Dear Supporters,

“You don’t make progress by standing on the sidelines whimpering and complaining. You make progress by implementing ideas.” Shirley Chisholm

Throughout 2011, MCCOY Inc. has tried to listen to this wise advice by focusing on what drives us: working daily to advance the positive development of young people in our community and doing everything we can to make sure that every young person has the supports she/he needs to get prepared for further education, work, and life.

We believe that investing in the growth and well-being of young people is critically important if we hope to have a vibrant future. That’s why we:

• work on preventing children and families from entering the child welfare and juvenile justice systems and enlist adults in preventing child sexual abuse
• help youth workers expand their knowledge and build their skills and assist youth agencies in measuring the quality of their programs
• speak out for and with youth to lawmakers and policy makers about the importance of quality education, environments free from bullying, and access to healthcare
• provide accurate information about programs and services supporting families and youth

We hope you enjoy this overview of our accomplishments of the past year and we thank you for the part you played—as donor, program partner, advocate, champion for youth—because we know that it takes all of us working together and playing our part to assure that children and youth succeed.

In Gratitude,

John Brandon          Kelly Doria
Executive Director, MCCOY    Board Chair, MCCOY
2011 Financial Summary

Revenue: $836,235

- Grants & Foundation: $705,824
- Sponsorships & Other: $92,408
- Contributions & In-kind: $38,003

Expenses: $853,968

- Programs & Initiatives: $698,693
- Management & Finance: $89,983
- Fundraising & Marketing: $65,292
2011 Leadership & Support

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2011 Leadership & Support

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Planet Fitness
Priority Press
Red’s Barber Shop
Revolution Eyes
Rogers Printing
Sitters to the Rescue
Tavern on South
The Chef’s Academy
The Yoga Center
Thr3e Wise Men
Unzicker Brothers Pottery

Grants
CICF/Indianapolis Foundation
City of Indianapolis
Indiana Department of Child Services
Lilly Endowment, Inc.
Lumina Foundation
National Summer Learning Association
Nina Mason Pulliam Charitable Trust
PNC Foundation
State Farm
The Peyback Foundation
United Way of Central Indiana
Voices for America’s Children
Walmart

We apologize in advance if there are any inaccuracies in this report.

Sponsors
Alerding & Co., LLC
apparatus
AYS
Children’s Bureau
DJ Center for Youth
Dyslexia Institute of Indiana
Eric Kilbride
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Huntington National Bank

*We apologize in advance if there are any inaccuracies in this report.*
**Attend to Your Future**

Attend to Your Future (ATYF), a one-year pilot program held at two housing units and involving about 70 students (K-5th), consisted of workshops, individual interventions, and newsletters designed to:

- Increase the knowledge of parents and children about the importance of school attendance and the connection to long-term academic and career success.
- Identify barriers to school attendance and point families to resources that will address those barriers.
- Increase school attendance rates of the children enrolled in the project.
- Improve communication between the parents and schools.

Through face to face evaluations, parents and students provided ideas that were incorporated into the program. Because their opinions mattered, participants felt a sense of ownership and participated more fully.

**Stewards of Children**

Three hundred and ten adults were trained in Stewards of Children, a powerful sexual abuse prevention training program that educates adults to recognize, react responsibly and take courageous action against child sexual abuse. The impact of the training is captured through testimonials:

“I had no idea about the prevalence. My eyes are so much more open and they need to be. Thank you.”

“I can use this information in my daily life as I have 3 stepsons. I also can use the information to continue to educate the residents at PHI.”

“While we already have substantial policies in place, we will use this information to be more honest and up front with this issue during our mentor and scholar orientations.”
Co-Location of Services

Local providers offer hundreds of transformative and efficient social services for families in need. However, they are spread throughout Indianapolis and are not accessible to our most vulnerable residents. MCCOY’s EIP Initiative is leading efforts to create a co-location of services site as a strategy to create community level change in one Indianapolis neighborhood. By offering services at a single neighborhood-based delivery point, we reduce many barriers that children and families have in finding help.

Mission - To promote healthy children, families and communities by increasing access, use and capacity of existing services through innovative, neighborhood-based partnerships in a single location.

Vision - All children in Marion County are safe and free from abuse and their caregivers have the resources and support necessary to provide safe, healthy and nurturing environment.

2011 Highlights:
- IUPUI’s School of Public & Environment Affairs Master’s level Capstone Team helped MCCOY set the framework for the project.
- MCCOY became a member of the Nonprofit Centers Network and began connecting with other co-location sites around the country.
- MCCOY, with the help of SAVI Community Information System at IU, completed the asset mapping and gap analysis process identifying Near West and Southeast as our two areas of focus.

