

“Everybody can be great... because anybody can serve.”

— Dr. Martin Luther King, Jr.



THE MAYERSON STUDENT PHILANTHROPY PROJECT

ANNUAL REPORT

FALL 2011 / SPRING 2012





What is student philanthropy?

“Student philanthropy is a teaching strategy designed to engage students actively in the curriculum, increase awareness of social needs and nonprofit organizations, and teach grant-writing and grant-making skills.”

— NKU Professor Julie Olberding, Ph.D., in “Does Student Philanthropy Work?
A Study of Long-term Effects of the Learn-by-Giving Approach,”
published in *Innovative Higher Education*, April 2012

MAYERSON STUDENT PHILANTHROPY PROJECT

FALL 2011 AND SPRING 2012: ANNUAL REPORT

ABOUT MSPP

The Mayerson Student Philanthropy Project at Northern Kentucky University is designed to use a “learn by giving” approach in the college classroom so that students can experience philanthropy firsthand. Students evaluate community needs. They research to determine which nonprofits are most effectively addressing those needs. MSPP uses service learning pedagogy to connect the philanthropy experience to learning outcomes. Launched in the Fall 2000 semester, MSPP operates under the direction of Northern Kentucky University’s Scripps Howard Center for Civic Engagement.

The goals of MSPP include:

- Enhance students’ awareness of social problems and nonprofit organizations in the community.
 - Influence their attitudes, interests, intentions and behaviors related to social responsibility and civic engagement.
 - Increase their knowledge of philanthropic processes, particularly grant seeking and grant making.
 - Enhance their understanding of the academic content of the course by integrating theory and practice.
 - Improve their critical thinking, communication, leadership, and other work-life skills.
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ABOUT THIS REPORT

This report is a summary of the Mayerson Student Philanthropy Project (MSPP) at Northern Kentucky University for the Fall 2011/Spring 2012 academic year. The contents of this report are the property of NKU. The report was prepared by NKU’s Scripps Howard Center for Civic Engagement, where the MSPP program resides.

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257 nonprofits have received grants from NKU's student philanthropy classes since 2000. Also, meet our donors... and consider supporting a student philanthropy class at NKU.



SHOW YOUR NORSE PRIDE ... SUPPORT STUDENT PHILANTHROPY

*Buy a Norse magnet for your car. The cost is just \$5.50 (includes shipping).
Proceeds support the Mayerson Student Philanthropy Project.*

Order by e-mail: engage@nku.edu

SECTION ONE OVERVIEW

HIGHLIGHTS FROM A BANNER YEAR

STUDENT PHILANTHROPY: PLANT IT, NURTURE IT, HARVEST IT



THE ACADEMIC YEAR AT-A-GLANCE

• 5 fall classes, 10 spring classes	• 1st class with a study abroad component
• \$27,608 awarded directly to 23 nonprofits	• 1st high school class for college credit
• \$60,480 distributed in partnership with Toyota	• 1st two-semester, fall-to-spring 'class'
• \$5,674 raised by NKU students	• Online course for 3rd straight year
• 720 volunteer hours by students	• Non-credit class tied to tornado relief
• 10 disciplines represented in the course lineup	• 2nd printing of faculty handbook
• Co-organized Ky. student philanthropy summit	• New student fundraising guide published

STUDENT PHILANTHROPY AT NKU AFTER 12 YEARS

INNOVATION, VISION AND COMMITMENT

Dear friends of student philanthropy,

This summer, an email arrived from a faculty member at a university in Georgia. His Google search of “student philanthropy” connected him to links to Northern Kentucky University and our Mayerson Student Philanthropy Project. That, in turn, led to information about our faculty handbook, published first in 2010 and with a second printing this past December. The handbook has been widely distributed to colleges and universities in most states. Would we, he asked, send him one? And we did.

Why the demand? It’s because NKU and its partners have built the nation’s gold standard for incorporating philanthropy into the college curriculum, using service learning principles that link philanthropy directly to the learning goals and outcomes of the classes employing this powerful pedagogy.

We are proud of our reputation in the nation for innovating in this field, but we are equally proud of what happens at home on our campus and in our community:

- About 2,400 students have taken a student philanthropy class at NKU.
- We’ve conducted 137 classes in 35 different disciplines.
- 402 gifts have been made to 257 nonprofits selected by our students.
- Total distributions have exceeded \$650,000.

In our twelve years, we’ve averaged 11 student philanthropy classes per year. This year, we had 15. We also make a point each year of bringing student philanthropy to at least one new discipline. This year’s addition was Spanish, our first time in a foreign language class.

MSPP’s founders had a strong vision for what the program could be, and our team is committed to innovations that bring that vision to life in new and creative ways at NKU and in the nation.

Sincerely,



Mark Neikirk, executive director
Scripps Howard Center for Civic Engagement

TRACKING IMPACT



How did the class impact your sense of personal responsibility to your community?

CLASSES AND RECIPIENTS: FALL 2011

CLASS	NONPROFITS FUNDED	AMOUNT
CMST 340 Strategies of Persuasion <i>Taught by Jeff Fox — 23 students enrolled</i>	<ul style="list-style-type: none"> • The Music Resource Center • New Beginnings Family Services 	\$1,525 \$1,525
JCOM687 Qualitative Research Methods <i>Taught by Jimmie Manning, Ph.D. — 14 Students enrolled</i>	<ul style="list-style-type: none"> • Bridges for a Just Community • Power Inspires Progress 	\$1,000 \$1,000
CHE 391W Chemical Writing & Information <i>Taught By PJ BALL — 14 Students enrolled</i>	<ul style="list-style-type: none"> • Cincinnati Museum Center • Kenton County Public Library 	\$1,000 \$1,000
PAD 622* Volunteer Management <i>Taught by Julie Olberding, Ph.D. — 19 students enrolled</i>	<ul style="list-style-type: none"> • Arthritis Foundation • Shoulder to Shoulder • Cincinnati Opera Association • Hearing, Speech and Deaf Center • Steinfeld Toy Foundation • Florence Police Department • Cincinnati State College • Wilderness Road Girl Scouts • G.L.A.D. House • Jobs for Cincinnati Graduates • CASA of Kenton County 	\$1,000 \$1,500 \$2,500 \$2,500 \$3,500 \$4,000 \$5,000 \$6,200 \$7,000 \$10,000 \$17,280
ENG 347 Technical Writing <i>Taught by Janel Bloch — 18 students enrolled</i>	This class was part of a two-semester approach to student philanthropy. The fall class collected and reviewed applications, but the award selections were made by the partner class in the spring semester.	

*PAD 622 used the "indirect" model of student philanthropy. In this model, classes partner with a community funder and act as an advisory board to that funder. The funder retains direct control of the giving. PAD 622's partner was Toyota Motor Engineering & Manufacturing North America Inc.

CLASSES AND RECIPIENTS: SPRING 2012

CLASS	NONPROFITS FUNDED	AMOUNT
CMST 340 Strategies of Persuasion <i>Taught by Jeff Fox — 23 students enrolled</i>	<ul style="list-style-type: none"> • Faith Community Pharmacy • Special Spaces Cincinnati 	\$1,609 \$1,609
HIS 605 Museum Education & Interpretation <i>Taught by Brian Hackett, Ph.D. — 25 Students enrolled</i>	<ul style="list-style-type: none"> • Crossroads Elementary School • Cline Elementary School 	\$1,000 \$1,000
ENG 546 Grant Writing <i>Taught By Janel Bloch, Ph.D. — 15 Students enrolled</i>	<ul style="list-style-type: none"> • Faith Community Pharmacy • Be Concerned 	\$1,000 \$1,000
HIS 694 Public History Seminar <i>Taught by Becky Bailey, PH.D. — 15 students enrolled</i>	<ul style="list-style-type: none"> • Friends of Harriet Beecher Stowe • James A. Ramage Museum 	\$1,000 \$1,000
CMST 110 Intro to Communication Studies <i>Taught by Igor Ristic, graduate student — 22 students enrolled</i>	<ul style="list-style-type: none"> • Special Spaces Cincinnati • Franciscan Daughters of Mary 	\$1,000 \$1,000
SPI 481 Studies in Spanish & Spanish-American Literature <i>Taught by Kajsa Larson — 12 students enrolled</i>	<ul style="list-style-type: none"> • YWCA Alliance for Immigrant Women • Su Casa 	\$1,000 \$1,000
LDR 480 Organizational Leadership Capstone <i>Taught by Rick Brockmeier, Ph.D. — 25 students enrolled</i>	<ul style="list-style-type: none"> • Citizens Foundation USA • Helen Keller International 	\$1,000 \$1,000
SWK 105 Intro to Social Work <i>Taught by Willie Elliot — 30 students enrolled</i>	<ul style="list-style-type: none"> • Brighton Center • Women's Crisis Center 	\$1,000 \$1,000
LRD 394, PSC 394, PAD 699 International Human Rights & the Law <i>Taught by Whitney McIntyre-Miller — 12 students enrolled</i>	<ul style="list-style-type: none"> • Women Helping Women 	\$2,000

SECTION TWO

RECAP & LOOK AHEAD

“As stewards of the Mayerson Student Philanthropy Project, our goal is to find new ways to implement student philanthropy, while exposing as many students as possible... to the needs of their community, both locally and globally.”

-Dr. Danielle McDonald, faculty coordinator of the Mayerson Student Philanthropy Project

STAYING THE COURSE WITHOUT GETTING STALE

Together with our community partners, NKU’s faculty and administration have built a much-admired structure for incorporating student philanthropy into classes. It is a structure that uses service learning pedagogy, connects directly to learning outcomes and deeply respects academic rigor. We’ve assessed each year with student surveys and other tools, and continually see positive impacts.

But it is a flexible structure, too, with room for new ideas – and for the 2011-2012 academic year, the creativity of our faculty, students and staff was especially evident.

An online class addressed international needs. Another class spent spring break abroad, learning about international human rights before returning home to examine human rights locally. We again partnered with Toyota for our indirect model. Yet another class wasn’t one class but two, one in the fall semester and one in the spring, working over 32 weeks instead of 16 to address community needs. We conducted our first dual credit course – a class taught for college credit at a local high school by an NKU faculty member. We also honed a “strings attached” model of student philanthropy, in which donors tell a class what category of needs to focus on.

Students were more active than ever this year in raising the funds that their classes awarded as grants, with four classes raising some of the funds they awarded.

Our most adaptive moment came unexpectedly on March 2, 2012, when a wave of tornados tore through the region, flattening whole communities. In the aftermath, NKU planned a student-driven response that included a non-credit, three-week student philanthropy class that awarded \$1,340 to help replace fencing for farmers who lost it – and urgent need, as our students learned. Along with a food drive and a volunteer day, the class was part of NKU’s outreach to those whose losses were great on March 2.

What follows is a closer look at some of the examples of our collaborative creativity in student philanthropy.

INDIRECT MODEL

COLLABORATING WITH TOYOTA



NKU students in PAD 622 met last fall with Toyota's Contributions Committee to report their findings after evaluating grant applications. The students had a hand in the distribution of over \$60,000 to area nonprofits.

NKU PHOTO

For the second year in a row, NKU partnered with Toyota Motor Engineering and Manufacturing North America on the indirect model of student philanthropy. In a typical student philanthropy class, \$2,000 is set aside for the class to award to one or two nonprofits selected by the class. Generally, community donors provide NKU with the funds. In the indirect model, the class doesn't have direct access to funds. Instead, the students act as a sort of advisory board to a donor, who retains final say about which nonprofits receive grants.

Developed by NKU five years ago, the indirect model requires that students work with a corporation or foundation to:

- Familiarize themselves with the partner's mission.
- Review proposals submitted to the corporation or foundation.
- Develop written evaluations of all proposals.
- Prioritize the proposals for funding.
- Present the class funding recommendations to the corporation or foundation board.

