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/](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](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

Population* by Mentor Program Region (2008)

*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

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
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

Note1: Click the program icon to redirect to the program website
Note2: Drag the map to view all details in the map
Note3: Click drop zoom icon on the map to drag and zoom the 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

Note 1: Click the program icon to redirect to the program website
Note 2: Drag the map to view all details in the map
Note 3: Click drag zoom icon on the map to drag and zoom the 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

Click to view the DrugStore
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
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
- Services (38.5%)
- Resources (23.4%)
- Community Action (52.5%)
- Media (23.6%)
- Critical Event (24.9%)
- Community System Change (44.9%)
- Planning and Development (18.5%)
- Other (1.2%)
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

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

Best available information on Form 990 in 2008
## Expense Detail

**FY2008 Form 990 Financial Data**

<table>
<thead>
<tr>
<th>Mentor Program</th>
<th>G&amp;A, Facility</th>
<th>Fundraising</th>
<th>Programs &amp; Grants</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$</td>
<td>%</td>
<td>$</td>
<td>%</td>
</tr>
<tr>
<td>Tutor/Mentor Connection</td>
<td>19,279</td>
<td>16%</td>
<td>87,905</td>
<td>16%</td>
</tr>
<tr>
<td>Connecticut Mentoring Partnership</td>
<td>1,158,010</td>
<td>21%</td>
<td>45,114</td>
<td>7%</td>
</tr>
<tr>
<td>Indiana Youth Institute (Indiana Mentoring Partnership)</td>
<td>3,074,243</td>
<td>33%</td>
<td>307,009</td>
<td>0%</td>
</tr>
<tr>
<td>Maryland Mentoring Partnership</td>
<td>150,653</td>
<td>20%</td>
<td>22,110</td>
<td>3%</td>
</tr>
<tr>
<td>Massachusetts Mentoring Partnership</td>
<td>151,415</td>
<td>11%</td>
<td>124,106</td>
<td>9%</td>
</tr>
<tr>
<td>Mentoring Partnership</td>
<td>7,979,488</td>
<td>64%</td>
<td>1,190,956</td>
<td>10%</td>
</tr>
<tr>
<td>Mentoring Partnership of Minnesota</td>
<td>414,965</td>
<td>100%</td>
<td>-</td>
<td>0%</td>
</tr>
<tr>
<td>Oregon Mentors</td>
<td>49,042</td>
<td>11%</td>
<td>78,918</td>
<td>17%</td>
</tr>
<tr>
<td>The Mentoring Partnership of Southwestern Pennsylvania</td>
<td>470,663</td>
<td>100%</td>
<td>-</td>
<td>0%</td>
</tr>
<tr>
<td>VA Mentoring Partnerships</td>
<td>531,358</td>
<td>58%</td>
<td>-</td>
<td>0%</td>
</tr>
<tr>
<td>Volunteer Center of Southern Arizona: The Mentoring Partnership of Arizona (MPA)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Washington State Mentors</td>
<td>146,223</td>
<td>7%</td>
<td>176,559</td>
<td>8%</td>
</tr>
</tbody>
</table>


## Population Detail

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

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](http://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](http://tutormentorconnection.ning.com) and join in on-line networking and network-building.
Contact us

- Cabrini Connections, Tutor/Mentor Connection
  - 800 W. Huron, Chicago, Il. 60642
  - Phone: 312-492-9614
  - Fax: 312-492-9795
  - Email: tutormentor2@earthlink.net

- http://www.tutormentorconnection.org
- http://www.cabrininiconnections.net