


<b>FROM</b>	NAME & TITLE	Karen Sitnick, Director, <i>KS</i>	CITY OF BALTIMORE  <b>MEMO</b>	
	AGENCY NAME & ADDRESS	Mayor's Office of Employment Development 417 E. Fayette Street, Suite 468		
	SUBJECT	<b>Responses to City Council YouthWorks Resolutions</b>		

**TO** Angela Gibson  
City Hall

DATE: September 19, 2011

Per your request, please find enclosed my responses to the following City Council Bills related to the City's YouthWorks program:

- 11-0310R – Constant Funding Baltimore City YouthWorks
- 11-0311R – Expanding YouthWorks into a Year-Round Program
- 11-0312R – Automating YouthWorks Registration
- ✓ • 11-0313R – Establishing a Permanent Fund-raising Committee for Youth Works

Please let me know if you have any questions or need additional information.

KS/va

Attachments

cc: Kaliopé Parthemos, Deputy Mayor  
Kumasi Vines, Special Assistant to Deputy Mayor  
Andrew Smullian, Legislative Director

SEP 19

**Resolution Title:** Establishing a Permanent Fund-raising Committee for YouthWorks

**Introduced by:** Councilmember Welch

**Introduced on:** August 10, 2011

**Resolution ID Code:** 11-0313R

**Response:**

Bill 11-0313R calls on the Mayor and the Director of the Mayor's Office of Employment Development to establish a dedicated permanent committee to expand fund-raising 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 is pleased to receive support for the tasks of fundraising and identifying quality worksites that can offer meaningful work experiences. MOED is in full support of this request.

Although the current funding model has allowed YouthWorks to continue successfully for three decades, the fundraising efforts required to support the cost of an expanded program would take time away from the required tasks associated with program development and delivery. Moreover, the proposed expansion from a summer to a year-round program will create the need for increases in both funding and job sites. Therefore, MOED welcomes the support of others to help lead the effort to solicit more funds for YouthWorks.

Currently, 90% of those supporting YouthWorks are long-time donors. However, meeting the needs of expansion will require expanding the donor base by bringing in new supporters. Rather than relying exclusively on time limited yearly fund-raising campaigns led by officials with many other essential responsibilities, a more enduring infrastructure should be put in place to find and maintain funding to support the program. This infrastructure should include a steering committee that focuses exclusively on raising funds for YouthWorks and finding suitable sites for the placement of participants year-round.

To maximize the proposed Steering Committee's impact as a champion for the YouthWorks program, we recommend that several key Baltimore City organizations take leadership roles, specifically the Greater Baltimore Committee, the Baltimore Development Corporation, the President's Round Table, the Baltimore City Chamber of Commerce, the Baltimore Workforce Investment Board, the Association for Baltimore Area Grantmakers, and the Baltimore City Public School System. Additional committee members should include representatives from labor unions, philanthropic organizations, as well as large and small area employers. A Steering Committee with such a

membership will create a robust connection with the business community and engender great potential for public/private partnerships.

We further recommend that MOED provide direct staff support for the Steering Committee, and that MOED's professional youth services staff work in partnership with the Steering Committee to perform job matching activities.

The Director of the Mayor's Office of Employment Development enthusiastically supports the establishment of a dedicated permanent committee to expand fund-raising and job placement opportunities for the YouthWorks program.