit organization,
- 2) Reaches a greater community audience outside the UI, or
- 3) Connects students to off-campus local needs

If you have such an event, please fill out the form on the 10K website to receive credit for your student organization's community-based event!

Below are some **questions/answers** about the logistics of this new initiative:

Q: I am a volunteer member of a student organization here at Iowa. Do I receive hours merely for my participation in that organization?

A: No. Only approved hours served at community-based events made possible through your student organization will be awarded.

Q: How many hours will each volunteer receive if they participate in such an event?

A: The maximum number of hours awarded for each event will be **three hours**.

Q: I volunteer several hours over the course of my week for my student organization. I volunteer, why shouldn't I receive 10K hours for my service?

A: 10K promotes ALL types of volunteering and encourages you to stay involved on campus. Yet 10K was founded to promote service outside that of merely serving as a member of a student org. We want all students to feel connected to the greater Iowa City and that somehow, through their service, make their community a better place to live in for all community members, not just students.

Q: I have an event that sounds like it would qualify for 10K hours. How to I ensure my volunteers get their 10K hours?

A: Great! 10K wants to make this process as simple as possible, so you can meet your volunteer need and we get more people to the concert in Iowa City. Attached to this letter is a form that will need to be filled out prior to your event. The application will be reviewed by 10K staff and advisors as soon as it is received. If your event qualifies, a 10K staff member will follow-up with additional logistics (i.e. how to verify hours, etc).



Q: Can you give me examples of some events that would/would not qualify?

A: Events that would qualify:

- ◆ Your organization hosts kids from an after school program at a local elementary school to come down to Hubbard Park to play soccer.
- ◆ Your organization puts on a benefit concert downtown which community members participate in and are invited to.

Events that would not qualify:

- ◆ You hold a meeting to discuss the layout of a newly created flyer for your organization.
- ◆ You need volunteers to run a bake sale to send your organization to a national conference.

Hopefully, this new initiative will help to 1) make our Iowa City community a better place to live for all community members, 2) meet your need for volunteers at your events that engage the larger community, 3) reward more volunteers with a free ticket to the 10K concert here in Iowa City.



Staff Contact Information

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UPDATE

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List of Nonprofits

4Cs Home Ties Child Care Center

4-H Programs

Academic Mentoring Program
African American Historical Museum And
Cultural Center Of Iowa

Agape Cafe

Aging Services

Aging Services, Inc.

Aid To Women

Alice's Rainbow Childcare Centers
Alzheimer's Association East Central Iowa
Chapter

Amenity Hospice

American Cancer Society
American Cancer Society - Road To
Recovery
American Cancer Society Relay For Life -
Colleges Against Cancer (U Of I)

American Diabetes Association

American Heart Association
American Red Cross Grant Wood Area
Chapter

American Youth Soccer Organization (AYSO)

AmeriCorps Each One Reach One

AmeriCorps VISTA
Americorps*VISTA Neighborhood Assistance
Project

Anchor Splash

Area Substance Abuse Council
Arthritis Foundation Iowa Chapter - Eastern
Branch

Arts A La Carte

Bethany Christian Services

Big Brothers Big Sisters Of Cedar Rapids
And East Central Iowa

Big Brothers Big Sisters Of Johnson County

Bike Library

BIOWA

Brucemore

Bubbles Of Fun

Camp Courageous Of Iowa

Camp Quality Heartland

CASA

Catherine McAuley Center

Cedar Rapids AniMeals

Cedar Rapids Area Chamber Of Commerce

Cedar Rapids Downtown District

Cedar Rapids Museum Of Art

Cedar Rapids Symphony

Cedar Valley Habitat for Humanity ReStore

Cedar Valley Humane Society

Cedar Valley Montessori School

Celebrating Cultural Diversity Festival

Center For Diversity & Enrichment

Children's Miracle Network

Churches United

Civic Engagement Office
Clean Air For Everyone (CAFE) Johnson
County



Coe College - Circle K	Environmental Coalition (UI)
Coe College - Coe Friends	Extend The Dream Foundation
Coe College - Playground Of Science	Families, Inc
Coe College InterVarsity	Fostering Technology, Inc.
Coe College Service-Learning	Foundation 2
College Of Engineering	Four Oaks
Community Health Free Clinic	Friends of Historic Preservation
Community Mental Health Center for Mid-Eastern Iowa	Friends Of The Animals
Compeer Of Johnson County	Gems Of Hope, Inc.
Coralville Central Elementary School	Girl Scouts Of Eastern Iowa And Western Illinois
Coralville Central Homework Club	Girls On The Run Johnson County
Coralville Parks & Recreation Department	GLRC Of Cedar Rapids
Cornell College Civic Engagement Office	Greater Des Moines Habitat For Humanity
Corridor Canstruction	H.D. Youth Center
Council For International Visitors To Iowa Cities	HACAP
CR Washington Debate	Happy Times Daycare Center
Crisis Center	Helping Hands Ministry
Crossroads Mission	Herbert Hoover National Historic Site
Crowded Closet	Herbert Hoover Presidential Library Association
Department Of Veterans Affairs	Hike To Help Refugees
Diversity Focus	History Center
Domestic Violence Intervention Program	HOPE Troupe
Dreamcatchers, West Liberty Youth Foundation	Horizons
Eastern Iowa Science And Engineering Fair	Horizons, A Family Service Alliance
Elder Services, Inc	Hospice Of Mercy
Elevate	Indian Creek Nature Center
Emma Goldman Clinic	International Women's Club



