

Youth Philanthropy: The JOY Model

Maine Philanthropy Partners Conference 2010




Jumpstart Our Youth

Jumpstart Our Youth Program Summary

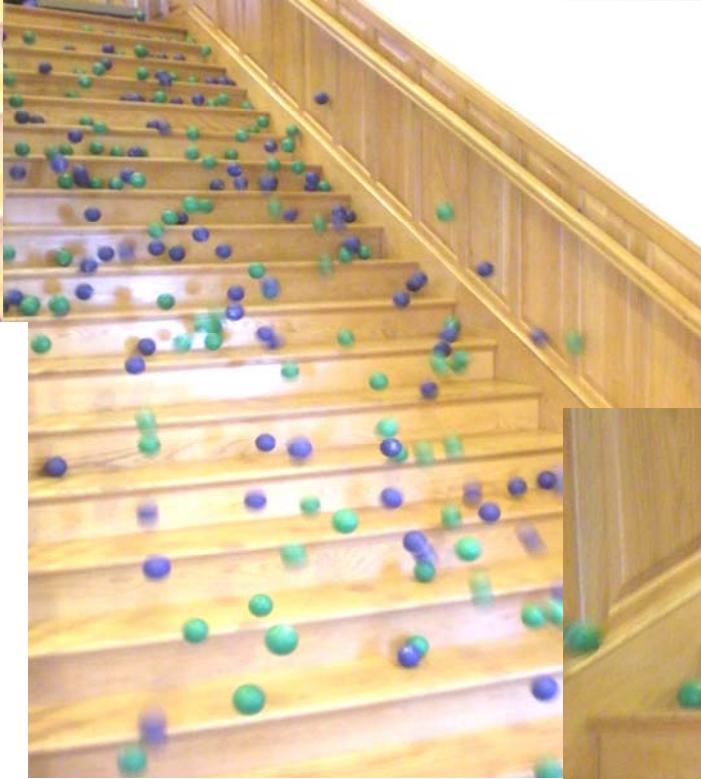
A Funding Partnership





MISSION

To advance youth philanthropy in Maine with the intent to build and strengthen communities through youth involvement.



Why Youth Philanthropy Matters

More than 10 years of research show that youth engaged in philanthropy lead their peers in giving and volunteering during their lifetimes, as well as in choosing nonprofit and public service careers. In a rural state like Maine, it is important that our youth comprehend the value and scope of philanthropy and the responsibilities and rewards that come with being a giving member of the community.

Through building student awareness of philanthropy and honing skills such as team building, goal setting and critical thinking, Jumpstart Our Youth (JOY) promotes leadership, entrepreneurship and generosity.

Youth participants learn new –and enhance existing – skills, and apply them to community challenges. They come to understand the role of local nonprofit organizations in addressing community issues. They undertake basic finance and budgeting; they volunteer, evaluate programs, and they make grants and raise funds.

Many of the same skills are enhanced and strengthened for the adult participants and advisors to youth philanthropy programs.



Learning about community needs and asking the tough questions

Jumpstart Our Youth: A Funding Collaborative

Project Development

The Unity Foundation, in collaboration with the Maine Community Foundation (MaineCF) and UniTel, developed “Jumpstart Our Youth” (JOY) in 2008 to teach today’s young people the importance of complementing hands-on community service work with smart funding and grantmaking practices.

The funders chose a well-established, successful school-based nonprofit partner – Jobs for Maine’s Graduates (JMG) – to deliver the program throughout Maine. Since it was founded in 1993, JMG has provided more than 20,000 Maine students who were at the highest risk of disengaging from school or dropping out, with the skills and motivation needed to succeed in higher education and the workforce. The JOY program takes JMG’s highly successful community service programming to the next level by adding the grantmaking component.

JOY is based upon “UniKids Care Club”, a program that brought together the children of UniTel employees to identify needs within their own community and develop a grant program to help meet them. Maine CF also contributed program development experience gained from two decades of youth philanthropy work across Maine. Guided by a formal curriculum developed by the funders, the JMG Specialists teach students how to make often difficult choices with limited funds.

