



Gavin Newsom, Mayor

Margaret Brodtkin, Director
Department of Children,
Youth & Their Families

To: Mayor Gavin Newsom
From: Margaret Brodtkin, Director, Department of Children, Youth & Their Families
Date: November 19, 2008
Re: Report on DCYF progress for 2008 and projects in-the-works for 2009 and beyond

You will be proud to know that under our leadership DCYF has made significant progress in enhancing services to San Francisco children, youth, and families this year.

This Report is an update to my November 14, 2007 Report to you. It also summarizes the tremendous expansion of workload, new initiatives, policy making functions, and civic engagement made during the last three years, which are reflected in the attached *DCYF By The Numbers*, originally submitted to your office this past budget season.

These over-arching imperatives continue to guide my work:

- Strategically using the Children's Fund and other DCYF resources to focus on innovative initiatives, the City's highest risk populations, and to better link families to needed services
- Collaborating with other City departments to expand the scope and accountability of services
- Forging partnerships to create a system of services out of separate and fragmented programs and resources
- Bringing community voices and partners into DCYF to enhance our ability to serve San Francisco children, youth, and families

Over the past year, DCYF has built on the work described in my 2007 Report – strengthening important initiatives and improving our ability to evaluate the impact of our work. We have made progress in developing programs and policies in childcare, afterschool services, youth employment, violence prevention, service learning, and wellness. We have created the ROOTS Fellowship to develop upcoming CBO leaders, new strategies for coordinating neighborhood services, and played a leadership role in promoting physical health and nutrition.

With my experience of 30 years as a children's advocate in San Francisco, I can say unequivocally that because of the efforts of DCYF today:

- More children are being served by high-quality, City-support programs than ever before – *44,400 children are in DCYF-funded programs, up 6,400 this year*
- More young people are finding training and employment through City-supported programs than ever before – *4,261 youth ages 14 to 17 were placed in a job*
- More community-based organizations are striving for High-quality Standards than ever before – *and all DCYF-funded organizations are compliant with established Minimum Compliance Standards*

- More City departments are collaborating with DCYF toward common goals than ever before – *including Sunday Streets, Shape Up, and the Violence Response Network*
- More coordinated efforts between SFUSD and City departments are happening and on the horizon than ever before – *including the launch of the community school concept via a grant just awarded to us from the C.S. Mott Foundation*
- More San Francisco community members – children, youth, and adults – are engaged in an open, transparent Children’s Fund decision-making process than ever before – *including 1,000 San Franciscans who commented on our latest Community Needs Assessment*
- More San Francisco families are able to connect with available resources from City-sponsored efforts than ever before – *including 9,000 people a month who visit SFkids.org and the 40,000 San Franciscans who attended our family events last year*
- More regional and national entities seek out DCYF expertise than ever before

All of these efforts are done with a very lean staff of 35 City employees, all of whom care deeply about DCYF goals, and might be considered a national model for productivity, efficiency, and creativity.

Of particular importance is our work partnering with SFUSD to change the culture of the relationship between community organizations, the City, and our public schools. – culminating in San Francisco’s selection by the C.S. Mott Foundation for its “New Day for Learning” grant to create a seamless day between school and afterschool programs and a new kind of experiential learning. San Francisco is one of just two cities selected for this prestigious funding.

In addition to the collaborations here at home, DCYF efforts have led to regional and national partnerships, including a project with the New York-based Youth Development Institute on Young Adolescence, Stanford University’s John Gardner Center, U.C. Berkeley’s Center for Cities and Schools, the Harvard Family Research Council, Children’s Defense Fund, National League of Cities Anti-gang Initiative, the Kellogg-funded YouthlineAmerica, and the California Afterschool Alliance.

San Francisco will be on the national stage for two large conferences coming up in 2009:

- In January DCYF and Beacon Initiative are sponsoring a national conference on young adolescence
- In April at Moscone Center DCYF presents the 3rd Mayor’s Summit on San Francisco Children and Youth: Cradle to Prison Pipeline featuring Marian Wright Edelman.