"Indirect" is a bit of a misnomer, because the class – PAD 622, a graduate course in volunteer management taught by Dr. Julie Olberding – is a very hands on when it comes to its student philanthropy component. Toyota provided the 19 students enrolled in PAD 622 with applications to review. The students conducted interviews and site visits, evaluating each application. They took their findings to the Toyota Contributions Committee at the automaker's headquarters in Erlanger, where they presented their recommendations as committee members asked questions and took notes. In the end, PAD 622 had a hand in the distribution \$60,480 to 11 regional nonprofits.

The indirect model gives students a real-world experience, both in evaluating applications for grants and in making a formal, professional presentation to a community funder.

Toyota will be our partner for the indirect model again in the coming academic year.

"Our committee benefits greatly from the research and analysis provided by the students from their fresh perspectives," says Toyota's Jana Martin Kemp, who worked with the PAD 622 students. "We have also been told by nonprofit agencies who elect to participate that they are inspired by the students' visits and questions. They are glad for the opportunity to share their programs with these future, and current, community leaders who otherwise might not have known about their work. The agencies and Toyota get as much out of this program as the students who are in the class."

THE WORLD AS OUR CLASSROOM

COLLABORATING WITH *THE NEW YORK TIMES*

Nearly all of the nonprofits awarded funding by NKU's student philanthropy classes are local, operating in Northern Kentucky, Cincinnati and the surrounding communities of the tri-state. However, two classes this past year had an international flavor.

Pakistan is 9,000 miles from NKU and a world apart in other ways. Its literacy rate is 44 percent lower than in the United States, its urban slums abundant, and its terrorism and unrest familiar headlines. But Professor Rick Brockmeier's class, LDR 480: Organizational Leadership Capstone, closed the distance between the needs there and NKU students. The class awarded \$1,000 to The Citizens Foundation, USA, a nonprofit started by Pakistani businessmen and operating over 800 schools to serve underprivileged children in the South Asian republic. "It will make a huge difference in the lives of the children... These funds will be allocated towards the girls' scholarship program," said Uneza Akhtar, TCF's general manager. Many graduates from TCF schools are the first women to be educated in their families.



NKU students learned of TCF in a story by *New York Times* columnist Nicholas Kristof, who wrote that the group "builds terrific schools for needy children. We're seeing American-Pakistani relations spiral downward, and billions of dollars in American military aid to Pakistan haven't accomplished much. The best way I can see to moderate Pakistan and defeat extremists is to bolster secular education."

The column that listed TCF was published in December 2011 and advised readers looking to make a holiday gift to international nonprofits on some possible choices. Mr. Kristof also listed Helen Keller International, which is dedicated to preventing blindness and eliminating malnutrition worldwide. As Mr. Kristof put it, "One of the best ways to improve children's

health is to focus on micronutrients, like iodine, vitamin A and zinc — and in some cases to fortify foods with nutrients at a negligible cost. Helen Keller International... is a leader in that effort, and gets more bang for the buck than almost any group I can think of." LDR 480 also awarded \$1,000 to Helen Keller International.

Students in LDR 480 selected four organizations after reading the *Times* column. Next, groups within the class formed to research and represent the organizations, eventually making presentations in support of each. The top two organizations were determined by a tallying of the students' votes with group members prohibited from voting for their own groups.

This is the third year that at least one NKU class has specifically targeted international aid agencies. In addition, another Spring 2012 class, LDR 394: International Human Rights and the Law, taught by Dr. Whitney McIntyre-Miller added an international component by traveling to Europe, visiting human rights advocacy institutions there. Back home, they awarded \$2,000 to a local nonprofit, Women Helping Women, which provides support services for female victims of sexual assault, domestic violence and stalking.

STRINGS ATTACHED? NOT A PROBLEM

COLLABORATING WITH OUR DONORS FOR HIGH IMPACT

For most of the life of the Mayerson Student Philanthropy Project, our donor pool was replenished by community supporters who put few restrictions on the money they gave us. But in recent years, one of our lead donors, Citi, has asked that we target nonprofits whose clients hail largely from low and moderate income families. Very often, that would be the case just because of the nature of nonprofits; their clients generally are among a community's more needy families. But what Citi's criteria required is that our students check.

Our faculty embraced these restrictions, seeing it as a perfect teaching tool. Students would learn that money often comes with restrictions, and how to respond to those. A fuller breakdown of the classes funded by Citi appears later in this annual report.

Citi's criteria have changed how NKU thinks about funding for student philanthropy. Now, instead of asking donors for unrestricted money, we frequently invite money with strings attached. For example, one class this semester was funded 50 percent by Vision 2015, a regional, nonprofit agency that works toward realizing community goals in such areas as education, economic development and regional stewardship. Vision 2015 has signed on to cosponsor another class in the 2012-2013 academic year.

RESPONDING TO THE UNEXPECTED

COLLABORATING WITH DISASTER RELIEF EFFORTS

When tornados swept through our region on March 2, NKU looked for a way to help out. In the Student Union, the Scripps Howard Center for Civic Engagement, Student Affairs and other campus partners set up three bins to collect food and personal items. Those bins quickly filled, and we delivered their contents to a tornado relief center.

Meanwhile, on three successive Monday evenings, about 20 students gathered in a classroom to conduct a special, non-credit student philanthropy class. The class had \$1,000 to donate to a nonprofit working in the tornado damaged areas. Within two weeks, they had raised another \$340.

The class began with a short list of nonprofits working in the hardest hit areas. At the first meeting, a resident of Piner – a little town hit especially hard – spoke to the class about what happened and what needs were unmet. He told the class that many of the people whose homes and land were damaged were farmers, and that what they needed most was fencing. He mentioned a statewide nonprofit, the Kentucky Cattlemen’s Association, that was helping with that. The students added the Cattlemen’s Association to their potential recipients, and then invited its representative and representatives from three other nonprofits to the next class to outline what they were doing and how the students’ donation would help. The Cattlemen’s Association’s story resonated most deeply, and the students awarded the money to help farmers replace their fencing.

A third component of our students' tornado response came on a rainy Saturday morning in April, when 35 students rode to Pendleton County in a bus – donated by the Transit Authority of Northern Kentucky (another example of how willing the community is to partner with NKU in this work). The students picked up debris on the farm of Jerry and Connie Hylton.



NKU photo

NKU students chipped in after the March 2 tornados ripped the region, damaging homes and farms.

On March 2, Jerry Hylton was outside watching the horizon when the wind roared over a ridge top not a quarter mile from his home. He rushed inside, calling to Connie to get to the dining room in the back of the house. He pulled the door shut – it took all his strength to do so. He got his dogs inside, too, and then covered Connie as the tornado came through.

In a matter of minutes, it was over. When the Hyltons went outside, the barn and work shed in front of their house were destroyed. Fortunately, those buildings had shielded the house, which was missing some rooms, its windows and its roof. But it withstood the winds enough to protect Jerry and Connie – and the dogs.

Outside, acres upon acres of land were covered in debris, including the remains for the homes and possessions of some of the Hyltons' neighbors. Hundreds of volunteers from around the country helped the Hyltons in the weeks that followed. And on one Saturday morning, NKU students joined in, stacking wood debris into one pile to burn, metal into another pile to be taken to a scrap yard and the rest into trash bags to be hauled off.

The Hyltons later thanked our students with this note: “To the wonderful young people who came to our tornado-stricken home and farm to help in our monumental cleanup: Thank you for being so kind and generous with your time and capable hands. Anyone who doesn’t think much of America’s youth obviously has not met you kids.”

ADDING A FUNDRAISING COMPONENT TO OUR CLASSES

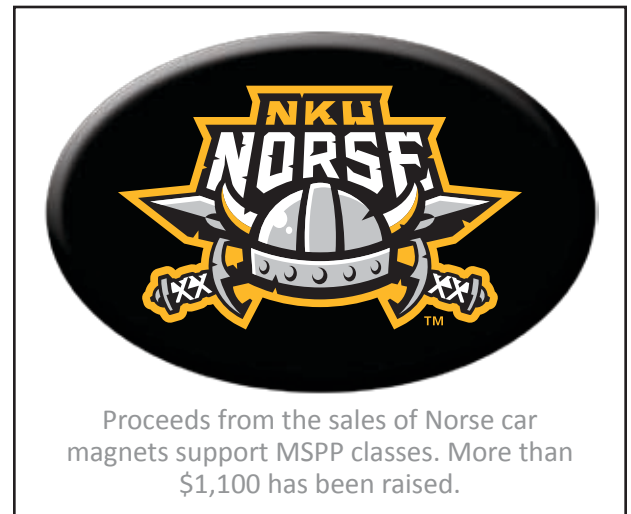
COLLABORATING WITH OUR STUDENTS

The Mayerson Student Philanthropy Project classes would not happen at NKU without the support of our generous community donors, beginning with the Manuel D. & Rhoda Mayerson Foundation in Cincinnati, which has been with us from the start. Other donors this year include Citi, the Scripps Howard Foundation, Vision 2015, UPS, Turner Construction and the Learn and Serve America Corporation. Together, those donors account for more than half of the \$27,608 that our students in turn awarded to nonprofits.

Student philanthropy as a teaching strategy is not focused on fundraising; rather, its focus is on identifying community needs, evaluating those needs and discovering nonprofits that are addressing those needs. During the 16 weeks of a college semester, those tasks can consume enough time without including a fundraising component. So support from our donors is key to sustaining our student philanthropy classes.

Still, the idea of including students in the fundraising has long held appeal to us. In the student philanthropy program's early days, some classes experimented with the idea. In the 2011-2012 academic year, we moved deeply into this aspect of student philanthropy in several ways:

- We are selling NKU Norse car magnets on campus and at NKU sporting events for \$5 each, with \$4 of that going into a donor pool for student philanthropy. Students volunteer at sales tables. Magnet sales have brought in about \$1,100.
- Student Affairs is working with the Scripps Howard Center for Civic Engagement to leverage student groups for fundraising. The first effort was during the spring, when NKU's Leadership Mentors (they are students with advanced leadership skills who work with other NKU students and local area high schools to train students for their future leadership roles) raised \$100 at a Valentine's Day event called "The Bachelor."
- A summer mailing to alumni who, while at NKU took a MSPP class, invites them to make donations to the student philanthropy donor pool.



But the most significant student fundraising is happening at the classroom level. Jeff Fox, who teaches in the Department of Communication in the College of Informatics, pioneered a model in the Spring 2011 semester that works like this: His class begins with zero dollars, unlike most MSPP classes, which begin with \$2,000. As part of the class, students agree to raise money. Each dollar is matched by the MSPP donor pool. The class target is \$1,000, which becomes \$2,000 and puts the class on par with other MSPP classes.

Professor Fox's class raised \$1,500 in the Spring 2011 semester, \$1,525 in the Fall 2011 semester and \$1,609 in the Spring 2012 semester. Using the same model, Igor Ristoc – a graduate student mentored by Professor Fox – taught a class using the same model and his students raised \$1,000. Professor Fox also co-taught our tornado relief non-credit course in the Spring 2012 semester, and those students raised \$340. So since this new model began, NKU classes have raised a total of \$5,974, mostly with letter campaigns to friends and family.

In addition, Professor Fox produced a faculty handbook, "Mayerson Student Philanthropy Project: The Fundraising Option," which explains the model he and his classes have successfully used. He also took the handbook to the annual conference of the American Democracy Project (ADP) in June in San Antonio and made a presentation there. ADP is a unit of the American Association of State Colleges and Universities.

TAKING OUR CLASSES INTO THE COMMUNITY

COLLABORATING WITH DIXIE HEIGHTS HIGH SCHOOL



Thirty Dixie Heights High School students took Intro to Social work, meeting at Dixie but taught by NKU Professor Willie Elliot. The class included a student philanthropy component – NKU’s first such class at a local high school. NKU photo

Last summer, the Kentucky Campus Compact hosted Kentucky’s first Student Philanthropy Summit, bringing together faculty and administrators from around the Commonwealth to discuss use of student philanthropy in the college classroom. Also attending was Roger Grein, a local accountant who has developed a high school version MSPP called Magnified Giving. When he described the program, NKU’s Jeff Fox, who teaches MSPP, perked up.

