



CHILDREN'S TRUST
OF ALACHUA COUNTY

2021 Summer Programming

Program Overview and Outcomes
October 11, 2021

Presentation Overview

1. Recap of the 2021 Summer Programming RFP
2. Program Outcomes
 - a. Participant Demographics
 - b. Program Outcomes
 - c. Parent Satisfaction
 - d. Provider Feedback
3. Learnings & Recommendations



CHILDREN'S TRUST
OF ALACHUA COUNTY



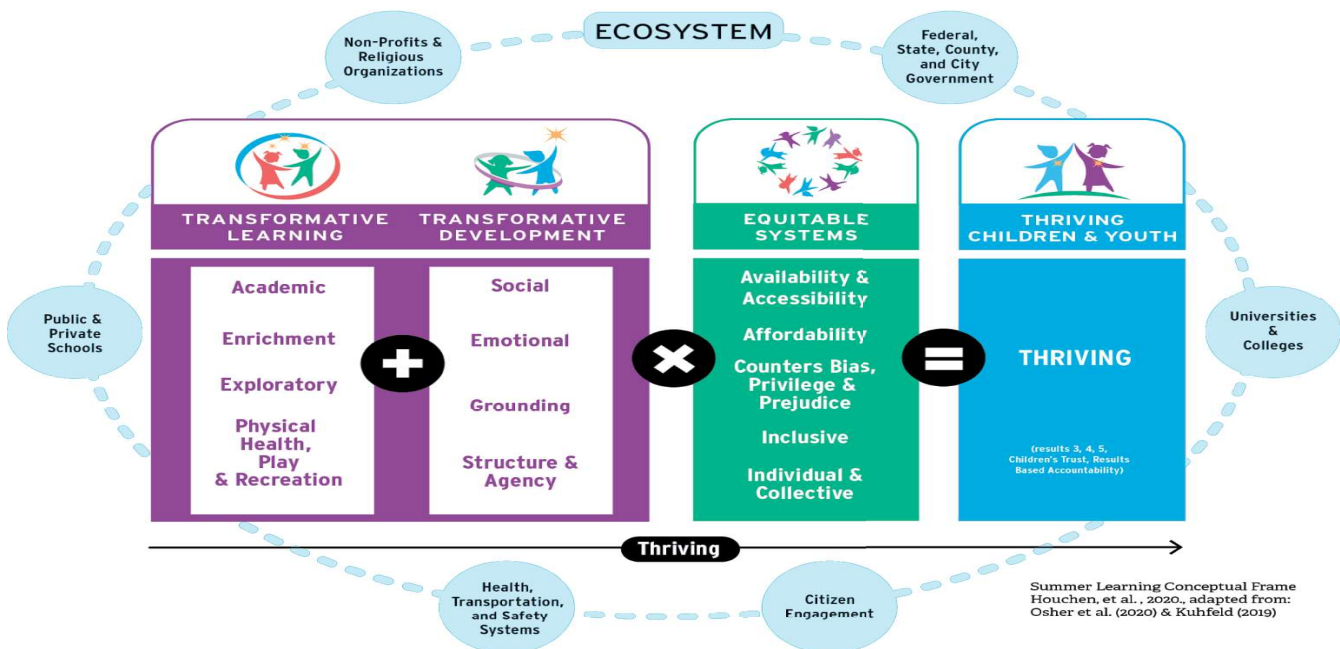
Just for Us Education, Summer 2021

Recap of the 2021 Summer Programming RFP



Star Center Children's Theatre, Summer 2021

SUMMER LEARNING CONCEPTUAL FRAME Opportunity for Lifelong Impact



Summer Program Overview

The Children's Trust of Alachua County funded qualified summer camp providers to host rising kindergarteners (five years old on or before September 1st) through rising 8th graders from low-income families in safe and enriching summer programming in 2021.

