

# COMMUNITIES IN SCHOOLS PARTNERSHIP

## IMPACT REPORT:

Making a Difference for Middle School Students with Altria, 2010-2015



Communities  
In Schools



Altria

# THE LEADERSHIP



“Altria’s partnership with Communities In Schools makes it possible for us to provide wraparound services to 1.5 million at-risk youth in our country. Because of their strong support, we are helping these young people stay in school and succeed in life.”

**DEBRA MONTANINO, CHIEF STRATEGY OFFICER, COMMUNITIES IN SCHOOLS**



“Our partnership with Communities In Schools allows us to support their mission and solve an important business issue: underage tobacco use. CIS understands the importance of collaboration and working with them leads to greater impact for students and maximizes our investments in Success360° communities.”

**JENNIFER HUNTER, SR. VICE PRESIDENT, COMMUNICATIONS AND CORPORATE CITIZENSHIP AT ALTRIA**





# THE ISSUE

Imagine wanting to go to school, but having no shoes to wear. Wanting to learn, but being too hungry to think. Wanting to graduate, but having to drop out because you need to get a job. This is the harsh reality for millions of kids in the U.S. as more students, than ever before, are living in poverty.

By the time you finish reading this sentence, another student will have dropped out of school, abandoning his or her chances of living up to their full potential. In a year, over one million more students will have joined them, continuing the treacherous cycle. And with one out of five students living in poverty, making economic hardship the rule rather than the exception, teachers face an even more enormous challenge trying to help students overcome the nonacademic barriers to learning.

Many groups work to help solve these problems, but few focus on building partnerships among these groups so that services can be provided to families most efficiently and effectively.

That is where Communities In Schools comes in. And with the support of Altria, CIS has been able to expand its work in vital ways over the last five years.

*“This funding has enabled us to increase our presence in the District and deepen our partnership with the school system. Altria’s multi-year support has also attracted other private funding to these two schools as well as our overall operations, building our sustainability and ability to reach even more students each year.”*

**ELLEN LONDON, EXECUTIVE DIRECTOR, COMMUNITIES IN SCHOOLS OF THE NATION’S CAPITAL**



**1 OUT OF 5**

students in the U.S.  
live in poverty



**88%**

of U.S. teachers believe  
that student poverty is  
the #1 barrier to effective  
learning in the classroom



**20%**

amount of time U.S. teachers  
spend helping students with  
problems outside of classroom



# THE BARRIERS

## 10 SURPRISING REASONS STUDENTS DON'T GO TO SCHOOL



### 1 THEY'RE HUNGRY

When a child is hungry, he or she can't focus on school, extracurricular activities or the future.



### 2 THEY'RE HOMELESS

Not knowing where they are going to sleep at night may make going to school seem unimportant in comparison.



### 3 THEY FEEL LIKE THEY DON'T FIT IN

Kids struggling with personal identity or physical appearance suffer from low self-esteem and may become a target for bullying.



### 4 THEY CAN'T SEE THE BLACKBOARD

Students may give up on their school work rather than admit they can't see what the teacher is writing on the blackboard.



### 5 THEY CAN'T GET THERE

If students must walk through a dangerous neighborhood or lack reliable transportation, they may stay at home.



### 6 THEY'RE IN POOR HEALTH

Chronic illness made worse by lack of medical care or proper medication keeps many kids out of the classroom.



### 7 THEY NEED SCHOOL SUPPLIES

Some students can't afford a simple backpack to carry their books, let alone the basic school supplies they need at school.



### 8 THEY NEED A CARING ADULT IN THEIR LIFE

If a parent dies or is absent from the home, kids lose the emotional support they need to succeed in school.



### 9 THEY NEED TO SUPPORT THEIR FAMILY

The burden of caring for a sick parent or the need to hold down a part-time job to pay for groceries can lead to frequent absences.



### 10 THEY DON'T HAVE PROPER SHOES OR CLOTHES

Clothes that fit, shoes without holes or a warm winter jacket are luxuries for some students.

