# Learning by Giving

## MAYERSON STUDENT PHILANTHROPY PROJECT

FALL 2008 – SPRING 2009 ACADEMIC YEAR ANNUAL REPORT



Hiow

with support from





## LETTER FROM DR. JAMES C. VOTRUBA NORTHERN KENTUCKY UNIVERSITY PRESIDENT

Learning by Giving

FALL 2008 ~ SPRING 2009 ANNUAL REPORT

#### Dear Friends.

As president of Northern Kentucky University, I find a lot of reasons to be proud of what's happening on our campus.

NKU is barely over 40 years old, and we are accustomed to

building quickly and growing purposefully. Our faculty, our students and our staff love to innovate. Across disciplines, excellence and energy invigorate an approach to education that defines NKU as a creative, engaged campus.

The Mayerson Student Philanthropy Project exemplifies the NKU way. There is nothing quite like it in the nation. That is, nothing that has lasted as long and accomplished as much in this special and important field of teaching students about nonprofits and then providing them the opportunity to be philanthropists and to learn by giving.

When an NKU student takes a Mayerson course, a light goes off. Something important is realized. If you don't believe me, believe the students. Here's what one told us: "I've learned that

despite the depressed state of the world today, there are people dedicating their lives to making a difference. If they can make a change, why can't I?"

Those are powerful words: "Why can't I?" If, in the classroom, we can instill in NKU students a commitment to this simple principle, then we will have accomplished a great deal.

Already, we have accomplished measurable outcomes with this program. One reason is because we have stuck with it. The 2008-2009 academic year was our ninth with the Mayerson Student Philanthropy Project, and we stand at the door of a decade of experience with this effective, classroom-based

#### approach to teaching philanthropy.

We have enjoyed wonderful partners, beginning with the Mayerson family. They believed when this was only an idea. In fact, they helped imagine the idea and then invested in making it a reality. So a sincere and special thanks

is in order to the Mayerson family and their foundation. This report will give you a deeper understanding of what I mean when I assure you of the wisdom of their investment. The evidence is clear:

• Our students are better educated and they are more dedicated to community because of the Mayerson Student Philanthropy Project.

• Our university is richer because engaged, active learning is the highest form of higher education. It's learning that sticks with you.

• Our community is stronger because of it, as nonprofits receive the benefit of our students' involvement and the benefit of funds for their programs and services.

So please join me in celebrating an NKU success story as it begins its tenth year.

What's happening at NKU is not

completely unique - nor do we want that. We want the Mayerson Student Philanthropy Project to be copied. Imitation is the sincerest form of flattery, and we're flattered that other universities are imitating our program. We've even helped a few get started, and we'll gladly help more.

Sincerely,

Dr. James G. Votruba, president ame. totula

#### On the cover.

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A local teen assembles a mosaic tile as part of youth microenterprise program called Art by Covington's Future. This is one of the many programs run by the Center for Great Neighborhoods to educate youth and engage them in the community. The CGN was selected for a Mayerson grant in Spring 2009 by Professor Brandelyn Tosolt's class, Teaching Language Arts in the Early Grades (EDU 310). This photo was taken by NKU student Tom Miller for a service-learning project in Professor Matt Albritton's Photo-Documentary class (ARTO 315).

Annual report designed by Ryan Ostrander | www.ryanostrander.com

# At a Glance FROM IDEA TO REA

1999 ~ 2009

Artist Christian Schmidt works with high-school students on art projects at the Center for Great Neighborhoods of Covington. NKU student Tom Miller took this photo.

he Mayerson Student Philanthropy Project (MSPP) started with a Conversation between Dr. Neal Mayerson of the Manuel D. and Rhoda Mayerson Foundation and Dr. James Votruba of Northern Kentucky University. They wanted to inspire and nurture young people to become future philanthropists.

Initiated in 1999, the Mayerson project has evolved into a nationally recognized program that has benefitted hundreds of nonprofit organizations and thousands of people in the Northern Kentucky and Greater Cincinnati region.

Housed in NKU's Scripps Howard Center for Civic Engagement, the Mayerson project is a marquee example of NKU's commitment to engaged, active learning.

NKU NORTHERN KENTUCKY UNIVERSITY

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THE MAYERSON STUDENT PHILANTHROPY PROJECT

# AT A GLANCE

## *"It was very interesting* to get to work with a real live organization, and I believe that it made the learning process far more effective and tangible."

## Measuring the impact

Through the direct giving model, NKU students have invested \$438,412 in 207 local nonprofit organizations.

Through the indirect giving model, NKU students have made funding recommendations to Citi's Community Impact Board that have resulted in more than \$30,000 in grants

In general, evaluations of the Mayerson Student Philanthropy Project indicate that it has a positive impact on a large majority of students in terms of their beliefs, attitudes and intentions related to philanthropy, volunteering and other civic engagement activities.

The evaluations for the Fall 2008 and Spring 2009 semesters confirm a pattern of positive impact. About 85 percent of the students reported that their Mayerson class experience had a positive or very positive effect on their belief that they can make a difference in the world.

## New in 2008-2009

MSPP has been integrated into a wide range of disciplines from communications to criminal justice, from English composition to public administration. In the 2008-2009 academic year, it continued to be incorporated into new disciplines, including undergraduate education courses and a music appreciation course.

NKU faculty are continuously expanding upon and improving their use of the Mayerson project in their classes. Students in Professor Mari York's College Writing (Women and War) class made YouTube videos for the nonprofit organizations that they identified through MSPP. Students in Professor Doris Shaw's Marketing Management class developed marketing plans for the nonprofit organizations that they identified through the Mayerson project. These nonprofits have used both the marketing plans and YouTube videos for fundraising and other efforts that have longer-term benefits.

In 2008-2009, the Mayerson project expanded its funders from the Mayerson Foundation and Citi. New funders include the Carol Ann and Ralph V. Haile, Jr./US Bank Foundation and the Scripps Howard Foundation. In Fall 2008, the Scripps Howard Center for Civic Engagement sponsored an online fund drive to support Mayerson classes. GET PIXELED invited NKU students, faculty and staff to pay \$1 each to post an electronic image – or "pixels" – on a mosaic webpage, www.nku.edu/~getpixeled. The message was simple: You don't have to be rich to be a philanthropist. To increase participation and promote civic engagement, the GET PIXELED website was linked to an online mock election for the 2008 presidential race. About 3,000 people voted and \$500 was raised.

## What's Next: 2009-2010

The effort to raise funds from students to support the Mayerson project is continuing and evolving. GET PIXELED has been reborn as GIVE-A-BUCK.

Also, MSPP is being tied for the first time to to the Book Connections Program, in which NKU freshmen read a common book as part of their classes. This year's book is "Thirteen Women Strong: The Making of a Team," which is about the path of the NKU women's basketball team to a national championship. It's a story of team-building, leadership and overcoming adversity – themes important in the nonprofit world.







Art by Covington's Future is a youth microenterprise program that teaches local teens how to make. market and sell their own art products It is one of the programs run by the Center for Great Neighborhoods. which was selected for a Mayerson grant in Spring 2009. Photo by NKU student Tom Mille



KU student, whose marketing class included student philanthropy

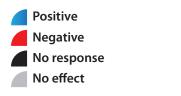




### Learning by Giving FALL 2008 ~ SPRING 2009 ANNUAL REPORT

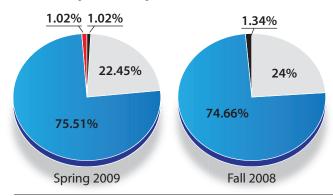
## IMPACTS ON STUDENTS QUANTITATIVE DATA

Since the Mayerson Student Philanthropy Project's inception, NKU has surveyed students to examine the impact of the classes. In the project's first year, for example, 73.4% of the students enrolled reported that the philanthropic experience had a positive or very positive effect on their "belief that you can make a difference in the world." In the 2009 spring semester, 91.8% reported positive or very positive effect.



