WE MADE 2020 count
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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 MCOY’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 MCOY 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.

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,

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

President & Executive Director || MCOY

1.
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.
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
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
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
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Thank you to all who donated anonymously.

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WE ARE ALL IN THIS together.
HELPING YOUTH NEVER DOUBT THAT THEY ARE valuable & powerful

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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.