

Diverse Ways Corporations Support Youth Mentoring

IMPACT Webinar Series



October 2018

Moderator & Panelists



C.T. Ransdell

Mass Mentoring Partnership



Amber Roos

Altria



Jess Anna Glover

MENTOR Minnesota



Rebecca Crossley

ALKU



Elizabeth Bass

VA Mentoring Partnership



Catharine Shay

3M

MENTOR Overview – www.mentoring.org



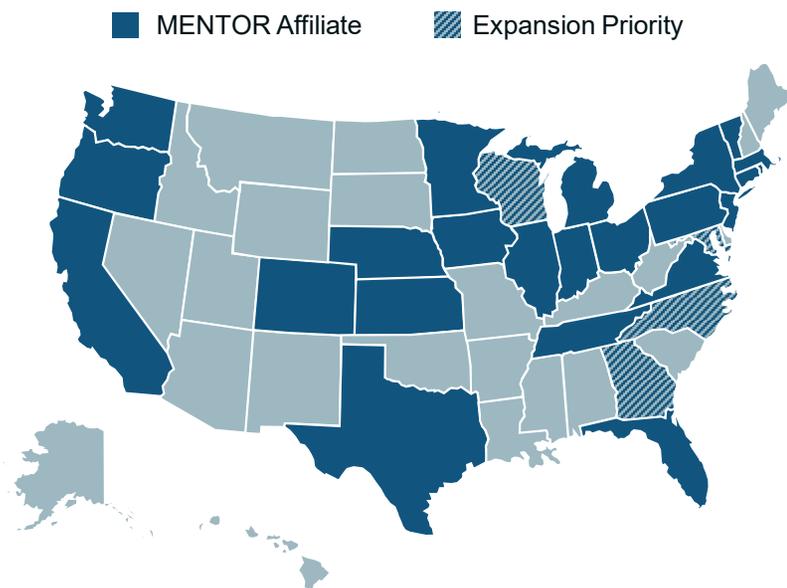
MENTOR's Mission is to fuel the quality and quantity of mentoring relationships for America's young people and to close the mentoring gap for the one in three young people growing up without this critical support.

- Nationally recognized field leader with more than **25 years of experience**
- Demonstrated results and impact grounded in a **community responsive approach**
- Proven ability to help **unlock new public and private dollars** and engagement in mentoring
- Successful **cross-sector and collective impact convener**
- Member of the **Social Impact 100**, America's 100 top-performing nonprofit organizations

MENTOR's National Program Network



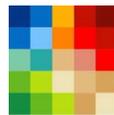
MENTOR's National Footprint



26 affiliates serve as catalysts of the state/local mentoring movement



MENTOR's Public/Private Partnerships



Altria



Genentech
A Member of the Roche Group

Deloitte.



JPMORGAN CHASE & CO.

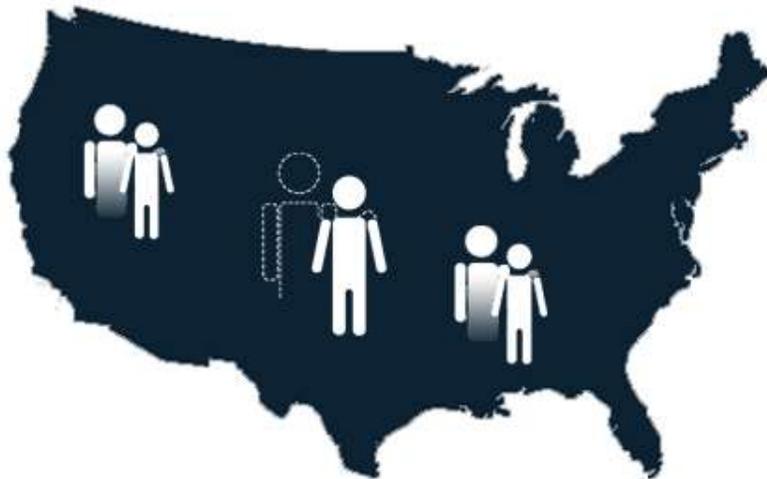


STATE STREET®

The Need for Mentoring

One in three young people are growing up without a mentor.

This is the mentoring gap in America.