Process

JMG students at more than 60 school sites work with their school peers to examine the needs of community nonprofit organizations, solicit and review applications, understand program finance and budgeting and interview applicants seeking funds.

The only restrictions on funding are that grant recipients must be local, community-based 501(c) 3 nonprofits and must serve youth and or families.

Students conduct a community-wide scan of nonprofits, invite organizations to respond to an rfp, host presentations from applicants at school, and then apply a variety of techniques to review and score proposals and select grant recipients.

First Year Program Impacts

The impacts of the first year of Jumpstart Our Youth extend well beyond the students enrolled in JMG. The program directly reached at least 14,000 Maine youth, in all counties, across all economic and social strata. They are engaged with community issues and organizations. They become better leaders.

The cash grants do not include the 12,200 recorded hours spent by JMG students and Specialists in community service learning, the anecdotal 710 hours reported by JMG or the unrecorded hours spent by students volunteering for grant recipient and non-recipient organizations.

However, if those 12,910 hours were multiplied by the current minimum wage, the time would be worth \$96,825. By combining grant dollars and volunteer value, it is reasonable to state that approximately \$150,000 was infused into the Maine economy through the JOY program.

JOY: Year 1 by the Numbers

- 2,100 JMG-enrolled youth participated in JOY; 12,837 youth and their families across the state were impacted by the funding.
- \$53,664 in grants were distributed
- 72 separate grants were awarded
- 12,910 hours of volunteer service were documented (a \$96,825 value)
- By combining grant dollars and volunteer value, it is reasonable to state that approximately \$150,000 was infused into the Maine economy through the JOY program.
- Domestic Abuse Awareness/Advocacy was the category in which the most youth were served (3,520). Fitness/Sports/Recreation was the category receiving the highest amount of giving (26%)
- At least one nonprofit in each of Maine's 16 counties received funding
- Nonprofits in 51 Maine towns and three regions received grants

Program Implementation Summary and Calendar

August 2008 –JMG presents the JOY Program to all JMG Classroom Specialists and Regional Managers including information about the funder collaborative –The Unity Foundation, Maine Community Foundation and Unitel – and background about the Unity Foundation founder, Bert Clifford and his philanthropic efforts. JMG introduces the JOY Curriculum, timeline, and delivery expectations.

September 2008 –Selected JMG students from across the state attend the JOY program launch at Point Lookout in Lincolnville. Students listen to presentations from each of the funding partners and mingle and discuss their plans for program implementation. Student Officers have specific JOY training at annual gathering.



September 2008 to January 2009

Classroom implementation:

Defining Philanthropy

- Completing a community needs assessment
- Researching potential recipients
- Creating Requests For Proposal (RFP)
- Sending RFP's
- Inviting RFP recipients to present in the classroom or visiting potential recipients if possible
- Designing the decision making process
- Designing service-other-than-funding that students would provide to recipients and non-recipients
- Communicating with other JMG programs to discuss best practices and ideas or for direct collaboration (many JMG programs joined forces to deliver the JOY Program in their region)
- Plan additional fundraising efforts to provide larger or multiple awards (Several JMG sites raised additional funds that were added to the award amounts)

February 2009 – Determine Grant Awards. Specialists share experiences and award information informally with each other statewide

March 2009 – Celebration for the first year of JOY. Six JMG schools are represented at Point Lookout in Lincolnville to share experiences and many nonprofit recipients included.

September 2009 – Year 2 launched in schools.

JOY Stories

Mahoney Middle School Digs for Details, Debates Preferences

Students in Jeff Kozaka's JMG unit cast a wide net in soliciting RFP's for their JOY grant. In doing so, they set themselves up for both more research and a serious debate about which organization should receive the funds. The students are interested in contributing some "sweat equity" in the form of volunteer time with the organization they choose to fund, so they had no qualms about asking the organizations to clarify details on programs and budget and asked about volunteer opportunities.

The information-gathering set them up to formally debate in groups - five groups of students each representing one of the nonprofit finalists under consideration for the grant. The students had to present their case for why the organization they represented should receive the grant - and it made a big difference! A class poll prior to the debate placed the grant recipient - Youth Alternatives/ Inghram - near the bottom of the preference list. Its debate team did such a thorough job in presenting its merits that it rose to the top and received the total grant.