Iowa City Coralville Jaycees	Johnson County Salvation Army
Iowa City Dog Obedience Club	Johnson County Soil & Water Conservation District
Iowa City Free Medical & Dental Clinic	Junior Achievement Of Eastern Iowa, Inc.
Iowa City Public Library	Juvenile Diabetes Research Foundation/ Eastern Iowa
Iowa City Public Works	Kahraman
Iowa City Recreation Division	KCCK Jazz 88.3
Iowa City Ronald McDonald House	Kids Care Cooperative
Iowa City/Coralville Convention & Visitors Bureau	Kids Klub
Iowa City/Johnson County Senior Center	Kirkwood Adult Literacy Program KIRKWOOD COMMUNITY COLLEGE WETLANDS STUDENTS Art Show
Iowa Department Of Natural Resources	Legacy Gardens
Iowa Donor Network	Linn County Conservation Department
Iowa Equine Rescue Network	Linn County Veteran Affairs
Iowa Juvenile Home	Linn Soil & Water Conservation District
Iowa Legal Aid	Little Angels Learning Center
Iowa United Nations Association	Local Foods Connection
Iowa Valley Habitat for Humanity	Longfellow Elementary School
Iowa Voyagers IRIS Inc. (Iowa Resource For International Service)	Make-A-Wish Foundation Of Iowa
James Van Allen Elementary PTO	March Of Dimes
Jane Boyd Community House	March Of Dimes - Iowa Chapter
Johnson County Attorney's Office	Mayor's Youth Empowerment Program
Johnson County Fairgrounds	Mercy Iowa City
Johnson County Heritage Trust	Mercy Medical Center
Johnson County Historical Society	Midnight Madness
Johnson County Humane Society	Miracles In Motion Therapeutic Equestrian Center
Johnson County Local Food Alliance	Mississippi Valley Regional Blood Center
Johnson County Safe Kids Coalition	MOPS



Mound View Neighborhood Resource Center
Muscular Dystrophy Association Of Eastern
Iowa

NAMI Linn County
National Alliance On Mental Illness Of
Johnson County

National Czech & Slovak Museum & Library
National Multiple Sclerosis Society/North
Central States Chapter

Neighborhood Associations of Iowa City

Neighborhood Centers Of Johnson County

Neighborhood Transportation Service Inc.

New Bohemia Group, Inc.
North Liberty Community Food And Clothing
Pantry

Office Of Residence Life

Old Brick

Old Capitol Museum

Olivet Neighborhood Mission

Open Arms Child Care

Partnership For Safe Families

Pathways Adult Day Health Center

PATV

Pet Central Station, Inc.

Planned Parenthood Of East Central Iowa

Polk Elementary School
Pomerantz Career Center (The University Of
Iowa)

Prairiewoods

Prairiewoods Franciscan Spirituality Center

Puertas Abiertas

Rape Victim Advocacy Program

Reclaiming Roots

RiverFest

RiverRun 2008

Riverside Theatre

Roosevelt Elementary School
RSVP Of Johnson, IA, Mus. & Des Moines
Counties

RSVP Of Linn And Jones Counties

Science Station

SCORE Cedar Rapids

Shelter House

Sixth District Dept. of Corrections

South East Junior High Tutoring

Southeast Linn Community Center

Spanda Inc

Springtides, Inc.

St Luke's Hospital Volunteer Services

St. Luke's Hospice

St. Luke's Hospital

St. Matthew School

Summer Of The Arts

Systems Unlimited, Inc.

Table To Table

Tanager Place

TAP--Technology Assistance Program

Temple Judah

The 10,000 Hours Show (10K)

The Arc Of East Central Iowa



The Arc Of Southeast Iowa
The Children's Center For Therapy
The Education Is A Basic Human Right Foundation
The Englert Theatre
The Heart Connection Children's Cancer Programs
The Iowa Children's Museum
The James Gang
The Leukemia & Lymphoma Society
The Linn County Fair
The Nest Of Johnson County
The Preemie Project
The Salvation Army-Cedar Rapids
The University Of Iowa Ice Hawks Hockey Team
The WiderNet Project
The Workplace Learning Connection
Theatre Cedar Rapids
TIES Teaching Interventions To Empower And Strengthen Families
Tippie Optimist Chapter
Trees Forever
Trihawks Triathlon
UI WISE (Women In Science & Engineering)
United Action for Youth
United Way Of East Central Iowa
United Way Of East Central Iowa
United Way Of Johnson County
University Of Iowa America Reads
University Of Iowa Center For Human Rights
University Of Iowa Circle K
University Of Iowa Civic Engagement Program
University Of Iowa DeGowin Blood Center
University Of Iowa Global Health Club
University Of Iowa Graduate Student Senate
University Of Iowa Honors Program
University Of Iowa Hospitals And Clinics Volunteer Services
University Of Iowa Museum Of Art
University of Iowa Museum of Natural History
Uptown Bill's Small Mall
Ushers Ferry Historic Village
Vineyard Church Of Cedar Rapids
Vinton Parks & Recreation Department
Visiting Nurse Association
VITA
Volunteer Income Tax Assistance
Waterloo Center For The Arts
Waypoint Services
West High School
Willis Dady Emergency Shelter
Willowwind School
Winterfest
Witty Kitties, Inc.
Witwer Center, Inc.
Women's Resource And Action Center
YMCA Camp Wapsie
Young Parents Network

