



the
youth
connection

Fifteen Years

CHANGING WITH CHILDREN

About Us

The Youth Connection is a non-profit agency that successfully works with metro-Detroit youth to get them into a career or college.

Our Career Academies provide youth with direction to answer two simple questions: “What do you want to do?” and “How can we help you succeed?” Our programming provides them with the skills and support they need while our partners provide real-world job experiences.

In short, we connect youth to a brighter future.



2011-2012 TYC Board of Directors

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15 years! What an unbelievable journey it has been for us in the past decade and a half helping youth in metropolitan Detroit. I would first like to thank all of our partners, volunteers, donors, parents and youth for helping us along the way.

Over the years as we have grown and changed, the one constant has been relationships. The relationships we have with our partners, funders, youth and friends have been a constant source of support and strength. The relationships we have formed are the reason we are still here today.

As we continue our mission to connect youth to a brighter future, it is interesting to see that while our programming has changed, our commitment to children has never wavered. This past year we have increased our services to youth and the number of programs we offer. We held a fantastic After-School Fair that culminated in our attempt to break a world's record with a dodgeball game. And we had a very successful year with 100% of our youth in the WIA program graduating and over 90% of those kids going to college or directly into a career.



Part of this annual report includes a pictorial history of the past 15 years of The Youth Connection. As I reviewed the pictures and remembered the staff and board members, special youth that have been a part of our programs and the special events that helped shape our course, I would like to say thank you to all that have been a part of what The Youth Connection has been and to everybody who is helping to shape us into what we will become. It is with your help that we will continue to fight for the health and safety of our kids and do our part to turn them into successful adults. We appreciate all of your efforts and look forward to a prosperous 2012!

Sincerely,

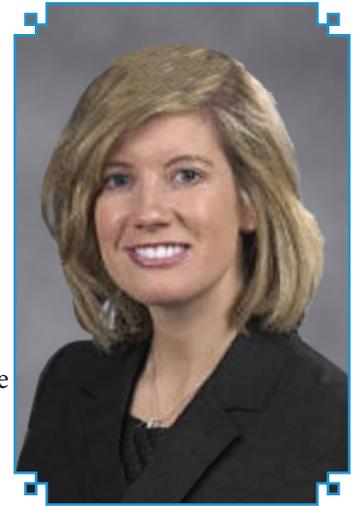
A handwritten signature in black ink that reads "Grenae Dudley, Pres." in a cursive style.

Grenae Dudley
President and CEO

As The Youth Connection celebrates its 15th year connecting youth to a brighter future, I am amazed about what we have accomplished and I am excited about what the next 15 years may bring.

When The Youth Connection began as an organization focused on a single mission – to raise after-school participation rates in Detroit, Mt. Clemens and Pontiac – with a single funder we had no idea that we would grow to an agency with a multitude of major funders and priorities. We also didn't know that we would develop so many outstanding relationships with sponsors, donors, volunteers, and friends that share our commitment to helping youth.

Whether you helped us by sponsoring the After-School Fair or by placing youth in an internship at your business, I would like to say thank you. As a supporter of The Youth Connection, we appreciate your efforts, no matter how great or small, and look forward to continue to receive your support in the future. I would also like to also give special recognition to all of the volunteers who helped us and our youth this past year. Your contributions are extremely important and valuable!



As you read this annual report, we hope you will acknowledge that the work that we do on behalf of youth and families in southeast Michigan is vital to the success of our region.

Finally, I would like to offer my thanks to the Board of Directors and to the staff of The Youth Connection. Your hard work, dedication and commitment to our kids is greatly appreciated. . With your continued support, we are looking forward to the best year ever for The Youth Connection.

Sincerely,

A handwritten signature in black ink that reads "Trisha Johnston" in a cursive style.

Trisha Johnston
Chairman, Board of Directors

2011 TYC After-School Fair

The Fair was held on Saturday, August 20th, from 10 am – 2 pm at the Casino on Belle Isle in Detroit. The weather and atmosphere at the event could not have been better! We had approximately 2,500 participants attend the Fair (from wristband registration counts completed after the event). In addition, we had over 85 individual volunteers and from organizations (H.Y.P.E. Athletics, HP, etc.) that helped to manage the event.



