

# Youth **Youth Update**



Believing in the power of potential...™

Fall 2008

## Saint Louis Science Center Joins Safe Place Initiative

**G**rowing up in today's world can be tough on a child, especially when problems seem insurmountable and help seems scarce. But Youth In Need's Project Safe Place offers troubled children and teens a beacon of hope in places that are as familiar to them as their homes—places like QuikTrip convenience stores, libraries, fire departments and now the Saint Louis Science Center.



Since 1983, throughout the country, businesses have come together to build a network of "safe places" for children and teens in crisis. The landscape is no different in the St. Louis region, where Youth In Need is the Safe Place provider of the national crisis prevention program.

The area's program coordinator since 2006, Youth In Need now has more than 260 businesses throughout St. Louis City, St. Louis County and St. Charles County that have shown their commitment to the community's children and teens by enrolling their businesses as Safe Place sites.



The Safe Place business commitment is easy. After completing a simple, yet thorough, training process, businesses hang the distinctive yellow and black Safe Place sign in their window. When a young person asks a business employee for assistance, the employee calls Youth In Need's 24-Hour Help Line, where a case worker assesses the situation and sends a staff member to pick up the child and bring him or her back to Youth In Need's Emergency Shelter, if needed.

The Science Center is a phenomenal addition to the businesses already serving as sites because it is a natural attraction for area young people. More than one million guests visit the Science Center each year, which means that children and teens have easy access to caring, trained and visible staff.

"Because the Science Center is family-friendly, centrally-located, and open seven days a week, it makes sense for us to offer assistance to children and teens in need. We recognize that many young people who visit us may feel more comfortable coming to our facility for help in crisis situations than other places," said Marti Cortez, Senior Vice President for the Science Center. "The sad reality is that there are many kids who are homeless, experiencing abuse, neglect, fear for their safety, or have serious family problems. If they come to us and ask our staff members for help, we'll start the process to find them a 'Safe Place.' If we are the link in the system that helps at least one child, it will be worth our effort."

Young people may need the Safe Place program for a variety of reasons, including being on an unsafe date; experiencing abuse or neglect at home; dealing with a bully at school; traveling with a drunk driver; being lost or locked out of their house, among many other things.

To ensure that children know about Safe Place and how to use the program, Youth In Need offers free, age-appropriate presentations to school and church groups and other child- and teen-focused clubs.

To schedule a presentation or to learn more about enrolling a business as a Safe Place site, contact Karen Sieve, Safe Place Manager, by phone at 636-946-5600, ext. 251, or by e-mail at ksieve@youthinneed.org. ■

## Gorgeous Weather Greet Golfers Teeing It Up for Kids

**T**he 2008 Golfing for Youth Benefit Tournament brought pleasant weather to the 200-plus golfers who turned out to support the thousands of children, teens and families Youth In Need serves. Thankfully, the 100-degree heat of 2007 was left in the previous year as golfers got down to business supporting children and families.

Youth In Need, along with Title Sponsor Smurfit-Stone, held its 11th annual Golfing for Youth tournament on Aug. 11 at Whitmoor Country Club in St. Charles. More than 200 golfers pooled their golfing skills and generous spirits to tee it up for Youth In Need, raising approximately \$90,000. Funds raised benefited Youth In Need's programs and services that provide crisis prevention and intervention services to more than 10,000 children, teens and families in St. Louis City and County and St. Charles, Lincoln, Warren and Montgomery Counties in Missouri.

The tournament was played in a four-player scramble over 18 holes in a competition format. Congratulations to Championship Flight First Place winners Jeff Viehmann, Dale Boggs, Jeremy Reidelberger and Mark Delcourt.

Golfers fueled their day with lunch courtesy of Youth In Need's exclusive Principal Corporate Partner Culpeppers Grill & Bar. Following a full day of play, golfers cooled down with a social hour and open bar in the clubhouse and enjoyed an eclectic collection of silent auction items. Highlights included sports photos, autographed sports memorabilia, a bevy of baskets and gift certificates galore.