46 Million

All young people
ages 8-18

22 Million

Young people with
no risk factors

24 Million

Young people facing
risk factors

15 Million

Had a mentor
2.4M structured
12.6M informal

15 Million

Had a mentor
4.5 M structured
10.5M informal

7 Million

Never had a mentor

9 Million

Never had a mentor

The Mentoring Effect

WITH A MENTOR, AT-RISK YOUTH ARE:



55%

more likely be enrolled in college



78%

more likely to volunteer regularly in their communities



130%

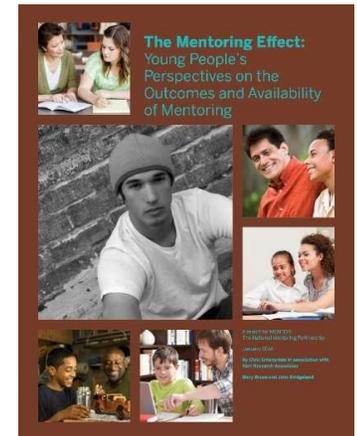
more than twice as likely to say that they held a leadership position in a club or sports team



90%

Respondents who had a mentor said they are now interested in becoming mentors

Research has consistently shown that mentoring has a positive effect in improving outcomes for young people with mentors versus those that do not.



Spotlight on Mass Mentoring Partnership & ALKU





ALKU & Mass Mentoring Partnership

Successful Business + Mentoring Engagement

October 30, 2018



C.T. Ransdell

Director of Development
Mass Mentoring Partnership



Rebecca Crossley

Brand Marketing Manager
ALKU

Connect With Us!



@MassMentoring
@LifeatALKU



ctransdell@massmentors.org
rcrossley@alku.com



/MassMentoring
/LifeatALKU



www.massmentors.org
www.alku.com





ALKU

Highly specialized consulting services firm nationwide





Our **HISTORY**

- ▶ **ALKU & MMP establish relationship off shared interest in mentoring (2012)**
- ▶ **ALKU participates in Rodman Ride for Kids to support MMP (2012)**
- ▶ **ALKU inducted in Corporate Mentoring Honor Roll (2013-2014)**
- ▶ **Mark Eldridge, Founder and CEO of ALKU, joins MMP's Board of Directors (2014)**
- ▶ **ALKU Scholarship created (2015)**
- ▶ **ALKU selected as one of 25 Mentors of MMP throughout organization's 25 year history (2017)**
- ▶ **MMP and ALKU representatives present on partnership at National Mentoring Summit (2018)**

- ▶ **There is a shared belief and connection in the work being done.**
 - Employees at ALKU are consistently educated on the mentoring cause and its identified programs
 - Some employees serve as mentors in a participating partner mentoring program
 - ALKU executives frequently attend, support, and in some cases sponsor mentoring events hosted by MMP, Big Brothers Big Sisters, Family Services of Merrimack Valley, Best Kids Inc., and more
- ▶ **There are multiple champions of mentoring and MMP at ALKU**



**Belief +
Connection**

Ways We Work Together

Employee Engagement

Volunteerism, making information accessible, getting to know employees, encouraging content

