About City Year

City Year is an education-focused nonprofit organization that partners with public schools to help keep students in school and on track to graduate. City Year AmeriCorps members commit to a year of full-time service in schools, where they work as tutors, mentors and role models. Founded in Boston in 1988, City Year works in 25 cities across the United States and has international affiliates in London & Birmingham, England and Johannesburg, South Africa.

Who We Serve

Nearly one million students give up on school each year – and 50 percent of those dropouts come from just over 10 percent of schools. City Year AmeriCorps members serve where the need is greatest. Of the 242 schools we serve, three quarters are among the lowest performing five percent in their state.

How We Work

Partner with public schools. We work in partnership with school districts to support their goals and provide additional support – the human capital – required to make a difference with students who are at risk of dropping out. City Year corps members serve full-time in grades 3 through 9.

Target high-need schools and students. Research shows that students who are at the highest-risk to drop out can be identified as early as sixth grade. Corps members receive more than 300 hours of professional training to intervene based on three early warning indicators, the ABC’s – poor attendance, behavior, and course failure in math and English.

Harness the power of young people. City Year hires and trains diverse teams of young adults – 18 to 24 year olds – to give a year of full-time service in schools. Younger than the teachers but older than pupils, corps members are uniquely positioned to form a strong bond with students and help them succeed. Corps members provide at least 1,700 hours of service each year.

Our Model: Whole School Whole Child

City Year’s school-based model is called Whole School Whole Child. Corps members tutor students identified as at-risk of dropping out, serve as an additional resource for teachers in classrooms, and lead afterschool programs and school-wide initiatives to improve school culture. Each school where we serve has at least one team of 8-12 corps members, instantly increasing the ratio of adults: children in the building.

City Year by the Numbers (2013-2014 school year)

25 Cities
242 Schools
2,700 corps members
150,000 students

City Year has earned Charity Navigator’s highest rating since 2003, certifying our commitment to accountability, transparency and responsible fiscal management. Only 1% of charities have received this distinction for nine consecutive years, placing City Year among the most trustworthy nonprofits in America.
Our model
Whole School Whole Child

City Year’s school-based model is called Whole School Whole Child. Corps members tutor students, serve as an additional resource for teachers in classrooms and lead after school programs and school-wide initiatives to improve student achievement and school culture. As near-peers (younger than teachers, but older than pupils) corps members are uniquely positioned to form a strong bond with students to help them succeed. City Year works in partnership with school staff to regularly monitor student performance on the early warning indicators — attendance, behavior and course performance, the ABC’s — which research shows can identify students at risk of dropping out as early as sixth grade. This continuous process of data-informed intervention allows City Year to customize the types and intensity of supports corps members provide to meet students’ specific needs, academically and socio-emotionally. We deliver the right supports to the right students at the right time.

Whole School Whole Child includes:

- **Attendance monitoring and student engagement**: Corps members monitor attendance and work closely with students to improve attendance through school-wide initiatives, one-on-one coaching (including phone calls home) and communication with parents and guardians.

- **Behavioral support and developmental progress**: Through general instruction, near-peer coaching and engagement programs, corps members mentor students toward social and self-management skills and behaviors that reflect a strong, purpose-driven character.

- **Course Performance in Math and English**: Corps members tutor students one-on-one and in small groups, integrating with the school’s academic curricula and acting as an additional resource for teachers in classrooms. Corps members also support whole school initiatives and lead out-of-class activities to expand and optimize learning time with before and after school programming to complement in-class instruction, and help put students on a path towards college.

**Diplomas Now**

Diplomas Now, an innovative school turnaround model, pairs City Year’s Whole School Whole Child model with evidence-based comprehensive school reform from Talent Development and supports for the highest need students from Communities In Schools. Diplomas Now recently won a federal Investing in Innovation (i3) fund competitive grant for $30 million, enabling it to expand and to participate in a rigorous randomized control study of the model’s impact on student achievement and graduation outcomes. More than 40 of our nation’s most challenged middle and high schools are partnering with Diplomas Now during the 2013-2014 school year.
Our results

82%
of students in grades 3-5
improved scores on literacy assessments\(^1\)

14,600
approximate number of
additional hours students
were in school as a result of
City Year’s attendance programs\(^2\)

\(\text{% of teachers who agreed or strongly agreed}\(^3\)
that corps members helped improve the overall
academic performance of their students
86%

