

# ABOUT CITY YEAR



## What We Do and Why

City Year helps students and schools succeed. Fueled by national service, City Year partners with public schools in 28 urban, high-need communities across the U.S. and through international affiliates in the U.K. and Johannesburg, South Africa. Diverse teams of City Year AmeriCorps members provide research-based student, classroom and school-wide support to help students stay in school and on track to graduate from high school, ready for college and career success.

### OUR BELIEF

All children deserve a high-quality education to become prosperous and productive adults who are equipped with the skills and knowledge required for success in college, career and life.

### THE CHALLENGE

More than 10 million children live in neighborhoods of concentrated poverty and are more than two times more likely to face adverse childhood experiences, including trauma and toxic stress. Nationally, students in these circumstances graduate high school at rates that are nearly 22 percentage points lower than their middle- and upper-income peers. This inequity is due in part to a lack of access to high-quality educational opportunities and individualized supports that are designed to meet the intensity of student need.

Many schools serve large numbers of students who are growing up in concentrated poverty and are facing higher incidences of adverse childhood events that interfere with their readiness to learn. Despite the often heroic efforts of teachers and administrators, these schools require additional capacity to provide students with the skills they need to become engaged citizens and productive members of the labor force.

### OUR INTENDED IMPACT

City Year has the ability to add much-needed capacity to urban schools and help meet the holistic needs of all students, ensuring that they achieve at high levels and are on track to graduate from high school. Research shows that when students start the 10th grade on time and on track, their chances for success in career, college and life increase exponentially—outcomes that benefit all of us.

City Year AmeriCorps members serve in schools full-time as tutors, mentors and role models, delivering integrated, personalized academic and social-emotional supports rooted in research to students who need them most. These interventions help students build the skills and mindsets required to succeed in the 21st century economy and society.

By 2023, City Year seeks to dramatically increase the number of students who arrive on track and on time to the 10th grade to 80 percent in the schools we serve. City Year is working with school districts to establish 50-70 priority “feeder patterns” in cities that account for two-thirds of the nation’s urban dropouts so that students benefit from City Year’s holistic services for multiple years of their educational experience.

### OUR VISION FOR STUDENTS AND SCHOOLS

City Year is contributing to a clearer and bolder vision of what public schools can and should be for all children: places of learning, exploration and risk-taking, where every student feels safe and connected to the school community; where data is used continuously to help promote student growth and achievement; and where all students have access to positive, caring relationships and personalized learning environments that encourage them to persevere through challenges, build on their strengths and thrive.

### OUR REACH



3,000 AMERICORPS  
MEMBERS



28 U.S. CITIES



327 SCHOOLS



223,000 STUDENTS



FOUNDED IN 1988



# ABOUT CITY YEAR



## Our Approach

### RESEARCH-BASED

City Year’s model is based on leading research, best-practice youth development approaches and three decades of service in schools and communities. City Year AmeriCorps members form positive, developmental relationships with students, encourage them to come to school every day, and provide evidence-based academic and social-emotional supports for students who exhibit one or more “early warning indicators:” low attendance, poor behavior or course failure in English language arts or mathematics.

Research shows that preventing one or more of these warning signs makes it three times more likely that a student will graduate, dramatically improving his or her lifetime trajectory.

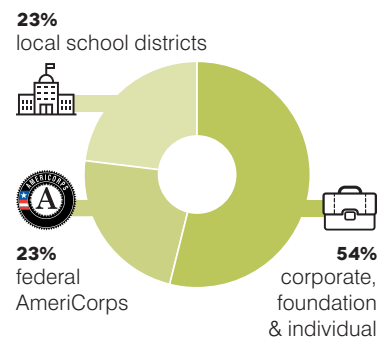
City Year partners with school districts, nonprofits and higher education institutions to test and develop research-based interventions and contribute to the growing evidence base on ways to support student and school success.

### WHOLE SCHOOL WHOLE CHILD SERVICES

City Year helps to close gaps in high-need schools by providing students with personalized support and additional developmental relationships while also providing schools with increased capacity to implement research-based reforms.

