



# Clearwater NFC/ City of Clearwater Partnership 2019-2020 Annual Report



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CNFC is primarily funded by JWB



2019-2020 Sponsors/ Partners



*Enriching the lives of children and families in the spirit of community and common goals by being a resource for collaborative partnerships.*



## **Clearwater Neighborhood Family Center, Inc.**

*The mission of the Clearwater Neighborhood Family Center is enriching the lives of children and families in the spirit of community and common goals by being a resource for collaborative partnerships. The Center is dedicated to the belief that families should have the resources, support and skills necessary to raise children in a healthy and safe neighborhood which promotes the development of their maximum potential.*

### **Program Summary**

The Clearwater Neighborhood Family Center is located at the North Greenwood Recreation and Aquatic Center, 900 Dr. Martin Luther King Jr. Avenue, Clearwater Florida. Our organization is made up of 10 staff members, 8 Board of Directors, 30+ volunteers who tirelessly help us program and provide resources to the area. We are primarily funded through the Juvenile Welfare Board of Pinellas County. We are one of eight “Family Centers” funded by JWB in Pinellas County. We are a member of a unique collaborative partnership, which includes but is not limited to the City of Clearwater Parks and Recreation department, The Neighborly Care Petersburg Community College and this year we became part of the Community Area team for the North Greenwood area. We were also re-accredited this year Council of Accreditation (COA). This accreditation assures the public and our partners that our organization provides the highest quality of care and services for our youth as well as maintaining the highest quality organization in the following areas: HR, Financial Management, Quality Control, Risk Management, Board of Director Management, Policies & Procedures and Executive Management.



This year our staff completed 40 hours to obtain their Childcare Management criteria and our Executive Director and Program Manager obtained their National Childcare Management Licenses, and are currently waiting on their state of Florida CDA Childcare Licensing. This will allow the organization and its staff to expand the services we can provide to the neighborhood. The agency will be in a better position to create more programs or start a new business direction while increasing the positive effect we can have on the North Greenwood and surrounding areas. Our staff goes through quarterly teacher, interpersonal and management skills. They are committed to working with youth and families in the North Greenwood area. Families come to the Center seeking assistance with basic needs, after school care for their children, assistance with food, rent, utilities, and a chance to participate in programs such as healthy cooking, parenting classes, well baby classes in addition to an array of other service needs. This year we solidified our Rising Above! Youth Experience Leadership Conference as the event of the summer to attend. We also expanded our Rising Above TV!



Program that introduced youth to the Drone industry, showed them how to create and shoot video, and helped them start our YouTube channel to begin posting and advertising our unique youth program and other initiatives.

The Pandemic created havoc, forcing us to continue our afterschool program virtually. It was a change and some of the changes made were not as successful as we wanted it to be. We serviced 35 youth which is half of our normal amount. We also had to revamp our annual conference from a physical to a total virtual platform. With 333 participants attending, “The Experience” was very successful in informing the community that this really was an event to attend over the summer.

## **2019-20 Year-At-A-Glance**

The 2019-20 year made us scrutinize our program, services and ourselves to the point that our staff created a mission statement for themselves in addition to our organizational mission: “TO: Support and effectively communicate with one another; SO THAT: The vision of CNFC will be realized and accomplished”. Although our after school numbers decreased due to the Pandemic, our quality increased and we created better mechanisms to evaluate our success, our youth percent of learning and the creation of final projects that confirmed our youth learned what was taught. We were able to involve their parents in the learning process better while still having fun even though they were engaging through a virtual format.

During the Pandemic, many of our programs and initiatives were put on hold until we could figure out what and when we could provide services again. After quarantine was over we found a great need in providing food for families in need. We provided virtual activities for 12 of our youth who attended those sessions. Unfortunately, most of our time was spent obtaining and distributing food, masks and other needed items for the neighborhood. In one month we were distributed 350 meals a week to families in need.

Due to the lack of interest and due to other agencies having to retool how they presented their services we were not able to continue Girl Scouts, Ruth Eckerd Hall classes, our Journey Through Jazz program, and our Rising Above TV! Class through Summer Camp. However, when school started we were able to offer virtual programs from the Girl Scouts, Martial Arts, STEP Dance, cultural arts activities and created a new virtual program called, *So, You Want To Be A DJ?*



At the end of the 2019-20 fiscal year, CNFC did not serve as many individual youth as the prior year. However, we provided eight times more services for the family unit than ever before. We also took time to increase the quality of the services and activities we provided. Creating better intake criteria, taking extensive surveys in the middle of the year, and completing exit surveys at the end of the year gave us a better idea of how and if we were actually helping our neighborhood residents. Through our Rising Above TV! Youth we also created

videos of youth sharing their Pandemic experiences. This gave us creative ideas to use for programming in the 2020-21 fiscal year.

