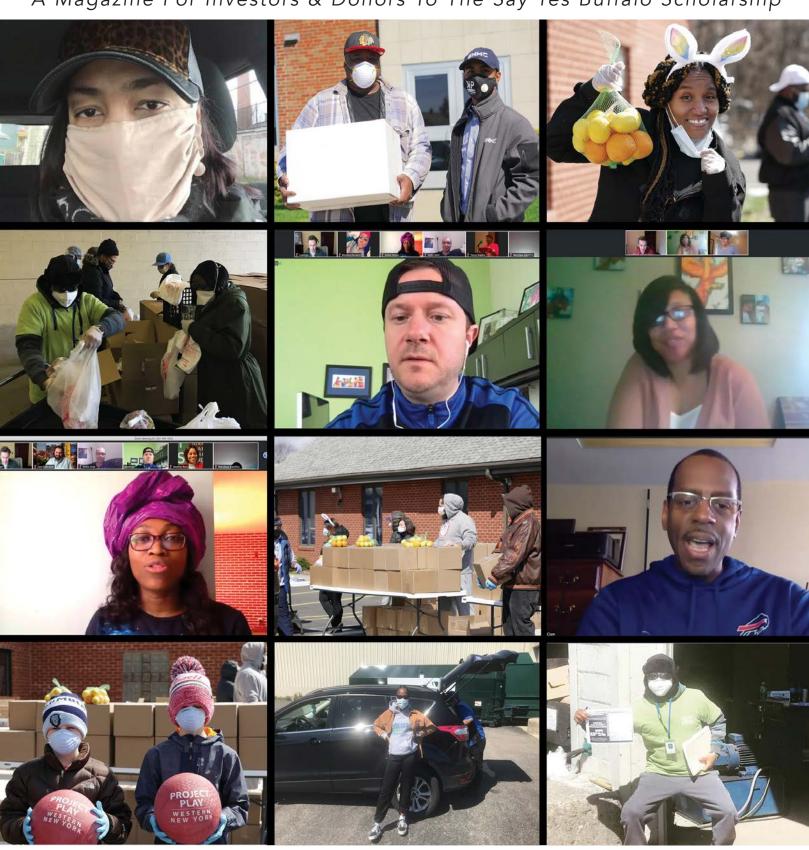


## GAMECHANGER

A Magazine For Investors & Donors To The Say Yes Buffalo Scholarship



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Cover: Say Yes staff adjust to demands of virtual programming and basic needs services for students and families.

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#### LAUNCHES COVID-19 TECHNOLOGY MINI CAMPAIGN

During these recent months an immediate and critical need that has risen to the surface is our scholars' need for reliable technology in order to continue their studies, much, if not all, of which has shifted into the virtual realm. The technology divide has never been more apparent and in response Say Yes Buffalo has launched a COVID-19 Technology Campaign to raise funds to provide a computer to as many Say Yes scholars as possible.

Our Say Yes teams have adapted all programming to best serve our community at this time; from online Community Schools Saturday Academies, to virtual check-ins with students and families, to food and basic needs deliveries, to webinars for our scholars. Our team is reaching out to place well-check calls to Buffalo Public Schools high school seniors and our over 2,000 Say Yes scholars to assess and support their mental health, technology, and basic needs. Our Family Support Specialists continue to manage their caseloads and as they are deemed essential workers, they continue to meet with families in person, utilizing social-distancing best practices.

The needs of our scholars are significant: 50% of our Say Yes scholars have a family income below \$25,000, and 70% are below \$50,000. A postsecondary degree puts our young people on a path to employment and a brighter future. Without the proper technology, our students will face yet another barrier to success.

Many of you have reached out to ask how you can help. We hope you will consider making a gift to the Say Yes Buffalo COVID-19 Technology Campaign. A gift of \$260 will cover a laptop for a Say Yes scholar plus a match to our scholarship endowment. Please support our campaign at https://sayyesbuffalo. wedid.it/campaigns/7543, or mail a gift using the envelope enclosed in this magazine.