This year's Fair was unlike any other thanks to the partnership with ComePlayDetroit and Detroit Harmonie. Together, in addition to the after-school programs, we attempted to break the world's record for the largest dodgeball game ever played!



We passed out over 500 anti-drug and alcohol pledge cards to youth attending the event and managed to give away hundreds of school backpacks, packages of food, and literature on keeping students safe and drug-free. The Phoenix of the Detroit Fire Department served hot dog lunches to all of the participants and the Health Zone was a favorite for parents and kids alike as numerous screenings and information tables were available. The children had fun on the inflatables and kept busy participating in the Detroit Red Wings interactive fan experience and other hands-on activities. Finally, the Dodgeball game was the highlight of the day with over a thousand people on the field enjoying a great game.



Congressman Hansen Clarke, State Senator Bert Johnson, State Representative David Nathan, Detroit City Councilman James Tate and Councilwoman Saunteel Jenkins attended the Fair among many other friends, families, board members and other event VIPs. We had over 75 after-school program distributing information and signing up children for after-school programs.

Overall, the Fair was successful and many of the after-school reported that they were able to sign-up a lot of youth in their programs. We would like to thank all of our sponsors, volunteers, participants, partners and vendors for a successful, fun-filled day for Detroit families!



AFTER-SCHOOL FAIR

Presented By:



2011 TYC I2D2 Campaign

The I2D2 campaign is an effort to bring together partners in the Osborn community to increase healthy eating and exercise habits. The program is an effort to increase fruit and vegetable intake and physical activity and decrease intake of sweetened beverages and screen time (TV, computer, video games).

The I2D2 campaign, in partnership with local schools, churches and recreation centers, Wayne State University Department of Nutrition and Food Science, Molina Health Care, Weight Watchers and the Detroit Department of Health and Wellness Promotion Nutrition Division, focus on educating students ages 6-12 and their parents about the values of healthy eating and active lifestyles. 6 two-hour workshops will be held for every session beginning with an orientation for parents and children, 4 lessons on the above mentioned themes and then a healthy cooking demonstration and closing session. We call each of the sessions Fit 'n' Fun Family Clubs (for each location).

Overall, we have seen unbelievable outcomes in not only the knowledge each participant has gained, but also in the changes in behaviors. Detroiters are eating healthier and exercising more thanks to the I2D2 campaign!

The campaign is funded in part by The Johnson & Johnson Community Health Care Program, which is in its 22nd year of providing aid to outstanding community-based organizations assisting medically underserved populations in the U.S. Johns Hopkins Bloomberg School of Public Health, serves as the evaluator for the Johnson & Johnson initiative. This is a research-based program that to date has had very positive outcomes for children and their parents. Johnson & Johnson's Community Health Care Program was created to address the growing health care needs and support the public health sector in communities across the country. Molina Healthcare contributes incentives, time and talent to move this initiative forward. Wayne State University Department of Nutrition and Food Science provide registered dietitians and interns to help with the classes. Weight Watchers provide a Chef to help parents and youth see what to do to prepare healthy meals.



2011 TYC Substance Abuse Prevention Program

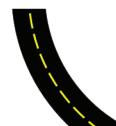
The Youth Connection's Substance Abuse Prevention Education Program is a highly-interactive skills-based program designed to promote positive health and personal development for youth. Each year we educate over 125 youth and 50 parents using the Botvin Lifeskills Training program, a research-based curriculum that focuses on three personal objectives for our youth:

- Personal Self-Management Skills
- General Social Skills
- Drug Resistance Skills

In addition, we offer a service learning activities where students can find creative ways to spread TYC's anti-drug use message, including the use of photos, video and presentations.

We provide outreach to several foster care facilities to offer the training in-house at these agencies around the city. Some of our partner agencies include Wolverine Human Services, Children's Center of Michigan, Covenant House and Mariner's Inn.

With our youth taking the lead, we promote substance abuse prevention at a number of TYC events including the Annual After-School Fair and the Boo Walk. We work together with our partner prevention agencies to take the substance abuse prevention education message to Lansing to advocate for more funding of anti-drug, alcohol and tobacco programming. Together, we worked to make our community drug-free and healthy.