The day-long tournament concluded with dinner, award ceremony, check presentations, and live auction with KTVI Fox 2 Meteorologist Glenn Zimmerman, serving as guest auctioneer, and Carolyn Koenig, Chairman of Youth In Need's Board of Directors, serving as program emcee. ■



**Above:** Maria Mayo (left), Volunteer, and Karen Sieve, Safe Place Manager, work the margarita tent courtesy of Espino's Mexican Bar & Grill.

**Below:** Deputy Andy Bauer with the St. Charles County Police Department fires the ceremonial shot gun start to begin the 2008 tournament.



**From left:** Jim Braun, Youth In Need's President and CEO; Jay Baumohl, 2008 Tournament Chair; and Debbie Myrick, member of the tournament committee and auction basket-maker extraordinaire.

### Calling All Golfers...

If you weren't able to join Youth In Need for its annual golf tournament, or if you just want the fun to continue, don't miss out on another exciting golf opportunity to benefit Youth In Need.

#### State Farm Insurance Charity Scramble

- Title Sponsor ServiceMaster
- Monday, October 13, 2008
- Missouri Bluffs Country Club
- \$150 for a single golfer; \$500 for a foursome (includes dinner)

For more information or to register, contact Rusty Shelley at 636-916-5555 or George Aliano at 314-439-3120. The registration deadline is Oct. 3, so don't wait and reserve your spot today. ■

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1815 Boone's Lick Road  
St. Charles, MO 63301  
P: 636-946-5600  
F: 636-946-2900  
www.youthinneed.org

24-Hour Help Line: 636-946-3771

*Believing in the power of potential, Youth In Need's mission is to provide nurturing environments and educational opportunities so children, youth and families will find safety and hope, achieve their goals, and build a positive future.*

Founded in 1974, Youth In Need provides residential treatment, early-childhood, outreach, counseling, educational and employment programs to more than 10,000 children, teens and families at 30 sites in eastern Missouri each year. Youth In Need is accredited by the Council on Accreditation.

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Upon request, individual names may be placed on our mailing list. Please inform us of any address change or correction, or of those individuals who have moved, died or are no longer interested in receiving the newsletter. Please send this information, with the zip code of the previous address, to:

Youth In Need's Development Office  
1815 Boone's Lick Road  
St. Charles, MO 63301  
E-mail: [development@youthinneed.org](mailto:development@youthinneed.org)

Please forward all communications with reference to editorial content to April Klutenkamper, Marketing Director, at 636-946-5600, ext. 200, or [aklutenkamper@youthinneed.org](mailto:aklutenkamper@youthinneed.org).

## A Message from the President & CEO



Jim Braun  
President & CEO

Dear Friends:

In recent weeks, I've frequently been asked, "Are the current economic problems having an impact on Youth In Need?" My response has been, "Youth In Need will no doubt survive a tough economic period, but many of our clients will not."

The vast majority of the children and families we serve have incomes below the Federal poverty level. They struggle even during times of economic prosperity. The current situation is hitting hard at the families who can ill afford for things to get worse. Incidents of homelessness among our families are rising. Our Street

Outreach team is encountering more and more homeless and displaced youth. Families miss appointments and program attendance because they can't afford to put gas in the car.

At the same time that services are needed the most, the economy is pushing Youth In Need and other helping organizations into "survival mode." We wish we could expand services, but economic conditions prevent any consideration of expansion. State, local and federal government budgets are stretched and grants are either "flat funded" or in decline. Youth In Need donors remain very generous, but many are not able to provide as much support as they had provided previously. We're working to, at best, maintain our current services.

So what do we do in the meantime? First, Youth In Need pledges to manage its finances carefully to ensure that dollars are stretched without sacrificing quality, and that we serve as many people as possible. Second, we are working to expand our donor base. It is more important than ever that people who have not previously been charitably minded learn the

joys and rewards of giving back.

What can you do? If you have been a Youth In Need contributor, we thank you and ask that you continue your support. If you have not financially contributed, please consider doing so now. Finally, please encourage your friends, family and co-workers to maximize their generosity.

