



Focused on Youth
Stronger Organizations Mean Stronger Youth
A REPORT TO THE COMMUNITY

GREAT LAKES
CENTER
for
Youth Development
Strong Organizations — Strong Youth

2007-2008 Work At-A-Glance

Snapshot of Great Lakes Center for Youth Development Work in Youth Development & Nonprofit Capacity Building

- The Great Lakes Center for Youth Development has 104 members
- More than 12 community reports were delivered on youth asset building and the results of the Search Institute Student Profiles of Student Life: Attitudes and Behaviors survey
- A Youth Summit brought together 60 young citizens to review and discuss the Youth Asset Survey results; youth at the summit responded by creating a Youth Priorities Report to share with their communities
- Evaluation following these Asset Survey activities uncovered a shift in recognition of the Asset Framework as a useful and reliable gauge of youth population wellness
- Center staff and consultants presented 16 workshops, building the knowledge of 319 people from 14 U.P. counties
- Skill-building workshops were delivered to 71 organizations
- \$73,000 in scholarships were provided to help nonprofits subsidize training and technical assistance costs
- The U.P. Nonprofit Conference brought 150 people from 101 organizations together for a day of learning and networking
- Three websites – www.glycd.org, www.macyap.com and www.soyreport.org – attracted 28,404 unique visitors
- The U.P. Volunteer Network trained 50 nonprofits in volunteer management
- More than 100 potential volunteers visit 1-800-Volunteer.org, a volunteer matching website, each month
- Through the Excellence In Education program, 47 graduating seniors each received \$1,500 scholarships; 25 educators each received \$1,000 Professional Development Awards
- In efforts to promote cultural diversity (an asset youth often want strengthened), 25 students participated in Japanese cultural classes, and 16 volunteers visited 22 fourth grade classrooms during the Martin Luther King, Jr. Initiative service day project



What GLCYD Colleagues & Partners Are Saying

“I go to GLCYD’s website every couple of weeks to see what’s new, what is happening and to keep up on workshop offerings and other news. I am registered for the nonprofit conference. The former director I just replaced told me it was a ‘must attend’ event.”

*Robin Dorman
Executive Director, Mackinac Island Community Foundation*

“The Marquette County Health Department and the Marquette County Coalition for Substance Abuse Prevention (MC2) have been involved with the Search Institute survey since its inception. It has provided us with the critical data necessary to quantify a need for substance abuse prevention funding for programming efforts and to be able to quantify if this prevention programming works. It has on both accounts. More than \$300,000 in new prevention programming has come into our area and substance abuse among our youth has dropped by more than 30 percent.”

*George Sedlacek
Prevention Coordinator, Marquette County Health Department*

Our Path. Our Passion. Our Promise.

Dear Friend:

This year the Great Lakes Center for Youth Development Board of Directors and staff decided to turn our services and programs upside down and take a hard look at everything we do. Are our efforts and investments of time and resources mission-driven? Are we providing the services or assistance youth-serving and nonprofit organizations want and need? Do we have the staff and resources to deliver those services at the level of excellence we expect of ourselves?

In many scenarios like this, the process would be called a strategic planning process. We know strategic planning is critical to an organization's effectiveness and sustainability – we have helped many member organizations through their own strategic planning processes. The process is an important one for any organization. In our own strategic planning process we are “seeking clarity in mission and activity,” “plotting our map for tomorrow, five, 10 and 20 years from now,” “moving the youth agenda forward.”

A Strategic Focus on Youth ... Our Path, Our Passion, Our Promise. That has become our guiding principal. It is being used internally as a compass and externally to promote an understanding of how GLCYD seeks to uplift the Upper Peninsula youth-serving and nonprofit community in order to create a healthier environment for youth.

Already this focus has demanded we update our statements of mission and vision. The work we have undertaken will help us hone our expertise, ensure our menu of services is relevant and accessible, and do all we can to make sure we are a sustainable organization.

These steps in clarity and purpose will help us as we continue to work with

organizations like The Peter White Public Library in Marquette to take fund development to new levels. We will look for opportunities to reach out to communities throughout the U.P. to convene people and organizations in opportunities like the Adolescent Learning Network in Gogebic County. Stories of these partnerships are included in this report.

Ultimately, we look to this Strategic Focus on Youth to help guide us to a future in which we expand and deepen our abilities to deliver meaningful resources. As we continue to partner with people and organizations from Ironwood to Sugar Island, we remain committed to helping the entire youth-serving and nonprofit community achieve new heights. In doing so we are confident that together we can continue to strengthen the youth environment.

Sincerely,



Judy Watson Olson
President, GLCYD



Connie Koutouzos
President, GLCYD Board of Directors



Building Partnerships

Gogebic County Learning Network Engages Community, Impacts Youth

Convening People With Powerful & Bold Visions for the Upper Peninsula

Building partnerships. The presence of a professional support team. Confidence building. The ability to better serve youth.

