

Preparing youth for college, work & life



2011 annual report

MYCOM
My Commitment. My Community.



Initiatives that support our future scholars and workers – at each age and stage

Message

To our communities and our many supporters:

A preschooler attending a kindergarten readiness event. A 3rd grader tutored in literacy skills. A 13-year-old joining a career awareness program. An older teen flexing their leadership skills on a neighborhood council. A high-school senior learning about financial aid for higher education.

Each of these young people is a part of the MyCom network, and each of these activities is preparing them for college, work and life.

The goal of MyCom’s youth development programs is to inspire and prepare students as they make their journey toward becoming responsible, productive adults. MyCom is a public-private partnership that is helping build the path that takes our youth from early childhood to successful adulthood by linking critical services and supports throughout the school age and adolescent years.

Early investment in our youngest citizens is vital, but if we want strong outcomes for children, we need to recognize the importance of supporting them throughout childhood and adolescence. Nobel Laureate James Heckman finds that early investments alone in youth who are high-risk yield a graduation rate of only 66 percent, whereas investments throughout the life of a child produce a

graduation rate of 91 percent, according to research cited in the Alliance for Excellent Education’s June 2010 primer “The State of the American Child.” As Phillip Lovell writes on the Alliance’s blog: “That’s an ‘A-,’ which is pretty good in my book.”

Our focus for the 2011 Annual Report is on MyCom programming and initiatives that support our future scholars and workers, at each age and stage. Consider this report a glimpse of all the great work done this year, by numerous partners, which enhanced the lives of thousands of local youth.

It has been a privilege to serve, and we look forward with all our MyCom funders, agencies and neighborhood partners to the continued success of this vibrant youth development movement.



Lisa L. Bottoms
 Program Director
 Human Services and
 Child and Youth Development
 The Cleveland Foundation



Robin Martin
 Program Director
 Family & Children First Council
 of Cuyahoga County

Youth Employment

Lead Agency: Youth Opportunities Unlimited (Y.O.U.)

Building our future workforce, today.

During the past year, the Cleveland Foundation, Cuyahoga County and other partners, businesses, and Youth Opportunities Unlimited (Y.O.U.) have worked together to leverage dollars for year-round youth employment and career awareness opportunities. These experiences are providing our youth with the marketable skills potential employers are looking for. By successfully focusing our efforts on real-world job needs, we are able to equip workers who will be successful contributors in Cleveland's new economy.

Participating employers who helped make that happen include:

- Baldwin-Wallace College
- Boys & Girls Clubs of Cleveland
- City of Cleveland - Recreation Centers
- City of East Cleveland
- City of Euclid
- Cleveland Metropolitan School District
- College Now
- Cuyahoga Community College
- E City Plus
- Euclid YMCA
- Fatima Family Center
- Friendly Inn Settlement, Inc.
- Merrick House
- Mt. Pleasant Community Zone
- MyCom, Subsidized, Bisubsidized & Unsubsidized
- Neighborhood Leadership Institute
- Port Authority
- T. J Maxx District 1201
- The Nurturing Center of Cleveland, Inc.
- Y.O.U. City DOW
- Youth Opportunities Unlimited

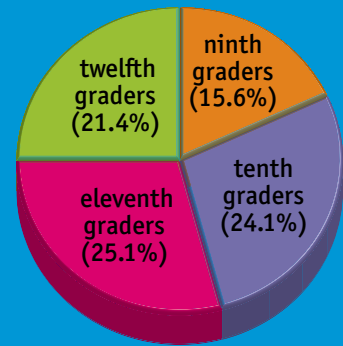
Youth Employment Highlights:

47 youth employed in winter 2010 in a newly developed internship program

645 youth employed in summer 2011

(\$ businesses pay for youth - to come)

The grades represented in 2011 summer employment were:



Focus on Healthcare

Cleveland's healthcare providers helped drive our youth employment efforts this past year. Both the Cleveland Clinic and University Hospitals provided employment for our youth, with University Hospitals hiring 15, who worked in five different departments.