\(\text{% of principals/liaisons who were satisfied or very satisfied}\(^4\)
with the overall experience of working with City Year
96%

\(^1\) n=2,206; data only reflects students that were enrolled in City Year literacy/ELA programming for at least 30 days, received at least 15 hours of T2 literacy/ELA interventions
\(^2\) n=2,929; data only reflects students that were enrolled in City Year attendance programming for at least 8 weeks coaching from City Year
\(^3\) n=1,407
\(^4\) n=411
What people are saying

“”

As we think about what City Year can do going forward we need greater scale so that in all of your locations, we think about doubling, tripling, quadrupling your presence...I’m convinced that City Year is perhaps uniquely positioned to be our partner and to be the partner at the local level to transform schools that have historically struggled.

– Arne Duncan, U.S. Secretary of Education

“They are the first face the kids see, they are last embrace the kids feel when the kids leave the school. And in-between, they are the most masterful curriculum interventionist I have ever met.”

– Alberto Carvalho, Superintendent Miami-Dade County Public Schools

“We wrote City Year into our School Reform Plan. Our dream has become a reality so powerful and positive that I cannot imagine leading Pleasant View without City Year.”

– Gara B. Field, PhD, Principal Pleasant View Elementary School, Providence

“”

“City Year is really apart of this community, a part of this environment and works with their students from the beginning all the way to the end of the school day and beyond that.”

– Ms. Sherdene Morrison, Teacher Mildred Avenue K-8 School, Boston

“We, together, sit down and think ‘let’s do what we can to help that student succeed in the classroom.’ They know that they have somebody else in class who is here for them and that’s huge.”

– Cristin Barnett, Teacher Mabelvale Magnet Middle School Arkansas’s Little Rock School District

“”
City Year’s Long-Term Impact Strategy to Address the High School Dropout Crisis

ONE MILLION students in the US drop out of school every year. 50% come from just over 10% of schools.

City Year has a plan to partner with schools and communities to nearly double the rate of students who reach 10th grade on track and on time making them four times more likely to graduate.

Currently: 44% of students in the schools City Year serves reach 10th grade on track

By 2023: 80% of students in the schools City Year serves will reach 10th grade on track

By 2023, City Year will reach the majority of off-track students in our existing markets, while expanding to serve in the cities that account for two-thirds of the nation’s urban dropouts. During the next ten years, we’ll grow from:

In May 2012, City Year launched our Long-Term Impact strategy: a ten-year plan to dramatically increase the number of students in school and on track to graduate. Corps members serve full-time in elementary school through high school, working with teachers and principals to implement research-based reforms and interventions shown to help students who need extra care and attention to improve achievement and the overall school environment.
How we partner

Since its founding in 1988, City Year’s 18,000 AmeriCorps members have served more than 1,485,000 children and provided more than 29 million hours of service. None of this would have been possible without our partners in the private sector. Together, we are fighting the national dropout crisis and developing a well-educated workforce that can compete in the global economy.

1. Sponsor a Team
   Many of our partners support a school-based City Year team – 8-12 corps members who work in a school, tutoring students one-on-one, providing additional support in classrooms and leading school-wide activities. Corps members begin their day before the first bell rings and stay until the last child leaves the afterschool programs, giving at least 1,700 hours of service each every year.

2. Sponsor an Event
   City Year operates in 25 cities around the country, and has affiliates in London, England and Johannesburg, South Africa. City Year corps members and staff participate in several events each year: Summer Academy (an intensive training institute), the annual Summit (a two-day conference for City Year leaders, corporate partners, policy makers and education leaders), Opening Day (the day corps members take their pledge to serve), Martin Luther King, Jr. “Day On” of Service, and fundraising events.

3. Engage your Employees in Service Days.
   Many of our corporate partners collaborate with us on service days. In partnership with City Year’s Care Force team, corporate partners and their employees participate in community service events. Projects include planting trees, painting murals, or refurbishing school and community spaces. These events are designed and lead by City Year staff to support your employee engagement goals.

4. Lend Us Your Expertise.
   We know how to harness the power of youthful idealism. We know how to hire and train young people. We know how to identify and positively affect at-risk students. But there's plenty we don't know — and we want to learn from you! Our corporate partners are helping us strategize how to take our work to scale and showing us how to leverage 21st century communications technology. How can your company’s expertise help fight the drop out crisis?

