



Clearwater NFC/City of Clearwater Partnership 2020-21 Annual Report



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

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CNFC is primarily funded by JWB



2020-2120 Sponsors/ Partners





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 will promote 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 the Community Redevelopment Area team Greenwood area. We are also accredited by the National Council of (COA). This accreditation assures the public and our community partners that 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.



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This year we obtained our official Day Care Center designation from the Florida Department of Childcare Management. The Executive Director and Program Manager obtained their National Childcare Management Licenses, and their state of Florida CDA Childcare Directors Licenses. All after-school staff hold their Childcare Staff Credentials. 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, childcare, 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 line dancing, parenting classes, Spanish classes in addition to an array of other service needs. Due to the ongoing Pandemic, we continued our 5th Annual Rising Above! Youth Explosion

Leadership event virtually. We still had 383 participants attend “The Explosion”, solidifying it as the summer event to attend. Our Rising Above TV! Program created and shot a couple of videos but the Pandemic hindered us from teaching a lot of editing principals, due to the six-feet social distancing rules. We finally created our YouTube Channel – Clearwater NFC, and began posting and advertising our unique youth program and other initiatives. We began teaching our youth how to operate and use this mechanism safely. We expected to post a minimum of 10 videos by the end of 2022. The Pandemic is creating problems and may cut that time in half.

The Pandemic created havoc in other areas forcing us to continue our afterschool program at half our capacity with only 45 K-5 youth. We also could only program for 45 6th-12th grades. We were still hampered by the CDC and our funders, because we could not take our youth on field trips, which is an integral part of our Summer Program. We were able to integrate the group into the Leadership event. We also created tracks like, S.T.E.P. dancing (Students Transforming Education into Purpose), “*So, You Want To Be A DJ?*”, and photography (program attached) that filtered into presenting at The Explosion Event!

2020-21 Year-At-A-Glance

The Pandemic forced us to focus on more issues like food insecurities, sustaining families, vaccines, and basic needs that were created due to being locked down. Although our after school numbers decreased due to the Pandemic, our quality increased, and we created better mechanisms to present information to youth and families, evaluate our success, increased our youth percentage of learning and the creation of final projects that confirmed our youth retained what was taught. We were able to involve their parents in the learning process while still having fun, even though they were engaging through virtual formats.

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. However, those services were replaced by the great need in providing food for families in need. Unfortunately, most of our time was spent obtaining and distributing food, masks and other needed items for the neighborhood. In one month we distributed 350 meals a week to families in need, while regularly feeding 660 families monthly.

Due to the lack of interest and due to other agencies having to retool how they presented their services, we were still not able to continue programs like the 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 and other STEM related programs. We unsuccessfully tried Martial Arts and STEP Dance virtually. However, our “*So, You Want To Be A DJ!?*” Program worked well virtually. As the year progressed, we were able to offer all these program” through the Summer.



At the end of the 2020-21 fiscal year, CNFC did not serve as many individual youth as we did in the pre Pandemic year. However, we provided 12 times more ongoing food and referral services for the family unit than ever before. We were also able to talk with our residents more and help them create plans on how there were going to get back to “normal”. 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.

2020-21 Statistical Data:

Total # of Services Provided –	<u>146,381</u> (average of 401 services per day)
Total # of Adult Services Provided -	<u>5,148</u>
Total # of Youth Services Provided -	<u>1,587</u>
Total # of Adults Served	<u>5,148</u>
Total # of Families Served	<u>1,587</u>
Total # of Youth Served K-5th grade-	<u>45</u>
Total # of Youth Served 6th-12th grade –	<u>531</u>
Total # of Families Receiving Food -	<u>660</u>
Total # of Community Partners – 23	Total # of Programs Offered – 14
Total # of Classes conducted – 103	Total # of Events Held - 7