Supervisor (standing) Nikesha Yarbrough, Poison Control Program Coordinator, with the youth she supervised.



Jarod McGee worked at University Hospitals where he was responsible for managing data, archiving, creating templates and monitoring research projects. The 11th grader from MC2 STEM had the opportunity to shadow a surgeon and learned about surgeons' responsibilities outside the operating room.

Youth Engagement and Leadership

Lead Agency: Partnership for a Safer Cleveland

MyCom is my connection for keeping our youth engaged in their communities.

The Partnership for a Safer Cleveland (PSC), our lead agency for youth engagement, provides technical assistance and professional development to MyCom partners to aid in planning, implementing programs and leadership experiences, conducting outreach and communications to recruit youth, and developing strategies to retain youth involvement.

Youth Engagement and Leadership Highlights:

Youth Leadership Academy, Summer 2011

PSC created the Youth Leadership Academy (YLA) to train and prepare young people for leadership roles in the MyCom network and their own communities. Forty-one local teens graduated from the Youth Leadership Academy, with new expertise in personal development, team-building and their role in the community.

MyMedia Project and MyVoice Radio Show, 2011

PSC took over management of the MyMedia project, which trains students to report on topics important to their homes, school and streets through a journalism and digital media curriculum. MyMedia was one of only 19 projects nationwide winning the Knight Information Challenge last year. With PSC's guidance, MyMedia graduates are adding their voices to the public conversation through opportunities like the MyVoice weekly 30-minute radio broadcast on 107.9 FM. The show is by, for and about teenagers, launched by Radio One in partnership with the Cleveland Foundation and Cuyahoga County youth. MyMedia graduates also attend events like United States Secretary of Education Arne Duncan's visit to East Technical High School on September 7, 2011, when our students had the opportunity to hear the administration's views on school funding, teacher evaluation and community and parental involvement.



MyMedia and MyCom youth interview Congresswoman Marcia Fudge at a job fair and town hall meeting that connected thousands of job seekers to employers throughout Cuyahoga County, Ohio.

On July 7, nearly 100 people attended an event at the Idea Center to celebrate the success of recent MyMedia graduates. The Cleveland Foundation hosted the screening of videos from the MyMedia youth reporter training.



School Transitions

Lead Agency: Cleveland Public Library

MyCom is my connection for moving successfully through school.

Getting from kindergarten to college and beyond can seem like an insurmountable task, unless you take it in manageable steps. That's why the Cleveland Public Library is focused on making those steps easier.

Focus on College Readiness

College Now helps MyCom youth plan for and pay for college. College Now brings their services to MyCom communities through the branches of the Cleveland Public Library and community recreation centers. This highly successful program reaches out to middle school or early high school students to help them create and plan for education after high school. Now in its 45th year, College Now has a proven record of helping students and their families develop a "go-to-college" culture, plan for it and obtain scholarships and grants to make it happen.

School Transition Highlights:

863 youth of various ages and school grades served. College Now awards about \$2 million each year in need-based, last dollar scholarships.

Experience Corps, June 2011

Experience Corps volunteers tutored 1000 students in reading, to prepare them for academic success, including 48 students sponsored by MyCom. The program, through Greater Cleveland Volunteers, focuses on 3rd graders, since students not reading at grade level going into 4th grade are more likely to drop out.

Shiloh Café Summer Transitions Program

Many MyCom programs help students with tough transitions. Shiloh Middle School in Parma is home to the Shiloh Café, where kids combine academic support with enrichment activities such as cooking classes, music, drama, art and sports. Shiloh Middle School has four elementary schools feeding into it, so during the summer session the Shiloh Café has created transitioning programs for kids who will enter middle school in the fall. The Shiloh Café also has a transitioning program for 8th grade students who will be moving on to Parma High. Both programs are designed to help students connect with their new schools and meet other kids in all grade levels.



