

Jumpstart Our Youth



A Youth in Philanthropy Model

Annual Report ~ Year Four

2012

www.jumpstartouryouth.org

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MISSION

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



2011-2012
JMG School Sites

Serving more than 200
Maine Communities



A Partnership of



The **Unity Foundation's** mission is to support sustainable, mission-driven nonprofits through capacity-building initiatives, programmatic grantmaking and nonprofit management education.



Maine Community Foundation, To strengthen Maine by working in partnership with donors and community groups.



Unitel is a local independent telephone company serving approximately 5,000 customers in all or part of eleven towns in Waldo, Penobscot and Kennebec Counties.



Jobs For Maine's Graduates' mission is to identify students who face barriers to education, and to guide each one on to a successful path toward continued education, a meaningful career, and productive adulthood.

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2011-2012 Jumpstart Our Youth (JOY) Program Summary

By the numbers ~ 2012

- 3,755 participating students enrolled in 63 JMG school-based programs
- 218 applications, totaling \$96,440 in requests were received from Maine nonprofits
- \$63,000 was distributed through 97 distinct grants; plus \$5,350 raised by JMG students;
- Nonprofit programs providing Education/Life Skills received the most funding (24%) an increase from 18% in 2011;
- Nonprofits providing Substance Abuse Awareness/Advocacy received the least funding (0%), a decrease from 3% in 2011.

Collaboration Magnifies Grants

The five JMG programs at Messalonskee High School, Waterville High School, Winslow High School and Winslow Junior High School pooled their JOY grant funds and brain power to take philanthropy to a whole new level in 2012. Adding to the \$5000 in total grant funds provided by Unity Foundation and the funding partners, the students raised an additional \$3000 to benefit Central Maine nonprofits.



In a well-planned collaboration, the 200 participating students researched eligible area organizations and voted on their top ten, which were invited to present to the assembled students at Messalonskee's Performing Arts Center. Students asked the presenters detailed questions about how programs impacted communities and how the grants would make a difference.

Following the presentations the students voted on their top five nonprofits and awarded \$1600 to each. Grantees ranged from the Pine Tree Camp for children with disabilities where the JMG students helped prep the camp for opening day, to the Waterville Humane Society where the Executive Director is building an educational program for students on the importance of neutering pets.

Why Youth Philanthropy Matters

Research shows that when youth participate in philanthropy they lead in giving and volunteering during their lifetimes, as well as in choosing nonprofit/human service related careers. In Maine, as in all states, it is important to instill in our youth an understanding of both the power and potential of philanthropy as well as the responsibilities and rewards that come with being an engaged and giving member of one's community.

By building awareness about the role of philanthropy and honing skills such as team building, collaboration, communications, fiscal responsibility, goal-setting and critical thinking, JOY promotes leadership, entrepreneurship and generosity.

Students in Grades 6 through 12 who participate in Jumpstart Our Youth® (JOY) build new skills through learning financial literacy; increase their understanding of the role of local nonprofit organizations in addressing community issues; provide hands-on volunteering, and experiment with grantmaking and fund development activities. All of these skills help the students meet the learning competencies identified as those that best prepare our youth for the future.

"I've had the pleasure of speaking to the JOY students and coordinators for two years in a row. They are delightful, and ask very pertinent questions. Their coordinators have a talent for reaching out to these youth. This year, the Oak Hill youth also volunteered at a fund raising dinner. The diners were impressed by their polite and friendly manners. I hope this program continues. These youth need that "extra push" to help them through life and they are getting that and more from this program."

- Community Loaves & Fishes representative

Partners

The Unity Foundation developed the JOY program and provides funding, in collaboration with the Maine Community Foundation (MaineCF) and UniTel, Inc. Jobs for Maine's Graduates (JMG) delivers the philanthropy curriculum in schools. The funding partners renewed their relationship with JMG for a fourth year to continue student learning about effective community commitment, involvement and support.

Since it was founded in 1993, JMG has provided more than 24,000 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. Since the beginning of the JOY program, the number of students enrolled annually in JMG has increased from 2,100 to 3,755.

History

Grounded in a curriculum developed by the Unity Foundation, Maine Community Foundation and UniTel, Inc., and continuously revised to incorporate JMG-specific language and address learning competencies, the JMG Specialists (classroom instructors) guide students as they learn about often overwhelming community needs. Students make difficult choices about meeting those needs with limited resources, both human and financial.

Jumpstart Our Youth is based on a youth philanthropy program created in 2002 by Unity Foundation to mark the first anniversary of the death of its founder, Bert Clifford. This program became the “UniKids Care Club” at UniTel, Inc., the company owned by Mr. Clifford. UniKids Care Club brought together the children of UniTel employees to identify needs within their own community and develop a grant program to help meet them. JOY also draws upon the program expertise and curriculum recommendations of MaineCF based on its youth philanthropy support across the state for two decades.

To scale the program statewide, in 2008 Unity Foundation reached out to MaineCF. The two foundations revised and enhanced the curriculum based on each organization's experience and research in the field.

Jobs for Maine's Graduates was approached to deliver the program because of its youth development mission; track record of successful program design and implementation; commitment to assessment and evaluation as well as its existing extensive network with public schools. JMG agreed to participate, seeing the potential this program had to augment student experience, especially in dedicated focus to service learning. Over time, the principles of the JOY program have become the overall framework for the JMG service, fundraising and outreach curriculum components while also remaining a measurable philanthropic exercise each year.

Each partner – Unity Foundation, MaineCF, UniTel, Inc. and Jobs for Maine's Graduates – agreed to the timeline, benchmarks and outcomes as well as financial and/or management support for the program. Partner meetings are held throughout the year to review program status and plan for future growth and sustainability. Between formal meetings, information is provided to all partners about the program's efforts. Proposed changes in curriculum, timeline, delivery and outcome measurements are weighed against the mission of advancing youth philanthropy in Maine to build and strengthen communities through youth involvement.

