



Mass Mentoring Partnership Stewardship Report January – June, 2007

Financial Update

Overview

MMP began 2007 following a period of significant financial growth in 2006, as we maintained 3-6 months of cash on hand as we entered the year. Our cash and investments are up 100% since 2005 and we have experienced a 130% increase in assets. Our fundraising thus far in 2007 is ahead of last year, primarily due to a 45% increase in the net proceeds from our Champions of Mentoring event (see below), institutional funding from the Boston Foundation, the Lynch Foundation, and Procter & Gamble, and the efficiency of our fundraising at \$1 spent for every \$10 raised.

Fundraising

Champions of Mentoring

On Wednesday, May 30th, MMP hosted the third annual “Champions of Mentoring” Breakfast presented by Citi in the State Street Pavilion and EMC Club at Fenway Park. More than 300 guests attended the breakfast, with net proceeds totaling almost \$140,000. MMP honored three outstanding supporters of mentoring with Champions of Mentoring awards: Robert L. Beal, for the critical role he played in the start-up and growth of AFC Mentoring; the College of the Holy Cross, for its nearly 200 students, many of whom are also collegiate athletes, who currently mentor school-aged youth in virtually every grade through five local mentoring programs run by Big Brothers Big Sisters of Central Massachusetts/Metrowest; and Raytheon Company, for its 58 employees who mentor youth in Lawrence through the Stand & Deliver program. Trot Nixon, in his return



to Fenway Park as a Cleveland Indian, spoke about the impact mentors have had on his life and playing career. The auction, with guest auctioneers Terry Francona and Eric Wedge, raised over \$24,000, and offered one-of-a-kind items. In addition, we held an online auction, promoted by WEEL, which raised over \$8,600. The Champions of Mentoring Breakfast followed the third annual “Mentoring Night at Fenway” on May 29 when more than 700 mentors and their mentees from across the state were in the bleachers for the Red Sox vs. Cleveland Indians game.

Institutional Funding

During the first half of 2007, MMP received the following in corporate and foundation grants:

- We received \$20,000 from the John and Mary Corcoran Family Foundation for general operating expenses.
- We received a two-year, \$75,000 grant (\$50,000 in Year One; \$25,000 in Year Two) from The Lynch Foundation for general operating expenses.
- We received a \$30,000 grant from The Boston Foundation for the consulting services associated with the strategic planning process.
- Based on the success of our first year of funding that we are currently using to conduct a capacity-building project centered around evaluation with three programs in our network (see

below for details), we were awarded a second, larger grant from Procter & Gamble. We received \$75,000 which we will use to conduct a capacity building initiative with our network of programs. This project will enable MMP to provide grant-writing training, general fundraising and resource development training, and the opportunity for our programs to participate in a more focused, customized fundraising consultation.

Training and Strategic Services

Overview of Mentoring Institute Services

As part of our overall expansion of MMP's training and strategic services, we continued to increase the quality and effectiveness of mentoring programs in our network through our Mentoring Institute trainings and networking opportunities. The following is a breakdown of these services in the first half of 2007:

- Mentoring A-Z workshops conducted for 19 organizations
- Mentoring 101...The Mentor trainings held for 20 programs, training 295 mentors
- Mentoring 101...The Mentee trainings held for 6 programs, training 67 mentees
- Train the Trainer on Mentoring 101 held for 19 programs
- Inaugural Mentor Recruitment training held for 20 participants, representing 13 programs
- Regional Networking Sessions held 3 times, with 38 total programs attending
- Technical assistance and/or consultation for more than 75 programs
- Four issues of PASS IT ON: MMP E-Bulletins distributed to 135+ mentor programs in our network

Program Evaluation Initiative Funded by Procter & Gamble

With funding from Procter & Gamble, MMP invited three mentoring organizations to participate in a program evaluation initiative designed to build their internal capacity to conduct and report outcomes-based evaluation of their programs. Central to the initiative is MMP's role as a convener and partner in learning, which has built MMP's capacity in program evaluation and enables us to leverage the knowledge gained for our full network of mentoring programs. The three participating programs are Strong Women Strong Girls, AFC Mentoring, and Friends of the Children – Boston. We enlisted the help of Technical Development Corporation (TDC) and currently, TDC is assessing each organization's evaluation tools and working to develop and/or revise those tools. Following this initial assessment, TDC will work with the programs to administer and analyze data from one round of evaluation of current program participants. The goal is for these programs to learn to replicate the developed evaluation process on an on-going basis and foster collaborative learning among the three organizations so that MMP can glean and disseminate lessons learned to the greater field of youth mentoring in Massachusetts.



AmeriCorps Planning Grant

In January, MMP received a planning grant from Mass Service Alliance to recruit, train, and support a team of AmeriCorps members to work in the mentoring field and help ensure the membership model meets its goal of increased quality. From January through June, MMP conducted due diligence to determine the feasibility and need for this program targeted to build the human resources available for mentoring programs in our state. With the assistance of a youth development consultant, we conducted three focus groups with mentoring program staff from a cross section of organizations in our network. This was the most important piece of the market research we conducted, as it produced important data on topics such as program structure, training requirements, and organizations' needs that could be met by hosting AmeriCorps members.