The COVID-19 Technology campaign is powered by TechNet.

#### A Letter from the Say Yes Buffalo Scholarship Chair

I hope this update finds you and your families healthy and safe during these truly unprecedented times. During these past few months, Say Yes has been focusing on the health and safety of our students, families and community and I am excited to share some highlights of this work in this new issue of *Gamechanger*.

Say Yes Buffalo remains on the frontline helping families amidst this national pandemic. In each program where students are touched, we are continuing to serve in-person when safely able to do so as well as virtually. From home visits to basic needs and food deliveries to virtual programming, our needs are met.

During these recent months an immediate and critical need that has risen to the surface is our scholars' needs for reliable technology in order to continue their online studies. The technology divide has never been more apparent and in response Say Yes Buffalo is launching a COVID-19 Technology Campaign to raise funds to provide a computer to as many Say Yes scholars as possible.

Additional information can be found on page three of this magazine and at sayyesforever. There is Say Yes Buffalo COVID-19 Technology Campaign, A gift to f\$260 will cover a laptop for a Say Yes scholar plus a match to our scholarship endowment.

I wish you the best as we navigate these uncertain times and as always, we thank you for your generous support which makes our work possible.

Be well,

Which is the support for this initiative from our board and I hope you too will consider making a gift to the Say Yes Scholarship Board

GAMECHANGER | SPRING 2020



# ntinuing our service

to students and families in light of COVID-19

Like many nonprofit organizations, the programs and serviced delivered by Say Yes Buffalo took a dramatic shift in light of the COVID-19 outbreak. In less than a week in mid-March, almost every program area was tasked with developing and implementing new virtual strategies to remain engaged with students and families. Say Yes Buffalo's Preventive Services Program is the only area to remain an essential function as part of the New York State on Pause Executive Order. In the face of extreme odds, the team rallied and adapted to a huge deviation from business as usual.

Since 2016, Say Yes Buffalo has partnered with Buffalo Public Schools to implement its Strong Community Schools initiative. At the crux of Community Schools is Saturday Academy, where over the course of the school year, more than 50,000 Buffalo residents visit the 21 Community School buildings for free enrichment activities each Saturday. With the closure of school buildings for the remainder of the year, the team has embarked upon weekly Virtual Saturday Academy activities! Using the Zoom video conference platform, the team is able to broadcast the weekly activities from Zoom to Facebook Live. Since the first Virtual Saturday Academy on April 4, more than 2,000 unique users have attended weekly. Additionally, the team has broadened its online presence and is now offered workshops throughout the week in partnership with Buffalo Public School's Parent Centers. Some sessions have included a Sickle



Say Yes staff and volunteers at an Easter food and sports equipment giveaway



Cell Support Group for Caregivers, a week of virtual college tours geared toward high school juniors and seniors, and job readiness sessions, helping parents to "pandemic proof" their resume as they look for job opportunities.

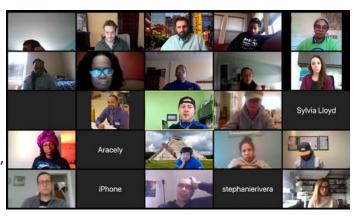
For Breaking Barriers, Say Yes Buffalo's Boys and Men of Color Initiative, what once was a bi-weekly in person Saturday meeting has morphed into a daily check-in. At noon every day, Monday through Friday, the young men who are part of Breaking Barriers are engaged in activities to ensure they are persisting through the school year and staying encouraged.

The Internship and Career Pathways Program, Mentoring Program, and Scholarship Team have also redirected their student outreach to virtual methods. The spring semester is primetime for all three programs to recruit students and make sure they've applied for Say Yes Buffalo's scholarship and grants. Engagement has shifted to phone calls, weekly emails, a private group on Facebook to remain engaged with other students and mentees and a new texting platform. The annual Say Yes to 100% completion campaign annually rewards the graduating class with incentives to make sure they complete their scholarship applications. Despite the inability to connect with students in-person in their school buildings, Say Yes Buffalo scholarship application is currently at 93% and rising!