The Café gets kids involved in activities that range from sports to theatre to discussion groups to cooking...which Jean Micklewright, project coordinator, enjoys with student John Doe.

Out-of-School Time

Lead Agency: Starting Point

MyCom helps students connect to learning opportunities in our communities that take place outside of the classroom.

While it may not seem that way to a kid, by the age of 18, a child will have spent only 13% of their waking hours in school. Many personal development, socialization and skills needed for adulthood are learned and practiced in the 87% of time spent outside of school. Starting Point, as MyCom's lead agency for out-of-school time, takes an innovative approach to serving our youth by expanding programs that already exist to address neighborhood needs ranging from crime prevention, improved school performance and workforce readiness.

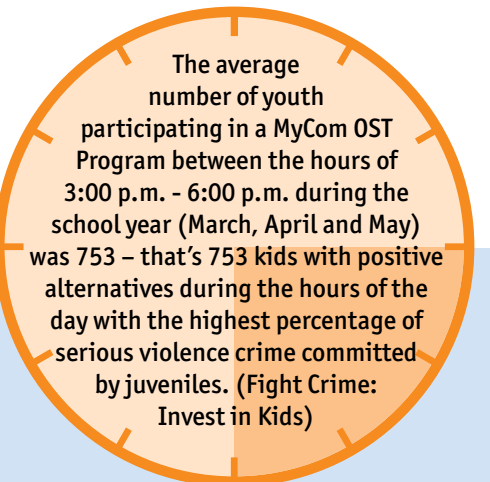
Out-of-School Time Highlights:

1725 youth were served in after-school programs during the 2010-2011 school year.

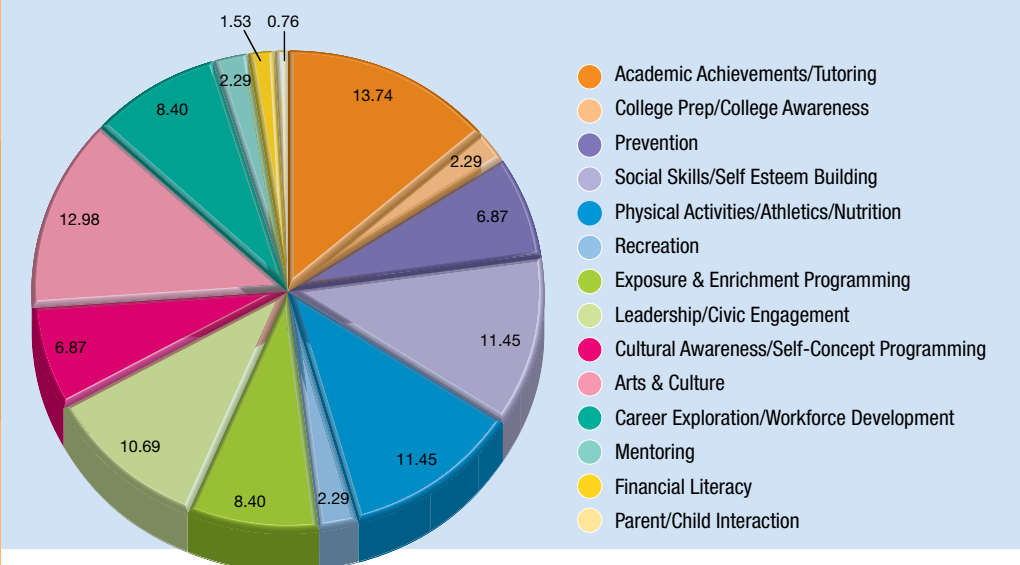
MyCom fills the gaps left by other funding partners who are supporting proven, community-based youth programs. These partners cover the base costs—like having the lights on, using a gym, personnel—and MyCom funds whatever "gap" would make it possible to open up those resources to more neighborhood youth.

MyCom's ability to expand programs results in savings for Cuyahoga County.

The real, annual cost for 1 child in a program can be \$4,320. MyCom cost for 1 child: \$459.18 That's a savings of \$3,860.82 per child, per year.