## 2019-2020 Statistical Data:

Total # of Services Provided –	<u>256,620</u> (average of 123 services per day)
Total # of Adult Services Provided -	<u>3,762</u>
Total # of Youth Services Provided -	<u>571</u>
Total # of Adults Served	<u>3,685</u>
Total # of Families Served	<u>1,050</u>
Total # of Youth Served K-5 <sup>th</sup> grade-	<u>40</u>
Total # of Youth Served 6 <sup>th</sup> -12 <sup>th</sup> grade –	<u>531</u>
Total # of Families Receiving Food -	<u>876</u>

Total # of Community Partners – 23	Total # of Programs Offered – 14
Total # of Classes conducted – 103	Total # of Events Held - 10

## After School Care Program

All of our After School programs are supported by carefully chosen activities and field trips designed to expose and broaden our participant's exposure to the world outside of the North Greenwood area. Participants also engage in many hands on activities knowledge in areas they might not. Unfortunately, during the Pandemic we were not able to take our youth on field trips. We had to create field trips at the on activities as possible to decrease the online or interfacing with their the most unique programs in the County experiences, virtual field trips and virtual workshops. Our youth have homework time and a limited amount of TV/Game time. They are involved with drawing, arts, dance and singing daily. They decorated their own spaces since social distancing had to be maintained when school started. Our maximum amount of youth we could accommodate due to CDC distancing regulations was 21 youth.



\*21 youth participated in the afterschool program this year. They participated in creative arts, virtual Girl Scouts, virtual Martial Arts and several virtual STEM activities.

\*21 parents on average attended the monthly mandatory parent meetings. We had speakers and workshops about parenting, money management, mental illness in the minority community, human trafficking, bullying, job employment, working with your child and how the parent themselves can engage or volunteer with our organization. We strengthened this program by providing real tasks parents had to accomplish with their youth. Parents reported successes back to the group. We instituted before and after tests to gauge if learning took place and we conducted a middle of the year survey to make sure we were on track and that the parents liked what they were doing.



\*During Red Ribbon Week (the anti-drug month) our youth drew anti-drug posters, created anti-drug RAPS, participated in the “Cups-In-The-Fence” community event where they create anti-drug and bullying messages in the chain link fences around the neighborhood. They also picked several days to wear sunglasses depicting “Shade Away From Drugs” day community event. Winners of the poster contest were announced and the winners of the RAP contest performed at

our Community Day event in October. Over 1,000 people attended the event. There were 20 vendor tables, free food & entertainment along with visits from the Life Flight Helicopter, City of Clearwater Police, bounce houses, other activities and plenty of Halloween Candy for everyone!



## Youth Educational Programs

- Our Girl Scout Troup, Pre-Pandemic was 12 strong. There was no program to continue with until the start of the 2020-21 school year. The Pandemic took a toll on the cookie sales which our girls played a large part as well.

- Our “Journey Through Jazz” program continued until the pandemic. Fifteen youth actually were part of performing and talking about their experience with this activity at the Holiday Party in front of 180+ people. Through this partnership, we were able to obtain six guitars for our youth to begin taking guitar lessons in the 2020-21 fiscal year.



- Our partnership with Ruth Eckerd Hall to build a community choir with our elementary youth went so well the previous year that our choir was able to perform this year without their help. It was a wonderful testament to our partnership with REH and the learning of our youth.
  - Our Karate classes are always full with the average of 12 of our students and 6 of our community residents in the class. The Pandemic stopped this initiative until we were able to create a virtual curriculum that will be implemented at the beginning of the 2020-21 fiscal year.
- Over the summer we revamped Camp due to Social Distancing criteria. We held virtual STEM, Mentoring and other arts classes. We only had 17 youth for our Virtual Summer Camp as they were “exhausted from all of the school virtual learning curriculum”. We decided to use the Rising Above! Annual Conference to gel everything the youth missed along with new speakers, performances, workshops and activities...AND REDESIGN IT TO BE ALL VIRTUAL!!!
- No swimming lessons were provided over the Summer due to COVID
- Our Rising Above TV!” class started out to teach our youth how to fly a drone and introduce them to one of the fastest growing employment areas in the country. It morphed into a six week class on TV Broadcasting and how to shoot videos. We started with 10 Pre-COVID youth. We had to put this class on hold because of the social distancing requirements between our youth and instructors safely. This class requires oversight that maintains less than a six foot distance from everyone when dealing with equipment, editing, talent, etc. We hope to get this program running in the last half of the 2020-21 fiscal year. The present youth will train new youth as they finish shooting and editing a couple of unfinished products. The group did complete one video called, “Mental Illness Awareness Through The Eyes of