### HOW WE’RE FUNDED

A proud member of the AmeriCorps national service network, City Year is supported by the Corporation for National and Community Service, local school districts, and private philanthropy from corporations, foundations and individuals.



## HOW CITY YEAR WORKS IN SCHOOLS

City Year works closely with the school principal and teachers to deliver a suite of interconnected services that cost-effectively and efficiently improve student, classroom and whole-school outcomes.



Additional capacity in the classroom, supporting classroom management and providing and enabling differentiated instruction



Use of data to monitor student progress and better meet student needs



One-on-one and small group instruction in ELA and math with embedded social-emotional supports



Extended-day activities: after-school programming, homework assistance, enrichment curricula and civic projects that build and serve community



Small group social-emotional skill building sessions



Whole school activities that improve conditions for learning, engage families and inspire civic engagement





# OUR IMPACT



## 2015–2016 Highlights

### ACCELERATING ACADEMIC PROGRESS<sup>1</sup>

Students working with City Year on literacy or math demonstrated a higher growth rate than the national average for students at their initial proficiency level:

**1.4X HIGHER GROWTH**

in math

**1.5X HIGHER GROWTH**

in English Language Arts

**NATIONAL AVG**

### FEWER OFF-TRACK STUDENTS<sup>2</sup>

In one year or less, City Year helped drive:



**51% REDUCTION**

in the number students off track in English Language Arts



**47% REDUCTION**

in the number of students off track in math

### STRENGTHENING SOCIAL-EMOTIONAL LEARNING (SEL) SKILLS<sup>3</sup>



**CITY YEAR HELPED 68% OF EVALUATED STUDENTS MOVE ON TRACK IN THEIR SEL SKILLS.**

These students improved from “need for instruction” to “typical” or “strength” in skills such as self-awareness, self-management and relationship development, which research shows contributes to college and career readiness.

### NATIONWIDE RESULTS

#### DIPLOMAS NOW

City Year is a founding member of the Diplomas Now school improvement model, along with Talent Development Secondary and Communities In Schools. The innovative partnership received a highly competitive i3 innovation grant from the U.S. Department of Education and is participating in one of the largest multi-site randomized control trials of U.S. secondary schools.

Early findings<sup>4</sup> demonstrate that schools implementing Diplomas Now significantly reduced the number of students at risk for dropping out of school based on reducing research-based early warning indicators: low attendance, poor behavior and course failure in ELA or math. Findings also showed that it is possible to reduce chronic absenteeism in our nation’s highest-need middle schools by reducing early warning indicators.

#### SCHOOL-WIDE GAINS<sup>5</sup>

A 2015 study shows that schools that partner with City Year were up to two to three times more likely to improve on math and English assessments.



“City Year has been one of the most impactful near-peer mentor programs I’ve measured in over three decades of public education service.”

– DR. DAN GOOD, SUPERINTENDENT, COLUMBUS CITY SCHOOLS




<sup>1</sup> 2015-16 Northwest Evaluation Association Measures of Academic Progress (MAP) English Language Arts (ELA) n = 1,230; Math n = 1,325; 50 schools at 9 sites; <sup>2</sup> English Language Arts n = 1,764; Math n = 1,999; grades 6-9; <sup>3</sup> SEL n=5,094 (SEL as measured by Devereux Student Strengths Assessment (DESSA), a validated observational assessment that measures social-emotional competencies in children and youth in kindergarten through the eighth grade.); <sup>4</sup> Diplomas Now Brief. (2016.) i3 Early Impact Report: Analysis and Implications. Retrieved from: <https://www.cityyear.org/sites/default/files/Diplomas%20Now%20Brief%20-%20i3%20Early%20Impact%20Report%20final.pdf>; <sup>5</sup> Policy Studies Associates. (2015.) Analysis of the Impacts of City Year’s Whole School Whole Child Model on Partner Schools’ Performance. Retrieved from: <https://www.cityyear.org/sites/default/files/PSAstudy2015.pdf>

# LONG-TERM IMPACT STRATEGY




City Year has a Long-Term Impact Strategy to significantly increase the number of students in school and on track to graduation, college and career ready. Partnering with high-need schools across the U.S., we seek to ensure that more students are reaching the tenth grade on track, making them three times more likely to graduate.