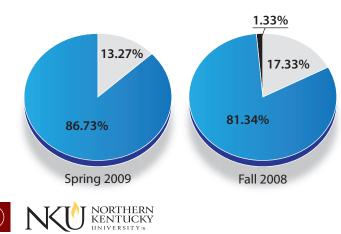
### THE MAYERSON PROJECT'S EFFECT ON

Your sense of personal responsibility to the community in which you live.



### THE MAYERSON PROJECT'S EFFECT ON

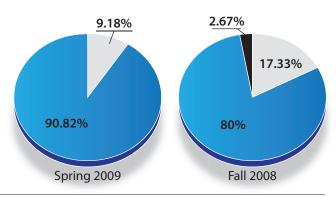
Your awareness of societal problems/needs.



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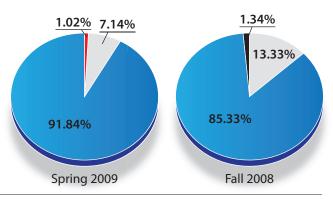
### THE MAYERSON PROJECT'S EFFECT ON

Your belief that you have a responsibility to help others in need.



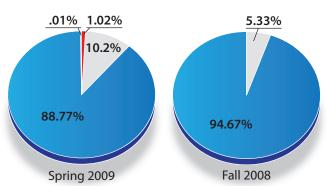
### THE MAYERSON PROJECT'S EFFECT ON

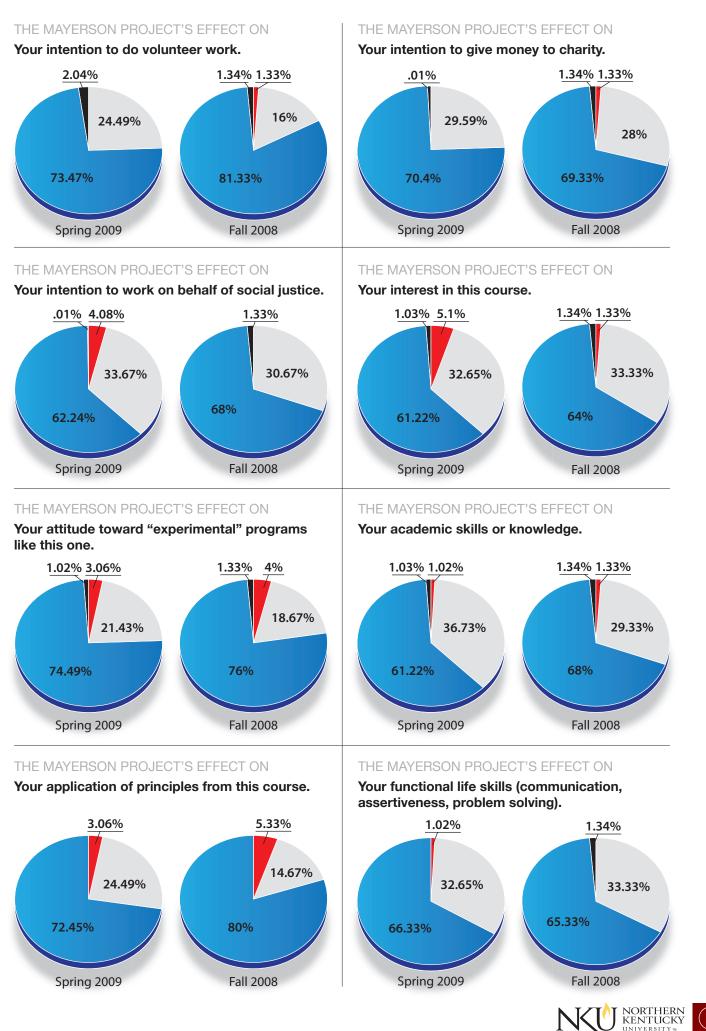
Your belief that you can make a difference in the world.

