Philadelphia Youth Network

“You’re hired!”

Annual Report 2003
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Dear Friends and Colleagues:

The two words on the cover say it all, don’t they? The desired result of the work we do -- whether it's academic enrichment and college exposure, service or work-based experience, or summer and year-round activities -- is that the young people we serve in our programs will one day land the job they want and begin lives as engaged and productive citizens. Their journeys are unique, but our goal for them is very much the same.

In February 2004, PYN celebrated the fifth anniversary of its incorporation as a non-profit youth intermediary organization. It is fitting, therefore, that 2003 set a new standard for partnership and collective action among advocates, providers and supporters of workforce preparation for Philadelphia young people. The advent of WorkReady Philadelphia, the City’s new unified approach to youth workforce development, saw PYN taking leadership roles in the campaign’s planning, development and roll-out. Other new collaborative ventures with the William Penn Foundation, the School District and the City created opportunities for PYN to expand and deliver coordinated youth services.

While 2003 was a particularly good year for collaboration, partnerships have always been at the heart of PYN's work. Our five-year journey has been a learning experience. We have faced numerous challenges, and also achieved some notable successes. Through it all, a central tenet of our work has been the belief that the approaches most likely to succeed are those that combine the strengths, skills and talents of all of the organizations and individuals that care deeply about the well-being of our young people. That is why, in this landmark year of PYN’s existence, we focus our annual report on the powerful partnerships that have made our work so meaningful.

Every time an employer says “you’re hired” to a young Philadelphian it represents the success of our partnerships and the collective effect of systems working together. It means that a student became a prepared graduate and that a critical connection was made between a qualified candidate and an employer. In a broader sense, it has promising implications for the health of the labor market and our regional economy as a whole.

It has been and it remains our privilege to work in partnership with so many extraordinary people that share this vision, and work hard every day to realize it. In the end, it is this vision, and the concerted efforts of committed people in this City, that will sustain this work and make it successful.

So, on behalf of all of my associates here at PYN, thanks for another great year of working with Philadelphia youth.

Sincerely,

Laura Shubilla
PYN Overview

The Philadelphia Youth Network, Inc. (PYN) is a non-profit youth intermediary organization dedicated to preparing young people for productive employment and active citizenship by developing organized and comprehensible pathways into the mainstream economy. PYN brokers and provides services to youth, builds the capacity of youth-serving organizations, and leverages resources in support of academic achievement, career success and productive citizenship for 14 to 21 year-old youth residing in the City of Philadelphia. PYN’s programmatic responsibilities include:

WorkReady Philadelphia – With PYN’s design, administration and oversight supports, this system of youth workforce development programming includes:

 Employer-paid internships - Dozens of area employers hire youth for enhanced summer jobs that incorporate work-readiness training and portfolio development.

 YouthWorks - PYN contracts federal funding to 26 youth-organizations serving over 4,400 youth ages 14-21 annually in summer and year-round programs, ensuring that they are aligned with academic standards and local labor market trends.

 Summer Career Exploration Program - With funding from local foundations, SCEP provides summer internships to nearly 1,300 youth at local businesses across the City as well as in Camden and Chester.

 Summer Development Institute - PYN has partnered with the School District to create paid afternoon internships for students who attend summer school in the mornings.

 Philadelphia Youth Council - PYN provides all staffing and administrative support for the Youth Council, a sub-group of the Workforce Investment Board established under the federal Workforce Investment Act, which has been cited as a model of best practice by national organizations, trade publications and the U.S. Department of Labor.

 E³Power – Federally-funded through a Youth Opportunity Grant, E³Power (which stands for Empowerment, Education and Employment) targets 1,000 at-risk students and out-of-school youth residing in the city’s three Empowerment Zone neighborhoods to connect them to education, training, and employment opportunities. PYN operates three newly re-engineered branches serving out-of-school youth and has staff deployed at five high schools to serve in-school youth.

