



## Resources for Youth Programming and Policy

### DESCRIPTION

- Provides afterschool activities for children and youth at six elementary schools
- Offers enrichment and educational activities each week, including an academic homework support program supervised by school personnel
- Partners with the city of McMinnville, the school district and local business leaders
- Collects data on the academic achievements and improvements of participating children

## Kids on the Block

### *Partnering to Provide Sustainable Programs*

#### Overview

The Kids on the Block afterschool programs offer recreation- and enrichment-based activities such as science, sports, arts and crafts, and other games, to youth in grades 1 through 5 in McMinnville, Oregon. Five or six times during the year, a special instructor is invited to expose participants to additional learning opportunities. Past instructors have included local artisans, such as woodworkers and weavers, who led classes on their craft, and representatives from the Oregon Museum of Science and Industry, who introduced participants to astronomy. Kids on the Block, established in 1989, emerged out of a joint effort by the city of McMinnville, the school district, and local business leaders. The program coordinators refer to a “three-legged stool” paradigm for funding, with each of the three partners playing a critical role in financing the programs. The independent Board of Directors, comprised of representatives from these three constituencies, has served as an advisory body over the years, but its primary function has been fundraising including working with the Mayor to organize an annual Charity Ball.

Initially a grant requirement, academic data is continuously collected to demonstrate the impact of the program on student performance and behavior. Schools conduct extensive surveys with teachers documenting changes in program participants’ grades and behavior. The program’s 2005–2006 data indicated that 87 percent of

participating students improved math grades, 91 percent improved reading grades, 81 percent showed improvement in the completion and submission of homework, and 79 percent of participants experienced fewer disciplinary referrals. These types of statistics are included in Kids on the Block’s annual report to funders, in materials related to the Mayor’s Charity Ball, and used in general fundraising efforts to illustrate the positive impact Kids on the Block has on the community.

#### History and Development

Shortly after a bond initiative to fund schools failed to earn adequate community support, the idea for an afterschool program was presented at a joint meeting of the School Board and City Council as a solution to the growing need for safe, supervised settings. The School Board was the main vehicle behind the Kids on the Block program, persuading the other groups to get behind the initiative. Ultimately, the City Council agreed to allow the school district to use school buildings for the program. The Parks and Recreation Department would provide oversight and management of the program and a newly formed Board of Directors would serve advisory and fundraising functions for Kids on the Block.

Since its inception, the program has grown from three elementary schools serving 75 children and youth in 1990, with a budget of about \$50,000, to all six local elementary schools providing services to an average of 530 children

*January 2007*

and youth per day, with a budget of approximately \$400,000. The program operates during the school year, offering three ten-week sessions to participants on a fee-based system. The \$90 session fee is cut in half for children who qualify for the federal free and reduced school lunch program and 15 slots are reserved for participants designated by the school as eligible for a full scholarship. In turn, the schools reimburse Kids on the Block 25 dollars for each of the scholarships.

The program's services were augmented with a 21<sup>st</sup> Century Community Learning Centers (CCLC) grant received in 2001. The grant expanded the program's services by adding one academic hour to the day, a component known as the "Power Hour." During the three years of 21<sup>st</sup> CCLC funding, schools became more active partners as teachers were brought in to plan and manage the academic piece of the program. The relationship between the Parks and Recreation Department and the school district was also further solidified by this increased collaboration.

### Financing

#### Building partnerships

When the 21<sup>st</sup> CCLC grant ended in 2003, Kids on the Block was left with the challenge of sustaining an afterschool program which had doubled in cost due to its newly enhanced services. The school district assumed some of the added personnel costs and the City of McMinnville provided support for office operations. In addition, both of these entities give \$40,000 to the program annually, not including in-kind donations. The program also receives support through a federal work-study program. Kids on the Block provides off-campus work opportunities to students at nearby Linfield College at a fraction

of the cost of traditional staff, saving the program about \$8,000 a year.

#### Generating new revenue

The vast majority of the remaining amount of funding is raised through a large-scale community-led initiative called the Mayor's Charity Ball. In its first year, the ball raised \$9,000, but since then, the ball has raised over \$1 million and shares the proceeds with a variety of community organizations. The Ball has earned a reputation as one of the premier social events of the community. Almost \$145,000 was raised for Kids on the Block at the 2006 event.

### Financing Strategies

- Making Better Use of Existing Resources
- Maximizing Federal, State, and Local Revenue
- Creating More Flexibility in Existing Streams
- Building Public/Private Partnerships
- Generating New Dedicated Revenue

### Kids on the Block

#### FY 2006-2007 Budget

##### Federal

Title I	\$98,000
Linfield Work Study	\$12,000

##### Local

McMinnville School District	\$40,000
General Fund	
City of McMinnville	\$40,000

##### Private

KOB Inc./Mayor's Ball	\$168,000
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##### Business Community

Program Fees	\$89,000
Grants	\$1,876

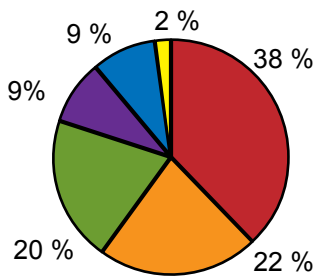
<b>Total</b>	<b>\$448,876</b>
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\* Fiscal year 2006-2007 runs from July 1, 2006 to June 30, 2007

### Next Steps and Future Challenges

Looking forward, the Board of Directors is devoting considerable time to exploring additional sources of funding above and beyond the successful Mayor's

Funding for Kids on the Block  
FY 2006-2007



Total Budget: \$448,876

- KOB Inc./Mayor's Ball Business Community/Grants
- Title I
- Program Fees
- McMinnville School District
- City of McMinnville
- Linfield Work Study

Charity Ball. Two untapped groups—the large retirement community and parents of participating students—have been targeted. While some business partnerships have provided in-kind donations related to the Mayor's Ball, program officials are exploring the potential for larger monetary donations from local companies.

### Keys to Success

- **Emphasize long-term sustainability.**  
The Kids on the Block program is making strategic choices that can lead to long-term fiscal stability. The program is solidly backed by the community, in part through the success of the Mayor's Ball, which recognizes its need to continue quality staffing and respond to the growing population of interested participants in the area.

- **Cultivate the support of partners and key champions.**  
Kids on the Block has received significant support from its three partner groups that helped build up its programming – the city, school district, and business leaders. These partners recognized the value of continuing the program and ramped up their fundraising efforts after the 21<sup>st</sup> CCLC grant terminated.
- **Track results.**  
By tracking outcome data on the children and youth who participate in its programs, Kids on the Block can demonstrate its positive impact on children to its partners, funders, and the community at large, which will only contribute to future growth and financing efforts.



For more information, contact The Finance Project at 202.628.4200 or visit our web site at [www.financeproject.org](http://www.financeproject.org)