(Photo: Mahoney Middle School students prepare debate materials)



Lincoln Academy Leverages Grants

JMG students at Lincoln Academy combined the JOY grant funding - \$1000 with money earned from a student fund-raiser to provide two, \$800 grants. Much like a charitable foundation, Lincoln Academy hosted informational meetings for potential nonprofit “bidders” to learn more about the RFP requirements, required applicants to present to the class and actively worked together to read and rate the proposals.

Alex Gaeth, Executive Director of the Midcoast chapter of Big Brothers Big Sisters presented an overview of the program. According to Alex, Lincoln Academy is one of the most successful high school programs that participate in the Big Brothers Big Sisters matching program – providing lots of “bigs”. Alex was impressed by the questions he was asked. One student asked me “what can \$800 really do for your program?” He replied that \$800 is the cost to save a life through making a match between a “little” and a “big” so it would be worthwhile. He was also asked what it was like to lead a nonprofit, “that was a fun one to answer!”

Big Brothers, Big Sisters and Carpenter’s Boatshop each received \$800 grants.

(Photo: Alex Gaeth of Midcoast Big Brothers/Big Sisters presents to Lincoln Academy)





Livermore Falls High School Examines Local Priorities

Ultimately, Livermore Falls JMG students had to determine which was more important: playing baseball or having food on the table? Having received donation proposals from both youth recreation nonprofits and the local food bank, the students researched community economic conditions as they discussed how to make their grant award.

At the March 3rd 2009 closing event at Point Lookout Kendra Hall, VP of Livermore Falls' JMG organization shared the impact of recent job losses on the local economy and families: 200 workers laid off from 2 local mills with more job losses expected; 460 people including 170 children served each month by the Tri-Town Ministerial Food bank; students experiencing hunger first-hand.

Specialist Barbara Jewett said, "The community service aspect is also very powerful. The food bank is a very grass-roots volunteer organization run mostly by seniors. Our students can help move heavy boxes and unpack deliveries very quickly and with a great sense of accomplishment when finished."

(Photo: Livermore Falls students make quick work of stocking pantry shelves)



Deering High School Invests in a Message

To educate teens about the occurrence of teen dating violence, the Young Adult Abuse Prevention program (YAAPP) works with its target population to design its programs. As part of its successful JOY grant proposal, YAAPP asked the JMG students at Deering High School to help them design an approach that would speak to their peers. The result is an exhibit entitled "Walking in their Shoes" - intended to show the many facets of domestic violence through colorful and creative shoe sculpture.

"This is so much more than one donation," said Deering Specialist Robyn Fink, "this is students using their creative talent and growing awareness of what dating violence looks like to invest in education and prevention for themselves, their friends and their peers."

Deering junior Hawa Mohamud created a shoe sculpture contrasting light and darkness to reflect the difference between a victim's "life at home and the life that everyone else sees."

Chelsea Villetta, another Deering junior, transformed a pair of sandals using words and images to convey "a woman's perspective on violence," saying that while "abuse can happen to anyone, women seem to be more vulnerable."

Pat Darling selected a ballet slipper for his piece to pay tribute to female victims of domestic violence. The plain, pink shoe has a tiny "Help Wanted" sign attached to the outside, while the inside is filled with images associated with violence, such as a fist.

"I really wanted something to symbolize that abuse exists on the inside of a relationship and that you've got to look for those small, outer signs if you want to help a person out," said Darling.



Traditional rivals, Waterville High School and Winslow High School worked together to research nonprofits, determine recipients and award funds.

Philanthropy Also Means. . . .