5. Provide In-Kind Products and Services.
   At City Year, 80 percent of our revenue goes directly to support our programs. We are proud to have received the highest rating from Charity Navigator, the leading independent evaluator of nonprofits’ financial accountability, sustainability and efficiency, for eight years in a row. One of the many things that enable our efficiency are in-kind services from some of the world’s most innovative companies. Do you have a product or service that would be helpful to our work?

For more information about national partnership opportunities, please contact Itai Dinour idinour@cityyear.org
Sponsor a City Year Team

We believe in the power and impact these young leaders are having with students and in their communities every day. In each city where CSX and City Year share a common footprint, CSX sponsors a team of City Year corps members.

– Michael J. Ward
President, Chairman and CEO, CSX Corporation

The Team Sponsor Program is a unique opportunity for partners to engage with City Year corps members. Team Sponsors partner with a school-based team of 8 to 12 City Year corps members for an entire school year. With a $100,000 investment, Team Sponsors support corps members’ full-time work in high-need schools and help City Year achieve results for students.

More than 50 companies partner with City Year through our Team Sponsor Program.

Team Sponsor employees join their City Year team(s) to participate in high-impact service projects, transforming schools and communities, and helping corps members develop as leaders and young professionals.

The benefits of a Team Sponsor’s $100,000 investment include:

• Customized employee engagement opportunities
• Company logo on City Year red jacket
• Recognition at City Year events
• Co-branding on high profile local City Year collateral, including event materials.
• Regular reports detailing your team’s service and results
• Participation in community and civic roundtables with City Year corps members and staff and local elected officials, business and community leaders

Your $100,000 investment is combined with investments from your local school district and AmeriCorps.

LEVERAGED INVESTMENT
for greater impact
on the dropout crisis

For more information, please contact Itai Dinour at idinour@cityyear.org
Training our corps

City Year corps members receive more than 340 hours of professional training during their year of service.

Our rigorous training program is designed to:

1. Improve our effectiveness in schools: Corps members are trained how to implement the research-based practices City Year uses to intervene with students who are at risk of dropping out.

2. Develop our corps members into strong leaders and professionals: Corps members learn about the national dropout crisis and its causes, receive leadership training and gain valuable professional skills they’ll use after their year of service.

Corps members learn through practice and real world application. Sample training topics include:

**Training for school-based service**
- Data informed instructional planning
- Building positive culture, in school and class
- Intervention strategies for math and literacy
- Coaching and mentoring
- Engaging parents, families and diverse communities

**Leadership Training**
- Relationship Building
- Teamwork and Collaboration
- Problem Solving
- Public Speaking
- Managing Difficult Conversations

Trainers include:
- City Year training staff
- School leadership
- School District professional development experts
- External Experts

**Training schedule:**

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Learning & Development Days: Corps members attend training days on a weekly or bi-weekly basis.
A Day in the Life

7:30am
arrive at school before students
8am
greet students to get them ready for the day
8:30am
calls to absent or late students to encourage them to come to school
9am
1:1 literacy tutoring
10am
in-class academic and behavior support
12pm
lunch mentorship program
1pm
meet with teacher to review student progress and plans

2pm
1:1 math tutoring
3pm
calls to parents to share students’ positive progress
4pm
lead afterschool homework program
5pm
run afterschool clubs and service projects
6pm
team regroup and planning time
6:30pm
break for the day
PROFILE
Alex Richards
City Year Washington, DC  member

You could chat with Alex Richards for hours about any of his passions – Japanese culture, improv comedy, photography. But get him going on math (he scored a top grade of 5 on the AP calculus exam) and the Washington, D.C. middle school where he serves, his toothy smile stretches even wider.

The 23-year-old Indianapolis native has a slim runner’s build and cropped brown hair – his voice is animated and full of confidence. Every weekday, like many City Year corps members, Alex rises early. The alarm goes off at 5:27am and he’s out the door by 6:38 to catch the 6:48 bus, which gets him to Kramer Middle School by 7:30. Kramer is in Anacostia, one of D.C.’s most impoverished neighborhoods, and sits across the street from a block once known as Murder Row. During the day, Alex serves in a math classroom, tutoring and mentoring sixth, seventh and eighth grade students.

During his junior year at Howard University, where he attended on an academic scholarship, Alex tutored one of his peers in a class that blended calculus, statistics and economics. “I’m sort of a beast at all three,” the business major said. He tutored his classmate to a passing grade, and in the process, discovered his love of teaching.

