

Tutor/Mentor Connection (TMC)

Fundraising Benchmark Study



Executive Summary

- ❑ Of the 10 peer programs, we found TMC serves the highest population yet ranks last both in terms of program revenue and expenses
- ❑ Despite its lower endowment, TMC currently sets itself apart with a number of unique program offerings not found amongst its peer group
- ❑ With expanded funding, TMC shows great potential to grow its offerings in ways to further its mission



Tutor/Mentor Connection

The mission of the Tutor/Mentor Connection (T/MC) is to provide an organized framework that empowers and encourages adult volunteers to contribute their time, effort, ideas and advocacy toward creating life-changing solutions for children in educationally and economically disadvantaged areas.



Background of project

- ❑ In spring 2010 T/MC submitted application to Net Impact Chicago to have team of volunteers do a comparative study of T/MC in Chicago with mentoring partners listed at http://www.mentoring.org/find_resources/state_partnerships/
- ❑ Three volunteers, who work full time and different Chicago area companies, took on this project. This report is a result.
- ❑ This is much work that still needs to be done. If you'd like to help add information to this report, call 312-492-9614 or email tutormentor2@earthlink.net
- ❑ Visit <http://www.tutormentorconnection.org> to learn more about the T/MC and see their strategies in action.

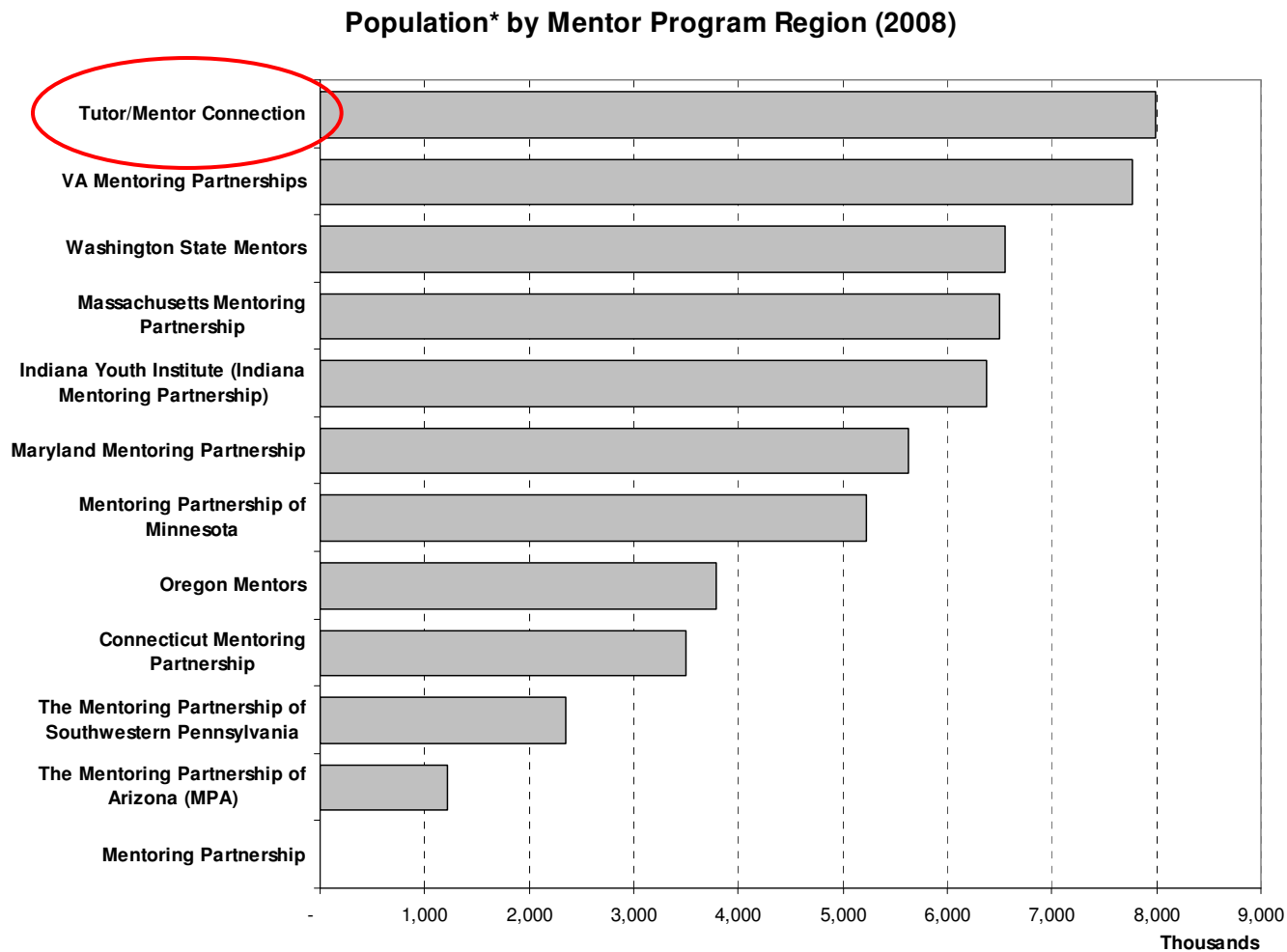


Methodology

- This study was performed to:
 - Understand the programs and offerings of other mentoring organizations
 - Gain insight to TMC's financial position relative to its peer organizations
: to understand what other mentor programs are doing
- A survey was completed of 12 mentoring programs (10 peer programs, 1 national program, and TMC)
- Each program was assessed according to 43 qualitative criteria based on information each has made public
- Financial data was collected for each program according to its 2008 Form 990