As this fourth year closes, students have cumulatively provided more than \$800,000 to Maine's nonprofit sector. This value is comprised of dedicated funds, student-raised funds and nearly 74,000 hours* of volunteer service.

* Value of \$7.50 per hour



The JOY of Sprucing up Spruce!

JMG students at Spruce Mountain High School have been practicing philanthropy through the JOY initiative sponsored by the Unity Foundation. JMG students had \$1,000 to give to a local non-profit that serves youth, and they chose to grant the money to the Ski Club at Spruce Mountain Ski Area. The money will be used to purchase ski equipment that can be utilized by both the public and young ski club members. Students also gave their time, scraping paint and freshly painting several buildings at the ski area.



Grants Snapshot: Year Four

Giving is categorized by the subsector the funds support. [Applicants self-select their sector during the application process.] The total does not include the additional funds raised by students.

<u>Subsector</u>	<u>Total Giving</u>	<u>Percentage of total JOY funding</u>
Education/Life Skills	\$15,317	24%
Early Childhood Development	\$12,150	19%
Homelessness/Food Pantry	\$9,900	16%
Developmental Disabilities	\$9,150	15%
Community Development	\$6,300	10%
Fitness/Sports/Recreation	\$5,850	9%
Domestic Abuse Awareness/Advocacy	\$3,500	6%
Arts/Culture	\$833	1%
Substance Abuse Awareness/Advocacy	\$0	0%



Student JOY presentations at the
2012 JMG Career Development
Conference

Successful Collaboration

Collaboration, especially between nonprofits and funders, is critical to overall program success. After four years, the JOY partners show that, when approached with care and understanding, collaboration can thrive. JOY has been a collaborative effort from the outset, and the partners have learned several lessons that they believe are critical to working together effectively and fulfilling the group's mission.

- Alignment with mission and culture: First and foremost is agreement on a common goal aligned with the delivering nonprofit partner's mission, the foundation partners' focus, and the for-profit partner's culture of philanthropy – to support Maine's youth in achieving success.
- Respect and flexibility: Each partner recognizes and respects the strengths of the others, acknowledges and defers to experience and is committed to being flexible.
- Maximizing existing resources and expertise: Matching funder expertise with nonprofit expertise to do collectively what might otherwise not be achieved – providing learning and support to youth through an engaged and successful organization – means that when a new program simply redirected and expanded upon proven strengths, delivery and success happen more quickly.

Process Impact

During the 2011-12 school year, Year Four incorporated lessons learned from the first three project years. It was also a year of significant improvement that increased program efficiency and effectiveness. Areas of improvement and growth are highlighted below.

Participation

- In 2009, year one of the program, 2,100 students representing 52 JMG programs participated in JOY. By 2012, the fourth year, 3,755 students participated.
- In year one, \$53,644 was distributed in grants. In Year Four, grants totaled \$68,350.

"You're learning about philanthropy and you're going to make a difference in a child's life today." - Jim Christie of Make-A-Wish Foundation at joint Winslow/Waterville/Messalonskee HS Check Presentation Ceremony

Process Improvements

There were several major improvements this year that increased the effectiveness and efficiency of the JOY program. However, perhaps the most significant program change is not one of process but of perception. Both JMG and the funding partners have come to agree that in addition to the annual grant activity, in order to promote learning continuity, the principles of the JOY program can and should be the foundation for all core JMG curriculum components addressing community service and fundraising.

1. **Staff Experience:** The majority of JMG management and staff involved with JOY had at least two years of experience and learning as they planned and executed Year Four. JMG Specialists and Managers had a better understanding of the power of the JOY program and how to better incorporate it into their curriculum planning. The five JMG Regional Managers were asked to play a more hands-on role with database management and oversight. Staff experience accounted for much smoother delivery and efficiency of the JOY program.
2. **Training and Expectations:** Having three years of JOY experience made it much easier to train most field staff on programmatic details. Several Specialists were in their first or second year with JMG in 2012, therefore, trainings this year were conducted each quarter to focus on themes that were most relevant for that period. JMG re-affirmed a decision made in Year 2: that JOY is not something extra; it is an embedded and significant component of the JMG curriculum. Out of the 63 sites that participated, a very small number of Specialists needed additional guidance or direction to meet expectations and adhere to the established timeline.
3. **Website and Database Improvements:** The significant enhancements and additions to the back-end of the JOY website made it a one-stop resource for Specialists and Managers. JMG Regional Managers played an increased hands-on role with the database, and this helped facilitate process integrity and overall communication. The JOY website, combined with JMG's improved "SharePoint" intranet system, gave Specialists great resources for communicating and sharing best practices across the state. The single biggest improvement was the overall utilization of and increased familiarity with the database. This database completely streamlined the application, review, and approval processes.

Nonprofit organizations were able to apply online, students had the ability to review those applications using technology (their preferred method for everything) and have their recommendations approved almost in real time. The addition of an online evaluation link allows grantees to report project/activity

outcomes and lessons learned directly to students and, in essence, close the philanthropic loop.

4. Community Awareness: Nonprofit organizations in each community were more aware of JOY and in some cases proactively contacted their local JMG sites to find out when the RFP's were being released.

Delivery Timeline

August 2011: At JMG's annual training retreat, every JMG Specialist and Regional Manager participated in a JOY workshop. The workshop:

- Gathered Specialist feedback from previous experiences
- Presented the updated JOY website and plans for the database
- Re-affirmed that delivering JOY is not an extra project, but rather enables the students to meet established learning competencies
- Instructed Specialists and Regional Managers on specifics regarding data collection.