MyCom OST Program Participation



To help fill the gap in arts programming due to cutbacks in public school budgets, youngsters in the West Park neighborhood participated in paper making workshops at the Art House. These programs fill a need in youth development, by teaching kids to think critically and creatively.



Neighborhood Engagement and Community Outreach

Lead Agency: Neighborhood Leadership Institute (NLI)

Creating a healthy connection in the neighborhood to build strength in the community.

The Neighborhood Leadership Institute (NLI) is the lead agency for MyCom's neighborhood engagement efforts. NLI develops grassroots leadership to rebuild the bonds of community and improve the quality of life for neighborhood residents.

Neighborhood Engagement Highlights:

UnitedHealthcare HEROES Grant, 2011

MyCom received a national grant from UnitedHealthcare called UnitedHealthcare HEROES to support neighborhoods in hosting a service learning project over four months. The neighborhoods launched a variety of projects, including youth programming that emphasized good nutrition and physical fitness under the "Healthy Kids-Healthy Communities" banner.

The UnitedHealthcare grant also supported MyCom's involvement in the 23rd annual Global Youth Service Day (GYSD). More than 100 selected students from MyCom neighborhoods came together to paint flower pots to benefit HandsOn Bingo programs in senior centers, and plant vegetable seeds to be taken back to their neighborhoods to grow.



Youth Festival, August 20, 2011

The St. Clair-Superior MyCom Youth Leadership Council planned, raised funds for, and produced a very successful Youth Festival at St. Martin de Porres High School. Over 100 people from the community came out and enjoyed free food, bounce houses, face painting and more.

Advocacy

Lead Agency: Voices for Ohio's Children

MyCom's connection to local, state and national officials amplifies our communities' voices to make sure our needs are heard.

Voices for Ohio's Children, MyCom's lead agency for advocacy, works with various partners to provide us with government advocacy, communications materials, media relations and training. Through advocacy, MyCom's communities are able to impact changes in public policy that improve health, safety, education, family stability and childcare.

Over the course of the year, Voices for Ohio's Children conducted a series of meetings and events to inform and educate both voters and policymakers on the concerns of children, youth and families throughout Ohio.



Advocacy Highlights:

Lobby Day, April 27, 2011

Nearly 200 advocates and child-serving professionals gathered in the Ohio Statehouse to meet with policymakers on issues that impact our children. The event included a luncheon recognizing five legislators and one state policymaker for their commitment to "the well being of our most precious resource-children."

