

WE MADE 2020
count



TABLE OF **contents**

- 01.** A Message from MCCOY's President
- 02.** MCCOY's Impact
- 03.** Financials
- 04.** We Advocate
- 05.** We Build Capacity
- 06.** We Are Connectors
- 07.** We Are a Gateway
- 08.** Thank You
- 09.** Thank You, Too

Dr. A. J. Allen || chair
Teresa A Bennett || vice chair
Stacey Bledsoe
Katie Eaton
Brent Freeman
Kevin D. Hampton
Quinton Holland
Vishnu Iyer
Linda Kirby
Sylvester 'Sly' Kuma

BOARD OF **directors**

Melissa Macchia
Devin Moore
Cindy Muse
Josh Proctor
J. Michael Simmons
George K. Taylor
Evan Thomas
Sara Twining
Brett Weaver



A MESSAGE FROM OUR **president & executive director**

The world may have ground to somewhat of a halt in 2020 but the needs and the growth of young people did not stop. In fact, the impact and the disruption of the pandemic made the work of youth serving organizations more vital than ever before—so MCCOY's role as the supporter of youth workers, youth programs, and youth systems took on greater importance.

On the following pages, we will share with you the statistics and stories about the many ways that MCCOY served as a gateway to resources and a strong advocate for an expansion of services to meet the growing needs of children and youth all across our community. We will tell you about the skills and knowledge we helped youth workers gain so they could offer programs and services in completely new ways and we will tell you about the partnerships and relationships we helped to build to keep vital supports services accessible and available in a virtual and a physically distanced world. We will show you how, even in the midst of a global pandemic, we worked to strengthen and amplify the voices and the power of young people.



John Brandon holds his 2020 Lifetime Achievement Award from Association of Child and Youth Care Practice

All of our work in 2020 was made possible because of you---our donors, our partners, our funders, our friends. In many ways, this report is a tangible sign of the deep gratitude we feel toward each one of you. Our mission is to lead efforts to strengthen the programs and the people that provide all our children and youth with the supports they need to become successful adults. Our success in achieving this mission depends on you having made the decision to join us, a decision you made because you believe in your heart that our future as a city depends upon ALL children growing up well.

We---you and us---did a lot of good work in 2020. With you as our partners we will do better work in 2021.

THANK YOU,

President & Executive Director || MCCOY

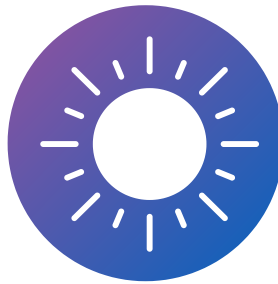
OUR IMPACT

2019 - 2020

One of our goals at MCCOY is to Influence the way people and organizations act to improve supports for Central Indiana young people. In 2020, we doubled our efforts to help youth and their families combat life's challenges that have been magnified by the global pandemic.



Great Families 2020 || Our Natural Caregivers Program came to a close in September after serving over 250 families in our Near Westside neighborhood.



Indy Summer Youth Programs || We worked with 232 youth-serving organizations on program modifications & connected 50+ parents to COVID-safe programs.



Census 2020 || We attended 7 census outreach events and awarded 5 mini grants so community organizations help their families complete the census.



COVID-19 Resources || We built an easy-access site with 70+ resources in 7 categories with over 19.7K unique visits in the first 2 months.



Youth-Serving Professionals || We transitioned 11 courses & 30+ check-ins with almost 300 people to connect virtually.



Community Events || We held virtual booth space for 16 events connecting families to Indianapolis-area resources & activities.

SUPPORTING indiana youth

income

GRANTS	\$1,086,892
CONTRACTS	\$239,704
FUNDRAISING	\$56,321
OTHER	\$16,230
	\$1,399,147

expense

PROGRAM	\$852,308
MANAGEMENT & GENERAL	\$380,992
	\$1,233,300

WE ADVOCATE

We promote positive practices & effective policies for youth.

MCCOY is a non-partisan and independent non-profit organization that champions the positive development of youth through leadership on key issues and support of the youth development professional community.

Census 2020 and public policy change were the main focuses of the year. MCCOY led 3 speaking engagements to get out the census count and distributed 5 mini-grants to family-serving organizations to host family events to fill out their forms.



27 hours following legislative bills that would impact Hoosier youth & 7 hours speaking on reformation policies for juvenile justice.



27 field eblast sends to almost 4,000 individuals regarding Indiana legislation, Census 2020, and voting.



Partnered with 1 organization to host 2 GOTV webinar trainings on voting - how to register, where to vote, and how to research ballot candidates.



Administered 3 trainings to 60+ graduate-level college students on advocacy, Indiana's legislative process, and the importance of voting.



WE BUILD CAPACITY

We prepare youth-serving orgs to support young people.

At MCCOY, we prepare youth-serving individuals and organizations to support the developmental needs of young people by providing professional development opportunities, program assessment and networking opportunities.

In 2020, MCCOY's capacity building efforts exceeded expectations with 9 quality assessment modifications, 17 training opportunities, 250+ organizations and over 300 people participating.



112.5 hours of training completed
144.5 hours hosting + supporting Assessment groups



303 people from all over participated in training
32 organizations received direct Youth Programs guidance & technical assistance



13 field experts were identified & facilitated trainings
7 new training course offerings focused on equity & inclusion



15 groups of 4 youth-serving professionals assessed & supported with individualized plans
3 2-hour sessions on data-driven impact for organization improvement

WE ARE CONNECTORS

We host meaningful community partnerships.

