

## City of Atlanta's Premier Afterschool Program



**“ We must invest in our children’s future and prepare them for a better tomorrow. ”**

Mayor Kasim Reed

April 14, 2010 State of the City Address



DEPARTMENT OF  
PARKS AND RECREATION





## Mayor's Message

I grew up in an era when recreation centers were essential components to youth and community development. I am living my dream, in part, because of advantages afforded to me in my neighborhood. I know first-hand the importance of a center of hope.

For far too long, the doors of the city's recreation centers were closed. With that, the athletic and educational activities, as well as the character building opportunities I thrived in as a child, were being denied to the youth of today. In that vacuum, a whole host of negative influences were gaining a foothold in our communities.

Investing in children to help them realize their full potential is a moral imperative for me. Period. It's also the right choice from an economic development and urban renewal perspective. To ensure the future vibrancy of Atlanta, investments in children are one of best and most valuable long-term decisions we can make.

So, as I campaigned for mayor of Atlanta, I vowed to turn abandoned neighborhood recreation centers into safe havens that would help to cultivate dreams. I promised to form partnerships with organizations that shared my vision of giving kids an opportunity to be great. Eleven months after I was elected Mayor, I kept my promise and re-opened all of Atlanta's recreation centers.

The re-opening of the recreation centers was the first step. The next step was transforming them into Centers of Hope, which meant converting them to state-of-the-art, comprehensive learning centers with structured academic and recreational programs.

Atlanta's business and philanthropic community answered my call and together we raised the necessary millions to transform abandoned recreation facilities into Centers of Hope.

With your help, a promise has been kept. An urgent need has been addressed. A dream has been fulfilled. Our city is now back in the business of providing for the safety, education and character development of the next generation. And we will all reap the benefits.

Thank you.

Kasim Reed, Mayor of Atlanta

## Centers of Hope Program Pillars



### Academic Enrichment

Youth are at current or above grade level in reading and math



### Health & Fitness

Youth are healthy



### Character and Leadership Development

Youth are positive about their futures and are productive citizens



### Technology

Youth are responsibly engaging in modern technology



### Community

Recreation Centers meet the diverse needs of nearby residents



# Centers of Hope

Of the 33 recreation centers, the City of Atlanta has created **10 Centers of Hope**.

A **Center of Hope** is a high-performing recreation center with enhanced youth development programming.

Adams, J.D. Sims, Adamsville, A.D. Williams Park, Bessie Branham, Anderson Park, Brownwood Park, Chastain Park, Flanagan Park, Grove Park, McDevitt Park, Peachtree Hills, Butler, Central, Ben Hill, Coan, Collier Heights, Dunbar, English, Gilbert House, MLK, Grant Park, Rosel Fann, Langford, Morningside, Pittman, Old Adamsville, Rev. James Orange and Oakland City, Perkerson Park, Thomasville, C.A. Scott, South Bend, Zaban

**10 core Centers** were identified based on spatial, geographic and demographic criteria

# The City of Atlanta continues to maintain and invest in the remaining **23 high-performing recreation centers.**

A **high-performing recreation center** strengthens communities, promotes social bonds and supports youth through diverse and quality programming in a safe, well-maintained environment. The 23 recreation centers have community access, athletic league play, and provide an opportunity for specialized community programming.



## Centers with themed-programming

### Coan / Therapeutics

Coan Park Recreation Center offers a variety of Adapted Sports and Therapeutic programs that encourage participants with special needs to get involved. Programs include Beep Baseball, Beep Kickball, Beep Goalball and Theater.