These sessions provided a valuable outlet for program feedback. Most of the feedback focused on frustrations around the Funding Request process, specifically that several funding requests went unanswered. Other frustrations related to the timeline and specific concerns regarding year-long planning and time management. Some Specialists felt that students from past years had lost a bit of interest in JOY; other Specialists had learned to deploy experienced students in creative ways as leaders/facilitators in the process. Additionally, several Specialists shared that they needed help in finding new and receptive nonprofits in their communities. The updated timeline was received enthusiastically. Specialists were encouraged to begin incorporating JOY earlier than the November 1st kickoff if their schedules could accommodate it.

November 2011 – January 2012

The focus over the three month period from November to January was on delivering the JOY Curriculum and implementing the formal portion of the JOY program. According to data collected on student classroom activity, this consisted of the following:

- Defining Philanthropy
- Researching potential recipients
- Creating RFPs
- Sending RFPs
- Inviting applicants to present in the classroom or visiting them where possible
- Designing the decision making process
- Designing volunteer service that students would provide to recipients

- Communicating with other JMG sites to discuss best practices and ideas or for direct collaboration (more than 12 JMG sites joined forces to deliver the JOY Program)
- Planning additional fundraising efforts to provide larger or multiple awards. (Several JMG sites raised additional funds that were added to the award amounts)



**The Golden Tab was awarded to
Machias Memorial High School**

Each year, students work on a state-wide project that culminates at JMG's Career Development Conference in April. Last year hoodies were collected for an organization in Baileyville. This year, students collected the pop-tabs from soda cans. 840 pounds were collected at CDC, recycled and the proceeds -- \$462 -- split between the two Maine Ronald McDonald Houses (Bangor and Portland). Machias Memorial HS JMG students collected 128 lbs!

The major difference this year was that based on feedback from the field, the official JOY kickoff was changed to early November to coincide with National Philanthropy Day. This change aligned better with the work taking place in the classroom during the first two months of school. The timeline also changed so that decisions regarding grants were made by the end of March, alleviating the pressure of finishing JOY-related activities directly after February vacation and still allowing plenty of time for check presentation events before the end of the school year. An extended period also allowed for sites to experiment with the curriculum. The deadline for applications hovered around the end of January. The feedback thus far has been that the students and Specialists felt they were able to deliver JOY with a higher level of quality because of the timeline adjustments.

February – March 2012

During February and March, students review all applications and make decisions to meet the program deadline at the end of March. All sites, with the exception of a few schools, met the deadline with all decisions made by mid-April.

Tracking this process from a project management standpoint was much easier this year. Being able to log onto the database and determine current status for each site allowed for immediate guidance, remediation, and management towards expectations. Most

Specialists met the deadlines. As in the previous years, a few Specialists received pre-approved extensions, and a small number needed more guidance.

From a programmatic view, this was a very interesting section of the program. Like last year, there were so many different methods used for the decision making process including:

- Student debate to determine their recipient(s).
- Blind balloting after all the information was collected to choose recipients.
- In-class presentations or site visits to inform decisions including the submission of taped presentations by applicants so that students could further evaluate and break-down the sessions.

Regardless of the method used, students displayed a great amount of thoughtfulness in making their decisions.

Once decisions were made, each site officially recommended their recipients for funding. When the recommendation for funding was made, a Specialist was able to log into the database and review the applications and the students' comments and authorize the application for funding. The Regional Managers were then asked to log in to verify the funding. When that process was complete, the applications and the recommendations were electronically sent to Unity Foundation for processing. Students are the sole decision-makers for funding. Specialists, Regional Managers and the funding partners assist the process but have no say in the awarding of grants.

In one very effective model, students at Northern Penobscot Tech Region III JMG raised \$1,000 in additional funds this year. Students sent out RFPs to each of the 29 communities (town offices) who are part of NPT Region III, as well as 12 other local nonprofits, and put an announcement in the local paper seeking applicants. They received eight applications and voted to invite five organizations into the classroom for presentations.

Students voted three times before making the decision to award money to three nonprofits; KidCare America of Lincoln, Ronald McDonald House of Bangor, and Make-A-Wish of Maine. KidCare and Make-A-Wish each received \$500 that was raised by students locally; Ronald McDonald House was presented with the dedicated \$1,000 JOY funds. The check presentation took place at the regional school board meeting.

A Year of Unique Collaboration

This year, the database was revised so that neighboring JMG sites could collaborate and fund as a group. One such joint venture that was unprecedented in creativity, teamwork and spirit included the Messalonskee, Waterville, and Winslow JMG programs. Five programs within this region—comprised of both Project Reach Middle School and High School programs—joined forces in the research, RFP and selection process. The students raised an additional \$3,000 to supplement the awards. This structure is now a model for future JOY program partnerships.

The multiple sites at Lewiston Regional Technical Center as well as three South Portland area middle school and high school JMG sites also collaborated in the RFP, selection, and award ceremony processes, as did Biddeford High School's sites.

April – June 2012

Specialists and students used the final months of school to plan and implement their Award Presentations for their recipients.

This year, there were several regional celebrations where multiple sites gathered to present “big checks” to their grantees. Of note was the North Regional Celebration at Washington County Community College in Calais, where 6 sites and 7 awardees gathered. Many schools also combined their annual JMG closing ceremony with a JOY presentation, which added significance to the year-end reflection.

The three South Portland school sites (Mahoney Middle School, Memorial Middle School and South Portland High School) held a joint check presentation celebration at Memorial Middle School in early April with all 5 grantees in attendance. The students exceeded the programs while engaging award winners, providing valuable public speaking experience.

Every participating JMG site held check presentation ceremonies in their communities. This proved, in every situation to be a special moment for the students. The ability to look the organizational representatives in the eye, and hear the impact that the JOY program has had on programs and services was very important.

“The money is important to these organizations but we also want to support them through volunteer efforts. We are collecting coupons for baby items to provide to Journey House – my students understand that every little bit counts.”
- Melissa Coppa, JMG Specialist at Nokomis

“Did Our Money Go There?”