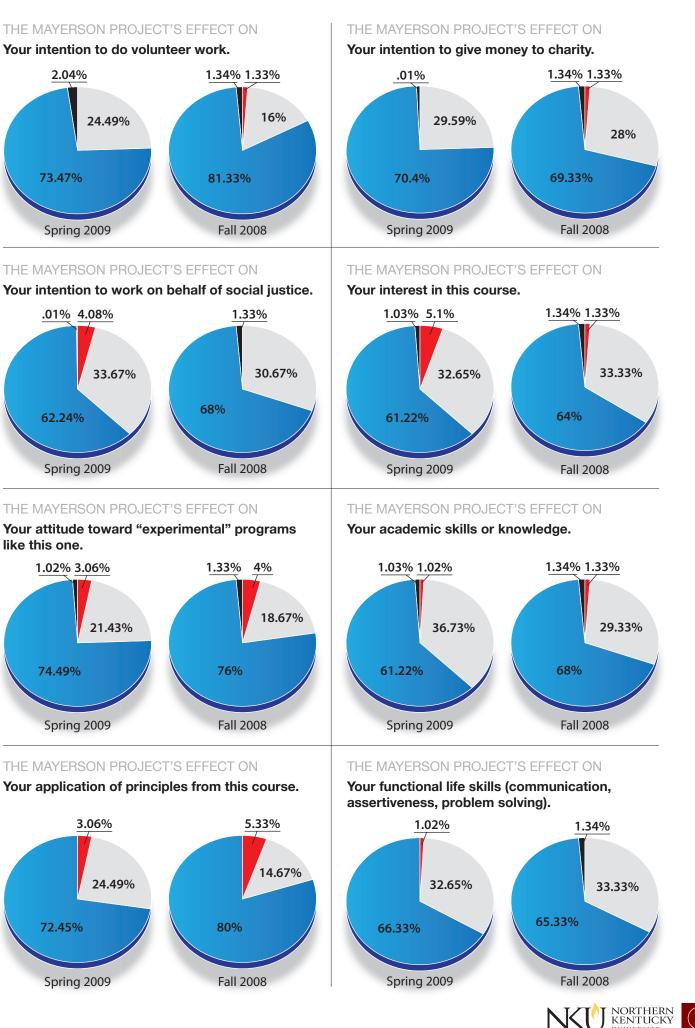


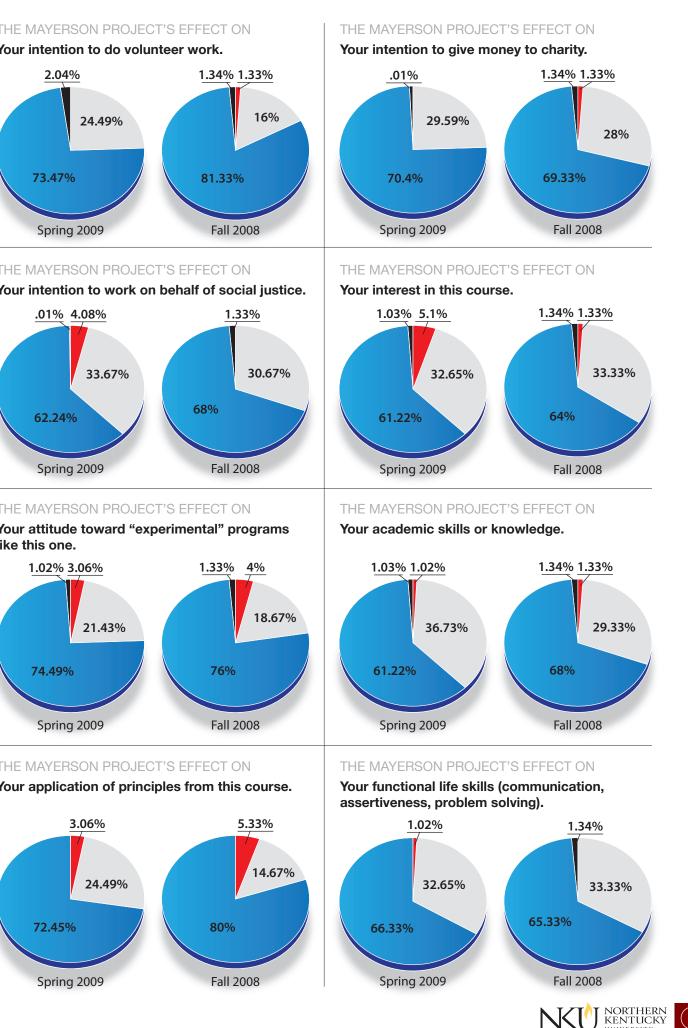
### THE MAYERSON PROJECT'S EFFECT ON Your awareness of nonprofit organizations in the

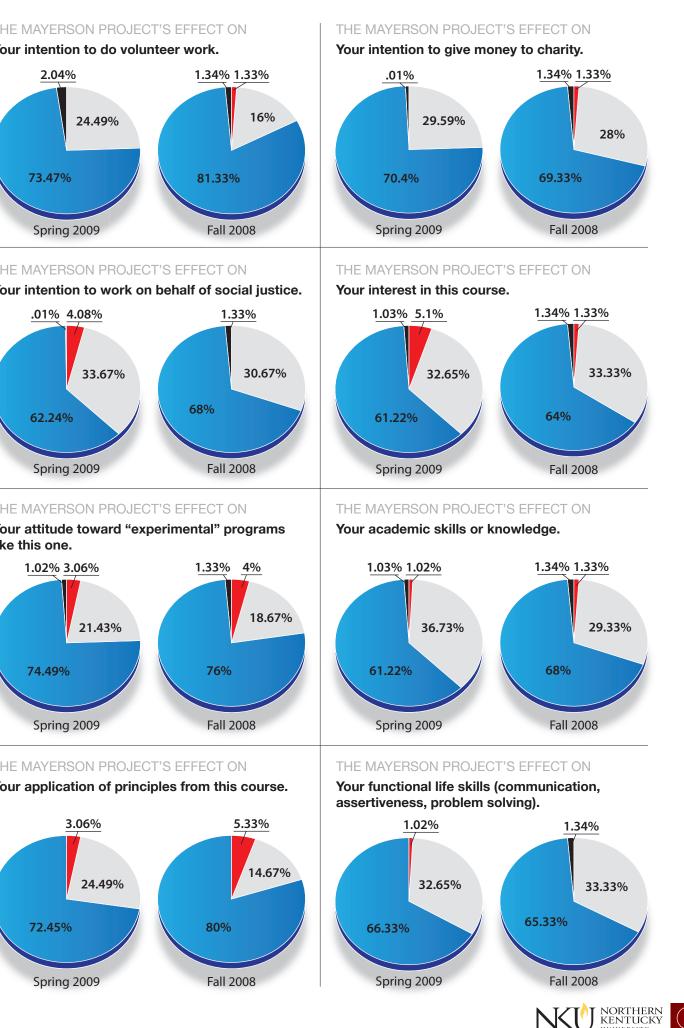
community.











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## IMPACTS ON STUDENTS QUALITATIVE DATA

T ach semester, students, faculty and representatives of the nonprofits who are involved with the Mayerson Student Philanthropy Project complete surveys about their A experience. This is a sample of students' responses to open-ended questions on the Fall 2008 and Spring 2009 surveys.

## Awareness of needs & nonprofits

"My eyes were completely wide open in this class about how much the community needs help."

"I learned that there are many nonprofit organizations in our community dedicated to helping those in need and we need to take advantage of those to help the students in our schools."

"The nonprofit sector is so much more diverse and encompassing than I ever realized. There is a wide variety of job opportunities in this sector."

## Beliefs & intentions

"This project made me realize that no matter how little you may donate or do, every bit counts for those in need."

"We can make a difference, if we try."

"This class helped me realize how nonprofit organizations work and increased my interest in supporting and helping these organizations tangibly and through volunteerism."

"I plan to increase my volunteer service at the location where I volunteer."

"I will incorporate service learning into my classroom and teach my students the importance of volunteering."

## Interest & learning

"I appreciate that the work we did was not 'pretend'; it was a real grant process with monetary benefits to nonprofits."

"I appreciated the opportunity to do something real. This is an experience that will augment interviews and give me the confidence to succeed later in the real world."

"I learned just how large the nonprofit sector is. Also, I discovered different aspects like the role of foundations, specific funds, and the components of the grant process."

"Working with this nonprofit has reaffirmed my independence and drive to succeed. I've become more proactive and responsible as a student as a result of representing NKU to the community. I thank you for this opportunity to grow and learn about the issues facing nonprofits in the Northern Kentucky area."

## IMPACTS ON STUDENTS HISTORICAL DATA

he Mayerson Student Philanthropy Project has generated positive **L** feedback from NKU students consistently across the project's nine years.

And in preliminary longitudinal surveys (to query students at least two years after they have taken a Mayerson class), the positive impacts hold up - that is, students leave a Mayerson class with an immediate strengthening of their commitment to nonprofits, and those bonds remain strong after leaving NKU.

Generally speaking, when the data on key questions about student impacts are reported with "positive" and "very positive" answered combined, the percentage of students with a net positive reaction approaches or exceeds 75 percent.

Qualitative surveys consistently capture the same benefits, as students repeatedly testify that their Mayerson classes awakened them to community needs and a personal responsibility to be part of addressing those needs.

## Cumulative data from 2000 to the present\*

Because the questions asked and the reporting methods used change somewhat in the annual reports, a full apples-to-apples comparison can't be shown. But here is a sample comparison on two key questions drawn from years with like-reported data:

Question: The philanthropic experience had a positive or very positive effect on the participating student's "belief that you can make a difference in the world."

2000	2001	2002	2003	2004
73.4%	81.9%	81.9%	93.4%	90.9%

responsibility to the community in which they live."

2000	2001	2002	2003	2004	2005**	2006	2007	2008	2009**
65.6%	78%	78%	81.5%	79.7%	86.1%	NA	75%	73.1%	75.5%

\* This table reflects comparisons from available reports; 2001 and 2002 data are an exact match because there was a four-semester report for that period; NA indicates that data were not available for the survey item in that semester.

\*\* Figures in 2005 and 2009 include data only from the Spring semester.

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Here, for example, is a comment from 2002: "It is amazing how much my opinions have changed since I have started this class.... I thought there was no way I would ever volunteer. I thought it would be such an unpleasant thing and it would depress me. However, after serving coffee to homeless people, I realized that it was not at all what I expected. I thought the people would be dirty, smelly and mean. I feel like such idiot now. I really love going to serve coffee to them and after this class is over, I will keep going."

And in 2006, there was this comment: "I've learned how many nonprofit organizations there are in this area. I also learned that there are many more needy people than I realized." And, that same year, this: "I learned that there are a lot of kids out there who don't have any of the things that I took for granted when I was in school," along with this from another student: "It is possible to help, and people are very willing to work with you. A small act can go a long way, especially by inspiring others to contribute as well."