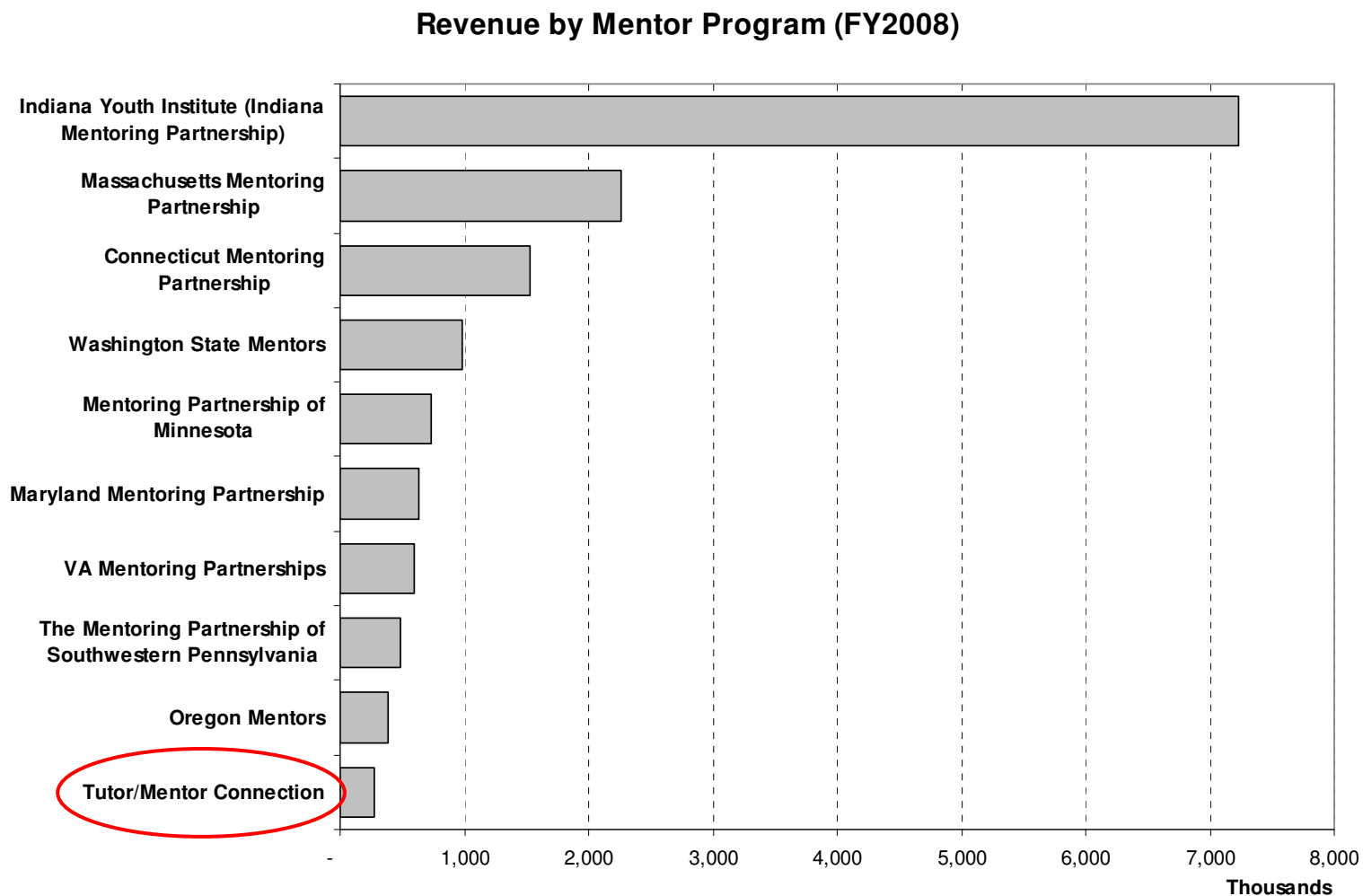
Results

TMC ranks as the highest population compared with peer programs



*Estimates of the Resident Population by Selected Age Groups for the United States, States, and Puerto Rico: July 1, 2008 US Census Bureau

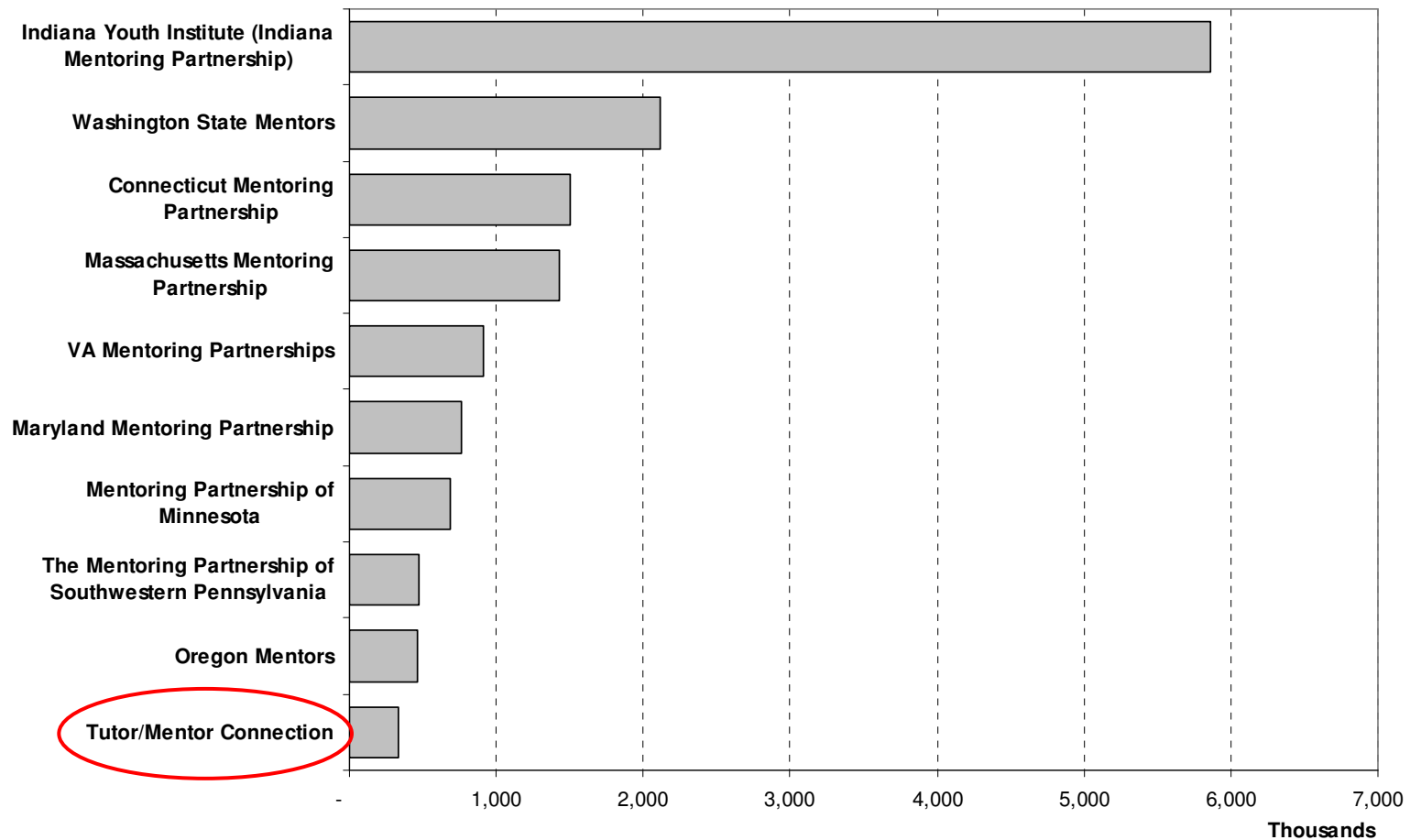
TMC ranks last in revenue compared with peer programs