### Dunbar / Centers of Hope-Teens

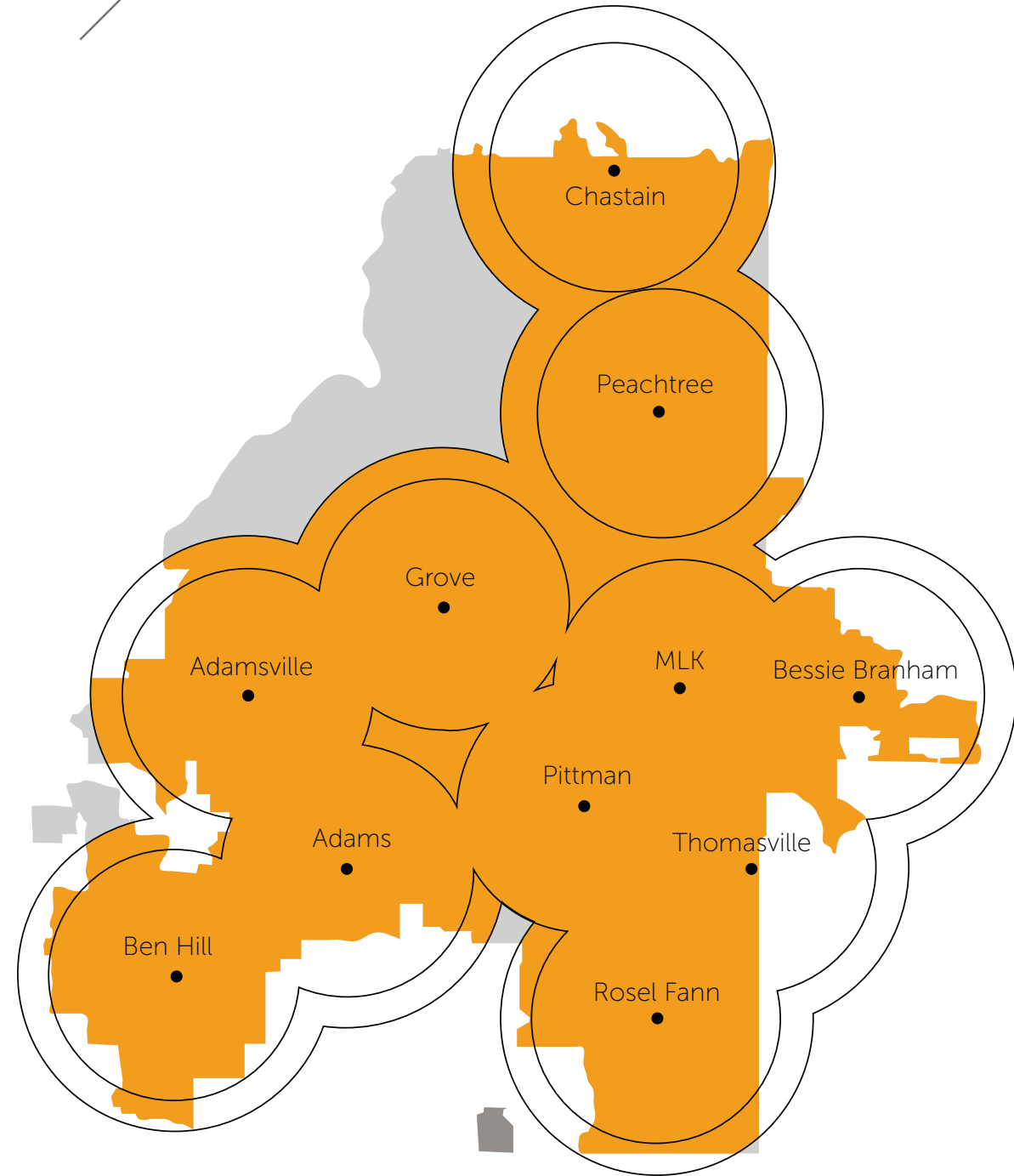
Through a partnership with the Annie E. Casey Foundation, the City of Atlanta will offer teen programming focused on the four **Centers of Hope** pillars. Elementary students will be served at neighboring Dunbar Elementary School.

### Gilbert House, J.D. Simms and South Bend / Arts

Gilbert House, J.D. Sims and South Bend provide cultural experiences and academic enrichment that contribute to the growth and achievement of every child. Young people participate in performing and visual art classes led by professional artist or arts organizations.

# More than 90% of all City youth live **within 2.5 miles** of a **Center of Hope** or the **Chastain Arts Center**

Strong programming at the Chastain Arts Center, combined with summer camp and the City's partnership with Northside Youth Organization (NYO), ensure that neighborhood children have access to engaging, high-quality programs.