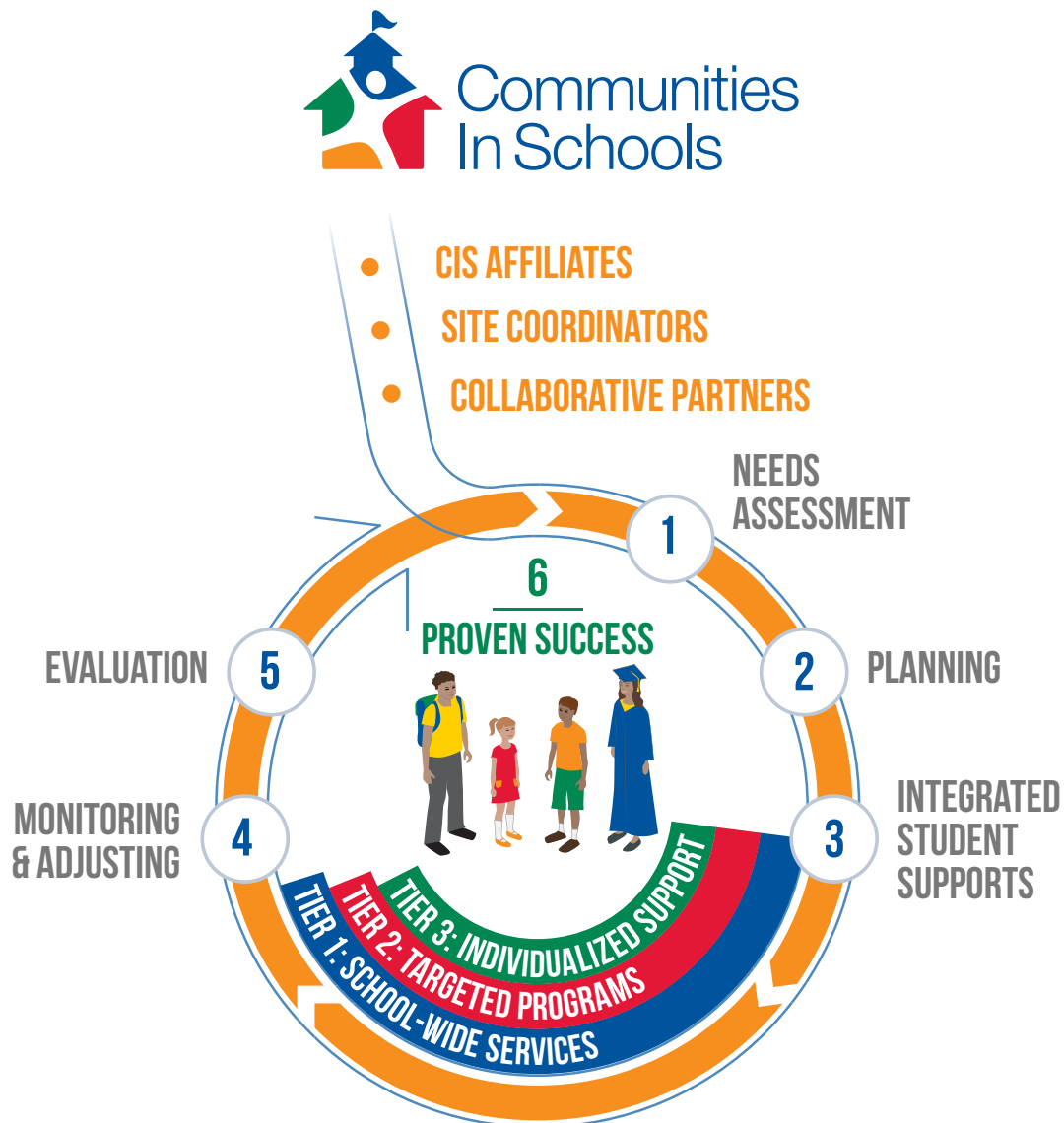
# THE SOLUTION

For nearly 40 years, Communities In Schools has been helping students achieve in school, graduate and go on to bright futures. Our mission is to surround students with a community of support, empowering them to stay in school and achieve in life.

Our local CIS affiliates, in 25 states plus the District of Columbia, establish relationships with organizations and volunteers to provide resources and services to 1.5 million students each year. Whether it's tutoring, eyeglasses, food or a safe place to be after school, studies show that when these needs are met, students can concentrate on learning and teachers can focus on teaching.

