As you look through MCCOY’s 2012 Annual Report, I invite you to join us in celebrating the work that was done last year. We have an exceptionally dedicated and competent staff and a committed board of directors who work together to carry out our mission and fulfill our strategic roles. We also have incredible partners across all sectors of the youth serving community and beyond who, like us, want all youth in our community to become positive, productive, and contributing citizens. We have generous funders and donors whose gifts make our efforts possible. All these people make it happen.

But I also invite you to look deeper than the numbers, because that’s where the real impact of MCCOY’s work resides. Yes, we provide training and networking sessions for several hundred youth workers each year---but it is the thousands of youth those professionals touch that counts. Certainly, distributing 20,000 free copies of the Youth Activity Directory is wonderful, but it is the access to positive youth development programs that build critical skills for thousands of youth that is important. Providing hundreds of hours of staff leadership to a variety of community efforts and initiatives for youth is very valuable—but it is a community that supports, nurtures, and values its young people that is the most significant result of those hours invested. Look at the numbers but look deeper at the impact that those numbers demonstrate to see how MCCOY is making a difference.

Mahatma Gandhi once said: “The difference between what we do and what we are capable of doing would suffice to solve most of the world’s problems.” As we look at the many challenges facing young people in our community today, I believe that we have the know-how, the resources, and the people who meet the needs; we just need to have the will to do what it takes to resolve the issues. MCCOY is committed to working with our many partners to make sure that every young person has the opportunities, supports, experiences, and relationships needed to achieve success in school, work, and life. We look forward to continuing to work with you to solve the problems.

Respectfully,

John Brandon, Executive Director
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. 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 Incorporated, 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.

MCCOY was very 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. MCCOY worked with Prevent Child Abuse Indiana (PCA-IN) in support of SEA267 Education 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 as well as teach children how to protect themselves from abuse. The bill was widely supported in the Senate, but faced some opposition in the House because of concerns that the bill would place undue burden on teachers and potentially rob children of their innocence. MCCOY provided compelling education and testimony to the committee, ultimately resulting in passage of the bill. Senator Rogers particularly noted one piece of MCCOY’s public policy director’s testimony in which she indicated that even her husband, with a PhD in analytical chemistry and a professor at IUPUI, 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 the Department of Education to implement the provisions of this bill.
MCCOY’s Youth Advocacy Council (YAC) continued to empower youth to speak out on issues that they care about as well as bring the youth perspective to MCCOY’s activities and initiatives. 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 in our society today. Some of the accomplishments include:

- Published article in the Indianapolis Star
- Presented at the national Neighborhoods USA (NUSA) conference on “Developing Youth-Driven Solutions to Youth Problems”
- Helped coordinate the Children Our Best Investment (COBI) conference and met with state legislators
- Attended the Step Up For Kids rally, Stand for Children education discussion, anti-bullying workshops, screening of the “Bully” movie, and other community events
- Met with Representative Greg Porter, Lee Hirsch (director of “Bully” movie), and Dr. Michael Lomax (President of the United Negro College Fund)
- Wrote articles about youth issues on Champions for Youth blog
- Served on MCCOY’s Public Policy Committee
- Hosted its 2nd Annual Real Talk Remix—a youth discussion on education reform.

"The Youth Advocacy Council gave me the ability to connect with and help people in my community. It helped me grow by understanding that I should not stay in my own world and ignore issues, but that I should get out and help people."

Caleb Rohadfox  Rising Senior, Decatur High School

“I found that I had a passion for education. Participation helped me learn more about what’s going on in the educational system within my community and nation-wide. I am more knowledgeable and aware of the issues now.”

Bianca Davis, 2012 Graduate of Ben Davis High School
MCCOY offered opportunities for youth workers to network and learn from one another. Since changing the frequency of each meeting to every other month, we have had regular attendance, welcomed new organizations, and had new organizations share their expertise in a training capacity. Provider Council attendees have met new partners and have collaborated on more than one occasion.

LEARNING NETWORK

MCCOY trained over 100 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 has partnered with four new organizations that have served as workshop facilitators and trainers. Enrollment and attendance increased significantly.