 Technical Assistance, Training and Curriculum Resources – PYN develops curricula and delivers training directly to youth and to staff of youth-serving organizations and agencies to build city-wide capacity for high-quality programming.
2003 Highlights:

- 7,581 youth served in high-quality programs.
- 45 youth-serving organizations contracted to provide year-round and summer programs.
- $1+ million in additional funds leveraged to support the Youth Council’s programming.
- Costs to administer payroll for more than 7,000 youth limited to 3.8 cents of every student wage dollar.
- Public sector and foundation-funded investments in youth workforce development aligned through the newly created WorkReady Philadelphia campaign.
- New unsubsidized summer jobs campaign created, marketed and administered under WorkReady, resulting in 200 new private-sector internships and an additional 500 YouthWorks-type slots.
- “Pre-Employment Summits” designed and delivered to prepare 3,000 youth for summer jobs.
- New portable skills credentials opportunity developed for youth by adapting the National Retail Federation’s Customer Service Skills Certificate curriculum for integration into youth programming.
- Increased focus on under-served populations including court-involved youth and youth aging out of foster care.
- Re-designed program delivery under Youth Opportunity Grant resulting in dramatic increases in participation, completion and placement rates for in-school and out-of-school youth with enrollment doubling and national rank for participation rates moving from the bottom to the top third.
- Positive feedback from employers in the new WorkReady summer internships program, with 100% saying they would hire again and 92% agreeing that the interns were a valuable asset to their companies.
- Nearly 70% of the eligible participants recommended for academic credit based upon the evaluation of their YouthWorks projects by certified teachers.

Celebrating Powerful Partnerships

Throughout 2003, PYN continued to build, sustain and expand strong working relationships with essential youth workforce development partners throughout the City. The next section highlights several of these key partnerships, and describes progress and challenges we faced together over the course of the year.
From the earliest days of Workforce Investment Act implementation in Philadelphia, PYN served as staff to the Workforce Investment Board’s Youth Council, and also as the Board’s agent to administer youth workforce funds available to the City.

**WorkReady Philadelphia**

WorkReady Philadelphia is a truly new concept for Philadelphia youth workforce programming. WorkReady not only brings together existing programs into a more cohesive and integrated whole, but also places a major new emphasis on developing unsubsidized private sector internships for deserving young people.

As staff to the Youth Council, PYN took the lead in a number of WorkReady events during the winter and spring, including planning a CEO kick-off breakfast; organizing a major press event to launch the WorkReady campaign; staging large-scale work readiness seminars for young people participating in Youth Council- and WIB-
supported summer programming; developing portfolio-based career development trainings during the six weeks of summer employment for youth participating in the Summer Career Exploration Program and employer-paid internships; and overseeing enrollment and program delivery for young people participating in all aspects of the WorkReady campaign.

As a result of these efforts, more than 7,500 young people participated in internships, service projects, work experience, college exposure and/or academic enrichment in programs and venues all across the City.

**Helping the Youth Council to Re-Focus its Work**

After three years of experience, in 2003 the Youth Council decided to review and re-focus its work. To support this effort, PYN convened and facilitated several focus groups of youth-serving organizations to determine their views on the most important roles that the Council could play to support and expand opportunities for youth. Based on this work, the Council re-organized its structure, establishing sub-committees focusing on in-school and out-of-school youth. The Public Engagement Subcommittee, that oversaw the WorkReady Philadelphia campaign, was augmented with additional employer members and became the Employer Engagement Committee. PYN continues to staff and manage the work flow of these subcommittees and of the full Council.
The roll-out of WorkReady Philadelphia in 2003 meant that PYN had the opportunity, and the responsibility, to work closely with a variety of employer partners to develop summer internships for participating young people. This was a welcome challenge. PYN used its experience with employers in youth workforce development programs and in the school-to-work movement, as well as our close ties to youth intermediaries in other cities where employer commitment to youth is high, to build strong working relationships with key corporate partners.

**Lincoln Financial Group** worked hard to promote and publicize WorkReady, with top executives reaching out to and challenging their corporate peers to support WorkReady. In addition, Lincoln hosted WorkReady’s 2003 press events, employed a significant number of youth, and provided space and trainers for work readiness seminars.

**Employers**
Citizens Bank’s senior vice president serves as Chair of the Youth Council and is a key spokesperson for the WorkReady campaign. Citizens also made a major financial contribution and hired student interns.

Philadelphia Coca-Cola Bottling Company’s CEO, who is also a PYN board member, provided advice on promoting WorkReady and hired several WorkReady interns.

Lockheed-Martin has been a strong PYN partner for over two years, designing an Information Technology Registered Apprenticeship program for School District of Philadelphia students that is now part of the WorkReady Philadelphia system.

St. Christopher’s Hospital for Children, another long-time partner of PYN, hosts two dozen young people annually in health- and medical-related internships that have been incorporated into the WorkReady system.

The Philadelphia Marriott Downtown donated space and volunteer trainers to provide work readiness training through the Pre-Employment Summits held for young people who would be participating in WorkReady summer programs.

Temple University and Community College of Philadelphia hosted WorkReady interns, and also donated significant space for student work readiness training.