Financial Support

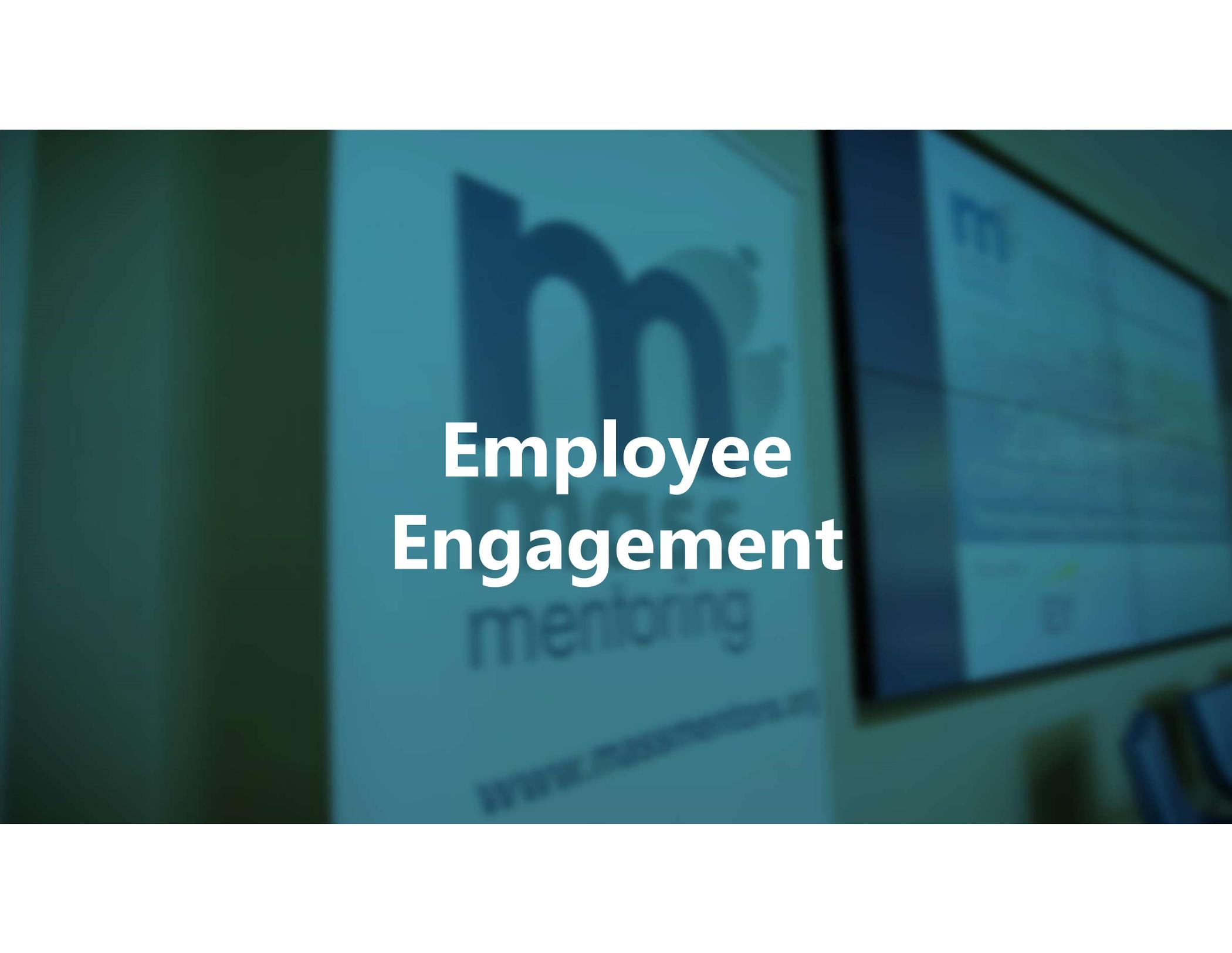
Event sponsorship, P2P fundraising, individual contributions

Board Engagement

Contribute to governance of MMP including policies, practices, programs & processes that support our mission-driven work

Marketing/Brand Alignment and Public Awareness

Strategic partnership focused on the greater good

The background is a blurred office scene. On the left, a poster features a large blue 'm' logo and the text 'EMPLOYEE mentoring' below it. To the right, a computer monitor displays a grid-like interface, possibly a calendar or project management tool. The overall color palette is muted, with blues and greys.

Employee Engagement



Employee Engagement

ALKU Scholarship

- ▶ **ALKU Scholarship**
 - Created in 2015, the ALKU Scholarship is a \$20,000 college scholarship for rising high school seniors who are in a mentoring relationship.
- ▶ **How does MMP harness this engagement opportunity?**
- ▶ **How does ALKU maximize this opportunity for employee engagement?**



Employee Engagement

Rodman Ride for Kids

- ▶ **Rodman Ride for Kids**
 - Since 2012, ALKU and MMP have participated in the Rodman Ride for Kids, the largest single day athletic fundraiser supporting at-risk youth.
- ▶ **How does MMP harness this engagement opportunity?**
- ▶ **How does ALKU maximize this opportunity for employee engagement?**



Employee Engagement

Events & P2P

➤ Events

- Cheers to Mentoring
 - **Committee, Attendance, Presentation of ALKU Scholarship**
- Champions of Mentoring
 - **Committee and Attendance**

➤ How does MMP harness this engagement opportunity?

➤ How does ALKU maximize this opportunity for employee engagement?

The background is a blurred image of an office or meeting room. On the left, a poster or sign features a large lowercase 'm' logo and the text 'mass mentoring' below it. To the right, a computer monitor displays a webpage with various text and graphics, though they are out of focus. The overall color palette is muted, with shades of blue and green.