To learn more about how to support Youth In Need, please visit our Web site at [www.youthinneed.org](http://www.youthinneed.org), or call Marissa Pulizzi, Vice President of Development and Marketing, at 636-946-5600, ext. 254. If you wish to support a large number of helping organizations at once, there is no better way than by supporting the United Way of Greater St. Louis. You can learn more about the United Way and its 2008 campaign at [www.stl.unitedway.org](http://www.stl.unitedway.org).

Finally, as you assess how you can help and encourage others to do the same, please keep the people who are struggling the most in your thoughts and prayers. ■

## Youth In Need Celebrates National Night Out

Seven area Target stores partnered exclusively with Youth In Need to provide a St. Charles County National Night Out celebration from 6 to 8 p.m. on Aug. 5 at Youth In Need's central office in St. Charles.



Three girls enjoy the bicycle safety course.

Hundreds of Youth In Need's client families also enjoyed a free barbecue dinner courtesy of Target and its many volunteer employees. Other activities and attractions included a bicycle safety course, complete with miniature road signs, put on by Youth In Need's Safety Committee; a fire truck; K-9 and mounted police demonstrations; bounce house; National Safe Place booth; child identification kits and instructions; and free family fun gift bags. Youth In Need also collected new safety-themed items to assist the agency in providing services for the more than 10,000 children, teens and families it serves.

National Night Out is an annual celebration across the country that focuses on crime and drug prevention. Target was an exclusive sponsor of the 25th annual National Night Out. This sponsorship is part of the ongoing support Target provides to local communities throughout the country. Through its Target & BLUE program, Target supports local law

enforcement by sharing information, technology and expertise while focusing on safety issues that affect guests, team members and communities. In 2007, more than 35 million people across the nation participated in National Night Out by attending their neighborhood block party.

"We are committed to being good community partners," said Debbie Soriano, Executive Team Lead-Assets Protection for the O'Fallon, Mo., Target store. "That means getting involved with local organizations and offering our support. This year, seven area St. Charles and St. Louis County stores held a block party at Youth In Need in St. Charles. We celebrated with members of St. Charles City Police and Fire Departments, promoting safe, fun-filled activities for children of all ages."

Locally, the seven Target stores (St. Charles, St. Peters, Florissant, Dardenne Prairie, Wentzville and O'Fallon, Mo., and Alton, Ill.) promoted the event by including fliers in shopping bags prior to Aug. 5. ■



Target employees, Youth In Need staff and client families pose with the St. Charles Fire Department truck. Fire fighters were on hand to show children the inside of the fire truck and to give away child-sized fire hats.

## Youth In Need Launches New Web Site

Youth In Need launched its new Web site on June 6, revamping the agency's 8-year-old site and offering new features for visitors.

Among the many improvements is a streamlined service information section, where visitors are able to easily navigate Youth In Need's programs. Visitors now have the option of searching for programs based on the age they serve or by viewing an entire list. Likewise, an always-developing resource page offers children, teens and families community resources that address a variety of topics.

Interactive features are also at the top of the site's new tools. Visitors now have the ability to apply online for Youth In Need careers. Applicants can search for open positions based on program areas and then upload a resume and cover letter through the application module.

Visitors also have the chance to make donations to Youth In Need through the secure online giving feature. And another popular new feature is the photo gallery that houses photos from the agency's special events and interesting program activities.

Thanks to friends at 62 Sports Group, Youth In Need held a contest during June. Visitors entered to win four tickets to a St. Louis Cardinals game and a \$100 gift card. Congratulations to winner Nina Dunn of Bowling Green, Mo.!



Nina Dunn won Youth In Need's Web site contest.