## OUR PLAN IS TO DRIVE THE GREATEST IMPACT BY STRATEGICALLY DEPLOYING AMERICORPS MEMBERS, REACHING THE FOLLOWING LONG-TERM IMPACT GOALS:

 <p><b>IMPACT</b></p> <p>80% of students in City Year schools will reach the 10th grade on track to graduation.</p>	 <p><b>LOCAL SCALE</b></p> <p>City Year will reach 50% of off-track students in the communities we serve.</p>	 <p><b>NATIONAL SCALE</b></p> <p>City Year will serve in the cities that account for two-thirds of the nation's urban dropouts.</p>
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To accelerate our fulfillment of these goals, City Year is partnering with school leaders, teachers, policymakers, funders and other organizations to pursue strategies that build on our collective strengths.



**ALUMNI**  
Build a pipeline of teachers and leaders for the education sector.



**IMPACT PARTNERSHIPS**  
Develop partnerships to support holistic needs of students.



**SYSTEMIC CHANGE**  
Inform how schools are designed and resourced.



“What started as eight City Year AmeriCorps members has grown into 138, and we’re looking for more. City Year has been one of our strongest improvement partners. The positive energy, the care and the commitment that City Year AmeriCorps members bring to our school are invaluable. – DR. HILARIA BAUER, SUPERINTENDENT, ALUM ROCK UNION ELEMENTARY SCHOOL DISTRICT, SAN JOSÉ, CA





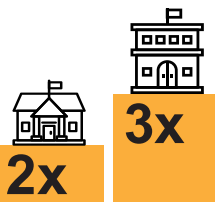
# RETURN ON INVESTMENT

City Year is a public-private partnership in which every dollar invested is matched 1:1.

## HELPING STUDENTS AND SCHOOLS SUCCEED



**CITY YEAR PARTNER SCHOOLS ARE UP TO 2-3X** more likely to improve on standardized English Language Arts and mathematics assessments than similar schools that don't partner with City Year<sup>1</sup>



Students gain **ONE MONTH OF ADDITIONAL LEARNING TIME** over the academic year<sup>2</sup>



**2/3 OF STUDENTS** progressed on key interpersonal skills, which research shows contributes to college and career readiness<sup>3</sup>

One of the largest randomized control trials of U.S. secondary schools<sup>4</sup> found that schools that partner with Diplomas Now, a collaboration of City Year, Talent Development Secondary and Communities In Schools, **SIGNIFICANTLY REDUCED THE NUMBER OF STUDENTS AT RISK OF DROPPING OUT** of school based on reducing research-based early warning indicators: low attendance, poor behavior and course failure in ELA or math.

## BUILDING A LEADERSHIP PIPELINE



**27,500 ALUMNI<sup>5</sup>** are leading and serving in a wide range of professions, including education, business, law, health, corporate social responsibility, government and public policy



**ALUMNI ARE 45% MORE LIKELY** to be civically engaged or belong to a community organization<sup>6</sup>

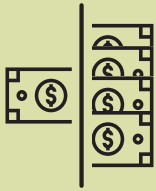


**300+ CITY YEAR ALUMNI<sup>7</sup>** each year decide to become teachers after their year of service, creating a diverse pipeline of talented and trained educators committed to student success

**\$552 MILLION AND COUNTING** represents the lifetime value of additional volunteer hours of City Year alumni<sup>8</sup>

\$552M

## A SMART INVESTMENT



**4:1 RETURN**  
on every dollar invested in  
AmeriCorps<sup>9</sup>



**78% MORE COST EFFECTIVE**  
than contracting with individual  
providers to deliver City Year's holistic  
set of services<sup>10</sup>



**\$7 MILLION IN  
GOVERNMENT REVENUE**  
for each class of students served by  
City Year who graduate from high  
school, due to increased tax base  
and lower social services costs<sup>11</sup>



## CHARITY NAVIGATOR HIGHEST RANKING

Charity Navigator is America's premier charity evaluator. Since 2003, City Year has earned Charity Navigator's highest rating, certifying our commitment to accountability, transparency and responsible fiscal management. Only 1% of rated organizations have received this distinction for more than twelve consecutive years, placing City Year among the most trustworthy nonprofits in America.



