Mark your calendars! On April 5, Youth In Need will open Potentials, an upscale resale and consignment boutique located in the Westgate Shopping Centre in Creve Coeur. For anyone seeking quality merchandise for a great price, Potentials will be the place to shop and save.

As Youth In Need’s first “social enterprise,” all of Potentials’ profits will provide additional revenue for Youth In Need’s multiple programs. The boutique will carry gently used clothing and fashion accessories in designer and department store labels for ladies, men and teens as well as home furnishings and décor.

Shoppers can expect to browse labels from Banana Republic, Ann Taylor Loft, Kenneth Cole and Coach, among many more. With more than 4,000-square feet of retail space, there’s bound to be a bargain for every shopper.

The Resale Trend

In today’s economy, resale shopping is becoming more popular as people are looking to save money but still have nice clothes.

The National Association of Resale and Thrift Stores (NARTS) estimates that resale may be one of the few recession-proof segments of retail. NARTS released its 2010 Operating Survey, a survey of its member stores, which showed a growth in net sales of 12.7 percent from 2008 to 2009.

Lisa Maurer, Director of Resale Operations and the creator of this new venture for Youth In Need, is no stranger to the allure of resale shopping.

“I was introduced to resale shopping five to six years ago when a friend invited me to go shopping with her,” Maurer said. “Initially, I was turned off to the idea, but I went and was immediately hooked. Resale shopping is finding something at a fraction of the cost. It’s a treasure hunt for a fantastic find and then getting a steal.”

Just two years ago, Maurer began her work at Youth In Need as the Executive Assistant to the President and CEO. She recalls watching a truck full of furniture drive onto Youth In Need’s parking lot and watching the same truck drive away still full because the agency couldn’t accept the donation due to lack of storage space.

“I would hear about all the great things Youth In Need does, but I couldn’t see those things sitting behind a desk,” Maurer said. “I knew I wanted to make a difference in some way, so I mentioned my resale idea to Jim [Youth In Need’s President and CEO], and he invited me to an informal meeting of board members to gauge their interest. I presented the idea, and they loved it.”

Maurer spent the summer creating a business plan and made an official presentation to the full Board of Directors in August, when she received approval to put her passion into action. Rebecca Nolan, a Youth In Need Board member, pulled her firm HOK into the project, and HOK has donated all of the architectural drawing and designs. Construction is now in full swing as the April 5 opening fast approaches.

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Youth In Need relies on the community to deliver much-needed services. The Children’s Partnership Program is one way community members can reach out to Youth In Need and enjoy a few benefits.

Partnership levels range from $1,500 to $15,000 and include advertising opportunities and participation in Youth In Need’s annual gala and golf tournament. Thank you to this year’s partners for their support. To join them as a 2011 Children’s Partner, please call Alicia Rosier, Annual Fund Director, at 636-757-9346.

Country Radio Listeners Give Boatloads
Who wouldn’t want a boatload of toys during the holidays? Local country radio station 93.7 The Bull selected Youth In Need as the beneficiary of its first annual Boatload of Toys holiday drive. From December 2 to 6, all 93.7 DJs broadcast live from the parking lot of Bass Pro Shop in St. Charles. Morning show DJs Mason and Remy vowed to stay on site nonstop until listeners filled the boat with toys. Listeners stunned the radio station and Youth In Need, filling one boat in just 24 hours. Despite freezing temperatures, the DJs wanted to do more, staying on site to fill two additional heaping boatloads of toys! Youth In Need used the educational toys to replenish supplies and enhance learning in its classrooms. Additional toys went to client families without the resources to provide holiday gifts for their children.

Walgreens Joins Area Safe Place Sites
Youth In Need’s Safe Place program has expanded to include the addition of 98 Walgreens stores to its roster of youth friendly businesses currently operating as Safe Place locations. Since the stores came onboard in November, they have helped six youth at multiple locations. Walgreens joins more than 70 QuikTrip stores, 110 firehouses and 150 other small businesses in the St. Louis region. The new locations bring Youth In Need’s Safe Place businesses total to more than 400, making Youth In Need the leading Safe Place provider in the country.