Flash forward to 2008-2009, when a faculty member wrote, "As always the effect is huge. It opens a whole new world to the students. They were inspired."

What follows is an abstract of some key survey finding over the life of the Mayerson Student Philanthropy Project at NKU.

4	2005**
%	96.7%

2006	
NA	

2007 96%

2008 80.9%

2009\*\* 91.8%

#### Question: The philanthropic experience had a positive or very positive effect on the students' "sense of personal





# TEACHING STEWARDSHIP

AS MUCH AS NKU SEEKS TO EDUCATE ITS STUDENTS TO EXCEL IN THEIR CHOSEN FIELDS, THE UNIVERSITY ALSO PREPARES STUDENTS TO BE CITIZENS AND STEWARDS WHO TAKE RESPONSIBILITY FOR THE PLACES WHERE THEY LIVE AND WORK. STUDENT PHILANTHROPY CLASSES ARE PART OF THIS BROADER EFFORT

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## Mission

It's not an accident that community outreach and service are emphasized at NKU. The university's mission statement calls on the faculty and administration to fulfill those roles. NKU's full mission statement is available at http://www.nku. edu/about/mission.php. It reads in part: "The university prides itself on its learner focus, entrepreneurial spirit, global perspective, innovative programs, small classes, technology-enhanced academic programs, co-curricular learning opportunities, and emphasis on active learning, including student research, internships, co-op programs and service learning."

## Volunteering

A culture of volunteering exists at NKU with students, faculty and staff often organizing efforts to help community nonprofits. This spring, for example, about 40 people from the NKU community spent a Sunday afternoon framing walls for a Habitat for Humanity home. And hundreds of volunteers participated in two Service on Saturday events during the 2008-2009 academic year. For Service on Saturday, volunteers rally on campus, then go to a variety of nonprofits to tackle such chores as painting a veterans' center, planting trees at a park, cleaning up walking trails and playing bingo with senior citizens. NKU also helps maintain a community website, www.nkyhelps.org, where nonprofits can post volunteer opportunities.

## Service learning

In a service learning class, students learn the fundamentals of a subject in the usual way (lectures, texts, etc.). It's what happens next that amplifies the classroom experience: They apply their learning on behalf of a nonprofit. A web design class, for example, might learn the basics of web design, then develop a site for a nonprofit. An anthropology class might excavate for one museum while an English class might write display boards for another. The Mayerson classes are an example of service learning. During the 2008-2009 academic year, NKU had over 110 service learning classes, ranging across nearly every discipline.

## INC and nonprofits

Another aspect of NKU's outreach to the community is the Institute for Nonprofit Capacity (INC). Launched in August 2008, INC's mission is to leverage the resources of the university for the Greater Cincinnati nonprofit community. Part of that role is fulfilled by matching NKU classes with nonprofits for service learning. But INC's catalogue goes beyond that. The Institute hosts monthly Breakthrough Breakfasts for nonprofits. These are 90-minute workshops on capacity-building topics, open to all nonprofits in Greater Cincinnati. INC also offers access to computer and IT services, provides classes to train board officers and partners with other agencies in our region to deliver high-end training around collaboration and effectiveness.

# PUBLICATIONS AND PRESENTATIONS INVOLVING THE MAYERSON STUDENT PHILANTHROPY PROJECT (2008 ~ 2009)

The story of the Mayerson Student Philanthropy Project has been told over the past year in academic journals, in general circulation newsletters and magazines, at academic conferences and in workshops.

## Peer-Reviewed Publications

**"INDIRECT GIVING** TO NONPROFIT **ORGANIZATIONS:** AN EMERGING **APPROACH TO STUDENT** 

PHILANTHROPY" Journal of Public Affairs Education

(forthcomina)

Author: Julie Cencula Olberding

**"CAN STUDENT** PHILANTHROPY HELP TO ADDRESS THE CURRENT NONPROFIT IDENTITY **CRISIS? A CASE STUDY** OF A MULTIYEAR, MULTIDISCIPLINARY **PROJECT AT NORTHERN KENTUCKY UNIVERSITY** 

Journal of Public Affairs Education

(Fall 2007/Winter 2008) Author: Shamima Ahmed and Julie Olberding

### Other Publications

**"DRESSES, DREAMS AND** DONATIONS" NKU Community

Connections newsletter (2008)

Author: Brianna Bodine

#### **"SERVICE LEARNING** AND THE MAYERSON STUDENT PHILANTHROPY PROJECT"

Scripps Howard Center for Civic Engagement newsletter (2008)

Author: Vasillis Dalakas

#### **"THE PATH OF STUDENT** PHILANTHROPY"

Scripps Howard Center for Civic Engagement newsletter (2008)

Author: Julie Cencula Olberding

"MY JOURNEY"

Scripps Howard Center for Civic Engagement newsletter (2008)

Author: Kelly Sirk

### Presentations at Academic Conferences

**"LEARNING BY GIVING:** USING STUDENT **PHILANTHROPY TO** ENHANCE ENGAGEMENT IN THE CLASSROOM AND IN THE COMMUNITY"

International Conference on Social Sciences in Honolulu. Hawaii (June 2009) Presenter: Julie Cencula

Olberding

NORTHERN KENTUCKY

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#### **"INDIRECT GIVING** TO NONPROFIT **ORGANIZATIONS:** AN EMERGING **APPROACH TO STUDENT** PHILANTHROPY"

**Teaching Public** Administration Conference in Frankfort, Kentucky (May 2009)

Presenter: Julie Cencula Olberding

#### **"STUDENT** PHILANTHROPY: **ENGAGING STUDENTS IN** A REAL GRANT MAKING PROCESS"

Annual Meeting of the Academy of Criminal Justice Sciences in Cincinnati. Ohio (March 2008)

Presenter: Julie Cencula Olberding

#### **"CONNECTING CAMPUS** AND COMMUNITY"

Grants Resource Center/ American Association of State Colleges and Universities. Washington, D.C. (Feburary 2009)

Presenter: Mark Neikirk

#### **"CREATING THE INSTITUTE FOR** NONPROFIT CAPACITY"

American Democracy Project conference in Baltimore, Maryland (June 2009) Presenter: Mark Neikirk

## Other Presentations

#### **"SERVICE LEARNING** AND NONPROFTS"

Breakthrough Breakfast, Institute for Nonprofit Capacity, Northern Kentucky University

(February 2009)

Speakers: Matthew Albritton, Gavle Hilleke and Julie Olberding

### **"SERVICE LEARNING"**

Collaboration Seminar sponsored by NKU's Institute for Nonprofit Capacity (August 2008)

Speakers: Rebecca Bailey, Jonathan Cullick and Julie Olberding

#### **"SERVICE LEARNING FROM THE TRENCHES**"

Workshop for the Scripps Howard Center for Civic Engagement, NKU (March 2008)

Speakers: Sean Foley, Jonathan Cullick, Jimmie Manning, Julie Olberding, Julie Raines and Christopher Wilkey

#### **"STUDENT** PHILANTHROPY"

Workshop for the Campus Connects Student Philanthropy Project, Northern Kentucky University (January 2008)

Speakers: Julie Olberding, Molly Blenk and John Cullick



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Cathy Halloran is founder and president of Chicks and Chucks. which provides support and assistance to breast cancer patients with limited financial means to pay for medical bills, prescriptions and wigs. Ms. Halloran started this nonprofit after she was diagnosed with breast cancer, treated and ultimately declared cancer-free. MBA students in Professor Doris Shaw's Marketing Management class (MKT 625) awarded a Mayerson grant to Chicks and Chucks in Spring 2009. This image was captured by NKU student Nancy Bhola for Photo-Documentary (ARTO 315) with Professor Matt Albritton.

