



NEWZ

January 2007

MISSION

Parramore Kidz Zone will link Parramore's children to positive opportunities - such as pre-kindergarten, after-school, mentoring and economic assistance programs - and as a result, will lower teen pregnancy rates, improve school performance and decrease juvenile crime and child abuse in the neighborhood.

GRASSROOTS NEIGHBORHOOD OUTREACH

In November 2006, the Legacy Trust for Orlando Children issued a grant to Community Concepts Services, Inc. (CCSI) to engage Parramore children and their families in the project. CCSI's founder is Toni Shinn, a native Orlandoan and former City of Orlando employee who grew up on the fringe of Parramore.



According to Toni: *"I have always yearned to help people who crave for a better way of life. This personal mission became even more important to me while raising 3 children and 3 stepchildren. I have seen firsthand how critical it is to invest in children. That is why I created CCSI - to "Build Better Communities - One Child at a Time." Toni Shinn, flanked by members of her CCSI Team, on a visit to Gainesville to learn about an exciting new approach to FCAT tutoring.*

CCSI has established a CityTeenz Youth Advisory Council for Parramore Kidz Zone, and maintains a visible daily presence in the neighborhood. Their goal is to enroll a critical mass of neighborhood children in positive opportunities. CCSI also works with the City to organize neighborhood events, such as the PKZ Christmas party, and is working one-on-one with neighborhood families to meet the needs of their children in the areas of health care, economic security, education, child-care and parenting. For more information, please contact Toni Shinn at 407-860-7744 or cityteenz@gmail.com.

PROJECT EVALUATION

In November 2006, the Legacy Trust for Orlando Children issued a grant to the Health Council of East Central Florida to conduct the project's evaluation. The Council has begun interviewing 100 randomly selected Parramore families, to better understand economic, health, educational, and childrearing

conditions in the neighborhood. The Council will conduct a similar survey three years from now, to determine whether conditions have changed as a result of PKZ. In addition, the Council will closely follow the lives of 5 Parramore families to better understand the impact of the project on the lives of their children.



*Karen van Caulil, Executive Director of the Health Council of East Central Florida. According to Karen: **"The PKZ Evaluation will establish baseline indicators in the community and track the impact the incremental programs and services have on the well-being of Parramore families."** To learn more about the Health Council and the PKZ evaluation, please contact Karen at kvancaulil@hcecf.org.*

In addition to the work of the Health Council, the City of Orlando's Families, Parks and Recreation Department is conducting a survey of Parramore youth using the Search Institute's **"40 Developmental Assets"** framework thanks in part to a donation from the Edyth Bush Charitable Foundation. For more information on the youth survey, please contact Ashley Eason at 407-246-4290.

LINKING PARRAMORE CHILDREN TO AFTER SCHOOL PROGRAMS

Research shows that when children attend after school programs (such as sports teams, the arts, and "safe" zones for youth) their school performance is likely to improve, and they are less likely to get involved in negative activities such as crime and behaviors that lead to teen pregnancy. After school programs help children feel safe and protected, build relationships with healthy adult role models, and develop useful skills. In addition, when parents have safe, affordable places to leave their children, they are better able to sustain jobs and contribute to their family's economic security.

For these reasons, Parramore Kidz Zone is finding out whether neighborhood children are enrolled in after school programs and, if they aren't, learning what types of programs they'd be interested in, identifying programs in and around the neighborhood, expanding capacity and developing new programs to handle more children, and enrolling children.

Fortunately, there are already several programs in and around the neighborhood. About 300 children participate in City-operated after school programs at the John H. Jackson Community Center and the J. B. Callahan Neighborhood Center. About 150 children are enrolled in a UCF Reading Camp every Saturday morning, operated by Dr. Tim Blair of the UCF College of Education. The Boys and Girls Clubs of Central Florida operates 2 sites in Parramore, and Frontline Outreach recently established a program at the First Presbyterian Church of Orlando, a few blocks from the neighborhood. And Boy Scout Troop 90, based in Parramore, serves 10 Cub Scouts and 25 Boy Scouts every Saturday morning at Shiloh Baptist Church.



Frantz Timothe, a student at Howard Middle School and a member of Boy Scout Troop 90, delivers holiday food to a family in Parramore.

Despite these programs, the PKZ Outreach team has identified hundreds of neighborhood children who hang out in the streets when school lets out, and there is limited capacity to enroll more children in existing programs. As a result, investments are being made to expand programs, create new programs, and enroll children in them:

- Sponsored by Track Shack and Tiger's Den Entertainment, PKZ launched the Callahan Chargers football team. Twenty-five Parramore boys, ages 8 to 10, are on the team, under the leadership of "Coach Hug," Mike Haugabook, an 11-year veteran Pop Warner Football coach, a star football player with Evans High School and Bethune-Cookman College during the 1980s and 1990s.
- Sixty (60) Parramore boys and girls, ages 9 to 16, have joined three new basketball teams organized by PKZ. The season starts on January 20th.
- PKZ sponsors the daily participation of 20 Parramore children after school at The New Image Youth Center, a nonprofit organization located on S. Parramore Avenue.
- Discussions are underway between the City of Orlando and the Nap Ford Community School to expand after school capacity at the school and the City's Downtown Recreation Complex.
- The City of Orlando is creating a "teen room" at the Dr. J. B. Callahan Neighborhood Center located at 101 N. Parramore Avenue.
- PKZ is establishing "Homework Rooms" throughout the neighborhood, where children can do homework with support from volunteer tutors, access to computers and the internet, snacks, and free school materials such as paper, pencils, calculators, poster board, and glue. The first Homework Room opened on January 8th at the City of Orlando Downtown Recreation Complex at 649 W. Livingston Street.