After School Care Program

All of our After School programs are supported by carefully chosen activities and field trips designed to broaden and expose our participant’s to the world outside of the North Greenwood area. Participants also engaged in many hands on activities thereby areas they might not otherwise have had Pandemic we were still not able to take our field trips at the center and incorporate as many decrease the boredom caused by too many technology. We were able to allow others to maintained proper distance and wore masks. unique programs in the County offering a experiences, virtual field trips and virtual time and a limited amount of TV/Game time. dance and singing daily. They decorated their to be maintained when school started. Our maximum amount of youth we could accommodate due to CDC distancing regulations was 45 youth.



increasing their skills and knowledge in exposure to. Unfortunately, due to the youth on field trips. We had to create hands-on activities as possible to hours online or interfacing with their come and teach as long as they Our program is still one of the most myriad of interesting virtual workshops. Our youth have homework They participated in drawing, arts, own spaces since social distancing had

*45 youth participated in the afterschool program this year. They participated in creative arts, virtual Girl Scouts, virtual Martial Arts and several virtual STEM activities. We found that some activities do not translate well in a virtual format. Because of this we had to discontinue Martial Arts, and parts of other events like the Red Ribbon Anti-Drug & Bullying Campaign.

*We were able to add other overlays such as “*So, You Want To Be A DJ?!* ”, and various other STEM types of projects that worked well virtually. We also presented some initiatives the K-5 afterschool could do to help older kids and families to whether the Pandemic. They put together Hurricane Kits, made Christmas Ornaments to give others, and participated in The Explosion by attending workshops that helped them learn more about kids starting businesses and helping others.

*11 parents on average attended the monthly mandatory parent meetings. We presented speakers and workshops via Zoom about stress, parenting, child development, 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 that parents had to accomplish with their youth. Parents reported successes back to the group. We continued our before and after tests to gauge if learning took place, conducted a middle of the year survey to insure we were on track and if 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 created anti-drug and bullying messages on the chain link fences around the neighborhood. They also picked several days to wear sunglasses depicting **“Shade Away From Drugs”** day. We added a photo contest event and brought in the City Mayor and other “movers and shakers” in the community to judge. However, due to the Pandemic, we did not have a community event to announce and celebrate the winners. We conducted a winner’s event within the walls of the Center. We also engaged the Clearwater Police Department in announcing an officer of the year award at the event.



Youth Educational Programs

- Our Girl Scout Troup, Pre-Pandemic was 12 strong. There was no program to continue 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.
- As we entered the Summer camp season we were able to increase our participation. We were still only able to accept 45 K-5 youth instead of the normal 70. We were only able to program for 45 of our City of Clearwater Summer Camp youth. We held virtual STEM, Mentoring and other arts classes. We created some art classes and projects that the younger kids could participate in at the Explosion so were not bored during another summer without field trips. We decided to use the Rising Above! Annual Conference to gel everything the youth missed, along with new speakers, performances, workshops and activities...AND CONTINUE TO PRESENT IT IN A VIRTUAL FORMAT!!!

- Our “Journey Through Jazz” program continued until the pandemic. Our youth were not able to perform our successful end of the year graduation, where the parents and community came to watch the Clearwater Jazz play, and see their youth performing and talking about what they learned in the program. We also had to put a hold on giving instrument lessons to our youth, due to COVID restrictions. We hope to continue this valuable program at the beginning of the 2021 school year.



- Our partnership with Ruth Eckerd Hall to build a community choir with our elementary youth was also put on hold until our youth are able to resume close contact with their peers.
- Our Martial Arts classes were implemented briefly, but were not able to be sustained in a virtual format.
- “AGAIN”, no swimming lessons were provided over the Summer due to COVID.

