



Mass Mentoring Partnership Stewardship Report July – December, 2007

Financial Update

Overview

Mass Mentoring Partnership (MMP) ended 2007 in its strongest financial position to date. Revenue remained steady at just over \$1 million and MMP's net assets increased by 32%. We increased our programmatic spending by 31%. Additionally, based on guidance from MMP's Strategic Finance Committee, the board approved the establishment of a board designated fund to ensure financial stability for MMP.

Fundraising

Rodman Ride for Kids



The Rodman Ride for Kids was once again a highly productive and efficient fundraising event for MMP. Because of the unparalleled leadership and fundraising of Don Rodman, MMP continues to incur no event expenses and receives a 15% match on all funds raised by MMP. Liberty Mutual was once again the Presenting Sponsor of the Ride and directed a portion of its sponsorship to MMP. The Liberty team had 40 riders, and was one of the largest corporate teams participating in the Ride and the team raised over \$13,000 for MMP. For the second year in a row, Liberty Mutual Team rider, Tony Leonard, was the top fundraiser for MMP,

raising more than \$7,000. In addition to the Liberty Mutual team, Bank of America and Ernst and Young also fielded teams that rode for MMP. As a result, MMP's fundraising efforts totaled almost \$260,000 with the help of our sponsors: Bank of America; Ernst & Young; Goodwin Procter; Ted Kelly and Liberty Mutual; John and Tammy MacWilliams; Eric and Julie Mangini; SBLI; the Schott Family Private Foundation; Jeff Shames; and Verizon.

Institutional Funding

During the second half of 2007, MMP positioned proposals and received the following grant funding from corporations and foundations:

- A renewed commitment of \$100,000 from the Yawkey Foundation for expansion of MMP's training and strategic services;
- A \$50,000 grant from David Bruce and Holly McGrath of the Highland Street Foundation to support the continued implementation of the quality-based membership model and capacity building within the initiative;
- A \$5,000 grant from the Fieldstone Foundation to enhance our efforts to recruit more mentors of color;
- Recommitments from the following supporters of our Western Mass. office: MassMutual Financial Group (\$15,000); the Irene E. and George A. Davis Foundation (\$15,000); and the Community Foundation of Western Massachusetts (\$10,000).

Advocacy

MMP continued to advocate for state funding for mentoring programs in partnership with the Massachusetts Service Alliance. As a result, the mentoring line item in the state budget has been maintained after a large increase in 2006. Additionally, MMP advocated for and helped establish a new \$2 million youth violence prevention line item, ensuring the inclusion of mentoring in the funding targets of this line item. Through a meeting with the Massachusetts congressional delegation, we are now working with the National Mentoring Partnership and Senator Kerry's office on federal legislation to provide increased support of mentoring.

Training and Strategic Services

Update on Quality-Based Membership Initiative

Over the past six months, MMP has made tremendous strides towards the implementation of a quality-based membership initiative for youth mentoring programs in Massachusetts. The planning phase is underway, supported and guided by a 21-member Advisory Committee consisting of mentoring program directors and managers, funders and academic researchers. The Training and Strategic Services team is currently re-engineering MMP's network structure and services provided, which includes the creation of over ten new trainings and technical assistance workshops on program and organizational development topics. MMP has begun the six-month pilot with 15 mentoring programs, testing and evaluating the proposed process and content. This will provide a strong baseline for MMP to adapt and roll out this initiative to the field at large in the fall of 2009. Additionally, because MMP is leading the way nationally with this model, MMP's Vice President of Training & Strategic Services, Sue Anne Endelman, is currently serving on the National Mentoring Partnership's Accreditation Committee, as they begin to explore accreditation at the national level.

Bank of New York Mellon City ACCESS

Led by Director of Program Services Marty Martinez, MMP provided training and curriculum development for the Bank of New York Mellon City ACCESS program, an apprenticeship and leadership development program for Boston high school students. City ACCESS places apprentices at six organizations: Children's Museum; Malden YMCA; Mass Audubon's Boston Nature Center; MetroLacrosse; South Boston Neighborhood House; and The City School. Through its support, MMP enabled program coordinators to strengthen the mentoring component at each of these organizations. MMP also provided consultation to City ACCESS's Program Manager on the mentee training curriculum, conducted mentor training, and provided technical assistance to the apprenticeship supervisors at each site.



Inclusion Mentoring Project

This fall, MMP piloted a new inclusive mentor training and program development curriculum, both produced through the Inclusion Mentoring Project in collaboration with Partners for Youth with Disabilities and funded by a grant from the Mitsubishi America Electric Foundation (MEAF). The curriculum includes new versions of MMP's Mentoring A-Z and Mentoring 101 trainings. The goal of the project is to provide an introductory level of resources and skills, along with an inclusive attitude, to enable mentoring program staff to build programs that welcome youth with disabilities and mentors to work with youth with disabilities. With continued support from the MEAF grant, the training materials will be made fully accessible and promoted through national conference presentations and a variety of national organizations that promote mentoring.

Networking Meetings

One of the greatest recruitment challenges the programs in our network face is recruiting mentors of color. In response, MMP hosted a series of networking meetings in regions across the state this fall, entitled "A Dialogue on Strategies to Recruit People of Color." The meetings educated programs on strategies to tap into communities of color, as well as provided mentoring program staff with the opportunity to discuss the issue, strategize, and share and learn best practices from other programs. Additionally, MMP staff members have utilized the dialogues to guide our future activities and services to include information on ways in which programs can effectively recruit people of color.