The commitment to students and families shines brightest in our Preventive Services Program, where our Family Support Specialists were designated as essential and have maintained in-person contact with the students and families they serve. With the closure of school buildings, the daily routine of many



Above: The internship team meets with scholars. Below: SYB staff meet for Virtual Town Hall, and Chef Bobby leads a cooking demonstration to a Virtual Saturday Academy.







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## Supporting Local Businesses and Our Students: A Win-Win!

As a result of the COVID-19 outbreak, partnerships between Say Yes Buffalo and two local businesses have emerged. The Tree House Toy Store hosted an online campaign where donations of \$25 can be made for the purchase of games and toys for children. The community response has been unbelievable and hundreds of toys and games have been put into the households of the Say Yes Buffalo Preventive Services families.

Similarly, donations were being collected to support \$25 gift certificates to Talking Leaves Bookstore for Say Yes Buffalo's "Book It" Drive. Gift certificates will be given to Say Yes scholars to purchase books from the local business.

families has been shattered. Parents and guardians rely on schools being open so they are able to work throughout the day. They also rely on the food security provided through school. The absence of this structure coupled with a steadily increasing unemployment rate highlighted the disparities our families face in regards to basic needs, food insecurity, and access to technology. Our Preventive Services Team are on the frontline helping these students and families navigate these tough times. In less than a week, the Say Yes Buffalo office was transformed into a distribution site for donated baby formula, diapers, toilet paper, cleaning supplies, school supplies and more. From our office, these items are distributed to our families in need on a daily basis while our Family Support Specialists continue with their regular duties of child welfare.

Our students who are enrolled in college were also swiftly transitioned to online learning environments which shed light on the lack of access to the technology required for distance learning. Quickly, we learned from our local college partners that many students did not have the personal devices nor access to the internet to complete their work remotely. Through the Say Yes Buffalo Operating Committee, a subgroup has formed to tackle this digital divide that our students who come from

economically disadvantaged backgrounds are faced with. Through funding from the WNY COVID-19 Community Response Fund, Say Yes Buffalo has been able to put laptops in the hands of local students who needed them most. To date, more than XX number of laptops have been distributed locally. In response to the technology needs, Say Yes Buffalo has launched its COVID-19 Technology Campaign aimed at providing as many scholars with a laptop as possible.

Understanding the stress and anxiety our scholars were faced with as a result of the COVID-19 outbreak, the Scholarship Board updated guidelines for students who may be negatively affected this semester. Through the scholarship appeals process, any student whose grades or credit attainment was affected will be granted an automatic appeal approval and will not lose their eligibility for Say Yes Buffalo scholarships and grants.

The remainder of the year for our public school and college students is unknown, but what will remain true is Say Yes Buffalo's commitment. As our community traverses this unprecedented time, Say Yes Buffalo will remain an anchor to help students and families navigate the uncertainties and challenges.



Above: Say Yes Community Schools Team arranged a technology giveaway in March with Mission: Ignite, powered by the Buffalo Niagara Medical Campus.

## Support the Say Yes Buffalo COVID-19 Technology Campaign

During the past month, an immediate and critical need has risen to the surface—many of our scholars are in dire need for reliable technology in order to continue their online studies. As a result of this discovery, Say Yes Buffalo is launching a COVID-19 Technology Campaign with a goal of funding a computer to as many Say Yes scholars as possible. A gift of \$260 will cover a laptop for a Say Yes scholar plus a dollar-for-dollar matching gift to our scholarship endowment. Help keep our scholars on course, support the COVID-19 Technology Campaign today!



## STATEMENT ON THE MURDER OF GEORGE FLOYD

To our students, families, and partners,

There are a number of statements out on the murder of George Floyd and the following protests; I hope you'll read another. I don't pretend to have the most important voice, or the loudest. I've tried to lead through action at Say Yes Buffalo, but my voice, and our collective voice matters. I've worked on this for days, and still don't know if I have the right words, but here are my thoughts:

The murder of George Floyd is wrong.