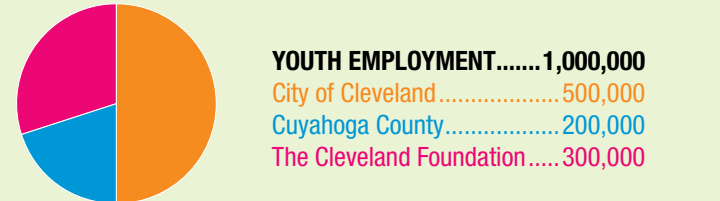
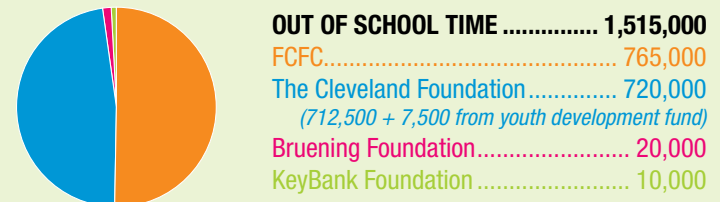
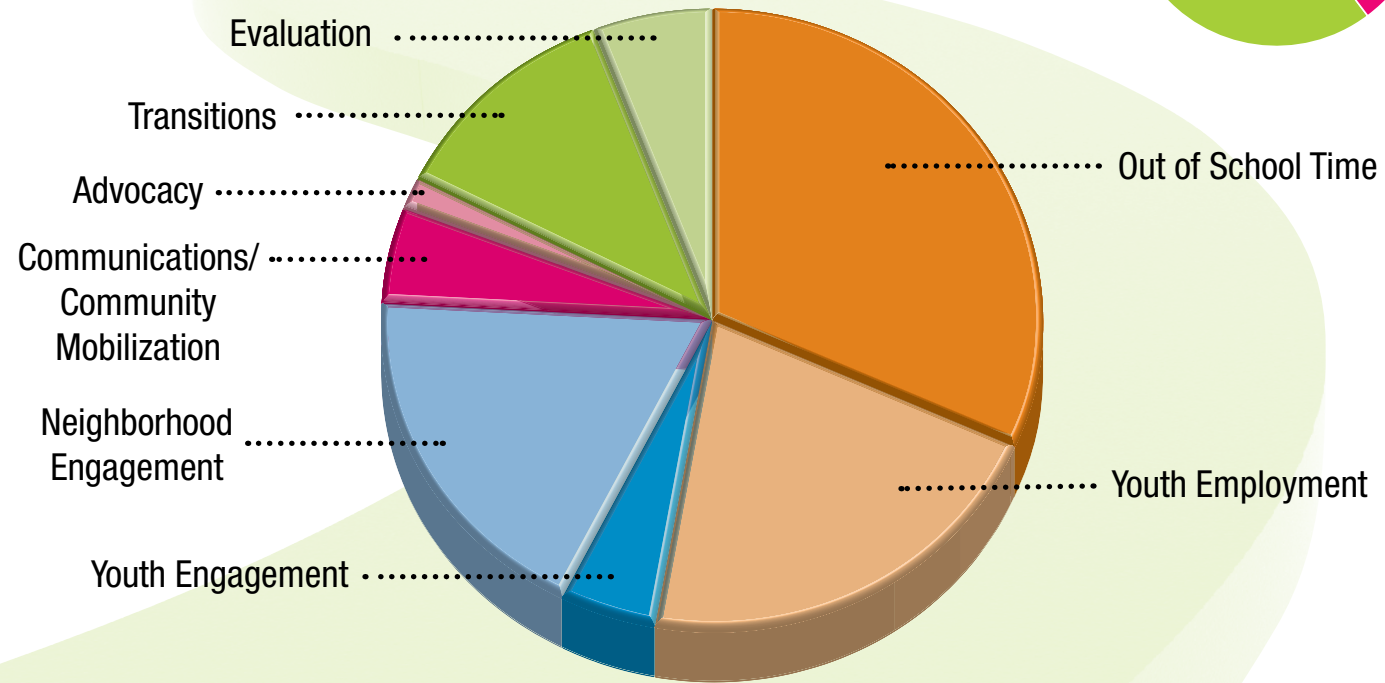
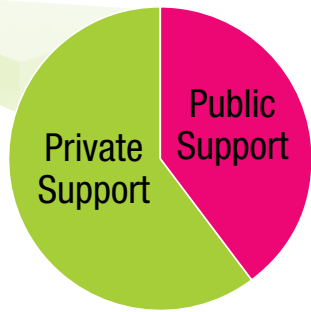
Voices for Ohio's Children is known for bringing together caring adults and professionals to solve challenges for youth. Panelists from the "Making the Systems Work Better" discussion at Voices for Ohio's Children 2011 Children's Health Conference included Tracy Plouck, Director, Ohio Department of Mental Health; Joel Potts, Director, Ohio Job and Family Services Directors' Association; Anthony Trotman, Director, Franklin County Department of Job and Family Services; Tom Scheid, policy consultant for Voices for Ohio's Children; Michael Colbert, Director, Ohio Department of Job and Family Services; and Tim McCartney, COO, Hamilton County Job and Family Services.