Employer partners will continue to grow in importance as the WorkReady campaign builds momentum, and as federal support levels for youth workforce development efforts continue to vacillate unpredictably.
The William Penn Foundation and the Funders Collaborative

For more than twenty years, the Funders Collaborative, comprised of the William Penn Foundation and eighteen other local foundations, has supported a career and college exposure activity known as the Summer Career Exploration Program (SCEP). The program offers 20 hours of employment during the summer months in primarily private sector placements for approximately 1,300 young people.

For the last several years, SCEP activities have paralleled WIB-funded programming administered by PYN, and often were delivered through the same youth-serving organizations. Understanding the commonalities of the two programs and appreciating the opportunity to develop a more coordinated approach to youth workforce development, in February 2003 the William Penn Foundation invited PYN to administer the SCEP program, and to align it with the Council’s WorkReady Philadelphia campaign.
Eighteen members of the Collaborative invested $1,233,575 in the 2003 SCEP program. These funds subsidized wages for more than 1,300 youth who were hired by 651 employers. These dollars also covered the costs of 100 college monitors who mentored young people at their work sites. (See page 22 for a list of foundations that support SCEP.)

PYN will continue to build on the achievements of the Summer Career Exploration Program, including increasing the number of worksites and designing strategies to strengthen the workplace experiences of participating students.
PYN built increasingly close ties to the School District in 2003, particularly through the development of WorkReady Philadelphia. From the outset of the WorkReady campaign, senior school district officials were active supporters. CEO Paul Vallas served a co-chair of the campaign, and Dr. Greg Williams, Deputy Chief Academic Officer and Vice Chair of the Youth Council, saw the opportunity not only to support the campaign, but also to create an incentive for credit-deficient students to complete needed coursework in summer 2003.

The School District’s Summer Development Institute (SDI) was designed to provide morning instruction to students who needed additional credits to be promoted from the ninth and tenth grades. To encourage students to attend SDI, the School District offered funding to support summer employment and service to a group of young people after they had completed their morning classes. This innovative approach promoted student academic achievement and also enabled the WorkReady campaign to reach significantly more young people.
To operationalize this new WorkReady component, in March 2003 PYN negotiated with several providers already under contract to deliver programs and services to youth during the summer to encourage them to participate in the SDI augmentation. As a result of this partnership, over 600 additional students were employed through WorkReady Philadelphia. More than 84% of the SDI WorkReady participants passed at least one course.

Beyond the WorkReady partnership, PYN and the District developed other new collaborative ventures in 2003. For example, PYN’s new Learning Network is providing training for teachers in the School District’s alternative education program, Educational Options. The Learning Network is also participating in the School District’s re-entry program for youth returning to school after court involvement, providing work readiness and career preparation training as part of the 10-day RETI-WRAP initiative.

PYN also worked with the District to create expanded opportunities for out-of-school youth to earn elective credits through WIA-funded providers. In addition, PYN supported the District’s new Student Success Centers by deploying E’Power coaches in five high schools targeted through the Youth Opportunity Grant.

PYN’s steadily expanding partnership with the School District of Philadelphia promises to provide mutually beneficial outcomes for both organizations, and, more importantly, for the young people we both serve.
In 2003, PYN built innovative partnerships with the City to support vulnerable youth involved in the juvenile justice and foster care systems.

**Family Court**

Working with an Administrative Court Judge who is also a Youth Council member, PYN has built a strong partnership with the Philadelphia Family Court and the Philadelphia Workforce Development Corporation (PWDC) that supports a coordinator at Family Court and a youth liaison at the CareerLink Center, 990 Spring Garden. Working together, these staff identify, refer and connect youth with court orders requiring additional education and training to one of the three Youth Opportunity Centers or the CareerLink Center, where they have opportunities to engage in education remediation leading to a GED or re-entry into alternative educational programming offered by the school district, as well as other support services such as counseling, mentoring and life skills training. The lessons learned from this approach are
helping to inform more expansive efforts expected to be undertaken by PYN and the Youth Council in the future as greater emphasis is placed on court-involved youth in reauthorization of the Workforce Investment Act.

**Philadelphia Department of Human Services**

PYN has also built effective collaborations with the Department of Human Services and Philadelphia Workforce Development Corporation to support new opportunities for foster care youth. One tangible outcome of this collaboration was the creation of the Achieving Independence Center, a one-stop employment and training center for youth aging out of the City’s foster care system. A complement to Philadelphia’s three Youth Opportunity Centers (now known as E Power), the AI Center provides educational support, computer literacy, mentoring and support services. The Center also features a fully operational onsite café serving the general public, where participating youth learn the full range of skills necessary to run a successful retail food enterprise. Specifically, PYN works to provide employment opportunities for youth aging out of foster care, since economic self-sufficiency is likely to determine, among other things, the difference between having shelter and being homeless.