<sup>1</sup> Analysis of the Impacts City Year's Whole School Whole Child Model on Partner Schools' Performance (2015.) Retrieved from: <https://www.cityyear.org/what-we-do/research/psa-study-city-year%E2%80%99s-impact-our-partner-schools>; <sup>2</sup> Analysis of the Impacts City Year's Whole School Whole Child Model on Partner Schools' Performance (2015); <sup>3</sup> Based on Devereux Student Strengths Assessment (DESSA), a validated assessment that measures social-emotional competencies in children and youth. 2015-16 SEL assessment pilot measured students identified as "needing improvement" in social-emotional competencies (DESSA), N=2,449 Grades 3-9; 163 schools in 25 cities; <sup>4</sup> Diplomas Now Brief: i3 Early impact report: analysis and implications. (2016.) Retrieved from: <https://www.cityyear.org/sites/default/files/Diplomas%20Now%20Brief%20-%20i3%20Early%20Impact%20Report%20final.pdf>; <sup>5</sup> 2017 City Year alumni data; <sup>6</sup> The City Year Experience: Putting alumni on the path to lifelong civic engagement. (2007.) Retrieved from: [http://www.policystudies.com/\\_policystudies.com/files/City\\_Year\\_Alumni\\_Cohort\\_Study.pdf](http://www.policystudies.com/_policystudies.com/files/City_Year_Alumni_Cohort_Study.pdf); <sup>7</sup> Assumes 110 City Year AmeriCorps members per site/city served; average of 11 corps from each city entering teaching each year; <sup>8</sup> Calculated from the percent of City Year alumni (66%) against a service-minded population (36%) who volunteer 10 hours per month (City Year alumni studies: Summary of findings. (2007.) Retrieved from: [http://www.policystudies.com/\\_policystudies.com/files/City\\_Year\\_Alumni\\_Studies\\_Summary.pdf](http://www.policystudies.com/_policystudies.com/files/City_Year_Alumni_Studies_Summary.pdf)) multiplied by the value of a volunteer hour (\$24.14 from Independent Sector: the value of volunteer time. (2016.) Retrieved from: <https://www.independentsector.org/resource/the-value-of-volunteer-time/>); <sup>9</sup> The Economic Value of National Service. (2013.) Columbia University. Retrieved from: [http://voicesforservice.org/wp-content/uploads/2016/03/Sep19\\_Econ\\_Value\\_National\\_Service-2.pdf](http://voicesforservice.org/wp-content/uploads/2016/03/Sep19_Econ_Value_National_Service-2.pdf); <sup>10</sup> In 2017, Deloitte Consulting LLP was engaged to aggregate and synthesize various industry and internal analyses to help City Year estimate and articulate ROI: City Year costs as compared to benchmark analysis of costs to provide similar services provided by a combination of individual providers.; <sup>11</sup> City Year analysis of improvement in graduation rates from: The consequences of dropping out of high school. (2009). Center for Labor Studies, Northeastern University. Retrieved from: [https://repository.library.northeastern.edu/downloads/neu:376324?datastream\\_id=content](https://repository.library.northeastern.edu/downloads/neu:376324?datastream_id=content)





# CITY YEAR AMERICORPS MEMBERS

City Year provides a powerful double-bottom line: improved outcomes for students in high-need schools and the cultivation of the next generation of leaders.

Through their intensive work in schools and high-need communities, City Year's diverse AmeriCorps members (ages 18-25) acquire valuable leadership and professional skills that prepare them to lead and contribute in a variety of professions after their year or two of national service.



**3,000 SERVING NATIONALLY**

**77%** college graduates

**56%** people of color

**27%** African-American

**14%** Hispanic or Latino

**7%** Asian

**8%** Other

**54%** Pell Grant eligible

**36%** 1st generation college students

Based on 2017-2018 data.