- CTAC intended to award full and partial summer programming scholarships to summer camp providers across Alachua county
- Contracts were fee for service, based on actual enrollment and weekly attendance of children eligible for full and partial summer camp scholarships
- Programs were able to serve one or more program sites throughout Alachua County
- Funding was prioritized by percentage of children living in poverty in each zip code

Summer Program Activities

Applicants had the flexibility to implement creative, innovative program that meet the needs and interests of children. Applicant must implement at least one of the following activities:

- **Academic:** activities that are designed to improve success in school. Typically, these activities are led by highly trained staff such as certified teachers and/or tutors.
- **Enrichment:** activities that broaden knowledge and/or culture. Enrichment can cover various topics, including but not limited to STEM/STEAM, arts, music, and environmentalism.
- **Exploratory:** activities that engage in active inquiry, decision making, and problem solving.
- **Physical, Health, Play and Recreation:** activities that allow for fun, physical activity, and health.

Performance Measures

Quantity: How Much?

- Number of children enrolled
- Number of program days



Quality/Effort: How well are services provided?

- Weekly attendance - % of CTAC funded kids will meet the attendance requirement
- Site Monitoring

Client Benefits: Is anyone better off?

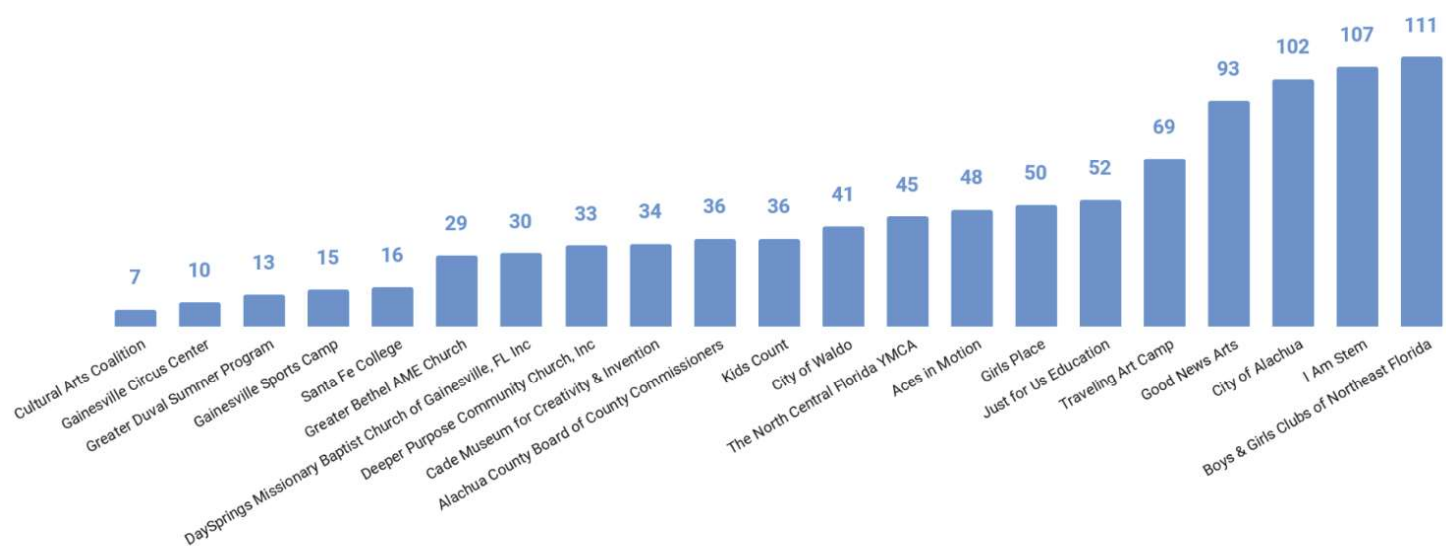
- 80% of children enjoyed camp activities
- 75% of parents satisfied with registration process
- 85% parents satisfied with camp activities
- 90% of parents felt their kids were safe at camp
- 80% of parents satisfied with camp communication
- 85% of families enjoyed the overall camp experience

Program Outcomes



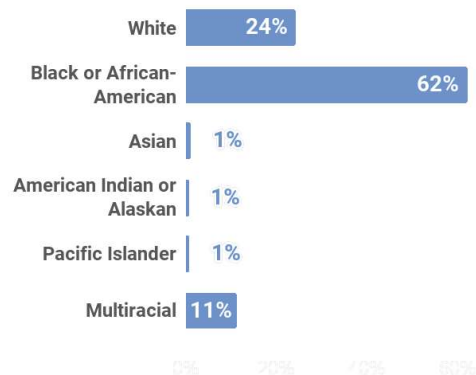
Traveling Art Camp, Summer 2021

Summer programs served **1,125 children** living in Alachua County.