In the first month, more than 7,500 visitors checked out Youth In Need's new site. If you weren't one of them, be sure to visit online at [www.youthinneed.org](http://www.youthinneed.org). ■



**T**he Primrose Foundation is a non-profit organization committed to bringing comfort to children in crisis. Through three funding programs, the Primrose Foundation honors children whose lives have been disrupted due to abuse, neglect and other circumstances beyond their control. **Patty**

**Cross is the daughter of John Harper, the Foundation's founder. She's also the Foundation's Board Treasurer. For more information about the Primrose Foundation, visit the Foundation Web site at [www.theprimrosefoundation.org](http://www.theprimrosefoundation.org)**

**The Primrose Foundation supports numerous organizations throughout the area. How did the Foundation get its start?**

The Primrose Foundation grew out of my father's life as an orphan and his discovery of his biological parents at age 80. In 2005, we went to the Child Saving Institute and found his original adoption paperwork. He discovered that his parents were orphans, too. Going through that experience helped him decide to give back to other children at this stage in his life. He personally realized how great the need was to provide for children. We didn't realize how many children were in crisis.



*John Harper, Founder of the Primrose Foundation*

**What about Youth In Need made it an appealing recipient of the Foundation's support?**

We were looking for organizations that were well-run, had a good reputation and met the needs of what we were trying to accomplish through our programs. What solidified the support was our visit to Youth In Need and the many people we met.

**The Primrose Foundation is a different donor in that it has provided support through non-traditional gifts, such as gift cards. Typically, do you look for non-traditional ways to support organizations?**

We have three programs: The gift card program provides agencies with gift cards to use for clothing, shoes and personal care items. We do a book program with one agency, and throw book parties. We work very closely with the staff to determine which books kids need. At the party, we bring snacks and my dad meets all of the kids and signs the books. And we have a third program that was just approved by our Board called Grandma June's Kids. Agency staff can nominate a child to pursue something in the field of the arts. Foundation support helps the child fulfill a special talent or participate in an artistic event. Based on the staff's recommendation, the Board evaluates and considers which wishes to fulfill.

**Your foundation is run entirely by volunteers. All donations and money raised are able to be distributed to the various organizations and charities of your choice. How do you choose the organizations you support?**

We are unique because our Board is very small and involved. They don't convene just to vote on issues. We also have no overhead, and we feel really good about the fact that when people help us, we can take their help and turn to help the people we are serving. We don't choose an organization unless we visit the agency and meet the staff. We do a lot of research; we look at who's on the Board; we look at the agency's 990 and main forms of support. We discuss it as a Board, and it's a feel we get for the organization.

**What is most rewarding about your involvement in the Foundation?**

It is such a rush to hear that we've impacted a child. I spearhead the gift card program, reviewing the agency feedback. When I hear a story about a child who's gotten his first pair of flip flops, those stories just touch me. ■

**OST Holds Program Olympics**

Youth In Need's Out-of-School Time (OST) Programs celebrated the close of its summer session with a junior Olympic skills competition on July 16. OST students, ages 5 to 12, from Ford, Froebel, Mann, Oak Hill, Sigel, Walbridge and Woodard Elementary Schools participated in the basketball, soccer and track and field event. Each site designed personalized T-shirts to represent their school and organized a special presentation for the event's

opening ceremony. Some students made and wore Olympic wreaths; others carried their creation of the Olympic torch. With T-shirts displaying the Olympic rings, the young athletes sang, performed step demonstrations and celebrated their physical abilities. At the close of the ceremony, each participant received a gold medal to remind them of the Olympic creed: "The most important thing in the games is not to win but to take part." ■



*An OST student wears his creation of the Olympic wreath.*

**Tributes and Brick Purchases**

Youth In Need gratefully acknowledges the following individuals and organizations that have purchased an engraved brick in the Monsanto Fund Science Discovery Garden at Youth In Need. Bricks purchased after July 20, 2008, will be recognized in the next issue of Youth Update. If you'd like to purchase an engraved brick, please contact Youth In Need's Development Office at 636-946-5600, ext. 253.

In addition, Youth In Need gratefully acknowledges the following tributes. Tribute gifts given after July 20, 2008, will be recognized in the next issue of Youth Update. We have made every attempt to list names accurately. We regret any errors or omissions. If your name is in error, please contact Youth In Need's Development Office at [development@youthinneed.org](mailto:development@youthinneed.org).