Co-lo Site

<table>
<thead>
<tr>
<th>Addiction Services</th>
<th>Food Pantry</th>
<th>Case Management</th>
<th>GED Classes</th>
<th>On-site Childcare</th>
<th>Plus more!</th>
</tr>
</thead>
</table>

All in one space!
Race for Resources

In conjunction with Child Abuse Prevention Month, MCCOY’s EIP team hosted the second annual Race for Resources. The “speed-dating” format provided the opportunity for 80 attendees representing 60 organizations to learn about 21 presenting organizations that serve youth and families in Marion County.

Evaluations from attendees were overwhelmingly positive:

“The event helped me learn about working smarter through collaborations.”

“The person-to-person interaction was key.”

“I’m a BSW student and made a connection for a future internship.”

“I came away with a wealth of information regarding community services that may be used by the population I serve.”

“I can’t even put into words! I enjoyed this event TOTALLY!”

MCCOY printed and distributed 25,000 copies of the 15th annual Youth Activity Directory (YAD). The 2011 YAD contained listings of positive activities and resources for Indy’s youth in several categories including resources for the whole family, special needs, family support, life skills, leadership and volunteer opportunities, summer activities, and more. The directory, has become a go-to resource for families and youth development professionals in central Indiana.

MCCOY did not publish an Essential Aid and Services for You (EASY) Directory in 2011, but did distribute remaining copies of the 2010 printing, including a Spanish version.
Provider Council

Through Provider Council, MCCOY offers opportunities for youth development professionals to network and learn from one another. MCCOY built a partnership with IMPD and Indiana Youth Group who co-facilitated a standing room only provider council on Bullying. MCCOY also partnered with JDAI to present a standing room only discussion on adjudicated youth and re-entry. MCCOY incorporated the “Mindi Minute” into each Provider Council meeting. During this segment, MCCOY’s advocacy director Mindi Goodpaster discussed issues that affect youth and youth organizations on a state and federal level as well how they could advocate for themselves and youth around those issues. MCCOY partnered with 10 new organizations through Provider Council and hosted several new organizations that became regular attendees.

Over the course of 2011, MCCOY Provider Council scheduled discussion topics included:

- Marketing Your Programs and Using Social media
- Bullying and Suicide
- Adjudicated Youth and Re-entry
- Educational Support Programs
- Working with Student Interns & Promoting a Positive Environment for Youth Workers
- Networking: How to Build your Professional Networks and Use them Effectively
- Developing & Enhancing Family & Community Support for At-Risk Families
- Teen Pregnancy & Student Health Initiatives
- Students Against Big Tobacco
- Advocacy: Incorporating Advocacy into Your Work and Advocating for Youth
Learning Network

Learning Network provides professional development opportunities to enhance the knowledge and abilities of the local youth services community. Workshops provide participants with new insights as well as opportunities to share their own knowledge and experiences. All Learning Network workshops are designed to support the core competency areas of the Indiana Youth Development (IYD) Credential. Learning Network trained over 75 youth development professionals on a variety of topics ranging from cognitive development of youth, to teaching youth how to reframe conflict. Through Learning Network, MCCOY partnered with one new organization that served as a workshop facilitator and trainer for a MCCOY event. MCCOY also created and facilitated workshops for a national organization gearing up for Super Bowl.

Youth Program Quality Assessment/Improvement (YPQA/I)

YPQA/I provides local youth serving organizations the tools to measure and evaluate the quality of their youth program experience. The insight gained from the initial evaluation is used by the organization to promote the creation of an environment that taps into the most important resources of any youth program – a young person's motivation to attend and engage.

In 2011, the following organizations committed to both the initial assessment and the ongoing improvement process. MCCOY provides ongoing technical assistance to all participating organizations and access to a range of quality improvement resources and training tools.

- Asante Children’s Theatre
- Edna Martin Christian Center
- Flanner House
- Forest Manor Multi-Service Center
- Freetown Village
- Indiana Soccer Association
- John H. Boner Community Center
- Mary Rigg Neighborhood Center
- PassWord Mentoring
- Pathway Resource Center

YPQA/I participants learn from each other about the importance of quality youth programming.
Youth Advocacy Council

In the fall of 2011, MCCOY launched its first Youth Advocacy Council (YAC) to empower youth to speak out on issues they care about as well as bring the youth perspective to MCCOY’s activities and initiatives. From September to May, the high school-age youth participated in advocacy trainings, weekly meetings, social events, community volunteering, presented at the national Neighborhoods USA Conference and had an Op-Ed published in the Indianapolis Star. Led by MCCOY’s VISTA volunteers, Kashif Ahmed and Shahana Ansari, the YAC evolved into a core group of youth who became more active in their communities and more committed to raising awareness of the issues that youth face today.