2011 TYC Boo Walk

We hosted the 2nd Annual Osborn Community Boo Walk on Saturday, November 29th at the Conner Creek Greenway. Approximately 500 parents and children attended the event held at a ¼ mile walking trail behind Conner Creek Village.

The event was free to the public (Halloween costumes were encouraged) and featured a trick-or-treat path where children received healthy snacks (granola bars, fruit, water), free giveaways to encourage physical activity (hula hoops, jump ropes) and candy, which was only available by visiting our resident ghoul along the path. There was also a craft table with kid-friendly Halloween projects led by Arts and Scraps, a double dutch jump rope demonstration and sack races set up for the children.

In addition to the fun and games, several organizations were on hand to give parents information about eating healthy and exercising. The event was a part of The Youth Connection's I2D2 Campaign – an effort to increase fruit and vegetable intake and physical activity and decrease intake of sweetened beverages and screen time for children 6-12 years old and their parents in the Osborn Community of Detroit. Representatives from the FBI Detroit Field Office, Delta Dental, and the Detroit Department of Health and Wellness Promotion also gave away prizes and information on keeping fit.

The 2nd Annual Osborn Community Boo Walk was presented in partnership with the Nortown CDC and the City of Detroit Department of Health and Wellness Promotion Nutrition Division. Sponsors included the Johnson and Johnson Community Health Care Program, The Parade Company, Delta Dental, Healthy Environment Partnerships, and St. John Providence Health System.



2011 TYC Career Academies

The Youth Connection Career Academies (TYCCA) ended 2011 with many accomplishments and provided our youth with tremendous opportunities. Our youth participated in over 80 workshops in career development, life skills, financial literacy, community service, civic development and new this year substance abuse prevention. They toured colleges and universities, participated in job shadowing opportunities including one with the Attorney General's Explorer program focusing on careers in law enforcement from all perspectives culminating in a Mock Trial.

All of the youth who participated in the summer employment received first aid, CPR, and Automated External Defibrillator certification and received Community Emergency Response Team Training (CERT) from Homeland Security and Emergency Management. Our youth can serve as first responders in case of an emergency!

Our Successes:

22 TYCCA students were expected to graduate this year. 100% of our students graduated on time!

82% were accepted into colleges and universities, one went into an apprenticeship and two of our youth joined the armed forces. Among the post-secondary schools our youth are now attending include:

Macomb Community College
Wayne State University
Marygrove College
The Art Institute of Atlanta
Central Michigan University

Eastern Michigan University
Siena Heights University
Lansing Community College
Western Michigan University
Heartland Community College

This summer youth employment netted tremendous opportunities for our youth. Nine of our youth based on their summer experience were offered employment!

But the best description of our program comes from one of our participants:

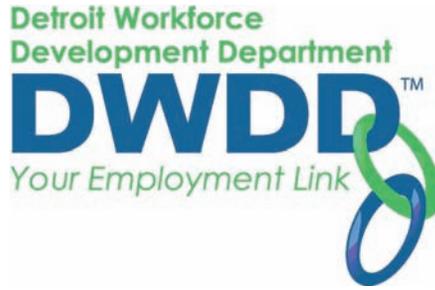
The Youth Connecting is a great program that gave me a lot of opportunities and opened doors that I never knew existed. The program helped me with community skills, such as helping others, and interacting with others. The program brought in speakers to talk to us about drug abuse, alcohol abuse, gang violence, colleges and much more. When at my interview I picked the police department, I was interested in knowing the officers other than the bad guys. When I arrived at the police department it was a nice environment. We learned about law enforcement and how it works, respect and discipline. They also had speakers to talk to us about the law, drugs and alcohol abuse, community service and other things. The program left me with more knowledge than I came in with. We also got CERT training which we learned through numerous courses. The EMS taught us CPR on children, babies and adults. We were also tested on the knowledge we gained. The experience was a lot of fun. I would like to say thanks to Dr. Dudley, Ms. Hill, Ms. Harvey and the rest of the Youth Connection Staff and the Detroit Police Department. The summer experience was great. I hope to have another one.