**▶ HELP CITY YEAR RECRUIT ITS NEXT CORPS OF INSPIRING LEADERS!**

For more information, visit [cityyear.org/joincorps](http://cityyear.org/joincorps)

## TRAINING

Teams of City Year AmeriCorps members serve full-time in schools alongside teachers, connecting with students and providing evidence-based, integrated academic and social-emotional supports to help students and schools succeed. City Year AmeriCorps members receive extensive training to deliver these holistic supports to students who need them most.

City Year AmeriCorps members are supervised by full-time, on-site City Year staff called Impact Managers, who oversee training to ensure AmeriCorps members are consistently improving their practice.

City Year AmeriCorps members receive professional development throughout their service year, including formal training, coaching, observation, guided reflection and peer learning.

## TRAINING TOPICS INCLUDE:

Academic and social-emotional learning curricula and assessments

Evidence-based strategies to advance student academic and social-emotional development

Clover Model, an asset-based youth development framework that provides common language to understand and communicate students' strengths and needs

Student safety and mandated reporting

Leadership, communication and professional skills to be an effective team member and community leader

Community context, civic knowledge, social justice and equity





## CITY YEAR ALUMNI

Next Generation of Highly-Effective Urban Educators and Civically-Engaged Leaders



City Year's remarkable teams of AmeriCorps members are making a powerful difference in the lives of students. After their year of service, City Year

alumni are increasingly taking on leadership roles in schools and communities. Each year, more than 300 City Year alumni decide to become teachers after their year of service, creating a strong pipeline of talented and trained educators committed to student success.

In addition to education and youth development fields, City Year's 27,500 alumni are making significant contributions as leaders who can mobilize diverse groups to tackle pressing challenges across a range of professional fields, including business, law, health, corporate social responsibility, government and public policy.

- ▶ A longitudinal study conducted by Policy Studies Associates found that **CITY YEAR ALUMNI EXCELLED ON EVERY MEASURE OF CIVIC ENGAGEMENT, HAD GREATER SOCIAL CAPITAL, AND WERE MORE LIKELY TO DEVELOP LASTING RELATIONSHIPS WITH PEOPLE FROM DIFFERENT BACKGROUNDS**, as compared to similar service-minded peers.
- ▶ Increasingly, City Year alumni self-select into teaching opportunities with a commitment to diversity and inclusion, a deep understanding of the everyday challenges and opportunities of high-need schools, and a steadfast belief that all children can achieve at high levels. **CITY YEAR IS HELPING TO BUILD DIVERSE TEACHER PATHWAYS** in urban areas by cultivating the next generation of educators and youth development practitioners who are trained in research-based social-emotional approaches that value the holistic needs of each child and who are prepared to contribute to nurturing, relationship-centered school environments.





## CITY YEAR ALUMNI PROFILE



Shelby Lindsey-Vaughn

### **CITY YEAR BOSTON '17**

When Shelby Lindsey-Vaughn met his City Year Boston AmeriCorps member as a ninth grader in Boston, he didn't realize he was seeking a role model and mentor.

"A corps member came to my school and we clicked," Shelby says. "She was genuine and real with me. Right away, I was hooked."

Shelby's AmeriCorps member, Mercedes, "let me know right off the bat that she was here for me," he says. "Her constantly reminding me of that helped build our relationship and brought me to where I am now."

Mercedes checked in with him frequently via text messages. She started attending his football games and church events. She made a point of occasionally eating meals with him. She showed "how I could connect with people, express myself and recognize potential in other people, because she was showing me how I could conduct myself and choose to live," he states.

Now in his early 20s, and a graduate of Roxbury Community College, Shelby's relationship with Mercedes has endured, and the two are still in touch. He says it was her example that inspired him to become a City Year Boston AmeriCorps member in the fall of 2016. He served at the John F. Kennedy STEM Innovation School, working with fifth graders every day.

"What I had with Mercedes is what I'm striving to be with my kids," Shelby says.