JMG’s Project Reach Students at Vassalboro Community School have made many JOY donations in the local community since the program began nearly five years ago. Students who began making the grants as 6th graders are more experienced philanthropists as eight graders and are able to track results and local impact.

Unlike multi-million dollar donations that get donor names on research facilities and university buildings, JOY grants support persistent family and youth needs locally. Vassalboro’s JOY grants have been directed to the local public library where the students now have input on the purchase of new books that “their” money supports; a grant was made to the Mid-Maine Homeless Shelter where ground was broken on a new family shelter early in 2012; grants have also gone to the local food pantry.

Students notice. Their names may not be blazed across the entrance to the nonprofits but they remember and occasionally check with Specialist Victor Esposito, “Did *our* money go there?”

You (Jenelle) and Dave and all the kids in the auditorium that day gave so much more to Colin and his parents Jessica and Derek than you can imagine. It is a lonely road for them, but the love and support that Derek saw, as he looked out upon the audience and shared Colin’s journey, has given him courage, I am sure. You all became his family and friends in that moment. All too often, people turn away when things are hard, not knowing how to respond or figuring that families prefer to be left alone in the stressful times. It’s just the opposite. Nothing is more touching than a stranger’s quiet support when a parent is facing the potential loss of a child.”

- Eileen Chretien from Make-A-Wish to Biddeford HS

Student Data

JMG utilizes an in-house data collection tool that tracks student activity during the JOY Program. This process was improved over Year Three with the consolidation of in-house data systems. In addition, JMG and Unity Foundation agreed upon an improved scope and structure for data collection. The following is a report on that contact time.

- Number of JOY/JMG Programs: 63 (64 eligible programs; specialty program for Freshmen at Messalonskee HS prevented 100% participation)
- Geographic dispersion: As far north as St. John Valley, as far east as Eastport, as far west as Carrabec, and as far south as North Berwick (Noble HS)
- Total Number of Student Participants – 3,755
- Number of Hours of JOY Participation – 17,650
- Additional Volunteer hours provided to recipient organizations – 4,025
- Total Number of JOY Participation Hours – 21,675
- Average Hours per student – 5.8
- Additional funds raised by JMG students to support recipients - \$5,350

The 21,675 hours of time that were recorded for JOY for the 2011-12 school year were broken down into the following five categories:

- Classroom Instruction (curriculum delivery and guest speakers)
- Field Trip (visiting sites when able, service projects for organizations participating in the JOY program)
- Events (check presentations, additional fundraisers)
- Volunteering for recipient organizations
- Fundraising for recipient organizations

“Because of the money from Old Town & JOY, they [EMMC] are going to be able to start a program that has been dormant because of funding. About 200 families would be able to use the funding.”

- Josh Scroggins, Children’s Miracle Network

Volunteering/Fundraising and Sweat Equity for Recipients

While the JOY program teaches philanthropy skills, it also emphasizes the importance of complementing funding with volunteering and community service. Many of the JMG sites participated in complementary volunteering/community service or fundraising activities. Examples include:

- JMG middle school students from all over the state were touched by the personal story of Darius Weems, a young Georgia man who suffers from Duchenne muscular dystrophy, a genetic, degenerative disease that weakens the muscles and typically results in death before age 30. Many of the students watched the 2007 documentary "Darius Goes West" earlier this year and were so moved by the story, that in 6 weeks they sold raffle tickets, T-shirts and bracelets to raise the \$4,000 needed to bring Weems to Maine. Darius spoke at Erskine Academy (South China) and Biddeford where both communities hosted large, public events. Students met him, hung out with him and heard both his inspiring personal story and his rap music.
- Students from the Northern Penobscot Region III Tech Center delivered an informative and meaningful presentation to the Region III Cooperative Board as well as presenting checks to three area nonprofits. Students raised an additional \$1,000 which made three grants possible: KidCare America of Lincoln, Make-A-Wish and Ronald McDonald House of Bangor.
- Hall-Dale JMG students hosted the Kennebec Area Special Olympics Games. They ran events, recorded scores and awarded ribbons.
- The Sanford High JMG Program helped the Portland Center for Grieving Children by sewing and stuffing 'Feelie Hearts', comforting fleece hearts that are given to kids to hold and take home with them. They also helped with yard work around the center and with construction of a specialized "Volcano Room."
- For the YAAP/Family Crisis Services Administrative Office at Portland Head Light in Cape Elizabeth, the students of the LearningWorks JMG site raked out the front and side spaces, loaded old computers, furniture and boxes into a truck heading to the dump, and scraped old paint off the front deck so it could be repainted.
- The Beatrice Rafferty School Project Reach JMG 8th Graders helped stock shelves when a food order was delivered to their recipient, the Passamaquoddy Food Pantry. They also held their check presentation at this time.
- Bath's Morse High School JMG students awarded the Bath Food Truck (a travelling food pantry) a \$500 JOY grant but knew that with an additional \$500 they could purchase a full truck load of food for the needy worth \$10,000 at retail cost.

Morse students doing community service work at a senior housing facility discovered that many residents used the food truck regularly and asked the residents if they would team up to help raise the additional \$500. Through bake sales, a holiday fair and a small timely gift from the local Rotarians, the seniors and students filled the truck.

Students seeking creative ways of contributing to non-traditional community programs...

- At Mt. View High, long-time teacher Tanya Hubbard started a fundraising campaign to raise money for families to heat their homes. Her project was called the "5 for 5 Campaign" and she initially hoped to raise \$5,000 to help five families. At the end of the heating season, the program had been renamed "Warm Waldo" and close to \$10,000 was raised which helped twenty families in the school district. Hundreds of people in Maine and around the country sent donations ranging from \$5 to \$500. JMG students there responded with a \$500 gift toward her cause.

Providing other services to agencies who were not directly awarded grant money...

