

TO: Juvenile Welfare Board Members

FROM: James E. Mills, Executive Director 
Browning Spence, Director, Strategic and Community Planning *BS*

Requested Action

The Board is requested to allocate funds for a neighborhood family center capacity building project up to \$67,178 for the period of June 1, 2001 to September 30, 2001 to the Campbell Park Neighborhood Association, Inc. and \$135,000 annually for a three-year Neighborhood Family Center Capacity Building Grant.

Options

1. Approve the request.
2. Deny the request.
3. Any other action directed by the Board.

Recommended Action

1a. Allocate up to \$67,178 for the period of June 1, 2001 to September 30, 2001 to the Campbell Park Neighborhood Association, Inc.

1b. Budget \$135,000 for FY 2001-02 for a three-year capacity building grant for the Campbell Park Neighborhood Family Center. (Subject to the TRIM Process)

Source of JWB Funds

FY 00-01 Neighborhood Family Center Funds
FY 01-02 Neighborhood Family Center Funds

Fiscal Impact

The FY 00-01 Neighborhood Family Center funds will be reduced from \$93,084 to \$25,906. The FY 2001-02 Budget will include \$135,000 for the Campbell Park Neighborhood Association, Inc. (subject to the TRIM Process)

Narrative

In March 2000, Campbell Park Neighborhood Association, (CPNA) was awarded a planning grant for a community needs assessment, resource inventory and implementation plan for a neighborhood family center. Campbell Park is located in south St. Petersburg between Martin Luther King St. and 16th Street South and 7th and 11th Avenues South. CPNA has successfully completed the measurable objectives for their planning grant.

- The needs assessment included a review of social indicator data, focus groups results, key informant interviews and community surveys. Key findings include:
 - Many out of school youth with few marketable skills
 - Isolated families with young children

- Children and families with needs who are not linked to services
- Children who are bused to 33 different schools
- A high rate of youth crime and substance abuse
- Services near the neighborhood were not being accessed by the residents
- Senior citizens who have a desire to mentor children and youth
- High unemployment rate
- High rate of child abuse and neglect

Based on the findings, the CPNA developed a plan that includes youth development strategies from the Community Change for Youth Development Initiative and family support services including:

- Street outreach, intervention and case management with out-of-school youth
- Outreach, assessment and service linkage for families with young children
- Intergenerational activities and programs that will strengthen the family through community involvement and volunteerism
- Linkages in order to connect youth and families to career awareness, skill building and job training

According to the demographic information, over ninety-three percent of the population living in Campbell Park is African American, 2.4% are Caucasian and the remaining are of other ethnic groups. Approximately 65 % of the population are under 35 years of age. The annual household income levels are predominately below \$35,000, with median household income for the neighborhood at approximately \$10,450.

Unemployment measures at slightly more than twice that of the citywide unemployment rate. The drop-out rate among youth living in the Campbell Park neighborhood is very high, 58.55%. Alienated youth that have dropped out of school are actively engaged in risk-taking behaviors. During the past year crime statistics indicated that most of the crime is being committed by youth in this age group.

The theory of change for the Campbell Park Neighborhood Family Center (CPNFC) is to adopt the concepts embodied in the successful youth involvement and empowerment model of Community Change for Youth Development in Child's Park and the JWB Neighborhood Family Center Model. While there are many treatment and other intervention services near Campbell Park, few developmental or preventive services were identified. Through intervention, outreach, linkages to services, follow through and case management each family and youth involved in their programs will be able to set and advance on their chosen goals. Early childhood activities and supports would assist parents and grandparents as they prepare their children and grandchildren for school success. Street outreach, intervention, and case management with non-school connected youth would allow these youth to access the programs, services and opportunities and would increase their potential and options for success. By increasing support to youth through intergenerational activities, seniors will mentor and seek to identify and bring out strengths found in their youth. By addressing the barriers of transportation, babysitting, fee charges, etc. more youth and families will be able to access services that already exist in the community through the CPNFC's support. Through job training, computer skills, math and reading literacy, skill-building for personal and career development, life and leadership skills, character and citizenship

education, children, youth and families will be exposed to and have opportunities to learn and change their present conditions.

During the next four months, the CPNA will:

- Advertise and hire staff for three fulltime positions: executive director, administrative assistant/outreach worker, Street Outreach Youth Worker
- Purchase office equipment and office furniture for the additional staff
- Provide training for the staff and board on a variety of topics including fiscal and personnel management, roles & responsibilities of board and staff, etc.
- Employ a Human Resource Staff Leasing Company to provide payroll and health benefits to staff as well as the services of a CPA

In the next fiscal year 2001-02 the CPNA will:

- Develop an NFC Employee Handbook and Volunteer Recruitment Plan
- Develop and Distribute a quarterly community newsletter
- Implement or participate in at least two major community building events
- Develop case plans based on family strengths and goals for 25 families
- Engage 12 youth in the street outreach program that are non-school connected youth providing case management and goal setting for each youth
- Provide Outreach, Linkages to services, and family support activities to at least 100 families

Staff recommends that the Board approve a capacity building grant for the Campbell Park Community that will provide for implementation of the blended core services of the NFC Model and the Youth Empowerment and Development Model (CCYD) that will best serve the needs of this unique community.

Staff Resource Person: Patty Van Alstine
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