Update on Quality-Based Membership Initiative

With lead support from State Street and additional support from The Bank of New York Mellon Corporation, over the past six months, MMP has made substantial progress in laying a strong foundation for

the development and implementation of the quality-based membership initiative for youth mentoring programs in Massachusetts. The first phase of the initiative has included feasibility research, expanding upon the work completed by a New Sector Fellow in August of 2006, and an intensive phase of building awareness and support of the project with key stakeholders. Additional activities included: forming an advisory committee that reflects a diversity of programs in our network, as well as other stakeholder groups key to the field; continued refinement of the concept paper and two year work plan, both of which have been completed; and research and review of quality-assessment tools from comparable child and youth delivery associations. Next steps will focus on curriculum development, determining membership criteria, benefits, and application process, and drafting the quality-based assessment tool, based on the *Elements of Effective Practice*.

Marketing and Mentor Recruitment

National Mentoring Month

January was National Mentoring Month and MMP executed a holistic campaign to recruit mentors and raise awareness of youth mentoring. In addition to the events listed below, MMP offered several match activities including: 100 tickets to a Celtics game; 100 free passes to see the movie “Freedom Writers” at the Museum of Fine Arts; \$2,500 in Pizzeria UNO coupons; tickets to a BU basketball game; and through a partnership with Borders in Boston, a talent show that showcased the unique talents of mentors and their mentees.

- **Forum on Youth Mentoring:** More than 110 people attended this inaugural event which was underwritten by State Street and featured many key local leaders as speakers including: Ted Kelly, Chairman, President and CEO of Liberty Mutual; Milton Little, President and CEO of United Way of Massachusetts Bay and Merrimack Valley; George Russell, Jr., Executive Vice President and Director of Community Affairs for State Street Corporation; Jean Rhodes, professor of psychology at UMass Boston and a leading youth mentoring researcher; and Reverend Michael Wheeler, Youth Transitional Coordinator of Boston TenPoint Coalition. Through a survey of all attendees, the Forum received tremendous feedback and accomplished several of the initial goals of the event, including raising awareness of mentoring and spurring attendees to take action. In the future, we plan on holding this event on an annual basis as part of our National Mentoring Month schedule of activities.
- **Youth Mentoring Day at the State House:** MMP partnered with Mass Service Alliance to organize the first “Youth Mentoring Day at the State House.” In an effort to galvanize Massachusetts elected officials around youth mentoring, this event featured and recognized former Senate President Robert Travaglini, Senator Jarrett Barrios (sponsor), and Senator Marc Pacheco.
- **Media Outreach:** MMP distributed public service announcements produced by the Harvard Mentoring Project to local television stations, as well as customized Red Sox Mentoring Challenges spots. The PSAs aired on WBZ-Channel 4, WCVB-Channel 5, FOX 25, Comcast, and NESN. WHDH-Channel 7 taped its own sport which highlighted State Street employees who mentor at a public school in Charlestown through Boston Partners in Education. Radio PSA’s aired on Mix 93.1 in Springfield. Additionally, National Mentoring Month activities were covered in the Boston Business Journal and Boston Metro.



Red Sox Mentoring Challenge

We continued to recruit mentors through the Red Sox Mentoring Challenge by building on the successes of 2006, which earned a top 2007 “Bell Ringer” award from the Publicity Club of New England in the



community service campaign category. On April 11th, we launched this year’s Challenge with the help of Bill Russell and Mayor Menino at Charlestown High School. Mr. Russell and Mayor Menino spent the afternoon with local students from the Charlestown and Lawrence High School basketball teams who participate in mentoring programs. Both the Mayor and Mr. Russell spoke to the students about the importance of having a mentor and giving back to

the community. Derrel Weathers, an 18-year from Mattapan and member of the Charlestown High School varsity basketball team, also spoke to the group about the positive influence his mentor, Harry Dixon, has had on his life.

Following this successful launch, we began to once again generate awareness for the campaign through a variety of events for the general public. These events included MMP’s first Red Sox Mentoring Challenge Information Session of the season at the Absolut Clubhouse at Fenway Park on May 19; an On Your Feet Project “double-header,” which included a fundraiser in Boston, combined with MMP’s mentor recruitment fair at Fenway Park on June 20; and the NBC 7/Partners Health and Fitness Expo on June 24-25 at the Hynes Convention Center, an event that attracted an estimated 70,000 people. Through these and other efforts, the Challenge has recruited over 200 potential mentors this summer.

Commonwealth of Massachusetts Employee Engagement

Over the past several years, MMP has worked closely with the Commonwealth’s Human Resources Division to help establish, promote, and support the most generous mentoring leave policy in the country at eight hours per month for state employees. During the first half of 2007, MMP worked closely with the state’s Group Insurance Commission and received approval to staff information tables at two benefits enrollment fairs to promote the policy and create awareness about mentoring opportunities. MMP created a brochure with Conover Tuttle Pace to distribute to more than 10,000 state employees invited to the fairs.