- Chastity Freeman, 2011 TYCCA participant



2011 TYC Donors and Contributors

Foundation, Corporate and Government Donors



Event Partners

ABC Therapy Solutions
Academic Achievement Tutoring Services
AMP Learning
Beautiful Minds Incorporation
City Year
Comcast
ComePlayDetroit
Crystal Home Health
Dabs & Company
DCCWS (A DHS Affiliate)
Detroit Charms
Detroit Children's Choir
Detroit Department of Transportation
Detroit Harmonie
Detroit Hockey Association
Detroit Martial Arts Institute/ Life Skills
Detroit Public Library
Detroit Public Schools (Head Start)
Detroit Rising Stars
ELS Development Services
Empowered Flower Girl LLC

FBI - Detroit Office
FrontRunners Online Tutoring
Girl Scouts of Southeastern Michigan
High Velocity Sports
HP
IMAGE of Success, Inc.
Inside Detroit
International Institute of Metropolitan Detroit
Kellerin Equipment Sales
Kenniss Academics
Legal Aid & Defender Association, Inc.
Lion's Hearing Center of Michigan
Little Scholars of Detroit
Making It To The Finish Line
MAN Network
Math Savvy Institute
Matrix Human Services
Methodist Children's Home Society
Michigan Commission for the Blind
Minds In Action Inc.
Neighborhood Service Organization

Nortown CDC
Oakland Family Services
Once Upon A Time Child World
Recreation Department - City of Detroit
Spaulding For Children
St. Francis Family Center
String Project@Wayne
SVS Vision
Talk of Detroit
Teen HYPE Youth Development Program
The Homework Mastery Center
The Salvation Army
The Saturday School of Excellence
Tri-County Foster Coalition
U.N.I.T.Y
University of Detroit Mercy Dental School
Uplift, Inc.
W Salome LLC
Weight Watchers Group
Wolverine Human Services
Youth Development Commission
Youth Enrichment Services



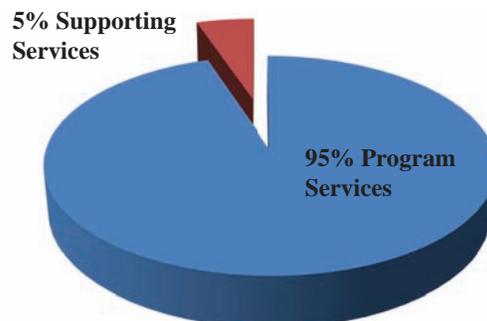
2011 Financial Statement

The Youth Connection (A Michigan Non-Profit Corporation)

STATEMENT OF ACTIVITIES

For the Year Ended December 31, 2011

	<u>2011</u>
Changes in Unrestricted Net Assets:	
Revenue and Gains	
Public and Government Grants	\$ 539,283
Contributions	276,150
In-Kind	0
Interest and Dividend Income	45
Miscellaneous Income	<u>0</u>
Total Unrestricted Revenue and Gains	<u>815,478</u>
Expenses:	
Program Services	
The Youth Connection Career Academies (WIA)	337,842
After-School Fair	12,758
United Way and After-School Program	111,580
Johnson and Johnson	97,344
Substance Abuse	142,870
Other Program Expenses	<u>2,907</u>
Total Program Services	<u>705,301</u>
Supporting Services	
Management and General	37,750
Fundraising	<u>0</u>
Total Supporting Services	<u>37,750</u>
Total Expenses	<u>743,051</u>
Net Increase (Decrease) in Unrestricted Net Assets	<u>144,866</u>
Net Increase (Decrease) in Cash & Cash Equivalents	<u>59,199</u>
Cash & Cash Equivalents - Beginning of Year	<u>18,088</u>
Cash & Cash Equivalents - End of Year	<u>77,287</u>



1996 - 2011 A BRIEF HISTORY OF TYC

In addition to our current programming, The Youth Connection has been involved in many events, campaigns and community service projects to help increase the safety and health of youth in Detroit. Among the many over the years are:

After-School program participation in Detroit has enjoyed a big boost each year with our annual **After-School Fair**. Over 30,000 youth and parents have attended these events, as a way to showcase after-school programs in Detroit and show Detroit families all of the great activities and organizations based in the D!