- Biddeford High JMG students really got into the volunteer side of the program with several days of service in their area:
 - In May, 14 students helped the Biddeford Community Bike Center with their first Walk to School Day. Biddeford Middle School, Biddeford Intermediate School, and Biddeford Primary School students who ride the bus were dropped off at a little league field close to their schools and then walked in groups to their schools. The JMG students chaperoned the student groups and then walked as a group back to BHS (about 2 miles). This event promoted exercise and healthy living.
 - Students also helped the Biddeford Teen Center/Rec Center with their youth Easter Egg Hunt by stuffing 900 eggs with candy.
 - Biddeford students participated in Caring Unlimited's annual Teen Dating Violence Awareness and Prevention week.

For more stories about accomplishments, please click on the [JOY in Action](#) link on the website, www.jumpstartouryouth.org

"The voices of youth will change the lives of homeless youth."

-Betty Palmer, Executive Director of Mid-Maine Homeless Shelter

Sometimes You Have to Kiss a Lot of . . . Cows? To Make the Grant

Sometimes it doesn't pay to be the most popular teacher in school. Well, maybe it pays, but the money is hard earned.



Freeport High School JMG Specialist, Jay Harper, puckered up for Rosetta, a Holstein, as did seven other "popular" teachers and administrators. Freeport students paid JMG to support their favorite cow-kisser in a clever fund-raiser that JMG used to increase the amount of their 2012 JOY grant above the \$1000 provided by Unity Foundation and funding partners.

Freeport's JMG made a total contribution of \$1466 to Seeds of Independence, a school-based mentoring program that operates at Freeport High School. "We chose Seeds of Independence because we know the organization works well in our school teaching life skills and mentoring students," said Freeport senior Brittany Moon of the school-based peer mentoring program. Brittany also happens to be Rosetta's owner and happily held the bovine center of attraction to the delight of the packed auditorium.

Year Four Giving Trends

1. Grantee Mission: It is interesting to note that several students were of the opinion that despite all the substance abuse information available today, peers 'made a choice' to abuse substances; therefore, funding would have a greater impact on organizations serving those youth who didn't make a choice about their current situation (such as disease or homelessness).
2. Grantee service Scale: According to the program information provided by the nonprofit applicants, while nearly 22,000 youth were impacted by the Year Four grants, this was a significant overall decrease (9,330) from year three (31,136). An explanation for this comes from students' identification with a single-recipient model (i.e., Make-A-Wish) which reduces the number of youth served. A continued goal for Year Five will be to identify non-profits that serve greater numbers of youth in their mission and focus.

Looking Forward

While JOY was very successful again in Year Four, the partners continue to look for opportunities to make improvements for Year Five and beyond. Lessons learned from the previous years led to positive changes and improvements, grew the measurable outcomes, and impacted a more diverse swath of communities. Improvements can still be made that will take this initiative to the next level. Below is a list of recommendations:

1. Curriculum Development: JMG Specialists shared best practices at statewide meetings and new Specialist trainings; and over 30 exemplary JOY lesson plans are accessible on JMG's intranet. After four years of tweaking and experimenting with the original JOY curriculum, it is time to formally make revisions based on the expertise of the 60+ teaching professionals that have been implementing JOY. A goal for Year Five is to develop and capture more lessons that focus on the evaluation and selection process in addition to the techniques sites are using to get potential grantees in front of students. Adding more 'meat' to the JOY curriculum will allow potential expansion of JOY to other JMG participants/ organizations.
2. Learning Competencies: JMG, in collaboration with the funding partners, continues to align its Learning Standards including core competencies for middle schools and high schools with the JOY curriculum. This integration will allow better assessment of learning related to JOY participation. There is much potential for this curriculum to cross multiple disciplines, thereby presenting a unique service-learning model for school programs outside of JMG.
3. Collecting Time: By including all student community service work and fundraising efforts under the principals of JOY the partners can more accurately capture the true and total amount of time and dollars that are involved in JMG's Youth in Philanthropy efforts. JMG is seeking to capture all time and money that is donated through the JOY program. Specialists and staff will continue to improve the reporting of additional time that students spend supporting their grant recipients and/or non-recipients, and document the significant time and effort put toward fundraising for recipients other than JOY grantees. JOY -- as a youth in philanthropy effort -- is the umbrella under which all JMG service learning projects operate.
4. Further Promotion and Marketing: Another goal for Year Five is more comprehensive marketing and visibility of JMG and JOY among grantees, media, and the Maine education community. A key piece of the JOY Project is the opportunity for students to develop solid communication skills, and our young people can and should play an increased role in educating others on the value of this work and partnership. To enhance sustainability of the JOY model, more

opportunities will be sought to invite media organizations, corporations, and regional philanthropists to in-class lessons, associated service projects, and closing celebrations.

5. Increased Diversity of Grantees: A continued focus is to broaden philanthropic impact on more nonprofit agencies, particularly in the Substance Abuse awareness, Arts/Culture, and Fitness/Recreation subsectors. Also, in 2013 JMG sites will be asked to look beyond grantees that have received multiple awards statewide over the first four years and encourage students to be more creative when seeking worthy nonprofits in their community.

JOY project delivery has become an ingrained core of JMG's yearlong student curriculum and service-learning efforts. The impact on students over four years has been comprehensive and positive. Providing JMG students with the opportunity and structure to positively impact their own communities has left lasting impressions on students and Specialists. As many students have been involved with JOY at their school for four consecutive years, Specialists will encourage continued creativity with curriculum delivery. This past school year, nearly one-third of Specialists were in their first or second year. Several of these new teachers commented on how valuable JOY has been as a backbone of their classroom curriculum that essentially covers the entire school year. Students continue to sing the praises of JOY, many voicing that it is among their favorite aspects of the JMG classroom. It has been wonderful to observe young people in this project assume unprecedented leadership roles in facilitating teamwork, researching, pitching for their favorite non-profits, event planning, and following-through with the selection and celebration process.