## CITY YEAR ALUMNI PROFILE



Kyle Schwartz

**TEACHER AND AUTHOR, DENVER PUBLIC SCHOOLS  
CITY YEAR DC '09**

Prior to serving as an AmeriCorps member with City Year Washington, DC, Kyle Schwartz wasn't certain of her career aspirations. During her year of service, it became clear that ensuring that all children receive a quality education would be a driving force in her career.

"When I joined City Year as a 21 year-old, I did not anticipate having a career in education," Kyle says. "That all changed when I began tutoring students as part of my work with City Year. I realized that a dedicated teacher can make all the difference in the life of a student."

Following City Year, Kyle joined the Denver Teacher Residency and is now a third grade teacher at Doull Elementary in Denver, Colorado. While Doull Elementary has a strong community, the school faces challenges. More than 90 percent of students are growing up in poverty and 60 percent are learning English as a second language. Due to the high academic growth and strong instructional practice observed in her classroom, Kyle Schwartz was designated a "Distinguished Teacher" by Denver Public Schools, and in 2015, she won the DPS Equity in Education Design Challenge.

Recently, a simple yet powerful lesson created in Kyle's classroom received international attention and acclaim. She asked her students to finish the sentence "I wish my teacher knew..." Her students' candid responses inspired the #IWishMyTeacherKnew movement and were covered by every major media outlet.

This sparked a conversation about the realities American students face. To continue this dialogue, Kyle published a book in 2016 entitled, "I Wish My Teacher Knew: How One Question Can Change Everything for our Kids."



A photograph of Stephen Salinas, a young man with dark hair and glasses, wearing a white button-down shirt. He is speaking at a podium, gesturing with his right hand. A small City Year logo is visible on his shirt. In the background, another person is partially visible but out of focus.

## CITY YEAR ALUMNI PROFILE



Stephen Salinas

**TEAM LEAD, PARTNERSHIPS, YOUTUBE  
CITY YEAR LOS ANGELES '07**

Stephen Salinas, a first-generation college graduate whose grandmother immigrated to Los Angeles from Mexico in search of the American Dream, surprised his family after receiving his bachelor's degree. Rather than seek a good-paying job as they expected, Stephen chose to serve with City Year Los Angeles, an experience that he says changed his life.

"I served in the neighborhood of Pico-Union — a place filled with people who looked like me, full of cultural pride and a shared belief in the power of community," Stephen says. "I cannot begin to explain how that year changed my life. I had the opportunity to work one-on-one with students who were learning English as a second language, as I once had — and show them that they, too, could learn and succeed."

Stephen realized that service was how he could honor the sacrifice his grandmother made by coming to this country. "I had the opportunity to give students the role model they needed to stay their course toward graduation," he says.

Stephen's "city year" inspired a life-long interest in service while also imparting valuable professional and leadership skills. He worked as Program Director at City Year Los Angeles for several years, overseeing 75 AmeriCorps members. Later, he received a full scholarship to Yale School of Management where he received an MBA. Today, Stephen works at YouTube, overseeing all external programming for YouTube creators' development.

"For me, graduating college was only my first step toward success," Stephen says. "I would not be truly successful unless I could create success for others."

# A DAY IN THE LIFE OF A CITY YEAR AMERICORPS MEMBER



While no two days and no two schools are alike, AmeriCorps members implement a variety of activities to help students and schools succeed.



**7:30AM**

Arrive at school  
Head to classrooms to meet with City Year team, check in with teachers and prepare for the day.

**STUDENTS ARRIVE/  
STANDARD SCHOOL  
DAY BEGINS**

**8:00**

Morning greeting  
Greet students to get them excited and ready to engage in learning.

**8:30**

Attendance calls  
Contact absent or tardy students and encourage them to come to school.

**9:00**

In-class support  
Provide academic and student engagement support while teacher delivers instruction.

**10:00**

Literacy tutoring  
Provide one-on-one or small group instruction on foundational literacy skills.



**12:00PM**

Lunch  
Have lunch with students, build relationships, and reinforce social-emotional skills.

**1:00**

Teacher meeting  
Meet with classroom teacher to review student progress data and plan accordingly.

**2:00**

Math tutoring  
Deliver planned instruction on foundational math skills one-on-one or in small groups.