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 identified as critical to ensuring the stability and families. These individual goals run the gamut improving employability skills, nutrition mental to name a few. The Family Development examining the community to identify additional families. This involves a great deal of visible. **We provided 146,381 services this year.** Examples of services rendered include:



- Fax, notary, copying/printing, employment and training referral services
- Access/Food Stamp, Medicaid and other senior citizen services
- Rent, electric and other emergency service referrals
- We gave away 30 Thanksgiving turkey dinners and other items to help those in the community through our partnership with Carey & Leisure Law Firm, Perenich Law Firm, Publix, Suncoast United Way and the Tampa Bay Bucs.

Due to the Pandemic we added lack of food to our array of services. We gave out through “break stops”, churches and our building, 660 meals to families in need on a monthly basis. We sent out on the average 10 daily 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 became the clearing house for hundreds of boxes of food and masks for families and their children. We partnered with Hope Village to provide monthly food give-aways at the center, where we fed hundreds of people in the area.

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

- 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 55 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 again received a \$6,000 grant to help 40 Senior Citizens pay their Utility Bills. We expect this grant to be more than double in 2021-22.
- We continue to move forward with the Community Redevelopment Area planning initiative. The City of Clearwater has committed people and money for us to focus on the next step, which is County approval and then State approval. The CRA is focusing on the following community concerns: 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.



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. However, the number decreased due to the Pandemic. We were not able to present any Black History events, our Community Fun Day or bring in any presentations, plays and other special events that we usually program due to CDC regulations.

Due to the Pandemic our focus shifted to more specific help for family units. 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 seamless system of care for all residents, Kindergarten to Adult.

- We continued our **Adult Spanish Classes virtually** this year. We grew to an average of 15 regular attendees. At one time we had over 20 participants and had to conduct two separate classes!
- **Our Annual Holiday Event** was also cancelled due to the Pandemic. We collected toys and turkeys to distribute.



- **Community Family Fun Day** – was cancelled along with the “Make A Difference Day” portion of this event. Over 1,200 people usually attend this event
- **Food Bank Mondays** – CNFC use to pick up food from RCS every week and distribute to the community. When that option was no longer available we had these foods delivered to us and 660 families took advantage of this service after we were starting to get back to normal from the Pandemic. We subsidized this with GA foods from the Pinellas County School Board. These foods have a longer shelf life and helped fill the food needs in the neighborhood.
- **Line Dancing** – Our instructor created a social distancing plan, and toward the end of the year this activity was able to be implemented
- **Clothing Giveaway Thursdays** – We were forced to temporarily close this service. We referred residents to a consignment shop we partnered with to receive clothing. 516 residents took advantage of this service pre Pandemic. We hope to restart this initiative in the last half of 2022, so we can offer this service free
- **4th Annual Cops and Kids Kickball Game**– We usually have a basketball game, but due to the Pandemic we changed to kick-ball during the summer to add a little more space between participants.
- **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. This service is still discontinued at this time.
- **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. 227 residents took advantage of this.
- **COVID Injection Site** – We were a vaccination site for the first and second shots. We served 400 people from all over Pinellas County.
- **Lunch and Learns** – We recruit, schedule and/or host one-time workshops on various subjects to inform and assist the community. These workshops were attended by 27 participants Pre-Pandemic. We were not able to continue these workshops through September of 2021. We are in the process of planning how to continue this worthwhile event virtually for the 2021-22 fiscal year. We received funds to implement the Dave Ramsey, Financial Peace Money Management program. We are paying small stipends to residents to facilitate this (9) session financial program to other residents. By the end of the 2020-21 fiscal year we had (8) trainers and several classes to begin in 2022. We are receiving an incredible interest from the Latino population. Half of our facilitators will be able to deliver the program in Spanish. We are forming a partnership with several political leaders to expand this program throughout the city and the county by 2023. 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
- Ultimate Medical Academy Degrees
- Fifth Third Bank
- Disability Achievement Programs
- NAMI Basics Course



2020-21 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 others to the center. This has led to revamping our Flagship programs.