YOUTH PROGRAM QUALITY ASSESSMENTS

MCCOY completed its fifth and sixth Youth Program Quality Assessments (YPQA) cohort. Eight new organizations enrolled and completed the YPQA process. Each organization was sponsored via the Summer Youth Program Fund and the Nina Mason Pulliam grant.

2012 YPQA Participants:
- First Samuel Missionary Baptist
- Indianapolis Urban League
- Just the Beginning Foundation
- Lilly Boys and Girls Club
- Marian University
- Oasis Christian Center
- YMCA of Greater Indianapolis
- Zion Hill

2012 Learning Network Topics:
- Ask-Listen-Learn
- Building Community
- Networking to Collaborating
- Program Development
- Reframing Conflict
- Stewards of Children
- Structure and Clear Limits
- Team Building
As the coordinating body for the Summer Youth Program Fund (SYPF), MCCOY had many accomplishments, such as:

- Facilitated five training sessions for summer youth program providers
- Led training for 60 youth to prepare them to work in summer programs
- Facilitated the Youth Working for Indy program which provided summer employment to 60+ young people
- Hosted National Summer Learning Day—Indy Style at Victory Field; 1000 program staff and camp participants attended the game
- Awarded Excellence in Summer Service Educational Awards to 20 outstanding young people who worked in summer programs
- Facilitated a Professional Learning Community for 10 SYPF providers to strengthen skills, deepen knowledge, and target program resources
- Expanded partnerships with higher education; adding IUPUI School of Education to the existing relationship with Marian University’s Summer Learning Institute
- Presented a workshop session at the National Summer Learning Association’s annual conference in Pittsburgh
- Produced a report outlining the growing need for meaningful summer employment for young people ages 15-19 and offering solutions
- Served as the Community Representative for the Smarter Summers Initiative of the National Summer Learning Association

Summer Youth Program Fund participants take in the view at Victory Field, as they celebrate and bring awareness to the importance of summer learning.

Students earned the Excellence in Summer Service Educational Awards because of their exceptional service in a summer youth program.
MCCOY continued to lead Stewards of Children training efforts in Marion County. Stewards of Children is a sexual abuse prevention program aimed at teaching adults to recognize and react responsibly to child sexual abuse. 475 adults were trained in the program. MCCOY also hosted it’s first fundraiser for the program, “Take Courageous Action: Empowering Women to Protect Children from Sexual Abuse”. More than 20 women attended the event to learn about the issues of child sexual abuse in Indiana and how to prevent abuse. In order to gear up for the upcoming Stewards of Children public awareness campaign, staff surveyed 415 and interviewed 60 adults to gain insight on community knowledge about child sexual abuse.

Participants of the Stewards of Children training, had the following to say:

“I will utilize the information in both my personal and professional life by being more proactive rather just reactive.”

“We need to see this program (Stewards of Children) at all schools, churches and sports organizations.”
MCCOY is leading efforts to create a co-location of services site to create community level change through a “one stop shop” for social services at a single neighborhood-based delivery point; therefore reducing the barriers that children and families have in finding help.

To begin this process, MCCOY convened an informative meeting with 30 community leaders about the project and hired the Nonprofit Centers Network (NCN) to conduct a feasibility study. The study indicated that MCCOY should continue to lead the Co-location of Services project in Indianapolis through the guidance of the Co-location Advisory Board and Subcommittees. Staff presented “Co-location of Services: A Look at an Indianapolis, IN Project” at the Neighborhood USA Conference and with the help of the Board of Directors, identified the Near Westside as the neighborhood of focus for the co-location pilot site.
Understanding the importance of school attendance beginning in kindergarten, MCCOY undertook the Attend To Your Future (ATYF) project. MCCOY created and ran the pilot program so it could be replicated and repeated by others interested in the success of Indianapolis’s children. In partnership with the Indianapolis Housing Agency (IHA), MCCOY decided to work in two Indianapolis public housing communities: Blackburn Terrace and Laurelwood Apartments.

