

2023-2024

ANNUAL REPORT



**ACTIVATING YOUTH FOR TRANSFORMATIVE
CHANGE.**



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Message from the CEO

Reflecting on this past year, I am struck by the incredible power of youth to effect change and make a lasting impact within their families, on their school campuses, and in their communities. At PRO Youth & Families, youth are central to everything we do, and their needs shape our decisions. With 41% of Sacramento 11th graders reporting chronic sadness and hopelessness, the need is urgent. Youth face challenges like uncertainty about their future, rising substance use, and critical mental health struggles. Now more than ever, they need support, affirmation, networks of care, and opportunities to advocate. Together, we can uplift youth and ensure they have the tools and support they need. Thank you for investing in their future.

Joeli Anderson

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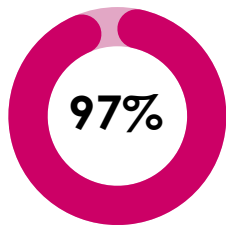
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OUR WORK

PRO's mission is to inspire, educate, and mobilize young people to build a healthier future for themselves, their families, and their communities. We envision a future where all young people recognize their value, have access to support and opportunities, and believe in their power to be change-agents in their community.

Our work is guided by our four Core Values: Youth First, Collaboration, Belonging, and Hope.

Youth First



of youth participants know they **have the power to make a difference** in their community.

Collaboration

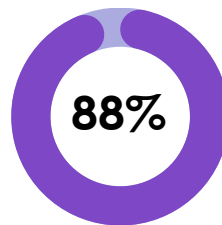
PRO collaborated with **111** partners in 2023 - 2024, including community-based organizations, school districts, offices of education, and government entities.

Belonging



of youth feel that **facilitators seemed to truly care** about participants.

Hope



of youth who participated in our programs are now more **hopeful about their future**.

OUR IMPACT

With the help of our partners, PRO served **3,800 youth** at **79 school & community sites**, totaling **30,000 program hours** in 2023-2024.



PROGRAMMING OVERVIEW

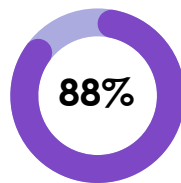
Youth Development Programs

Programs include mentoring, relationship skills, mental wellness, and substance misuse prevention. These programs provide safe spaces for youth to discover their identity, explore relevant topics, cultivate skills, and develop into community leaders.



Civic Engagement & Advocacy

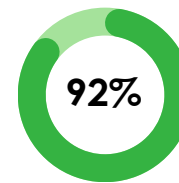
Through partnerships with city and county offices of education, oversight commissions, boards of supervisors, and councils, our programs educate youth on effective strategies for enacting and advocating systemic change.



of participants learned how to **advocate for themselves** and issues that are important to them

Mental Wellness Initiative

A non-clinical, youth-friendly response to youth mental wellness needs, the MindOneSix program provides opportunities for young people ages 12 to 24 to discover, explore, discuss, and obtain tools to better manage their mental wellness.



of participants learned how to **support their peers/friends with their mental health**

PRINCE'S STORY



"Throughout my academic Junior year, PRO impacted my life in incredible ways. I looked forward to every meeting day, excited to share my thoughts and express myself in a safe environment, fostered by Miss Kelley herself. I've become more of an advocate for myself and my community. I wholeheartedly cherish the opportunity to speak with others, raising awareness about mental health and substance abuse prevention. I highly recommend the program to anyone considering sharpening their leadership skills, educate themselves about mental health and substances, or meet new people, having an amazing time throughout it all."

— Prince

COLLECTIVE IMPACT



PRO's collective impact initiative, the **Youth & Family Collective (YFC)** develops collaborative community projects to support youth and the community nonprofits who serve them. Using shared tools and infrastructure, the YFC supports the capacity of nonprofits to help young people to learn, earn, and thrive, enabling PRO to reach more youth with the help of our partners.

In collaboration with **21 community-based organizations (CBO's)**, the YFC served **765 youth** in 2023-2024.