Marketing and Mentor Recruitment



Red Sox Mentoring Challenge

The Red Sox Mentoring Challenge campaign continues to account for the vast majority of MMP's overall referrals at approximately 85%. In total, 513 prospective mentors have been recruited through the Challenge this year, and of those recruited, approximately 170 have already become mentors. In total, MMP has recruited more than 850 mentors since launching the Challenge in 2006. During baseball season, MMP generates awareness through the Red Sox Web site, NESN PSAs, and other promotions that have included *Metro GameDay* ads and a full-page ad in the Red Sox Nation annual report.

Massachusetts Civic Engagement Summit

Civic participation in the United States has been on the decline for the past 30 years, and according to recent studies, Massachusetts ranks 34th in the nation in volunteerism and 16th in the nation in voter participation. As a way to engage citizens statewide in making a difference, a collaborative group of leaders, representing more than 30 non-profit and civic organizations, including MMP, hosted the first-ever Massachusetts Civic Engagement Summit in Worcester on November 16th. More than 700 people from various sectors attended the Summit, which featured Gov. Deval Patrick and aimed to heighten awareness about the importance of civic engagement among government, business, and community leaders. The Summit sought to help participants find effective ways to work together, and focused on major civic engagement sectors including volunteerism, neighborhoods and networks, civic education, and electoral politics and policy. MMP spearheaded all marketing and media outreach for this statewide initiative resulting in articles in *MetroWest Daily*, *Worcester Telegram & Gazette*, and *Worcester Business Journal*.

Match Activities

MMP continues to offer subsidized activities for matches to provide structured avenues for them to spend time together and contribute to the overall recruitment of mentors and mentor retention. For the third consecutive year, MMP teamed up with Safety Insurance WBCN Patriots Rock Radio Network, Vince Wilfork and his wife Bianca, and new lead sponsor Skanska USA for Wilfork's "Match of the Game." For each home game of the season, MMP selected a mentor/mentee match to be the Wilforks' VIPs at Gillette Stadium. Additionally, Skanska underwrote mentor recruitment ads during game broadcasts.



Additional match activities offered by MMP in the second half of 2007 included the Life is Good Festival at Fenway Park; Futures at Fenway; Lowell Spinners games; a New England Patriots Exhibition Game; New England Revolution games; High School Musical at the Citi Performing Arts Center; Christmas at the Pops; and tickets to several local museums. In addition, MMP was selected as one of four community partners to participate in a new ticket exchange program with the Celtics in which season ticket holders can donate their tickets back to MMP to distribute to matches. Throughout 2007, MMP provided over \$40,000 in match activities to the mentoring programs in its network.

Media Relations

MMP has begun to more systematically track its own media coverage, news coverage of individual programs, as well as of mentoring in general. In addition to creating public awareness, much of the media coverage provided recognition for programs in MMP's network, mentoring matches, funders and strategic partners. MMP and programs in our network have received coverage in *The Boston Globe*, *Metro Boston*, *Entre Amigos*, *Patriot Ledger*, *Worcester Business Journal*, and *the Chronicle of Philanthropy*. When taken together, MMP has potentially reached more than 4 million readers with a variety of messages about youth mentoring in geographically diverse areas of the Commonwealth.

Western MA Office

MMP's Western Massachusetts office, housed at Western New England College in Springfield, has been open



for one year and under the leadership of its Director, Rebel McKinley, a network of almost 20 programs in the four Western MA counties has been established. By utilizing expertise in the field of mentoring and knowledge of the area, MMP has quickly established credibility with mentoring leaders in Western Mass. MMP Western MA has developed relationships, not only with local program providers, but with funders, community leaders, local colleges and universities, and several local media outlets. MMP's Training and Strategic Services Team has worked to expand its services in Western Mass. to include the availability of varied training and networking opportunities: Mentoring A-Z;

Train the Trainer; Mentoring 101; mentor recruitment training; and themed networking sessions. MMP Western MA has leveraged monthly press coverage in *The Springfield Republican* to publicize partner recruitment successes and needs.

Organizational Advancements

Strategic Plan

Over the past several years, MMP has experienced tremendous strategic growth, advancement that has provided the organization with a strong foundation to create and implement a multi-year strategic plan. With funding from The Boston Foundation, we have embarked on a strategic planning process that will render long-term returns for the organization and the field of mentoring as a whole. MMP selected Wellspring Consulting to begin work on a long-range plan and a staff planning team and a board advisory team have been developed. The process is slated to be completed in June of 2008. In addition, MMP's CEO, David Shapiro, is currently serving on the Steering Committee for the National Mentoring Partnership Strategic Plan creation and implementation.

MMP Staff Additions

MMP has welcomed Marie Phillipeaux as Operations Manager, a new position at the organization. Marie plays an integral role in the smooth functioning of all aspects of MMP's operations, including supporting CEO David Shapiro; coordinating office technology; meeting the facilities and equipment needs of the organization; and assisting with human resource and accounting functions. Marie is a recent graduate of Bentley College and brings tremendous experience around operations and planning.

MMP Re-branding and New Website

Following several months of testing, MMP successfully re-branded itself with the launch and rollout of a new logo in August and the launch of a new website in October. The website has several new features, including dual navigation bars to search for information in two different ways; rotating home-page photos and eye-catching graphics; easy-to-find mentoring news, including funding opportunities, match activities and trainings, all accessible from the home page. For the first three months the site was live, we tracked traffic to the site and the most popular pages have been the homepage, information on starting a mentoring program, information on volunteering as a mentor and the training and technical assistance calendar. Additionally, over 70% of the overall page views were from new visitors to the site.