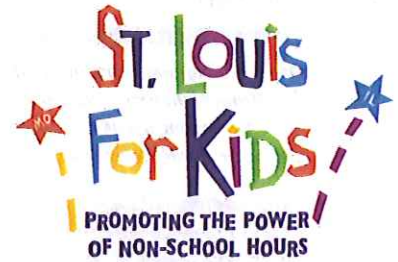


2009 Annual Report



Dear Friends:

2009 was an exciting and challenging year of transitions at St. Louis for Kids, as it was for many not-for-profits. Among the changes were: I became the Executive Director in February; Jim Campbell of PeabodyEnergy became our new board chairman in September; and we moved to our new office and training space at 509 N. Garrison in October. With these changes we were able to maintain and strengthen our delivery of quality improvement services to after-school and youth development organizations in the region. Our leadership, coordination, technical assistance and advocacy are continuing to make after-school work for children, youth and families.

Among the highlights for the year:

- * Launched the "Afterschool Works" public awareness campaign, underwritten by Walmart.
- * Expanded the Afterschool for All Partnership (ASAP) to 34 sites and 4,000 students.
- * Trained 14 new organizations to implement the Fit 4 Fun health and nutrition curriculum.
- * Reaching Our Youth Institute (ROYI) provided 77 faith and community based organizations with organizational capacity building training.
- * Conducted a successful second year pilot utilizing the Youth Program Quality Assessment (YPQA) system with 9 organizations.
- * Developed successful Quality Coaching Circles pilot with seven program site/program directors.
- * Katie Kaufmann, St. Louis for Kids Fit4Fun and ASAP Coordinator, received the "School Age Professional of the Year" Award from the Missouri School Age Care Coalition (MOSACC).

We thank our supportive board, generous donors, engaged providers, enthusiastic staff and key community stakeholders for understanding and believing that St. Louis for Kids makes a difference. We make afterschool work!

Sincerely,

A handwritten signature in black ink that reads "James C. Campbell, Jr.".

Jim C. Campbell, Jr.
Chair, Board of Directors

A handwritten signature in blue ink that reads "Ronald Jackson".

Ron Jackson
Executive Director

In meeting our mission of improving the quality non-school hour programs, St. Louis for Kids focuses on addressing the needs of frontline youth workers, site directors and program managers. Research studies have shown that the key program features of high quality programs are — quality of youth-child interactions; continuity of program activities; opportunities for choice; and staff characteristics such as commitment, training and background. St. Louis For Kids is committed to using best practice approaches to assist program staff in gaining the skills, knowledge and attitudes that result in high quality services for children/



Program Capacity Building

Fit 4 Fun

In 2009 a Missouri Foundation for Health model program practice building grant enabled St. Louis for Kids to continue the Fit 4 Fun health, nutrition and fitness curriculum developed in conjunction with BJC School Outreach and Youth Development.

Fit4Fun 2009 Highlights

- ◆ 14 new organizations with 29 staff received training on the Fit4Fun curriculum and implementation of the project.
- ◆ Fit4Fun was a featured poster presenter at the Washington University Institute for Public Health Fall conference.
- ◆ Implemented a “Healthy and Active” track in Youth Development Provider Network (YDPN) quarterly trainings focusing on supporting the implementation of Healthy and Active standards within the Missouri Afterschool Program Standards—2 sessions held in 2009 trained a total of 25 staff.

Afterschool Quality Initiative (AQI)

The Afterschool Quality Initiative (AQI), developed by St. Louis for Kids, is the framework used to improve afterschool program quality and to provide staff professional development and training. The “Road to Quality” (RTQ) is a combination of assessments, trainings, technical assistance, resources and evaluations. The first step on the Road to Quality uses the Missouri Afterschool Quality Standards as an assessment tool for program action planning. In 2009 St. Louis 4 Kids added a second step on the RTQ utilizing the Youth Program Quality Assessment (YPQA), a reliable and validated instrument, developed by the Center for Youth Program Quality. Following action planning using data from the assessments, St. Louis for Kids provides programs with training and consultation to assist them in implementing their action plans. A YPQA pilot involving 14 sites and 8 organizations was conducted by St. Louis for Kids in 2008 & 2009. These processes and instruments are utilized in working with the Afterschool for All Partnership (ASAP) programs, the Missouri Afterschool Network (MASN) 21st Century and School Age Care grantees and other providers.