All are comments from some of the 20 community leaders who participated in the Gogebic County Adolescent Development Learning Network sponsored by the Great Lakes Center for Youth Development last year.

In the Learning Network, a first in Gogebic County and the third such program conducted in the Upper Peninsula since 2002, participants learn from each other while addressing concerns about the healthy development of adolescents.

Participants gathered monthly to discuss issues of importance about the youth environment. Discussion topics included bullying, fetal alcohol spectrum disorder, and raising the level of academic performance of seventh to ninth graders.

“The Learning Network is a great way to build organizational development while promoting collaborative learning designed to improve the community,” said Judy Watson Olson, president of the Center.

Participants agreed.

“The Learning Network was fantastic,” said Elaine Erickson, director of the Ironwood Carnegie Library. “It really gave all of us in the community who serve youth a chance to brainstorm and network.”

A Professional Support Team

Erickson was so pleased with the experience with the Center that her organization has since contracted with them for additional services.

“We have joined up with Great Lakes Center for a marketing-to-teens study and they connected us with a consultant to help us with fundraising,” she said.

According to Erickson, a benefit to working on a program with the Center is the advanced level of support community



organizations receive. “Working with the Center has taken us to another level of professionalism,” she said.

Building Partnerships

Bruce Mayle, superintendent of the Gogebic-Ontonagon Intermediate School District, was also a participant in the Gogebic Learning Network. “It was a very positive thing in Gogebic County,” he said. “It does network a group of people who would not otherwise cross each other’s paths...which is a good thing.”

Erickson agreed. “Our library is an organization that a lot of other partners would not ordinarily think to partner with,” she said. Learning more about other community organizations definitely improved awareness of programs and potential partnerships between participants, she noted.



“This had an impact on our ability to serve youth in a very holistic way.”

Confidence Building

Another benefit of working on projects such as the Learning Network with the Center is the confidence it provides participants, who might otherwise feel their organizations are drifting alone. “It is always so empowering to know you’ve got someone in your corner,” Erickson said of the Center. “It’s immensely confidence building and empowering to have the Center behind you. It might be ‘just me,’ but I have all of these people behind me.”

Listening to Youth

As a part of the Learning Network, local youth were invited to several sessions to discuss ideas with the adult participants. That was an eye-opening experience, said both Erickson and Mayle.

Mayle noted that during one of the youth sessions, he learned that the young people were asking for programs that were

already in place, but they were not aware of them. He said the adults and the program coordinators learned that they need to communicate with youth differently than they do with adults because teens do not necessarily connect with traditional means of communication.

Erickson agreed. “It’s easy to become distanced from the group that you are serving,” she said. “I think it was really beneficial for the youth to see there are adults here who value them enough to get their opinions.”

She noted that the Learning Network has changed the way the library is conducting some of its youth programs. “The Learning Network and the way it supported us has had a big impact on our community,” she said. “It had an impact on our ability to serve youth in a very holistic way. It’s really just opened up opportunities for us to improve our ability to serve youth.”

Making Connections

Peter White Public Library Builds Relationships With Donors & Increases Funding

Building Capacity That Makes a Difference Today & Tomorrow

As anyone who has ever worked for a non-profit knows, fundraising has never been easy. And most nonprofits have approached fundraising in a similar fashion: you write an appeal letter or you meet with a donor, and in writing or in person, you give them the sales pitch: Here's what we need; will you give?

It can be a painful process.

Not so at the Peter White Public Library in Marquette, where fundraising has become an art.

With a scholarship provided by the Great Lakes Center for Youth Development, the Peter White Public Library was able to contract the services of JDLevy and Associates, an Indiana-based fund development consulting firm.

According to Claire Rose, deputy director of the library, working with firm principle Jamie Levy has broadened the library's fundraising efforts exponentially.

"We've increased our private donations since we started working with Jamie," said Rose. "He taught us about a whole fundraising philosophy and technique. We could not have afforded to work with him without the scholarship from the Great Lakes Center for Youth Development."

Three years ago, prior to working with JDLevy & Associates, the library received donations from generous people in the community, but there was no organized fundraising plan or campaign. The first year the library organized an annual fundraising campaign with Levy's help, \$11,000 was raised. Now in its third year, the campaign this year alone has raised more than \$43,000.

Rose noted that by employing a strategy taught to the library staff by Levy, the actual number of donors has not grown exponentially. Instead, the library has tapped into its existing donor base and has been able to receive larger donations from them.

A key component of Levy's approach, said Rose, is building ongoing relationships with donors so they feel heard and appreciated.