Statement of Financial Health

October 1, 2010 – September 30, 2011

Total Public Support...\$1,893,000
 Total Private Support...\$2,850,468
 Total Support.....\$ 4,743,468



MyCom's Accomplishments in 2011

Each MyCom Accomplishment is more than reaching a single goal or providing a single outcome. Each accomplishment is connected. As a result, we are greater than the sum of our parts. MyCom continues to accomplish great things which enhance the lives of our youth and builds on the strength of our communities.

- Raised a total of \$2,336,468 leveraging the Cleveland Foundation's \$2.5M
- Collected more data that is being used to guide our decision making
- Protected and enhanced the future of our youth during this economic downturn
- Developed a relationship with County Executive Ed Fitzgerald's office and garnered support for MyCom activities
- Developed relationship with NOSHC for training of our future health workforce, which will yield over \$9M in 2012



MyMedia and MyCom youth interviewed Susan L. Taylor, Editor Emerita of Essence Magazine & Founder, National Cares Mentoring Movement. She was the keynote speaker at the 2011 annual meeting.

Recognizing Individuals Who Helped Make a Difference in 2011.

It is always difficult to single out a few individuals from the many, many talented and generous MyCom participants and volunteers. Nevertheless, we were proud to be able to present our 2011 Youth Voice Award to these winners in recognition of their actions and examples.

Youth Winners:

Darrien Wilkes, Jr.
 (Benedictine High School)
 Darrien is a member of the Youth Advisory Committee of Cuyahoga County and has been active in youth development efforts countywide for three years.

Tamia Browder (Clara E. Westropp)
 Tamia is a Youth Leader for the CMHA Riverside Park 21st Century Community Learning Center. This award is recognition by her peers of her caring actions for the welfare of others.

Caring Adult Winners:

Jean Micklewright (Parma City Schools)
 Jean coordinates the Shiloh Café, an after-school program at Shiloh Middle School. On most days, one will find Jean at school at 7:30am, ready to welcome students at the beginning of the day.

Civic/Youth Leader Winner:
Dr. Scott Frank has been a dedicated, tireless leader in youth health and development. Dr. Frank's involvement in prevention and awareness has positively impacted the lives of countless Shaker Youth and families.

Tyanna Blanchard (High Tech Academy)
 Tyanna is a high school coordinator and an advisor for High Tech's Key Club and Ladies First. She is also an adult facilitator for the Youth Advisory Committee of Cuyahoga County.

Civic Youth Leader winner, Deborah Ratner, gives generously to Young Audiences of Northeast Ohio as well as many other local charities, Deborah demonstrates a kindness of spirit and a love of youth that far exceeds the sum of her donations.



Sharie Renee (Cosmic Bobbins)
 Sharie treats her enterprise as a social movement. She is an entrepreneur, with a visionary business commitment that transcends borders and enthusiastically hires youth.

Funders:

Brooke Jones & Anna Jones
Bruening Foundation
Charter One Bank Foundation
City of Cleveland
Cleveland Foundation
Cuyahoga County Department
 Department of Workforce Development
 Family & Children First Council
Fox Sports Ohio
John S. and James L. Knight Foundation
KeyBank Foundation
Roy Hartley
Saint Luke's Foundation of Cleveland
Sisters of Charity Foundation of Cleveland
Third Federal Foundation
United Way John K. Mott Youth Fund
UnitedHealthcare & Youth Service America
*For Out-of-School-Time/Starting Point

Agencies:

Case Western Reserve University
Cleveland Public Library
Neighborhood Leadership Institute
Partnership for a Safer Cleveland
Starting Point
Voices for Ohio's Children
Youth Opportunities Unlimited (Y.O.U.)

Neighborhood Partners:

Central: Friendly Inn Settlement Inc.
Cudell: via Neighborhood Leadership Institute
Mt. Pleasant: Mt. Pleasant Community Zone
Parma: Parma City Schools
St. Clair-Superior: St. Clair-Superior Development Corp.
Slavic Village: Slavic Village Development Corp.
South Shaker: Shaker Heights Youth Center
West Park: Bellaire Puritas Development Corp.



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