Organizational Capacity Building

Reaching Our Youth Institute (ROYI)

In 2009 the St. Louis for Kids Reaching Our Youth Institute (ROYI) continued to strengthen the organizational capacity of faith and community based youth-serving organizations in the St. Louis region. This federal Compassion Capital funded initiative demonstrated the need that these agencies have for assistance in the areas of program development, leadership development, revenue development, organizational development and community engagement. The strength of ROYI is that it offers organizational assessments, training, facilitated peer sharing groups for Executive Directors and board members, targeted consultation and technical assistance. ROYI’s accomplishments this year are:

- ❖ 77 new organizations enrolled as members of ROYI affording them the opportunity to participate in Capacity Building Trainings.
- ❖ 84 organizations with 202 staff participated in Capacity Building Trainings.
- ❖ 14 organizations named Sub Award winners received a total of \$189,000 for capacity building activities.
- ❖ 16 organizations received a combined total of over 500 hours of Technical Assistance service from ROYI staff and contracted consultants.
- ❖ 25 Executive Directors participated in Executive Directors Roundtables (peer learning group designed to provide professional development and support in leadership, management, and decision making).
- ❖ 17 Executive Committee Board Members participated in Board Talk (peer learning group designed to discuss strategies for addressing critical areas impacting board governance and leadership)



“Being a subawardee not only provided the opportunity to conduct a top down review of agency, staff, board, and programs performance...we now have written outcomes, communications and marketing plans for our youth programs. We have enhanced the quality and accountability of our youth programs to evidenced based proven, best-practice programs and activities.”

Rodney Francis, The Youth and Family Center’s Executive Director

Public Awareness and Advocacy

Youth Program Directory

The St. Louis for Kids Youth Program Directory, 5th Edition, contains more than 450 listings of programs and activities for children and youth in the St Louis region. In 2009, there were more than 10,000 hits on the on-line version. It is the **ONLY** resource for youth programs in the bi-state area.

“Afterschool Works!”

St. Louis for Kids began the “Afterschool Works!” campaign to promote the power on afterschool programs in May 2009. Underwritten by Walmart, the purpose of the campaign was to make the public aware of the need for more Afterschool programs. Among the accomplishments of “Afterschool Works!”:

- ☞ 50 Community Leaders joined the Leadership Circle to support the campaign.
- ☞ 300 parents and citizens signed up to be Afterschool Ambassadors at Jamestown Mall, Black Expo and SLPS Back to School Rally.
- ☞ Radio and TV ads promoted the campaign August through December
- ☞ “Afterschool Works!” Commentary appeared in the Post Dispatch and St. Louis American.

Leadership & Coordination

Afterschool for All Partnership

The Afterschool for All Partnership (ASAP), is a collaboration to build a coordinated system of afterschool programs in the City of St. Louis. The goal of ASAP, which began in 2007, is to increase the supply and quality of afterschool programs in the City. The partners are: St. Louis for Kids, Area Resources for Human and Community Services (ARCHS), the St. Louis Public Schools and the City of St. Louis. Since its inception, ASAP has succeeded in increasing the number of afterschool slots for children/youth by 2,560. St. Louis for Kids provides quality improvement and training to the programs.