A total of **\$950K** was distributed to the **community**: \$620K awarded to CBO partners for administrative support and \$330K awarded to youth in the form of stipends.



PARTNER SPOTLIGHT



iSOUND Performing Community Arts Development, Inc.

One of our outstanding YFC partners, iSound Performing Arts was founded in 2018 by James Jackson Sr. Following the heartbreaking loss of his 20-year-old son in a random drive-by shooting on February 22, 2015, James relocated to Sacramento with a determination to support the youth in his community. He transformed his grief into a commitment to foster positive change, establishing iSound with the mission to enhance the talents and life skills of youth by providing a platform for creative expression, personal growth, and community engagement.

As a 501(c)3 community organization, iSound serves over 150 youth, ages 12-20, from Sacramento's Meadowview, Oak Park, and Del Paso Heights neighborhoods. The organization focuses on youth from low-income communities, foster care, and BIPOC backgrounds, offering a variety of programs that meet their diverse needs and interests, including partnering with PRO on a youth marijuana prevention campaign, culminating in a [music video](#) featuring a song written by the youth ([click to watch](#)).

MENTAL WELLNESS INITIATIVE

In 2020, officials from the City of Sacramento approached PRO with a critical problem: young people throughout our region were facing rising rates of depression, anxiety, and hopelessness, exacerbated by the pandemic. PRO set out to address this issue with our Mental Wellness Initiative, **MindOneSix**, which speaks to the **1 in 6 youth who experience a mental health disorder annually**.

MindOneSix includes a facilitated mental wellness curriculum, peer-to-peer model, and a facilitator training program. This year, we are expanding our reach and building the capacity of communities **across the nation** to address youth mental health.

We are making an impact:

41% of 11th grade students in Sacramento County feel **chronically sad and hopeless**.
88% of PRO Youth participants feel **more hopeful** after engaging in our programs.

WHAT IS MINDONESIX?

MindOneSix is a youth-focused, facilitated mental wellness curriculum that provides opportunities for young people ages 12 to 24 to discover, explore, discuss, and obtain tools for better managing their mental health and wellness.

OUR COMPREHENSIVE APPROACH

- Positive Youth Development
- Culturally Responsive
- Trauma Informed Practice
- Strength-based

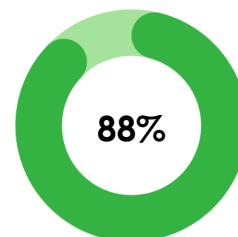
WHY THE NAME MINDONESIX?

1 IN 6 US youth experience a mental health disorder every year. This statistic coined the name.

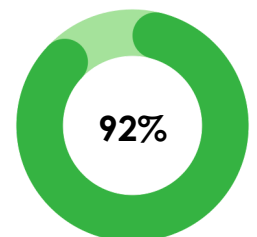


“

I learned about resilience and how you can bounce back or recover quickly from stressful times.”



of participants felt more hopeful after their experience with PRO.



of participants learned ways to help people they care about.

EVENTS OVERVIEW

In 2023-2024, PRO engaged over 4,500 community members through 44 events that fostered youth leadership, civic engagement, and community connection. PRO's events created spaces for youth and community members to connect, learn, and make a positive impact together.



Community Events

PRO participated in **32** community events, including Red Ribbon Week, Trunk or Treat, Family Resource Nights, a Wellness Walk, and many more events within the community. We reached **4169** people at these events.



Youth-led Events

PRO participated in **4** youth-driven tabling events at local high schools. The youth learned how to table and share information with their peers at these events. **111** people were reached via the youth-led events.



Civic Engagement & Advocacy

PRO participated in **7** Civic Engagement & Advocacy events, including 3 youth civics program graduation ceremonies, 3 Sacramento County of Education Board retreats, and 1 Breaking Barriers Symposium. These events empower youth to become advocates for themselves, their peers, and their communities.