Financial Support

Financial Support

- ▶ **Sponsorship**
 - Champions of Mentoring
 - Cheers to Mentoring
- ▶ **Individual Giving**
 - Executive and employee giving to appeals, mission ask at events, P2P campaigns
- ▶ **P2P Fundraising**
 - Employees volunteering to raise funds from their network
- ▶ **ALKU “Calling Hour”**
- ▶ **ALKU Gives Back**
 - ALKU program to encourage rounded up deduction from clients

The background is a blurred image of an office setting. On the left, a poster or sign features a large lowercase 'm' logo above the text 'mass mentoring' and a website URL at the bottom. To the right, a computer monitor displays a webpage with a grid layout. The overall color palette is muted, with shades of teal and grey.

Board Engagement



Board Engagement

- ▶ **Mark Eldridge joined MMP's Board in 2014.**
 - Mark is an active champion of MMP's work, leading by example through participating in the Rodman Ride for Kids, encouraging employee participation in ALKU's partnership with MMP
 - **Leads by example**
 - **Executive insight and governance support to MMP**
 - **ALKU actively participates in multiple events and P2P fundraising opportunities**
 - **ALKU supports the greater field of mentoring**

The background is a blurred image of a computer monitor and a document. A large, lowercase letter 'm' is visible on the document. The overall color scheme is dark blue and teal.

Marketing/Branding Alignment and Public Awareness

Marketing, Branding, and Public Awareness



► Marketing/Awareness

- Corporate Mentoring Honor Roll
 - **Over 35 companies in Massachusetts recognized in media and at the Corporate Mentoring Summit**
- Mentoring Night at Fenway Park
 - **Recognized on the boards, centerfield, and 1,000+ shirts worn by matches**
- Articles/placements in local media
 - **Recognizing scholars and ALKU's support for mentoring**

The Importance of Stewardship

01

Operational Management

Sound fundraising, mission clarity, donor appreciation, multiple giving opportunities

02

Integration

Integrate stewardship, volunteerism, and events

03

Create a Culture of Generosity

Stewardship in employee volunteerism creates a culture of gratitude and generosity

04

Champions Lead the Way

Stewardship leadership by champions within companies through involvement in wider organizational roles has a significant impact on organizational goals

05

Welcome Champions to Organizational Activities

Opportunities for nurture through welcoming champions and supporters to organizational culture-building events, encouraging a shift of self-image from donor to stewarding a trusted partner

06

Engagement in Your Mission

Engagement in your mission reveals a clear organizational DNA and mission as the basis for an effective partnership



- ▶ Develop a stewardship section on your website
- ▶ Host an appreciation event for employees/champions of businesses
- ▶ Profile champions and supporters in your communications and share with the company's marketing team
- ▶ Create a stewardship report template you can use for different corporate supporters.
- ▶ Ask accountants/financial managers to help you tell a story with your budget.
- ▶ Have existing program-based committees? Invite supporters to participate in review committees, data analysis, mobilizing for policy advocacy, etc.



To Take Back to the Office

Stewardship Activities

- ▶ Be thoughtful – make notes of personal details you hear in conversation with supporters. People will always appreciate the fact that they were *heard*.
- ▶ Genuinely make an effort to get to know your supporters. Pick up the phone or meet them in-person. Is their team meeting for a weekly lunch? Do they do a group bike ride? Ask if you can join just to get to know them.
- ▶ Always write acknowledgments to not only the decision-maker at a corporation, but to your contact(s) at the company as it will go a long way as well. It's a relationship, just like any other, that needs to be nurtured.
- ▶ Share breaking news with them before the general public



To Take Back to the Office

Stewardship Activities



Company = Group of People

Spotlight on VA Mentoring Partnership & Altria



Success360°

- Leading organizations
- Long history of partnering with Altria
- Proven-effective programs





25 YEARS
MENTORING
MENTORS

Through our partnership, VMP has benefited from:

- Board service and leadership
- Financial investment in program services and event sponsorship
- Skills-based volunteering from employees
- Access to special workshops and trainings