Note revenue data was not available for The Mentoring Partnership of Arizona (MPA)

TMC ranks last in expenses compared with peer programs

Expenses by Mentor Program (FY2008)



Note expense data was not available for The Mentoring Partnership of Arizona (MPA)



Unique TMC offerings

- ❑ In house tutor/mentoring program – provides deeper insight
- ❑ Interactive Mapping – shows neighborhood poverty levels, proximity to schools, program availability
- ❑ Asset Mapping – banks, drug stores, insurance, places of worship, colleges and hospitals
- ❑ Gov't Mapping – boundaries of federal and state districts
- ❑ Strategic Mapping – violent crime, failing schools, collaboration, capacity building

[Home](#) > Interactive Map

Search this interactive map to find locations of volunteer based tutoring and/or mentoring programs in the Chicago area.

Results: T/MC programs Match Count =198

create Url

[Previous Zoom](#)

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erty

act the range to view the Poverty zone

Missing Data

☐ 0 - 10 %

■ 10 - 20%

■ 20 - 25 %

■ 25 - 35%

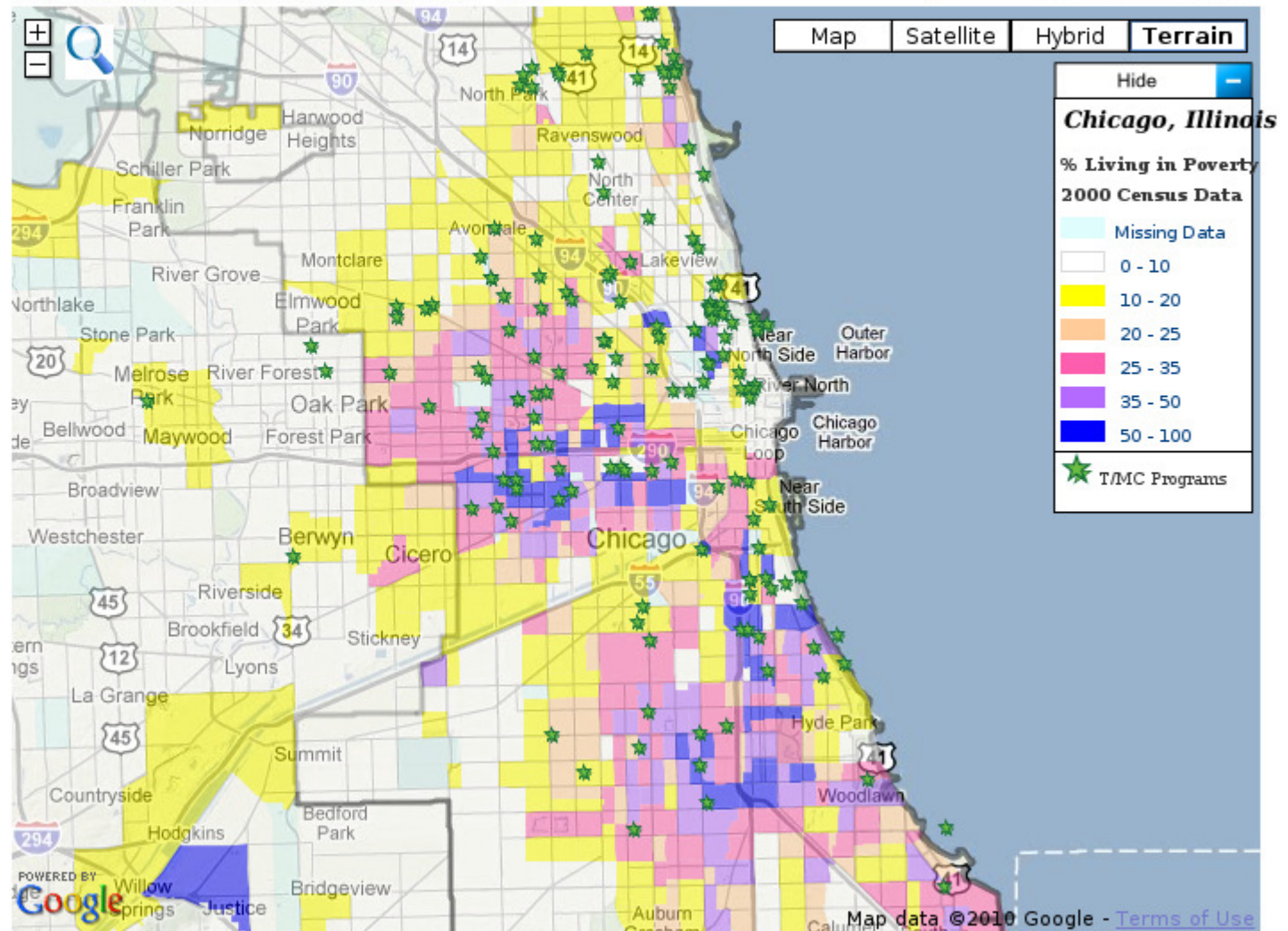
■ 35 - 50 %

■ 50 - 100%

ALL

: Poverty area within the chosen range will be displayed on the map.

LL is chosen, then all poverty areas will be displayed on the map. Each range will be differentiated by colour.



