



CLEVELAND

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OVERVIEW

City Year Cleveland is an education-focused, nonprofit organization powered by national service uniting young people ages 17-24 of all backgrounds for a year of full-time service. Taking a neighborhood-based approach, corps members serve as tutors, mentors, and role models in Cleveland schools helping thousands of at-risk students get back on track to graduate by improving attendance, behavior, and coursework. Through service, City Year demonstrates the power and idealism of young people, engages citizens to benefit the common good, and develops the next generation of young leaders. Since 1996, over 1,200 corps members have served in the program.

INVESTMENT OPPORTUNITY

Program Sponsors invest in City Year's flagship program, Whole School Whole Child.

Special Event Sponsors increase their brand visibility by supporting high-profile events, such as the annual **Ripples of Hope Gala**.

Team Sponsors underwrite the cost of an entire school team of eight to nine corps members.

OPPORTUNITY FOR SOCIAL IMPACT

City Year seeks to dramatically increase Cleveland's high school graduation pipeline by providing the right intervention to the right student at the right time through its Whole School Whole Child program. This program deploys teams of diverse, well-trained young adults (near peers) into under-performing Cleveland schools to serve as tutors, mentors, and role models. City Year's model is a disruptive innovation offering a proven, evidence-based solution to the education crisis. City Year is committed to ensuring all children meet the proficiency levels needed to succeed at the next education level and become self-sufficient, productive citizens, regardless of their zip code or socio-economic status.

Whole School Whole Child encourages civic engagement and community service by developing students as leaders through service and transforming communities through service projects engaging community, corporate, and civic leaders.

City Year attracts talent to Northeast Ohio. 64% of current corps members are college graduates; 26% have some college. 26% moved from other states; 74% from within Ohio. After a year of service, **50% of corps members call Northeast Ohio home, with one-quarter in Cleveland.**

NEED FOR CHANGE

Research shows that **every 26 seconds a student drops out of high school**—more than 1.3 million per year. The Ohio Department of Education reports that the Cleveland Metropolitan School District (CMSD) has a graduation rate of 56%. CMSD has been downgraded from Academic Watch to Academic Emergency. Of **100** children entering ninth grade, **63** will graduate high school, **34** of those will go to college, and **seven** will graduate from college in six years. A 2012 study found that 43.8% of Cuyahoga County residents over age **16** lacked literacy skills to function successfully in the 21st century, such as aptitude to read a bus schedule or write a simple letter.

SOCIAL INNOVATION IN ACTION

- a partner with CMSD and the City to implement the Cleveland Plan to transform public schools
- uses research-based, targeted individual and group interventions to improve student achievement
- uses strategy of near peers, adult corps members close enough in age to relate to students and old enough to serve as a second shift of adults in the classroom
- partners with elementary schools that feed into high schools in given neighborhoods

FINANCIAL STABILITY

City Year continues to diversify revenue streams: 32% from AmeriCorps, 26% from state and local organizations including CMSD and the City of Cleveland, 17% from corporations, 20% from foundations, and 5% from individuals. In 5 years, City Year projects growth of over 200 corps members in 36 schools, helping 15,000 at-risk students. City Year seeks funds to extend its reach in CMSD.

	FY 2011 ACTUAL		FY 2012 ACTUAL		FY 2013 BUDGET
AmeriCorps	\$618,765	AmeriCorps	\$618,765	AmeriCorps	\$587,813
Contributions	\$711,791	Individual Giving	\$56,926	Individual Giving	\$79,417
Government	\$225,000	Government	\$300,000	Government	\$620,000
Other Revenue	\$4,620	Corporate	\$269,494	Corporate	\$412,138
HQ Allocations	\$5,000	Foundations	\$231,100	Foundations	\$196,000
Investment Return	\$2,141	Endowment Income	\$2,370	Investment Return	\$2,496
TOTAL REVENUE	\$1,567,317	TOTAL REVENUE	\$1,478,655	TOTAL REVENUE	\$1,897,864

GOALS & PERFORMANCE MEASUREMENT

PROGRAM PERFORMANCE

Student coursework improvement:

2011 43% of focus list students in English or math improved one letter grade.

2012 75% of focus list students improved at least one letter grade across at least two data submissions.

School stakeholder satisfaction:

2011 95% of principals surveyed were satisfied with City Year's quality of service.

2012 100% of principals surveyed believe City Year helps foster a positive learning environment.

ORGANIZATION HEALTH / CAPACITY BUILDING

Staffing 2011: 9 FTEs; 2012: 11 FTEs; 2013: 10 FTEs

Partnership investment contracted with CMSD:

2011 \$150,000 in five schools

2012 \$225,000 in five schools

2013 \$420,000 in six schools

SOCIAL IMPACT INDICATORS

Of the data City Year measures, perhaps the most critical are the number of hours corps members work with focus list students on targeted interventions (tutoring), and the percentage of students promoted to the next grade on time. Impact indicators include CMSD enrollment trends, transient student population, single-parent family rates, poverty rates, and violent crime rates in the City of Cleveland.

INVEST

FINANCIAL

- **\$100,000** Team Sponsorship supports corps members to provide services to the school and community.
- **\$2,500** Enables one focus list student to receive all-day attendance and behavior and coursework interventions throughout the school year.
- **\$100** Sponsors the cost of a corps member's red jacket.

IN-KIND

- **\$42,500** Greater Cleveland RTA supplies bus passes for corps members to get to and from school sites.
- **\$300** Paint and supplies donated by businesses support service events.
- **\$50-200 (Amounts Vary)** School supplies donated by community businesses are used in schools.