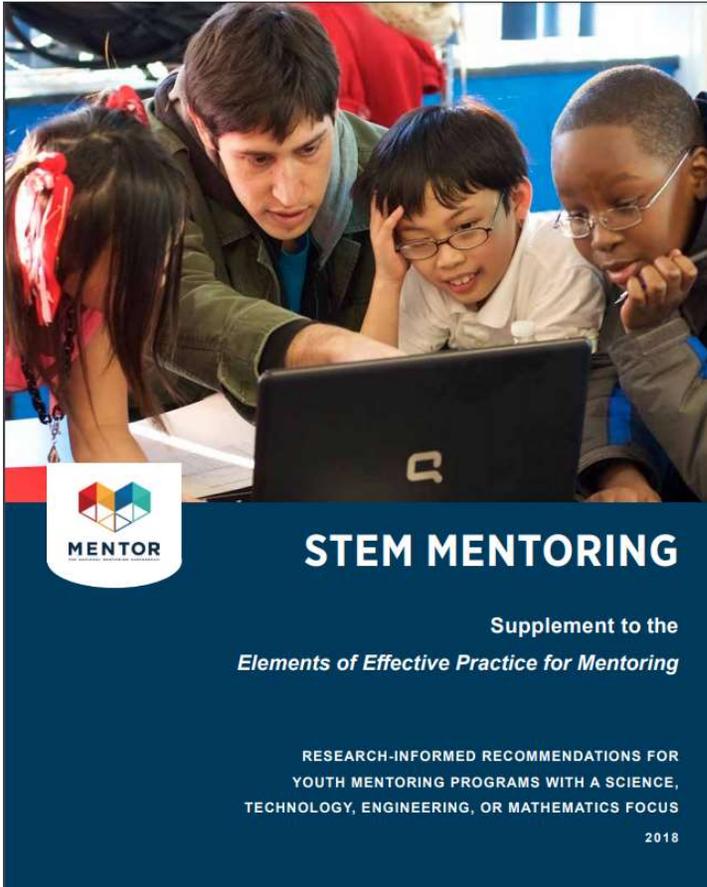
Altria

Through our partnership, Altria has benefited from:

- Local relationship with Affiliate of a national organization, in their headquarters' hometown
- Alignment with positive youth development organizations
- Model and thought partner for engaging youth organizations around best practices

Spotlight on MENTOR Minnesota & 3M







STEM Supplement to the Elements of Effective Practice for Mentoring™ Checklist

This Supplement is intended to provide additional research-informed recommendations for youth mentoring programs with a science, technology, engineering, or mathematics focus. These programs often have different approaches and outcomes than traditional mentoring programs, and this guide is intended to provide additional guidance. Please note that STEM mentoring programs should still strive to adhere to all of the practices recommended in the full *Elements*, with special consideration for the recommendations noted here. To access the full STEM Supplement on MENTOR's website, [click here](#).

1. RECRUITMENT

Mentor Recruitment
Program recruits mentors whose skills, motivations, and backgrounds best match the goals and structure of the program. (B.1.3)

- **STEM Recommendation:** Recruit volunteers with scientific backgrounds or current employment in a STEM field to serve as mentors, particularly if mentors will be teaching STEM content, leading complicated STEM activities, or serving as role models to mentees who are members of a group (e.g., African Americans, women) that is underrepresented among students majoring in a STEM field or among employees in a STEM job.
- **STEM Recommendation:** Recruit mentors who express interest in developing a supportive, caring relationship and friendship with their mentee(s), and not just promoting their mentees' interest in, or commitment to, a STEM career.

Mentee and Parent or Guardian Recruitment
Program recruits mentees whose needs best match the services offered by the program. (B.1.7)

- **STEM Recommendation:** Program engages in recruitment strategies directed at potential mentees that show people who are working in STEM careers as part of a collaborative community of talented, interesting people.
- **STEM Recommendation:** Program engages in recruitment strategies showing people working in STEM who are concerned with helping people or applying their work to improving the world.

2. SCREENING

Mentor Screening
Program has established criteria for accepting mentors into the program as well as criteria for disqualifying mentor applicants. (B.2.1)

- **STEM Recommendation:** Emphasize screening for mentors who:
 - Exhibit strong social skills (in addition to strong subject matter expertise).
 - Are willing to talk about their personal experiences in the STEM field, especially in programs designed to help youth overcome systemic or personal challenges to a STEM education or career.

www.mentoring.org 1



Additional Resources from MENTOR

- **Mentoring Connector**
 - National database of mentoring opportunities
- **National Mentoring Resource Center**
 - National clearinghouse of tools, resources and practices
- **Collaborative Mentoring Webinar Series + IMPACT Webinar Series**
 - Free webinars by practitioners for practitioners
 - November 28 @ 2pm ET – Masculinity Guide
- **Elements of Effective Practice for Mentoring (including supplemental guides)**
- **National Mentoring Summit**
 - Washington DC from January 30 – February 1, 2019