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**YORK COUNTY
COMMUNITY FOUNDATION**

PART I GRANT APPLICATION SUMMARY FORM

APPLICANT INFORMATION

Organization: York Jewish Community Center		EIN # 23-1355127	
Address: 2000 Hollywood Drive			
City: York		State: PA	ZIP Code: 17403
Phone: (717)843-0918	E-mail: jpflaum@yorkjcc.org		Fax: (717)843-6988
Date Received 501(c)3 Status: 6/20/1955		Total Operating Budget: \$3.4 million	
Major Sources of Operating Funds (%): Program fees 50%; Membership Dues 28%; Contributions/Grants 18%			
Contact Person's Name & Title: Janine Pflaum, Community Development Director			
Mission and Purpose of Organization: <i>Our mission, as a premiere Jewish Community Center, is to strengthen and preserve Jewish culture, promote respect for diversity, and enhance the well being of our members and the communities we serve through cultural, educational, recreational, social, wellness, and child development opportunities.</i>			

PROJECT INFORMATION

Type of Application: <input checked="" type="checkbox"/> Competitive Grants Program; <input type="checkbox"/> Other (Describe)
Project Description (25 words or less): To present requested diversity services in up to 14 York County schools that do not have the available funds to provide them to their students.
Anticipated Project Timetable (month/year format): Start Date: Fall 2011 End Date: May 2012
Client Group to be Served by Project: Students and educators of York County school districts.
Geographical Area to be Served by Project: <input type="checkbox"/> York City <input checked="" type="checkbox"/> All York County <input type="checkbox"/> Northern York County <input type="checkbox"/> Eastern York County <input type="checkbox"/> Western York County <input type="checkbox"/> Southwestern York County <input type="checkbox"/> Southern York County <input type="checkbox"/> Southeastern York County
List Goals & Objectives Addressed by Project: Students and educators indicating increased awareness of personal biases and diversity knowledge. Students and educators implementing best practices and strategies received during diversity program presentations.

PROJECT FUNDING

A. COMMITTED To Date From:		B. Additional Funding SOUGHT From:	
n/a	\$0	n/a	\$0
	\$		\$
A. TOTAL COMMITTED:	\$0	B. TOTAL ADDITIONAL FUNDS SOUGHT:	\$0
C. REQUESTED FROM YORK COUNTY COMMUNITY FOUNDATION:			\$4,900.00
D. TOTAL PROJECT COST:			A+B+C=D \$4,900.00

SIGNATURES

Staff Officer Signature: 	Date: 9/1/11
Printed Name: Randy Freedman	
Board Officer Signature: 	Date: 9/1/11
Printed Name: Stewart Weinberg	

PART II – PROPOSAL NARRATIVE

Introduction

The Census Bureau projects that by the year 2100, the U.S. minority population will become the majority with non-Hispanic whites making up only 40% of the U.S. population. No doubt students will need to learn how to interact in a diverse environment. Yet, as public schools become more diverse, demands increase to find the most effective ways to help all students succeed academically as well as learn to get along with each other. As a result of the drastic cuts in educational funding, local school districts simply do not have the additional funds for diversity/character education initiatives.

The York Jewish Community Center's Diversity Department is seeking funding in the amount of \$4,900 to present diversity assemblies and/or classroom presentations up to to fourteen York County schools that do not have the available funds to provide these requested services to their students.

Many York County school districts have embraced anti-bullying and prejudice reducing objectives. Several districts have formed diversity committees, bringing together educators, parents, students, and community representatives to assist them in creating and implementing action plans to address for achieving these objectives. Some school districts continue to invest in a team of educators each year by paying for them to be part of Leadership for Diverse Schools, a Leadership York program presented in collaboration with the JCC. Whether it's helping students and educators become more aware of their own biases, expanding their knowledge about diversity issues, assisting them in assessing the school's climate/culture to understand just how welcoming and respectful it is, or preparing lessons for infusing diversity into academic curriculum, the JCC's diversity programs touch the hearts and lives of participants. This in turn helps create thriving schools, neighborhoods, and communities.

Our programs are proactive. We encourage people to take action to make the world a better place by building awareness, seeking new understanding, addressing biases, challenging stereotypes, welcoming everyone, and celebrating uniqueness. We build awareness that diversity is more than differences in race and religion, while ensuring a safe environment for sharing diversity-related experiences and concerns. We educate, train, assess, and consult about diversity to facilitate "ah ha" moments that lead to positive change. We believe it is our responsibility to do our part in creating a vibrant York County. Everyone benefits from a community that embraces ALL people and cultures. An ultimate purpose of the York JCC diversity programs is to reduce "acts of hate" in our community. Consequently, we contribute to the county's ability to become a more economically successful, vibrant and safe place to work, play and live.