Workplace Mentoring Programs



Throughout the first half of 2007, MMP has continued to support and develop workplace partnerships with local mentoring programs to engage employees in volunteerism. State Street and North Quincy High School added Blue Cross Blue Shield of Massachusetts and Boston Financial Data Services as partners and the program is running smoothly in its expansion to 26 matches. Based on this successful model, we assisted with the launch of pilot mentoring programs with State Street and Quincy High School, Conover Tuttle Pace and Everybody Wins Metro Boston, and Red Sox front office staff and Fenway High School. Additionally, we have collaborated

with the New England Aquarium and its Teen Apprenticeship Program to map out needs and identify services MMP will provide to expand the mentoring component of the program.

Higher Education Roundtable

On June 26, MMP gathered over 50 mentor recruitment coordinators and service-learning and community service leaders from youth mentoring programs and higher education institutions from across the state at the United Way of Central Mass. for an inaugural Higher Education and Youth Mentoring Roundtable. The purpose of the event was to discuss the benefits of campus and community collaborations and effective strategies to recruit and retain college-age mentors. The event included breakout discussions, networking and a panel of experts: Adina Elfant of Western New England College; Renee Moss of Big Brothers Big Sisters of

Hampshire County; Melanie Perrault of Big Brothers Big Sisters of Central Mass/Metrowest; and John Reiff of Commonwealth College, UMass Amherst. The panelists presented on strategies for building successful campus- and community-based collaborations in the youth mentoring field, advantages and disadvantages of recruiting college students as mentors, and best practices for recruiting and retaining college students.

Western MA Office

Having successfully raised \$72,000 in seed funding, MMP's first regional office in Springfield opened its doors on January 8th at Western New England College. The office has established a strong organizational presence in the short time it has been open, including positioning MMP with Western Mass. media outlets and forging relationships with youth mentoring providers in the area.

- **Media Outreach:** In order to increase public awareness about National Mentoring Month in January and notify the community about the launch of the Western Mass. office of MMP, we created a press release that was disseminated by Ann Burke, Western Massachusetts Economic Development Council Vice President. The press release resulted in significant media coverage. Additionally, we have developed ongoing recruitment/public awareness opportunities with *The Springfield Republican*, the highest circulation newspaper in Western Massachusetts. A "Be a Mentor!" section that features a mentored youth is published on the last Sunday of each month. There are also monthly "This Month in Mentoring" pieces with a variety of formats that promote mentoring and the availability of opportunities with Western MA providers.
- **Needs Assessment & Provider Outreach:** In order to establish the new MMP physical presence in Western Mass., Director Rebel McKinley met with mentoring program staff. A network of 18 mentoring programs has been established and we have continued proactively outreaching into the service community of Western Mass. to assess the full scope of mentoring in the area.
- **Training/Networking Sessions:** On March 22, 2007, we held the first Mentoring A-Z training of the new office as well as a Fund Procurement networking session that featured Andy Phillips, Vice President & Director of Community Sponsorships at Citizens Bank. Eight staff members from four mentoring agencies participated in the training, and 24 executive and program staff from 14 mentoring agencies were represented at the networking session. Based on the feedback and popularity of these sessions, we are currently working on an expanded training schedule to include Mentor Recruitment training, as well as Mentoring 101 in the Fall of 2007.



Organizational Advancements

Governing Board

After seven years of service on MMP's Board, Ted Kelly, resigned as Board Chairman. Jim Connolly, Vice Chairman of Corporate Banking at Citizens Bank, was elected Board Chair. Blake Jordan was elected Clerk, and Nancy Altobello was reelected as Board Treasurer. We continued to work towards our goal of effective organization governance and development by approving and implementing a "Conflict of Interest Policy" for board members and updated board bylaws.

MMP Staff Additions

Marty Martinez was hired in March as the Director of Program Services, a new position at MMP. Marty has 10 years of experience in youth development, with an emphasis on training, capacity building, and technical assistance. In his role at MMP, Marty will be charged with resource and curriculum development, facilitating new approaches to learning and knowledge sharing, and contributing to MMP's capacity to provide relevant and up-to-date training and technical assistance to drive quality and quantity to the youth mentoring movement in Massachusetts.

Additionally, we were awarded an AmeriCorps Senior Promise Fellow for August 2007 – July 2008 and Ingrid Peters will stay on as this Fellow for a second year as the Manager of Public Awareness and Outreach. Ingrid's responsibilities will include developing and implementing a year-round multimedia promotional strategy to market mentoring, as well as coordinating National Mentoring Month activities and developing a communications strategy for the rollout of the quality-based membership initiative.



Update on MMP Re-branding and New Logo

Based on several months of revising the initial logo based on testing feedback, an overhaul of our existing website, and the redesign of our organizational collateral including new letterhead and business cards, we are ready to begin the first stages of a multifaceted launch of the new brand with scheduled, strategic rollouts to our network of programs and other key constituents. We provided a sneak preview of our new logo at Champions of Mentoring on May 30th, and we will continue to take steps to ensure that we complete the re-branding process in a strategic, deliberate way. Our re-branding efforts were made possible through the generous support of Wild Blue Studios, PapeBoston, and Conover Tuttle Pace.