JMG remains committed to executing the JOY program with an eye toward continuous improvement. We consider ourselves very fortunate to be a part of a collaborative effort that is 100% committed to improving the lives of Maine's youth and communities.

"I was very impressed with the professionalism of the students in the [LRTC] class. The students made me feel very welcome and comfortable! "

- Community Concepts BBBS representative

Program Growth: 2009 to 2012

	<u>2012</u>	<u>2011</u>	<u>2010</u>	<u>2009</u>
JMG-enrolled youth	3,755	3,324	3,500	2,100
Number of grants	97	110	90	72
Grant total	\$63,000	\$60,000	\$61,000	\$50,664
Additional Funds Awarded	\$5,350	\$3,240	\$3,850	\$3,000
Volunteer hours (total)	21,675	21,735	19,816	12,910
Value of volunteer hours (based on Maine minimum wage)	\$162,563	\$163,013	\$148,620	\$96,825
Nonprofit sector receiving highest percentage of grantmaking	Education/ Life Skills	Education/ Life Skills	Early Childhood Development	Fitness/ Sports/ Recreation

Grants ~ Cumulative (2009-2012) doesn't include student-raised funding

Arts/Culture	\$10,333
Community Development	\$29,010
Developmental Disabilities	\$23,682
Domestic Abuse Awareness/Advocacy	\$12,848
Early Childhood Development	\$44,520
Education/Life Skills	\$47,432
Fitness/Sports/Recreation	\$31,940
Homelessness/Food Pantry	\$30,099
Substance Abuse Awareness/Advocacy	<u>\$5,200</u>
	\$234,764

Comparing the Giving

Grants by Category~ Funding

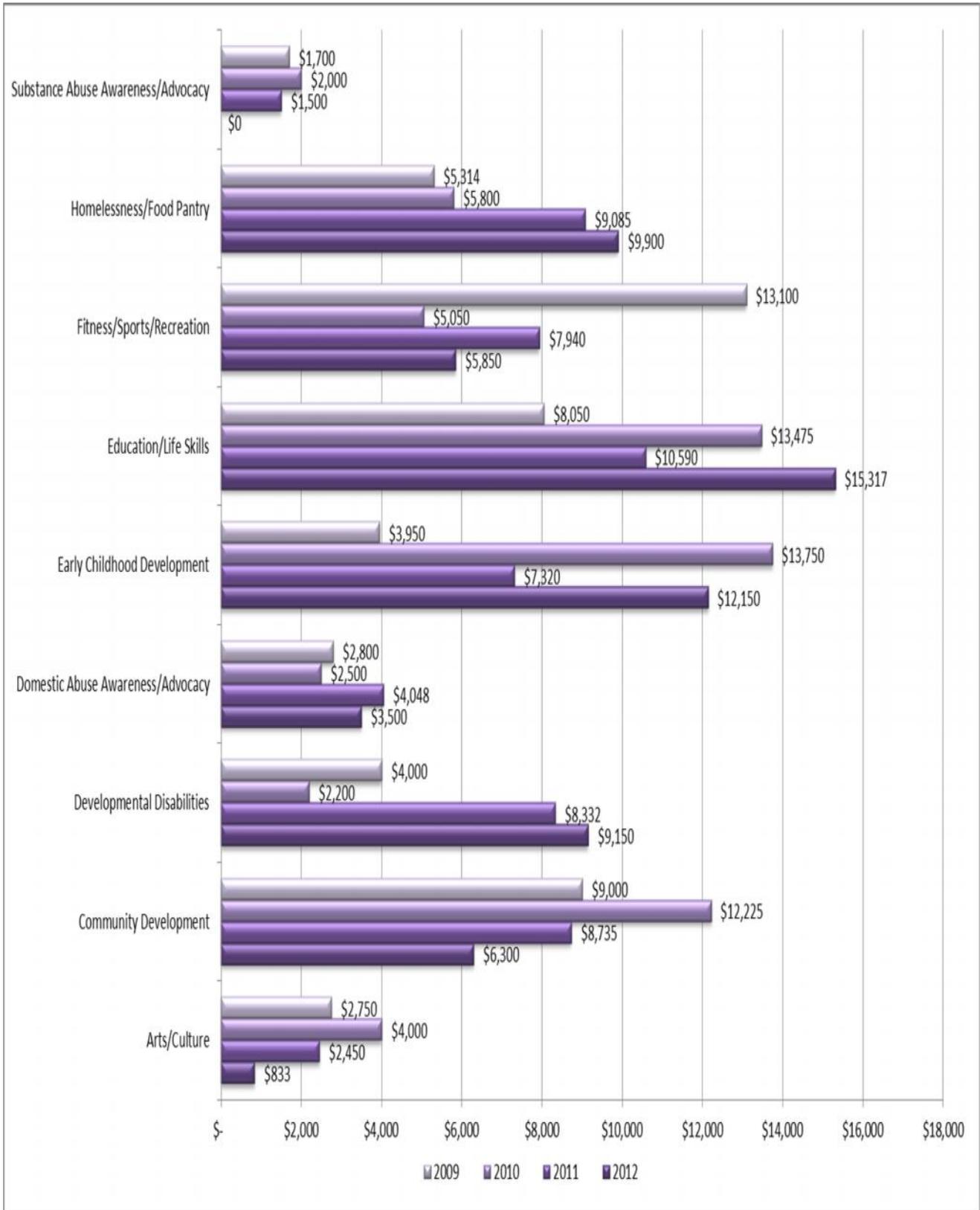
	2012	2011	2010	2009
Arts/Culture	\$833	\$2,450	\$4,000	\$2,750
Community Development	\$6,300	\$8,735	\$12,225	\$9,000
Developmental Disabilities	\$9,150	\$4,332	\$2,200	\$4,000
Domestic Abuse Awareness/Advocacy	\$3,500	\$4,048	\$2,500	\$2,800
Early Childhood Development	\$12,150	\$7,320	\$13,750	\$3,950
Education/Life Skills	\$15,317	\$10,590	\$13,475	\$8,050
Fitness/Sports/Recreation	\$5,850	\$7,940	\$5,050	\$13,100
Homelessness/Food Pantry	\$9,900	\$9,085	\$5,800	\$5,314
Substance Abuse Awareness/Advocacy	\$0	\$1,500	\$2,000	\$1,700



