

## Mobilization Update

Jan. 2012 Report to the Board

### EDUCATION

- *AmeriCorps* Graduation Coaches serving at Toledo Public Schools (TPS) sites continue to move forward, and the role of the Graduation Coach is gaining wider and more thoughtful acceptance. The *AmeriCorps* grant called for 39 Graduation Coaches and all positions have been filled.
  - More than 404 TPS students are being served by Graduation Coaches at 18 TPS sites.
  - Marshall Elementary has embraced the Graduation Coach and has asked him to become more active in the school by participating in field trips and other activities.
  - Start High School has invited their Graduation Coaches to become a part of the SAFARI night and provide resource information to students and families.
  - Rogers High School has invited *AmeriCorps* into the career class to discuss what service to the community means.
- Social and Emotional Learning initiatives are continuing to progress.
  - All five K-8 schools implementing Social and Emotional Learning (SEL) now have Teacher Facilitators in place: Glenwood, Martin Luther King, Jr. Academy for Boys, Pickett, Robinson, and Sherman. These are stipend positions serving as liaisons between United Way, Toledo Federation of Teachers, TPS administration, and school staff to ensure program fidelity and consistent implementation.
  - In addition, all five K-8 schools now have Family Support Coordinators in place. These positions are filled by a social worker or counselor paid through Title or School Improvement Grant funding. The primary function is to identify children who are displaying chronic problems, which cannot be solved within the school setting and work with families to get needed help through community partners.
  - United Way will be hosting three Responsive Classroom Team workshops in late January to support staff as they implement Responsive Classroom strategies, help the school align policies and school-wide practices with Responsive Classroom guiding principles, and support the principal in their work of building and supporting the adult community in school. Additionally, three on-site classroom coaching and demonstration lessons are also scheduled for January.
  - SEL at Scott High School was made possible through School Improvement Grant funding, and TPS has contracted with Educators for Social Responsibility (ESR) to provide the SEL curriculum. The contract includes four Saturday teacher workshops over the next year and 15 school-day coaching visits. United Way will only monitor progress.

## INCOME

- Jon Hartman is the new Income Community Solutions Team Chair. John serves as Director, Center of Excellence, Owens Corning Roofing & Asphalt, LLC. In addition, the Income Community Solutions Team has more than doubled with six new members. They will have a retreat on Friday, January 13, to align the team to the United Way Income work and determine a vision and goals moving forward.

## HEALTH

- After participating in the first Health Mobilization group meeting with 12 other communities and United Way Worldwide, we, along with our partners, have planned seven health-focused community conversations.
- The Pioneering Healthier Communities initiative has officially changed its name to Live Well Greater Toledo and has a new logo created by the YMCA/JCC. Live Well Greater Toledo's mission and objectives as determined by the group are:
  - Live Well Mission Statement: To measurably improve the health of our community through better nutrition and physical activity.
  - Four Objectives: Increase accessibility of fruits and vegetables, enhance infrastructure and traffic safety in areas where persons could walk/bike, increase availability of healthier food and beverage choices in public venues, and increase accessibility to physical activity and play.

## MOBILIZATION

- In addition to our current community conversations, we will be facilitating three to five conversations as requested by United Way Worldwide and the White House Council on Community Solutions. These community conversations will be focused on opportunities for youth most at risk of not advancing to graduation, continued education, a career, or work.
- *Women's Initiative of United Way* has concluded the 2011 campaign with 62 new members and will welcome them during a New Member Reception in February/March.
- In late January, the United Way *African American Initiative (AAI)* Joint Council will host a surprise celebration breakfast for the teachers, administration, and staff of Leverette School to recognize their hard work in the classroom and for their leadership and collaboration efforts as a Schools as Community Hubs site. *AAI* is investing \$1,500 to establish a school supply bank with school supplies, incentive items, and other education-related materials given to the school to award students who show exemplary conduct and educational success, and to parents and advocates who show unwavering support through volunteerism at the school.
- In December, United Way staff and volunteers concluded a six-month process to secure new public policy advocacy software, Capwiz. This software will aid in the recruitment of new advocates, provide efficient ways to engage constituents in our public policy work, and connect policy professionals and opinion leaders with the information and tools they need to understand or influence Congress and our local and state legislatures. The new service will integrate with our website and Facebook to mobilize our key stakeholders to take action directly from those platforms.

- Over the past four months, we've held nine community conversations in Central Toledo. Each conversation was themed to best glean the main points of the discussion. We then summarized the main themes of the Central Toledo conversations:
  - Residents aspire for a safe, clean community of choice. They want their community to be treated with respect, a feeling of "village."
  - Individuals want a stronger, viable community with better opportunities for young people, so kids will be prepared for their future.
  - Some of the barriers to the residents are a lack of education and not being prepared for jobs, few options beyond high school, parents don't know how to communicate with schools, young parents, parents not present, and not being able to guide kids.
  - Things residents want changed are more connection, unity, and leadership; an effective community center; and a quality, consistent, and effective education. Kids don't have basic skills to be successful, and there is a perception of unequal effectiveness among school buildings. They also want people in the community to step up with support from organizations.
  - However, residents believe people do want to get involved and help, concerned Central City Citizens are making progress, and they acknowledge there are assets in the neighborhood.
  
- United Way is holding a volunteer recognition event called Recognition at the Rink, Friday, February 24, at 5:30 p.m. The event will recognize and celebrate United Way's dedicated volunteers with dinner and a Toledo Walleye game.
  
- United Way's Victory Celebration, sponsored by Dana Holding Corporation, is Thursday, January 12. United Way will recognize local companies and organizations who stepped up in a big way this year: the Spirit of Caring Outstanding Company award, Pillars and Pinnacles, Campaign Manager and Team of the Year, sponsors, and all of our supporters. We will also announce the amount our community has raised in the 2011 campaign: \$13,607,300. Over 325 individuals throughout our community have RSVP'd for the event.
  
- The United Way *Volunteer Center* was invited to sit on United Way Worldwide's Volunteer Engagement Start-up Committee. The committee will identify and help provide information, models, and tools to support the development and positioning of volunteer engagement as an integral, strategic, and highly visible business component of United Ways.
  
- United Way is engaging nearly 200 volunteers for Dr. Martin Luther King, Jr. (MLK) Day to be part of the Unity Celebration at The University of Toledo and to serve local nonprofit organizations during this week. We are also hoping to engage more than 1,000 of the attendees at the unity celebration in sorting and boxing the food collected by the community, as well as more than 30 *AmeriCorps* members serving as volunteer leaders at the unity celebration.