Hope Rises Here Awards

June 20th, 2024 marked the **first ever Hope Rises Here Youth Recognition Awards**. Outstanding youth and partners were recognized for exemplifying the values of Hope, Belonging, and Collaboration within our programs during the school year. **100 people**, including community members, family members, and our partners, gathered to celebrate this special event.

The projects described were supported by the following: Grant Number TP1AH000299 from the HHS Office of Population Affairs; and Grant Numbers 90SR0205-01-00 and HHS-2021-ACF-ACYF-SR-1849 from the Administration on Children, Youth, and Families-Family and Youth Services Bureau. Contents are solely the responsibility of the authors and do not necessarily represent the official views of the Department of Health and Human Services, the Office of Population Affairs or the Administration on Children, Youth, and Families-Family and Youth Services Bureau.

PRO EXPANDS

From local roots to statewide and national impact

CONVENINGS



PRO Youth & Families was contracted by the Mental Health Services Oversight and Accountability Commission to implement the Youth Advocacy Initiative throughout the state of California. The purpose of the Youth Advocacy Initiative was to develop a network of 250 youth, around ages 14-18, throughout California to focus on mental health literacy and advocacy. PRO successfully engaged approximately 400 young people throughout California through virtual meetings and in-person events.

During January and February 2024, four in-person convenings were held in Sacramento, San Bernardino, Humboldt, and Fresno, with 267 youth in attendance.

CONFERENCES

PRO staff presented at the Adolescent Pregnancy Prevention Conference in San Francisco for Sexual Risk Avoidance Education (SRAE) grantees to learn new and innovative strategies to effectively engage and support youth to realize positive outcomes, promote youth well-being, and ultimately help young people thrive.

Our team also presented at the 2024 Teen Pregnancy Prevention Conference in Baltimore, incorporating insight from our Youth & Family Collective into their presentation about Building Trust and Driving Equity for Successful Recruitment and Retention.



PODCAST

Staci Anderson, PRO's President & CEO sat down with the Non Profit Podcast Network to share how the organization has grown over the years to meet the needs of young people. The episode is titled: **Shifting Hopelessness to Hope with Collective Collaboration. How PRO Youth & Families Serves Our Community (listen now).**

BOARD MEMBERS

YOUTH ADVISORY BOARD

We amplify youth voices within our organization's operations through our Youth Advisory Board. Selected programming alumni have the unique opportunity to gain insights into various PRO departments. These youth actively participate in program development initiatives and are encouraged to offer constructive feedback.