Youth”. It was shot and produced by youth. It was set up like a news program with youth anchor persons and reporters. This will be available on our YouTube Channel by the end of 2020. The group was also able to shoot another small project called, “*The Corona Chronicles*”. They shot a series of videos of youth talking about their experience and feelings during the Pandemic Quarantine. These videos were aired at the Rising Above! Youth Experience Leadership Conference and judged by their peers. When we are able to come together again, they will complete the editing of this video and post to YouTube as well.

## **Family Development Program**

The Family Development program is designed to use individual, group and family contact to assist individuals and families. They develop and implement goals and objectives that they have identified as critical to ensuring the stability and ongoing wellness of their families. These individual goals run the gamut from managing finances, improving employability skills, nutrition to mental health or behavioral issues to name a few. The Family Development Coordinator is continually resourcing the community to identify additional resources on behalf of our families. This involves a great deal of networking and being very visible. **We provided 256,620 services this year.** Examples of services



- Fax, notary, copying/printing,
- Access/Food Stamp, Medicaid and
- Rent, electric and other emergency
- We gave away turkeys and other

employment and training referral services  
other senior citizen services  
service referrals  
items to help those in the community

Due to the Pandemic we added lack of food to our array of services. We gave out through “break stops”, churches and our building **876** meals to families in need. We sent out on the average 10 flyers from organizations who also were allocating food to our 500+ database and referred over 300+ more families to those areas when we ran out of stock. We provided **1,500+** masks for families and their children.

We also provided special workshops and programs to assist families in keeping them healthy and knowledgeable in critical areas:

- Connected them with Walgreens Pharmacy to get their free Flu Shots. We also advertised this to the Center Community at large.
- We partnered with United Way and Pinellas County Health Navigator to come to the center for a month to provide information and assistance in filling out Health Care submission forms for 84 families.
- We provide a location at the Center to assist families in filling out forms to receive Medicare/Medicaid, food stamps and other needed resources.
- We received a \$6,000 grant to help 40 Senior Citizens pay their Utility Bills.
- We are part of the Community Redevelopment Area planning and implementing overall programs to focus on the following areas of the community: Affordable Childcare/Housing, Cultural Arts, Economic Development, Education, Health Care, Mental Health/Wellness, Senior Affairs, Workforce Development, Youth Leadership, Vocational Training, Transportation, Technology & Financial Literacy.
- We scheduled trainings for other agencies to provide training of trainers, take DCF Child Care Tests or other trainings like Mental Illness Awareness to help spread helpful information to the community.



## **Community Engagement Events**

Our community events, especially our Annual Rising Above! Conference has contributed to establishing our Afterschool and Summer Camp program as the “go to” program for its unique Youth Development approach. In conjunction with the North Greenwood Aquatic Center, we brought in the first Black History Play two years ago and the first BulleyProof – The Musical production last year. Due to the Pandemic we were not able to continue this initiative, but will begin again in the 2020-21 season. We were not able to plan field trips or bring in special speakers. It took a couple of months of planning to be able to bring engaging and entertaining Virtual Events that also possessed a degree of learning. Most of these culminated at the end of our Summer Camp with the Rising Above! Conference.

However, due to the pandemic we were not able to program our full slate of events. We worked in collaboration and partnership with other providers who gave socio-economic support and assistance to families. The ultimate goal of the program is to increase our partnerships and collaborations in such a way, that we have a “seam-less” system of care for all residents, Kindergarten to Adult.

- We continued our **Adult Spanish Classes virtually** this year. We went from 7 to 21 regular attendees. There is a need to conduct two separate classes because interest continues to grow!
- **Our Annual Holiday Event** included our partners, the City of Clearwater, Clearwater Holiday Jazz and Youth Development Initiatives. Our After School **Journey through Jazz** group made a presentation to the 180 people in attendance and the Chamber of Commerce recognized our organization. Our After School Group create an art project whereby they handmade Holiday Ornaments for all of our families who attended.