Participant Demographics

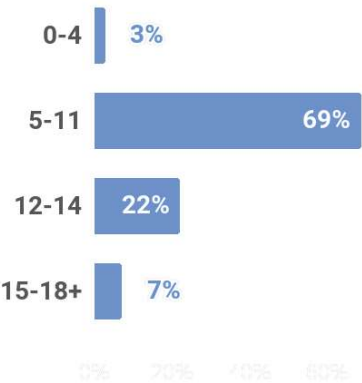
A majority of children were Black or African-American.



City of Alachua, Summer 2021

Participant Demographics

The majority of children were between 5-11 years old.

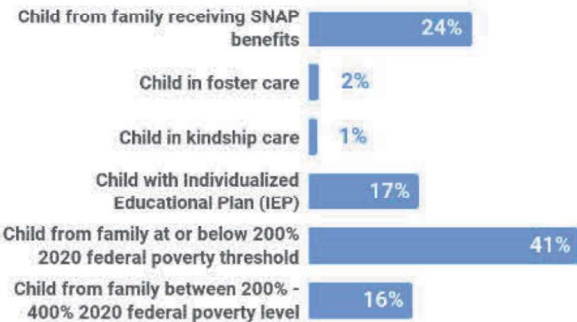


Good News Arts, Summer 2021

Participant Demographics

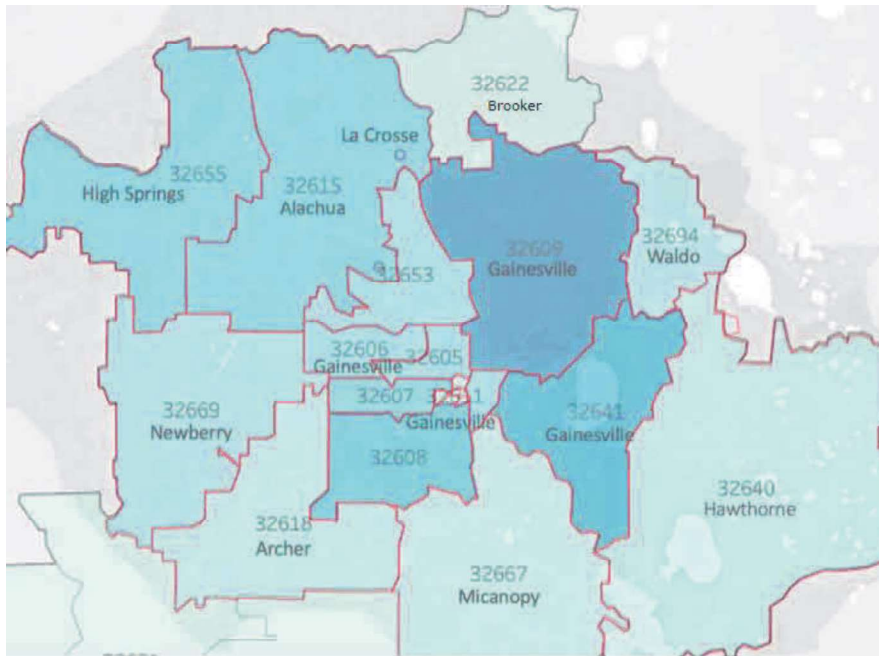


Most children live at or below 200% of the federal poverty level.



