

Mayors Youth Council

Status: Approved
Date: 5/12/2026

Organization Information

Organization Profile	City of Madison
Address	100 Hughes Road Madison 35758 - Alabama
Category	Public and Societal Benefit
Tax ID or EIN/RCN	BSV_GOV_EIN_636005367_0001
Requested Cash Amount: Please enter the amount you are requesting. If requesting a non-cash contribution, enter \$1	USD 8,500.00
Grant Terms and Conditions	Yes
Were you able to find your Organization/Cause in the Benevity Database?	No
Federal Tax ID or Employer Identification Number	63-6005367
Organization Name	City of Madison
Organization Address (line 1)	100 Hughes Road
Organization Address (line 2)	
Organization City	Madison
Organization State	Alabama
Organization Zip/ Postal Code	35758
Main Telephone	2567725600
Main Email Address	amanda.jarrett@madisonal.gov
Website Address	https://www.madisonal.gov/
Mission Statement and History	Madison is ranked #9 BEST PLACE TO LIVE in the U.S., by Niche, 2025. As one of the fastest-growing cities in the southeastern United States, Madison boasts one of the highest per-capita incomes and a school system recognized for scholastic excellence at the local, state, and national levels. The Mayor and the City Council continue to invest in economic development, public facilities, and infrastructure. Madison has been listed as a US News & World Report "Top 10 Places to Grow Up", a CNN Money "Top 100 Best Places to Live", one of Family Circle's "10 Best Towns for Family", and was recognized as Google's "2013 Digital Capital of Alabama". In 2024, Madison was ranked among the Top 10 Best Suburbs to Buy a House in America, the Best Place to Raise a Family in Alabama, and the Best Suburb to Live in Alabama by Niche. Madison's mission statement is: "The City of Madison's mission is to provide excellent services through responsible use of public resources, enhancing the quality of life for our community."

Contact Information

Contact Information	First Name	Last Name	Phone Number	Email Address	Contact Type
Primary Request Contact	Amanda	Jarrett	256-348-	amanda.jarr	Primary

Request Information

W9: Please provide your most recent W9 form, signed and dated. PDF only. [City of Madison W-9.pdf](#)

Program Title:	Mayors Youth Council	
Total Program Cost	Total Cost	Requested Amount
Program and/or Services	8,500.00	8,500.00
Other (e.g. administrative, overhead)	0.00	0.00
	Sum:	Sum:
	8,500.00	8,500.00

How will Toyota's funds be used?	This fall, 30 high school students representing Madison's public, private, and homeschool communities will form the city's inaugural Madison Youth Council, a yearlong civic leadership program designed to cultivate the next generation of community leaders.
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Serving students in grades 9–12, the program will provide seven immersive sessions that place students inside the departments that keep Madison running. Through hands-on experiences with local government, participants will attend City Council meetings, engage with municipal leaders, explore career pathways in public safety, STEM, finance, public works, and public administration, and collaborate on real-world solutions to community challenges. Students will also complete service projects designed to strengthen their connection to the community while building practical leadership, communication, and civic engagement skills.

The program concludes with a formal graduation ceremony during a City Council meeting, recognizing participants for their commitment to public service and civic leadership.

Grant funding will directly support essential program expenses, including student workbooks, program shirts, breakfast for monthly sessions, and transportation assistance, ensuring all selected students have equitable access to participate fully in this inaugural initiative.

Through this investment, the Madison Youth Council will establish a sustainable pipeline of informed, engaged young leaders who are prepared to contribute meaningfully to the future of Madison.

Non-Deductible Amount:	USD 0.00
Non-Deductible Type:	N/A
Will Toyota receive material benefits for this contribution?	No
Is the Overhead Negotiable?:	No
Program Budget File	MYC Budget.pdf
Program Start Date:	8/26/2026
Program End Date:	4/26/2027
Program Description: (2000 character maximum)	Over the course of seven interactive sessions, students will step inside the departments, facilities, and operations that keep Madison thriving. Participants will engage directly with city leaders, department heads, first

responders, engineers, planners, financial professionals, technology specialists, and parks and recreation staff, gaining behind-the-scenes insight into the essential services that shape daily life in one of Alabama's fastest-growing communities.

Program sessions are hosted at city facilities and community venues, including the Toyota Field Public Safety Annex, Public Works Facility, City Hall, community centers, and Fire Station 4. Students will explore career pathways in public safety, STEM, engineering, finance, information technology, infrastructure, parks and recreation, economic development, and public administration while learning how local government decisions impact residents, businesses, and future growth. Sponsorship includes the opportunity to have a custom session with the MYC

Beyond observation, MYC emphasizes active civic participation. Each student is required to attend a City Council meeting, observe a local board, committee, or commission meeting, and participate in service-learning projects that directly benefit Madison residents. Eligible participants also have the opportunity to register to vote during the program's kickoff, reinforcing the importance of civic responsibility and lifelong community engagement.