Note1: Click the program icon to redirect to the program website

Note2: Drag the map to view all details in the map

Note3:Click drag zoom icon on the man to drag and zoom the man

me > Interactive Map

Search this interactive map to find locations of volunteer based tutoring and/or mentoring programs in the Chicago area.

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create Url Previous Zoom

Poverty	Programs	Zipcode
Cities	Boundaries	Schools

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use either one of the years to view the chicago
ools on the warning list




2006

2007

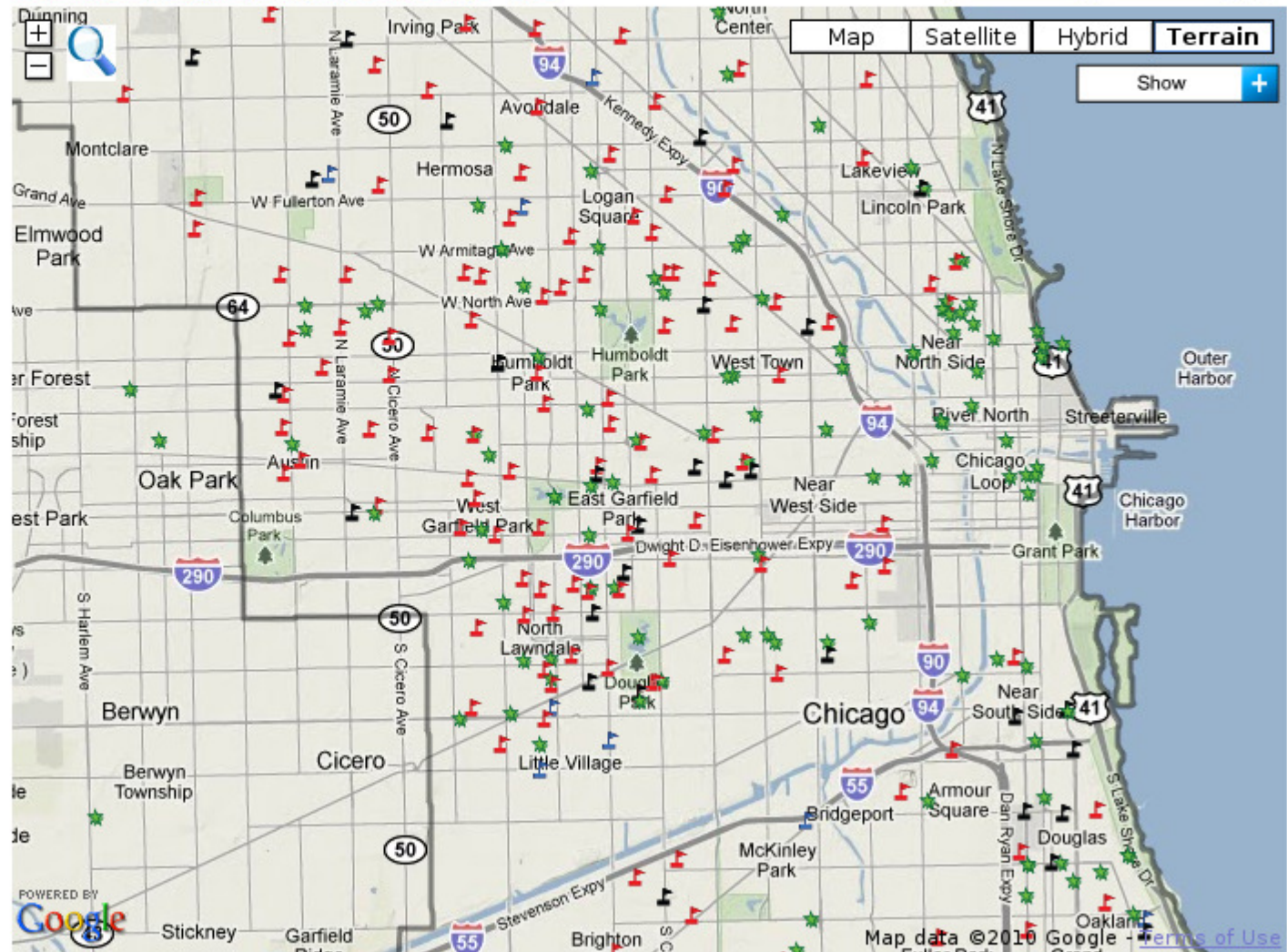
2008

: warning schools on the chosen year will be
laid on the map

xt the School by check the check box

-  Elementary
-  Middle
-  High

: schools on the chosen type will be displayed
he map



Note1: Click the program icon to redirect to the program website

Note2: Drag the map to view all details in the map

Note3: Click drag zoom icon on the map to drag and zoom the map



T/MC Program Locator

T/MC Programs Login | T/MC Programs Help



Home Interactive Map Asset Map Government Map Rest Of Story Program Locator Introduction

Home > Asset Map Galleries > Asset Map

Search this interactive map to find locations of volunteer based tutoring and/or mentoring programs in the Chicago area.