As adjunct professor in communication, Jeff Fox also directs NKU’s School-Based Scholars, a program that offers “dual credit” to high school students – that is, both high school and college credit. NKU professors teach the courses at Northern Kentucky high schools.

By the Spring 2012 Semester, MSPP veteran Willie Elliot was teaching SWK 105: Intro to Social Work at Dixie Heights High School in the Kenton County School District with 30 students enrolled. The class ultimately awarded two \$1,000 grants, one to the Brighton Center and one to the Women’s Crisis Center.

Professor Elliot will be teaching a dual credit, MSPP version in Spring 2013 at Newport High School, and NKU is exploring additional high school collaborations for student philanthropy.

“The participation of Dixie Heights High School students in the Mayerson Student Philanthropy Project was a life-changing event for some students. Following the service learning experience some students experienced a desire to change directions for their career choice. The Kenton County School District is fortunate to have NKU as a true partner in preparing our students to be college and career ready.”

— Terri Cox-Cruey, Ed. D.
Superintendent, Kenton County School District
NKU partnered with the district for the Spring 2012 semester
to offer a student philanthropy course at Dixie Heights

A WINNING IDEA BORN IN MSPP CLASS

COLLABORATING WITH ONE STUDENT'S ENTHUSIASM

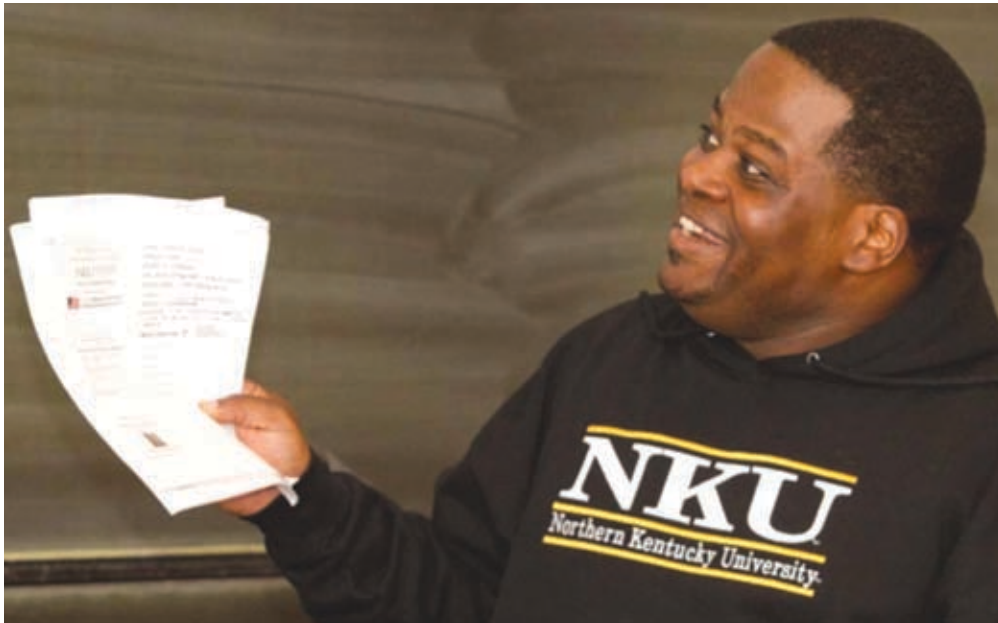


Photo courtesy of Brandeis University

Darnell Wilson won \$5,000 for his student philanthropy plan, Norse in Need.

You just can't suppress Darnell Wilson's infectious enthusiasm. But then, why would you want to? Darnell, an English major and non-traditional student in his junior year, was enrolled in Dr. Janel Bloch's English class – a MSPP class – when she mentioned an opportunity to compete nationally by creating a student-driven philanthropy idea. The Sillerman Prize for Innovations in Philanthropy on College Campuses is awarded each year by Brandeis University's Sillerman Center for the Advancement of Philanthropy, with colleges and universities from around the nation competing.

The Sillerman Center sponsors the \$5,000 prize to motivate college and graduate students around the United States to think more deeply and creatively about how to incorporate philanthropic values into campus life.

Darnell's idea was Norse in Need, a project that would help fellow students in need of emergency aid stay in school. Developing this fund through small student donations, he designed his project to supply mini-grants of up to \$250 to help students facing a possible disruption of studies.

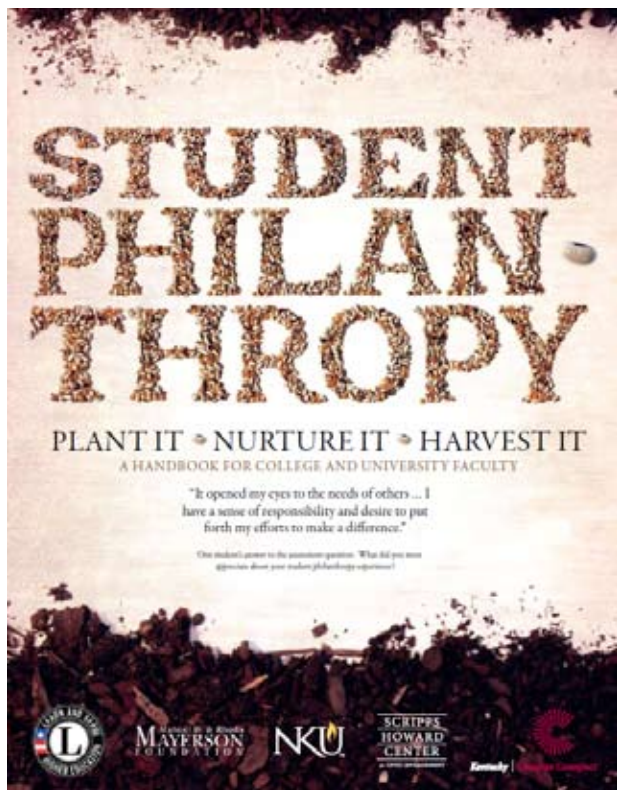
In Boston for his oral presentation, Darnell presented to the judging panel of 12 philanthropists and higher education professionals. He told the judges he wants NKU to be known at the "philanthropy school," earning the reputation directly from the generosity of its students. While other schools may be known for their athletic prowess or other attributes, his plan proposed an NKU stake in the ground for philanthropy.

Darnell's dynamic presentation and grass roots approach resonated with the judges who reviewed four finalist applications from the 20 submissions from around the country. Other applicants proposed creative and innovative projects as well, but Darnell's enthusiastic commentary on how most student philanthropy models are not designed to make philanthropy hit home through personal sacrifice, won the day. "Darnell's folksy, authentic approach with PowerPoint slides using the Kentucky Derby Pie as his theme captured the hearts of the judges, who each agreed with his approach of democratizing philanthropy on the NKU campus," said Claudia Jacobs, associate director at the Sillerman Center.

Darnell is now considering how to take Norse in Need from the idea stage to implementation.

SPREADING THE WORD ABOUT STUDENT PHILANTHROPY

FACULTY HANDBOOK REMAINS IN DEMAND NATIONALLY



About 650 copies of NKU's student philanthropy handbook have been distributed by request in about 40 states.

The Mayerson Student Philanthropy Project is nationally known and frequently used as a model for constructing student philanthropy classes at other institutions. In our own region, Xavier University and the University of Cincinnati both have student philanthropy classes patterned after NKU's model, and a Cincinnati-based high school program, Magnified Giving, also is derivative of NKU's program. In addition, the Kentucky Campus Compact continues to work with NKU to export the MSPP models across Kentucky, as well as into Ohio and Michigan at more than 30 colleges and universities.

The longevity and success of the NKU program have made it a reference point for colleges and universities around the nation looking to start or sustain their own student philanthropy classes, so NKU fields frequent inquiries. Because of the interest, NKU published a faculty handbook in the summer of 2010 that can be used as a guide for student philanthropy classes. The National Campus Compact helped market the handbook, posting its availability on the compact's website. The compact is an association of colleges and universities that value service and service learning, as well as other forms of civic engagements on campus.

The first 500-plus copies of the handbook were gone within a year. A second printing came off the presses in December 2011, enabling us to fill back orders and new orders. About 650 handbooks have been distributed.

Requests for the handbook have slowed now that it's no longer hot off the press, but the demand remains steady. Barely a week goes by without e-mails like these, requesting the handbook or thanking us for sending it:

- **Wright State University:** "Could you please send me 3 copies of your student philanthropy handbook for college & university faculty? Below is my shipping information - thanks so much."
- **Coastal Carolina University:** "As part of my work with women's initiatives at Coastal Carolina University, we have a program focused on women and philanthropy that is geared towards community members. We are interested in establishing opportunities for our students to learn and become more engaged in our efforts. Your handbook looks like it would be a wonderful resource as we begin to develop our program."
- **Earlham College:** "Thank you for sending NKU's 'Student Philanthropy.' I'm excited to adapt and use some of the approaches here at Earlham College."
- **Jefferson Community & Technical College:** "I'm in the process of trying to develop a service learning project for my 'Intro to College' course at Jefferson Community & Technical College. I'm also a graduate of NKU (May 2011). I would like to request a copy of the Philanthropy Handbook to share with my colleagues."
- **Stetson University:** "We heard great things about the handbook from another university."

LEAVING A LEGACY OF STEWARDSHIP

FROM IDEAL TO REALITY, DR. VOTRUBA LED US



NKU photo

President James Votruba's connection with students was evident at a ceremony in May, when the NKU student center was renamed the James C. and Rachel M. Votruba Student Union

There is a familiar story at NKU, oft-repeated whenever the Mayerson Student Philanthropy Project's history is being recounted.

James Votruba, newly arrived from Michigan to be NKU's new president, was making the rounds with community leaders. One mandatory stop was the offices of the Mayerson Company in downtown Cincinnati, where Dr. Votruba met with Neal Mayerson, whose family real estate business helped to shape the Queen City. Every bit as important as their business interests to the Mayersons was their interest in the community's well-being. That's a value Jim Votruba shared. Already, he had made his mark in higher education by advocating community engagement, and he intended to raise the profile of engagement during his time at NKU.

As the two men talked, the idea of teaching philanthropy in the college classroom came up. A partnership was born, and so was a program that would prove durable and impactful. With funding from the Manuel D. & Rhoda Mayerson Foundation, NKU went to work designing a student philanthropy program that let students – acting as a class – evaluate community needs, learn about nonprofits meeting those needs, and then award grants to address those needs. The design of the program linked the giving component directly to the learning outcomes in each class. That way, not only was community impact evident by the grants, but academic impact was achieved as well.

Dr. Votruba retired this year after 15 years as president. But his commitment to community engagement has become part of the fabric of NKU. As he told Mayerson students:

“We don't do student philanthropy for fun – though it is fun, isn't it? We do it because we want to teach you to be stewards of place. We believe – and assessment bears this out – that by taking a student philanthropy class you are likely to remain involved in community service after graduation, whether by giving money, time, talent or all three.

“Every community needs a new batch of biologists, a new batch of business entrepreneurs, a new batch of teachers, a new batch of artists, a new batch of nurses. And NKU will contribute those. But our communities also must have stewards .

“So after you graduate and leave NKU, remember this semester. Remember what you learned in your student philanthropy class about community needs and your ability to respond to those needs and to organize others to respond to those needs.”

And we’ll remember what Jim Votruba taught us – that universities and communities are inexorably connected to the lasting benefit of both.

TAKING APPLICATIONS AND A TWO-SEMESTER TRACK

COLLABORATING WITH VISION 2015

Over the years, we been asked by nonprofits from time to time: How do I apply for a student philanthropy grant?