The York JCC's Diversity mission, as a leader in providing award-winning diversity programs since 1995, is to work towards eliminating prejudice and encouraging respect for differences through educating children and adults about the impact of biases. We believe that true respect for diversity occurs when the backgrounds, styles, perspectives, values, and beliefs of ALL people are viewed as assets to a group, and learning from those assets transpires.

The JCC Diversity presents programs to individuals of all ages, from age 5 to 65+, representing all races, religions, ethnicities, socio-economic levels, abilities, needs, appearances, and sexual orientation. We primarily provide programs in schools, and occasionally in business and organizational settings, to the whole of York County, as well as neighboring communities. Directly we serve between 5,000 – 10,000 children and adults a year. Directly means that the JCC is in front of the group presenting an assembly, lesson, or training. In addition, we know that as a result of our direct programs, participants share the JCC's diversity activities and concepts with their students, colleagues, family, friends, and community.

We also know our diversity eNewsletters, web site, Facebook page, and service on community boards are additional ways our mission is reaching the whole of York County. We are confident to say that, indirectly, our reach far exceeds 10,000 children and adults.

These services have the potential of reaching thousands of students and educators across York County. The ability to impact such a large number of individuals also has the potential to indirectly and positively impact other funding sources in the future that are contingent on numbers served.

Need/Opportunity

All throughout history the United States of America fought battles for equality, freedom, and justice. The very beginning of our nation's existence was over equality and representation. Today, the results of these efforts create an educational setting that is diverse and promotes social justice for all students, so that every student can be successful. It has been found that diversity education can broaden views and provide students a superior education. Diversity Education is important because it has the ability to change hidden attitudes that students may harbor. Establishing tolerance and respect for diversity is essential to the success of students.

Prejudice is learned, and we hear far too many stories of students being harassed or bullied because of a difference they have. Tragically, we also hear reports of students who feel there is no way out but to commit suicide. The Center for Disease Control reports that one out of four kids is bullied. Some feel that bullying is a normal rite of passage in growing up. It isn't!! There will always be conflicts between kids, but bullying is intentional cruelty, harassment, and emotional, physical and sometimes sexual abuse. This behavior can set the tone for a lifetime of intentional cruelty or worse. And the consequences to the victim can seriously affect them for the rest of their lives.

The JCC helps people to understand the impact of these behaviors. We strongly believe that hearing stories changes hearts, and that it's hard to hate someone whose story you know. The content of our programs empower participants to take action in becoming more respectful and compassionate; and to speak up and make a positive difference in their lives and school.

Earlier this summer, the JCC mailed a "Diversity Services Survey" to all York County school districts' superintendents and school principals, and to select private schools. The purpose of the survey was to assess the diversity programming needs of the districts/schools for the 2011-2012 school year. Principals representing twelve schools across eight school districts and one private school returned the survey indicating a desire for diversity services. Several respondents made it a point to write a note on the completed survey about their strong need but limited or non-existent funds for these types of services.

Every responding school requested an assembly and/or classroom presentation to students. This fall, we expect our follow-up to result in at least two additional schools requesting this service.

Project Activities

The JCC will be meeting with the superintendents and principals who requested assemblies and/or presentations to better understand their needs and timeline. Based on meeting outcomes, the JCC will facilitate the age- and content-appropriate assemblies by May 15, 2012 as funds allow.

One example of an activity that we facilitate with high school students is "Cross Over the Line If..." Students stand in a straight line and are told they are to cross over a line on the floor if the statement is relevant to them. JCC staff leads the activity by saying "Cross over the line if...", then read through statements such as:

- Humiliated in school by a teacher
- Ridiculed for their appearance
- A target of racial slurs
- Hiding something about themselves because of fear of what people will say or do to them
- Threatened or beat up by someone because of their sexual orientation or perceived sexual orientation
- Made to feel lonely, worthless, and misunderstood
- Pretending to be someone they aren't just to survive school
- Humiliated by a clique or group of classmates
- Humiliated because of the clothes or shoes they wear
- Experimenting with drugs, alcohol, cutting, or sex as a way to escape
- Contemplating suicide because they don't feel there is another way out

By the time the third or fourth statement is read, the tone in the room quickly changes. Students see that they are not alone in dealing with all of these pressures and stresses in life. Many students are wiping tears from their eyes. As students cross over the line, the students who do not move are asked to show their support for those who have crossed the line by holding out their hands to them. The sad reality is that close to 50% of students cross over the line for most statements; and 100% of students cross over the line for a few of the statements. Imagine 100 teens letting down their guard, letting out their raw emotions, and letting themselves *be real*. This activity helps students see that they are not alone. No matter what groups students belong to in school or social status they have, everyone hurts at some point. This activity leads into a discussion on what teens can do to help stop the hate. During these discussions, teens are working together on solutions to address prejudice, gossiping, bullying, and stereotyping in their school.