- **“STEM/STREAM Classes”** focus on STREAM activities and projects to increase their knowledge of science, technology and literacy. We offered classes from cursive writing for the younger youth, to math and science challenges for the older youth. We also recruit businesses that will participate in providing programs that deal in electronics, drones, the science behind things like make-up, and bring new opportunities for our youth to try; like bowling for scholarships.



- **Rising Above! TV”.** This program produced several outstanding commercials advertising our programs. We also turned a FOX-TV news morning show advertisement into a working format for our youth to observe the actual shooting a TV show. The youth learned from A-Z how to create, shoot and post on YouTube safely. Each video has a learning aspect that sends viewers to to our website to complete an activity or learning task to win prizes. We also shot a 10-minute video called, *Who Silenced Mayor Hibbard?* For our 5th Annual Rising Above! Youth Explosion event. The Pandemic inspired some creativity as we created a new class, “*So, You Want To Be A DJ!?*” virtual class to present, while we are waiting on the “green light” to continue in-person learning. We were able to design this class to be presented in person while observing social distancing requirements.



- **5th Annual Rising Above! Youth Explosion** was again presented in a virtual format. This event brought together 22 Community organizations to plan this annual event, and 383 participants attended. Our purpose this year was to continue to provide safe, engaging and fun learning experiences to help participants develop their social and decision-making skills, that will guide them through life. Our



Committee, Sponsors, Staff, Presenters and St. Petersburg College Partner, made this possible even though we were virtual! The highlights of this year's event: Money Give-Aways, The Murder Mystery, Coding, Gaming, Teen-Preneurs, Battle of the DJ's and Video Contest designed to create an **Explosion** of fun for all who attended.

Highlights of the event included:

- * The S.T.E.P. Experience program, which is recognized nationally for their development of character and responsibility in our youth. STEP – Students

Transforming Education into Purpose. They combined STEP dancing performance, using Social Distancing as a mechanism to entertain and teach. It was an engaging event.

* *"Who Silenced Mayor Hibbard"*, a Murder Mystery Activity where the participants watched a Murder Mystery and attended workshops to collect clues that would help them solve the crime. The team of 8-10 people that solve the mystery the fastest won \$1,000.00 cash.

*Gaming/Coding Track – only 15 students were allowed in this track. Over the course of the three days the participants design a web-based game that could be played up to 30 days after the event.

*Teen-Prenuers focused on 12-16 year old youth who started their own businesses. Participants were able to hear and talk to these youth to find prompted them to do it. They displayed their products and we gave away many of the products as door prizes

*The Post COVID Chronicles Video and Essay Conference- Part II. Last year was extremely successful so, we brought it back. Participants sent us a video and/or an essay on how they are doing now with the Pandemic starting to get better. Conference workshops centered around Relationship Building, Communication and Problem Solving.



- **CNFC Youth Choir** – unfortunately the Pandemic also put this on hold until further notice.
- We continue our partnership with the **National Alliance of Mental Health (NAMI)** to provide a Mental Awareness track at the Conference. We are continually searching for ways to present this information at churches, lunch and learns and other creative avenues.

Partnerships Created

We created a new partnership with Pinellas Community Foundation who awarded us a grant to cover our entire IT equipment needs. The efficiency achieved through their donation paid for itself in six months.

We continue to have a strong partnership with the City of Clearwater in a majority of ways. They are a main supporter of the Conference with full attendance from their Summer Camps. The Police Department supports us financially and conducts workshops. Clearwater for Youth came on board with financial support this year. 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 joined us this year with even more financial and in-kind support.

2020-21 Funders – Juvenile Welfare Board, Morton Plant, Pinellas Technical College, Clearwater for Youth, City of Clearwater Police Department, and Walmart.