- **Community Family Fun Day** – CNFC was an integral part of this community celebration in 2019. We continued our Red Ribbon marketing event that included a community poster and essay contest. We had 35 youth create posters and essays. Community representatives were the judges who picked the top 10 posters and essays that were displayed and announced the winners at the “Make A Difference Day” portion of this event. **Over 1,200 people attended the event.** We will be co-coordinators of this event in 2020.
- **Food Bank Mondays** – CNFC picks up food from RCS every week and distributes to the community. Close to 450 residents took advantage of this service before the Pandemic caused us to stop operating this initiative in January 2020. We subsidized this with GA foods from the Pinellas County School Board. These foods have a longer shelf life and helped fill the food need in the neighborhood.
- **Line Dancing** – Our instructor comes in weekly to teach line dancing at our Senior Citizens get together. This class had to be discontinued due to the Pandemic.

- **Clothing Giveaway Thursdays** – We have three Community volunteers who set up a clothing drive every week so residents can shop for clothing for themselves and their families free of charge. **516 residents took advantage of this service** pre Pandemic. We hope to restart this initiative in the last half of 2020
- **Sheriff's Visitation Van** – We secured a partnership with the Sheriff's office to provide weekly transportation for residents wishing to video visit with their incarcerated family members. **10 families took advantage of this resource regularly. We had to discontinue this service as well, due to the Pandemic.**
- **VITA (Volunteer Income Tax Assistance)** – We host this group weekly, at the center, between January and April. VITA provide computers/printers and help residents prepare their annual taxes. Even with the Pandemic, we were able to proceed cautiously. Adhering to Social Distancing and CDC cleaning protocols, and **81 residents took advantage of this.**
- **Lunch and Learns** – We recruit, schedule and/or host one-time workshops on various subjects to inform and assist the community. We increased our presentations from once a quarter to one every other month. We conducted a couple of surveys to get the community's thoughts on what subjects were important to them. These workshops were attended by **162** participants Pre Pandemic. We were not able to continue these workshops through September of 2020. We are in the process of planning how to continue this worthwhile event virtually for the 2020-21 fiscal year. The following is a list of workshops that were implemented over the last two years:

-Mental Illness WRAP Trainer Training  
 -Me Facing Life: Cyntoia Brown's Story – Child Sex Slave  
 -Mental Health Awareness: Ending the Silence  
 -All About Peers and Voices of Experience  
 -Baycare Health Systems: Acute and Chronic Back Pain  
 -Human Trafficking



## **2019-20 Flagship Programs**

We continually evaluate our programs through surveys, youth/adult evaluations, attendance numbers and best practices mechanisms to see what needs to be tweaked, changed, or eliminated to increase youth and adult participation. We ask them what brings them to the Center and what other resources or activities would bring them and others to the center. This has led to revamping our Flagship programs.





- **CNFC Youth Choir** – partnership with Ruth train our K-5 Youth larger array of take them into the while handing out in need. The Pandemic notice. However, they event.



We were supposed to expand our Eckerd Hall to not only teach and re-Choir, but to also teach them a Christmas songs so that we could neighborhood and perform carols information and or food to families also put this on hold until further were able to sing at our Holiday

- We continue our partnership with the **National Alliance of Mental Health (NAMI) and Florida Children's System of Care** to provide a Mental Awareness in the Minority Community track at the Conference as well as monthly workshops at churches and at the center on this topic.

We have met with the City of Clearwater programmers and their Community Specialist. The specialist attended one of our Community Coalition Building trainings. We will be working on a plan to create a North Greenwood Residents committee that can be trained on how to assess their community, and how to implement projects to solve any issues found. We have become an integral part of the 2019 planning committee to create a new CRA for the North Greenwood area. The 2020 fiscal year will prove to be one of our best years!

## Partnerships Created

We have created a number of partnerships that will help us in our mission of creating a stellar youth development program and an adult referral and/or training program, for this community. Walmart and Five Below joined us this year with an amazing in-kind donation adding them to our Platinum Donor list.