Results: T/MC programs Match Count =198

create Url Previous Zoom

Poverty Programs Zipcode

Cities Boundaries Schools

Banks DrugStore Insurance

Places of Worship Colleges Hospitals

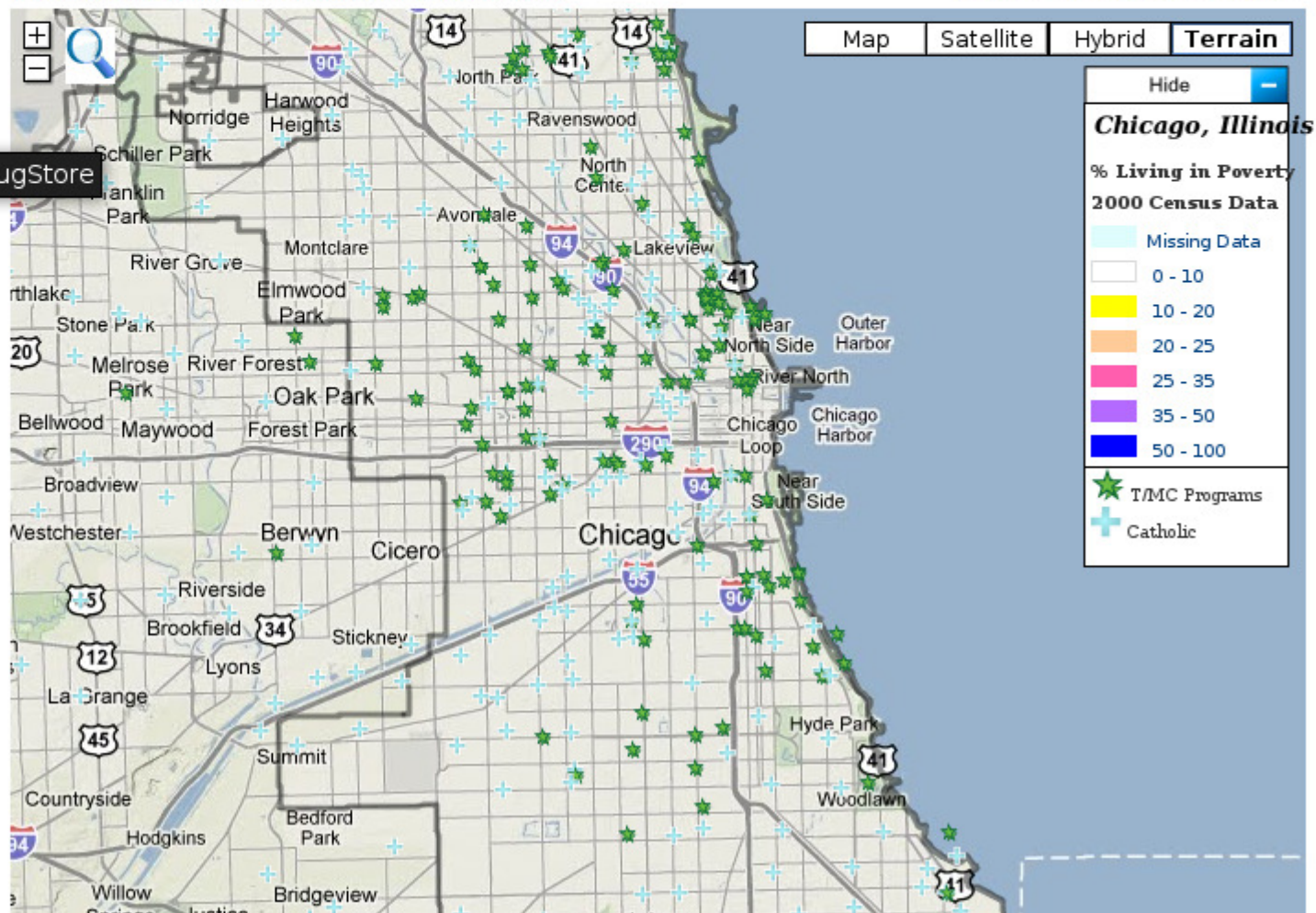
Click to view the DrugStore

Places of Worship Back To Map Galleries

at the Following Places of Worship by check the k box

- Baptist
- Catholic
- Christian
- Episcopal
- Jewish
- Lutheran
- Methodist
- Nonjudeo
- Orthodox
- Presbyterian

selected Places of Worship will be displayed on map.



Home > Government Map Galleries > Government Map

Search this interactive map to find locations of volunteer based tutoring and/or mentoring programs in the Chicago area.

Results: T/MC programs Match Count =198

Poverty	Programs	Zipcode
Cities	Boundaries	Schools
Places of Worship	Colleges	Hospitals
Banks	Drug Store	Insurance
Chicago Aldermen	Neighborhoods	Chicago Police
U.S. Congressional	IL Senate	IL Legislature