Prior to receiving training from Levy, "It used to be we'd receive a donation, and we sent out the little thank you note and that was it," said Rose. "We didn't really do a follow up. Now we call them and we ask them what inspires them to give and what they value at the library."

Connecting with donors and building relationships with them—and not just the big money donors, but the donors who offer smaller sums, too—has paid off in many ways.

Rose noted a connection made with a donor who consistently gave \$100, year after year. The library staff did not necessarily see this individual as someone who would ever turn into a major donor, but staff began building a relationship with him and talking to him about the library and its programs, why he felt they were important and what he would like to see accomplished.

"The discussion evolved into where were his values and our values meshing," said Rose.

"He eventually told us, 'I'm interested in how the library might partner with NMU's theater department.' And he then gave us \$7,000 to develop a program for children in the community."

What evolved was a literacy program that wove together reading and the performing arts. Students from the university's theater department came to the library and gave performance-based readings.

"We had more kids than ever in our summer reading program," Rose said of the program. "That \$7,000 went a really long way."

Fundraising, to the Peter White Public Library, brings the facility resources for special programming, such as the performing arts-based literacy program, to the community.

"We've got enough money to open the doors and have the collections, but anything that's really enriching is coming from private funding," said Rose. "From JDLevy, we've learned to ask our donors what inspires them to give. It's been very valuable monetarily and programmatically for our community."



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Strong Organizations... Strong Youth

The Great Lakes Center for Youth Development works with Nonprofits, Youth-Serving Organizations, Agencies and Schools of all shapes, sizes and missions.

- **Take your fund development to the next level**
- **Build a board that works to bring your mission to life**
- **Market your programs clearly and powerfully**
- **Streamline your operations**

Areas of Expertise

- Nonprofit Management
- Marketing and Communications
- Volunteer Management
- Board Development
- Strategic Planning
- Evaluation
- Fund Development
- Sustainability

Youth-Focused Programs and Information

- The State of the Youth Report
- Youth Asset Surveys
- Cultural Competence Programming
- Asset Building Training
- Excellence in Education
- Learning Networks
- Martin Luther King, Jr. Initiative
- Substance Abuse Prevention
- School Nutrition & Physical Activity
- Service Learning

Resources for Organizations

- BoardConnect UP - Board Development & Matching Services
- The Foundation Center
 - Foundation Prospect Research
 - Workshops, Training & Technical Assistance
 - Upper Peninsula Nonprofit Conference

Our Vision & Mission

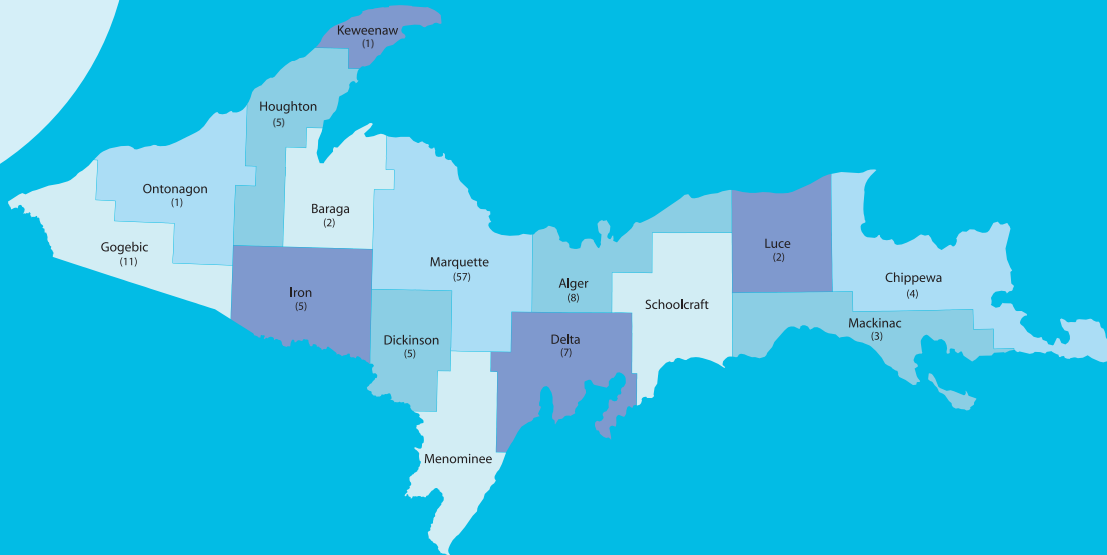
The Great Lakes Center for Youth Development believes everyone has a role in creating the best possible communities for our young citizens. This belief leads us to reach out to and support all youth-serving and nonprofit organization. Strong organizations mean strong youth.