Meanwhile, the work described in the 2007 Report is continuing as planned. The following provides just some of this year’s highlights:

Signature Out-of-School Time Initiatives Exceed Expectations

Afterschool for All: The San Francisco Afterschool for All Initiative (AFA) is a citywide collaboration that supports the city’s diverse afterschool community to offer safe, quality programs for all children where activities and events are tailored to the interests of local neighborhoods. This effort is a partnership of DCYF, several other city departments, SFUSD, community-based organizations, faith-based organizations, philanthropy, and parents. Highlights this year include Mayor Newsom receiving the national Afterschool Alliance award for his

support for our afterschool programs at their "Breakfast of Champions," in Washington, D.C. Information about all San Francisco afterschool programs are now available to parents online at DCYF's SFkids.org.

Beacon Centers: During the past year, the attendance at the 8 neighborhood Beacon Centers skyrocketed to 7,650 kids. Beacons now serve 14% of the SFUSD population. San Francisco was selected by the Atlantic Philanthropy-funded Youth Development Institute to be a national pilot to expand Beacon services, which has led to new programming and much learning about attracting young adolescents to quality programs. The Beacons have also refined their model to put greater emphasis on services for the whole family, and services beyond afterschool hours into the weekend and evening. And finally, we found a site for the Bayview Beacon at Burton High School – our newest Beacon.

RecConnect: RecConnect really took off this year, adding a new program in the Mission, for a total of 6 sites, and increasing participation over 100% at all sites. Programs have increased in number and variety and improved in quality, and engaged youth and families in the planning. This past year over 180 quality programs and 30 community events were offered. Rec Connect sites all made significant progress toward reaching its goals of 80% space use and programming 80% of the most sought after times of day. Furthermore, Rec Connect has sustained a successful inter-departmental collaboration through time, communication, and commitment.

Partnership with SFUSD Deepens

New Day for Learning: Nothing highlights better the new partnership with the SFUSD than the recent grant from the C.S. Mott Foundation. San Francisco was selected as one of two cities to develop a new model of experiential learning. The uniqueness of the San Francisco application featured the assets that DCYF brought to the table – with its rich array of programming and its readiness to collaborate with the schools. This grant builds on the work of the past year to strengthen partnerships between community based organizations and the school district. DCYF created a Committee for City, CBO, SFUSD Partnerships, co-chaired by myself and Deputy Superintendent Tony Smith. Over 50 representatives of public and private organizations engaged in joint planning. The group embraced the concept of community schools and worked to bring the assets of community organizations into the schools, and the academic needs of the schools into the work of CBOs. A key part of the partnership with the schools centers on afterschool programming. Joint planning of afterschool continued this past year.

Truancy Center in Bayview: On another front, we opened a truancy center in the Bayview at the YMCA. It is the SFUSD's primary truancy intervention for high school students and has successfully transitioned dozens of young people, most of who had given up on their education, back into school.

Violence Prevention Efforts Show Promise, Receive Accolades

Community Response Network: DCYF continued to build and improve the Community Response Networks, the city's major non-law enforcement violence intervention service, in 5 neighborhoods – launching the newest CRN in Visitacion Valley this past summer. DCYF was a key partner in developing the city's strategy to "call in" the highest risk young adults on probation in Bayview and the Western Addition. The probationers called in were served through

the CRNs – with no recidivism. The program has been so successful that it has been hailed by the Center for Criminal Justice at UC Berkeley as a model for the country. Because of the work of the CRNs, there were no major incidents of violence in summer school this year – for the second year in a row.

New Case Management Standards: In another important effort to improve the city's capacity to help the highest risk youth and young adults, DCYF developed case management standards to finally pin down exactly what is expected from agencies providing this type of services. The Department of Public Health has now also adopted these standards, and we hope to have them adopted by other City departments in the near future.