The Attend To Your Future pilot program was an incredibly valuable and rewarding experience for MCCOY as facilitators, and for many of the resident participants as well. Feedback from participants was overwhelmingly positive despite our many challenges and setbacks. This program, with some adjustment, could make large scale impacts on academic success and the prevention of child abuse, neglect, and delinquency, especially if done on a long-term timeline.

Four major goals for the ATYF program were:

- To increase the knowledge of parents and children about the importance of school attendance and the connection to long-term academic and career success.
- To identify the barriers to school attendance and point families to resources that will address those barriers.
- To increase school attendance rates of the students enrolled in the program.
- To improve communication between the parents and schools.
On April 25, 2012, in conjunction with Child Abuse Prevention Month, MCCOY’s EIP team hosted the third annual Race for Resources event. The “speed-dating” format provided the opportunity for 57 attendees representing 42 organizations and Senator Coates’ office, to learn about 23 organizations that serve youth and families in Marion County.

When asked to name “Something specific I’m taking away from Race for Resources” participants said:

- Lots of new leads and potential partnership opportunities.
- Better connections within organizations we already serve.
- More resources and from a variety of community outreach programs in central Indiana.

Race for Resources Survey Results:

- 100% rated Race for Resources as good or excellent.
- 96% rated the speed-dating format as good or excellent.
- 97% met EIP service providers they were previously unaware of.
- 98% agreed they would follow-up with at least one organization.

“This is an exciting opportunity for service providers in our community to network and share information and ideas. The speed dating format lets us meet and greet quickly, yet create the foundations upon which the important work of child abuse, neglect, and delinquency prevention can be built!”

Jennifer Hubartt, former Regional Manager, DCS Region 10 (Marion County)
MCCOY’s Student Success Initiative (SSI) saw a lot of growth throughout the year due to leadership from AmeriCorps VISTAs Kashif Ahmed, Shahana Ansar, Danielle Guerin and Anne West. SSI conducted its first annual Own Your Future Media Arts Contest. Eighty-six middle and high school students submitted art work in three categories - poster, writing, and video. The top three winners in each category were chosen from guest judges and awarded with educational stipends and bragging rights. State Farm Insurance sponsored a media awareness campaign to highlight resources available to help students succeed in school. MCCOY, State Farm and Radio One partnered to produce PSAs, participate in back to school and community fairs, and increase a web presence around the campaign. MCCOY published and distributed 1,250 Student Resource Guidebooks at back to school events and to our community partners. For the “What’s Possible?” effort, MCCOY conducted 13 youth focus groups, wrote a report, and connected youth advocates to opportunities to speak directly with school board members about the changes they want to see in schools.

**YOUTH ACTIVITY DIRECTORY**

MCCOY published its 17th consecutive Youth Activity Directory (YAD) in April. MCCOY distributed 15,000 directories to more than 150 community organizations and 100 individuals.

In 2012, MCCOY distributed 5,600 Essential Aid and Services for You (EASY) books to 280 organizations.
475 adults were trained in the Stewards of Children Curriculum.

Helped coordinate the Children Our Best Investment (COBI) Conference and met with state legislators.

Presented “Co-location of Services: A Look at an Indianapolis, IN Project” at the Neighborhood USA Conference.

30 community leaders attended the Co-location of Services Information Session.

60 Community leaders attended Race for Resources.

57 attendees representing 42 organizations attended Race for the Smarter Summers Initiative of the National Summer Learning Association.

Surveyed 415 and interviewed 60 adults to gain insight on child sexual abuse.

Community representative for the Smarter Summers Initiative of the National Summer Learning Association.

86 submissions for the Own Your Future Media Arts Contest.

60 adults to gain insight on child sexual abuse.

86 new organizations enrolled and completed the YPQA process.

Led training for 60 youth to prepare them to work in summer programs.

1,250 student resource guidebooks published & distributed.

15,000 youth activity directories were distributed to community members and organizations.

Advocated in support of SEA267 Education Concerning Child Abuse.

Hosted National Summer Learning Day—Indy Style at Victory Field.

