

MMP Highlights

- 21 Highland Street Corps Ambassadors of Mentoring kicked off their service year at 18 host sites.
- Quality Based Membership achieved 83 members, a rapid expansion of this quality assurance practices.
- Eight matches were selected to be Vince and Bianca Wilfork's Match of the Game at Patriots home games this fall.
- Throughout 2009, MMP garnered and distributed over \$160,000 in match activities.
- Mentors of Color Campaign featured in several media outlets and on local television programming.
- MMP ended '09 with a 6% increase in net assets and entered '10 with 35% in confirmed funding, the most in our history.

Highland Street Corps AmeriCorps Ambassadors of Mentoring

The inaugural year of the Corps was completed on July 31st, with 13 members at 10 different programs across the state, The Ambassadors served in a variety of roles and led numerous initiatives to build the capacity of their host sites and of the field of mentoring as a whole. Here are a few highlights of the work that was accomplished by the Ambassadors in the inaugural year of the Corps:

- Served over 21,000 hours
- Recruited over 160 mentors who were screened, trained and matched
- Trained 100 mentors, mentees, and parents
- Developed and implemented three field-wide projects to benefit the field of mentoring: Mentoring Day at the State House, a large-scale field day for matches, and the creation of a match activity handbook

With incredible generosity and support from the **Highland Street Foundation**, the second Corps of **21 Ambassadors** began their service in August at 18 agencies and MMP. Ambassador projects include developing a new mentoring program at **Roxbury Community College**, building community



partnerships to increase public awareness at **SMILES in New Bedford**, and developing a targeted strategy for recruiting men and women of color to serve as mentors at **Big Brothers Big Sisters of Mass Bay**. To start their year of service, Ambassadors completed an extensive week of training and orientation where they learned about research-based best practices in youth mentoring, built skills and strategies focused on mentor recruitment, and learned project management skills. Several weeks later, after starting their work at their respective host sites, Ambassadors came together for four days to plan and begin implementation of their first field-wide project, **Youth Mentoring Day at the State House** held in

January. During service week members also participated in a leadership styles training and learned about communication, how to organize and manage a large-scale project, and how to work as a team. You can keep up-to-date on the activities and highlights of the Corps on their blog at <http://highlandstreetcorps.blogspot.com>.

Training and Strategic Services Update

MMP's **Quality Based Membership (QBM)** program, formally launched in 2009, was created to promote high-quality best practices among youth mentoring programs. Piloted in 2008 with 14 programs reaching the highest, "Partner" level, MMP opened QBM to our entire network this year, recruiting participants through advertisements in our monthly E-bulletin, at trainings, and targeted phone and email communications. As of December 2009, there were **83 youth mentoring programs** engaged in the membership process, with 37 programs at the Affiliate level, 28 at the Associate Partner level and 18 at the Partner level.

In addition to outreach and the advanced training offered to programs in QBM, MMP held two networking sessions and delivered 10 training sessions on a variety of topics including but not limited to, building a quality mentoring program using the *Elements of Effective Practice*, developing positive relationships with public and community leaders, screening mentors and, recruiting and marketing. MMP was also a conference partner in the first annual **Northeastern Regional Mentoring Conference**, which featured a full day of workshops on best practices in mentoring programming, in addition to sustainability and outreach strategies for programs. Over **200 staff members** from mentoring programs in the region attended; almost half were from Massachusetts.

Match Activities



For the 6th consecutive year, New England Patriots' Nose Tackle **Vince Wilfork and his wife Bianca** teamed up with MMP and **98.5 The Sports Hub** to provide the unique and exciting opportunity for mentoring matches, to attend a

Patriots home game as their guests. Over 30 matches were submitted applications and MMP selected 8 matches as this year's **Match of the Game**. In addition, the **Boston Celtics Shamrock Foundation** once again chose MMP as a community partner for its 2009-2010 ticket exchange program. The program allows Celtics' season-ticket holders to donate extra tickets back to the Shamrock Foundation, which then distributes the tickets for use by mentors and mentees from programs across Massachusetts. This year 69 programs registered to receive Celtics tickets for matches, and as of the end of December, 40 programs had received more than **650 tickets valued at over \$81,000. Throughout 2009, MMP provided over \$160,000 in match activities.**



Mentors of Color Campaign

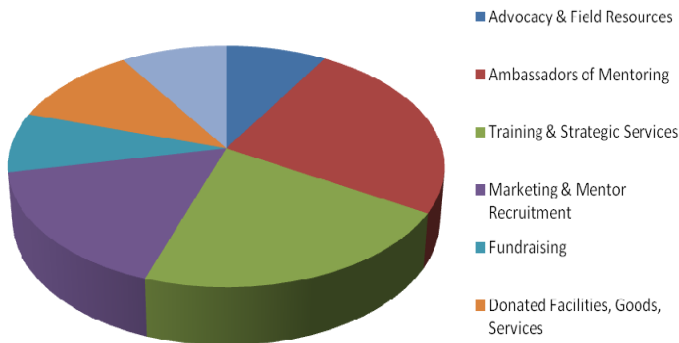
MMP's Mentors of Color (MOC) campaign gained tremendous momentum at the end of 2009, thanks to the continued support of many local community leaders. Suffolk County **Sheriff Andrea Cabral** highlighted the importance of mentors of color and celebrated success stories at her October 1 fundraising event, which also included special guest **Chris Gardner**, CEO of Gardner Rich & Co. and author of "The Pursuit of Happyness" and "Start Where You Are." Boston's **Ten Point Coalition**, under the leadership of Pastor Ray Hammond, endorsed the campaign and **Kingdom Builders Worship Center**, under the leadership of Bishop Robert Perry, II, has joined the campaign as a recruitment partner dedicated to lending volunteers from among his 1,000 member congregation. In addition, the MOC was featured on the **CBS TV show El Centro**, BNN's show **Common Ground**, and in **Color Magazine**. In addition, the campaign has received continued coverage in **The Metro**, **El Planeta** through the generosity of the Nellie Mae Foundation, and the **Bay State Banner**.



Financial Update

MMP ended 2009 in a strong financial position. MMP's net assets increased by almost 6%, bringing MMP's total to just under \$2 million. As a result and due to a targeted effort to secure several multi-year gifts in 2009, this allowed us to start 2010 with more confirmed funding (35%) than ever before. On an operating budget, MMP did have a deficit of just under \$32,000, which is under 2% of our 2009 expenses.

2009 MMP Expenses (\$1,698,606)



2009 MMP Funding (\$1,802,465)