Promoting Nutrition and Exercise Becomes a Core Function

DCYF has taken on this relatively new aspect of our work with gusto – being an active partner in the Mayor's Shape Up Coalition and applying the principles of Shape Up to many aspects of our work. More than 5,000 children received a healthy lunch every day this summer, afterschool snack was provided to 2,500 kids every day, and for the first time children were served locally grown organic fruit as part of the snack. DCYF partnered with the Boys and Girls Clubs to incorporate recycling and composting into the summer lunch program, and provided nutrition education to over 1600 kids. We sponsored the Soda Free Summer, supported Sunday Streets, sponsored the 2nd annual Walking Challenge with 2,000 participants, and helped launch the city's new Physical Activity Council. We are also proud that we have funded 25 salad bars at the SFUSD, which the school district has been able to expand to over 40.

Youth Workforce Programs Expand

Environmental Service Learning Initiative: The first of two new youth workforce programs combines service, learning, and environmental issues. In October 2008 DCYF launched a 7-school initiative that will provide opportunities for hundreds of San Francisco high school students. The Environmental Service Learning Initiative is being done in collaboration with Global Exchange and Community Education Services. More than 100 youth attended the first large scale event at the Green Festival. Learning about the environment will be integrated into the curriculum and then youth will be connected to projects in the community, including being exposed to green career opportunities. Most educators believe that this type of experiential learning is a very important aspect of education, and often gets some of the most disconnected students involved in school.

On Ramp: The second new youth workforce development program targets high-need youth. It provides new employment opportunities for youth ages 16 to 17 who are engaged with multiple systems. Youth are connected to 7 priority industries identified by MOEWD. Some youth will get training in the construction industry and will be connected to jobs; other youth will have job experiences related to the pathways in their school. The programs will be provided by Glide, Jewish Vocational Services, the Marriott Foundation, and the Boys and Girls Club of San Francisco.

MatchBridge: Formerly Jobs for Youth, MatchBridge created a new program "RE4TA" (Real Estate 4 Tomorrow's Adults). In summer of 2008, the program placed 11 RE4TA interns in Real Estate offices in subsidized and unsubsidized temporary and permanent job placements. The goal

is to continue to branch out into other private industries sectors, with focus on the 7 priority industries as identified by MOEWD.

Community Conveners Connect Organizations at the Neighborhood Level

The Community Convener Initiative celebrates its one year anniversary of providing collaborative partnership building in 21 neighborhoods in San Francisco. The community conveners bring public and private providers of service to children, youth and families together in each neighborhood, creating a supportive resource that can be offered to San Francisco's families. Each convener is responsible for producing monthly newsletters, hosting monthly meetings, providing a principal appreciation event, and providing two community resource events. Several worked with public housing residents in the summer unity collaboration, holding fun events at 7 public housing sites from June to September. The conveners also helped to facilitate interagency collaboration between city departments and community agencies, produce neighborhood resource guides, and hold social "meet and greets" to facilitate cross agency as well as city service referrals. The Safety Network has joined the convener initiative this October and will work closely to help organize residents and address safety issues.

DCYF Broadens Efforts to Help Community Organizations Grow and Improve

In addition to regular effort of our Program Officers to guide DCYF-funded organizations to meet and exceed Minimum Standards compliance, we offer a high level of communication and support to the CBO community and their workers throughout San Francisco.

The Anchor Initiative: Five agencies located throughout the city have received grants to build their infrastructure and their community-building capacity. The project is being evaluated through the John Gardner Center at Stanford University and is seen as a one-of-a-kind effort in the country.

Technical Assistance: DCYF has institutionalized its program to provide information and resources to its grantees. DCYF provides regular training through our Core Competences Academy; special bi-monthly trainings on the Contract Management System; training and exposure to new ideas at quarterly grantee meetings; and tips, advice, and resources in our electronic newsletters and at www.DCYF.org.

Root Fellowship: DCYF identified 14 CBO directors and have given them the opportunity to participate in a new and innovative DCYF Roots Fellowship, in which they received special training, professional coaching, and peer mentors with a goal of them being more effective leaders in our community.