A precursor to our Annual Boo Walk was the **Boo Bash**, an event held on Halloween as an alternative, safe way for Detroit youth to go trick-or-treating. In partnership with McDonald's, the Boo Bash offered reduced price food, Halloween candy, and a chance to win a bike as a way to encourage exercise for youth!



The **Cultural Passport Program**, started in partnership with the City of Detroit and our outstanding local cultural institutions, was a free program that encouraged youth to go to the DIA, check out the Motown Museum, and visit the Charles H. Wright Museum of African American History. Through this program many Detroit families were exposed to the cultural gems of the city.



Hands On Network Playground Rebuild: As part of our commitment to Detroit's youth, The Youth Connection has partnered with many organizations, like Home Depot and KABOOM, to renovate play spaces for children in the City. Community service projects that benefit youth and families like this one have always been a big part of our history.



KidSpeak Legislative Testimony: Helping youth find their voice in the public policy arena, The Youth Connection has brought our youth to Lansing to talk to legislators about issues important to them and has also hosted Mayoral Forums, Gubernatorial Breakfasts and other events to educate policymakers about the importance of issues affecting our youth.



TYCCA Mock Disaster Exercise: The Youth Connection has been training youth in the City of Detroit in First Aid, CPR and first responder activities for close to a decade! Each year we host a training exercise where our kids get to showcase their skills and show their parents and City officials what they have learned to help their communities.



Participate 3 to 8 After-School Programming Shuttle: When youth in the Nolan/State Fair area reported difficulty getting transportation to and from area after-school programs, The Youth Connection purchased the Participate 3 to 8 shuttle to help kids in that neighborhood attend their program. We donated the shuttle and it is still being used today to help members of the community get where they need to go!



1996 - 2011 A BRIEF HISTORY OF TYC

Pastors Cooking 4 Kids: The Youth Connection has always had a strong partnership with the Detroit faith-based community. We hosted an annual event, Pastors Cooking 4 Kids, to help raise money to increase after-school programming and support our agency. Pastors from all denominations showed their support for The Youth Connection by signing up and cooking some of their favorite recipes to benefit the youth of Detroit.



PGA Tour Golf Clinics: Another partnership The Youth Connection built to benefit our youth is with the PGA Tour. Detroit youth were given free transportation, golf clubs and weekly lessons from PGA Professionals to help jumpstart their interest in golf.

Public Safety Academies: A precursor to The Youth Connection Career Academies, this partnership between The Youth Connection and City of Detroit public safety departments (Police, Fire, EMS, Homeland Security)

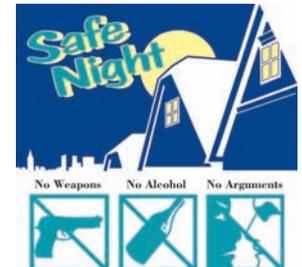
allowed hundreds of Detroit youth to have paid summer internships and get First Aid, CPR and First Responder training.



ReCharge!: The Youth Connection partnered with Detroit Public Schools and Action for Healthy Kids to introduce the first nationally distributed after-school program that fully integrates physical activity and nutrition through team-based activities for children in grades 3-6. This was one of our first forays into child obesity and served as part of the model used to create the I2D2 campaign six years later.



Safe Nights: The Youth Connection served as the lead agency in Detroit for Safe Nights, a national program designed for young people to have a safe place to belong on specific nights- a place where the community comes together, adults and children, to the benefit of all. Youth and Adults learned valuable conflict resolution and anger management skills at these events.



Safe Streets Network: In response to a rash of violence against youth traveling to and from their homes, school and youth programs, The Youth Connection launched the Safe Streets Network, a collaboration of public, private, non-profit and for profit organizations and individuals helping to make every street a safe street by training and empowering the citizens of Detroit.



Urban Health Initiative: The Youth Connection began as one of five recipients of a grant called the Urban Health Initiative (UHI) to improve the health and safety of children in five medium-size and large cities. Along the way during the 12 year grant, The Youth Connection received guidance and learning opportunities from successful programs across the country. In addition, The Youth Connection worked with local UHI "fellows" to assist us in making the change needed in Detroit.



The Youth Connection Staff

Grenaé Dudley, Ph.D.

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Chief Financial Officer

Jeffrey Griffith

Communications Director

Nicole Hill

Program Director

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