Our model is successful because of one simple tenet: Communities In Schools works with local communities to support local kids with local solutions.

## OUR UNIQUE MODEL

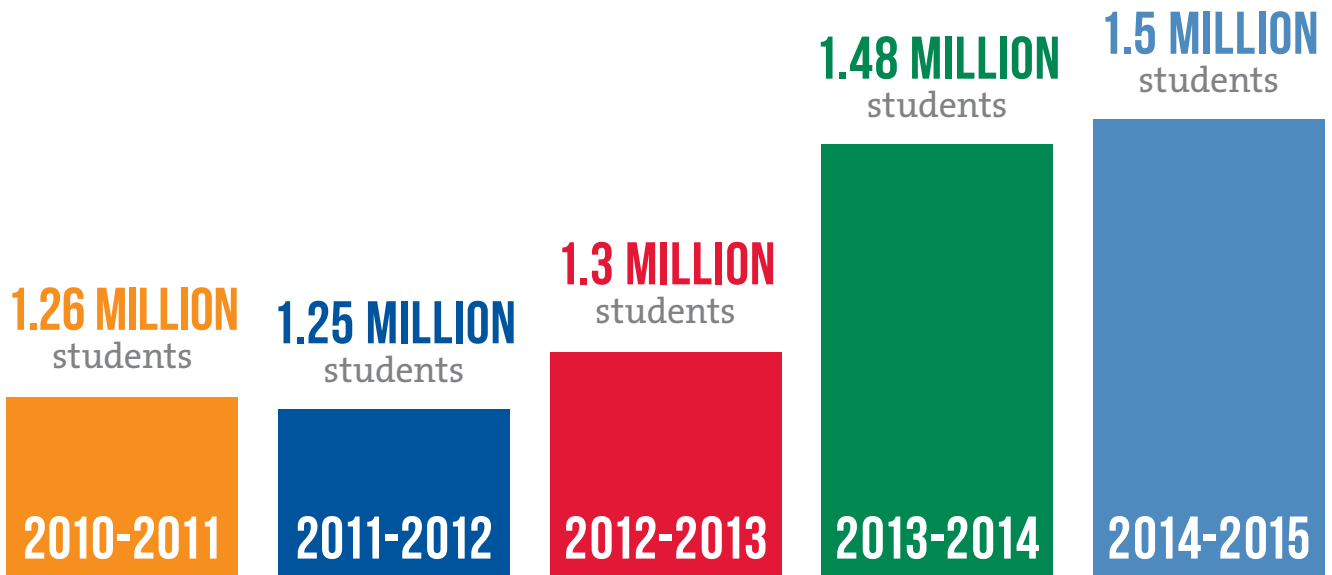


# THE PROOF

Communities In Schools is a proven model that works to relieve the burdens of poverty so that students can focus on learning. Site coordinators and students work together to set goals for attendance, academics and behavior.

Despite working in some of the poorest, lowest performing schools in the country, we consistently achieve a graduation rate of 91+ percent among our case-managed seniors. When you look at the metrics behind the stories of our kids' success, the whole picture of education in America changes, looking brighter than ever.

## FROM 2010 THROUGH 2015, COMMUNITIES IN SCHOOLS HAS HELPED MILLIONS OF STUDENTS STAY IN SCHOOL AND GRADUATE. STUDENTS SERVED BY CIS OVER TIME:



*“CIS focuses masterfully first on assessing each school’s unique needs; then on linking with community resources to support each student strategically and holistically, advancing their learning and well-being.”*