Actually, you could not. MSPP courses are designed for students to identify a need, then find nonprofits meeting those needs. The search was part of the teaching, part of the discovery. But we thought the question about how to apply a fair one, so we designed a class in partnership with Vision 2015 that allowed nonprofits to send applications. We sent word out through a list-serve to Greater Cincinnati nonprofits during the summer of 2011. The applications were reviewed during the Fall 2011 semester by Dr. Janel Bloch’s Technical Writing (ENG 347) class as part of a preliminary review, which that class passed along to Dr. Bloch’s Spring 2012 class, Grant Writing (ENG 546). The Spring class made the final awards, giving \$1,000 each to Faith Community Pharmacy and Be Concerned, two Northern Kentucky nonprofits.

The two-semester model was a first for NKU, and one that we learned about from other universities that have student philanthropy classes. We aren’t using it this year (the right course line-up is not available) but likely will use it again in the future.

As for opening the door to applications, that worked well for these two classes, and we’ll be doing it again for the 2012-2013 academic year, both in the Fall and Spring semesters. Applications for the Fall 2012 class were solicited in early summer, with about 15 applications received.

WHAT’S AHEAD FOR 2012-2013?

NEW PARTNERS, MORE INNOVATIONS

NKU will remain committed in the coming academic year to both the quality of the core Mayerson Student Philanthropy Project and to the spirit of innovation that infuses our approach to this pedagogy.

Six classes are scheduled for the Fall 2012 semester, including:

- **HNR 306: Arts for Social Justice**
Taught by Dr. Daryl Harris
Analysis of society and its multicultural representations in selected areas of study.
- **UNV 101: Orientation to College and Beyond**
Taught by Dr. Mei Mei Burr
Emphasis on transition into college and development of college survival skills, development of student self-reliance as an active participant in classroom activities, familiarization with available university resources and establishment of learning communities within the university.

- **CMST 340: Strategies of Persuasion**

Taught by Jeff Fox

Persuasion theory practice and ethics in preparing and presenting persuasive messages and campaigns.

- **PAD 620 Managing Nonprofit Organizations**

Taught by Dr. Julie Olberding

Development and characteristics of non-profit organizations; scope and growth; application of relevant theories to the non-profit organization; human resource management; board-staff relations; nonprofit law; managing volunteers; NGOs; issues of ethics, accountability and impact.

- **ENV 220 Protecting Water Resources**

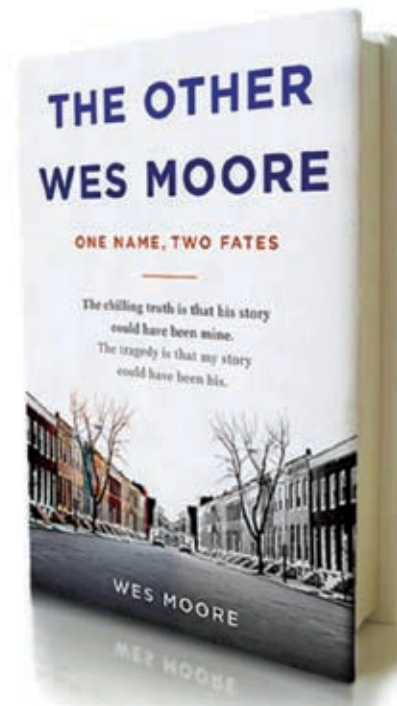
Taught by Dr. Kristine Hopfensperger

An overview of water resources and threats. Focus is on U.S. waters, the Clean Water Act, storm-water, and reducing storm-water pollution of water resources.

- **JUS 402: Alternatives to Incarceration**

Taught by Dr. Danielle McDonald

A multidisciplinary approach to studying alternatives to incarceration. The history of probation, parole, and the emergence of intermediate sanctions are explored. Topics include boot camps, electronic monitoring, drug courts, halfway houses, intensive supervision. Finally, empirical research evaluating the effectiveness of these alternatives will be discussed.



The classes include one (CMST 340) in which students will be doing direct fundraising; one (PAD 620) using the indirect model, once again in partnership with Toyota; and one (UNV 101) that represents a new approach this year – linking student philanthropy to NKU’s Book Connection. Freshmen are asked to read a common book, and the book’s author engages during the semester with students, visiting campus to meet with students and working with faculty on ideas about how to use the book in class.

The Book Connection program and Mayerson Student Philanthropy Project started the same year at NKU in the Fall 2000 semester, but had not collaborated previously on a class.

The 2012 book, “The Other Wes Moore,” is especially suited to use with student philanthropy. It’s the story of two kids named Wes Moore, born blocks apart within a year of each other. Both grew up fatherless in similar Baltimore neighborhoods and had difficult childhoods. Both hung out on street corners with their crews. Both ran into trouble with the police. One grew up to be a Rhodes Scholar, decorated veteran, White House Fellow and business leader. The other ended up a convicted murderer serving a life sentence. The underlying question in the book is how choices and mentors can change the direction of a young life.

The book also includes a list of nonprofits that readers can connect with, should they wish to contribute to addressing some of the needs and concerns raised by the book, including ones focused on after-school programs, college preparedness, the arts and entrepreneurship. Our class will use that list as a guide to consider what needs and what nonprofits will be awarded MSPP grants.

TELLING THE STORY

ACADEMIC CONFERENCES

One of the goals of the Mayerson Student Philanthropy Project is to build a model that can be replicated nationally. In the interest of accomplishing that, our faculty presents at academic conferences.

Incorporating student fundraising into student philanthropy classes

- “Service Learning: Connecting Students’ Minds to Course Content,” by Jeffrey W. Fox, presented at the American Democracy Project annual conference in San Antonio, Texas, June 2012.

Incorporating a volunteer component into a student philanthropy course

- “Service Learning & Student Philanthropy: Helping Students Make the Connection between the Classroom & Corrections” by Danielle McDonald, presented at the American Society of Criminology meeting in Washington, D.C. , November 2011.

Incorporating student philanthropy into an online course

- “Integrating Service Learning Online,” Frederick Brockmeier, presented at the Greater Cincinnati Consortium of Colleges & Universities/Southwestern Ohio Council for Higher Education Conference: Online and Up Close, April 1, 2011.
- Service Learning & Distance Learning in an Online Environment,” Frederick Brockmeier, to be presented at the Kentucky Engagement Conferences, Bowling Green, Ky., November 8-9, 2012.

Incorporating student philanthropy creatively into a class

- “Eight-Week Classes, Hybrid Classes and Other New Formats,” Whitney McIntyre Miller, panelist at NKU’s fall faculty development conference, Erlanger, Ky., Aug. 13, 2012.

MEDIA COVERAGE

Our student philanthropy classes also have drawn coverage in the mainstream media.

Cincinnati Enquirer

- “NKU class funds date rape prevention,” June 14, 2012

Soapbox Media

- “NKU class changes lives in and out of class,” Dec. 13, 2011
- “NKU student nabs innovation prize,” May 8, 2012

Kentucky Forward

- “NKU class closes distance between Pakistan and Ky – through international philanthropy,” May 18, 2012

FOX 19

- “NKU Mayerson Student Philanthropy Project announces fall recipients,” Dec. 2, 2011

SECTION THREE ASSESSMENT

ASSESSMENT: QUALITATIVE

STUDENT SURVEY RESULTS: OPEN-ENDED RESPONSES

Toward the end of each semester we survey each MSPP to assess the student philanthropy experience. Here is a sample of the open-ended responses from the Fall 2011 and Spring 2012 classes.

Most significant things you learned?

- We had speakers from the Boys and Girls Club, the Brighton Center, the Women's Crisis Center and Josh Cares. I knew of them previously but was able to learn a lot more.
- There are a lot of problems in the world that social workers help to stop, such as troubled kids and homeless veterans.
- Anyone can make a difference. There is never a reason not to help someone. You hear that statement a lot but this class really put it in perspective for me.
- Money is just one aspect of philanthropy. Time and volunteering also are important.
- I learned the needs that are in this area. I was not aware of how much need there was.
- How difficult it is to get a consensus on which organizations to support financially. The different approaches of different people surprised me throughout the process.

Do you plan to make any changes to your level of involvement in campus life or community life?

- I believe that there is more I could do for my community. I think I'll take more volunteering into consideration.
- I plan to increase the amount of community service that I perform. I wish to be more involved in my community and help to make it better as well as helping others.
- I want to join an organization that helps others in need.
- I've planned to work for nonprofits in the future and this class has given me insight to how they operate, gain money, fight for a cause and how they present themselves with student groups.
- Yes, volunteer more!
- Once I graduate I plan to donate money to some of these organizations, especially the ones for children's education.

What did you appreciate about the MSPP experience?

- I loved that the class had to come together and decide on which organization we were interested in and deciding which ones the money went to. Awesome!
- It taught me something new. I knew nothing about grant making.
- The required visit to our organization. Actually going there and seeing what they do and how they operate made it all very real.
- The class combined with philanthropy: everyone wins!

ASSESSMENT: QUALITATIVE

STUDENT SURVEY RESULTS: BEFORE & AFTER

As the semester begins we survey MSPP classes with a set of closed-end questions, and then ask the same set of questions as the semester ends. The top percentages represent survey results at the start of the class and the bottom numbers represent results as the end of the class. The categories where the percent improvement is 5% or more are highlighted in red.

Statement	Positive	Negative	No effect
I am aware of the needs and problems of people living in Northern Kentucky and Greater Cincinnati.	51% 82%	16% 5%	33% 13%
I am aware of nonprofit organizations in Northern Kentucky and Greater Cincinnati.	50% 86%	28% 3%	22% 11%
I am interested in this course.	80% 84%	4% 3%	16% 13%
I am interested in student philanthropy or service learning.	69% 76%	8% 6%	23% 18%
I want to stay in college or complete my degree.	98% 96%	1% 2%	1% 2%
I plan to work with someone or some group to solve problems in my community.	58% 64%	7% 8%	35% 28%
I have a responsibility to help others in need.	81% 80%	3% 4%	16% 16%
I believe that I can make a difference in the world.	83% 82%	4% 4%	13% 14%
I intend to volunteer in the future.	86% 85%	2% 2%	12% 13%
I plan to seek a career in a nonprofit organization.	28% 33%	31% 28%	41% 39%
I intend to donate money to charity in the future.	80% 80%	5% 7%	15% 13%

ASSESSMENT: QUALITATIVE

STUDENT SURVEY RESULTS: CLASS IMPACT

A second end-of-class survey specifically asks students to evaluate the impacts of the class and the inclusion of student philanthropy in the class. In general this survey seeks to determine more directly whether the student philanthropy component of the class affected student outlooks on service and whether connecting philanthropy to the class impacted the learning outcomes of the class

Statement	Positive	Negative	No effect
Your awareness of the needs and problems addressed in this class.	91%	1%	8%
Your interest in this course.	81%	3%	16%
Your interest in taking another course with student philanthropy or service learning.	58%	10%	32%
Your learning of the material in this course.	82%	1%	17%
Your application of information and ideas from this course.	88%	1%	11%
Your academic skills and knowledge.	88%	1%	11%
The development of your functional life skills, like communications, assertiveness and decision making.	80%	1%	20%
Your desire to stay in college and complete a degree.	72%	1%	27%
Your sense of personal responsibility to the community in which you live.	73%	1%	26%
Your interest in community service.	72%	1%	27%
Your intention to work on behalf of social justice.	57%	5%	38%

SECTION FOUR SPECIAL REPORT

SPECIAL REPORT

COLLABORATING WITH CITI FOR HIGH IMPACT GIVING

Financial services giant Citi, which has offices in Northern Kentucky, has been among the most generous supporters of NKU's student philanthropy classes. This year, Citi asked that classes select nonprofits working primarily with low and moderate income people. Following the Citi criteria became one of the learning goals of the classes funded by Citi's money. What follows is a report on how this collaboration Citi went. Citi invested \$10,000 in the 2011-2012 classes.