Legislature Back To Map Galleries

Select any one of the IL Legislature District range to view the District Zone

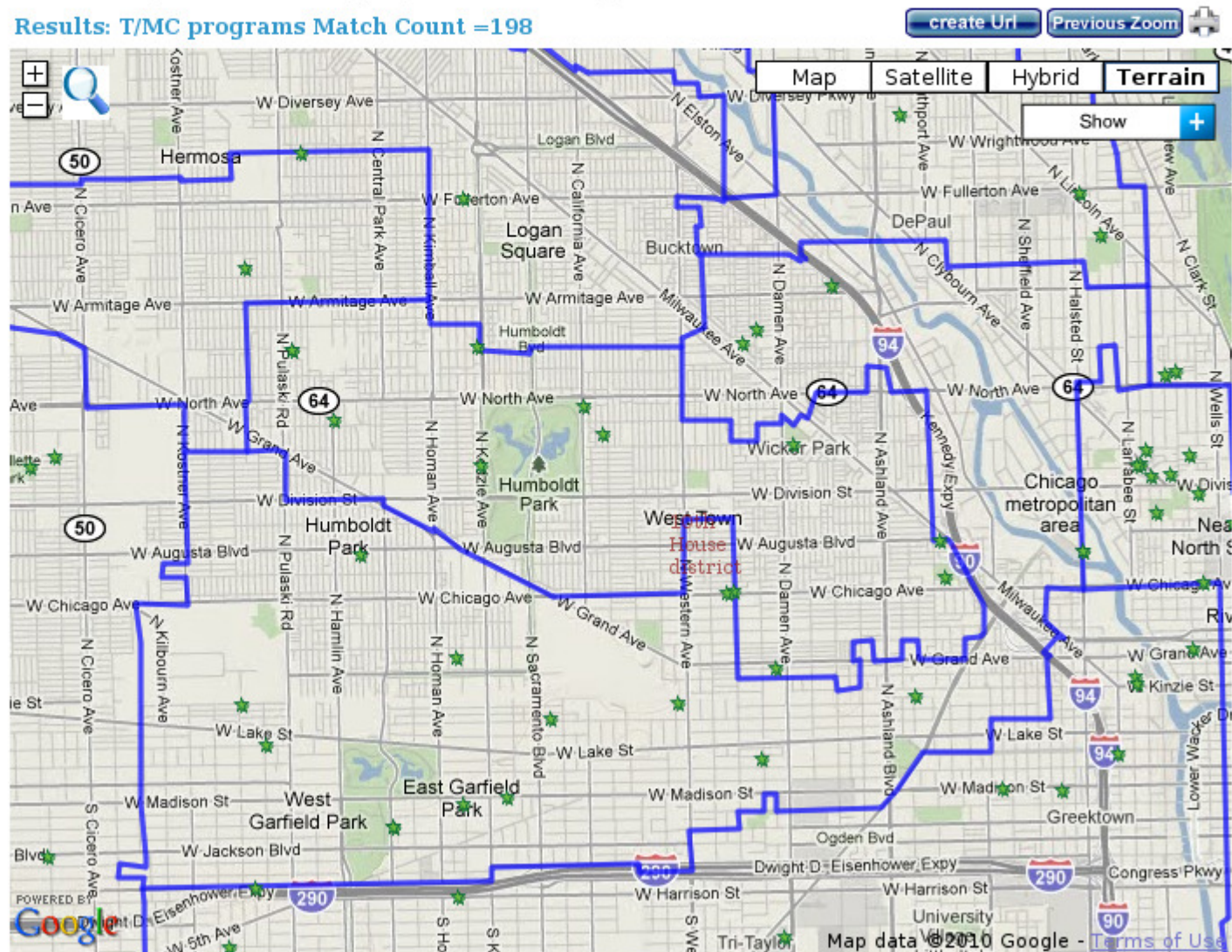
IL Legislature

Choose IL Legislature Districts from dropdown.

5th House district

Chosen IL Legislature Districts will be displayed on the map with high zoom level

When IL Legislature districts chosen, the IL legislature districts boundaries will be displayed on map.





Intent

- Planning where mentor programs are needed
- Aligning mentor programs with local resources
 - Policy-makers
 - Potential Donors
 - Program Planners/Collaborators

