



**FOR IMMEDIATE RELEASE**

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## **Amachi Pittsburgh to Unveil Unique New Volunteer Incentive Program During National AmeriCorps Week**

*– Prizes Earned by Mentors Provide New and Exciting Experiences for Mentees –*

**PITTSBURGH, May 6, 2009 – Amachi Pittsburgh**, an organization dedicated to helping Allegheny County’s children fulfill their God-given purpose, will present the resourceful attributes of “AP Rewards” during National AmeriCorps Week (May 10-16) as part of a Webinar for locally-based Amachi programs and other agencies hosting AmeriCorps VISTA members.

AP Rewards is designed to encourage timely and accurate reporting of mentoring activities, and provide mentors and mentees access to activities and events that are otherwise unavailable or too costly. To qualify for AP Rewards, mentors submit monthly activity reports online. Once reviewed, Amachi Pittsburgh awards points to mentors who have met program objectives. Points are redeemed for a variety of items through an online catalog.

“Our dynamic new AP Rewards program will provide us with information that will yield vital insights involving the mentor-mentee relationship,” said Anna E. Hollis, executive director of Amachi Pittsburgh. “As a bonus, our mentees directly benefit from the wonderful prizes earned by participating mentors. It’s a win-win program for our children of promise.”

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Amachi Pittsburgh’s leadership will discuss the challenges associated with tracking and collecting data related to mentoring activities, including frequency and length of visits, type of interaction, types of events/activities, and pertinent issues concerning the mentor-mentee relationship. Additionally, viewers will be treated to a guided tour of AP Rewards, a customizable interface designed by Online Rewards to suit the needs of mentoring programs.

**About Amachi Pittsburgh**

*Who knows what God has brought us through this child?* Since 2003, Amachi Pittsburgh has been dedicated to helping Allegheny County’s children fulfill their God-given purpose. We take our name – and our inspiration – from a Nigerian Ibo word that affirms the potential that exists in each and every child. Through a unique partnership of secular and faith-based organizations, Amachi works to mentor young minds, ensuring that all children are rightfully recognized as children of promise. For more information, visit [www.amachipgh.org](http://www.amachipgh.org).

**About AmeriCorps VISTA**

AmeriCorps VISTA is a national service program designed specifically to fight poverty. Founded as Volunteers in Service to America in 1965 and incorporated into the AmeriCorps network of programs in 1993, VISTA has been on the front lines in the fight against poverty in America for more than 40 years. VISTA members commit to serve full-time for a year at a nonprofit organization or local government agency, working to fight illiteracy, improve health services, create businesses, and strengthen communities. Visit [www.americorps.gov](http://www.americorps.gov) for more information.

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