The third murder of an African American by law enforcement in three months, on the heels of so many others over so many years, is wrong. This is heartbreaking, and enraging. Why is this OK in the United States of America in 2020? Why does this keep happening? Why are certain individuals so threatened by people of color? Why are people of color not treated with the kindness, dignity and respect they deserve? How do we heal, when the next murder is always around the corner? I can't answer those questions, but I know it is wrong. So what can we, individually and as an organization, do about this?

As an organization, Say Yes Buffalo will continue to lead through our actions, and more. I know that our work matters, and is critical long-term to students and families in the City of Buffalo. Access to education and good paying jobs matters, and is more important than ever. At Say Yes, I want us to continue to think big. I want us to continue to fight for the educational equity our students deserve. I want us to grow as an organization, so we can impact more students and families with quality services, and continue to hire a talented, diverse team to lead our efforts. We will continue to promote our talented colleagues of color from within, and maintain a diverse workforce, that is currently 68% individuals of color. We will double down on spending our money with businesses owned by people of color. We will expand our organization into workforce to lead on jobs and employment, to ensure our scholars have access to well-paying jobs. Finally, as an educational organization, we will be far more direct on the importance of equity and opportunity for people of color going forward, made harder by a city with a history of racial and economic segregation. Our equity agenda will be reflected in everything we do, and everything we put out.

Is this enough? No. There is so much work still to be done. So what will you see from me? I have personally reached out to leaders in the African American community, informing them that I will use my voice, that I will move to action, and that I am, and will be, an ally. I will lead with actions, and words, going forward.

In solidarity,

David Rust, Executive Director

## TRANSITION FROM NATIONAL

## Say Yes Transitions to Local Governance

This Spring, Say Yes Buffalo will achieve an important milestone that was established at our inception in 2011. Beginning July 1, 2020, our local board will formally assume governance for all Say Yes Buffalo programs, personnel, and operations from Say Yes to Education, Inc.

Say Yes to Education, Inc., awarded Buffalo a \$15 million grant in 2011 that launched the Say Yes Buffalo partnership. It has since provided an additional \$6 million to support the growth and operations of this collaborative endeavor. We are indebted to founder George Weiss for this extraordinary commitment to our students and our city.

The Say Yes Buffalo Scholarship Board, which was originally established to raise money for and manage scholarships, is the local legal entity assuming responsibility for all aspects of Say Yes Buffalo. Say Yes Buffalo Executive Director David Rust will now report directly to this Board and both Say Yes Buffalo's program budget and scholarship budget will flow through this entity.

From inception, the goal was to see Say Yes Buffalo sustained and governed locally. With this governance shift, day-to-day the Say Yes Buffalo organization will look, feel, and operate exactly the same. Its name and mission will not change. No staff positions will be impacted. Most important, services to students and families will look exactly the same. The two collaborative governance bodies comprised of community stakeholders that have guided the work of Say Yes Buffalo since inception, the Community Leadership Council and the Operating Committee, will continue their important roles.

Fiscally and operationally Say Yes Buffalo has never been stronger. We have raised a total of \$70 million to fund scholarships for Buffalo students, grown our staff to nearly 100 and are in the process of finalizing plans to begin the build out for a new headquarters on Jefferson Avenue later this year.

The impact and outcomes of our work will remain strong as our organization transitions to independence and complete local operation.



## **UP IN THE SINGLE MOMS CLUB**

#### Parent Center Event Flourishes



For any parent, almost no community resource is as crucial to raising their children to be successful as the school their children attend. This is especially true for single mothers around our city who shoulder so much of the responsibility in raising so many children in Buffalo schools.

Talking with community members in the East Zone, it became apparent several years ago that single mothers could benefit from programming that could help them refresh mind and body and provide a fun and relaxing experience within the confines of a community school.

Spearheaded by Zenata Everhart and Senator Tim Kennedy, **Say Yes Parent Centers** began hosting the Single Moms Club in February 2018, holding two or three events out of school buildings throughout the city, as well as additional events in other locations in the community.