# IMPACTS ON NONPROFITS

trative costs for the Mayerson Student Philanthropy Project for the 2008-2009 academic year were generously provided by the Manuel D. & Rhoda Mayerson Foundation The funds invested in the nonprofits by the students participating in the Mayerson Student Philanthropy Project during the 2008-2009 academic year were generously provided by three benefactors: Citi, the Carol And and Ralph V. Haile Jr. US Bank Foundation and the Scripps Howard Foundation. Northern Kentucky University and the Scripps Howard Center for Civic Engagement are grateful for this funding support

## 2008 FALL SEMESTER

For the Fall 2008 semester, the Mayerson Student Philanthropy Project included six classes in four disciplines. Students awarded \$1,000 each to 13 different nonprofits. The nonprofits received their checks during a ceremony at the new NKU Student Union on Dec. 11.

Here are the classes and how they chose to invest their Mayerson funds:

#### MKT 625-001

#### MARKETING MANAGEMENT

Taught by Professor Doris Shaw

• Humbledove Interntional: \$1,000

#### HNR 302-002

#### INVEST IN THE COMMUNITY

Taught by Professor Becky Sittason

- Campbell County Senior Center: \$1,000
- ProKids: \$1,000
- Springer School: \$1,000

#### EDU 312-001, 312-002 AND 312-003 TEACHING SOCIAL STUDIES IN THE EARLY GRADES

- Taught by Professors Kevin Besnoy and Brandelyn Tosolt
- Ballet Theatre Midwest: \$1,000
- Boys and Girls Club of Greater Cincinnati: \$1,000
- The Campbell County 4-H: \$1,000
- The Carnegie Visual and Performing Arts Center: \$1,000
- Crayons to Computers: \$1,000
- Kids Count: \$1,000

#### ENG 101-004

#### **COLLEGE WRITING - WOMEN AND WAR**

Taught by Professor Professor Mari York

- Intercommunity Justice and Peace Center: \$1,000
- Thank You Foundation: \$1,000
- Yellow Ribbon Support Center: \$1,000







## 2009 SPRING SEMESTER

For the Spring 2009 semester, the Mayerson Student Philanthropy Project included five classes in five disciplines (a sixth class participated but elected to make no award). Students awarded a total of \$13,000 to 12 different nonprofits. The nonprofits received their checks during a ceremony at the Student Union on April 23.

Here are the classes and how they chose to invest their Mayerson funds:

#### MUS 100-007

#### MUSIC APPRECIATION

Taught by Professor Gary Johnston

• The Wyoming Fine Arts Center: \$1,000

### CMST 101-H001

#### HONORS PRINCIPLES OF SPEECH COMMUNICATION

Taught by Professor Allison Godel

- Big Brothers Big Sisters of Greater Cincinnati: \$1,000
- Birthright of Cincinnati: \$1,000
- Health Resource Center of Cincinnati: \$1,000

#### EDU 310-003

#### TEACHING LANGUAGE ARTS IN THE EARLY GRADES

Taught by Professor Brandelyn Tosolt

- Center for Great Neighborhoods of Covington: \$1,000
- Child Focus: \$1,000
- Children, Inc.: \$1,000

#### CMST 394-002 RELATIONSHIPS

Taught by Professor Jimmie Manning

- Know Theatre Tribe: \$2,000
- Shoulder To Shoulder: \$1,000

#### MKT 625-001

#### MARKETING MANAGEMENT

Taught by Professor Doris Shaw

- Chicks and Chucks: \$1,000
- North Dearborn Pantry: \$1,000
- Pink Ribbon Girls: \$1,000







Manuel D. & Rhoda F O U N D A T I O N

ORGANIZATIONS RECEIVING MAYERSON FUNDS

YMCA of Ohio (2001)

The following is a list of organizations that have received Mayerson funds. The year following the organization name indicates the year or years that the organization received funding. In instances where a year is listed twice, this indicates that the agency received funding from two different classes that year. The organizations are sorted alphabetically by categories.

#### Fall 2000 – Spring 2009

ALCOHOL/DRUG TREATMENT Prospect House (for men) (2003) First Step Home, Inc (for women) (2004

ANIMALS Animal Rights Community (2003) Kentucky Tails (2005) O'Bryonville Animal Rescue (2006) Stray Animal Adoption Program (2000) Clermont County Humane Society (2007)

ARTS AND HUMANITIES Arts and Humanities Resource Center for Older Adutts (2002) Baker Hunt Foundation (2006) Ballet Theatre Midwest, Inc. (2008) Carnegie Visual and Performing Arts Center (2008) Children's Performing Arts of Lakota, Inc. (2007) Cincinnati Chamber Music Society (2003) Elementz: The Hip Hop Youth Arts Center (2007 & 2005) Ensemble Theatre of Cincinnati (2004) InkTank (2006) Know Theatre Tribe (2009)

The Carnegie Visual & Performing Arts Center (2003) The Children's Theatre of Mason (2004) The Frank Duveneck Arts & Cultural Center (2007) Three Square Music Foundation (2002) Visionaries and Voices (2006) The Wyoming Fine Arts Center (2009)

COMMUNITY IMPROVEMENT/ COMMUNITY CENTERS Action Ministries (2005) Citizens Policy Center (2003) Coalition for a Human Economy (2003) Community Land Co-Op (2001) Downtown Cincinnati, Inc (2004) Emanuel Community Center (2005) International Visitors Council of Greater Cincinnati (2004) National Conference for Community and Justice (2000) Northern Kentucky African American Heritage Task Force (2001) Northern Kentucky Community Center (2001) Ohio Empowerment Coalition Contact Center (2001) Peaslee Neighborhood Center (2007) SARF- Society for the Advancement of Reformed Felons Smart Growth Coalition for Greater Cincinnati and Northern Kentucky (2003) Sparkpeople Service (2003) The Center for Peace Education (2007) Urban Appalachian Council (2005 & 2003 & 2002) COMMUNITY NEEDS/ FOOD BANKS Be Concerned (2005)

Big Stef, Inc. (2005) Brighton Center for Employment Training (2001) Catholic Social Services (2000)

Center for Great Neighborhoods of Covington Cincinnati Works (2007) Freestore Foodbank (2005) Henry Hosea House (2004 & 2001) North Dearborn Pantry (2009) Open Door Ministry (2002) Our Daily Bread (2005 & 2003) Parish Kitchen (2004) Society of St. Vincent de Paul, Cincinnati District Council (2006 & 2003) Community Resources/ Entertainmen Behringer-Crawford Museum (2006) Cincinnati Museum Center (2003) Cincinnati Zoo & Botanical Garden (2004) Friends of Sunrock Farms (2001) Kenton County Public Library (2004 National Underground Railroad Freedom Cente (2007) YMCA of Kentucky (2001)

DISABILITIES Cincinnati Association for the Blind (2001) Disabilities Coalition of Northern Kentucky (2005) Hearing, Speech and Deaf Center (2002) Redwood Rehabilitation Center (2006 & 2004 & 2003 & 2003 & 2002) Springer School (2008) Starfire Council of Greater Cincinnati (2007 & 2003 & 2003 & 2002 & 2002) The Point (2004)

ELDERLY Campbell County Senior Center (2008) Little Brothers: Friends of the Elderly (2007 & 2004 & 2003 & 2002 & 2001) Pro Seniors (2004) Senior Services of Northern Kentucky (2005 & 2004 & 2004 & 2003 & 2002)