Each 90-minute monthly session includes breakfast and structured leadership development, networking, and mentorship opportunities with elected officials and municipal professionals. The program culminates in a formal graduation ceremony during a City Council meeting, where students present their community service project and are publicly recognized for their commitment to service, leadership, and civic excellence.

Program Initiative Area: Please select the initiative area that describes your program.	Workforce Development
Local, State, or Federal Support: Do you receive any support from local, state, or federal government entities?	No
Are there other supporters in this program/initiative?	No
Toyota Employee or Dealer Involvement	Yes
Please enter employee/dealer name	Sydney Martin
Geographic scope of the program/initiative	Local
State(s) of the program/initiative	Alabama
Zip codes of the program/initiative	35758, 35806, 35814
How will Toyota be recognized?	As a founding partner of the Madison Mayor's Youth Council, Toyota will receive recognition throughout the program year and direct engagement with Madison's emerging civic leaders. Sponsor recognition includes prominent logo placement on official program materials, including student workbooks, program shirts, event signage, and the Mayor's Youth Council webpage on the City of Madison website.

In addition to brand recognition, the sponsor will have the opportunity to participate in a program session, providing a unique opportunity to engage directly with students, share industry insights, highlight career pathways, and demonstrate their organization's commitment to workforce development and community investment.

Toyota will also receive a formal invitation to participate in the Mayor's Youth Council graduation ceremony held during a City Council meeting, where students are publicly recognized for completing the program. This provides an opportunity for sponsor representatives to join city leadership in celebrating the inaugural cohort and the shared investment in Madison's future leaders.

Does your organization primarily serve animals, wildlife, or environment? No

Participants Served: Not a fundraiser

Program Objectives/Metrics

Please list out all program objectives

Program objectives

Program Objective 1

Increase students' understanding of local government and civic processes.

Program Objective 2

Maintain strong student participation and engagement throughout the program.

Program Objective 3

Increase awareness of public service career pathways.

Program Objective 4

Strengthen civic participation and community engagement.

Program Objective 5

Deliver meaningful workforce and leadership exposure.

What key performance indicators (KPIs) will you use to monitor the progress of this grant?

KPI Name	Baseline Figure	Target
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KPI 1

Students with average score of 80% on civic knowledge assessments (pre-program vs. post-program)

9

24

KPI 2

Students with attendance rate of 90% across all seven sessions

0

27

KPI 3

Number of participants reporting increased interest in public service or municipal career pathways

0

23

KPI 4

Student who have completed required civic engagement activities

0

30

KPI 5

Students who rate program value of 90% or higher

0

27

Please list out all key program deliverables (including milestones with approximate timing) associated with your funding request.

Key Deliverables/Milestones	Estimated Timing	Notes
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Key Deliverable/Milestone 1

Recruitment and Selection of Inaugural Cohort

August 2026

Selection of 30 students representing public, private, and homeschool communities

Key Deliverable/Milestone 2

Baseline Assessment and Program Launch

September 2026

Orientation completed; pre-program civic knowledge and career interest surveys

Key Deliverable/Milestone 3	Completion of Core Learning Sessions	March 2027	administered Delivery of seven hands-on sessions across city departments
Key Deliverable/Milestone 4	Completion of Civic Engagement Requirements	March 2027	All students complete City Council attendance, board observation, and community service project requirements
Key Deliverable/Milestone 5	Program Evaluation and Graduation	April 2027	Post-program knowledge surveys completed; student outcomes evaluated; graduation held during City Council meeting

Is this program sustainable beyond Toyota's funding?	Unsure
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Additional Objectives or Comments

Congressional Involvement

Is this contribution or the charity for which it is intended involved in any way with any covered federal official? Level of involvement requested from Toyota in the specific event including requested contribution amount and any in-kind donations.	No
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Are you a Member of Congress or an employee of either the U.S. House of Representatives or the U.S. Senate or a covered Executive Branch official?	No
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Is this organization established by one or more Members of Congress or a covered Executive Branch official?	No
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Is this organization named for a current Member of Congress?	No
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Is this organization controlled by a current Member of Congress, Congressional Staff Member, a covered Executive Branch official, or has an active participant on the board of directors?	No
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Is this contribution for an event honoring or recognizing a Member of Congress or a covered Executive Branch official?	No
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Review Your Application