The events have become very popular, drawing between 80 and 125 moms at each event. Offering child care, dinner, along with a host of activities and programming, the Single Moms Club fills an important social role for hard-working moms who rarely get time for themselves. While each event is tailored to the needs and cultural fabric of the location, the mainstay is a painting activity called "Paint the Town."

"The moms sort of drive what each event looks like," says program director Gellenia Smallwood. Other activities can be dance workshops, henna tattoo-making, exercise classes, clothing giveaways, or manicures. Each event features some form of health-centered programming across the spectrum including mental health, women's health, and dental hygiene, and each event includes 10-15 vendors like Girl Scouts of America and BlueCross BlueShield, which is a major sponsor of the Single Mom's Club.



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## **SCHOLARSHIPS, UNLIMITED**

## Two Local Colleges Expand Scholarships For Say Yes Scholars



Say Yes scholars will have increased access to the nursing programs at D'Youville College.



Hilbert College has a highly ranked Criminal Justice program.

In a huge development for Say Yes scholars looking for more options to pursue education closer to home, last winter two colleges removed the cap on the number of Say Yes students able to receive full scholarships. Hilbert College and D'Youville **College** both announced that they would extend full scholarships to all Say Yes students who are admitted to their colleges.

The academic offerings available at both schools deepen the pool of opportunities available to Say Yes scholars as applicants. Innovative and popular programs at Hilbert College including Criminal Justice and Forensic Science and Technology and the excellent nursing program at D'Youville College are among the programs that many future scholars will enjoy.

In addition to extending scholarships to all Say Yes applicants, Hilbert also made available housing at no cost to a select number of incoming Say Yes scholars. The leadership and vision shown by these two institutions is tremendous, and very appreciated by **Buffalo students!** 

## **SYB MILESTONE**

## Say Yes Scholars Become Team Members

The past six months has seen a milestone for the agency in the hiring of not one, not two, but three Say Yes Scholars. Amber Quinney (Hutch Tech) was hired as executive assistant to director David Rust; Kameron Jackson (Oracle High School) was hired as Community Schools Specialist, working alongside program director Ms. Tanya Staples; and Jennifer Ray (South Park) was hired as an assistant in the Internship and Career Pathways Program. As part of the first cohort of Say Yes scholars graduated high school in 2013 and have now earned college degrees, we see this development as a sign of things to come in the future and a reminder to us all that this is why our mission remains so important to our community. Congratulations Amber, Jennifer, and Kameron. We look forward to your wherever your budding careers will take you!







## ON THE MOVE!

## Farewell Wil Green, Carol Maurer, & Esther Annan!

We'd like to thank three people who have played an integral role in our evolution as an agency who have moved on in recent months. East Side Zone Leader Wil Green accepted a position as the Director of School and Community Partnerships at Canisius College, and Esther Annan has recently accepted a role as Program Officer for the John R. Oishei Foundation. Meanwhile, Carol Maurer resigned from her post as the Director of School-based Services to enter retirement. We wish them the best of luck and happiness in their new endeavors. It's very hard to imagine where we would be as an organization without the contributions of Wil, Esther, and Carol. Many thanks and congratulations to you all!



Three longtime staff involved in direct care services to at-risk families in our school-based programs have been recently elevated to leadership positions. These promotions reflect the strength of their commitment to our mission and their care for their families and fellow team members. Amanda was named Senior Director of School-Based Services, Sylvia was named Director of Preventive Services, and Liz was named Family Support Specialist Supervisor in our Health Homes division. The families and community we serve are in good hands with women like these at the helm!



Carol Maurer



Wil Green



Esther Annan









## **BARRIERS, BROKEN**

## Second Cohort Graduates From Youth Leadership Council

A beautiful ceremony featuring song, African drumming, awards, and prayer celebrated the graduation of 11 new members of Breaking Barriers in January.

Launched only two years ago, Breaking Barriers is a leadership council for young men of color from ages 12 – 24 years old. The goal of the council is to expand the capacity of boys and young men of color and empower them to become agents of change in their community, and advocate for social justice, racial equity, policy change, and ultimately, improved life outcomes.