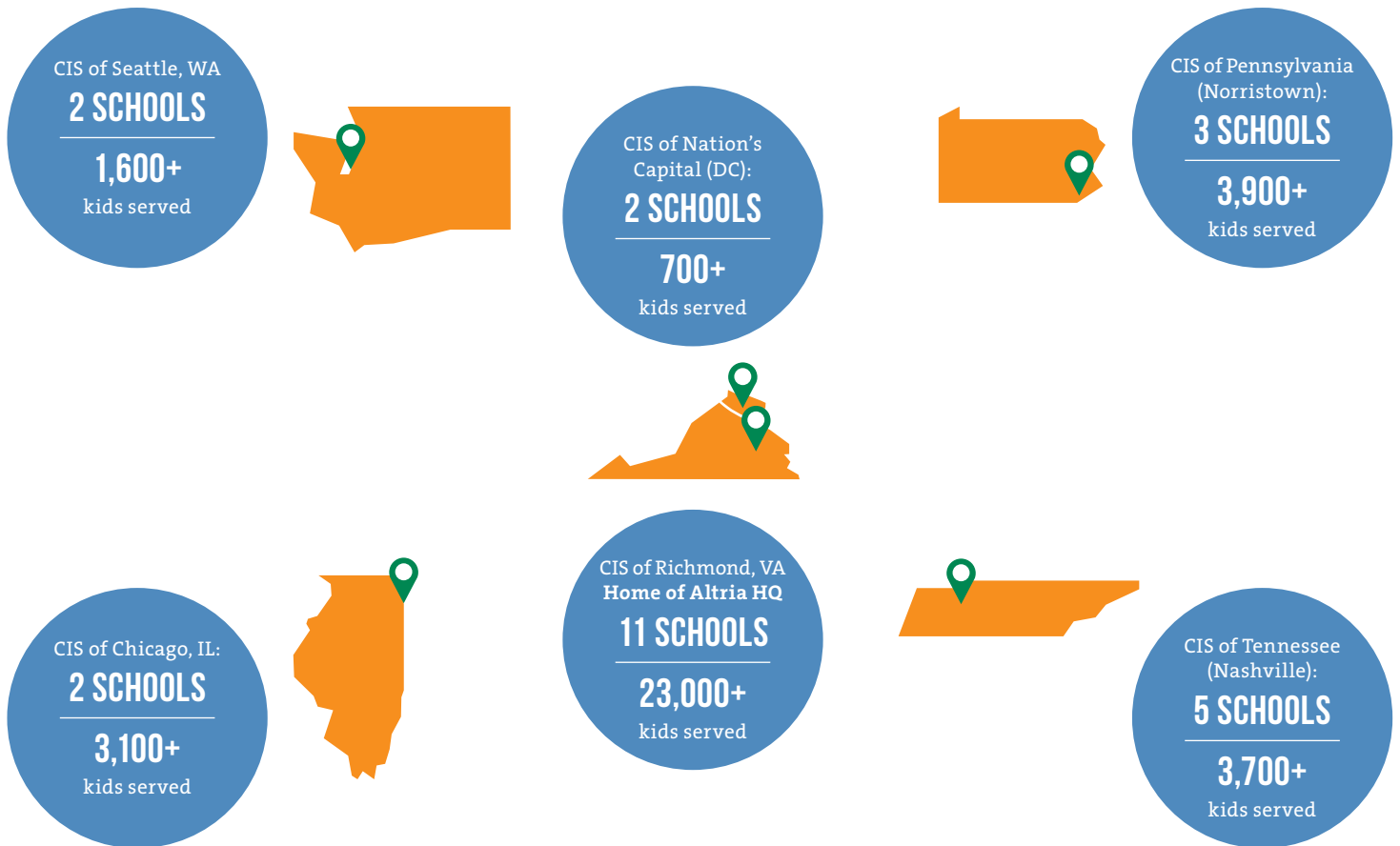
**MARTY MCLAREN, SEATTLE SCHOOL BOARD MEMBER**