22 women attended “Take Courageous Action: Empowering Women to Protect Children from Sexual Abuse.”

22 women attended “Take Courageous Action: Empowering Women to Protect Children from Sexual Abuse.”

100 program staff and participants featuring 1,000 program staff and participants featuring 1,000.

30 Community leaders attended the Co-location of Services Information Session.

Led training for 60 youth to prepare them to work in summer programs.

Presented at the National Neighborhoods USA (NUSA) Conference.

Community representative for the Smarter Summers Initiative of the National Summer Learning Association.

86 new organizations enrolled and completed the YPQA process.
LEADERSHIP

2013 STAFF

John Brandon, President
Stephanie Freeman, Communications Director
Mindi Goodpaster, Director, Public Policy & Advocacy
Danielle Guerin, Americorps VISTA
Nazeeha Khalid, Training Director
Shanna Martin, Director, Early Intervention & Prevention (EIP) Initiative
Juli Van Wyk, Staff Assistant
Jim Wark, Executive Vice President—Finance & Development
Anne West, Americorps VISTA

2013 BOARD OF DIRECTORS

Officers
Evan Thomas, Chairperson
Cynthia Muse, Vice Chairperson
Kelly Doria, Secretary
Liz Belcher, Treasurer

Directors
Dr. A.J. Allen, MD, PhD
Jayna Cacioppo
Stephanie Cripe
John Girton, Jr.
Abraham Gonzalez
Caitlin Hannon
Eric Kilbride
Kenneth Lacy, Jr.
Mariana Lagunas
Ivy McConnell
Steve Rake
Olivia Roney
Brandon Smith
James Todd


*Staff and board listing accurate as of time of publication date.*
**FINANCIALS**

**REVENUE: $896,139**
- Grants, Contracts & Foundations: $784,433 (88%)
- Contributions & In-kind: $39,577 (4%)
- Sponsorships, Events & Other: $72,129 (8%)

**EXPENSES: $908,032**
- Programs & Initiatives: $749,847 (83%)
- Fundraising & Marketing: $55,267 (6%)
- Management & General: $102,918 (11%)
INDIVIDUALS
Penny Scott Alexander
Scott Alexander
William Edward Alexander
A. J. Allen
Joni Anderson
Julia Apple
Antonio Arrieta
Maija Augenbergs
Donna Augenbergs
Christine Baldwin
Larry & Rebecca Bechtel
Ryan & Elizabeth Belcher
Jan Michael Bennett
Connie Berg
James Blackwell
Mary Boggs
Philip & Jill Borst
John & Sharon Brandon
Donna Brooks
Francesca Cabbell
Jayna & Jason Cacioppo
Amy Carter
Roderick Casavant
Bob Clark
Jim & Cassandra Clark
Robert Clark
Reggie Coleman
Stephanie Judge Cripe
Michael & Debra Dickerson
Crystal Digbie
Jon & Kelly Doria
Gerald & Mabel Downey
Brooke Dunn
Kathleen Elrod
Murvin Enders
Vincent Failla
Mary Fortney
Will & Stephanie Freeman
Judith Ganser
Carolyn Gentle-Genitty
Gino
Mindi Goodpaster
Katie Grgic
Richard Guernsey
Caitlin Hannon
Lisa Hannon
Patricia Cowall Hanover
Thiwasha Harper
Karissa Hendricks
Richard & Vicki Mech
Hester
James Hinshaw
Deborah Hirt
Ashley Holland
Vincent Holloway
Natalie Hopkins
Jessica Husek
Michael Jordan
Jessica Journey
Stephanie Judge
Sharon Kandris
Jacqueline R. Kesler
Trust
Nazi Khalid
Eric Kilbride
Ann King
Janice Klein
John & Mary Kondrath
Andrea Kwilosz
Kenneth Lacy, Jr.
Mary Leffler
John & Ann Lundy
Jim Malone
Shanna Martin
Olivia Martin
Margaret M. Maxwell
Fredrick & Shirley McCarthy
Donna McCoy
Diane McCrosson
Melinda Mears
Douglas & Devonna Miltenberger
Jayna Morse
Jean Morse
Cindy Muse
Jacque & Sharon Newerth
Starla Officer
Nakita Pasquesi
Nicole Pence
Hudnall & Diane Pfeiffer
Marilyn Pfisterer
Carol Price
Steve & Tricia Rake
Vickie Richardson
Michele Richey
Rosie Robertson
Phil & Betsy Roby
Brad Romine
Olivia Roney
Gene Salkovsky
Ryan Sautbine
Betsy Savare
Beth Savare
Cindy Schum
Robert Scott
Scott & Patricia Severns
Morris & Judith Silverman
J. Michael Simmons, Jr.
James & Diana Simmons
Brandon & Nakita Smith
Leigh Smith
Donald & Alison Steel
Gail T & Anthony Strong
Paula Strouse
Steve Runyon & Catarina Tassara
Evan Thomas
Robin Thomas
James Todd
Karin Tollefson
Kathryn Turner
Erica Tyson
Pat Van Valer
Rich & Juli Van Wyk
Joseph Vande Bosche
Bill Wagner
Malachi Walker
Jim & Jan Wark
Will Watson
Michael Williams
Tim & Pam Zeller
Steven & Vicki Zeller
SUPPORTERS

