



My Brother's & Sister's Keeper 2019

“A true partnership with families and community,” was the standard set by Mayor Rick Kriseman in 2016 when his administration first announced an unprecedented investment to better the lives of young men and their parents.

Since then, the federal initiative called My Brother's Keeper by President Obama and named My Brother's & Sister's Keeper by Mayor Kriseman has engaged over 2,000 children, teens, parents and grandparents, in year-round enrichment programming.

Known as MBSK for short, the effort is one of hundreds of partnerships aligned with President Barack Obama's My Brother's Keeper Alliance, working in cities across America to close the persistent opportunity gaps faced by boys and young men of color.

Prior to MBSK's inception, St. Petersburg had never funded a comprehensive year-round strategy for improving academic and life outcomes, specifically for children of color.

In January 2017, the Cohort of Champions Program became MBSK's cornerstone and largest component, offering year-round afterschool and out of school programming to help children and teens improve their grades and test scores while building relationships and leadership skills.

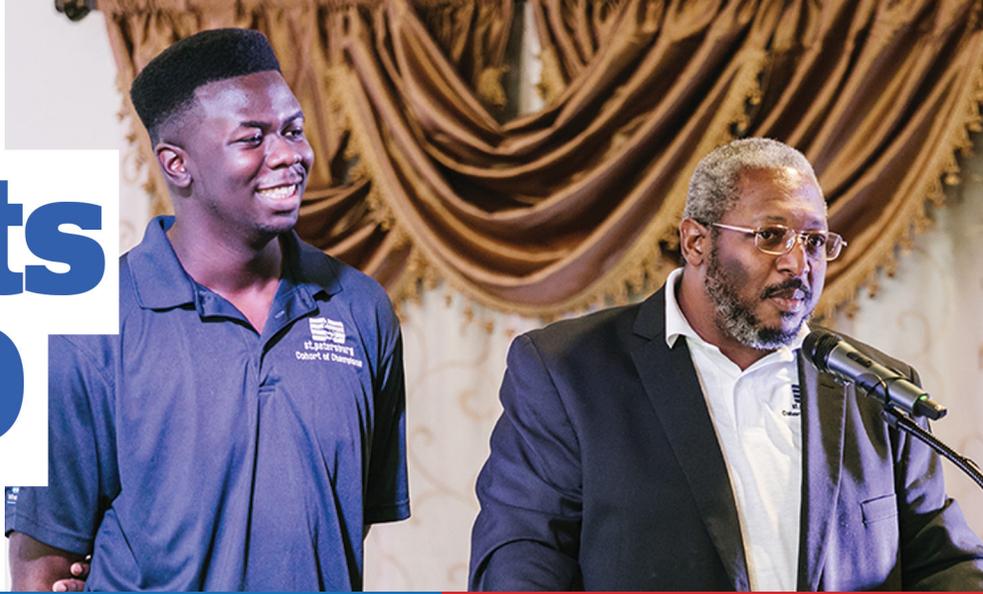
The “Not My Son” campaign had launched the year before, engaging diverse volunteers for neighbor to neighbor outreach and anti-crime awareness.

Since then, MBSK has expanded to include a Youth Development Initiative, a full-day “Girls Only” enrichment conference, mentoring summits called Black Male Kwanzaa and Sistahs Kinnect, parent entrepreneurship workshop experiences, and wrap-around family support services. For the first time, in 2020, MBSK will also offer year-round after school programming for girls.

Over its first three years of operation (2017, 2018 and 2019), the City of St. Petersburg has invested \$1.6 million into MBSK initiatives that – together – positively touched the lives of 1,850 children and youth and 320 parents.

This Impact Report offers a dashboard of MBSK's impacts in 2019, and a re-cap of results over three years.

Impacts in 2019



COHORT OF CHAMPIONS



Served in COC Program Activities

265 Champions
127 Parents



Champions & parents who completed career skills training

212



Champions & parents who earned career skill certifications

81



Champions & parents who secured a new job or started a new business

72



Champions who entered an internship or externship

29

G.P.A

K-12 Champions who improved their GPA in school

66



Senior Champions who entered college or the military in 2019

12



Families that accessed "wrap-around" support services

127



Guest speakers & facilitators volunteering at trainings and enrichment convenings

42

Enrichment trainings, trips and activities in 2019

27

OTHER MBSK INITIATIVES

Youth enrolled in Youth Development Programs

450

Organizations funded to provide afterschool/out of school enrichment programs

18

Not My Son Pledges Distributed

2,500

Young Men & Parents Connecting to Opportunity Pathways



Jalen Glasper came to Cohort via the PITCH Program at St. Petersburg College where he had just completed the Tablet & Cell Phone Repair Certification program but had not yet found a job in his field. He enrolled in Drone Pilot Training by Pinellas Ex-Offender Re-Entry Coalition and Pinellas Technical College. Jalen successfully completed the training and passed the Federal Aviation Administration 107B Drone Pilot License exam. He is currently on contract at \$50 per hour with a local drone pilot organization. Jalen is in the orange shirt above flying a drone.

Father and son **Edwin and Joshua Hobbs** both participated in the Cohort Program. Dad Edwin had spent 14 years behind bars, but after his most recent release, was determined to change his life. He enrolled in Tiny Homes construction training by PERC and Pinellas Technical College and graduated from the 12-week course and is now working full-time as a forklift operator with Kane's Furniture. Joshua, a senior at Boca Ciega High, is a third year Champion with the Cohort. Before joining the program, he struggled to stay engaged in school. Over the past three years, Joshua has increased his GPA and attendance and was promoted as a Peer-to-Peer Mentor, helping other young men navigate the road to success.