ENVIRONMENT Cincinnati Nature Center (2002) Fernald Residents for Environmental Safety & Health (FRESH) (2003) Ohio Energy Project (2003) Imago Earth Center (2005) Licking River Watershed Watch (2003) Mill Creek Restoration Project (2003)

FAMILY Crittenden-Mt, Zion Family Resource Center (2000) Family Nurturing Center (2005 & 2002 & 2001) Family Service of Northern Kentucky (2000) Glenn O. Swing Elementary Family Resource Center (2001) nternational Family Resource Center (2001) New Beginnings Christian Counseling (2005) Northern Kentucky University K-TAP Program (2004)Shepard's Crook (2001) Tri-City Family Resource Center (2003 & 2001) Health AIDS Volunteers of Cincinnati (2004) American Cancer Society (2005) American Heart Association (2005) Cancer Family Care (2003) Caracole, Inc. (2005) Chicks and Chucks (2009) Grant Janszen Wish Foundation (2005) Health Resource Center of Cincinnati (2009) Hospice of Northern Kentucky (2006 & 2002)

Mercy Hospital (2004)

National Multiple Sclerosis Society, Ohio Valley Chapter (2001) Pink Ribbon Girls (2009) SOTENI International (2005) St Luke Center for Breast Health (2005) St. Vincent de Paul Community Pharmacy (2003) West End Emergency Center (2002)

HOUSING/ HOMELESS Housing Authority of Covington: Educate to Elevate (2001) Housing Opportunities Made Equal (2002) Interfaith Hospitality Network of Greater Cincinnati (2004) Fairhaven Rescue Mission (2005) Greater Cincinnati Coalition for the Homeless (2004) Neighborhood Investment Partners (2005) Shelterhouse Volunteer Group (The Drop Inn Center) (2007) Welcome House (2006 & 2006 & 2005 & 2000)

INTERNATIONAL HUMANITARIAN RELIEF Humbledove (2008) Mathew 25: Ministries (2005 & 2005) Project Restore (2001) Latino/ Hispanic Centro De Amistad (2004 & 2002) Hispanic Resource Center (2001) Shoulder to Shoulder (2009)

LITERACY Literacy Council of Clermont and Brown Counties (2003) Literacy in Northern Kentucky (2002) Project Connect (2005 & 2005) The Literacy Network of Greater Cincinnati (2005) PREGNANCY Birthright of Cincinnati (2009)

Care Net Pregnancy Services of Northern Kentucky (2004) Healthy Moms and Babies (2003 & 2001 & 2001) New Hope Center (2003) Pregnancy Center of Northern Kentucky (2005) Pregnancy Center West (2004)

WOMEN Bethany House (2005 & 2004) Lydia's House (2004) Madonna House (2005 & 2004 & 2003 & 2003 & 2001) Mary Magdalen House (2004 & 2004 & 2000) The Women's Connection (2004) Women Heiping Women (2003 & 2003) Women Writing for a Change Foundation (2004) Women's Crisis Center (2007 & 2005 & 2004 & 2003 & 2002 & 2001) Women's Crisis Center: Pet Protection Program (2005 & 2001) Women's Theatre Initiative (2004) WWCA of Greater Cincinnati (2005)

AD Owens Elementary and Campbell County Family Literacy (2007) Anthony Munoz Foundation (2006) Athlets-on-line.com (2001) Beech Acres Foster Care Art Project (2003) Big Brothers/Big Sisters Association of Cincinnati (2009) Boys and Girls Club of Greater Cincinnati (2008 & 2005)

Brighton Center Youth Leadership Developmer Program (2005) Campbell County 4-H Saddle Up Club (2008 & Campbell Lodge Boys Home (2002) Child Focus, Inc (2009, 2006, 2004) Children's Home of Cincinnati (2005 & 2004) Children's Home of Northern Kentucky (2006 & 2005 & 2005 & 2003 & 2003 & 2002 & 2001) Children, Inc. (2009) Children's Law Center Cincinnati (2004) Cincinnati Nature Center's Global Classroom Project (2001) Cincinnati Youth Collaborative (2003) Cinderella's Closet (2007) CityCURE (2005) Community Christian Academy (2007) Crayons to Computers (2008, 2004, 2001 Diocesan Catholic Children's Home (2004 & 2004) FACE (For AIDS Children Everywhere) (2001) Fernside Center for Grieving Children (2007 & 2004 & 2003 & 2002 & 2000) Fourth Street Elementary School (2000) girls! CAN (2005) Girl Scout Council of Licking Valley (2005) Harrison Learning Center Holly Hill Children's Services (2003) Holmes High School Youth Service Center (2001 Holy Cross High School (2001) Indian Summer Camp (2004) Inner City Tennis Project (2006) James E. Biggs Early Childhood Center (2002 & 2000) Kicks for Kids (2002) Kids Count, Inc. (2008) Lighthouse Youth Services (2007 & 2003) Make-A-Wish Foundation (2004) Northern Kentucky Urban Young Life (2003) One Way Farm Children's Home (2005 & 2004) ProKids (2008, 2002, 2000) Ronald McDonald House Charities (2007 & 2003) Sixth District Elementary School (2004) Sixth Street Elementary School (2002) SUMA (2001) Teen Response, Inc. (2004) The Friars Club (2007) The Kelly-Carol Foundation for Children with Cancer (2004) Youth Opportunities United (2005) Winton Place Youth Committee (2003 & 2001 OTHER AGENCIES The Artery, Inc. (2003 & 2001) Charlie's Three Quarter House (2000) Connections (2005) Gay & Lesbian Community Center of Cincinnati (2002) Gay, Lesbian, Straight Education Network (2003) Intercommunity Justice and Peace Center (2008) PFLAG (Parents, Families and Friends of Lesbians and Gays (2002) Sportsman's Network (2000) Stepping Stones (2003) Thank You Foundation (2008) The Mockbee, Inc (2003) WRAP (2001) Yellow Ribbon Support Center (2008)

Boys Hope Girls Hope (2005 & 2004 & 2003)

# WHAT'S NEXT?

In the coming year, with support from The Manuel D. and Rhoda Mayerson Foundation and the Corporation for National and Community Service's Learn and Serve America program, Northern Kentucky University's Scripps Howard Center for Civic Engagement will be collecting information in order to develop workbooks that higher education institutions around the country can reference in starting their own student philanthropy programs.

In preparation for this, the Scripps Howard Center for Civic Engagement conducted a survey of existing student philanthropy programs nationally and found that a need for a national resource center or clearinghouse exists. Respondents to a survey indicated that they wanted sample syllabi, student philanthropy course program overviews and text examples of Requests for Funding Proposals. Evaluation tools, sample letters to nonprofits and information on funding sources also appear to be in demand, according to the survey.

Because NKU's program is among the nation's most established programs, it has frequently been the source of the materials already, the survey found. Indeed, an article in the Spring 2009 issue of the Journal of Civic Commitment reports on a program at Collin County Community College that was modeled after NKU's program. In the article, "Creating a Successful Psychology Service Learning Philanthropy Course" authors Valerie T. Smith, Professor and Chair of Behavioral Sciences, and Jennifer L. Brooks, Professor of Psychology (both at Texas's Collin County Community College District, Spring Creek Campus ) credit NKU's program as a guide in creating theirs. The abstract for the articles reads: "This article provides an overview of a pilot program involving psychology courses that employ service learning as an impetus for content mastery and student philanthropy. The program is modeled after the Northern Kentucky University Mayerson Student Philanthropy Project, the premise of which is to allow students to identify community wants through the integration of service and academic content and act on the observed needs." The full article can be read at www.mc.maricopa.edu/other/engagement/ Journal/Issue7/Smith.shtml.



