

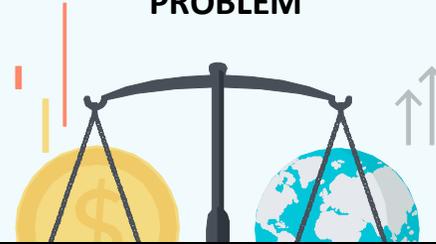
INSPIRATION



VISION & MISSION



PROBLEM



SOLUTION



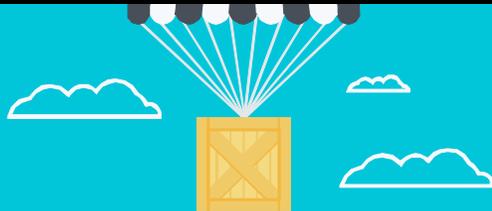
# SERVICE YEAR™

The Career Accelerator For Good™

MODEL



MAGIC



IMPACT



MOVEMENT



## STEP 1: Our Inspiration

# Start Right Now



On the night of March 2, 2011, Matt Ronen survived a near-death experience while in his final semester of business school at Cornell University. During a particularly difficult period of his lengthy recovery, he found hope in the following quote by Anne Frank: *“No one has to wait, [everyone] can **start right now** to gradually change the world...”*

In that moment, Matt began a journey that would lead him to leave his career in corporate America to make Anne’s dream a reality. Matt established Service Year in 2015.

Source: *Give*, March 26, 1944

## STEP 2: The Vision & Mission

# Courageous Service



We envision a future where the most talented emerging leaders tackle society's toughest challenges by advancing opportunity for all in the first year of their careers and every year thereafter.

Inspired by Anne Frank's vision, Service Year's mission is to empower emerging leaders to embark on a lifetime of courageous service — *starting right now.*

### STEP 3: Defining The Problem

## The Career Path Is Broken



The traditional career path forces college graduates to choose between the for-profit sector and the nonprofit sector on day one of their careers.

Today, an impressive **63% of millennials** want to serve their communities for 1-2 years after graduation, but due to crushing student debt and the inability to defer job offers, less than 2% will ever have the opportunity to do so.

Source: The Panetta Institute for Public Policy and Hart Research Associates, May 2015

## STEP 4: Designing The Solution

# “Secure & Defer” & Serve



Service Year partners with leading corporations that nominate potential Service Year applicants from their incoming undergraduate hires. Upon selection by Service Year, Fellows “Secure & Defer” their jobs to serve full-time at the finest nonprofit organizations.

After a year of service & rigorous leadership development training provided by Service Year, Fellows return to their corporate sponsors as more mature, socially-engaged employees who are poised to make greater contributions to their companies and communities.

## STEP 5: Funding The Model

# 1 for 2 for 3



As the first cross-sector national service program, we are uniting a coalition of visionary philanthropists, top nonprofits (who host Fellows), and leading corporations to build nonprofit capacity by leveraging top millennial talent.

All partners contribute financially—**1 for 2 for 3**—in order to diversify support and maximize long-term sustainability. Corporate contributions cover **100% of Service Year's operating costs.\***



\*100% Tax-Deductible. Source: Inspired by TOMS Shoes One for One® model

## STEP 6: A Touch of Magic

# Debt-Zero Guarantee



In an environment where the average college student graduates with over \$30,000 in student debt, the ability to perform service has become a luxury that few can afford.

Service Year is the first and only program to **democratize service** by providing Fellows with modest living stipends and by paying **100% of student loan payments** during their year of service. We are also speaking with universities and AmeriCorps about the potential for education payments and loan forgiveness.

Source: The Project on Student Debt

## STEP 7: Making An Impact

# Advancing Opportunity For All



At a time when 56% of nonprofits are under-resourced and unable to meet demand for services, the short-term value of hosting a Service Year Fellow is enormous—**\$75,000+!**

However, the true strength of the Service Year Fellowship lies in its ability to prepare Fellows for exponentially higher **Compound Social Impact™** throughout their lives.

Source: The Nonprofit Finance Fund, Independent Sector, and Points of Light. Based on 40 hour workweek.