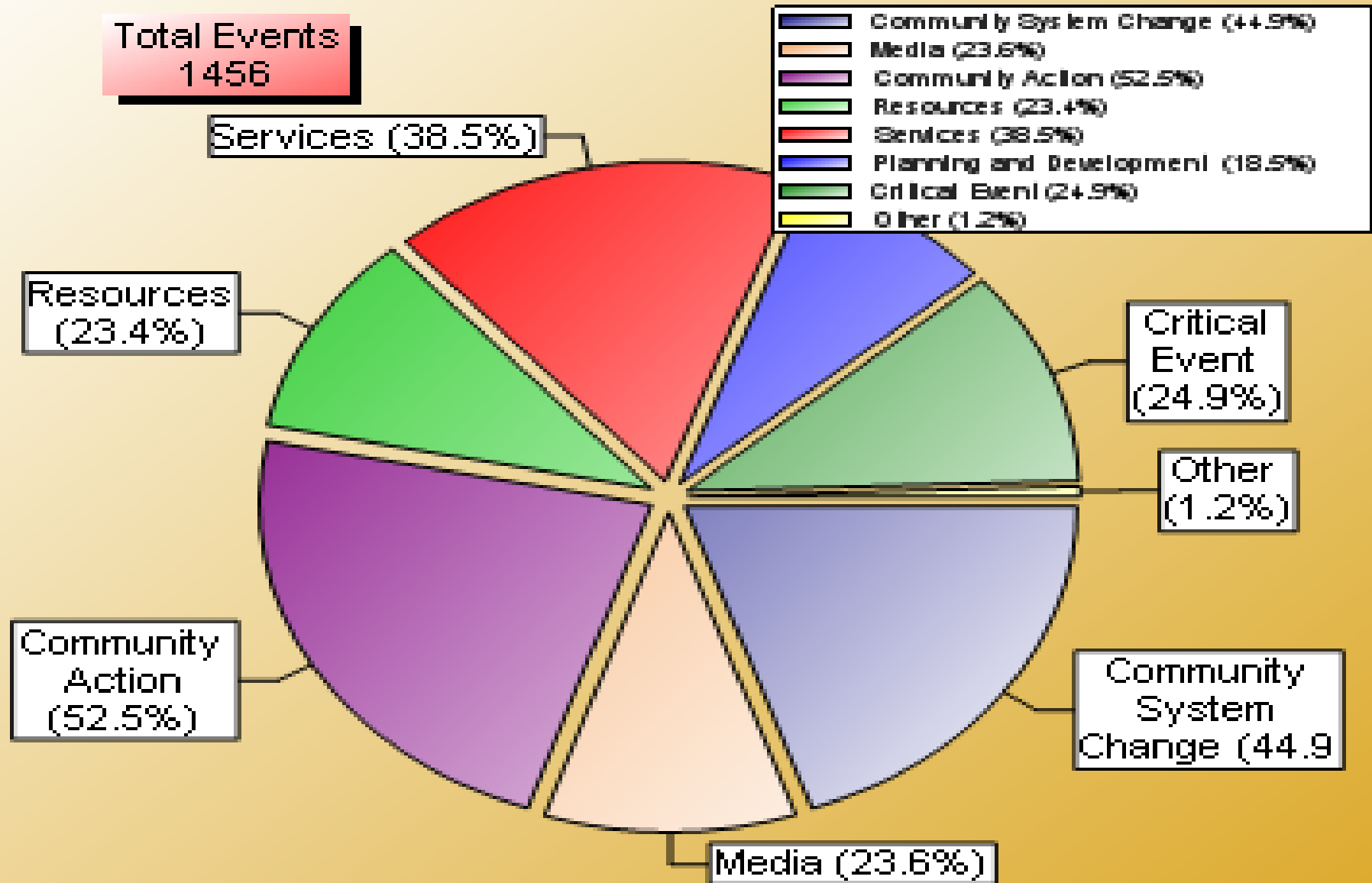


Unique TMC offerings

- ❑ OHATS Accountability – Internet-based system to record important events, actions and lessons
- ❑ Tutor Mentoring Institute – comprehensive collection of news, research and all things related to tutoring/mentoring

Tutor Mentor Events

Total Events
1456





Areas for potential TMC growth

- A qualitative analysis of TMC's peers highlighted potential offerings TMC could pursue with increased funding
- The following examples detail some of these programs:
 - Scaling TMC's resources to educate the public and private sectors on how to get involved with TMC (or mentoring more broadly)
 - Advocacy/Legislative assistance
 - One-on-one, personalized technical assistance and coaching to other mentor programs
 - Supporting coalitions/roundtables that meet on a regular basis
 - Serving as a clearinghouse for groups interested in collaborating with existing programs
 - Young professional advisory board to assist with recruitment and fundraising
 - Identifying resources that mitigate costs to programs and disseminating that information
 - Maintaining a list of job opportunities in the mentoring field



Conclusion

- From our perspective, as the research team, TMC is in a strong position to take on increased funding. We believe one of its strengths is its strategy of resource alignment. By this we mean, TMC does not only look internally for resources to advance its mission, but rather understands itself in its community of resources. An good example of this is shown in the intent of its online mapping offering. We therefore believe TMC realizes strong mission-return on its limited financial resources, which if increased, would prove equally impactful.
- The research we have completed here provides a high-level understanding of the national mentoring program environment. There is more to be done.
 - With respect to the study's first objective – understanding other mentoring programs – we suggest working individually with each organization to gain deeper detail on programs, resource strategies, funding raising approaches, among others.
 - With respect to the second objective – understanding TMC's relative financial position – we believe this study is clear that TMC is at a significant resource disadvantage.



Conclusion

- T/MC focus is on expanding ways adult volunteers help k-12 youth move through school and into jobs and careers. Mentoring is just one way adults get involved. Thus, expansion of this survey might include the following
 - Understanding of citywide or statewide arts, technology, or sports networks who seek to expand these services throughout a geographic region
 - Review of Map-based youth program locator projects sponsored by mayors in Chicago, Detroit, and a few other cities. What do these services offer that parallels, competes, and/or differs from what T/MC or other mentoring partnership are offering
- T/MC goal is to expand resources available to individual programs throughout the Chicago region. This includes funding. Further research should identify
 - What businesses, foundations fund mentoring partnerships in other cities, who also do business or have locations in Chicago
 - What strategies have been successful in Chicago, or in other cities to draw operating dollars directly to individual programs, which could be duplicated, if resources were available to invest in these.

Appendix

Revenue Detail

FY2008 Form 990 Financial Data

Mentor Program	Revenue
	Total
	\$
Tutor/Mentor Connection	469,662
Connecticut Mentoring Partnership	1,528,890
Indiana Youth Institute (Indiana Mentoring Partnership)	7,234,225
Maryland Mentoring Partnership	630,238
Massachusetts Mentoring Partnership	2,257,221
Mentoring Partnership	7,862,635
Mentoring Partnership of Minnesota	735,294
Oregon Mentors	386,783
The Mentoring Partnership of Southwestern Pennsylvania	487,036
VA Mentoring Partnerships	597,191
Volunteer Center of Southern Arizona: The Mentoring Partnership of Arizona (MPA)	-
Washington State Mentors	977,619

Best available information on Form 990 in 2008

Expense Detail

FY2008 Form 990 Financial Data

Mentor Program	Expenses						
	G&A, Facility		Fundraising		Programs & Grants		Total
	\$	%	\$	%	\$	%	\$
Tutor/Mentor Connection	19,279	16%	87,905	16%	388,435	69%	495,619
Connecticut Mentoring Partnership	1,158,010	21%	45,114	7%	303,697	72%	1,506,821
Indiana Youth Institute (Indiana Mentoring Partnership)	3,074,243	33%	307,009	0%	2,480,217	67%	5,861,469
Maryland Mentoring Partnership	150,653	20%	22,110	3%	594,429	77%	767,192
Massachusetts Mentoring Partnership	151,415	11%	124,106	9%	1,154,065	81%	1,429,586
Mentoring Partnership	7,979,488	64%	1,190,956	10%	3,220,434	26%	12,390,878
Mentoring Partnership of Minnesota	414,965	100%	-	0%	268,928	0%	683,893
Oregon Mentors	49,042	11%	78,918	17%	331,323	72%	459,283
The Mentoring Partnership of Southwestern Pennsylvania	470,663	100%	-	0%	-	0%	470,663
VA Mentoring Partnerships	531,358	58%	-	0%	386,379	42%	917,737
Volunteer Center of Southern Arizona: The Mentoring Partnership of Arizona (MPA)	-		-		-		-
Washington State Mentors	146,223	7%	176,559	8%	1,796,376	85%	2,119,158