Anticipated Results and Assessment

<i>Proposed Outcome:</i>	Schools satisfied with services received
<i>Proposed Indicator:</i>	90% of schools indicating an overall "very good" or "excellent" rating on services
<i>Proposed Outcome:</i>	Students and educators have increase awareness and knowledge
<i>Proposed Indicator:</i>	90% of students and educators indicating increased awareness of personal biases and diversity knowledge as a result of assembly/program
<i>Proposed Outcome:</i>	Students and educators make a positive change
<i>Proposed Indicator:</i>	90% of students and educators indicating they will try and implement best practices and strategies received during the session

Leadership

Cathy Bollinger, Director of Diversity and Organizational Development will present the diversity services. She is in her tenth year of providing strategic direction and leadership in the creation, marketing, selling, and delivery of JCC's award-winning diversity programs to ensure maximum impact and empower positive action among JCC client organizations.

Ms. Bollinger joined the JCC bringing over 16 years of experience as a highly motivated and innovative facilitator, marketer, and problem solver with exceptional strategic thinking, planning, and implementation skills to the JCC. She is a creative thinker who conceives and develops customized, results-oriented products, programs, and services for diverse clients and audiences. Having an excellent understanding of and experience in market research and consumer behaviors; organizational needs assessments and analyses; and effective and inventive program and product development, Ms. Bollinger brings sharp insights and fresh ideas to her role and thrives in settings which offer a challenge. She has served in various leadership roles within the non-profit community including Spring Grove Area Scholarship Foundation, Leadership York, Planned Parenthood of Central PA, YWCA York, YWCA Hanover, York County Hispanic Coalition, Spring Grove Area Music Boosters, Family Issues Roundtable, Dreamwrights Youth and Family Theatre, and Junior Achievement. Her involvement with these non-profits has included strategic planning, fundraising, marketing, event coordinator, board president and other officer roles.

Randy Freedman, Executive Director, serves as a consultant to the JCC's diversity work. Randy Freedman has served as the Executive Director of the York Jewish Community Center since 2003. She joined the JCC in 1991 as the Cultural Director until being named the first woman Executive Director in the JCC's 100 year history. Randy holds a B.A. in Anthropology from Cornell University and an M.B.A. in Human Resource Management from the University of Colorado.

Randy was instrumental in creating the Diversity Advisory Council at the York JCC (formerly the Prejudice Reduction Task Force) by bringing together school administrators, community representatives, and Jewish leaders for the purpose of discussing the impact of personal bias in schools and the community at large. In addition to her professional experience, Randy has received recognition and certifications from numerous organizations both in the York community and Nationwide. In 2006, Randy was selected as one of the recipients in the inaugural year of the York Federal Fellows Program in Nonprofit Community Leadership, and in 2008, was selected as one of York County's "25 Unsung Heroes." Most recently, she was selected as one of the 25 Women of Influence by Central Penn Business Journal. Randy has consistently been involved in community service initiatives, making a difference in the lives of many individuals in the community by serving on numerous Board of Directors and Committees.

Collaborations

The JCC will collaborate with school principals, guidance counselors, and teachers requesting the services. The JCC meets with them to establish the goal for the services. The JCC then creates an outline of the program and meets with the school to review it, assuring it meets their expectations and is most appropriate for the target audience.

If appropriate, JCC staff will collaborate with any current or alumni educators from Leadership for Diverse Schools, a program of Leadership York presented in collaboration with the JCC, for more insight into the school's culture and need.

The Diversity Advisory Council of the JCC also serves as partners in the development of our services. This group, comprised of administrators from most York County schools and representatives from Gettysburg College, Wellspan Health, and the York community, meets throughout the school year for the purpose of dialoguing about diversity concerns in our schools, reviewing trends, and advising the JCC diversity work.

To our knowledge, no other agency in York County has a dedicated department to diversity work. There are plenty of consultants outside of York that offer diversity programs. What makes the JCC unique is our knowledge of York County, having relationships with schools and businesses in York, and having a dedicated group of volunteers (Diversity Advisory Council) to serve as a sounding board.

Part III – PROPOSAL BUDGET

Income

Requested Funding from YCCF	\$4,900.00
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Expenses

Presentations to 14 schools @ \$350 each (fee includes development & materials)	\$4,900.00
Travel (initial meetings with schools & presentation)*	135.00
Total Expenses	<u>\$5,035</u>

* The JCC will cover all expenses related to mileage, as well as unanticipated marketing and development costs not covered by the fees charged for services.

As diversity education is a tenet of the JCC's mission, many programs and projects run at a deficit. We rely on community funding to make up this deficit.

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