MCCOY brings the community together to find innovative ways to address youth issues through open dialogue between youth workers, community advocates, young people, and many others.

In 2020, MCCOY's connecting efforts shifted gears as the 3-year Great Families 2020 Natural Caregiver Program came to a close. The program ultimately served a total of 222 families with children ages 0 – 6 years of age on Indy's Near Westside.



200+ bags full of fresh and canned foods, family activities, and other resources were distributed by the Natural Caregiver team during COVID.



MCCOY convened over 30 organizations in 77 meetings throughout the year for early intervention & prevention, + consistently served on 8 councils & committees.

Expanding the focus beyond the Near-Westside with MCCOY last year has enhanced opportunities for engagement strategies with multiple school communities throughout Indianapolis. We are pleased to apply our campus resources—including community-engaged research, school/community engagement, and related evidence-based insight—with the larger community.

Silvia Garcia, PhD & Jim Grimm
IUPUI Office of Community Engagement



WE ARE A GATEWAY

We provide essential tools & resources to organizations + families.

The positive development of youth in Central Indiana is at the heart of what we do. Our work nurtures assets and addresses needs of all young people, serving as a gateway between kids, teens, emerging adults, families, and the array of resources available to them in our state and beyond.

In 2020, MCCOY's information-sharing efforts tripled with the staff's rapid response to providing COVID-19 resources to caregivers, teachers, and young people with specific emphasis on self-care and mental wellbeing. Resource site pages reached over 16,000 views from about 11,500 unique visitors.



7,000+ Youth Activity Directories distributed to youth programs, schools, health clinics, libraries, & more.



71 e-blasts were sent reaching almost **9,000** individuals. Open & click-through rates stayed just above industry standard at **23.5%** opens + **3.6%** clicks.



1 new position was created to deepen MCCOY's platform for youth voice. The Director of Youth Outreach, Empowerment, & Engagement started in October 2020.

This has been a busy season initiating and elevating young people, and we're just getting started. Our next step is advocating for resources to help amplify their voices for present and future change.

Bernard Mickle

Youth Outreach | Empowerment | Engagement



THANK YOU

corporate donors

AmazonSmile
BKD Foundation
CIBC Bank
Comcast
Delta Sigma Theta Sorority
Hoffman Business Solutions
Indiana Business Systems
Indiana Grocery dba Strack & Van Til
Indianapolis Colts
Indy Summer Youth Programs
IUPUI
J D Resley
K&J Communications
Kids Voice
KirbyWorks

Kroger Central Division
M2 Promotions
The National Bank of Indianapolis
Northwest Bank
Polly Parker Press
PrimeSmile
State Farm Companies Foundation
Sun King Brewery
Taft Stettinius & Hollister
Tegna Inc (In Honor of Rich Van Wyk)
Union Jack's
UnitedHealthGroup
WFYI, PBS
Woolpert, Inc

shirley mccarthy vanguard

Sharon & John Brandon
John & Mary Kondrath
Paul & Peggy Lang
Fred McCarthy
Cindy Muse

grants

Central Indiana Community Fund, Indianapolis Foundation
Central Indiana Community Fund, Library Fund
Children's Bureau
City of Indianapolis
Jewel Human Services
Lilly Endowment, Inc
Nina Mason Pulliam Charitable Trust
The Clowes Fund, Inc.
United Way of Central Indiana



THANK YOU

individual donors

Kelli JoAllen
Iz Belcher
Tim & Teresa Bennett
Stacey Bledsoe
Kimberly Brand
Lydia G Cavazos
Rebecca Cavin
Kelly Doria
Gerald & Mabel Downey
Andy Downing
Chris Engel
Paul & Sara Gasiorowski
Charles & Marilyn Gregory
James Grim, Jr.
Scott Hammersley
Jennifer Hill

James MHinshaw
Byron Jensen
Eric & Kathy Kilbride
Ann W King
Linda Kirby
Sylvester "Sly" Kuma
Frank & Kathleen Maley
Margaret (Marnie) Maxwell
Michael & Geriann McKay
Kimberly Moffett
Devin Moore
Cindy Muse
John T Neighbours
John Peirce
Troy Powell
Josh & Lindsay Proctor
Phil Roby
Ellen Rogers
Ryan Sautbine
Betsy Savare

Joel Schaafsma
Robert Scott
Sandra Shoaf
Daniel Skovronsky
Gabriela Skovronsky
Samuel Snideman
George Taylor
Evan Thomas
Derek Tow
Sara Twining
Rich & Juli Van Wyk
Joe Vande Bosche
Dawn Walker
Brett Weaver
Malikia ChantaWilder
Jamie Wittmeyer
Vicki Zeller

*Thank you to all who donated
anonymously.*

staff

John Brandon || President & Executive Director
Madi Gregory || Communications
Eric Kilbride || Resource Development
Bernard Mickle || Youth Outreach, Empowerment
Becky Reich || Training
Kate Roelecke || Early Intervention & Prevention
Juli VanWyk || Administrative
Sarah Williams || Advocacy & Public Policy







HELPING YOUTH NEVER DOUBT THAT THEY ARE
valuable & powerful

 1375 W. 16th Street Indianapolis, IN 46202

 (317) 921-1266  info@mccoyouth.org

www.mccoyouth.org



Professional development took center stage with other plans halted by the pandemic; The Early Intervention & Prevention Director logged 21 hours in 6 workshops & 2 certifications.