



# Annual Report

2022

Community Youth Concepts

1446 Martin Luther King Jr. Parkway  
Des Moines, Iowa 50314

515-243-4292

[cyconcepts.org](http://cyconcepts.org)



# About Us

Founded on September 3, 2008, by Amy Ostrander Croll and Lynette Marchant, Community Youth Concepts (CYC) is a mission-driven organization based in Des Moines, Iowa. By promoting the use of positive youth development principles and best practices, CYC provides volunteer service opportunities and career-based mentoring to Iowa youth in order to improve their future successes as students, professionals, and active community members.



# Our Mission, Vision, and Guiding Principals

## Our Mission

Community Youth Concepts' mission is to engage and connect Iowa students through youth development programming and to provide coaching, training, and technical assistance in best practices to youth-serving non-profits.

## Our Vision

Community Youth Concepts' vision is an Iowa where all youth have access to high-quality opportunities that prepare them for success in school, work, and life



## Our Guiding Principals

- We respond to and address the needs of youth and the community.
- We operate according to best practices and share them with others through effective training and technical assistance models.
- We include youth whenever possible in the decision-making process.
- We assess all programs we provide on a regular and ongoing basis, incorporating a continuous improvement process based on sound data.
- We are cognizant of our fiscal responsibilities and are good stewards of our funds.



# uVoice



uVoice: Youth Philanthropy Board is a group of 15 Polk County high school students who join together to identify public health issues facing youth in our community and to combat those issues through grant-making and service learning. The 2021/2022 Board chose to focus on health issues specifically impacting immigrant and refugee youth and families. They received a record number, of thirteen, applications for their funding and ultimately awarded grants to Camp Fire Heart of Iowa, Child Future International, and Urbandale Community Action Network. All programs support enrichment opportunities for immigrants and refugee students in central Iowa. For more information and to view the student-written White Paper about their experience, visit <http://cyconcepts.org/uvoice/>.







## **uVoice:** *Student Testimonials*

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"Learning about philanthropy in-depth as a student is such a unique experience. I know many adults that have no idea what a career in philanthropy really looks like. It's very rewarding to know that I'm getting exposure to these topics while still in high school and that I can transfer real-life skills from my uVoice experience to my life after high school."

"uVoice has prepared me to use my voice and understand my worth. My experience has definitely prepared me for the professional world - I'm a better communicator, problem-solver and thinker because of my time at uVoice."



# Teen Outreach Program

## **Middle Schools**

Goodrell Middle School  
Harding Middle School  
Meredith Middle School

## **High Schools**

East High School  
Hoover High School  
North High School  
Roosevelt High School

The Teen Outreach Program (TOP) is an after-school program based on the Wyman Center's dynamic and engaging curriculum for middle and high school students. TOP empowers youth by providing the necessary opportunities to become leaders with a powerful vision for their community's future. By cultivating healthy behaviors and life skills through curriculum lessons and service projects, TOP equips youth with vital tools to avoid risky behaviors and succeed in their academic, personal, and professional lives.





The Stowe Heights Challenge Course is structured to serve participants 10 years and older. We have both programs for youth and adults. Programming is tailored to meet the unique needs and objectives of each group.

Any group that enjoys a change of scenery and the opportunity to build relationships, build their creativity, explore aspects of communication and understanding, or be inspired by each other's strengths is likely to benefit from a day at Stowe Heights.

**Who came out to the course:**

1,208 Total Individuals

- 884 Youth
- 324 Adults

**Who came out to the course:**

We had a variety of corporate and school groups join us out at the course.





### **Educational Partners**

21st Century Community Learning Center  
Central College  
Des Moines Public Schools  
Drake College  
Grandview University  
Holy Family Catholic School  
Iowa State University  
Luther College  
Saydel Community Schools  
Southeast Polk Community School District  
University of Iowa Masters of Social Work Program  
Urbandale Community School District  
West Des Moines Community School District

### **Organizational Partners**

Animal Lifeline  
Arts Force Iowa  
Bravo of Greater Des Moines  
Censeo Solutions  
Children and Family Urban Movement  
Des Moines Area Religious Council  
Des Moines Arts Festival  
EAT Greater Des Moines  
I Have a Dream Foundation  
Kiwanis Club - Downtown  
Medina Foundation  
Mid Iowa Health Foundation  
One Iowa  
Planned Parenthood of the Heartland  
United Way of Central Iowa  
Urbandale Community Action Network  
Youth Emergency Shelter and Services  
Youth Policy Institute of Iowa