This year's 11 joined last year's inaugural class of 25 on a council of over sixty young men. In order to graduate from the program, youth must attend a series of bimonthly meetings on Saturday mornings which focus on the development of leadership skills, providing youth with a crucial bridge from adolescence into early adulthood. Graduates must also complete an essay about what Breaking Barriers means to them, write a letter to themselves to read in a year's time, and recruit a new member and act as a peer mentor to that youth for one year.

The young men were celebrated with their family, friends and the community and each received a Breaking Barriers jacket to commemorate this accomplishment.

Aside from the graduation, the initiative continues to invest in its members and engage members of the community to get involved and describe to young men of color their own paths to success. To experience



what the Youth Leadership Council is all about, listen the third season of the Breaking Barriers podcast, co-hosted by 2018 graduate Dwayne Sawyer.

In 2017, Say Yes Buffalo was designated by the Community Foundation for Greater Buffalo and the Greater Buffalo Racial Equity Roundtable to convene the City of Buffalo's work in the advancement of equitable outcomes for boys and men of color in the policy

target areas of early childhood, college access and readiness, career pathways and economic opportunities, and criminal justice and public safety.

Through a city-wide, collective effort, the four-aforementioned key policy target areas are explored with a lens on their effects on boys and men of color. Where identified, policies that exist that negatively impact boys and men of color will be lobbied for change.

2018 graduate and podcast host Dwayne Sawyer

## **MENTORS MEET THEIR MATCH**

## Say Yes Celebrates National Mentoring Month



Say Yes mentors and mentees

While the recruitment of mentees and mentors at Say Yes Buffalo never stops, every January our staff gives the program an extra push in recognition of National Mentoring Month. The event, held this year on the campus of D'Youville College, brought 36 mentees and 26 mentors together, some of whom were not yet matched and were there to learn more about the program. A few pairs of matched mentees and mentors shared their experiences in the

program in an open forum with the attendees, and then the group was split between matched and unmatched pairs. The matched pairs participated in a painting exercise while the unmatched pairs did a speed matching introduction activity. Currently, there are 94 matched mentor and mentee pairs enrolled in the program. Mentees are typically recruited while still in high school and looking for extra guidance and support as the v transition into college and the workplace.



## SUCCESS RIGHT OUT OF THE GATES

## Buffalo College Success Network Takes Form

A little less than a year ago, the Buffalo College Success Network was created as a result of funding from the Bill and Melinda Gates Foundation. Compromised of Say Yes Buffalo, Buffalo Public Schools, Buffalo State College, University at Buffalo, Medaille College, SUNY Erie and Villa Maria College, the collective centered on the agenda of helping more students graduate high school and get to college.

Fast-forward to today, and the work of the body has achieved so much in under 12 months.

Funding allowed for the hiring of success counselors on four campuses. These 11 colleagues were put in place to help Say Yes Buffalo scholars on their campus navigate the college experience. In each of their respective offices, Say Yes students now know that they have a trusted advocate to turn to in times of need.

Building on the success seen in Buffalo Public Schools, this initiative established or grew mental health services offered on these campuses. Where services existed, an additional counselor was put in place so that even more students have access to the mental health support they need. Where clinics did not exist, financial support was offered for startup costs as the clinicians built their caseloads. In light of the COVID-19 outbreak and the closing of campuses, appointments were switched to tele-medicine and students were able to keep their service intact.

A committee of professors and public-school educators have convened to create and implement a two-year college transition course. Graduating seniors will take the first part of this course in their high

school and when they enroll at any one of these four institutions, they will take part two of the course. The class focuses on the metacognitive skills students need to be successful when transitioning from high school to college.

With the hiring of Say Yes Buffalo's new Data Director, Christopher Lee, we've been able to assist Buffalo Public Schools in the development of their new data dashboard. The dashboard is a comprehensive overview provided at different viewpoints from district-wide, school-by-school and individual student level. It provides a glance at testing performance, attendance, behavior and more, and give administrators a tool to be able to make student level interventions. The dashboard will begin to be introduced to administrators this summer.