**3:00**

Parent engagement  
Call parents or guardians to share news of student progress.

**STANDARD SCHOOL  
DAY ENDS**



**4:00PM**

Homework support  
Within afterschool programming, provide structured time and individualized support for homework completion.

**5:00**

Enrichment activities  
Within afterschool programming, lead enrichments, such as clubs, arts, and sports.

**6:00**

Close out the day  
Regroup with team, then head home to rest up for another day of service.

**STUDENTS DEPART  
AFTERSCHOOL**





# SUPPORT CITY YEAR IN YOUR COMMUNITY



City Year would not be able to make such a significant impact in the communities we serve without the support of our corporate, foundation and individual partners. We are proud to say that 40 percent of Fortune 100 companies, along with many other leading corporations, recognize that partnering with City Year is not only good for their communities, but it is good for business.

How your organization can partner with City Year locally:



## SPONSOR A CITY YEAR TEAM

Our team sponsor program is the premier opportunity for companies to engage with City Year AmeriCorps members and schools. For an investment of \$100,000, your company will support a team of 8 to 12 AmeriCorps members, participate in employee engagement activities, have your logo proudly displayed on City Year jackets and receive reports on the impact of your team.



## SPONSOR A PROGRAM

Program sponsors partner with City Year on a specific component of our model in math, literacy, attendance and/or social emotional development in a high-need school, helping us achieve tangible results for students. With an annual investment of \$25,000 or \$50,000, your company will support the training of AmeriCorps members, materials used in schools, programmatic events and more. Benefits include recognition on program collateral, signage and local website, along with invitations to program-related activities and local City Year events.



## SPONSOR AN EVENT

Our events provide an inspiring setting and opportunity for client stewardship, business development and networking. City Year operates in 28 cities across the U.S., with affiliates in London, Birmingham/West Midlands and Greater Manchester, UK and in Johannesburg, South Africa. Each location offers multiple opportunities to make connections and engage key business, policy and thought leaders through galas, industry and affinity group gatherings, volunteer opportunities and other events available for sponsorship.



# BECOMING A NATIONAL CORPORATE PARTNER



Our National Corporate Partners work side-by-side with City Year to lend their time, expertise and resources to support our long-term impact goal of ensuring that more students in high-need communities are on track to graduate from high school with the skills needed for college, career and civic success. These investments can take different forms and can be directed to programs and initiatives that align with your company's priorities, advancing both your goals as well as City Year's. Your company can join this exclusive group with an annual investment of \$500,000+ for National Partners or \$1,000,000+ for National Strategic Partners.

National Corporate Partners receive:

## 1 OPPORTUNITIES TO ENGAGE IN EDUCATION ON A NATIONAL AND LOCAL LEVEL

Every National Corporate Partner is invited to attend and participate in City Year's National Investors Summit, an annual event in Washington, D.C. that convenes school district officials, team sponsors, nonprofit partners, donors and policy makers from across City Year's national network. Corporate partners are also invited to attend school-based activities organized by their local City Year site that offer the chance to visit with AmeriCorps members, observe our work in schools firsthand and interact with local school district officials, elected officials and other community leaders.

## 2 OPPORTUNITIES TO ENGAGE EMPLOYEES IN SERVICE DAYS AND AT EVENTS

All 28 City Year locations organize community service days in addition to several public events each year. These include: Opening Day, a ceremony that officially kicks off AmeriCorps members' year of service; the annual Martin Luther King Day of Service; AmeriCorps member graduation; and annual dinner galas, which, depending on the size of the City Year location, can convene up to 500 community leaders, elected officials and donors.

## 3 CENTRALIZED ACCOUNT MANAGEMENT

To ensure streamlined and efficient communication, every National Corporate Partner is assigned an account manager from City Year's national corporate partnerships team.

## 4 BRAND VISIBILITY AND PARTNERSHIP STORYTELLING OPPORTUNITIES

City Year will leverage our communications channels (e.g. Twitter, Facebook, blog or e-newsletter) and target earned media, when appropriate, to elevate awareness about our partnership. We can also provide student impact stories and other compelling content to support your storytelling efforts.