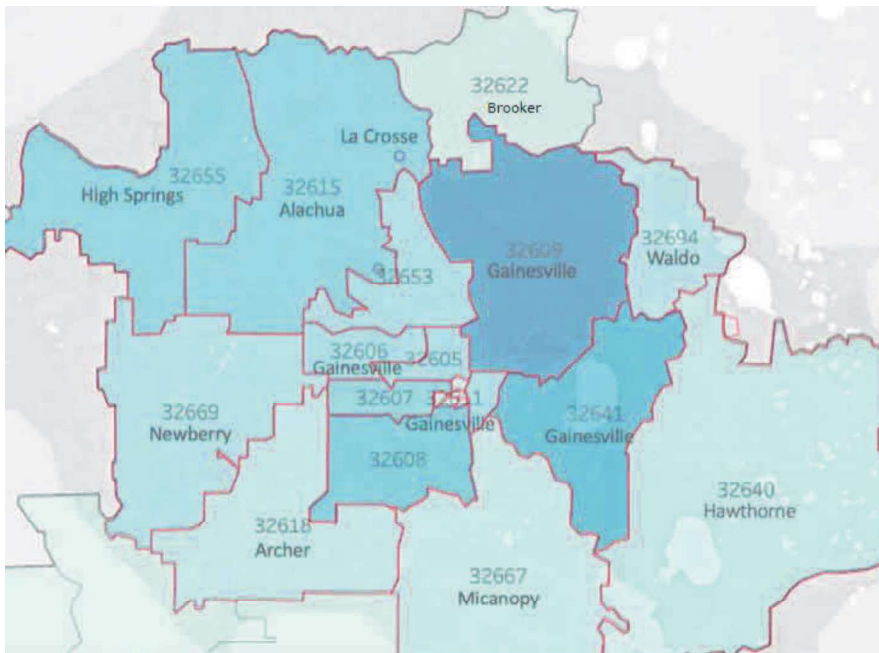
Greater Bethel A.M.E. Church, Summer 2021

Participation by Zip code



| Zip Codes | # of children |
|-----------|---------------|
| 32609 | 228 |
| 32641 | 158 |
| 32608 | 120 |
| 32643 | 98 |
| 32615 | 95 |
| 32607 | 73 |
| 32606 | 59 |
| 32601 | 59 |
| 32605 | 52 |
| 32653 | 47 |
| 32669 | 35 |
| 32694 | 30 |
| 32667 | 12 |
| 32618 | 12 |
| 32640 | 5 |
| 32603 | 2 |

Participation by City



| City | # of children |
|--------------|---------------|
| Gainesville | 812 |
| High Springs | 102 |
| Alachua | 100 |
| Newberry | 32 |
| Waldo | 30 |
| Micanopy | 12 |
| Archer | 9 |
| Hawthorne | 4 |

Funding Overview

Funded Programs: 22
Number of Children: 1,125

Actual \$\$ Spent: \$685,986.95

Contract Amounts Awarded: \$1,081,750

Programs **spent** significantly less than originally **budgeted** for.

Program Attendance

| Program Name | Weekly full-time scholarship amount | Number of weeks attended | | |
|--|-------------------------------------|--------------------------|---------|-----|
| | | Min | Average | Max |
| Aces in Motion | \$225.15 | 1 | 2 | 2 |
| Alachua County Board of County Commissioners | \$275.00 | 1 | 3 | 7 |
| Boys & Girls Clubs of Northeast Florida | \$100.00 | 2 | 5 | 6 |
| Cade Museum for Creativity & Invention | \$349.00 | 1 | 1 | 2 |
| City of Alachua | \$83.70 | 2 | 5 | 6 |
| Cultural Arts Coalition | \$530.00 | 5 | 5 | 5 |
| DaySprings Missionary Baptist Church | \$245.00 | 3 | 6 | 7 |
| Deeper Purpose Community Church, Inc | \$100.00 | 1 | 5 | 6 |
| Gainesville Circus Center | \$275.00 | 1 | 3 | 5 |
| Gainesville Sports Camp | \$115.00 | 0 | 2 | 3 |
| Girls Place | \$175.00 | 4 | 5 | 7 |
| Good News Arts | \$93.00 | 0 | 4 | 6 |
| Greater Bethel AME Church | \$75.00 | 0 | 5 | 7 |
| Greater Duval Neighborhood Association | \$243.00 | 3 | 5 | 5 |
| I Am Stem | \$75.00 | 0 | 4 | 4 |
| Just for Us Education | \$115.00 | 2 | 5 | 5 |
| Kids Count | \$115.00 | 2 | 3 | 3 |
| Santa Fe College | \$159.00 | 1 | 2 | 3 |
| Star Center Childrens Theatre | \$150.00 | 0 | 2 | 3 |
| The North Central Florida YMCA | \$174.26 | 0 | 3 | 6 |

Parent Satisfaction



Code Museum for Creativity and Invention, Summer 2021

Families were **extremely satisfied** with CTAC summer programs



Parents said their children liked...