Population Detail

Rank	Mentor Program	Geographic Area	Total Pop. Est. 2008*	Under 5 Years	5 to 13 Years	14 to 17 Years	18 to 24 Years
1	Tutor/Mentor Connection	Chicago-Naperville-Joliet, IL	7,990,248	-	-	-	-
2	VA Mentoring Partnerships	Virginia	7,769,089	522,672	887,525	413,004	768,475
3	Washington State Mentors	Washington	6,549,224	433,119	750,274	357,782	610,378
4	Massachusetts Mentoring Partnership	Massachusetts	6,497,967	383,568	701,752	341,713	665,879
5	Indiana Youth Institute (Indiana Mentoring Partnership)	Indiana	6,376,792	443,089	780,199	361,393	605,863
6	Maryland Mentoring Partnership	Maryland	5,633,597	371,787	651,923	316,873	543,470
7	Mentoring Partnership of Minnesota	Minnesota	5,220,393	358,471	606,802	289,371	507,289
8	Oregon Mentors	Oregon	3,790,060	243,483	424,167	199,925	338,162
9	Connecticut Mentoring Partnership	Connecticut	3,501,252	211,637	403,658	196,918	325,110
10	The Mentoring Partnership of Southwestern Pennsylvania	Pittsburgh, PA	2,351,192	-	-	-	-
11	Volunteer Center of Southern Arizona: The Mentoring Partnership of Arizona (MPA)	Pima County, Cochise County, Santa Cruz County, Graham County	1,220,399	-	-	-	-
12	Mentoring Partnership	N / A	-	-	-	-	-

*Estimates of the Resident Population by Selected Age Groups for the United States, States, and Puerto Rico: July 1, 2008



Mission Comparison

- Massachusetts Mentoring Partnership
 - Dedicated to growing quality mentoring to meet the needs of youth across Massachusetts
- The Mentoring Partnership of Southwestern Pennsylvania
 - Raise public awareness of the need and benefits of mentoring, recruit caring adults and efficiently connect them to mentoring programs, train and support these volunteers to be great mentors, and provide technical assistance to local mentoring programs.
- Maryland Mentoring Partnership
 - Provide training and technical assistance to develop and support sustainable youth mentoring programs in Maryland



Mission Comparison

- ❑ Mentoring Partnership of Minnesota
 - To lead the state in building and sustaining quality mentoring for every child. Efforts translate into more caring adults mentoring a generation of children and youth at every level of our community.
- ❑ Washington State Mentors
 - To promote and support quality mentoring that fosters positive youth development and academic success.
- ❑ Volunteer Center of Southern Arizona: The Mentoring Partnership of Arizona (MPA)
 - The Volunteer Center of Southern Arizona inspires and mobilizes people to become engaged, take action and solve community problems.



Mission Comparison

- Virginia Mentoring Partnership
 - To provide training and technical assistance to new and developing mentor/tutor programs to increase the number and quality of mentoring relationships for children and youth in Virginia.
- Oregon Mentors
 - Works to expand positive life opportunities for all young Oregonians by connecting them with caring mentors; their vision is a mentor for every child in Oregon who needs one
- Indiana Youth Institute (Indiana Mentoring Partnership)
 - The Indiana Youth Institute promotes the healthy development of children and youth by serving the institutions and people of Indiana who work on their behalf. Vision: All Indiana youth will thrive through the support of caring families, communities, and youth-serving organizations.



Mission Comparison

- Connecticut Mentoring Partnership
 - to increase the number of mentoring relationships and mentoring programs across the state and to assure the quality and safety of those programs.
- Tutor/Mentor Connection, Chicago
 - Provide an organized framework that empowers and encourages adult volunteers to contribute their time, effort, ideas and advocacy toward creating life-changing solutions for children in educationally and economically disadvantaged areas. 7 step theory of change
- National Mentoring Partnership, www.mentoring.org
 - To connect kids with the power of mentoring



Sample Peer Program Offerings

- ❑ Massachusetts Mentoring Partnership
 - Seeks out ways to subsidize mentor match activities
 - Engages Commonwealth of Massachusetts in mentoring
 - Educates corporations on mentoring
 - Provides advocacy updates/resources and mobilizes programs
 - Maintains list of job opportunities in the mentoring field



Sample Peer Program Offerings

□ Oregon Mentors

- Offers one-on-one, personalized technical assistance and coaching on a variety of issues related to mentoring such as program policies and evaluation, how to start a mentoring program, or nonprofit sustainability
- Identifies resources that mitigate costs to programs and disseminates that information
- Provides legislative assistance



Sample Peer Program Offerings

- Virginia Mentoring Partnership
 - Serves as clearinghouse for groups interested in collaborating with existing programs
- Washington State Mentors
 - Supports county-level mentoring coalitions/roundtables that meet on a monthly basis
 - Advocacy
 - Provides ways to volunteer beyond mentoring (events, fundraising, advocacy)



Thank you

- Tutor/Mentor Connection says “thank you” to Jacob, Hehershe, and Scott for the work they did on this survey, and for Net Impact Chicago, for providing this support
- Visit <http://tutormentorconnection.ning.com> and join in on-line networking and network-building.



Contact us

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