- In school year 2009-10, we lead 14 afterschool programs through the "Road to Quality" process culminating in the successful achievement of specific quality improvement goals.
- 210 unduplicated staff were trained during quarterly ASAP professional development sessions.
- 128 hrs of technical assistance offered thru 86 onsite consultations with afterschool programs.
- 7 site directors were engaged in "Quality Coaching Circles" an innovative method of skill development and professional support.
- Collaborated with St. Louis Public Schools 21st Century department to organize successful "Active Learning"

State-wide Partnerships

As a member of the board of the Missouri Afterschool Network (MASN), St. Louis for Kids facilitated the presentation on afterschool program quality by Dr. Charles Smith of the Center for Youth Program Quality at the MASN Summit. In partnership with the Missouri Afterschool Community Coalition (MOSAC²), St. Louis for Kids co-sponsored the Lights on Afterschool Awards Luncheon at their annual professional development conference.

2009 MASN Highlights

St. Louis for Kids, in partnership with the Missouri Afterschool Network (MASN), provided quality improvement services to afterschool sites in St. Louis City and County. These sites, funded through grants administered by the Missouri Department of Elementary and Secondary Education, serve more than 2200 school-age youth in the region. Among the accomplishments this year:

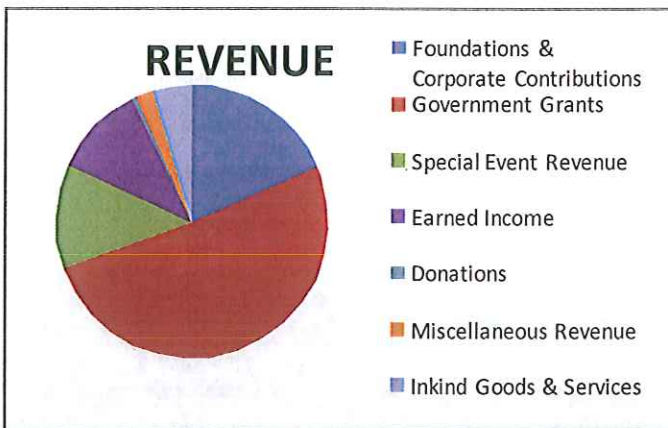
- Delivered on-site support to 37 programs representing 13 organizations for meeting grant requirements and improving quality.
- Exposed 180 youth workers to Missouri Afterschool Quality Standards using the Road to Quality
- Offered 180 staff professional development opportunities including training, networking and community building opportunities.



We have enjoyed collaborating with St. Louis for Kids. They have provided wonderful resources and support for our staff to grow and obtain valuable knowledge. I started working with St. Louis for Kids after the school year was already in full swing. My supervisor suggested I look at my TA as a resource and not someone looking over my shoulder. I don't know what we would have done without SL4K's help.

Youth Development Provider Network

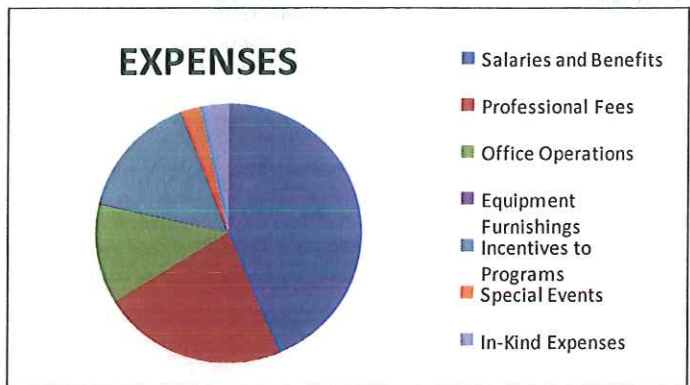
The Youth Development Provider Network (YDPN), facilitated by St. Louis for Kids, is the only membership organization in the region exclusively for youth serving organizations and their staffs. Quarterly meetings offer opportunities for learning and peer interaction. In 2009 there were 41 YDPN member organizations. Average attendance at the quarterly meetings was 41. Herbert Hoover Boys' and Girls' Club partners with St. Louis for Kids as host of the YDPN meetings.