## 5 DEMONSTRATED IMPACT SUPPORTING STUDENTS AND TOMORROW'S LEADERS

City Year AmeriCorps members make a significant difference in students' lives during their year of service. At the same time, they also develop as leaders and gain practical experience putting the skills they are learning to work. With 300+ hours of formal training and 10 months of on-the-job experience, City Year AmeriCorps members leave their year of service with some of the top 21st century skills sought by employers.

**FOR MORE INFORMATION ABOUT BECOMING A NATIONAL CORPORATE PARTNER,**  
please contact Chris Mann, Vice President, National Corporate Partnerships, at [cmann1@cityyear.org](mailto:cmann1@cityyear.org).



NATIONAL STRATEGIC PARTNERS



BainCapital

COMCAST  
NBCUNIVERSAL



Deloitte.

NEW YORK LIFE  
FOUNDATION

PEPSICO  
FOUNDATION



NATIONAL PARTNERS

Adobe  
Foundation

Bank of America

Celanese  
FOUNDATION

Microsoft





The Red Jacket Society is a growing community of philanthropic leaders and families who believe in the power of the City Year jacket to help students and schools succeed.

## JOIN US

Worn by more than 27,500 idealistic young adults over the past three decades in addition to more than 3,000 current City Year AmeriCorps members, the City Year jacket is a powerful symbol of idealism that brings hope, inspiration, caring and support to hundreds of thousands of students in 327 schools across the country each year.

Helping thousands more students stay on track to graduate from high school, ready for college and career, requires a dynamic network of champions and leaders – including the Red Jacket Society. We need people who believe that every child has potential, that we all benefit when our students succeed, and that more children deserve the personalized supports provided by City Year AmeriCorps members, who serve as tutors, mentors and role models in hundreds of our nation's highest-need schools.

We need you.

### RED JACKET SOCIETY ANNUAL MEMBERSHIP LEVELS

In 2017, there are nearly 500 Red Jacket Society members, representing a network of philanthropic leaders and families who support City Year's work across the United States.

You can become a part of this exclusive community of donors with an annual gift starting at \$10,000, which helps support one City Year AmeriCorps member during their year of service.

\$100,000+	-	PLATINUM
\$50,000	-	GOLD
\$25,000	-	SILVER
\$10,000	-	BRONZE

### MEMBERSHIP BENEFITS

- A City Year jacket (with support for three consecutive years or a multi-year pledge)
- Special invitations to local and national events
- Personalized updates from a City Year AmeriCorps Ambassador
- Recognition in national and local City Year materials
- Quarterly Red Jacket Society communications
- Opportunities to visit schools and see City Year AmeriCorps members in action
- *Platinum members only:* Exclusive opportunities to engage with a specific City Year team; Platinum Supporter Patch on team members' jackets

☞ ☞ ☞ My City Year helped me improve my reading skills and taught me to love school. I can't wait for the day when I can wear my own City Year jacket and I can be a City Year for someone like me. – **JOEL, SIXTH GRADER**

**FOR A LIST OF RED JACKET SOCIETY MEMBERS AND MORE INFORMATION,**  
visit [www.redjacketsociety.org](http://www.redjacketsociety.org) or contact Nina Barker Blain, National Senior Director of Major Gifts, at [nbarker@cityyear.org](mailto:nbarker@cityyear.org).

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For more information, visit us at:





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 CITYYEAR.ORG/BLOG
 
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City Year helps students and schools succeed. Fueled by national service, City Year partners with public schools in 28 urban, high-need communities across the U.S. and through international affiliates in the U.K. and Johannesburg, South Africa. Diverse teams of City Year AmeriCorps members provide research-based student, classroom and school-wide supports to help students stay in school and on track to graduate from high school, ready for college and career success. A 2015 study shows that schools that partner with City Year were up to 2-3 times more likely to improve on math and English assessments. A proud member of the AmeriCorps national service network, City Year is supported by the Corporation for National and Community Service, local school districts, and private philanthropy from corporations, foundations and individuals.