## About our partner and co-creator

THE MANUEL D. AND RHODA FOUNDATION OF CINCINNATI

The Mayerson Family Foundations are dedicated to creating communities that are just, caring and respectful – communities in which marginalized populations are empowered and all people have opportunities to seek their highest aspirations. The Manuel D. and Rhoda Mayerson Foundation partners with and invests in highly effective and efficient organizations positioned within their field to make a significant impact.

## FOUNDATION PRESIDENT DR. NEAL H. MAYERSON ON NKU'S STUDENT PHILANTHROPY CLASSES

"Our Foundation is interested in helping individuals express their best-selves and appreciate the profound implications of their inter-connectedness to one another. The student philanthropy courses offer students opportunities to become inspired by helping others, a lesson they can carry into the rest of their lives. Along the way they learn a lot about their own values, their own value to others, and their senses of relevance and compassion grow."

ON THE WEB www.mayersonfoundation.org







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# ABOUT US

The Mayerson Student Philanthropy Project is coordinated through the Scripps Howard Center for Civic Engagement at Northern Kentucky University. The Center is designed to connect campus and community and to encourage the fulfillment of NKU's mission, which reads in part, "The university supports multi-dimensional excellence across the full breadth of its work: teaching and learning, research and creative activity, and outreach and public engagement.... The university embraces its regional stewardship role as reflected in its significant contribution to the intellectual, social, economic, cultural and civic vitality of the region and the commonwealth."

Among other things, the Scripps Howard Center plays a central role in supporting and expanding service learning at NKU. Service learning connects classes to nonprofits for mutually beneficial partnerships: students learn by doing. For example, the photographs of nonprofits in this report were taken by students in a documentary photography class. The nonprofits, in turn, can use the photographs for their brochures, websites and other needs. Service learning is a structured, academic approach to engaged, active teaching. In the 2008-2009 academic year, NKU had over 110 service learning classes. The Mayerson Student Philanthropy Project classes were among those.

## Contact us:

Scripps Howard Center for Civic Engagement Northern Kentucky University Founders Hall 536 Highland Heights, KY 41099 859-572-1448 Visit the Center's website at: http://civicengagement.nku.edu



### How to give to the Mayerson Student Philanthropy Project at NKU

The success of the Mayerson Student Philanthropy Project begins with the generous support of our donors. No one has invested more in MSPP - with their dollars and encouragement - than the members of the Mayerson family and their team. Gifts from Citi, the Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation and the Scripps Howard Foundation have been key as well.

The money distributed by NKU students comes from the community. So we appreciate your support. If you are interested in supporting a Mayeson Student Philanthropy Project class at NKU, the cost is \$3,000 per class. Your gift is tax deductable.

## To give, contact:

#### DANIEL EMSICKE, MAJOR GIFT OFFICER

University Development

AC 221

Northern Kentucky University

Highland Heights, KY 41099

859-572-5628 emsicked1@nku.edu

Also, small gifts (as little as a dollar) can be collected through our new Give-A-Buck intiative. You can mail those gifts to:

SCRIPPS HOWARD CENTER FOR CIVIC ENGAGEMENT

Attention: MSPP FH 536 Nunn Drive Northern Kentucky University Highland Heights, KY 41099

## Our Staff

#### MARK NEIKIRK

executive director, Scripps Howard Center for Civic Engagement

Mr. Neikirk oversees an array of programming at Northern Kentucky University focused on two key aspects of citizenship: one, public policy and current events; and two, community stewardship. A graduate of the University of Kentucky in history, Mr. Neikirk is former reporter, columnist and managing editor at The Kentucky Post and The Cincinnati Post. He is the president of the University Press of Kentucky's Thomas D. Clark Foundation, a board member of Kids Voting Northern Kentucky, a board member of the Northern Kentucky Forum, a steering committee member of Leadership Cincinnati, a board member of Leadership Kentucky and the former president of the Kentucky Associated Press Editors' Association.

#### JULIE CENCULA OLBERDING

faculty director of the Mayerson Student Philanthropy Project

Dr. Olberding is an assistant professor in the Master of Public Administration (MPA) program and Nonprofit Management certificate program. She teaches MPA courses such as Foundations of Public Administration, Resource Acquisition and Management, Volunteer Management, and Nonprofit Program Evaluation. Dr. Olberding has incorporated student philanthropy and service learning into many of her classes. In addition, she has studied student philanthropy as pedagogy, and her research has been published in the Journal of Public Affairs Education and presented at a number of academic conferences and workshops for faculty members and nonprofit representatives. Another stream of her research has focused on regional partnerships for economic development in U.S. metropolitan areas. It has been published in Public Administration Review, Economic Development Quarterly and the International Journal of Public Administration. Prior to her work at NKU, Dr. Olberding served as executive director of a nonprofit organization in Cincinnati, Ohio, and as a program manager at the Council of State Governments in Lexington, Kentucky. She has a bachelor's degree from the E.W. Scripps School of Journalism at Ohio University and an MPA and Ph.D. from the Martin School of Public Policy and Administration at the University of Kentucky.

### AARON CASKEY

#### Scripps Howard Center for Civic Engagement intern

Mr. Caskey is a junior at Northern Kentucky University and is a student intern at the Scripps Howard Center for Civic Engagement, working primarily on the Mayerson Student Philanthropy Project. He assists with the execution of the program as well as the collection of data at the conclusion of each of the courses by administering surveys. Mr. Caskey is a native of Tollesboro, Ky., and graduated valedictorian from Lewis County High School. He is currently working on obtaining his Bachelors Degree in History and Political Science with a minor in Legal Studies from Northern Kentucky University. Aaron hopes to further his education by attending law school and becoming a corporate attorney. As well as being heavily involved with the Scripps Howard Center, Mr. Caskey volunteers at various organizations in his hometown. He frequently donates his time and energy to the Meals on Wheels Program and Tollesboro Food Bank. Prior to working at the Scripps Howard Center, Mr. Caskey was an intern at the Office of the Governor of Kentucky. In his spare time, he enjoys attending sporting events, visiting various historical sites and reading.

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#### THE MANUEL D. AND RHODA MAYERSON FOUNDATION

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On the back cover: Distributing "Keep Mommy Safe" car magnets is one activity of the Yellow Ribbon Support Center, which was selected for a Mayerson grant by Mari York's College Writing (Women and War) class in Fall 2008. The primary activity of this nonprofit is sending care packages to troops overseas. Yellow Ribbon was started by family and friends of Matt Maupin, a Batavia, Ohio resident, who was captured in Irag in April 2004 and whose body was not found and returned until April 2008 NKU student Kara Sherlin took this picture for a service-learning project in Professor Matt Albritton's Photo-Documentary class (ARTO 315).





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## 2000-2009: 94 CLASSES

Since the inception of the Mayerson Student Philanthropy Project at Northern Kentucky University, students in a wide range of classes - from marketing to music appreciation - have been given the opportunity to learn the value of investing in the Greater Cincinnati nonprofit community. This fall, a history class will participate for the first time and other new participants will be signed up for the spring, as NKU and Mayerson celebrate a decade of student philanthropy classes.