Thanksgiving Parade Highlights Youth In Need
Christmas in St. Louis, organizer of the Ameren Missouri Thanksgiving Day Parade, chose Youth In Need as one of two organizations to receive a $2,500 grant, a three-minute “commercial” and a live interview prior to the parade, which aired Thanksgiving morning on KMOV-TV. Jim Braun, President and CEO, was on hand prior to the parade to accept the check and speak about Youth In Need’s impact.

Community News
See Community News, page 4
Youth In Need to Honor Susie and Art Johnson at Celebration of Youth

Youth In Need will honor Susie and Art Johnson at its 24th annual Celebration of Youth dinner and auction on Saturday, March 19, 2011, at Ameristar Casino Resort Spa. The Johnsons have given decades of extensive service to Youth In Need and the greater St. Louis area. And as passionate supporters across a spectrum of causes critical to St. Louis, Susie and Art have led by giving back. Their leadership, volunteer work and dedication to organizations such as Youth In Need truly speak to this honor.

Susie is a highly successful realtor, whose team is one of the most successful in St. Charles County. Art is the President and CEO of AAA Missouri, where he has served in various roles for more than 25 years.

“I couldn’t think of two more-deserving individuals to honor this year than Susie and Art Johnson,” said Jim Braun, Youth In Need’s President and CEO. “Their involvement with Youth In Need dates back more than 20 years, and their support of many other worthwhile organizations is equally impressive. From Susie’s many years of leadership in this very event to Art mentoring teens, we come full circle as we honor a couple who has played an integral role in our agency’s 37-year history. They truly embody the essence of this honor with their exemplary civic and philanthropic engagement throughout the St. Louis region.”

Some of Celebration of Youth’s leading sponsors include: AAA Missouri, American Direct Marketing, Future Leaders Youth In Need (FLYIN), Rick and Mary Leach, St. Louis Blues Alumni Association and Paul and Gwen Middeke.

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The Scheidegger Family Youth In Need Center
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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.

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About Youth Update

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 • Phone: 636-757-9347

Please forward all communications with reference to editorial content to April Klutenkamper, Marketing Director, at 636-757-9330 or aprilt@youthinneed.org.
What’s Next
Maurer hopes to provide Potentials’ customers with a memorable shopping experience and great selections at an even better value. Of course, there is that good feeling of knowing that you’re making a significant difference in the life of a child or family when you shop, donate or consign with Potentials.

In addition to those warm, wonderful feelings of doing something good for the community, why not add a little something extra to the shopping bag?

Maurer has some special programs in the works for Potentials’ customers. Ladies Who Lunch will be a regular Wednesday shopping event, when shoppers can visit Potentials during their lunch breaks and enjoy a complimentary sandwich and refreshments while they shop and connect with friends. Private shopping parties also will be available for a host or hostess and up to 10 friends. Each person will receive 20 percent off his or her total purchase and the host or hostess will earn 10 percent of the total party sales in in-store credit.

Getting Involved
- **Donate.** Donations are needed to keep the boutique stocked. Find a complete list of needed items at www.potentialsresale.org.
- **Consign.** There’s cash in your closet. Bring in items for consignment and earn 45 percent of the sale price when the item sells. (There’s even a pick-up service for furniture consignment and donations.) Currently, spring and summer items are being accepted for consignment.
- **Shop.** Beginning April 5, you can find your perfect treasure at Potentials.
- **Volunteer.** Whether it’s sorting, staffing or helping with the store’s initial set-up, there are a variety of volunteer opportunities.

Follow the latest construction developments and inventory updates on Facebook at Potentials Resale Boutique.