## STEP 8: Inspiring A Movement

# Service Year Nation



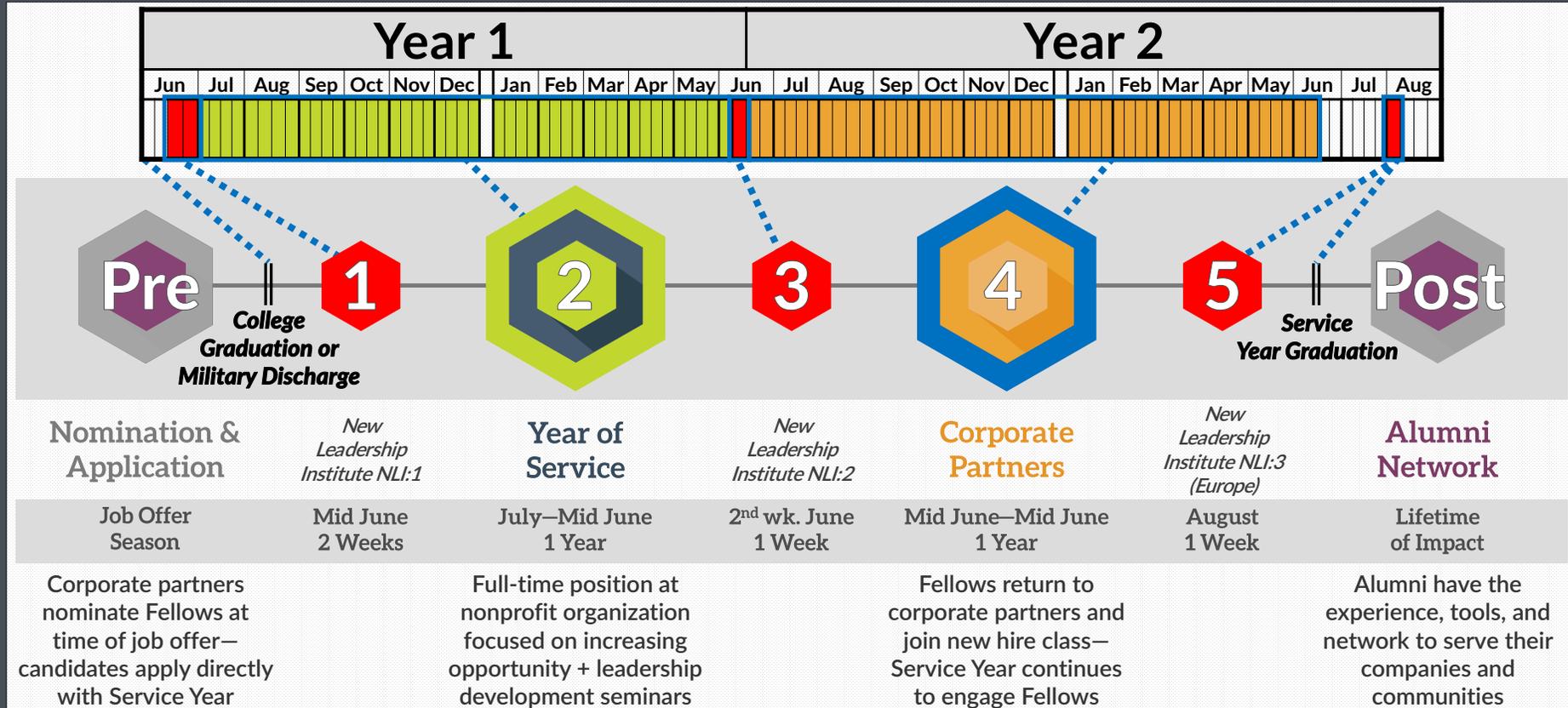
We believe that service is our greatest untapped renewable resource. Service wields the unique power to unleash the limitless potential of both giver and recipient.

Service Year is building and mobilizing a lifelong community of courageous leaders committed to advancing opportunity for all. Through the Service Year Movement, we are igniting the **Next Greatest Generation** one year of service at a time.