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

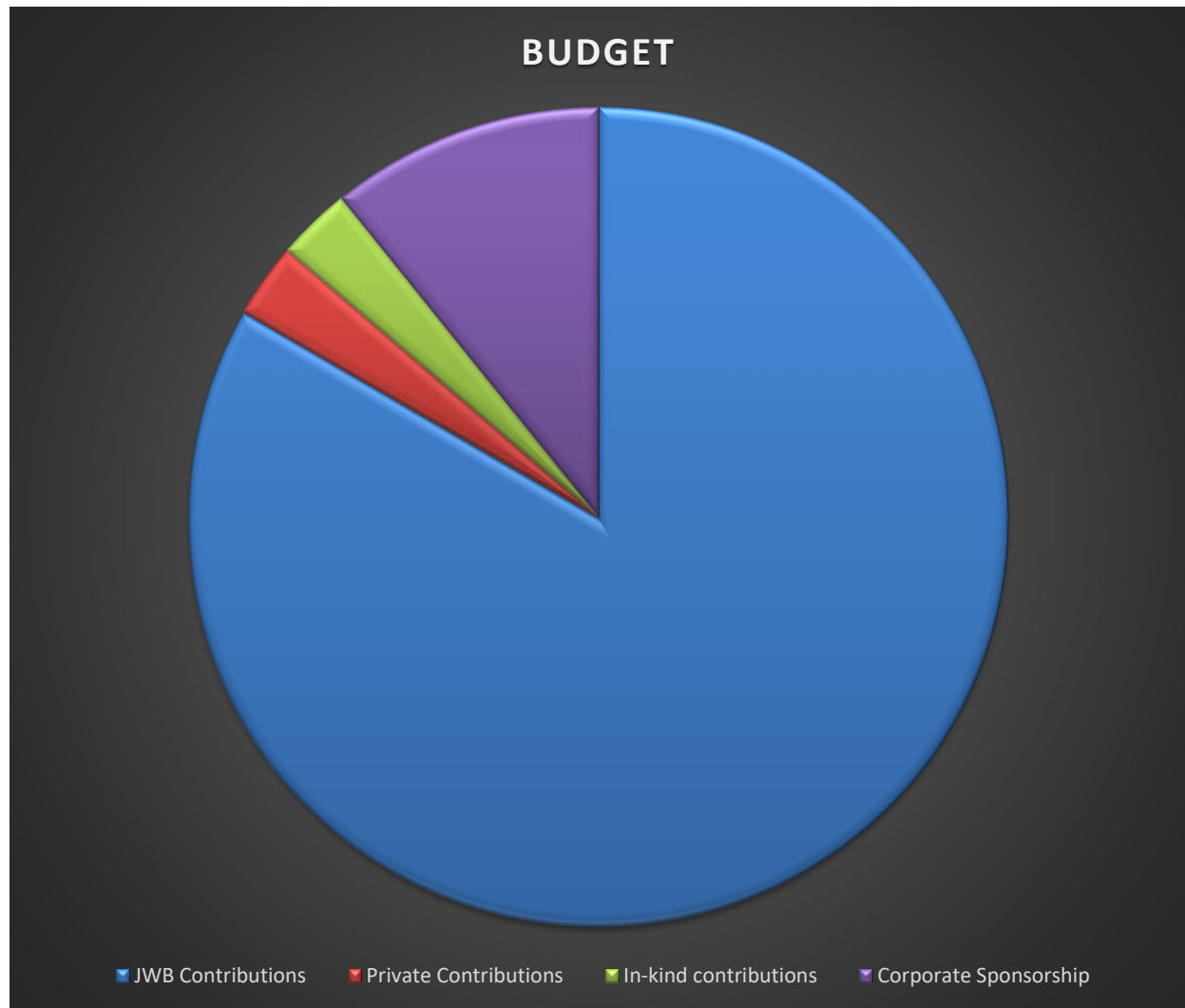
We are in our second year as a member of the City of Clearwater Chamber of Commerce.



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2020-21
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*“If You Really Want To Do Something, You’ll Find A Way.
Otherwise, You Will Find An Excuse”*