Many of JMG's sites provided "sweat equity" to their recipient and non-recipient organizations. Some of these activities were:

Livermore Falls High School: Unloading food trucks and stocking the shelves of the Tri-Town Ministerial Food Pantry - 30 students 6 hours participation

Deering/South Portland High School: Hosting art programs to raise awareness and funds for Family Crisis Services domestic and dating violence programs - 25 Students 10 hours participation

Mt. View High School – Providing volunteers for the Special Olympics -15 students 8 hours participation

Lewiston Middle School – Participating in Big Brothers Big Sisters Program by working with younger students and helping with fundraisers -20 students some ongoing work, 4 hours of fundraising participation

Penquis High School – Conducting heritage interviews of youth for the Historical Society Film Project -10 students, ongoing

Freeport High School – Providing spring clean up services for Camp Sunshine-15 students, 4 hours of participation

Summary

With a ready-made "distribution vehicle" found in JMG, the funding collaborative came together to deliver a statewide youth philanthropy education program through an aligned nonprofit partner and with well-defined goals.

The funding partners met periodically through the first year to address challenges, plan events and at the end of the first year, to report out and incorporate feedback from the grantee, JMG.

JOY serves as a model for collaborative funding as well as a superior example of engaging the right nonprofit to deliver essential program goals.

Partner Contact Information

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Jumpstart Our Youth Grant Recipients

<u>Sub Sector</u>	<u>Grantee</u>	<u>Grant Total</u>	<u>Location</u>	<u># of Youth Served</u>
ART	ArtVan Program	500.00	Bath	70
ART	Brewer MS Music Department	450.00	Brewer	40
ART	Eastport Arts Center	1,000.00	Eastport	Unk
ART	G D Cushing School/Academy Hill School	500.00	Wilton	60
ART	Houlton Community Arts Center Council	1,000.00	Houlton	20
CED	4 Season Farmers' 4-H Club	250.00	Wiscasset	100
CED	The Root Cellar	1,000.00	Portland	40
DA	Family Crisis Services	1,000.00	Portland	Unk
DA	Caring Unlimited	500.00	Sanford	3500
DA	Family Crisis Services	500.00	Portland	Unk
DA	Northern Maine General	1,000.00	Eagle Lake	20
DD	Camp CaPella	500.00	Holden	2
DD	MSAD#3 Special Olympics	1,000.00	Thorndike	13
DD	Riding High For Kids	500.00	Etna	70
DD	Waban Project, Inc	1,000.00	Sanford	72
ECD	'21 Club	150.00	Kezar Falls	50
ECD	Catherine Morrill Day Nursery	1,000.00	Portland	51
ECD	Inside Out Playground	1,000.00	Waterville	15
ECD	Maine Children's Home for Little Wanderers	250.00	Waterville	1568
ECD	Maine Children's Home for Little Wanderers	1,000.00	Waterville	15
ECD	We Care Community Baby Center	700.00	East Machias	600
ELS	Big Brothers Big Sisters - Lewiston	400.00	Lewiston	200
ELS	Big Brothers Big Sisters of Bath/Brunswick	500.00	Brunswick	70
ELS	Big Brothers Big Sisters of Bath/Brunswick	1,000.00	Topsham	86
ELS	Big Brothers Big Sisters of Midcoast ME	500.00	Rockland	44
ELS	Carpenter's Boat Shop	500.00	Pemaquid	7
ELS	Center for Grieving Children, The	500.00	Portland	32
ELS	Child Health Center/BBBS (Auburn)	1,000.00	Auburn	Un
ELS	Milo Historical Society	500.00	Milo	1
ELS	Moosehead Historical Society	500.00	Greenville	1
ELS	Touch Tanks for Kids	500.00	Biddeford	200
ELS	Washington Hancock Community Agency	1,000.00	Milbridge	150
ELS	Youth Promise	500.00	Newcastle	150
FSR	Alfond Youth Center	1,000.00	Waterville	500
FSR	Brewer MS Phys Ed/Health Department	550.00	Brewer	300
FSR	Calais Little League	800.00	Calais	300
FSR	Camp at the Eastward	400.00	Farmington	200