Furthermore, foster care youth have become an increasing priority for programs supported by the WIB and Youth Council. For example, in the 2002-03 program year, barely 20 participants in YouthWorks summer or year-round programming were part of the foster care system. Currently, there are over one hundred, with the likelihood that their numbers will continue to increase. Given the challenges faced by these very vulnerable youth, this attention is very well placed.
In 2003, the Commonwealth of Pennsylvania continued to serve as a valued partner of PYN and the Philadelphia Youth Council. Most importantly, the Department of Public Welfare provided $6.8 million to the City of Philadelphia for youth development activities, one-half of which was administered by PYN on behalf of the Youth Council to provide summer workforce development activities and year-round opportunities. As a result, more than 2,700 14-18 year-olds from low-income families gained access to summer opportunities that provided:

- improved academic skills through contextual learning opportunities;
- opportunities for service learning through summer service corps activities;
- work readiness and career awareness skills through placements in worksites across the City; and
- school credit for 70% of participating students, based on the work they accomplished during their summer programming.

Commonwealth of Pennsylvania
In addition, a coalition of state agencies, including DPW, Labor and Industry, Community and Economic Development and Education, continued to provide significant support for the Lockheed Martin Integrated Systems and Solutions’ nationally-recognized IT Registered Apprenticeship program. PYN helped launch this program and continues to provide key intermediary supports to ensure its ongoing success.
In March 2004, the Philadelphia Workforce Investment Board voted unanimously to approve a three-year renewal of PYN's contract to administer youth workforce development funding available to Philadelphia through the Workforce Investment Act and Temporary Assistance for Needy Families. We look forward to working with the WIB and Youth Council in the months and years to come.

Looking forward to the year ahead, PYN will continue to work with its partners to address three key areas of need:

1. Increasing the Quantity and Quality of Opportunities for Youth

Each year, between 3,000 – 5,000 young people seek employment and related activities through WorkReady Philadelphia but are turned away because slots are unavailable. Their prospects for finding other meaningful summer and/or year-round work experience is bleak, especially with recent labor market research documenting that the last two summers have been among the worst for teen employment in the last half-century. Faced with these challenges and understanding the benefits of work for young people, PYN is committed to lead
efforts to develop an expanded and more coordinated citywide approach to employer engagement and job development for young people.

Issues of quality are equally important. Based on its experiences managing the various components of WorkReady Philadelphia, PYN is uniquely positioned to discern the strengths and weaknesses that currently exist throughout these programs and systems. Several key areas for concerted attention include: improving worksite quality; enhancing workplace experiences for young people; and better preparing youth for success in the job placements.

2. Building Systems for Vulnerable Youth

The challenges facing out-of-school and other vulnerable youth are well documented. In short, without significant support many if not most of these young people will never find their way into the nation’s economic mainstream. The Youth Council’s subcommittee is a good first step in focusing much-needed attention on vulnerable youth. In the year ahead, PYN will support the work of the Youth Council subcommittee, and will make sustained efforts in other key areas, including the identification and development of successful employment and training models for very low-literate out-of-school youth, and strategies for enhancing education and training opportunities for youth returning from incarceration.

3. Expanding the Resource Base for youth Workforce Development Programs

Philadelphia received some unexpected good news this spring when Pennsylvania’s allocation for WIA youth programming increased over the previous year. Still, the current budget environment and unpredictable nature of public support for workforce programming argue for the development of more localized, sustainable approaches. In its first year, WorkReady Philadelphia’s made important strides toward this goal. With one year under our collective belt, PYN and its partners hope and expect to expand the resource base that will enable us to make major improvements in both the quality and quantity of youth workforce programming available. This challenge is ongoing, and will not be met until every young person has both the opportunity to get a good job and the skills to make the most of it.
Philadelphia Youth Network, Inc.