Don’t Miss It!
*Potentials’ Grand Opening April 5*
Westgate Shopping Centre
12392 Olive Blvd. • Creve Coeur, MO 63141

**Store Hours**
Tuesday through Friday: 10 a.m. to 7 p.m.
Saturday: 10 a.m. to 5 p.m.
Sunday: Noon to 4 p.m.
Monday: Closed

**Grand Opening Giveaways!**
The first 200 customers will receive a Susie O. Johnson Team and Potentials reusable shopping bag. All customers who are Facebook fans will receive 10 percent off their total purchase during the grand opening week (Tuesday through Friday).

State Farm Supports Youth In Need
More than 100 golfers hit the greens for the fifth annual State Farm Charity Scramble on Oct. 25 at Bogey Hills Country Club. Golfers enjoyed lunch, dinner and a lively auction that included sports memorabilia and tickets to sporting events. The evening concluded with nearly 100 raffle items of gift certificates, golf equipment and beverages. The 2010 tournament raised more than $25,000, and since its inception, the tournament has raised more than $100,000 for Youth In Need.

New Florence Wood Products Supports Head Start
New Florence Wood Products recently awarded $5,000 to Youth In Need’s Montgomery County Head Start and Early Head Start program, which serves 170 children in the area. The donation funded the purchase of a variety of educational supplies and equipment to enhance the program’s teaching of children, ages birth to 5 years. Supplies included an early childhood computer learning center, rocking chairs, alphabet puppets, educational banners and posters, color and shape games, puzzles and crafts. New Florence Wood Products is a facility of International Stave Company, a manufacturer and seller of oak barrel staves, heading and finished sets.

Community News, from page 2

Restaurant Opening Benefits Youth In Need
Texas Roadhouse opened a new location in St. Charles, and as the restaurant’s staff prepared for the grand opening, they held a “rehearsal” to benefit Youth In Need. VIP guests enjoyed a complimentary lunch or dinner, while all tips and donations went to Youth In Need. The weekend rehearsal raised more than $6,000 for the agency.
**Head Start Shines**

It’s been a busy year for Youth In Need’s Head Start program, earning accolades of excellence during a time of federal budgetary uncertainty, and further proving the program’s impact on thousands of children and families.

**The Losos Prize**

The National Center for Parents as Teachers (PAT) recently selected Youth In Need as one of three programs in the country to receive the Losos Prize for Excellence, a prestigious award that recognizes Parents as Teachers Born to Learn® programs for their creativity in furthering the PAT vision.

The award includes a cash prize of $2,500 to be spent on furthering that vision. Youth In Need will use the award to send one staff member to the Early Head Start National Resource Center Program for Infant/Toddler Care Trainer Institute in 2011. The training’s goal is to help care-giving teachers recognize the importance of providing tender, loving care to infants, in an effort to support their intellectual development through an attentive reading of each child’s cues.

Youth In Need has incorporated the PAT Born to Learn® curriculum into its Head Start and Early Head Start programming since it became a Head Start provider in 1998. At the beginning of Youth In Need’s Head Start service delivery, data showed that reaching disengaged and isolated families was a program challenge. In order to ensure that all families could access Head Start services, Youth In Need opted to employ a rarely used home-based option to reach these families. This program component brings teachers, or home visitors, into a child’s home on a weekly basis to help parents enhance their parenting skills and assist them in using the home as their child’s primary learning environment. Because that approach was considered unconventional in Missouri, Youth In Need began a partnership with PAT and made its curriculum an essential element of the home-based program and staff training.

The agency operates 14 Head Start and Early Head Start locations throughout its multi-county service area (St. Louis City and St. Charles, Lincoln, Warren and Montgomery Counties). The home-based services option is available in all counties.

**Head Start Association Awards**

- **Janet Pursifull**, a Teacher at Youth In Need’s Campus Head Start and Early Head Start Center in St. Charles, won the Teacher of the Year Award among all Head Start programs in Missouri.