From the Class Perspective

Classes followed the same general model to determine if nonprofits met the Citi criteria.

- Within frameworks set forth by professors and in line with class objectives, students investigated community needs and selected which ones they would try to address.
- Next, students developed their own criteria for groups they intended to work with.
- Some classes solicited applications from all groups that met their criteria and then researched the organizations to determine if they met Citi criteria.
- Others included the Citi requirements on their RFP, eliminating applications from any group that did not meet the stipulations.
- All groups verified the information in follow-up interviews, through nonprofit resources and using tax forms.

Each class used its own criteria, aligned with learning outcomes, to choose groups.

Chemical Writing & Information (CHE 391W)

Aligned with the goals of the International Year of Chemistry, the class chose groups that “increase the public appreciation of chemistry in meeting world needs, to encourage interest in chemistry among young people, and to generate enthusiasm for the creative future of chemistry” and “emphasize that chemistry is a creative science essential for sustainability and improvements to our way of life.”

Qualitative Research Methods (COM 687)

Designed to teach graduate students qualitative research methods, students used the tools they learned in class (interviews, focus groups, document analysis) to evaluate groups. They did not choose a focus area, but chose to put their emphasis on project evaluation.

International Human Rights and the Law (LDR 394, PSC 394, PAD 699)

Students analyzed past human rights conventions and chose an issue to make the focal point of the Citi project. They settled on women's rights as their main grant issue.

Museum Education and Interpretation (HIS 605)

The class was working with the schools on a variety of projects and determined that they would fund the project that had the broadest, longest lasting impact. They did not choose a specific focal area.

Studies in Spanish & Spanish-American Literature (SPI 481)

The class identified four social needs to emphasize: health, education, single mothers and domestic abuse. Students chose organizations and projects addressing these areas.

From the Nonprofit Perspective

Grant recipients represented a diverse population:

- Low income Hispanic/Latino populations, many in need of emergency food assistance.
- At-risk teen groups.
- Immigrant women.
- Law enforcement, social service providers, medical professionals and clergy working directly with immigrant women.
- Students at schools with high percentages of free and reduced lunch eligibility among students.
- Low-income urban and rural school groups within a 100 mile radius of Ohio, Indiana and Kentucky.

Nonprofits will be funding a wide array of unique projects:

Su Casa

The Citi grant money went to fund the food pantry and supplement ongoing services.

Women Helping Women

Funds went towards supporting the Date Rape/Dating Violence (DR/DV) Prevention program. The overall goal of the program is to increase safety of teens and decrease future incidents of violence in our community by providing skills to identify, avoid and/or respond to potentially violent or abusive situations. Funding will increase the ability to host these presentation programs for more groups in the community

Alliance for Immigrant Women

With the use of the Citi funds, a reprinting of Spanish language domestic violence safety plans is underway. These safety plans offer life saving strategies to immigrant domestic violence victims as well as potential sources of help. The Citi funds will also support the seventh biannual conference to provide cultural competency educational and training to service providers, law enforcement, medical professionals and clergy.

Kenton County Public Library

In celebration of the International Year of Chemistry, the KCPL is using Citi funds to develop a Kitchen Chemistry Program. These programs involve scientific experiments that employ common household items.

Cincinnati Museum Center

Citi funds will be used to support the Programs-on-Wheels outreach initiative.

Power Inspires Progress

Citi funds were used to pay employee/trainee stipends.

Crossroads Elementary School

By receiving Citi funds, Crossroads gained the ability to launch a new e-reader program at the school.

Cline Elementary School

The funds enabled the purchase of several versions of educational software.

Bridges for a Just Community

The funds went to support Public Allies Cincinnati's 2012 Team Service Projects on initiatives designed to make our area a more welcoming and inclusive place for all; the Public Allies teams work with community partners.

Impacts will be real, continued and powerful:

Su Casa

The funds will result in the ability to purchase more food for emergency assistance programs. Additionally, money will supplement efforts to provide community services such as information and referral, notary services, legal services, ESL, language exchange, Zumba classes, nutritional classes and periodic workshops.

Women Helping Women

Based on prior results, it is expected that a minimum of 95% of participants in the educational programming will be able to correctly identify and respond to/prevent date rape/dating violence.

Alliance for Immigrant Women

Safety plans will promote safety and access to services for immigrant survivors of domestic violence. The conference the funds support will help a broad range of service providers better understand the plight of immigrant domestic violence victims and the critical needs for language capacity and culturally relevant services.

Kenton County Public Library

Funds allow the development of the Kitchen Chemistry program, with outcomes to include: students and teachers will receive instruction about, and a demonstration of, a scientific principle involving chemistry; students will expand their scientific vocabulary related to chemistry; students will improve critical thinking skills as they participate in the experiment and relate it to a scientific principle; students will learn that science, especially chemistry, is fun; and teachers will be empowered to do hands-on science activities with students.

Cincinnati Museum Center

The funds will specifically support two of the Programs-on-Wheels science, technology, engineering and math programs – *Chemistry in Your Hands* and *Impact of Invention*. The programs teach chemistry basics and lab safety, as well as allowing students to perform their own experiments.

Power Inspires Progress

The Citi money was used to pay employee/trainee stipends. It provides enough payment to hire an additional trainee for an entire year.

Crossroads Elementary School

Crossroads will be purchasing ten new e-readers for use in enhancing learning and providing new avenues for educational opportunities.

Cline Elementary School

The Citi funds will be applied towards addressing critical technological needs in the classroom. The funds enabled the purchase of several versions of educational software, designed to improve the school's ability to deliver education in more formats.

Bridges for a Just Community

The specific Public Allies Cincinnati's 2012 Team Service Projects funded were:

- ***Yours Truly, Cincinnati***: A collaboration with the Strive Partnership to foster dialogue, gain public knowledge, and serve as a catalyst for more community engagement following Cincinnati's being named one of "The 100 Best Communities for Young People."
- ***Cincy Story Mural Project***: A collaboration with Krista Brinkmeyer and the Starfire Council to capture and catalogue the rich stories and history of the people and places that comprise the 52 neighborhoods that form our community and transform it into a piece of art that conveys our connection to one another.
- ***Post Holocaust Genocide Curriculum***: A collaboration with the Center for Holocaust and Humanity Education to chronicle the images and stories of post-holocaust survivors of some of the worst atrocities across our planet and using this information to create a curriculum to be used by educators in reinforcing the cry of –NEVER AGAIN!
- ***You @ the U***: A collaboration with Xavier University that brings middle school age students from underserved communities to a college campus to spend a day imagining themselves as a college student.

Groups receiving Citi funds will be touching large numbers of people in the community, directly and indirectly:

Su Casa

- Provide 3,000 general services and serve 150 families with emergency food assistance. This marks an additional 11 families over previous years.
- Emergency assistance delivered to low-income families ineligible for services through the Hamilton County Department of Jobs and Family Services.

Women Helping Women

- Reach an estimated 400 additional adolescents in Greater Cincinnati
- Adolescent participants were all from low to moderate-income families

Alliance for Immigrant Women

- The grant allows for upwards of 100 people to attend the conference and 2,500 pieces of literature to be distributed throughout the community

Kenton County Public Library

- The program reached 187 students and teachers at 5 Kenton County Public Schools
- Programs were delivered to schools averaging 70% participation in free and reduced lunches.

Cincinnati Museum Center

- The grant provided funds to underwrite the cost of materials for the *Chemistry in Your Hands* program which reached 1,421 fourth-eighth graders. It also provided funds for *The Impact of Invention* which reached 539 first-sixth graders.
- The Programs-on-Wheels targets urban and rural groups that are low-income and unable to otherwise afford a trip to the museum center.

Power Inspires Progress

- Provides funding for one low-income trainee for an entire year.
- Trainee must be low-income to participate in the program.

Crossroads Elementary School

- The purchase of 10 e-readers will reach an estimated 550 students over the course of the upcoming school year
- Crossroads School has a 64% participation rate in the free and reduced lunch program. The program was created to provide e-reader access to students who otherwise cannot afford them.

Cline Elementary School

- The purchase of learning software will enhance the learning experience for students who otherwise would not have access to such technologies.
- Cline Elementary has a 49% participation rate in the free and reduced lunch program. The program will target students who would otherwise be denied access to such technologies due to financial limitations.

Bridges for a Just Community

BRIDGES for a Just Community targets low-income and disenfranchised communities with its work. Here is more detail about the projects supported by this grant:

Yours Truly, Cincinnati : The Allies convened nine community conversations providing more than 350 people the opportunity to “weigh in” regarding why they feel that Cincinnati is or is not a great community for young people. After months of engagement, nearly 75% of those participating concluded that this was not one of the best communities for young people and that improvements could be made in the following areas to make that title more accurate for our city:

- A more child focus EDUCATION system
- Better relationships and sense of fairness in dealings with LAW ENFORCEMENT

- Increased ACCESS to RESOURCES for the working poor (transportation is key)
- Foster SAFE PLACES where gun violence and drug influences are not constant threats to youth
- Less lip service and more action in promoting DIVERSITY AND INCLUSION.

Cincy Story Mural Project: Krista Brinkmeyer of Starfire and the Public Allies team poured through over 1400 pictures gathered from their photo harvest before deciding upon the final images that would make the mural and tell the stories of the 52 neighborhoods that form our community. The incredible sepia-toned piece outlined as a map of Hamilton County and featuring photos from each of the 52 neighborhoods will reside in 5 community based organizations throughout the city as a reminder of how connect we truly are. Santa Maria Community Service in Price Hill, Starfire in the Oakley/Madisonville, Norwood City Schools, McGregor House, and the Greater Cincinnati Coalition for the Homeless in Over the Rhine.

Post Holocaust Genocide Curriculum: The team interviewed nearly one dozen refugees from four different countries to capture their voices and put a face to atrocities that can seem so far removed from our day to day experiences that it becomes simple to believe that the event never occurred and is not possible. Five copies of the curriculum have been created to begin engaging schools this fall with whom the Center for Holocaust and Humanity Education already has a working relationship.

You @ the U: This year 30 students from five different communities (Evanston, Walnut Hills, Price Hill, Camp Washington and Winton Place) participated in You@the U. Four volunteers served as the educators for classes in criminal justice, sports medicine, construction and education, providing the students with a glimpse of the college experience. For most, this was their first time on a college campus.

SECTION FIVE

RECIPIENTS & DONORS

SPECIAL TRIBUTE

MANUEL D. MAYERSON, 1922-2012

OUR CLASSES BEAR THE NAME OF A MAN WHO DEVOTED HIS LIFE TO SERVICE



It was a great loss to our community on March 22 when Manuel D. Mayerson, the patriarch of the Mayerson commercial enterprises in Cincinnati and the inspiration for the Mayerson Foundation's community service, passed away at the age 90.

The full measure of Manuel Mayerson's legacy in our community is great, whether considered in terms of economic development (the Mayerson family's "day job") or in terms of philanthropy (the Mayerson family's passion).

"My dad," Neal Mayerson said of his father, "was an extraordinary human being, and he inspired many. He felt that it was such a blessing to have been raised in a family that modeled community service, involvement, and philanthropy ... allowing him to develop

what he called 'the habit of giving.' In our service programming, we simply wanted to offer others the opportunity to develop 'the habit.'"

The habit of giving.

That is a legacy alive in the Mayerson Student Philanthropy Project at NKU, which Mr. Mayerson's family foundation help to start and sustain. What the Mayerson family accomplished in partnership with NKU is a way of using the classroom to nurture the habit of giving.

It is a legacy woven into each "Mayerson" class at NKU, and woven as well into the lives of NKU students long after they graduate and begin their careers. Our research has shown that graduates who took a student philanthropy class are:

- More likely to give to nonprofits.
- More likely to volunteer for nonprofits.
- More likely to serve on nonprofit boards.