BUSINESSES
apparatus
Attorney General
Consumer Protection
Division
AYS Inc.
Black Sheep
Bookmans
Broad Ripple Brewing
Butler, Fairman &
Seufert, Inc.
Center for Performing Arts
Children’s Bureau
Chipotle
CICF/The Indianapolis
Foundation
Cindylu Designs LLC
City of Indianapolis
Clowes Memorial Hall
of Butler University
Colored Threads
Complete Family Dentistry
Cooper’s Hawk
Crackers Comedy Club
Cripe Photography
Crouching Tigers, Inc.
Dalton-Cole & Assoc
Dapple Bloodstock
Dealer Services Corp.
DL Salon
Dreyer Reinbold
Dyslexia Institute of IN
EHOB
First Merchants
Flat 12 Bierwerks
Fuzzy’s Spirits
Gauthier & Kimmelring
Ghyslain Chocolatières
Good for the Goose
Hard Rock Café
Health & Hospital
Corporation
Hoosier Momma
Horizon House
Hotel Indigo
Huntington National Bank
Ice Miller
Indiana Coalition
Against Domestic
Violence
Indianapolis Art Center
Indianapolis Car
Exchange
Indianapolis Police
Athletic League
IndianapolisSymphony
Orchestra
Ivy Tech Community
College
J. D. Resley Assoc., Inc.
Kids Commons
LM Henderson & Co., LLP
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Lilly Endowment
Lumina Foundation
Magical Image
Photography
Martin Luther King
Multi-Service Center
McCrosson & Associates
Meijer
Mental Health Assoc
of IN: Emberwood
Center
Metropolitan Indpls
Public Broadcasting
WFYI
Mike Yonts Films, Inc.
Minority Health
Coalition of Marion Co.
Monarch Beverage
Monkey Joe’s
Monon Coffee Co.
Morty’s Comedy Joint
National Bank of
Indianapolis
National Summer
Learning Association
Nina Mason Pulliam
Charitable Trust
Pacers Foundation, Inc.
Pacers Sports &
Entertainment
Paul Best Photography
Phoenix Theater
Planet Fitness
Power House Brewing
(Columbus Bar)
Prairie View Golf Club
Priority Press
Progressive Design
Puccini’s
Quality Interiors
Ray Skillman West
Riley Children’s
Foundation
Rogers Marketing &
Printing
Ruth’s Chris Steakhouse
Sort-It-Out
Stand for Children
State Farm Mutual
Automobile Insurance
Company
Stella & Dot Stylist
SureClick LLC
Table for One
Taft Stettinius & Hollister
The Board of School
Commissioners, City
of Indpls.
The Chef’s Academy
The Clowes Fund
The Creative Escape
Pottery & More...
The Rail
The Waxing Spot
TYC Yoga
United Way of Central
Indiana
Violetz
Warren Performing
Arts Center
WFYI