**Diane Witthaus**, Youth In Need’s Montgomery County Head Start Director, won the National Head Start Association Leadership Award among all Head Start programs in Missouri, and then won again among all programs in the Region VII Head Start Association (programs in Missouri, Iowa, Nebraska and Kansas).

- **Michelle Ostman**, a parent whose child attends Youth In Need’s Warren County Head Start program, won the Ann Phipps Scholarship Award at both the state and regional levels. The national recipient of the Ann Phipps Memorial Scholarship will receive $1,500 to be applied to an institution of higher learning.

**Support Dogs, Inc.,** the organization responsible for training and donating Youth In Need’s Head Start animal assisted therapy dog Waco, won the Humanitarian of the Year Award at both the state and regional levels. This award acknowledges extraordinary contributions in serving Head Start children, reaching families and involving communities that have resulted in positive change.

All regional winners go on to compete at the national level and will be recognized at the National Head Start Association conference later this spring.

Congratulations to all of Youth In Need’s winners! ■

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**Young Professionals Group Connects with Youth In Need**

In the spring of 2010, Future Leaders Youth In Need (FLYIN) was born. It’s the brainchild of realtor and Youth In Need volunteer Lindsey Johnson-Jacobs, who wanted a way for young professionals to get involved with Youth In Need in a way that was conducive to their schedules, manageable for their pocketbooks and fun.

The group kicked off its agency involvement with a spring cleaning project at Youth In Need’s Emergency Shelter and then organized an Olympic day with games and a barbecue for residents in the agency’s Emergency Shelter and Transitional Living Program.

As every young professional knows, all work and no play is nothing but work. So the group has put the “fun” in fundraising with a bus trip to Fast Eddie’s to raise money, a school supply drive for the annual Adopt-A-Class, a fun trivia night and a bar crawl that drew more than 100 people.

The group raised more than $5,000 and volunteered more than 150 hours in its first year! That’s a lot of work! But they’ve had a lot of fun doing it, too.

The group meets monthly to plan its next event or volunteer project. Contact Lucy Bordewick, Community Relations Manager, at lbordewick@youthinneed.org to learn more. ■

Bar crawl attendees, from left: Jenny Lewis, Frederick Wetzel, Amie Wylie and Janelle Smith.
Call. Text. Go. Three simple ways allow children, teens and families to access free, 24-hour crisis assistance through St. Louis County’s new Youth Connection Helpline.

Launched in October, this innovative Helpline is a collaboration between Youth In Need and Behavioral Health Response (BHR) and offers multiple access points for youth and families in crisis to quickly connect 24 hours a day, seven days a week to much-needed resources. Youth and families can access the Helpline services by calling 314-628-2929 or 1-877-928-2929, texting 4HLP to 31658, or going to the nearest neighborhood Safe Place location. (The texting capability will be online soon.)

Calls and texts are received at St. Louis-based BHR, where professional mental health counselors respond to each caller’s needs, dispatch Youth In Need’s Street Outreach Program staff as necessary, and offer linkages to appropriate services. Youth can access another entry point to services by going to any one of the more than 400 current neighborhood Safe Place locations in the region.

Youth In Need’s Street Outreach Program team is reaching out directly to youth in St. Louis County neighborhoods, sharing information about the Helpline, how to access its services and other resources available to them. Youth In Need outreach staff also are dispatched to transport youth in crisis from a Safe Place site or other location to an appropriate service provider as needed.

Since the Helpline’s launch, more than 1,200 calls have occurred, both responding to and following up on calls for help. Of the total calls received, the primary reason for calling is split between mental health issues and immediate housing-related crises.

This first-of-its-kind Helpline is funded by the St. Louis County Children’s Service Fund, which awarded $35 million to 44 local nonprofit and government agencies to expand mental health and substance abuse services in St. Louis County. In November 2008, voters passed a ballot measure to create a community children’s service fund that would provide mental health and substance abuse services for children and youth ages 19 and under in St. Louis County.