***Will you join us?***

# Appendix

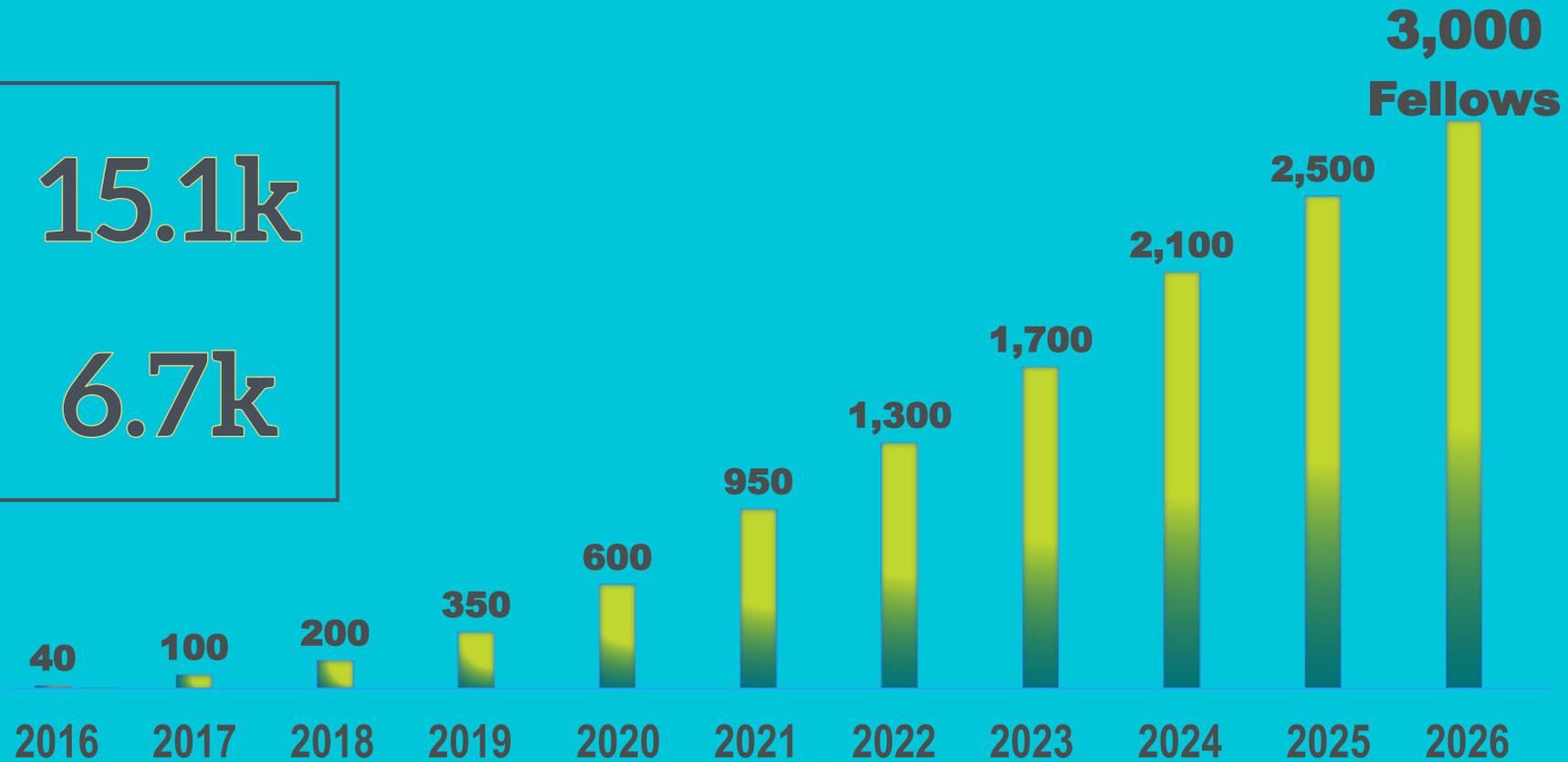
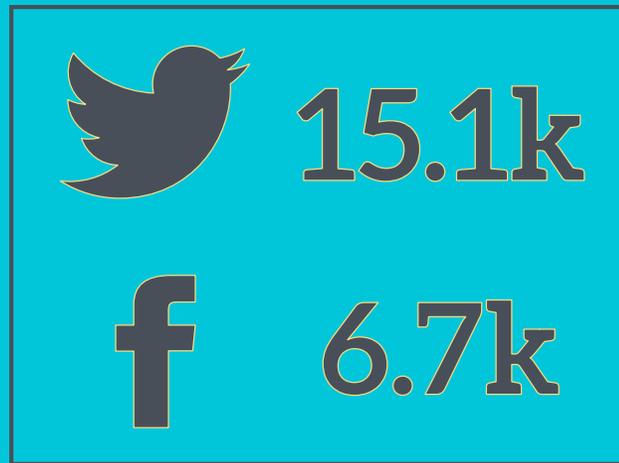
# Fellowship Timeline