Vision

The Great Lakes Center for Youth Development strives to be the leader for all facets of youth development in Michigan's Upper Peninsula. As the resource of choice for nonprofits and youth-serving organizations, the Center provides access to expertise and learning opportunities that build organizational capacity. The Center is recognized as willing to take risks to further the youth development agenda. By strengthening the youth-serving and nonprofit community, the Center aspires and works to make the U.P. a great place to live.

Mission

GLCYD serves as a catalyst to inspire communities to promote healthy youth development in Michigan's Upper Peninsula. We advocate for a positive youth environment and support organizations by providing expertise and learning opportunities.



Members: Great Lakes Center for Youth Development

Alger

Alger Parks & Recreation Department
 Alger Regional Community Foundation
 AuTrain-Onota Public School
 Burt Township School
 MSU Extension - Alger County
 Munising Public Schools
 Penny Larsen

Baraga

Baraga County Republican Organization
 Baraga County Shelter Home

Chippewa

Boys & Girls Club of Bay Mills
 Chippewa County Health Department
 Community Health Access Coalition
 United Way Volunteer Center of Chippewa County

Delta

Bonifas Fine Arts Center
 Community Foundation for Delta County
 Janice Marie Jyrkila-Andrews
 Menominee Delta Schoolcraft Early Childhood Program
 Michigan Works! The Job Force Board
 U.P. 2-1-1 Call Center
 YMCA of Delta County

Dickinson

Dickinson Area Community Foundation
 Dickinson-Iron Intermediate School District
 Habitat for Humanity Menominee River
 Iron Mountain High School
 Northpointe Behavioral Healthcare Systems

Gogebic

Christ Lutheran Parish Youth
 Domestic Violence Escape (DOVE), Inc.
 GrandView Health System
 Ironwood Carnegie Library
 Katikitegon Community Development Corporation
 LacVieux Desert Band of Lake Superior Chippewa
 L.L. Wright Middle/High School – Ironwood
 MSU Extension - Gogebic County
 New Beginnings Pregnancy Support Services
 Our Lady of Peace Church
 Wakefield-Marenisco School

Houghton

BHK Child Development Board
 Calumet-Laurium-Keweenaw Foundation
 Dial Help Inc.
 Hancock Housing Foundation
 Western Upper Peninsula Health Access Coalition (WUPHAC)

Iron

Dickinson-Iron Intermediate School District
 Forestland Group Homes, Inc.
 Forest Park School District
 Fortune Lake Lutheran Camp
 Reality Teen Ministry

Keweenaw

Keweenaw Krayons, Inc.

Luce

MSU Extension - Luce County
 Tahquamenon Area Schools

Mackinac

Curtis Community Arts Council
 Karen Kangas
 MSU Extension - Mackinac County

Marquette

4C of the U.P.
 Adult Learning Systems - U.P.
 AMCAB
 Bay Cliff Health Camp
 Beacon House
 Bell Behavioral Services
 Big Brothers Big Sisters of Marquette & Alger Counties
 Camp Michigamme
 Catholic Charities of the U.P.
 Child & Family Services of the U.P., Inc.
 Diocese of Marquette - Faith Formation & Education
 Father Marquette Catholic School
 FIDELITY, Inc.
 Fire UP Network, Inc.
 Girl Scouts of Northwestern Great Lakes
 Gwinn Area Community Schools
 Gwinn-Sawyer Area Chamber
 Harbor Counseling
 Hiawathaland Council, Boy Scouts of America

Immanuel Lutheran Church
 Ishpeming School District
 K.I. Sawyer Heritage Air Museum
 Lake Superior Village Youth and Family Center, Inc.
 LSCP Foundation
 Lutheran Social Services of Wisconsin and Upper Michigan, Inc
 Marilyn Kahl
 Marquette Area Public Schools
 Marquette Community Foundation
 Marquette County Health Department
 Marquette County History Museum
 Marquette-Alger RESA
 Marquette Alger Resolution Service
 MGHS Women's & Children's Center
 MooseWood Nature Center
 MSU Extension - Marquette County
 Negaunee Public Schools
 NICE Community Schools
 North Star Academy
 Northern Initiatives
 Northern Michigan University
 NMU Center/Economic Education & Entrepreneurship
 Page Center
 Pathways Northcare Network
 Pence Consulting
 Peter White Public Library
 Powell Township School District
 Republic-Michigamme Schools
 St. Christopher's Dayschool/Early Childhood Program
 Superior Watershed Partnership
 Teaching Family Homes of Upper Michigan
 The Welcoming
 United Way of Marquette County
 Upper Peninsula Children's Museum
 Upper Peninsula Health Education Corporation
 Wells Township School
 Women's Center
 YMCA of Marquette County

Ontonagon

Gogebic-Ontonagon ISD

Other Locations

Michigan Nonprofit Association
 Michigan Community Foundations Youth Project Committee
 Michigan Cleft Network
 Community Foundation of the Upper Peninsula
 Don Beckman Ministries



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