One strategy aimed at helping students make the transition from high school to college has been affected by the COVID-19 outbreak. Our near peer mentoring program will match high school students with current college students where in groups, they will hear from peers on what college is really all about. The goal of the program is for the students to become familiar with the college experience before enrolling themselves. The program will now be virtual and will launch in the fall of 2020.

Looking ahead, over the next 12 months until the conclusion of the grant on May 31, 2021, these strategies and initiatives will continue to advance the work forward with the goal of more students graduating high school, enrolling in college and advancing toward college completion.



















## **INTEGRAL INTERNS**

## Over 80 Hired for Paid Internships in 2019

Every August the Internship & Career Pathways Program hosts a year-end luncheon to celebrate the accomplishments of our summer interns and employer partners. This event was generously sponsored by the Buffalo Niagara Partnership and featured presentations from select scholars who spoke about their internship experiences and the projects they completed. With over 80 interns hired for spring and summer positions, this was our largest luncheon to date.

In 2019 we also introduced our Breakthrough Award, which highlights employer partners who have helped us expand in a particular industry. We honored Hodgson Russ, LLP; the Bar Association of Erie County; Hon. Susan Eagan; and the Minority Bar Foundation for their contributions to our program. With their help, nearly a dozen Say Yes Buffalo scholars had the opportunity to complete a paid internship in the legal community. Our program has grown considerably over the past five years because of our strong partnerships and we look forward to continued expansion!



## Adapting to Uncertain Times

The Say Yes Internship & Career Pathways Program is committed to supporting our students in helping them enhance their professional development skills and explore future career paths. In light of COVID-19, employers may need to adjust their summer plans. We are proceeding as if internships are still happening until directed otherwise and working to identify remote options for students. We will maintain communication with students around any changes and to support them in the application process.

We are also working to support students virtually during this time. We have created bi-weekly Zoom calls for all students who have had an internship in the past to provide a space for community and social support. This has also been established for our Ambassador Leadership Program. The Supervisor for Student Outreach also regularly conducts mental health checks with students as they are communicating regarding internships. In order to provide the support around professional skills that is normally provided through workshops, a two-part webinar series was created to discuss skills around resumes, cover letters, and virtual interviewing. These webinars were recorded and will be posted to our website so they remain a resource for students. We are also working to establish summer virtual professional development workshops for hired interns to replace the ones that usually occur in person to enhance students' internship experience.

# SAY YES SCHOLARSHIPS AND GRANTS ARE AVAILABLE TO GRADUATES OF BUFFALO PUBLIC AND CHARTER SCHOOLS

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Made possible by more than 600 investors, Say Yes Buffalo's scholarships are the fuel that make the entire initiative viable.

We are grateful for every dollar invested by our donors that goes toward postsecondary scholarships for Buffalo students including associates, bachelor and certificate programs.

Our scholarship supporters have helped us attract investors in our programs, including:

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- Say Yes to Education-National
- United Way of Buffalo and Erie County
- Wallace Foundation
- Western New York Mentoring Collaborative

If at any time you have questions about how Say Yes Buffalo scholarships and supports are funded please do not hesitate to contact David Rust at 716.247.5310 ext. 200 or drust@sayyesbuffalo.org or Emily Wyckoff at 716-247-5310 ext. 207 or ewyckoff@sayyesbuffalo.org.

Thank you for your continued support!

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### **ABOUT SAY YES BUFFALO**

Say Yes Buffalo was founded in 2012 through a partnership between the Community Foundation of Greater Buffalo Say Yes to Education, Inc., a national organization dedicated to improving postsecondary completion rates. The Western New York community has committed to fund and fundraise for the scholarship after Say Yes to Education, Inc. made an initial commitment of \$15 million to finance the development of a coordinated system of comprehensive supports and school district improvements to ensure our young people successfully graduate high school and are prepared to succeed in college. Beginning in 2020, Say Yes Buffalo has assumed 100% local governance of its operations.



To date Say Yes Buffalo investors have pledged over \$70 million in support for the scholarship.