Legislative Advocacy

During the 2011 legislative session, MCCOY was active in advocating on behalf of key bills to protect the safety of children as well as opposing a couple of bills that could have had detrimental unintended consequences for youth. During the session, MCCOY worked with Prevent Child Abuse Indiana (PCA-IN) to push through SEA267 Education (DOE) concerning child abuse authored by Senator Earline Rogers (D-Gary). This legislation provided the Indiana Department of Education the ability to collaborate with community organizations and national programs to educate parents and teachers on the dangers of child abuse and child sexual abuse as well as teach children how to protect themselves from abuse. In light of the Penn State scandal that broke only a few months before, MCCOY and PCA-IN worked with the legislator to help her understand the importance of creating awareness. MCCOY provided compelling testimony to the committee. Senator Rogers particularly noted one piece of MCCOY’s public policy director’s testimony in which she indicated that even her husband, a college professor with a PhD, did not know how to identify a potential child predator and would not know how to educate their two young children about body safety. Senator Rogers reiterates this story when she talks about the importance of this bill. MCCOY now has the privilege of sitting on the planning committee with DOE to implement the provisions.
MCCOY continues to be active in educating youth, professionals and the community on the importance of advocating on behalf of youth issues as well as education on Indiana’s policies that pertain to our public policy priorities. During 2011, MCCOY’s public policy director presented on issues related to education reform, anti-bullying policies, how to engage youth in advocacy and teaching youth how to become advocates. The audiences included MCCOY’s partners in the field of youth development, members of the Mental Health America of Greater Indianapolis’ network, Leadership Education in Adolescent Health Fellows at Indiana University, foster parents at Dockside Services Inc., youth development professionals at the Indiana Afterschool Network’s Annual Summit, the Early Intervention Planning Council (EIPC) and the Youth Advocacy Council (YAC) members. MCCOY’s presentations are well received and participants usually comment that they did not really understand the importance of following public policy until hearing more about the issues.

Student Success Initiative

MCCOY’s Student Success Initiative launched the Own Yours public awareness campaign in July. The campaign urges high school students to own their future and commit themselves to their academic development. It is designed to address the dropout crisis in Marion County by raising graduation rates. Own Yours supports Marion County students by:

- Promoting a message that empowers youth to value their education and future
- Connecting youth to resources that support their educational achievement
- Encouraging parents and community members to demonstrate commitment to youth education

MCCOY partnered with Radio One for the Own Yours campaign and participated in prominent community events such as Indiana Black Expo Summer Celebration and the Coleman Middle School Back to School Rally. The Own Yours campaign received 163 Student Success Pledges from local youth. The campaign organized a rap contest in collaboration with Radio One in which 13 students rapped on Black Expo’s stage about the importance of school attendance.

Through the Own Yours campaign, MCCOY distributed:

- Over 800 Own Your Future wristbands
- 435 MCCOY Youth Activity Directories
- 145 academic resource packets
- 81 Youth Advocacy Council applications

MCCOY has reached the following media outreach successes:

- Video spots featured on Indy’s Music Channel. Watch the videos at: http://www.youtube.com/user/MCCOYouth
- Radio Spots – 700,200 listeners
- Streaming Spots – 80,000 listeners
- Website Banner – 43,000 gross impressions and 75 click-throughs
- Indy Music Channel Spots– reached 130,498 viewers 3.4 times
MCCOY is the supervising agency for implementing the objectives of the Summer Youth Program Fund (SYPF), a collaborative group of local funders which awards in excess of $2 million each year to help agencies provide positive youth development programs across Indianapolis. Working together, the funding collaborative and the agencies provide over 40,000 children and youth with opportunities to build personal skills, polish academic performance, and have fun, new experiences.

Carrying out our supporting role, MCCOY:

- Coordinated training events for adult and youth program staff members equipping over 200 participants with increased skill and knowledge
- Organized the local celebration of National Summer Learning Day—a night at the ballpark enjoyed by over 1,000 program participants, parents, and staff
- Advocated with local leaders for additional resources to support summer learning programs
- Managed the Excellence in Summer Service Education Award program, which recognizes 20 SYPF youth workers for their exceptional performance by providing a grant for their personal education.
- Worked with multiple partners, at the local and national level, to raise public awareness about the importance of summer learning programs for all children and youth
Investing in Youth Today, Improving Conditions Tomorrow.