Savanna Karmue



Madeline Ford



Scarlett Valdes



Melanie Wambwa



Radha Chauhan

BOARD OF DIRECTORS



Debbie Merizon

Board Chair



Leslie McFadden

Board Secretary



Valentina Glaviano

Board Member



Amina Zamani

Board Member

ALUMNI NETWORK



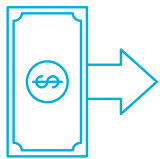
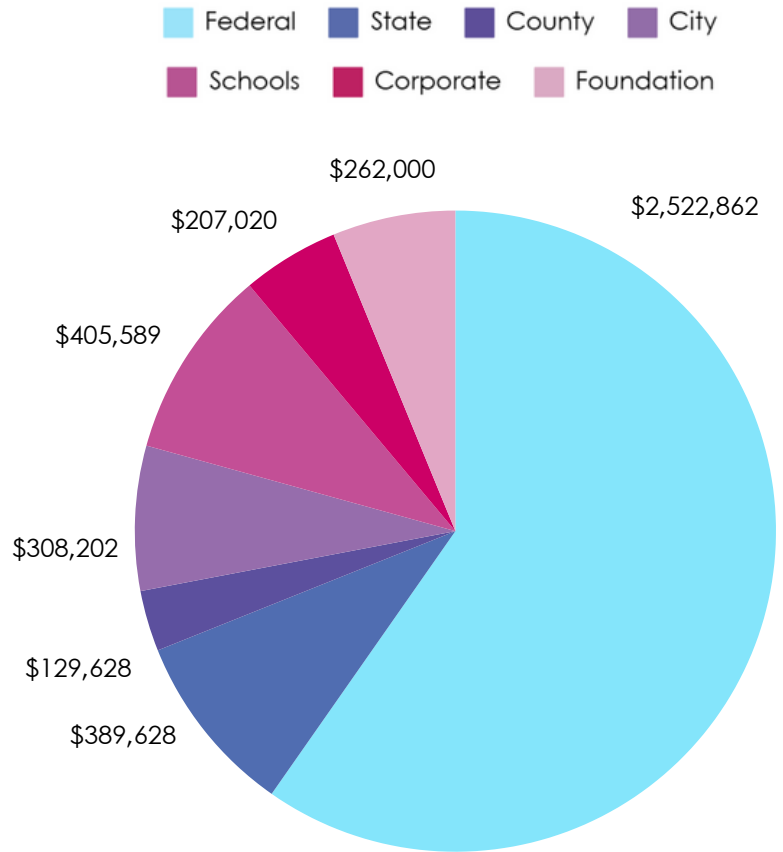
In our 40+ year history, we have served over 1 million youth! From our grassroots beginnings as People Reaching Out to our current expansion into statewide work, we continue to remain steadfast in our commitment to activating youth for transformative change. We are thrilled to launch our new **Alumni Network: the PRO Legacy Circle**, bringing together PRO alumni to join us in our mission. As valued members of our PRO family, Legacy Circle members will receive invitations to networking events, special workshop opportunities, and exclusive offers from our partners. To learn more, email us at alumni@proyouthandfamilies.org.

INVESTING IN HOPE

In 2023-2024, PRO has continued to build support for our mission through a diverse array of funding sources, including government grants and contracts at the federal, state, county, and city levels, school partnerships, and investments from private foundations, corporations, and individual donors.

By securing significant federal funding, we are *bringing critical resources into California*, which are **invested directly into our local community**.

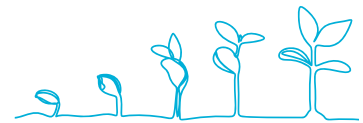
**Total 2023-2024 funding:
\$3,835,301**



The funding we receive is reinvested into the community.



Youth earned **\$224,720** in stipends.



\$622,930 to Community Based Organizations.



We made significant investments of time and resources into our organization this year to build out our mental wellness initiative. Our goal is to reach more youth in 2024-2025 with the addition of our facilitator training model, which builds the capacity of communities to address youth mental health. Our investors fuel vital programs that enhance youth development, ensuring the long-term sustainability of our mission.

YOUTH SPOTLIGHT



Sanaya, Youth at City Council participant

“PRO Youth was my first exposure to real-world challenges. I’m so grateful I was able to gain this opportunity at Youth @ City Hall and Summer @ City Hall. It has taught me so many valuable life skills. It gave me exposure to many career paths that I could pursue in my life. From hands-on skills to collaborating with other individuals on ideas and topics, PRO Youth gave me experience in invaluable skills that could help me in my future career.”

The PRO Youth meetings and sessions were the highlight of my day. I was able to expand beyond my comfort zone and meet and collaborate with like-minded people who share the same interests as me. It allowed me to introspect and find what I was really passionate about.

Throughout both programs, I also explored civic responsibilities as a community member and gained a deeper understanding of how our city operates, including the roles of various departments, local governance, and law enforcement in ensuring safety and promoting economic progress.

In fact, through one of the research projects, I learned about zero-energy shops and products, which inspired me to implement some of these practices at home and introduce them at school as well. Also, based on some learning about the grant process at the city, I was able to work with a local non-profit to apply for a community grant.

In conclusion, PRO Youth was a wonderful experience that enriched me with life skills that will surely be useful. It has also helped me become a responsible and engaged citizen of the community.”





Join us in our mission to affirm, educate, and inspire young people! To learn about making an investment in PRO, please contact kieraa@proyouthandfamilies.org.



Scan to visit our website