Alex had his pick of positions with companies and organizations when he graduated, but decided on City Year because it gave him the opportunity to pursue his passion to teach and stay in Washington, D.C. “A professor told me the more time you spend in a classroom, supporting and co-teaching, the better and more effective you’ll be when you get a classroom of your own.” This year has been great preparation.

Many of Alex’s students can’t get to school on time because they’re dropping off their younger siblings at the elementary school down the street (which doesn’t open its doors until after the first bell rings at Kramer). And only 19 percent of students are proficient in literacy, while 29 percent are proficient in math. But as challenging as his service can be, Alex knows he’s making a difference.

Imelda*, a student he’s worked with all year, was painfully shy when they first met. “She used to just sit in the classroom, quiet, not engaging,” he explained. “Addition, subtraction, multiplication, division – it didn’t exist in her world.” Alex worked with Imelda to build up her confidence and hone her skills. “Now she’s doing exponents, solving basic equations. It feels awesome – just last week a teacher told me the work I’ve been doing with her is incredible, and that she understands things many of the other kids don’t get yet.”

Next year, Alex will return to City Year for a second year in the corps. Eventually, he plans to take advantage of City Year’s “give-a-year” Partnership, a program with 50-plus colleges and universities that offers scholarships to City Year alumni. He’ll apply to American University’s secondary education program in mathematics. “I’m really doing something,” he says. “Kids like Imelda, they make it all worth it.”

* Name has been changed to protect student’s identity
Darius Fequiere has relied on his family’s support throughout his educational career. His parents, who immigrated to the United States from Haiti, pushed him to excel in school.

“I didn’t have City Year growing up, but I had people invested in me,” he said.

Knowing the benefits the commitment to education had on his life, Darius joined City Year after graduating from Capital University, located just outside of Columbus, Ohio, to help students who may not be so lucky. Darius leads the City Year Los Angeles team at Virgil Middle School as a senior corps member in his second year of service.

At the Virgil, Darius walks hallways familiar to movie lovers everywhere; the school served as the backdrop for several scenes in Grease. Today, Darius hopes that it can act as a launching pad for goals and careers that, without education, would go unrealized. “I always had someone to stress the importance of education, to know that was the only way I could truly achieve my goals,” Darius said. “I felt like it was my duty to be that same role model.”

In his time at the Virgil, Darius has forged a meaningful relationship with Marco, an eighth-grader. Marco’s two older brothers dropped out of high school and are serving time in prison. When he struggled in class, Marco would sigh to Darius, “It doesn’t matter; I’m not smart anyway.”

Darius and Marco started meeting before the day began to work through Marco’s math homework. They worked together in class and met again after school. Eventually, Marco’s math grades began to improve and he earned his first-ever “A” in middle school. The connection he feels with Marco makes Darius feel his work with City Year is worthwhile.

“Education means the most to me. It’s the only thing that I think can allow a child to actualize their goals. Not everyone is born to be a great singer or win the lottery or be a great athlete,” he said. “It’s the one opportunity in America that should be afforded to each student.”

Before committing two years of service to City Year Los Angeles, Darius finished his bachelor’s degree in political science. “I’m fortunate to have graduated college. People that look like me may not have had that opportunity,” he said.

In the future, Darius hopes to teach English abroad for two years and then attend law school, where he wants to study immigration policy – a familiar topic from his upbringing. “Service not only gave me the opportunity to give back, but it provided a lot of perspective,” he said.

Before all that happens, Darius has big plans for spring 2013: Virgil Middle School graduation.

“I’m going to bring my camera and watch my students cross the stage,” he said.
Using data to improve our work

City Year is committed to evaluating our impact. City Year’s Evaluation Department evaluates our performance, identifies best practices and areas of challenge, and helps facilitate an organizational culture of continuous learning. City Year’s first evaluation department was established in 1996, and initial studies focused on the development of our corps members. As City Year has implemented our Whole School Whole Child model in schools, we’ve built a more robust Evaluation Department and continued to engage third party evaluators. In partnership with school districts across the country, we measure City Year’s impact on the students we serve and on the development of our 18 to 24-year old AmeriCorps members.

Internal Evaluation

Our Team
City Year’s evaluation team includes five full-time staff members based at our HQ in Boston. The department is led by Dr. Gretchen Biesecker, a developmental psychologist and program evaluator, with expertise in longitudinal research methods and social-emotional development from childhood through young adulthood.