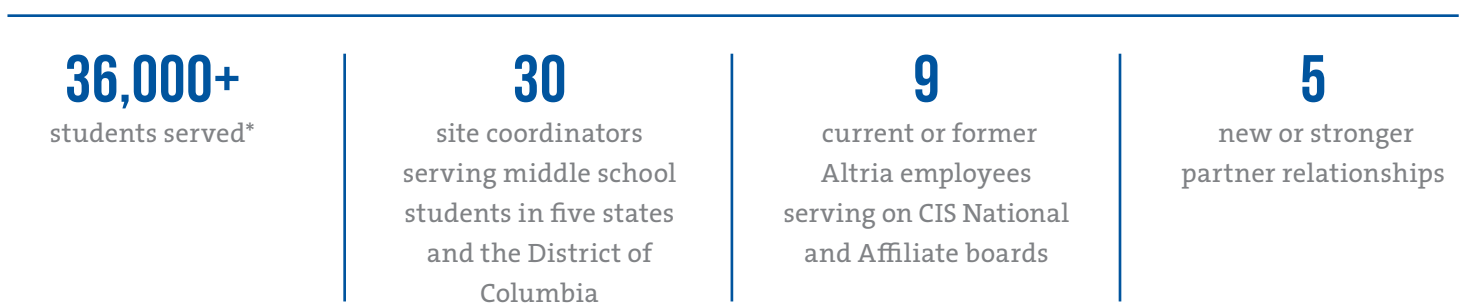
# THE VITAL SUPPORT

Altria has provided vital support to CIS communities since 1994. Since 2010, Altria has allowed CIS to expand its work significantly, particularly in middle schools, across the United States. Critical funds have made a difference in communities where Altria employees live and work, and where support was needed the most. The CIS affiliates in these communities also provide matching funds for the long-term sustainability of their programs. Altria's national support has leveraged additional funding towards supporting students in 25 schools.

## ALTRIA'S SUPPORT HAS MADE A BIG DIFFERENCE IN SIX CRITICAL COMMUNITIES:



## SINCE 2010...



\*Students attending the same school for multiple years are duplicated.



# THE COMMUNITY **Success360**

The word “community” in our name is no accident. This work takes real partnerships, real collaboration, and real engagement. It’s these relationships that make a meaningful difference in children’s lives.

Altria’s Success360° invests in leading national and local non-profit organizations, such as Communities In Schools, to strengthen the larger community that serve middle school kids and their families. By working together, participating nonprofits better connect the services they provide to students in and out of school.

Success360° helps non-profit community partners collaborate to:

- Better connect in-school and out-of-school learning and development;
- Fill programming gaps and reduce duplication;
- Increase reach, frequency and/or breadth of programming; and
- Maximize impact by focusing on each organization’s key strengths.

Supported by Success360°, Communities In Schools seeks out like-minded organizations as partners to share best practices and ensure that there is no duplication of efforts. This “collective impact” allows us – and each student – to achieve greater results. Some of our partners include: Big Brothers Big Sisters, Search Institute, Boys & Girls Club, First Tee, 4-H and the Forum for Youth Investment.

*“We have always looked at partnerships as being a key ingredient to a greater level of impact. I am a firm believer that no one entity can do it alone. We are proud of our partnership with Communities In Schools and others through Success360°. We believe they are important as we seek to reach and positively influence the thinking and behaviors of middle school youth.”*

**JOE LOUIS BARROW, JR., CHIEF EXECUTIVE OFFICER, THE FIRST TEE**

## WHY MIDDLE SCHOOLS?

Middle school is a challenging time for kids. They’re at increased risk for experimenting with risky behaviors and doing poorly or losing interest in school. Research shows that if kids aren’t physically healthy or are struggling emotionally, they’re unlikely to excel in school. To stay on a positive path, middle school kids need added support during school, after school and at home. Schools, community organizations and parents need to work together to make sure kids have all of the support they need.

Together, Communities In Schools and Altria have helped thousands of students with: school supplies, food backpacks, winter clothing drives, parent engagement, attendance incentives, high school transitions, school-wide demonstrations on bullying, healthy eating, field trips, mentoring, tutoring, social-emotional learning groups, art clubs and mental health services.





# THE SUCCESS STORIES

By helping students stay in school and succeed in life, Communities In Schools is helping to build a stronger America, where every person is capable of reaching his or her greatest potential. Meet a few of our students and learn how a community of support – supported by Altria – made a difference in their lives.

## RAQUEL, 8<sup>TH</sup> GRADER

### Pennsylvania

When Raquel was first referred to CIS, she often displayed disruptive behavior at school, sometimes using foul language with her peers and not showing much respect towards her teachers. Despite her behavior, her teachers knew Raquel was an extremely bright student with lots of potential. With the help of her CIS site coordinator, Raquel was able to learn different coping techniques to control her outbursts and regain focus in school. After three weeks of regular check-ins and coaching, Raquel's behavior improved dramatically, and her grades increased to A's and B's by the end of the semester. Raquel is doing well in school, keeping up her good grades and positive attitude about the future.