Coach "Hug" and the Callahan Chargers at half time.

THE ORLANDO CHILDREN'S TRUST COMMITTEE

Funding for Parramore Kidz Zone comes from the Legacy Trust for Orlando Children at the Community Foundation of Central Florida. An advisory committee appointed by Orlando Mayor Buddy Dyer, called the *Orlando Children's Trust Committee*, reviews and advises on distributions from the Trust if they are greater than \$5,000. Members of the Orlando Children's Trust Committee are:

- Mark Shamley, Vice President of Community Relations and Government Affairs for Orlando Magic. Mark's goal for the committee is ***"to create a foundation that's a catalyst for positive change in this community."***
- Joan Ruffier, native Orlandoan, retired CPA and small business owner. According to Joan: ***"I hope that my participation in oversight of the project will help to assure successful transitions of young people into productive lives that give back to their community. Every child deserves a hand up and the chance to succeed. By fostering collaboration between community partners and focusing on the needs of Parramore families, I hope that no one will be overlooked and that all will feel hope in a future bright with possibility."***
- Brian Butler, President and CEO of JCB Construction, Inc., Chairman of the Mayor's Parramore Task Force, and mentor at Grand Avenue Elementary School. According to Brian: ***"I want to stay engaged in the implementation phase of the revitalization of this community. It is my desire through Orlando Children's Trust to continue to serve in rebuilding lives and restoring hope to the children of Parramore by assisting and supporting the programs and volunteers that have a positive and direct impact."***



Portia, Freddy, Dee Dee, Dequante and Larry having fun at the Orlando Downtown Recreation Center in Parramore.

NEIGHBORHOOD EVENTS

The following events were organized by PKZ over the last six months:

- July 29, 2006 - Over 600 children and their parents attended the PKZ "Back to School Jamz" at the Dr. J. B. Callahan Neighborhood Center.
- August 2, 2006 - Forty-five youth participated in the And1 Mix Tape Tour Essay Contest "If You Could Change Your Community, What Would You Do?" at the Downtown Recreation Center.
- September 15, 2006 - Two hundred Parramore high school students attended the PKZ Tiger's Jamz Teen Dance along with assistance from Weekends of Greater Orlando, Inc.
- October 3, 2006 - The PKZ Callahan Chargers football team held its national television debut at the opening of the Dew Action Sports Tour at the Amway Arena.
- October 13, 2006 - Over two hundred youth participated in the "PKZ Fall Break Bash" held at the Dr. J. B. Callahan Neighborhood Center.
- October 14, 2006 - Forty-five Parramore children spent the day at Universal Orlando, compliments of Universal Orlando and sponsors of the 2006 CityKidz! Buddy's Benefit for Children fund-raiser.
- November 22, 2006 - Marquis Daniels of the Indiana Pacers NBA basketball team came to Parramore and worked with PKZ to donate 500 turkeys to neighborhood families. Marquis grew up in Parramore and attended programs at the Callahan Neighborhood Center in his youth.
- November 28, 2006 - Twenty children got a behind-the-scenes tour of Electronic Arts - Tiburon (EA), and experienced firsthand the video gaming industry, learning audio, story boarding, software, production and careers, thanks to EA and Frank Amodeo, President of Mirabilis Ventures.
- December 16, 2006 - The Callahan Chargers Football team and their parents participated in an awards banquet in celebration of a successful season.
- December 19, 2006 - Marquis Daniels' nonprofit organization, Q6 Foundation, Inc., also contributed \$10,000 to sponsor PKZ's first Christmas Party, attended by Orlando Mayor Buddy Dyer and District 5 Commissioner Daisy W. Lynum.
- December 26, 2006 - Forty-five Parramore kids attended **Kids 4 Kids** at Disney Wide World of Sports, compliments of Florida Citrus Sports Foundation.

PKZ is exposing neighborhood children to positive and educational experiences both inside and outside their neighborhood building a sense of neighborhood cohesiveness, safety and well-being to the families who live there.



PKZ trip to Universal Orlando, October 2006.

If you would like more information, or wish to get involved with PKZ, please contact Cheryl Rainsberger, at the City of Orlando's Families, Parks and Recreation Department., 407-246-4320 or Cheryl.rainsberger@cityoforlando.net.