## Spring 2009

MUS 100-007: MUSIC APPRECIATION

Gary Johnston

CMST 101H -001: HONORS PRINCIPLES OF SPEECH COMMUNICATION

Allison Godel

EDU 310-003: TEACHING LANGUAGE ARTS IN THE EARLY GRADES

Brandelyn Tosolt

CMST 394-002: RELATIONSHIPS

Jimmie Manning

MKT 625-001: MARKETING MANAGEMENT

Doris Shaw

## Fall 2008

MKT 625-001: MARKETING MANAGEMENT

Doris Shaw

HNR 302-002: INVEST IN THE COMMUNITY

Becky Sittason

EDU 312-001, 312-002, AND 312-003: TEACHING SOCIAL STUDIES IN THE EARLY GRADES

Kevin Besnoy and Brandelyn Tosolt

ENG 101-004: COLLEGE WRITING-WOMEN AND WAR

KENTUCKY

Mari York

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## Spring 2008

ENG 151- H003: HONORS FRESHMAN COMPOSITION Jon Cullick

MKT 306- 001: SALES MANAGEMENT Doris Shaw

REL 201-001 / REL 394-002: INTRO TO ROMAN CATHOLICISM **Janis** Cassiere

PAD 621-001: RESOURCE ACOUISITION AND MANAGEMENT Julie Olberding

## *Fall 2007*

PAD 621-001: RESOURCE ACQUISITION AND MANAGEMENT Julie Olberding

**HNR 308-001: THE ARTS** FOR SOCIAL CHANGE Daryl Harris

MKT 306-001: SALES MANAGEMENT Doris Shaw

## Spring 2007

MKT 306-001: SALES MANAGEMENT Doris Shaw

SPE 340-001: STRATEGIES OF PERSUASION

Cady Short-Thompson

ENG 151-003: HONORS FRESHMAN

#### COMPOSITION Jon Cullick

SWK 408-002: FIELD **INSTRUCTION III** Karen Tapp

HNR 302-003: INVESTING IN THE COMMUNITY Becky Sittason

## *Fall 2006*

No Mayerson Classes during this semester.

## Spring 2006

SOC 400-001: URBAN SOCIETY

Molly Blenk

TAR 414-003: NKU CHILDREN'S THEATRE TOUR TROUPE Daryl Harris

MKT 306-001: SALES MANAGEMENT

Doris Shaw

PAD 622-001: VOLUNTEER MANAGEMENT Julie Olberding

ENG 101-018: COLLEGE WRITING Wanda Crawford

ANT 307-001: MUSEUM METHODS Judy Voelker

## Fall 2005

MKT 306-001: SALES MANAGEMENT

Doris Shaw

ENG 101-L71: COMMUNITY BASED WRITING

Ion Cullick

PRE 410-001: ELECTRONIC PUBLIC RELATIONS

Zachary Hart

PHI 394-001/WMS 384-001: ENVIRONMENTAL FEMINISM

Nancy Hancock

HNR 306-002: INVESTING IN THE COMMUNITY

Becky Sittason SPE 340-002:

STRATEGIES OF PERSUASION Cady Short-Thompson

## Spring 2005

SOC 100-012: INTRODUCTORY SOCIOLOGY Molly Blenk

SOC 100-005: INTRODUCTORY SOCIOLOGY Molly Blenk

MKT 306-001: SALES MANAGEMENT Doris Shaw

MKT 320-002: **CONSUMER BEHAVIOR** Vassilis Dalakas

SOC 321-001: APPLIED SOCIAL RESEARCH Ioan Ferrante

SWK 105-001: COMMUNITY EXP-SOCIAL SERVICES

Karen Tapp

## *Fall 2004*

MKT 306-001: SALES MANAGEMENT

Doris Shaw

AND GENDER

CARE ETHICS

PHI 220-006: HEALTH

ENG 101-L81: COLLEGE

**TAR 414-003: NKU TOUR** 

Molly Blenk

Gary Crum

WRITING

Jon Cullick

TROUPE

Mari York

Daryl Harris

WMS 150-N07:

INTRODUCTION TO

WOMEN'S STUDIES

Spring 2004

MANAGING NOT-FOR-

**PROFIT ORGANIZATIONS** 

PAD 620-001:

Shamima Ahmed

SOC 110-009: INTRODUCTION TO RACE

Joan Ferrante

ENG 101-L64: LEARNING COMMUNITY

PHI 394-001 / WMS 384-001: ENVIRONMENTAL FEMINISM

Nancy S. Hancock

SPE 340-002: STRATEGIES OF PERSUASION

SWK 105-002: COMMUNITY **EXPERIENCE IN THE** SOCIAL SERVICES

Kelly Jo Asbury

POLITICS

HEALTH

Annie Dollins

Ronald Grapsy

MANAGING

MGT 410-001:

ORGANIZATIONAL

Ramona Brockett

PAD 620-001: MANAGING NOT-FOR **PROFIT ORGANIZATIONS** 

ART 210-003: DRAWING I Kelly Jo Asbury

MKT 310-001: PROFESSIONAL SELLING Doris Shaw

MGT 410-001: MANAGING ORGANIZATIONAL CHANGE

Tracy Sigler

HNR 302-001: INVESTING IN THE COMMUNITY Becky Sittason

ENG 291-013: ADVANCED COLLEGE WRITING

Christopher Wilkey ENG 291-004 / 291-007: ADVANCED COLLEGE WRITING

Mari York

Fall 2003

SOC 100-005: INTRODUCTION TO SOCIOLOGY

Ionathan S. Cullick

Cady Short-Thomson

Hollv Riffe

## Spring 2003

Shamima Ahmed

ART 210-002: DRAWING I

WMS 385-001: WOMEN &

SPE 394-001: AMERICAN

CIVIC COMMUNICATION

JUS 494-002: BLACK

WOMEN, CRIME &

Tracey Sigler

SOC 355-001: SOCIOLOGY OF THE **ENVIRONMENT** 

Kristen Yount

## Fall 2002

ENG 101-L60: COLLEGE WRITING

John Alberti

ENG 101-L61: COLLEGE WRITING & UNIVERSITY 101

Vicki Stieha

SOC 320-001: SOCIAL **RESEARCH METHODS** 

Joan Ferrante

SPE 340-001: STRATEGIES OF PERSUASION

Cady Short-Thompson

HNR 302-001: INVESTING IN THE COMMUNITY

Becky Sittason

## Spring 2002

AFR 310X-001: AFRICAN AMERICANS: THE LAW AND THE COURTS

Ramona Brockett

ART 210-003: DRAWING I Kelly Jo Asbury

**MKT 394-003: SPORTS** MARKETING

Matt Shank

**SOC 300-001: RACE AND** ETHNIC RELATIONS

Prince Brown, Jr.

SOC 321-001: APPLIED SOCIAL RESEARCH **METHODS** Ioan Ferrante

*Fall 2001* 

ANT 325-001: APPLIED ANTHROPOLOGY

Sharlotte Neeley

HNR 302-001: INVESTING IN THE COMMUNITY

Becky Sittason

#### HSR 430-001: HUMAN SERVICES ADMINISTRATION

Jim Roeder

SOC 320-001: SOCIAL RESEARCH

Joan Ferrante

#### SPE 340-001: STRATEGIES OF PERSUASION

Cady Short-Thompson

## Spring 2001

EDA 628-001: SCHOOL LAW AND ETHICS

Rosa Weaver

NRP 435-003: NURSING IN COMMUNITY

Ann Dollins

SOC 210-001 / SOC 210-002: ANALYSIS OF RACISM AND SEXISM IN THE UNITED STATES

Joan Ferrante

SWK 203-004: SOCIAL WELFARE IN CONTEMPORARY SOCIETY

Willie Elliot

## Fall 2000

SOC 320-001: SOCIAL **RESEARCH METHODS** 

Joan Ferrante

HSR 430-001: HUMAN SERVICES ADMINISTRATION

Jim Roeder

PSC 403-001: PUBLIC POLICY ANALYSIS

Rita Raturri

HNR 302-001: INVESTING IN THE COMMUNITY

Becky Sittason



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