Methods
City Year takes a multi-method approach to evaluation. The team designs theories of change and data collection tools in consultation with multiple City Year stakeholders and external evaluation experts. We collect quantitative and qualitative data multiple times each year through several sources:

- Surveys of corps members, teachers, principals, school liaisons, and students
- Databases to track our activities and interventions with students
- School data on attendance, behavior, and course performance in English/Language Arts and Math

How We Use Data

Inform our work in the classroom: Evaluation tools and metrics help our staff and corps members improve their practice and support student progress in literacy, math, attendance, and behavior.

Measure impact: In partnership with the school districts we serve, we measure the impact of our work on students and school climate. We also explore the development of our corps members during their City Year.

Support organizational strategy: Data improves the quality of our service, informing the work of several departments, including recruitment, staffing, training, and program design.

Partnering with External Evaluators
City Year also engages a network of experts and external evaluators for consultation and focused studies of impact. Several third party independent evaluations have shown positive effects of our Whole School, Whole Child model on student literacy, student attitudes toward learning and school, and the benefits our own corps members receive from giving a year of service. Current and past partners include Dr. Belle Brett (Brett Consulting Group), Dr. Angela Covert, Dr. David Osher (American Institutes for Research), Research for Action, Policy Studies Associates, ICF International and MDRC.

MDRC and ICF International are currently investigating Diplomas Now, our collaborative school turnaround model with Talent Development and Communities In Schools. This multi-year randomized comparison study, which began in the fall of 2011, is funded through a federal Department of Education Investing in Innovation (i3) award.
Our funding

City Year has been a proud member of AmeriCorps since 1994. We secure financial support from individuals, foundations, businesses, state and local governments and school districts. In exchange for their year of service, City Year corps members receive a living stipend, a $5,550 AmeriCorps Education Award (upon completion of their service), federal student loan forbearance and health insurance. Eighty cents of every dollar goes directly support our programs.

Every gift supports student success and helps City Year develop leaders of tomorrow.

2012-2013 Revenue

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Charity Navigator Highest Rating
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 nine consecutive years.
National Leadership Sponsors

National Leadership Sponsors are City Year’s closest strategic and premiere partners, committing more than $1 million each. They invest significant resources, time, expertise and ideas to increase the service and scope of City Year across the country.

As City Year’s Official Apparel Partner, ARAMARK provides uniform apparel to our corps members serving in schools, as well as uniform components dedicated exclusively for physical service. The City Year and ARAMARK partnership leverages their shared dedication to improve communities through ARAMARK’s signature community involvement program—ARAMARK Building Community. ARAMARK promotes City Year’s mission and recruitment initiatives on college campuses across the country.

City Year and AT&T have teamed to help keep students in school and on track to succeed. AT&T supports City Year’s year-round work in schools, including the organization’s role in an innovative partnership designed to help turn around the nation’s most challenged schools. City Year’s Diplomas Now partnership includes City Year, Communities In Schools, and Johns Hopkins Talent Development Secondary. Diplomas Now is reaching over 1,500 students in five markets and supporting innovative solutions to help students achieve high school graduation.

As City Year’s National Student Leadership Development Sponsor, Bank of America supports programs focused on middle school students nationwide. Bank of America has supported City Year and young people who make positive change in their schools and communities for more than 20 years. In 1988, predecessor institution Bank of Boston became a founding sponsor of City Year, Inc. and was the first company in the nation to sponsor a City Year team. Bank of America has served as Presenting Sponsor of City Year’s annual convention and its 15th anniversary, and played a pivotal role in the purchase and development of City Year’s national headquarters by supporting tax-exempt bond financing and bridge financing for the project.

Cisco first partnered with City Year in 1993, and has been an instrumental supporter of City Year’s Whole School, Whole Child model for school-based service and after-school programs. This partnership is an example of what a leading technology company and national non-profit organization can accomplish together. The partnership has allowed City Year to further its mission of keeping students in school and on track to graduation by using Cisco’s technologies to facilitate collaborative training and communication nationwide.

Comcast NBCUniversal is City Year’s Leadership Development and Training Partner. Comcast NBCUniversal supports City Year’s leadership development programs and recognizes the accomplishments of City Year alumni who have continued their dedication to community service through the conferring of the annual Comcast NBCUniversal Leadership Awards. Comcast NBCUniversal is also the National Opening Day Sponsor, Presenting Sponsor of our National Leadership Summit and Presenting Sponsor of City Year’s annual training academy, as well as a multi-site team sponsor. Comcast NBCUniversal donates significant communication and broadcasting resources to help City Year raise awareness about its mission and focus areas by reaching more young people across the country through cable and internet. Comcast NBCUniversal’s investment in City Year makes it possible for thousands of corps members to help improve the lives of students while creating sustainable solutions for social change.