That's a habit of giving. That's what Mr. Mayerson and his family had in mind all along.

THANK YOU SPONSORS

OUR DONORS MAKE STUDENT PHILANTHROPY POSSIBLE

Every year, Northern Kentucky University's Mayerson Student Philanthropy Project offers students at NKU the opportunity to learn by giving. The students identify needs in the community and then look for nonprofits addressing those needs. Our classes act as grant makers, investing \$1,000 to \$2,000 in each selected nonprofit. These classes would not be possible without the generous support of community donors, who in 2011-2012 made almost \$90,000 available to nonprofits in partnership with our MSPP classes.

Manuel D. and Rhoda Mayerson Foundation

Citi

Toyota Motor Engineering & Manufacturing North America

Learn and Serve America Corporation

Scripps Howard Foundation

Vision 2015

Turner Construction

UPS

To support student philanthropy at NKU, contact:

Dan Emsicke, emsicked1@nku.edu

859-572-5626

Address:

University Development Office

AC 221 NKU

OUR HISTORY

*Classes were first offered at NKU in the Fall 2000 semester, when the program was launched with four classes.
A total of 134 classes have been offered through Spring 2012.*

FALL 2000 SEMESTER		
SOC 320 Social Research Methods Taught by Joan Ferrante	-Catholic Social Services	\$1,000
	-Mary Magdalene House	\$2,000
	-ProKids	\$2,000
	-Welcome House	\$1,000
	-Biggs Early Childhood Center	\$1,000
	-Family Service of Northern Kentucky	\$1,000
HSR 430 Human Services Administration Taught by Jim Roeder	-Crittenden-Mt. Zion Family Resource Center	\$4,000
PSC 403 Public Policy Analysis Taught by Rita Raturri	-Charlie Three Quarter House	\$2,000
	-Fernside Center for Grieving children	\$2,000
HNR 302 Investing in the Community Taught by Becky Sittason	-Sportsman's Network	\$1,000
	-Stray Animal Adoption Program	\$1,000
	-National Conference for Community and Justice	\$1,000
	-Fourth Street Elementary School	\$1,000
SPRING 2001 SEMESTER		
EDA 628 School Law & Ethics Taught by Rosa Weaver	-Tri-City Resource Center	\$2,000
	-Family Nurturing Center	\$2,000
	-Holmes High School Youth Service Center	\$1,000
NRP 435 Nursing in the Community- Taught by Ann Dollins	-Campbell County 4H Saddle Club	\$4,000
SOC 210 Analysis of Racism & Sexism in the United States Taught by Joan Ferrante	-Children's Homes of Northern Kentucky	\$1,000
	-Community Land Co-op	\$1,000
	-Healthy Moms & Babes	\$1,000
	-Northern Kentucky African American Heritage Task Force	\$2,000
	-Northern Kentucky Community Center	
	-The Shepherd's Crook	\$1,000
	-SUMA	\$1,000
SWK 203 Social Welfare in Contemporary Society Taught by Willie Elliott	-W.R.A.P.	\$1,000
	-YMCA of Ohio	\$1,000
	-YMCA of Kentucky	\$1,000
	-Glenn O. Swing Elementary School Family Resource Center	\$1,000
FALL 2001 SEMESTER		
ANT 325 Applied Anthropology Taught by Charlotte Neeley	-Winton Place Youth Committee	\$2,000
	-Madonna House	\$1,000
	-Crayons to Computers	\$1,000
HNR 302 Investing in the Community Taught by Becky Sittason	-The Artery	\$1,000
	-Cincinnati Nature Center	\$1,000
	-Healthy Moms & Babes	\$1,000
	-Biggs Early Childhood Center	\$1,000
HSR 430 Human Services Administration Taught by Jim Roeder	-Housing Authority of Covington: Educate to Elevate Youth	\$4,000

SOC 320 Social Research Methods Taught By Joan Ferrante	-Project Restore	\$1,000
	-FACE (For AIDS Children Everywhere)	\$1,000
	-Hispanic Resource Center	\$1,000
	-International Family Resource Center	\$1,000
	-Women's Crisis Center, Pet Protection Program	\$1,000
SPE 340 Strategies of Persuasion Taught By Cady Short-Thompson	-Henry Hosea House	\$1,165
	-Holy Cross High School	\$2,500
	-Women's Crisis Center	\$2,100
	-Cincinnati Association for the Blind	\$2,000
	-Friends of Sunrock Farms	\$1,500
SPRING 2002 SEMESTER		
AFR 310 African American: The Law & the Courts Taught by Ramona Brockert	-Brighton Center for Employment Training	\$2,000
	-Ohio Empowerment Coalition Contact Center	\$2,000
ART 201 Drawing I Taught by Kelly Jo Asbury	-Sixth Street Elementary School	\$2,000
	-Starfire Council of Greater Cincinnati	\$2,000
MKT 394 Sports Marketing — Taught by Matt Shank	-National Multiple Sclerosis Foundation, Ohio Valley Chapter	\$2,000
SOC 300 Race & Ethnic Relations Taught by Prince Brown Jr.	-Literacy in Northern Kentucky	\$2,000
	-Three Square Music Foundation	\$2,000
SOC 321 Applied Social Research Methods Taught by Joan Ferrante	-Little Brothers: Friends of the Elderly	\$1,000
	-Starfire Council of Greater Cincinnati	\$1,000
	-Senior Services of Northern Kentucky	\$1,000
	-Arts & Humanities Resource Center for Older Adults	\$1,000
FALL 2002 SEMESTER		
ENG 101 College Writing Taught by John Alberti	-Women's Crisis Center	\$1,000
	-ProKids	\$1,000
	-West End Emergency Center	\$1,000
	-Fernside: Center for Grieving Children	\$1,000
ENG 101 College Writing Taught by Vicki Stieha	-Family Nurturing Center	
	-Kicks for Kids	\$1,000
	-Redwood Rehabilitation Center	\$1,000
	-Urban Appalachian Council	\$1,000
SOC 320 Social Research Methods Taught by Joan Ferrante	-Housing Opportunities Made Equal	\$2,000
	-Hearing, Speech and Deaf Center of Greater Cincinnati	\$2,000
SPE 340 Strategies of Persuasion Taught by Cady Short-Thompson	-Children's Home of Northern Kentucky	\$2,469
	-Campbell Lodge Boy's Home	\$2,469
	-Cincinnati Nature Center	\$2,000
	-Hospice of Northern Kentucky	\$1,600
	-Open Door Ministry	\$1,500
HNR 301 Investing in the Community Taught by Becky Sittason	-Centro De Amistad	\$1,200
	-Little Brothers: Friends of the Elderly	\$1,000
	-Gay & Lesbian Community Center of Cincinnati	\$2,000
	-Parents, Families & Friends of Lesbians & Gays/Cincinnati Chapter	\$500
SPRING 2003 SEMESTER		
PAD 620 Managing Nonprofit Organizations Taught by Shamima Ahmed	-Urban Appalachian Council	\$1,500
	-Winton Place Youth Collaborative	\$1,000

ART 310 Drawing I Taught by Kelly Jo Asbury	-Starfire Council of Greater Cincinnati	\$1,000
	-Boys Hope Girls Hope	\$1,000
	-Spark People Service	\$1,000
	-Carnegie Visual & Performing Arts Center	\$1,000
JUS 494 Black Women, Crime & Politics Taught by Ramona Brockett	-Cincinnati Youth Collaborative	\$4,000
WMS 385 Women & Health Taught by Ann Dollins	-Women's Crisis Center	\$1,000
	-Women Helping Women	\$3,000
SPE 394 American Civic Communication Taught by Ronald Graspy	-Fernside Center for Grieving Children	\$1,100
	-Cancer Family Care	\$1,770
	-Beech Acres Foster Care Art Project	\$1,200
MGT 410 Managing Organizational Change Taught by Tracey Sigler	-New Hope Center	\$1,000
	-Women Helping Women	\$1,400
	-Ohio Energy Project	\$650
	-Tri-City Family Resource Center	\$1,200
SOC 355 Sociology of the Environment Taught by Kristen Yount	-Licking River Watershed Watch	\$1,000
	-Citizens Policy Center	\$1,000
	-Fernald Residents for Environmental Safety & Health (FRESH)	\$1,000
	-Smart Growth Coalition of Greater Cincinnati and Northern Kentucky	\$1,000
FALL 2003 SEMESTER		
SOC 100 Introduction to Sociology Taught by Joan Ferrante	-Cincinnati Chamber Music Society	\$1,500
	-Little Brothers: Friends of the Elderly	\$2,000
	-Children's Home of Northern Kentucky	\$2,000
	-Healthy Moms & Babes	\$1,000
	-The Artery	\$1,000
	-Cincinnati Museum Center	\$2,000
	-Starfire Council of Greater Cincinnati	\$2,000
ENG 101 Learning Community Taught by Jonathan Cullick	-Madonna House	\$1,500
	-Stepping Stones	\$1,000
	-St. Vincent de Paul Community Pharmacy	\$1,500
PHI 394/WMS 384 Environmental Feminism Taught by Nancy Hancock	-Coalition for Human Economy	\$2,000
	-Animal Rights Community	\$1,000
	-Gay, Lesbian, Straight Education Network	\$1,000
SPE 340 Strategies of Persuasion Taught by Cady Short-Thompson	-Madonna House of Northern Kentucky	\$3,000
	-Northern Kentucky Urban Young Life	\$3,000
	-Redwood Rehabilitation Center	\$2,000
	-Society of St. Vincent de Paul	\$2,000
	-Senior Services of Northern Kentucky	\$1,500
	-Our Daily Bread	\$1,500
	-Literacy Council of Clermont & Brown Counties	\$1,000
SWK 105 Community Experience in the Social Services Taught by Holly Riffe	-Children's Home of Northern Kentucky	\$1,000
	-Prospect House	\$1,000
	-Ronald McDonald House Charities	\$1,000
	-Holly Hill Children's Services	\$1,000
	-Mill Creek Restoration Project	\$520

SPRING 2004 SEMESTER		
PAD 620 Managing Nonprofit Organizations	-Fernside Center for Grieving Children	\$2,000
Taught by Shamima Ahmed	-Redwood Rehabilitation Center	\$2,000
ART 201 Drawing 1	-Sixth District School	\$2,000
Taught by Kelly Jo Asbury	-The Mockbee, Inc.	\$2,000
MKT 310 Professional Selling	-Diocesan Catholic Children's Home	\$1,000
Taught by Doris Shaw	-Mercy Hospital	\$1,000
	-Redwood Rehabilitation Center	\$1,000
	-Senior Services of Northern Kentucky	\$1,000
MGT 410 Managing Organizational Change	-Cincinnati Zoo (cats)	\$1,000
Taught by Tracy Singler	-Ambassador Program	\$1,000
	-Lydia's House	\$1,000
	-Make-A-Wish Foundation	\$1,000
	-One Way Farm Children's Home	\$1,000
	-The Point	\$1,000
	-Boys Hope Girls Hope of Greater Cincinnati	\$1,000
HNR 302 Investing in the Community	-Pro Seniors	\$1,160
Taught by Becky Sittason	-Centro de Amistad	\$1,160
	-Aids Volunteers of Cincinnati	\$1,160
	-Crayons to Computers	\$1,160
	-Greater Cincinnati Coalition for the Homeless	\$1,160
ENG 291 Advance College Writing	-Mary Magdalen House	\$3,500
Taught by Becky Sittason	-Teen Response	\$2,000
	-Lighthouse Youth Services	\$1,250
	-Parish Kitchen	\$1,250
ENG 291 Advanced College Writing	-Madonna House of Northern Kentucky	\$1,277.50
Taught by Mari York	-NKU K-TAP	\$1,277.50
	-Women's Connection	\$1,277.50
	-Women Writing for a Change Foundation	\$1,277.50
FALL 2004 SEMESTER		
MKT 306 Sales Management	-Child Focus	\$2,573
Taught by Doris Shaw	-Ensemble Theater of Cincinnati	\$1,000
	-Henry Hosea House ECHO	\$3,299
	-Pregnancy Center West	\$2,331
	-International Visitors Council of Greater Cincinnati	\$1,847
SOC 110 Introduction to Race & Gender	-Care Net Pregnancy Services of NKY	\$1,000
Taught by Molly Blenk	-Children's Home of Cincinnati	\$1,000
	-Diocesan Catholic Children's Home	\$1,000
	-Downtown Cincinnati Inc. (DCI)	\$1,360
	-First Step Home	\$1,000
PHI 220 Health Care Ethics	-Indian Summer Camp	\$2,225
Taught by Gary Crum	-Kelly-Carol Foundation for Children with Cancer	\$2,225
ENG 101 College Writing	-Children's Law Center	\$1,000
Taught by Jon Cullick	-Interfaith Hospitality Network	\$1,000
	-Little Brothers: Friends of the Elderly	\$1,000