Grants by Category~ % of Funding

	2012	2011	2010	2009
Arts/Culture	1%	4%	8%	7%
Community Development	10%	15%	6%	4%
Developmental Disabilities	15%	14%	10%	8%
Domestic Abuse Awareness/Advocacy	6%	7%	5%	6%
Early Childhood Development	19%	12%	8%	8%
Education/Life Skills	24%	18%	18%	15%
Fitness/Sports/Recreation	9%	13%	26%	26%
Homelessness/Food Pantry	16%	15%	16%	11%
Substance Abuse Awareness/Advocacy	0%	3%	3%	3%

Grants by Category



Grant Recipients ~ 2012

JMG Site	Organization	Subsector	Grant Amount
Houlton High School	Aid for Kids Organization	ELS	\$1,000
Calais Area High School	AOS 77 School Health Leadership Team	FSR	\$500
Mt. Desert Island	Bar Harbor Food Pantry	HFP	\$500
Morse High School	Bath Area Mobile Food Truck	HFP	\$500
China Middle School	Big Brothers Big Sisters of Kennebec Valley	ELS	\$500
Wiscasset Middle School	Big Brothers Big Sisters of Midcoast Maine	ELS	\$333
Hall-Dale High School	Bread of Life Ministries	HFP	\$1,000
Calais Area High School	Calais Middle/High School Technology & Engineering Program	ELS	\$500
Brewer High School	Camp CaPella	DDA	\$500
Skowhegan Area High School	Canaan Community Food Cupboard	HFP	\$500
Mahoney Middle School	Center for Grieving Children, The	ELS	\$1,000
Sanford High School	Center for Grieving Children, The	ELS	\$1,000
Sanford Junior High School	Center for Grieving Children, The	ELS	\$1,000
Wiscasset Middle School	Chewonki Outdoor Classroom	ELS	\$334
Noble High School	Child Abuse Prevention Council of York County --- Kids Free to Grow	ELS	\$1,000
Warsaw Middle School	Children's Benefit Fund	ELS	\$500
Old Town High School	Children's Miracle Network - EMHS	ECD	\$1,000
Biddeford High School	Community Bicycle Center	ELS	\$500
Lewiston Regional Technical Center (multi)	Community Concepts Big Brothers Big Sisters Program	ELS	\$500
Long Creek Youth Development Center	Easter Seals Maine	DDA	\$500
LearningWorks	Family Crisis Services	DAA	\$1,000
Skowhegan Area High School	Family Violence Project	DAA	\$500
Mt. Blue High School	Franklin County Children's Task Force	ECD	\$400

JMG Site	Organization	Subsector	Grant Amount
Erskine Academy	Gardiner Youth Hockey	FSR	\$250
Fort Kent Community High School	Green Bean Ski Club	FSR	\$1,000
Mt. Desert Island	Harbor House Underground Youth Center	CED	\$500
Waterville-Winslow-Messalonskee Group	Humane Society Waterville Area	CED	\$1,000
Greenville Middle/High School	JD Foundation, The	ELS	\$500
Lewiston Regional Technical Center (multi)	Lewiston Public Library	ELS	\$300
Carrabec High School	Life Skill program	DDA	\$1,000
Oak Hill High School	Litchfield Community Food Bank	HFP	\$400
Oak Hill High School	Loaves & Fishes	HFP	\$200
Lewiston Regional Technical Center (multi)	LRTC Skills USA	ELS	\$500
Biddeford High School	Maine Children's Cancer Program	CED	\$500
Deering High School	Maine Children's Cancer Program	CED	\$1,000
Waterville-Winslow-Messalonskee Group	Maine Children's Home for Little Wanderers	CED	\$1,000
Vassalboro Community School	Maine Children's Home for Little Wanderers	CED	\$200
Lewiston Regional Technical Center (multi)	Maine Shrine Lobster Bowl Classic Football Game	FSR	\$600
Hodgdon High School	Maine Wilderness Camp Foundation	FSR	\$500
China Middle School	Make-A-Wish Foundation of Maine	DDA	\$500
Waterville-Winslow-Messalonskee Group	Make-A-Wish Foundation of Maine	DDA	\$1,000
Mt. Ararat High School	Make-A-Wish Foundation of Maine	DDA	\$500
Oak Hill High School	Make-A-Wish Foundation of Maine	DDA	\$400
So. Portland High School	Make-A-Wish Foundation of Maine	DDA	\$1,000

JMG Site	Organization	Subsector	Grant Amount
Belfast Area High School	Make-A-Wish Foundation of Maine	ECD	\$500
Biddeford High School	Make-A-Wish Foundation of Maine	ECD	\$500
Madison Area Memorial High School	Make-A-Wish Foundation of Maine	ECD	\$1,000
Memorial Middle School	Make-A-Wish Foundation of Maine	ECD	\$1,000
Mt. View High School	Make-A-Wish Foundation of Maine	ECD	\$500
Mt. View Jr. High	Make-A-Wish Foundation of Maine	ECD	\$1,000
Portland High School	Make-A-Wish Foundation of Maine	ECD	\$1,000
Maine Central Institute	Manna, Inc	ECD	\$500
Nokomis Regional High School	Manna, Inc	HFP	\$500
Mt. Ararat High School	Mid Coast Chapter American Red Cross	HFP	\$500
Morse High School	Midcoast Maine Community Action Head Start	ECD	\$500
Belfast Area High School	Mid-Maine Homeless Shelter	HFP	\$500
Waterville-Winslow-Messalonskee Group	Mid-Maine Homeless Shelter	HFP	\$1,000
Vassalboro Community School	Mid-Maine Homeless Shelter	HFP	\$300
Hodgdon High School	Mill Pond School Afterschool Program	ELS	\$500
Carrabec Community School	MSAD# 74	ELS	\$1,000
Lewiston Middle School	New Beginnings	HFP	\$500
Erskine Academy	Palermo Community Library	ELS	\$250
Beatrice Rafferty Elementary	Passamaquoddy Food Pantry-Pleasant Point	HFP	\$1,000
Brewer High School	Pathfinders: Support for Grieving Children	ELS	\$250