FSR	Cape Cod Hill School After School Program	500.00	New Sharon	Unk
FSR	Carrabec Outing Club	600.00	North Anson	35
FSR	Harbor House	1,000.00	SW Harbor	227
FSR	Houlton Parks & Recreation Department	1,000.00	Houlton	20
FSR	Newport Cultural Center	500.00	Newport	15
FSR	Pittsfield Public Library	1,000.00	Pittsfield	10
FSR	Portland Skatepark	500.00	Portland	100
FSR	Sabattus Recreation Club	2,000.00	Sabattus	300
FSR	Sacopee Valley Football Boosters	100.00	Cornish	40
FSR	Sacopee Valley Health Center	150.00	Parsonsfield	150
FSR	Sacopee Valley High School Prom Comm	600.00	Hiram	190
FSR	Sanford Springvale Youth Athletic Assoc	1,000.00	Springvale	700
FSR	Teens to Trails	250.00	Edgecomb	25
FSR	The Next Step	300.00	Machias	20
FSR	Waldo County YMCA	1,000.00	Belfast	Unk
FSR	Youth Alternatives/Ingraham	1,000.00	South Portland	Unk
HP	Bread of Life Ministries	750.00	Augusta	20
HP	China Community Food Pantry	1,000.00	China Village	130
HP	Hope & Light Fund	250.00	No Vassalboro	Unk
HP	Ronald McDonald House of Bangor	664.00	Bangor	260
HP	Salvation Army	250.00	Waterville	Unk
HP	Tri-Town Ministerial Food Cupboard	1,000.00	Livermore Falls	170
HP	Vassalboro Food Station Pantry	250.00	Vassalboro	57
HP	Wings of Love	1,000.00	Belfast	1000
MAW	Make-A-Wish Foundation of Maine	500.00	Brewer	1
MAW	Make-A-Wish Foundation of Maine	1,000.00	Freeport	1
MAW	Make-A-Wish Foundation of Maine	250.00	Farmingdale	1
MAW	Make-A-Wish Foundation of Maine	500.00	Milo	1
MAW	Make-A-Wish Foundation of Maine	1,000.00	Gardiner	1
MAW	Make-A-Wish Foundation of Maine	1,000.00	Oakland	1
MAW	Make-A-Wish Foundation of Maine	500.00	Greenville	1
MAW	Make-A-Wish Foundation of Maine	2,600.00	Lewiston	1
SA	Blue Devil Health Center TAG Team	200.00	Calais	120
SA	Day One	500.00	South Portland	500
SA	Lincoln Fire Co c/o No Penobscot Tech	1,000.00	Lincoln	229
		\$50,664.00		12,873

ART = Arts/Music

CED = Community Development

DA = Domestic Violence Awareness/Advocacy

DD = Developmental Disabilities/Challenges

ECD = Early Childhood Development

ELS = Education/Life Skills

FSR = Fitness/Sports/Recreation

HP = Homelessness/Food Pantry/Financial Need

MAW = Make-A-Wish Foundation

SA = Substance Abuse Awareness/Advocacy

Jobs for Maine's Graduates Serving more than 3,200 Maine Students

www.jmg.org

Beatrice Rafferty School	Morse High School
Belfast Area High School	Mount Desert Island
Biddeford High School	Mountain View Youth Development Center
Brewer High School	Mt. Ararat High School
Brewer Middle School	Mt. Blue High School
Calais Area High School	Mt. View High School
Carrabec High School	Mt. View Jr. High School
Carrie Ricker Middle School	Nokomis Regional High School
China Middle School	Northern Penobscot Tech.
Deering High School	Oak Hill High School
Freeport High School	Old Town High School
Gardiner Area High School	Penquis Valley High School
Greenville Jr./Sr. High School	Portland High School
Hall-Dale High School	Rose Gaffney Middle School
Hodgdon High School	Sabattus Central School
Houlton High School	Sacopee Valley High School
Lewiston ACE Program	Sanford High School
Lewiston Middle School	Sanford Middle School
Lewiston Regional Technical Center	SeDoMoCha Middle School
Lincoln Academy	Skowhegan Area High School
Livermore Falls High School	St. John Valley Tech. Center
Long Creek Youth Development Center	South Portland High School
Machias Memorial High School	Vassalboro Community School
Madison Area Memorial High School	Warsaw Middle School
Mahoney Middle School	Washington Academy
Maine Central Institute (MCI)	Waterville High School
Memorial Middle School	Winslow High School
Messalonskee High School	Winslow Jr. High School
	Wiscasset Middle School