As City Year’s largest team sponsor, CSX demonstrates a shared commitment to service and the positive role it plays in transforming neighborhoods and communities. CSX partners with City Year’s Care Force® team to engage employees, customers and community members in service days throughout the year. To support Care Force® service days across the country, CSX donated two tractor-trailers to transport tools and materials to service events across the country. CSX is also a co-sponsor of City Year’s National Leadership Summit, and as City Year’s Lead Safety Partner, CSX provides first aid and CPR training for all corps and staff members.

Deloitte invests financial resources along with the intellectual capital of its professionals to strengthen City Year’s capacity and reach nationwide. Deloitte’s intellectual capital played a critical role in supporting the design and delivery of City Year service in high schools through pro bono services, mentoring for corps members and capacity-building volunteer projects for City Year’s staff members. Together, Deloitte and City Year are building the nation’s graduation pipeline to help create the business and civic leaders of tomorrow.

Microsoft has been one of City Year’s National In-Kind Sponsors for 13 years and will continue its in-kind support by providing over $12.3 million worth of software to enhance our IT infrastructure. As a result of Microsoft’s support, City Year will be able to expand its math tutoring program to reach nearly 8,500 students, and City Year’s math curriculum designers will be able to carry out key activities, including preparing online content, field-testing activities, packaging site-specific best practices for national distribution and creating a framework for our resource library. The company also sponsors City Year teams in three Diplomas Now schools in New York City, Chicago and Seattle. Microsoft will help City Year reach an unprecedented number of youth in high-poverty schools nationwide, ensuring the right students receive the right interventions at the right time.

Pepsi and City Year share a deep commitment to youth empowerment and diversity. The collaboration began in 2001 with community service projects that engaged PepsiCo employees in transforming communities across the country. Since then, Pepsi had dedicated resources toward increasing awareness of City Year among young adults of all backgrounds. In 2008, the PepsiCo Foundation provided the initial seed funding to support Diplomas Now, a collaborative school turnaround model. The Foundation has increased its funding and strategic partnership to catalyze Diplomas Now into a national network of over 30 schools in 10 cities, and matched the funding that helped secure the competitive and prestigious U.S. Department of Education’s Investing in Innovation (i3) grant.
Becoming a City Year National Leadership Sponsor

The National Leadership Sponsor (NLS) program is City Year’s premier corporate partnership platform. National Leadership Sponsors are City Year’s strategic partners and have a shared commitment to City Year’s mission and success.

National Leadership Sponsors receive:

1. Opportunities to engage on a national and local level in the education space. Every NLS is invited to attend and participate in City Year’s National Leadership Summit, an annual event in Washington, DC that convenes nearly six hundred people, including school district officials, team sponsors, nonprofit partners, donors and policy makers from across City Year’s national network. NLS companies are also invited to attend school-based activities organized by their local City Year site that offer the chance to visit with corps 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 opportunities and at events. All 25 City Year locations organize community service days, in addition to several public events each year. These events include Opening Day, a ceremony that officially kicks off corps members’ year of service, the annual Martin Luther King Day of Service, corps member graduation, and annual dinner galas, which depending on the size of the City Year location, can convene as many as five hundred community leaders, elected officials and donors.

3. Centralized account management. To ensure streamlined and efficient communication, every NLS is assigned an account manager who sits on City Year’s national corporate partnerships team.

4. A communications plan to talk about our partnership. The City Year team will work with the appropriate people on the NLS team to develop a communications plan about our partnership that incorporates owned channels (Twitter, Facebook, blog, e-newsletters, etc.) and targets earned media when appropriate. In addition, every NLS is featured on several City Year properties, including:

- Cityyear.org
- City Year Intranet
- City Year Public Service Announcements
- City Year electronic newsletters (National database of 25,000; National and Local site databases equal approximately 40,000 names)
- Corps member uniform t-shirts
- All City Year collateral (promotional materials, invitations, powerpoint presentations, program materials, letterhead, etc.)

For more information about National Leadership Sponsors, contact Chris Mann at cmann1@cityyear.org
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Asurion

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Co-Founder
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Founding Member, City Year
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