STATEMENT OF FINANCIAL POSITION
June 30, 2003

ASSETS

CURRENT ASSETS
Cash and cash equivalents 406,583
Contracts Receivable 3,136,651
Contributions receivable 1,172,200
Prepaid expenses and deposits 47,010
Total current assets 4,762,444

FIXED ASSETS, net of accumulated depreciation of $273,108 374,432

Total Assets 5,136,876

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES
Accounts payable, contractors 1,432,506
Accounts payable, other 411,508
Accrued expenses 813,265
Total liabilities 2,657,279

NET ASSETS
Unrestricted 275,056
Temporary restricted 2,204,541
Total net assets 2,479,597

Total Liabilities and Net Assets 5,136,876

A complete copy of the Independent Auditors' Report and Financial Statements, dated June 30, 2003 is available upon request. Please e-mail mjomer@pyninc.org
Philadelphia Youth Network, Inc.

**FUNCTIONAL STATEMENT OF ACTIVITIES**

July 1, 2002 to June 30, 2003

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### SUPPORT AND REVENUE

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<td>Contracts</td>
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<td>Contributions</td>
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<td>In-Kind Contributions</td>
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<td>Interest</td>
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<td><strong>Total Revenues</strong></td>
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### EXPENSES

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<td>Contracted Provider Services</td>
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<td>Youth Wages and Stipends¹</td>
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<td>Direct Services</td>
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<td>Changes In Net Assets</td>
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<td><strong>Net Assets, beginning of year</strong></td>
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<tr>
<td><strong>Net Assets, end of year</strong></td>
<td><strong>2,479,597</strong></td>
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¹ Includes commitments and not funds received. Some funds will be received in future fiscal years.

² Includes youth incentives and workers’ compensation insurance.
Philadelphia Youth Network, Inc.

Major funding sources - FY03

Citizens Bank
Lincoln Financial Group
Mott Foundation
Pennsylvania Department of Public Welfare (DPW)
Pennsylvania Department of Community and Economic Development
Philadelphia Housing Authority
Philadelphia Workforce Development Corporation
SCEP Funders Collaborative (see list below)
School District of Philadelphia
U.S. Department of Health and Human Services (DHHS)
U.S. Department of Labor (DOL)
William Penn Foundation

SUMMER CAREER EXPLORATION PROGRAM (SCEP)
Funders Collaborative - Summer 2003

1957 Charity Trust
Alfred and Mary Douty Foundation
Allen Hilles Fund
Barra Foundation
Campbell Soup Foundation
Dolfinger-McMahon Foundation
Elsie Lee Garthwaite Memorial Foundation
Fourjay Foundation
Nelson Foundation

Philadelphia Foundation
PNC Bank, N.A.
Provincial Foundation
Prudential Foundation
Rittenhouse Foundation
Samuel S. Fels Fund
Sovereign Bank Foundation
Union Benevolent Association
Vanguard Group Foundation
William Penn Foundation
Employer-Paid Internships and Other WorkReady Investors - Summer 2003

African American Chamber of Commerce
Bakery, Confectionery, Tobacco Workers and Grain Millers International Union
Barker Graphics Inc.
Citizens Bank
Comcast Spectator
Community College of Philadelphia
Community Education Partners
Dale Construction Corporation
Delaware Investments
EBRM
The Enterprise Center
Greater Philadelphia Chamber of Commerce
Greater Philadelphia Tourism Marketing Corporation
Gwen Muse-Evans
HRPT/Reit Management
Independence Blue Cross
James L. Morse Funeral Home Inc.
Lakash Constructors, Inc.
Lincoln Financial Distributors
Lincoln Financial Group
Lockheed Martin Corporation
Manna Catering
Marriott Downtown
Michael P. Nolen
Operative Plasterers and Cement Masons, Local 592
Philadelphia Building and Construction Trades Council
Philadelphia Coca-Cola Bottling Company
Philadelphia Council AFL-CIO
Philadelphia Federation of Teachers
Philadelphia Workforce Development Corporation
PNC Bank
Paul Rabinowitz Glass Company
Prevention Point Philadelphia
School District of Philadelphia
Price Waterhouse Coopers
Sovereign Bank
St. Christopher’s Hospital for Children
Synterra Limited
Talon Solutions
Temple University Fox School of Business and Management
Temple University Health System
TriTech Systems, Inc.
University of Pennsylvania
Wawa, Inc.

Revenue, by funding stream

- 45.40% Workforce Investment Act (DOL)
- 17.46% Youth Opportunities Grant (DOL)
- 17.15% Temporary Assistance for Needy Families (PA DPW)
- 7.35% Private Foundations
- 5.37% Rewarding Youth Achievement (DOL)
- 3.41% Corporations
- 2.53% Philadelphia Housing Authority
- 0.68% Other- Contribution/Grants
- 0.65% Chaffee Foster Care Independent Living (DHHS)
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