Najee Bradley became the first Cohort student to graduate high school (in May 2019). He thrived throughout the experience. Najee received the Alpha Kappa Alpha Academic Merit Schol-

arship, the College Reach Out Graduation Award, a New Mount Olive Christian Education Scholarship, and South Florida Primitive Baptist Christian Education Scholarship. He also earned a Microsoft Business Certification while with the Cohort. Najee now attends Albany State University and plans to enter the military after college.



Richard Atwater, Jr. entered the PITCH Program in January 2019, as a returning student to St. Petersburg College, to pursue his lifelong dream to become a firefighter. Richard entered the SPC Fire Academy, completing his Medical First Responder certification before graduating with Fire Academy Class #58 in September. He continues his journey and plans to graduate with an Emergency Medical Technician Applied Technology diploma in 2020.



Keondre Robinson had recently been released from prison prior to joining the Cohort. He enrolled in the Tiny Homes construction training program and has since been hired by BayTech Labels. Keondre says his job as a

Printing Operator is the best job he has ever had, and that the experience forever changed his life. He is also pursuing his goal to start a non-profit to help other young men successfully re-enter the community.

3 YEARS OF IMPACT

Over the past three years, 877 young men and parents have taken part in Cohort of Champions programming.

Career Skills Training

Through the St. Petersburg College PITCH Program and Pinellas Technical College, Cohort participants are building skills and earning credentials that qualify them for higher paying jobs. The program has helped 414 Champions and parents complete career skills trainings and 170 to earn certifications in fields such as cell phone & tablet repair, clinical medical assistant, tiny home construction, drone piloting, real estate, phlebotomy and nursing.

Job Placements & Business Starts

Over the past three years, the program has helped 131 Champions and parents to secure new jobs that increased their earnings. Thirteen participants started new businesses and 29 completed internships or externships with companies such as Baycare, JP Morgan Chase, and Raymond James Financial

Family Wrap Around Support

Over the past three years, 302 families accessed wrap-around support through the Cohort program. Parents worked with experienced case managers to meet a range of life needs such as transportation, housing, and childcare.

MBSK Partner Programs

NOT MY SON

In the fourth year of the Not My Son summer community canvasses, volunteers completed 11 successful outings partnering with 15 community-based organizations.

Under the 2019 theme “Make A Difference,” Not My Son engaged St. Petersburg residents, faith community leaders, and police officers in awareness-building that included the distribution of 500 yard signs and T-shirts along with the sharing of over 2,500 pledge cards.

Not My Son is credited with positive safety results, including an increase in tips, case closures, and increased community engagement in community initiatives.



Community canvassers have visited and talked with hundreds of neighbors in targeted areas since 2016

YOUTH DEVELOPMENT INITIATIVE



Mayor Kriseman with youth development funded partners in year one of the initiative (2018)

In 2018 and 2019, the City’s Department of Education administered a combined investment of \$500,000 in 46 youth development program grants. The grants supported 37 community-based

organizations offering youth entrepreneurship, enrichment, and educational programs.

Beginning in 2018, these organizations engaged hundreds of young people, and helped dozens of older youth to explore and secure college and career pathways.

The MBSK Team

COHORT PROGRAM COORDINATION

- **Nikki Gaskin-Capehart** - Director of Urban Affairs
- **Carlos Daniels** - Cohort of Champions Coordinator
- **Richard Prince, Jr.** - Economic Development Coordinator
- **Kristal Vazquez** - Executive Administrative Secretary

NOT MY SON

- Rev. Kenny Irby, Intervention & Juvenile Outreach Director, St. Petersburg Police Department

YOUTH DEVELOPMENT INITIATIVE

- Leah McRae, Director of Education

Our Partners

Over three dozen organizations supported enrichment experiences for young men and their families through MBSK initiatives.

- Advantage Village Academy
- Arts Conservatory for Teens
- Baycare Health
- BayTech Labels
- Bethel Community Baptist Church
- Childs Park Jr. Rattlers
- City of St. Petersburg (multiple departments)
- Community Health Centers of Pinellas County
- Disston Academy for Progress & Enterprise
- Faith Church
- Florida A&M University
- Gibbs High School Jr. Gladiators
- Greater Light AME Zion Church
- Greater Mt Zion AME Church
- Historic Bethel AME Church
- Johns Hopkins All Children
- JPMorgan Chase
- League of Women Voters
- Light Wing
- MLK Day of Service
- New Faith Free Methodist Baptist Church
- Moms Demand Action
- Mt. Pilgrim Missionary Baptist Church
- Mt. Zion Human Services
- Mt. Zion Progressive Missionary Baptist Church
- Office of Congressman Charlie Crist
- One Community Plan team
- Pinellas Technical College
- Pinellas Ex-Offender Re-Entry Coalition
- Pinellas Opportunity Council
- Pinellas County Schools-Office of Strategic Partnerships
- Pinellas County Urban League
- Raymond James Financial
- Rock of Jesus Missionary Baptist Church
- Solar Energy Loan Fund
- St. Joseph’s Catholic Church
- St. Petersburg College
- St. Petersburg Police Department
- Tampa Bay Black Business Investment Corporation
- The 2020 Plan
- Today’s Church
- United Way Suncoast Campbell Park Financial Empowerment Center
- Urban Yoga Foundation
- St. Mark Missionary Baptist Church
- Word of Life Fellowship
- Moore’s Chapel AMEC