REVENUE	
Foundations & Corporate Contributions	\$ 163,475
Government Grants	\$ 452,586
Special Event Revenue	\$ 110,021
Earned Income	\$ 95,898
Donations	\$ 5,035
Miscellaneous Revenue	\$ 16,967
Inkind Goods & Services	\$ 42,611
TOTAL	\$ 886,593

EXPENSES

Salaries and Benefits	\$ 534,997
Professional Fees	\$ 274,734
Office Operations	\$ 152,742
Equipment Furnishings	\$ 1,777
Incentives to Programs	\$ 189,052
Special Events	\$ 29,043
In-Kind Expenses	\$ 42,611
TOTAL	\$ 1,224,956



Promoting the Power of Non-School Hours

☛ SERVICE PARTNERS

ARCHS (Area Resources for Community and Human Services)
BJC School Outreach and Youth Development

☛ GRANTS

US Department of Health and Human Services
Missouri Foundation for Health

☛ DONORS

Corporations/Foundations

\$20,000 — \$50,000

Impact Strategies
Missouri Foundation for

\$10,000 — \$19,999

Ameren UE
Arch Coal Foundation
East Side River Transport
Peabody Investments
Slay Industries

\$5,000 — \$9,999

Best-Way Foundation
Deaconess Foundation
First Bank
Masaba, Inc
Norman J. Stupp Foundation

\$1,000 — \$4,999

Benetech, Inc
BJC Health Systems
Boeing Employees Community Fund
Build A Bear Foundation
Edward Jones
Huber Ring Helm & Co
Husch Blackwell Sanders
Lee Mechanical Contractors
LW Contractors
McCormick Baron Salazar
Monsanto Corporation
Nestle Purina PetCare
Scotttrade
SenseCorp
Urban League
Urban Strategies
Welch Flatness & Lutz

☛ DONORS (cont)

Corporations/Foundations

\$500 — \$999

Incarnate Word Foundation
AT&T
Mo Assoc Of Comm Task Force

\$100 — \$499

Ameristar Casino
ARCHS
CDS Engineering
Client Services
Comm. to Elect Brad Harriman
Committed Caring Faith Comm.
Design Nine
Grand Center
Northside Community Center
Slay for Mayor Committee
St. Louis Board of Education
St. Louis Science Center
The Rome Group
The Standing Partnership
Youth In Need

☛ DONATIONS FROM INDIVIDUALS

Rose Anderson-Rice
Patrick Banger
Timothy & Margaret Barrett
Lois Conley
William Danforth
Jama Dodson
Siinya Edmondson
Timothy Fowler
Gloria Hampton
Tony Hausmann
Allison Hile
Ron Jackson
Dee Joyce-Hayes
Katie Kaufmann
Kenneth Kranzberg
Dena Ladd
Lois Langford
Tammy Langford
Mike Mueller
Maurice Newberry
David Pacino
Vickie Robinson
Donn Rubin
Robert Shanklin
Les Sterman
Donald Suggs
Dennis Trask
John Urkevich
Rosella Wamser

☛ SERVICE CONTRACTS

Missouri Afterschool Network
ARCHS

☛ IN-KIND SERVICES/ VOLUNTEERS

Kelvin Adams
Jenny Armbruster
Marti Baricevic
Stephanie Beckley-Schuster
Linda Bell
Gabriel Boyd
Jim Braibish
Maggie Callon
Christopher Chavez
Sarah Chilenski
John Clauser
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Ken McManus
Tim Owens
William Parker
Antonio Passion
Rich Patton
Cindy Pharis
Mike Rohan
Sharon Rohrbach
Stacy Sundve
The Rome Group
Nina Thompson
Dennis Trask



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☛ ST LOUIS FOR KIDS BOARD OF DIRECTORS

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Rosella Wamser — Secretary
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Nancy Spewak
Les Sterman
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Rose Anderson-Rice
Siinya Edmondson
Timothy Fowler
Gloria Hampton
Allison Hile
Katie Kaufmann
Lois Langford
Vickie Robinson



Our Mission

St Louis for Kids provides leadership, coordination, technical assistance and advocacy to the region's youth serving organizations focused on improving quality accessibility and sustainability of non-school hour programs to that our youth have the opportunity to achieve their full potential and grow into healthy adults.