### **Iowa Partners**

Alliance of Coalitions 4 Change  
Cerro Gordo County Health Department Teen Connection  
Chrysalis Foundation  
Des Moines Parks and Recreation  
Des Moines Police Department  
EMBARC  
Food Bank of Iowa (USDA Nondiscrimination Compliant)  
Greater Des Moines Leadership Institute  
Iowa Afterschool Alliance  
Iowa Collaboration for Youth Development  
Iowa Commission on Volunteer Service  
Iowa Department of Education  
Iowa Department of Public Health  
Please Pass the Love  
Polk County Board of Supervisors  
Polk County Health Department  
Principal Birdies for Charity  
Urbandale Parks and Recreation

### **National Partners**

David P. Weikert Center for Youth Program Quality  
Days for Girls  
Forum for Youth Investment  
Wyman Center, Inc.  
Youth Service America  
Youth Volunteer Corps





# A Year in Review

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*Dear Community Youth Concepts Supporters,*

*Community Youth Concepts (CYC) is an organization founded in 2008 that believes in all youth and strives to engage and connect Iowa students through youth development programming. At the end of 2020, it was announced that Amy Ostrander Croll would be stepping down as the Executive Director of Community Youth Concepts in 2021. Although she will not be leading efforts moving forward, Amy will continue to remain at CYC in an advisory capacity, as needed. The Board would like to thank Amy for her tireless dedication and vision she brought to shaping CYC into the organization it is today.*

*The Board is excited to announce that Alicia Vermeer will assume the role of the Operations Director of CYC and Jane Jeffries will continue as the Director of Stowe Heights Challenge Course. As the CYC Director, Alicia will be overseeing CYC programming, day-to-day organizational management, and serve as the Board liaison. As the Director of Stowe Heights Challenge Course, Jane will be the primary contact for the course and manage its day-to-day programming and operations.*

*The Board is eager to continue working with Alicia, Jane, and the rest of the CYC team as it grows to meet the goals and mission of CYC.*

*Community Youth Concepts Board of Directors  
July 2021*

# A Year in Review

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## **In Polk County CYC hosted**

17 long-term youth development clubs  
362 students

## **Across the State of Iowa, there were**

35 additional clubs  
819 total students impacted

## **Elementary Schools**

Hillis Elementary School  
Stowe Elementary School

## **Middle Schools**

Goodrell Middle School  
Harding Middle School  
Meredith Middle School  
Urbandale Middle School  
Woodside Middle School

## **High Schools**

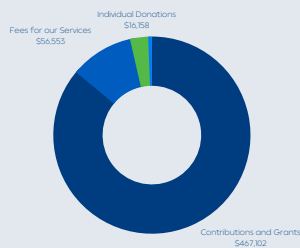
East High School  
Hoover High School  
North High School  
Roosevelt High School  
Southeast Polk High School





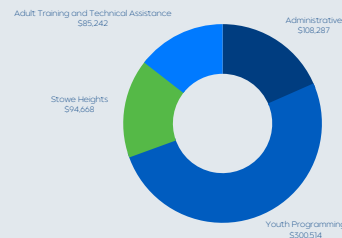
# A Year in Review

## Total Revenue: \$543,061



Total Assets: \$1,752,538  
Total Liabilities: \$205,608  
Net Assets: \$1,546,930