## XION, 7<sup>TH</sup> GRADER

### Virginia

School was really rough for Xion during his 7<sup>th</sup> grade year in middle school. He had difficulty managing his emotions and often felt bullied by fellow students in his class. His site coordinator, Megan Prior, connected Xion with a mentor from a program called, Concerned Black Men. "My mentor helped me with a lot of things like being a little tougher than I usually am," Xion said. Knowing about Xion's interests in theater, Megan also matched him with Art180 – a partner arts group offering after-school dramatic expression workshops. Xion's participation in Art180 offered him a safe place to be himself and make friends. Instead of approaching each school day with fear, Xion came to school ready to learn.

## JACQUELINE, 8<sup>TH</sup> GRADER

### Illinois

At the beginning of her 8<sup>th</sup> grade year, Jacqueline was dealing with a range of emotional and academic challenges, and frequent tardiness and absences. The CIS site coordinator met with Jacqueline to develop a case-plan that included consistent check-ins, coping techniques and goal setting. Jacqueline and her site coordinator reviewed attendance and academic standings every week. This helped her see the connection between her well-being and her grades. By the end of the school year, Jacqueline not only improved her overall attendance, but she met her personal goal of being on the honor roll in time for graduation.



# THE RETURN ON INVESTMENT

As a Fortune 500 company, Altria understands the importance of a return on investment. So does Communities In Schools.

Each year, more than 35,000 volunteers provide more than 1 million hours of service across all 2,400 community sites and schools – an estimated value of \$21 million.

CIS is not only good for individual students and their families, but for the entire U.S. economy. According to the Alliance for Excellent Education, raising the high school graduation rate to 90 percent creates new jobs, increases consumer spending, boosts tax revenue, and increases the gross domestic product.

Potentially:

- Creating 65,150 new jobs;
- Boosting gross domestic product by \$11.5 billion annually;
- Increasing annual earnings by \$7.2 billion;
- Increasing annual spending by \$5.3 billion;
- Increasing federal tax revenue by \$1.1 billion.

Our community-based approach is highly effective allowing us to serve 1.5 million students for as little as \$159 per student a year.

Over the years, Communities In Schools has joined forces with more than 10,000 community partners to help at-risk students.

*“Altria has been a long-term supporter of middle schools. Their expansion has helped CIS of Richmond follow many of our students from the City of Richmond to Henrico County - and to be able to offer services to students who often find themselves moving back and forth between these municipalities. This support has helped us deliver a broad continuum of services throughout the Greater Richmond region.”*

**HAROLD FITRER, ED.D., PRESIDENT AND CEO, CIS OF RICHMOND**

## SINCE 2008...



we now serve  
nearly  
**20%**  
more students



our graduation  
number is  
up by  
**35%**



we shrank  
organizational  
overhead by nearly  
**25%**

# THE EMPLOYEE ENGAGEMENT



## KENT ZERANGUE

Altria Regional VP of Sales and CIS of Chicago Board Member

A Louisiana native and 30-year Altria veteran, Kent moved to Chicago in 2012 when he was named Altria's Midwest Regional Vice President of Sales. When he joined the board of CIS of Chicago, it was immediately clear that the organization's mission suited his spirit.

*"I have a sense of responsibility to leave this world in better shape than when I got here. Don't want to sound holier than thou...there are so many people who do even more" he says, "but with CIS, I have the ability to work positively on that goal. What I can do through CIS is to have a positive influence in a macro way, and in a micro way, down to affecting the lives of young people and their futures."*

Kent joins many colleagues across Altria who are supporting CIS through board service including Pascal Fernandez who serves on the Communities In Schools National Board. This type of leadership is core to Altria's support of its partners. From providing financial support to engaging employees in volunteer opportunities, Altria employees serve as true partners in supporting the mission of CIS.



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[www.altria.com/Responsibility/Investing-In-Communities/Success-360](http://www.altria.com/Responsibility/Investing-In-Communities/Success-360)