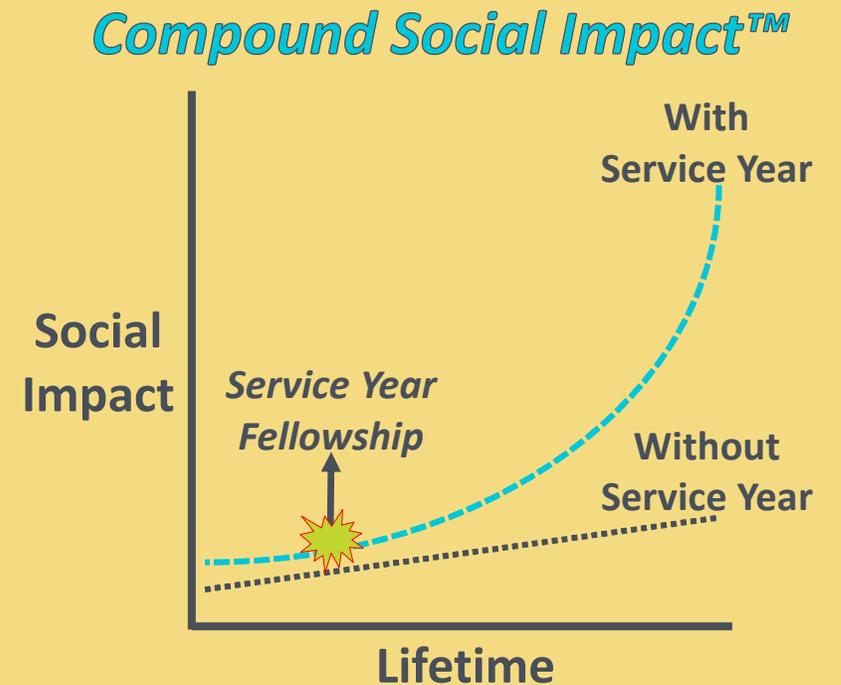
# “Competitive” Landscape



# The First 10 Years Of Impact

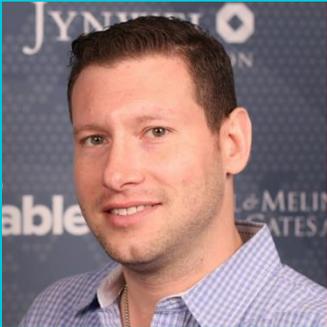


# Impact Metrics



Source: *Give & Take*, Adam Grant; *The Compass of Pleasure*, David J. Linden; *Join The Club*, Tina Rosenberg; *Connected*, Nicholas A. Christakis, James H. Fowler.

# Our Team



**Matt Ronen, CEO**, is a combat veteran, social entrepreneur, and founder of Service Year, the first cross-sector national service program. In this role, Matt’s mission is to empower emerging leaders to embark on a lifetime of courageous service — *starting right now*.

Previously, Matt worked in brand management at Colgate-Palmolive. Earlier in his career, Matt worked in finance at Gerson Lehrman Group. Matt is a graduate of Colorado College, where he was President of the Student Government and Marketing Manager for Teach For America. Following graduation, Matt turned down an offer to join an investment bank to serve in the Israel Defense Forces. Matt received an MBA from Cornell University, where he was a Teaching Assistant and Vice President of the Veterans Club. Matt was recognized as an *American Express 50 Under 40*. Matt is originally from Cleveland, Ohio and loves Buffalo wings.



**Ben Glass, Director of Operations**, comes to Service Year fresh off of his own year of service. Prior to Service Year, Ben taught English to young professionals in Jakarta, Indonesia. In this role, Ben experienced first-hand the transformative power of service both for himself and for the populations he had the privilege of serving.

Ben is a graduate of Colorado College, where he played on the Men’s Soccer Team and was named to the *First Team All-Conference*. Ben is originally from Colorado Springs, Colorado and loves the great outdoors.

# Partners (as of Sept. 1)

Corporations:



Nonprofits:



Advancing Human Rights

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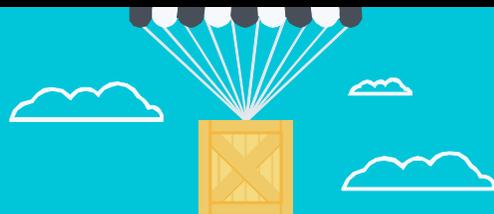
Learn More and Sign Up

[www.serviceyear.org](http://www.serviceyear.org) [info@serviceyear.org](mailto:info@serviceyear.org)

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