JMG Site	Organization	Subsector	Grant Amount
Brewer High School	Penquis Community Action Program Inc.	ECD	\$250
Nokomis Regional High School	Penquis Community Action Program Inc.	HFP	\$500
Erskine Academy	Pine Tree Society	DDA	\$250
Waterville-Winslow-Messalonskee Group	Pine Tree Society	DDA	\$1,000
Rose Gaffney Middle School	Pine Tree Society	DDA	\$500
Warsaw Middle School	Pittsfield Recreation Department	FSR	\$500
Woodland Jr-Sr High School	RMCL/DownEast Teen Leadership Camp	ELS	\$1,000
Gardiner Area High School	Ronald McDonald House Bangor	ECD	\$1,000
Rose Gaffney Middle School	Ronald McDonald House Bangor	ECD	\$500
N. Penobscot Applied Tech	Ronald McDonald House of Bangor	ECD	\$1,000
Shed High School	Ronald McDonald House of Bangor	ECD	\$1,000
Penquis Valley High School	RSU #41 Outing Club	CED	\$1,000
Oak Hill Middle School	Sabattus Rec Club	FSR	\$1,000
Long Creek Youth Development Center	Salvation Army, The	ECD	\$500
Lewiston Middle School	Salvation Army, The - Lewiston	HFP	\$500
Freeport High School	Seeds of Independence	ELS	\$1,000
Brewer Community School	Shaw House	HFP	\$500
Erskine Academy	South China Public Library Association	ELS	\$250
Spruce Mountain High School	Spruce Mountain Ski Club	FSR	\$1,000
Brewer Community School	Spruce Run	DAA	\$500
Mountain View Youth Development Center	Spruce Run	DAA	\$1,000
Biddeford High School	Stone Food Pantry	HFP	\$500
Lewiston Regional Technical Center (multi)	Students Transitioning /Experiencing Progress (STEP)	HFP	\$500
Lewiston Regional Technical Center (multi)	Tree Street Youth	ELS	\$600
Lisbon High School	Tree Street Youth	ELS	\$1,000

JMG Site	Organization	Subsector	Grant Amount
Vassalboro Community School	Vassalboro Public Library	ACR	\$500
Mt. View High School	Warm Waldo	CED	\$500
Machias Memorial High School	Washington County Children's Program	DDA	\$1,000
Washington Academy	Washington County Children's Program	DDA	\$1,000
Maine Central Institute	Wildlife Research Foundation	FSR	\$500
Wiscasset Middle School	Wiscasset Public Library	ACR	\$333
Mt. Blue High School	WMCA Operation Santa Claus	CED	\$600
Greenville Middle/High School	Womancare	DAA	\$500



Portland High students walked across the city for a site visit to meet their young beneficiaries and learn more about Catherine Morrill’s successful approaches to early childhood education. They also did puzzles, read books and participated in “Circle Time”.

JOY Media Coverage, 2011-12 School Year

1. Maine Ahead Magazine – kick-off news release – November 2011
<http://www.maineahead.com/joy-program-teaches-teens-about-philanthropy/>
2. Bangor Daily News- kick off news release, November 29, 2011
<http://bangordailynews.com/2011/11/29/living/positively-maine/student-philanthropists-ready-to-start-giving-again/>
3. Central Maine Morning Sentinel, March 7, 2012, Giving to Good Causes: Students Award Grant Money that Filters back into Community. Beth Staples, Covered Messalonskee nonprofit presentations with Winslow, Waterville
http://www.onlinesentinel.com/news/giving-to-good-causes_2012-03-07.html
4. Central Maine Morning Sentinel, Children in Need at Messalonskee Get a Helping Hand, March 19, 2012
http://www.onlinesentinel.com/news/effort-aimed-at-kids-in-need_2012-03-18.html Story about Blessings in a Back pack snack pack – Messalonskee JMG – came out of presentation coverage – Beth Staples.
5. Central Maine Morning Sentinel: April 4, 2012, “JMG Students Offer Help to Five Charities” Story about check presentation ceremony at Winslow HS with Waterville HS and Messalonskee HS. http://www.onlinesentinel.com/news/jmg-students-offer-aid-to-five-charities_2012-04-03.html
6. WFPO-Fox, Good Day Maine broadcast, featuring Deering HS students April 30, 2012 <http://www.myfoxmaine.com/story/17931269/jumpstart-our-youth>
7. Lewiston Sun Journal May 4, 2012 – photo and caption from CDC- Spruce Mountain High School in Livermore Falls donates to nonprofit Spruce Mountain Ski Area-
<http://www.sunjournal.com/news/connections/2012/05/04/jmg-students-have-busy-spring/1190188>
8. Bangor Daily News Post: “ Old Town And Nokomis Donate \$2000 in Grant Money” May 31, 2012
<http://bangordailynews.com/pressrelease/old-town-and-nokomis-high-schools-donate-2000-grant-money/>
9. Maine Sunday Telegram, Teen Aims big for Make-A-Wish kids” September 9, 2012, Doug Harlow (Morning Sentinel) http://www.pressherald.com/news/teen-aims-big-for-make-a-wish-kids_2012-09-09.html?searchterm=Doug+Harlow