**Brick Purchases**

Mr. and Mrs. David Braun  
Mr. and Mrs. Joel W. Braun  
Mr. and Mrs. Jim Braun  
Missouri Employer Mutual  
Mr. and Mrs. Jeff Viehmann

**Marriage of Jean & Dan Altepeter**

Mr. Terry Altepeter  
Mr. and Mrs. James Forrest  
Mr. Harold McCulley

**Marriage of Barb & David G. Braun**

Mr. and Mrs. Richard E. Beumer  
Mr. and Mrs. Scott Allen  
Mr. and Mrs. Ron Allman  
Mr. and Mrs. Mark Beumer

**In Honor Of...**

Jerry Daniels  
Ms. Stacy Daniels

**Youth In Need In Brief**

**Let Us Appreciate You**

Save the date and join Youth In Need for its annual donor and volunteer recognition reception on Wednesday, Nov. 19, 2008, at Youth In Need's central office, located at 1815 Boone's Lick Road in St. Charles. The evening includes a special award ceremony, a pictorial tribute to the year's events and refreshments. Be sure to watch for more information soon!

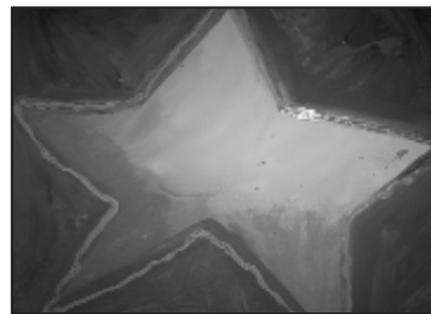
**Have a Blast with Safe Place**

Youth In Need's Safe Place program will have a booth at the St. Charles Chamber of Commerce's Blast event again this year. Be sure to join us from 3 to 6 p.m. in New Town for this fun, free family event. The Safe Place booth will include games, prizes and program information. To learn more about the Blast, visit the Chamber's Web site at [www.stcharleschamber.org](http://www.stcharleschamber.org).



**Get Started on Spreading Holiday Cheer with Youth In Need Cards**

Don't wait to get your Youth In Need holiday cards this year, because there are two exciting opportunities. Youth In Need will be unveiling a new holiday card design for 2008. Please visit our Web site soon to see the new artwork and message. Previous year's cards are discounted to \$5 for a set of 10 cards and envelopes. Each discounted design features illustrations from children in Youth In Need's Head Start program. The first design is a yellow star on a blue background. The inside message reads: Wishing you a bright, star-filled holiday season. The second design shows two hugging friends. The inside message reads: Wishing you a holiday season full of fun, friendship, laughter and peace. The back of both cards features Youth In Need's agency information and logo. Order your holiday cards today by calling 636-946-5600, ext. 253.



*Star design*



*Friends design*

**2008 Pond-o-Rama Tour Visits Youth In Need's Garden**

The St. Louis Water Gardening Society's 2008 Pond-o-Rama tour took place on June 21 and 22 at 47 area water gardens throughout metro St. Louis. Youth In Need's Monsanto Fund Science Discovery Garden was one stop on the June 21 leg of the tour. This was the eighth year for the pond tour. Visit [www.slwgs.org](http://www.slwgs.org) to see photos from the tour.

**ExCEL Students Debut Public Service Announcements**

Youth In Need's ExCEL students recently created their own public service announcements for a class project. ExCEL is an alternative, on-site school for Youth In Need's Emergency Shelter residents. Students wanted to bring awareness to a variety of issues, including positive self-image, drunk driving, teen pregnancy and taking care of the environment. Each student scripted the public service announcement, organized the way it should appear on tape and directed other students as "actors" in the video. The students debuted their work at the Shelter on July 16.

