

Nov 18th

Mike Beimer

From: mwmarti@gmail.com on behalf of Mollie Marti <mollie@drmollie.com>
Sent: Wednesday, November 13, 2013 1:06 PM
To: Mike Beimer
Subject: City Council Meeting - agenda item
Attachments: YMWNY Request MV.docx; Mission One Sheet Short.docx

Hi Mike,

Thanks for your help today. I would like to present to the City Council on Monday, Nov. 18th. I will be there at 6:30. Jennifer Holub, the co-requestor, may be joining me.

Attaching a one sheet on Thrive Mount Vernon, as well as our proposal for the You Matter - We Need You project.

Please let me know if you need anything else.

Thank you,
Mollie

Mollie Marti, PhD, JD
CEO, Community Resiliency Project

Speaker, Author, and Resiliency Researcher
*My mission: mentor leaders to **Thrive & Serve***

"Dr. Mollie has written a timeless handbook for being human." ~Bob Burg
Award winning gift book here: <http://www.walkingwithjustice.com>.

Speaker Inquiries & Bulk Book Sales:
(319) 362.5433 info@drmollie.com
4217 1st Ave SE, Cedar Rapids IA 52402



Request: We ask that the City of Mount Vernon join many others in our community in support of the You Matter. We Need You. project.

Requestors: Mollie Marti, Thrive Mount Vernon
319-361-7691 or ThriveMountVernon@gmail.com
Jennifer Holub Tischer, Middle School Counselor (on behalf of Thrive Mustangs and approved by Superintendent, Dr. Gary O'Malley)
319-895-6254, Ext. 3006 or jholub@mountvernon.k12.ia.us

Goals: (1) Since You Matter. We Need You. Logo shirts were offered for purchase through the Community Resiliency Project earlier this year, positive response by students, staff, parents, and community members has been significant. Many students, staff, and parents are wearing them every Wednesday, and many others have requested another opportunity to obtain one. Of course, unfortunately, there are quite a few students whose families simply cannot afford to purchase shirts. Some of these students are those most in need of internalizing this vital message.

Funding for this project could allow every student, teacher, and MVCSD staff member to obtain a shirt and help us move toward our goal that every student and person in our community is reminded he or she matters and that his or her unique contribution is needed by our community.

(2) As an added benefit, all staff members and students would have at least one "Mount Vernon" shirt - many new students, student teachers, new staff, or those with fewer resources, do not have any clothing with a school logo or colors. This goal is to increase a sense of belonging and community for all.

Process: Provide a maroon, logo tee-shirt to every Mount Vernon student (Preschool - 12th) and all teachers & support staff. All staff are invited them to wear the shirts together each Wednesday throughout the 2013-2014 school year. Students are free to wear them on "Mustang Fridays", on Wednesdays with staff, or any day they'd like! We plan to also expand this project into the community, asking local businesses and organizations to encourage their staff to join our school community in the wearing of these shirts.

Background: For the past three years, Thrive Mount Vernon and MVCSD have been collaborating with the Community Resiliency Project (www.crproject.org) to develop a collective focus on building resiliency throughout Mount Vernon, especially within youth. Thrive Mount Vernon represents the Project's work within our community.

In order to capture and coordinate district-focused efforts to meet the social-emotional needs of our students and help them build resiliency and related skills, last year we grouped our district-wide initiatives under the umbrella of "Thrive Mustangs". The three main goals of Thrive Mustangs are: (1) developing resiliency within each and every child and throughout our community (2) normative change

related to development of relationships with positive, caring, trusted adults and youth seeking help from them and (3) suicide prevention/intervention.

Examples of Thrive Mustangs initiatives supporting these goals include:

- Community Resiliency Project's Youth Resiliency Model
- Youth Developmental Assets
- On-site mental health service providers
- Mustang Leadership Camps
- Middle School Lunch Bunches
- Cornell Success Lab
- Mentoring
- And more!

The premise of the You Matter. We Need You. project when directed toward youth is:

"You Matter. We appreciate you and are glad you're here. You are surrounded by caring adults dedicated to helping you thrive. Ask for help. And pass it on by using your time, talents, and skills to make life better for others today. We Need You."

This project is also directed toward adults in the community with this message:

"You Matter. We appreciate you and your time, talents, and skills. Thank you for helping raise healthy, resilient youth. Together we can support the development of each and every child in Mount Vernon. We Need You."

Developmental research shows that a sense of mattering is positively related to self-esteem, self-efficacy, perceived social support, integration, and academic success. It has been negatively associated with alienation and juvenile delinquency. A 2005 study found that those who feel they matter are significantly less likely to experience depression and suicide ideation. Although not a panacea to poor mental health, having someone else convey they care makes one feel more worthwhile as a person and supports a stronger sense of purpose.

Additionally, nearly all of the research upon which we base our Thrive Mustangs strategies strongly supports the identification of and development of strong relationships with positive Trusted Adults (in addition to parents). These Trusted Adults, upon whom youth can rely and go to when help is needed, are nothing short of critical as a protective factor in supporting personal resiliency and lessening the likelihood youth will engage in risky behaviors.



Amount Requested: We have requested bids from three separate companies. A Mount Vernon-based screen printer, One Mission Fundraising, has provided the most competitive quote of \$3.90 per shirt (compared to \$5.50 from the highest bid).

Our total funding request includes funds for 1526 shirts (1296 students, 155 staff, 75 to provide to new students, teachers, staff, student teachers, and incentives) for a total amount of \$5951.40.

\$5951.40	TOTAL NEEDED
- \$3000.00	Donation from MVCSD Foundation
- \$ 401.40	Community Resiliency Project fundraiser
- \$ 300.00	<u>Donation from Mount Vernon family</u>
\$2250.00	
- \$ 250.00*	Request to City of Mount Vernon
- <u>\$2000.00*</u>	<u>Request to MVCSD WETAP and PRIDE organizations</u>
\$ 0.00	

*Pending Requests

Funding: We have received donations from the MVCSD Foundation, Community Resiliency Project, and a Mount Vernon family in the amount of \$3,701.40. We have pending requests before the WETAP and PRIDE parent school organizations. If these requests are not fully funded, we will turn to additional private donors to complete this project. We are requesting \$250 from the City of Mount Vernon, which is the amount that was listed in The Sun for community resiliency efforts during February, 2013 budget discussions. These funds not only will bring us one step closer to fully launching this project, but they also will stand as a statement of support for our efforts to unify community and support youth.

Summary: Our goal is to create a community-school environment in which all our children THRIVE. Research soundly indicates that two of the most important environmental factors are impacting a sense of mattering and increasing connections with trusted adults. Thank you for your support in bringing the developmental research to life for our students, reminding them in a powerful way that they are surrounded by caring adults in our community who see and celebrate their unique worth and contributions.

You Matter. We Need You.