## Total Expenses: \$588,711



**CYC Endowment**  
Current - \$915,994  
Goal - \$1,000,000

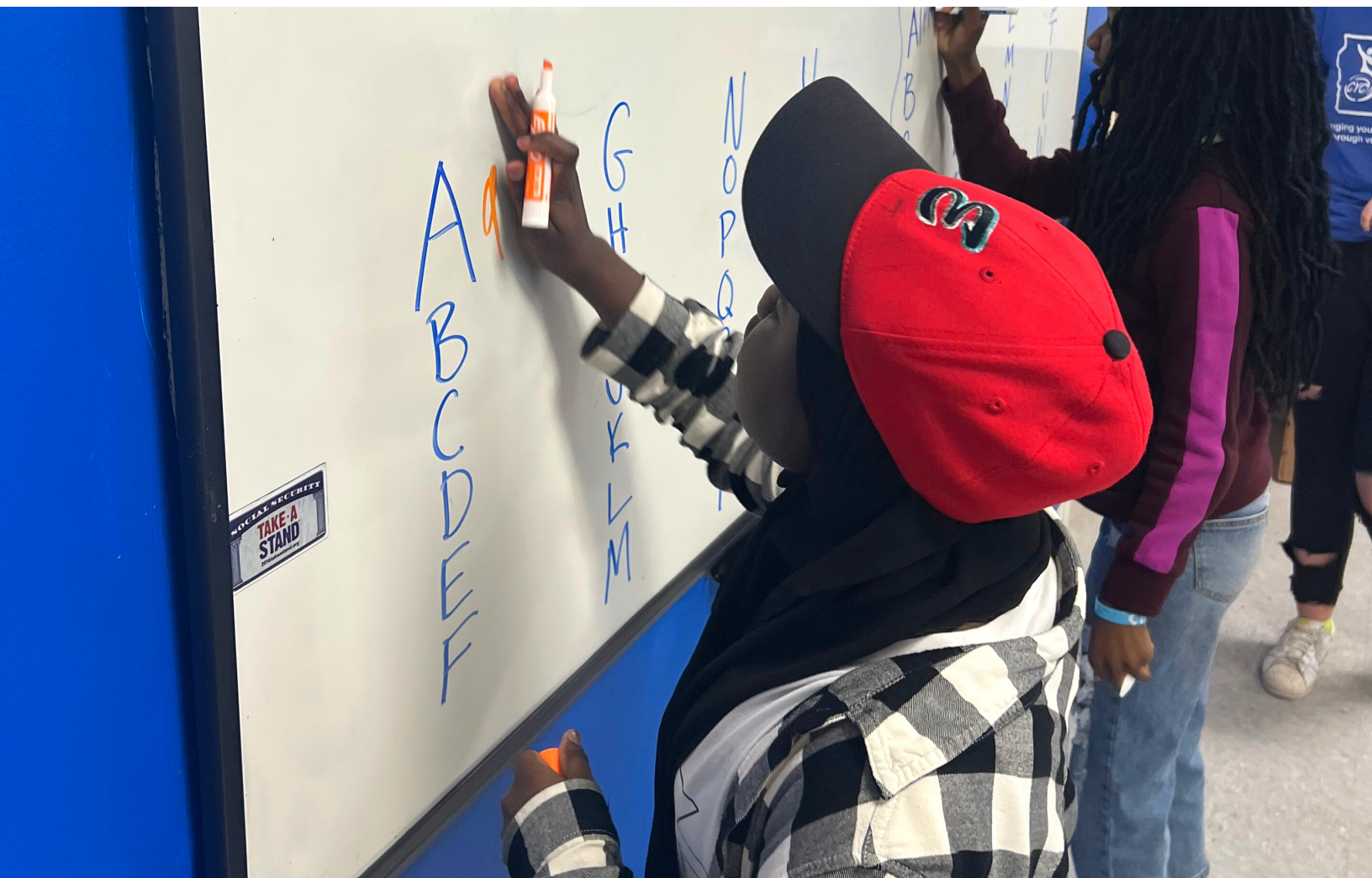
[cyconcepts.org/donate/](https://cyconcepts.org/donate/)

## Volunteers

Total Adult Volunteers: 135

Total Hours Volunteered: 971.75

"I credit much of my success today to the skills I gained through strong youth development programs, especially in service learning. Whether it be developing communication skills, planning a service project, setting actionable goals, or meeting with mentors who push to reach their dreams - I want young people to have the opportunity to develop skills that allow them to reach their full potential. We're doing work at CYC every day that is creating better opportunities for our young people, and a better community for all of us."



# Donors

## \$5,000 - \$9,999

Sammons Financial Group  
Urbandale Community Schools  
West Des Moines Parks and Recreation

## \$10,000 - \$19,999

Chrysalis Foundation  
Community Foundation of Greater Des Moines  
Iowa Department of Human Services

## \$20,000 and Above

Des Moines Public Schools  
Iowa Department of Public Health  
Mid Iowa Health Foundation  
United Way of Central Iowa  
W.T & Edna Dahl Trust

DONATE







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