


FROM	NAME & TITLE	Karen Sitnick, Director	CITY of BALTIMORE <b>MEMO</b>	
	AGENCY NAME & ADDRESS	Mayor's Office of Employment Development 417 E. Fayette Street, Suite 468		
	SUBJECT	<b>City Council Bill 12-0021R – Establishing a Permanent Fundraising Committee for YouthWorks</b>		

TO The Honorable, Mr. President and Members of the City Council DATE: March 9, 2012  
Room 400, City Hall

**Introduction:**

Bill 12-0021R calls on the Mayor and the Director of the Mayor's Office of Employment Development (MOED) to establish a dedicated permanent committee to expand fundraising and refine job placement processes for YouthWorks, in order to allow the program to expand the numbers of youth who participate annually in both summer and year-round employment, and enhance the positive impact of the work experience.

MOED supports this request and is pleased to share that Mayor Stephanie Rawlings-Blake has recently formed the *Hire One Youth Leadership Team* to address this issue. This new team is comprised of several high level business leaders representing many of our city's high growth industries and it is chaired by Don Fry, President and CEO of the Greater Baltimore Committee. The leadership team has already demonstrated significant commitment to generating financial support and increasing the number of employer paid summer job opportunities for city youth.

While it is rewarding to note that the majority of YouthWorks contributors are long-time, repeat donors, we recognize the need to expand the donor base by bringing in new supporters. The *Hire One Youth Leadership Team* is helping to make this happen by using a business-to-business approach and networking with their colleagues and suppliers to encourage greater participation in raising funds for YouthWorks and finding suitable sites for the placement of participants for summer and continued year-round employment.

MOED provides direct staff support to the *Hire One Youth Leadership Team* and our professional career development staff is working in partnership with the team to perform job matching activities. A new feature of the 2012 summer program is the addition of MOED Job Coaches who will provide support and guidance to the employers at the job sites throughout the summer and encourage the transition of summer to year-round employment for the participants.

We gratefully acknowledge the ongoing support the City Council has provided MOED and the YouthWorks program and believe the robust connection being made with the business community will continue to foster great potential for public/private partnerships.

KS/va