	-Senior Services of Northern Kentucky	\$1,000
TAR 414 NKU Tour Troupe	-Kenton County Public Library	\$1,300
Taught by Daryl Harris	-Children's Theater of Mason	\$2,700
WMS 150 Introduction to Women's Studies	-Bethany House	\$1,425
Taught by Mari York	-Women's Crisis Center	\$1,425
	-Women's Theater Initiative	\$1,425
SPRING 2005		
SOC 100 Introduction to Sociology	-Neighborhood Investment Partners	\$1,080
Taught by Molly Blenk	-Literacy Network of Greater Cincinnati	\$1,000
	-Women's Crisis Center	\$1,000
	-Emanuel Community Center	\$1,072
SOC 100 Introduction to Sociology	-Project Connect	\$3,004
Taught by Molly Blenk	-Urban Appalachian Council of Cincinnati	\$1,000
	-Welcome House of Northern Kentucky Inc.	\$1,000
	-New Beginnings Christian Counseling Services	\$1,104
MKT 306 Sales Management	-The Disabilities Coalition of Northern Kentucky	\$1,500
Taught by Doris Shaw	-Children's Home of Northern Kentucky	\$1,300
	-Matthew 25: Ministries	\$1,200
	-Action Ministries	\$1,100
	-CityCURE	\$1,100
MKT 320 Consumer Behavior	-American Heart Association	\$1,250
Taught by Vassilis Dalakas	-Pregnancy Center of Northern Kentucky	\$1,025
	-American Cancer Society	\$1,984
	-Matthew 25:Ministries	\$1,341
SOC 321 Applied Social Research	-Caracole, Inc.	\$1,000
Taught by Joan Ferrante	-Connections	\$1,000
	-SOTENI International	\$2,000
	-Boys and Girls Club of Greater Cincinnati	\$1,000
SWK 105 Community Exp - Social Services	-Project Connect	\$1,360
Taught by Karen Tapp	-Family Nurturing Center	\$1,000
	-St. Luke Center for Breast Health	\$1,510
	-One Way Farm Children's Home	\$1,000
FALL SEMESTER 2005		
MKT 306 Sales Management	-Big Stef, Inc.	\$1,000
Taught by Doris Shaw	-Bethany House Services	\$3,000
	- Madonna House	\$2,000
ENG 101 Community Based Writing	-Freestore Foodbank	\$1,000
Taught by Jon Cullick	-Senior Services of Northern Kentucky	\$1,000
	-Boys Hope Girls Hope of Greater Cincinnati	\$1,000
	-Fairhaven Rescue Mission	\$1,000
PRE 410 Electronic Public Relations	-Brighton Center Youth Leadership Development Program	\$1,000
Taught by Zachary Hart	-Youth Opportunities United	\$1,000
	-Big Brothers/Big Sisters Association of Greater Cincinnati	\$1,000
	-Boys & Girls Club of Greater Cincinnati	\$1,000

PHI 394 Environmental Feminism Taught by Nancy Hancock	-Women's Crisis Center – Pet Protection Program	\$1,400
	- Imago Earth Center	\$1,300
	- Girl Scout Council of Licking Valley	\$1,300
HNR 306 Investing in the Community Taught by Becky Sittason	-Elementz: The Hip Hop Youth Arts Center	\$3,664
	-Children's Home of Northern Kentucky	\$3,664
SPE 340 Strategies of Persuasion Taught by Cady Short-Thompson	-Kentucky Tails	\$1,000
	-Be Concerned	\$1,550
	-Our Daily Bread	\$1,450
	-Grant Janszen Wish Foundation	\$2,500
SPRING SEMESTER 2006		
SOC 400 Urban Society Taught by Molly Blenk	-YWCA of Greater Cincinnati	\$2,252
	-girls! CAN	\$1,320
	-Boys and Girls Club of Greater Cincinnati	\$1,000
TAR 414 NKU Children's Theatre Tour Troupe Taught by Daryl Harris	-The Children's Home of Cincinnati	\$4,000
MKT 306 Sales Management Taught by Doris Shaw	-Welcome House of Northern Kentucky	\$3,000
	-Hospice of Northern Kentucky	\$2,000
	-Anthony Munoz Foundation	\$1,000
	-Child Focus Inc.	\$9,009
PAD 622 Volunteer Management Taught by Julie Olberding	-InkTank	\$1,000
	-Society of St. Vincent de Paul	\$1,000
	-Inner City Tennis Project	\$1,000
	-O'Bryonville Animal Rescue	\$1,000
ENG 101 College Writing Taught by Wanda Crawford	-Children's Home of Northern Kentucky	\$2,000
	-Welcome House of Northern Kentucky	\$1,000
	-Redwood Rehabilitation Center	\$1,000
ANT 307 Museum Methods Taught by Judy Voelker	-Visionaries and Voices	\$1,000
	-Behringer-Crawford Museum	\$1,000
	-Baker Hunt Foundation	\$1,000
SPRING 2007 SEMESTER		
MKT 306 Sales Management Taught by Doris Shaw	-Starfire Council of Greater Cincinnati	\$1,000
	-Clermont County Humane Society	\$1,000
	-The Friars Club	\$1,000
	-The Center for Peace Education	\$1,000
SPE 340 Strategies of Persuasion Taught by Cady Short-Thompson	-National Underground Railroad Freedom Center	\$1,320
ENG 151 Honors Freshman Composition Taught by Jon Cullick	-Ronald McDonald House of Greater Cincinnati	\$1,500
	-Little Brothers-Friends of the Elderly	\$2,000
SWK 408 Field Instruction III Taught by Karen Tapp	-AD Owens Elementary & Campbell County Family Literacy	\$1,000
	-Peaslee Neighborhood Center	\$1,000
	-Shelterhouse Volunteer Group (The Drop Inn Center)	\$1,750
HNR 302 Investing in the Community Taught by Becky Sittason	-Community Christian Academy	\$2,000
FALL 2007 SEMESTER		
PAD 621 Resource Acquisition and Management	-Cincinnati Works	\$10,000

Taught by Julie Olberding <i>All donations via the indirect model</i>		
HNR 308 The Arts for Social Change Taught by Daryl Harris	-Elementz -The Frank Duveneck Arts & Cultural Center -Children's Performing Arts of Lakota, Inc.	\$1,500 \$1,500 \$1,500
MKT 306 Sales Management Taught by Doris Shaw	-Fernside Center for Grieving Children -Lighthouse Youth Services -Cinderella's Closet -Women's Crisis Center	\$1,000 \$1,500 \$1,000 \$1,000
SPRING 2008 SEMESTER		
PAD 621 Resource Acquisition and Management Taught by Julie Olberding <i>All donations via the indirect model</i>	-Senior Services of Northern Kentucky	\$15,000
ENG 151 Honors Freshman Composition Taught by Jon Cullik	-Brighton Center Homeward Bound Program	\$3,000
SPE 340 Strategies of Persuasion Taught by Cady Short-Thompson	-Urban Young Life -Master Provisions, Inc. -Arthritis Foundation -Freestore Foodbank -Eve Center	\$1,402.62 \$1,189.70 \$1,348.31 \$1,402.62 \$1,001.75
MKT 306 Sales Management Taught by Doris Shaw	-Women's Crisis Center -Cline Elementary School -Family Nurturing Center -Hannah's Treasure Chest	\$1,000 \$1,000 \$1,000 \$1,000
REL 201/REL 394 Introduction to Roman Catholicism Taught by Janis Cassiere	-Kiksuya -Washington United Church of Christ	\$1,500 \$1,500
FALL 2008 SEMESTER		
MKT 625 Marketing Management Taught by Doris Shaw	-Humbledove	\$1,000
HNR 302 Investing in the Community Taught by Becky Sittason	-Campbell County Senior Center -ProKids -Springer School	\$1,000 \$1,000 \$1,000
EDU 312 Teaching Social Studies in the Early Grades Taught by Kevin Besnoy & Brandelyn Tosolt	-Ballet Theatre Midwest, Inc. -Boys and Girls Clubs of Greater Cincinnati -Carnegie Visual & Performing Arts Center -Crayons to Computers -Kids Count Inc.	\$1,000 \$1,000 \$1,000 \$1,000 \$1,000
ENG 101 Women and War Taught by Mari York	-Intercommunity Justice and Peace Center -Thank You Foundation -Yellow Ribbon Support Center	\$1,000 \$1,000 \$1,000
SPRING 2009 SEMESTER		
MUS 100 Music Appreciation Taught by Gary Johnson	-The Wyoming Fine Arts Center	\$1,000
CMST 101 Honors Principles of Speech Communication Taught by Allison Godel	-Big Brothers/Big Sisters of Greater Cincinnati -Birthright of Cincinnati	\$1,000 \$1,000

	-Health Resource Center of Cincinnati	\$1,000
EDU 310 Teaching Language Arts in the Early Grades Taught by Brandelyn Tosolt	-Center for Great Neighborhoods of Covington -Child Focus -Children, Inc.	\$1,000 \$1,000 \$1,000
JUS 302 Criminal Law Taught by Julie Raines	-Northern Kentucky Regional Mental Health Court	\$3,000
CMST 394 Relationships Taught by Jimmie Manning	-Know Theatre Tribe -Shoulder to Shoulder	\$2,000 \$1,000
MKT 625 Marketing Management Taught by Doris Shaw	-Chicks and Chucks, Inc. -North Dearborn Pantry -Pink Ribbon Girls	\$1,000 \$1,000 \$1,000
FALL 2009 SEMESTER		
UNV 101 Orientation to College and Beyond Taught by Leighann Rehtin	-Campbell County & Kenton County YMCAs	\$1,500
JUS 231 Race, Gender and the Law Taught by Danielle McDonald	-Welcome House of Northern Kentucky, Inc. -Family Nurturing Center	\$1,000 \$1,000
MKT 305 Principles of Marketing Taught by Doris Shaw	-Tender Mercies -Over-the-Rhine Community Housing	\$1,000 \$1,000
EDU 312 Teaching Social Studies in the Early Grades Taught by Kevin Besnoy	-Neediest Kids of All -Crayons to Computers	\$1,000 \$1,000
JOU 492 Mass Communication Research Methods Taught by Jimmie Manning	-YWCA of Greater Cincinnati -IKRON Corporation	\$1,000 \$1,000
EDMT 692 Middle Grades/Secondary Practicum I Taught by Brandelyn Tosolt	-Freestore Foodbank -Childhood Food Solutions	\$1,000 \$1,000
HIS 515 Introduction to Public History Taught by Rebecca Bailey	-The Dinsmore Homestead -The German Heritage Museum/German-American Citizens League	\$1,000 \$1,000
SPRING 2010 SEMESTER		
MKT 310 Professional Sales Taught by Doris Shaw	-Tristate Habitat for Humanity -People Working Cooperatively -Grace Church of the Valley	\$1,000 \$1,500 \$2,000
ENG 395 Writing for Social Change Taught by Christopher Wilkey	-Peaslee Neighborhood Center -InkTank	\$2,250 \$2,250
HIS 605 Museum Education & Interpretations Taught by Rebecca Bailey	-Behringer-Crawford Museum -Greater Cincinnati Police Historical Society Museum	\$2,250 \$2,250
COMM 627 Sexuality and Communication Taught by Jimmie Manning	-Women's Crisis Center -Planned Parenthood Southwest Ohio Region -Gay, Lesbian, Straight Education Network of Greater Cincinnati	\$1,500 \$1,500 \$1,500
MUS 100 Music Appreciation Taught by Gary Johnston	-Music Resource Center of Cincinnati	\$2,000
SOC 110 Introduction to Race and Gender Taught by Molly Blenk	-Be Concerned	\$2,000
JUS 231 Race, Gender, and the Law Taught by Danielle McDonald	-Interfaith Hospitality Network -Council on Child Abuse of Southern Ohio, Inc.	\$1,000 \$1,000
ENV 400 Environmental Science Seminar Taught by Rebecca Kelley	-Imago	\$2,000