DCYF Work Proceeds at a Productive Pace on All Fronts

DCYF makes every effort to live up to its name—and its mission—to ensure that families with children are a prominent and valued segment of San Francisco's social fabric by supporting programs and activities in every San Francisco neighborhood.

Young Children

- **Childcare:** The community of childcare providers has continued to improve quality and capacity. The infant-toddler grants provided services to almost 1,200 children in centers and

family child care homes. Homeless families were served through the childcare initiative targeted to their needs. And hundreds of families continued to receive local subsidies for their care. Wages Plus continued to help provide support and education to the under-resourced childcare providers. DCYF worked collaboratively with HSA, First 5 and CPAC to address revenue shortages through advocacy and to better coordinate all of the quality and technical assistance programs for providers. We also continued administration and oversight of Standard Reimbursement Rate pilot for 34 state subsidized child care contractors.

- Pre-k to 3: San Francisco has launched an exciting new Pre-K to 3 initiative – a collaboration among SFUSD, DCYF and local foundations. The Mayor’s Policy Council on Children, Youth and Families studied and then embraced the Pre-K to 3 idea, and recommended strong support to the Mayor and the leadership of the SFUSD. A planning team has been put together (including DCYF), a pilot school selected, and private funding has been raised.
- Early Literacy: DCYF’s literacy programs continued to serve thousands of children – with documented increases in skills. SF Team served 900 students at 11 elementary schools this past year. And Jumpstart worked with 675 children – in every single child care center in Visitacion Valley and Bayview.
- Special Needs: Children with special health care needs received attention from DCYF this year – with new programs funded and new standards adopted to ensure that more and more children can be “mainstreamed” into a wide range of afterschool programs.

Youth

- Wellness Centers: The number of students getting services from the Wellness Centers in the schools increased to 5000 students. The Centers have expanded the scope of their services, and become hubs for dozens of community agencies, coordinating a wide range of services at the schools. 60% of students receiving individual services said they would not have gotten help if the Wellness Center was not at their school. Through the Adolescent Health Working Group, we distributed over 1000 copies of the Adolescent Health Providers Toolkit, an innovative training program for those serving adolescents.
- Jobs: 4500 young people were provided employment through DCYF-funded programs, exceeding our projects by 33%. New Directions Employment Program, targeted to youth in the juvenile justice system, continued to expand and improve its services, providing young people with pre-placement assessments and increased on-the-job support. Recidivism for youth in the program remained low – 1.64%. This year we worked with DPW to create 120 summer job slots for youth. The young people received training, and will have opportunities for ongoing employment.
- Transitional Age Youth: The Transitional Age Youth Initiative has focused its attention on developing multi-service centers. It has partnered with the SFUSD and COO and others to lay the groundwork and seek funding for a Center at the Southeast Facility in the Bayview. Most recently, it is planning a partnership with the Civic Center School.

Families

- Events: DCYF continued coordinating its signature family events. Over 40,000 people participated in Family Festival, Family Appreciation Day, and the Summer Resource Fair in 2009. Information was disseminated to thousands of families at dozens of smaller events throughout the city throughout the year.

- Online Family Resource Guide: SFkids.org, our parent-run website, now receives over 9,000 discrete visitors each month and is the only city-run website of its kind in the world.
- Parent University: In collaboration with First 5 and MOCI, DCYF launched the Parent University at the Malcolm X School in the Bayview, which reaches out to the parents of the neighborhood with a wide range of support and parenting programs.
- Family Resource Centers: DCYF collaborated with First 5 and Human Services Agency to develop a new and aligned strategy for planning and funding family resource centers. The three departments participated in funding the Family Support Network, housed at DCYF. The Network has been instrumental in training family support providers and developing standards and planning guidelines for services. DCYF co-presented a policy briefing on Family Economic Success back in May which was attended by over 100 people.

I am proud to be associated with an administration that respects and supports San Francisco's children and families. I look forward to continuing our endeavors in 2009.