**Join Us for a President's Briefing**

Do you want to learn more about Youth In Need? Would you like to see one of Youth In Need's locations? Then attend an upcoming President's Briefing, an informal lunch gathering with Youth In Need's President and CEO Jim Braun at one of the agency's many locations. Upcoming dates include: Sept. 24, 2008, at noon at the St. Louis City Head Start Center; Oct. 29, 2008, at noon at the Street Outreach Drop-In Center in St. Louis City; and Dec. 2, 2008, at noon at the Marvin Marks Child Development Center in Warrenton. To receive an invitation or to invite someone you know, call the Development Office at 636-946-5600, ext. 253. ■



*Jim Braun, Youth In Need's President and CEO, with a staff member's child.*

## A-B Stock Donations Are Win-Win for Donors Helping Children and Families

**In light of the recent proposed Anheuser-Busch sale to InBev, many shareholders surely are wondering what their options are in dealing with their A-B stock.**

If the sale goes through, shareholders must have a cash-buyout of their stock, which gives shareholders a lump-sum check for the value of their stock at the time of sale. The difference between the original stock purchase price and the final sale price is subject to capital gains taxes. Specifically, the tax percentage is determined by the shareholder's personal tax bracket.

This has shareholders facing a hefty tax on their stock sale. However, if a donor is considering a charitable gift to Youth In Need, a gift of appreciated stock, like A-B stock, is not subject to capital gains taxes. Additionally, a gift of appreciated stock also qualifies for Missouri State Tax Credits, which gives donors an additional 50 percent in tax savings.

Frank Megargel, Partner with Brown Smith Wallace, LLC, a leading St. Louis-based accounting firm and Youth In Need's independent auditor, explained the benefits of donating appreciated stock, using one share of stock as an example. "If you gave away stock that you bought at \$10 and sold for \$100, you would avoid taxes on the \$90 gain," Megargel said. "A donor also would receive a charitable deduction for the \$100 gift. If a person sells their stock first and then

donates the money to Youth In Need, he would pay taxes on the \$90 gain, but would still receive the deduction for the \$100 donation."

Megargel said it's a better financial option for the donor to give the appreciated stock directly to the charity instead of selling first and then donating the cash.

Furthermore, according to the report *Smart Giving: Maximizing Your Charitable Dollars Through Donations of Appreciated Stocks and Mutual Funds*, American donors could realize \$4.5 billion in additional tax savings if they gave appreciated securities instead of cash, but most weren't aware of the tax advantages. The report also stated that almost three-quarters of all contributions made by individuals in 2004 were in the form of cash.

For more information about how to make a gift of appreciated stock, call Marissa Pulizzi, Youth In Need's Vice President of Development and Marketing, at 636-946-5600, ext. 254.

*The above are intended as examples only and not tax or financial planning advice. Youth In Need encourages you to contact your accountant, financial planner or tax advisor when considering the personal benefits and consequences of a planned gift and a donation of appreciated stock. ■*

## Become a Corporate Partner in 2009

**Join an elite group of business and community supporters by becoming a Youth In Need Corporate Partner in 2009.**

Your company has the power to make a difference in our community by investing in the lives of the children, teens and families Youth In Need serves throughout eastern Missouri. A commitment from you today will impact the lives of children, teens and families tomorrow.

Through a one-time, minimum cash gift of \$1,500 or more, you receive a variety of valuable marketing benefits; receive tickets to Youth In Need's 2009 special events; reach potential new customers; and make an investment in the lives of children, teens and families.

To join this elite group, download the easy enrollment application by clicking on "What's Happening" at [www.youthinneed.org](http://www.youthinneed.org), or call 636-946-5600, ext. 252, for more information. ■

## 2008 Corporate Partners Make a Difference

**Youth In Need's 2008 Corporate Partners raised a record-breaking \$109,000 in support of the children, teens and families Youth In Need serves. Youth In Need gratefully acknowledges its 2008 Partners, who generously support the agency's programs through its annual Celebration of Youth and Golfing for Youth benefits. Together, we believe in the power of potential.**

### Principal Partner



### Champion Partners



### Guardian Partners



### Trustee Partners



### Patron Partners



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24-Hour Help Line: 636-946-3771  
[www.youthinneed.org](http://www.youthinneed.org)