2019-20 Funders – Juvenile Welfare Board, Florida Children's System of Care, Morton Plant, Pinellas, Technical College, Sun Coast Credit Union, City of Clearwater Police Department, Typ Tap, Perenich Law Firm

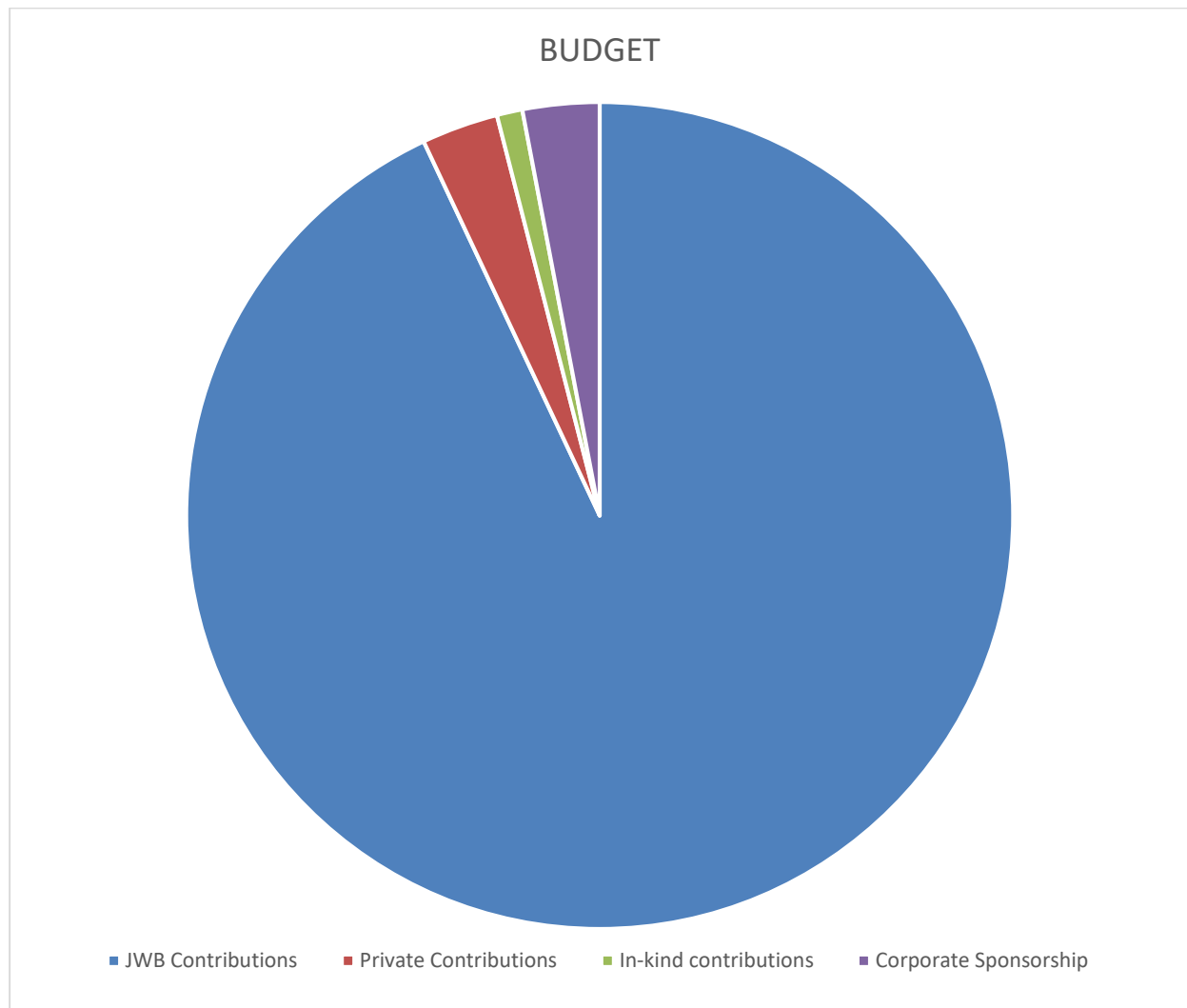
Annual Partners - Clearwater Jazz Holiday foundation, Clearwater N. Greenwood Library, City of Clearwater Aquatic Center, National Alliance on Mental Illness (NAMI), St Petersburg College, Kids Are Next, Publix, Panera Bread

We are in our second year as a member of the City of Clearwater Chamber of Commerce.



## Clearwater Neighborhood Family Center, Inc.

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*“If You Really Want To Do Something, You’ll Find A Way.  
Otherwise, You Will Find An Excuse”*