International Leaders in Education Taught by Denise Dallmer	-Deworm the World -Creating Hope International	\$1,000 \$1,000
LDR 382 Organizational Change Taught by Frederick Brockmeier	-BRAC -Deworm the World	\$1,000 \$1,000
FALL 2010 SEMESTER		
ENV 220 Protecting Water Resources Taught by Rebecca Kelley	-Licking River Watershed Watch	\$2,000
HNR 308 Arts for Social Change Taught by Daryl Harris	-Bi-Okoto Drum & Dance Theatre -Kincaid Regional Theatre Company	\$1,000 \$1,000
MKT 310 Principles of Professional Selling Taught by Doris Shaw	-The Madonna House -Freestore Foodbank -Hickory Grove Baptist Church Daycare & Preschool	\$1,100 \$2,300 \$1,100
HIS 515 Introduction to Public History Taught by Rebecca Bailey	-Christian Waldschmidt Homestead & Civil War Museum -Delhi Historical Society	\$2,250 \$2,250
PAD 621 Resource Acquisition and Management Taught by Julie Olberding All donations (total \$42,000) via the indirect model	-CASA of Kenton County -Girl Scout Wilderness Road Council -Give Back Cincinnati -Dress For Success -Cincinnati State Community & Technical College -Cincinnati Opera -Ensemble Theater of Cincinnati -Florence Police Department	\$9,000 \$7,500 \$6,000 \$5,000 \$5,000 \$5,000 \$2,500 \$2,000
SPRING 2011 SEMESTER		
MUS 100 Music Appreciation Taught by Gary Johnston	-Music Resource Center of Cincinnati	\$2,000
EDU 304 Reading & Writing Across the Curriculum Taught by Brandelyn Tosolt and Kelly Gunn	-Cincinnati Zoo -Boys and Girls Club of Greater Cincinnati	\$1,000 \$1,000
ENG 54 Grant Writing Taught by Janel Bloch	-Crayons to Computers -Dress For Success Cincinnati	\$1,000 \$1,000
JUS 402 Alternatives to Incarceration Taught by Danielle McDonald	-Drop Inn Center -Brighton Center- Homeward Bound -Brighton Recovery Center -LeBlond Boys and Girls Clubs of Greater Cincinnati	\$1,500 \$1,000 \$1,000 \$1,000
HIS 515 Introduction to Public History Taught by Brian Hackett	-Betts House Research Center -Ramage Civil War Museum	\$2,250 \$2,250
HIS 607 Exhibits in Museums and Historic Sites Taught by Brian Hackett	-The Fort Thomas Military and Community Museum	\$1,655
CMST 340 Strategies of Persuasion Taught by Jeffrey Fox	-Literacy Network of Greater Cincinnati -Mathis Foundation for Children	\$1,500 \$1,500
LDR 480 Organizational Leadership Capstone Taught by Frederick Brockmeier	-SOIL -Afghan Institute of Learning	\$1,000 \$1,000
EDD 829 Regional Stewardship Taught by Dr.Paul Wirtz	-Brighton Center Youth Transitional Living Center	\$1,068

“Thank you for the \$1,000 Mayerson Student Philanthropy Project grant for Brighton Center’s Youth Leadership Development program. We are delighted that you chose Brighton Center.... This grant allows us to work to further our impact right here in our own neighborhoods.”

-Tammy Weidiger, president and CEO, Brighton Center, Newport, Ky.

257 HELPING HANDS

STUDENT GRANT-MAKING HAS TOUCHED MANY LIVES

Here is a list of the nonprofits that have received funding by Mayerson Student Philanthropy Project classes since the program began in the 2000-2001 academic year. There are 257 different recipients.

A

Action Ministries
A.D. Owens Elementary School
Afghan Institute of Learning
AIDS Volunteers of Cincinnati (AVOC)
Ambassador Program
American Cancer Society
American Heart Association
Animal Rights Community
Anthony Munoz Foundation
Artery
Arthritis Foundation Ohio River Valley
Chapter
Arts and Humanities Resource Center for
Older Adults
Athletes-On-Line.com

B

Baker Hunt Foundation
Ballet Theater Midwest
Be Concerned
Beech Acres Foster Care Art Project
Behringer Crawford Museum
Bethany House Services
Betts House Research Center
Big Brothers Big Sisters of Greater
Cincinnati
Big Stef
Bi-Okoto Drum & Dance Company
Birthright of Cincinnati

Boys and Girls Clubs of Greater Cincinnati
Boys Hope Girls Hope of Greater
Cincinnati
BRAC

C

Connections
Council on Child Abuse of Southern Ohio
Crayons to Computers
Crittenden-Mount Zion Family Resource
Center
Crossroads Elementary School
Creating Hope International

D

Delhi Historical Society
Deworm the World
Dinsmore Homestead
Diocesan Catholic Children’s Home
Disabilities Coalition of Northern
Kentucky
Downtown Cincinnati Inc. (DCI)
Dress for Success Cincinnati
Drop Inn Center

E

Elementz
Emanuel Community Center
Ensemble Theater of Cincinnati
Eve Center

F

FACE (For AIDS Children Everywhere)
Fairhaven Rescue Mission
Faith Community Pharmacy
Family Nurturing Center
Family Services of Northern Kentucky
Fernald Residents for Environmental
Safety & Health (FRESH)
Fernside: A Center for Grieving Children
First Step Home
Florence Police Department
Fort Thomas Military and Community
Museum
Fourth Street Elementary School
Franciscan Daughters of Mary
Frank Duveneck Arts & Culture Center
Freestore Foodbank
Friars Club
Friends of Harriett Beecher Stowe
Friends of Sunrock Farm

G

Gay and Lesbian Center of Cincinnati
Gay, Lesbian, Straight Education Network
of Greater Cincinnati
German Heritage Museum/German-
American Citizens League
girls!Can
Girl Scouts Licking Valley Council
Girls Scouts Wilderness Road Council
Give Back Cincinnati
GLAD House
Glenn O. Swing Elementary School/Family
Resource Center
Grant A Wish Foundation
Grace Church of the Valley
Greater Cincinnati Coalition for the
Homeless
Greater Cincinnati Police Historical
Society Museum

H

Hannah's Treasure Chest
Healthy Moms and Babies
Hearing, Speech and Deaf Center of
Greater Cincinnati
Health Resource Center of Cincinnati
Helen Keller International

Henry Hosea House ECHO
Hickory Grove Baptist Church Daycare &
Preschool
Hispanic Resource Center
Holly Hill Children's Services
Holmes High School Youth Service Center
Holy Cross High School
Hospice of Northern Kentucky
Housing Authority of Covington: Educate
to Elevate Youth
Housing Opportunities Made Equal
(HOME)
Humbledove

I-J

IKRON Corporation
Imago Earth Center
Indian Summer Camp
InkTank
Inner City Tennis Project
Intercommunity Justice and Peace Center
Interfaith Hospitality Network of Greater
Cincinnati
International Family Resource Center
International Visitors Council of Greater
Cincinnati
James E. Biggs Early Childhood Center
Jobs for Cincinnati Graduates

K

Kelly-Carol Foundation for Children with
Cancer
Kenton County Public Library
Kentucky Cattlemen's Association
Kentucky Trails
Kicks for Kids
Kids Count
Kiksuya
Kincaid Regional Theater Company
Know Theater Tribe

L

Licking River Watershed Watch
Lighthouse Youth Services
Little Brothers Friends of the Elderly
Literacy Council of Clermont and Brown Counties
Literacy Network of Greater Cincinnati
Literacy in Northern Kentucky
Lydia's House

M

Madonna House
Mary Magdalene House
Master Provisions
Matthew 25 Ministries
Mathis Foundation for Children
Mercy Hospital
Mill Creek Restoration Project
Mockbee
Music Resource Center

N

National Conference for Community and Justice
National Multiple Sclerosis Society, Ohio Valley Chapter
National Underground Railroad Freedom Center
Neediest Kids of All
Neighborhood Investments Partners
New Beginnings Christian Counseling Services
New Beginnings Family Services
New Hope Center
North Dearborn Pantry
Northern Kentucky African American Heritage Task Force
Northern Kentucky Community Center
Northern Kentucky University K-TAP
Northern Kentucky Urban Young Life

O

O'Bryonville Animal Rescue
Ohio Empowerment Coalition
Ohio Energy Project
One Way Farm Children's Home
Open Door Ministry
Our Daily Bread
Over the Rhine Community Housing

P

Parents, Families and Friends of Lesbians and Gays (PFLAG), Greater Cincinnati Chapter
Parish Kitchen
Peaslee Neighborhood Center
People Working Cooperatively
Pink Ribbon Girls

Planned Parenthood Southwest Ohio Region
Power Inspires Progress
Pregnancy Center of Northern Kentucky
Pregnancy Center West
Project Connect
Project Restore
ProKids
Pro Seniors
Prospect House

R

Ramage Civil War Museum
Redwood Rehabilitation Center
Ronald McDonald House of Greater Cincinnati
Ronald McDonald House Charities of Northern Kentucky

S

Saint Luke Center for Breast Health
Saint Vincent de Paul Community Pharmacy
Senior Services of Northern Kentucky
Shelterhouse Volunteer Group (The Drop Inn Center)
Shepherd's Crook
Shoulder to Shoulder
Sixth Street Elementary School
Smarth Growth Coalition for Greater Cincinnati and Northern Kentucky
Soil
SOTENI International
SparkPeople Service
Special Spaces Cincinnati
Sportsman's Network
Springer School
Starfire Council of Greater Cincinnati
Stepping Stones
Steinford Toy Foundation
Stray Animal Adoption Program
Su Casa
SUMA

T-V

Teen Response
Tender Mercies
Thank You Foundation

The Point
Three Square Music Foundation
Tri-City Family Resource Center
Tristate Habitat for Humanity
Tutoring/Mentoring Program
Urban Appalachian Council of Cincinnati
Visionaries and Voices

W

Washington United Church of Christ
Welcome House of Northern Kentucky
West End Emergency Center
Winton Place Youth Committee
Women's Connection
Women's Crisis Center

Women Helping Women
Women's Theater Initiative
Women Writing for a Change Foundation
WRAP
Wyoming Fine Arts Center

Y

Yellow Ribbon Support Center
YMCA Campbell County
YMCA Kenton County
YMCA of Kentucky
YMCA of Ohio
YWCA Alliance for Immigrant Women
YWCA of Greater Cincinnati
Youth Opportunities United



NKU photo

Karen D'Agostino from the Music Resource Center in Cincinnati makes a presentation to Jeff Fox's Strategies of Persuasion class during the Fall 2011 semester. Students awarded the center a \$1,525 grant. Nonprofits are invited to NKU's Mayerson Student Philanthropy Project classes to explain what they are doing and how they might be able to use a grant from the class.



Learn more at
civicengagement.nku.edu