What didn't they like?



Success Story: Girls Place

"We had the privilege of serving a family of four girls. One of the oldest siblings, Kia, has a super tough exterior and is slow to trust. She was in a group with a new staff member who was doing her best to balance structure and nurture with middle schoolers. Our kid has a strong voice and can easily sway an entire group. Kia started the summer swaying the group away from the counselor. The counselor was persistent in forming a relationship with Kia as they grew together as a group. About 4 weeks into the summer, Kia got an "awesome note" sent home for her leadership in the group. Kia also brought a staff member to tears with her appreciation. Kia was able to go to the Kennedy Space Center with Girls Place. The trip was possible because of funding from the Trust. Kia got off the charter bus, hugged our program director, Mrs. Lynn, and said thank you for such an awesome opportunity. Her only criticism was that the trip was not long enough. We are so grateful for the opportunity to fully fund Kia's summer with us and to witness her growth and appreciation for our programming."



Girls Place, Summer 2021

Success Story: Just for Us Education

"A parent, we will call her Rachel. She needed childcare for her two middle school kids, Jake and Jacob; Rachel was not comfortable leaving them home alone even though they were 11 and 12. Rachel does not own a car and uses public transportation to get to and from work. It was a perfect opportunity to have her children at Camp Just for Us, especially with no vehicle. Her children could go to camp, and she could go to work with no worries of safety or transportation."



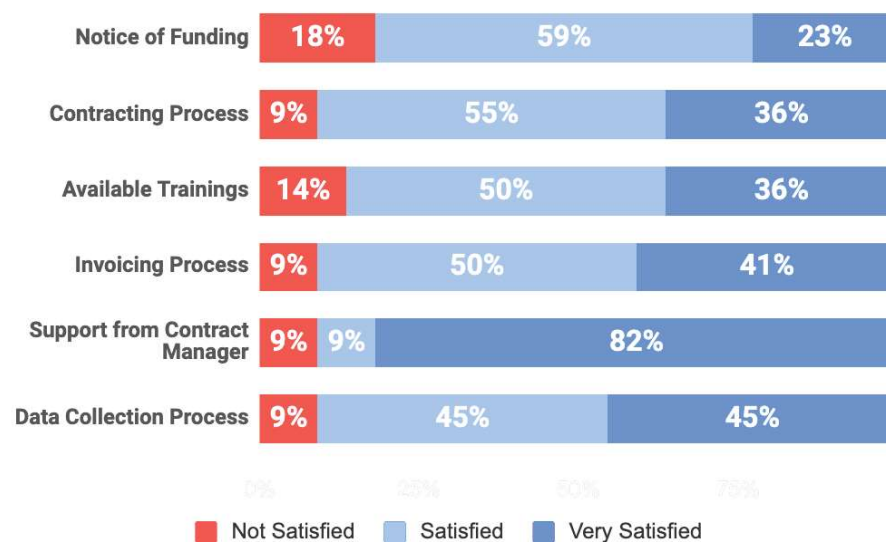
Just for Us Education, Summer 2021

Provider Feedback



Code Museum for Creativity and Invention, Summer 2021

Providers were asked to indicate how satisfied they were with:



Providers liked that...

- CTAC funding allowed them to offer scholarships for kids who otherwise would not be able to participate
- CTAC staff were very approachable and answered all questions; allowing them to feel confident
- They were challenged to do something new and exciting for the community that had not been done before



I Am Stem, Summer 2021

Providers faced challenges like...

- The food service, since it was not covered by reimbursement categories
- No shows and enrollment not meeting expectations
- Recruitment and registration early on
- Communicating program expectations to parents
- COVID-19 placed limits on the experiential learning opportunities that were offered



DaySprings Missionary Baptist Church of Gainesville, Summer 2021

Learnings and Recommendations



Gainesville Circus Center, Summer 2021

What improvements should CTAC consider for future funding?

- Support connections for food partnerships to help providers better provide healthy snacks and meals
- Start the application process earlier to allow more time for planning and recruitment
- Provide more advanced trainings including fiscal management and upfront assistance/support especially for smaller organizations



DaySprings Missionary Baptist Church of Gainesville, , Summer 2021

Appendix - Provider Snapshots