## Featured program partner at four of the City of Atlanta's Centers of Hope sites.

The City of Atlanta and the Boys Girls Club of Metro Atlanta (BGCMA) embarked upon this partnership in 2011 - opening their first Center of Hope program together in Thomasville Heights. Over the past year and a half, membership has grown significantly and the Center is now serving more than 240 kids in the community. Research shows kids and teens describe their Center of Hope experience as a place where they feel "love and respect" and can have "fun." Parents describe the Center as a "safe haven" for their kids and consider staff as "strong role models" and part of the "family".

**This fall, the City of Atlanta and BGCMA will expand its partnership to serve kids and teens at:**

- Adamsville Center of Hope
- Ben Hill Center of Hope
- Pittman Center of Hope
- Thomasville Center of Hope

"We are thrilled to continue our relationship with the City of Atlanta and can't wait to welcome these new kids and teens to the Boys & Girls Clubs family," said Missy Dugan, president and CEO of BGCMA. "Through our shared vision, we are able to deliver programs that prepare our kids for great futures and give them the skills necessary to achieve academically, live healthy lifestyles and give back to their communities."

### About Boys & Girls Clubs of Metro Atlanta

Boys & Girls Clubs of Metro Atlanta's (BGCMA) mission is to save and change the lives of children and teens, especially those who need us most, by providing a safe, positive and engaging environment and programs that prepare and inspire them to achieve Great Futures. BGCMA also oversees Camp Kiwanis, a 160-acre outdoor residence camp, and the Youth Art Connection (YAC), a gallery and workspace for young artists. For more information, please visit [www.bgcma.org](http://www.bgcma.org).

For nearly 75 years, Boys & Girls Clubs of Metro Atlanta (BGCMA) has been in the forefront of youth development, working with young people from disadvantaged economic, social and family circumstances. BGCMA is dedicated to ensuring that young people who are most in need of our help have greater access to quality programs and services that help them succeed academically, live healthy lifestyles and become leaders.





# Centers of Hope Timeline

## January / 2010

On Jan. 4, 2010, Kasim Reed was inaugurated as the 59th Mayor of the City of Atlanta. He pledged to re-open all recreation centers by the end of 2010.

## June / 2010

In June 2010, Mayor Reed achieved his ambitious legislative agenda when the Atlanta City Council passed the FY 2011 budget that included the major initiatives he campaigned on. The \$559M budget included a significant investment in Atlanta's youth with \$3.7 million to reopen all of Atlanta's recreation centers and begin transforming them into Centers of Hope.

## December / 2010

By December 2010, Mayor Kasim Reed fulfilled the promise that he made to Atlanta. All 33 of the recreation centers were re-opened.

Mayor Kasim Reed brought together a body of leaders to develop best-in-class strategies for youth programs in the Centers of Hope.

## August / 2011

In August 2011, the first two Centers of Hope pilot programs were launched, testing evidence-based metrics. The pilot programs were at: Adamsville with the Metro Atlanta YMCA and Thomasville with the Boys & Girls Clubs of Metro Atlanta.

Mayor Kasim Reed developed five pillars for the Centers of Hope program: Academic Enrichment; Character Leadership; Health and Fitness; Technology; and Community Engagement.

## June 2012

In June 2012, the City of Atlanta began transforming the computer labs into technology centers that support academic achievement. The City also invested in upgrading security systems, switching to energy-efficient lighting, adding recycling facilities, and enhancing playing fields. TVS Design helped to create an interior design master plan with new color schemes for all centers.

## August 2012

In August 2012, the Department of Parks and Recreation continued to expand afterschool programming, and the two Center of Hope pilot programs doubled their enrollment numbers.

City officials, program partners, philanthropic leaders, education experts, and community leaders developed a working Centers of Hope logic model.

## April 2013

In April 2013, the City of Atlanta piloted its first Hot Meals Program at recreation centers. The Hot Meals program officially launched in August 2013. More than 162,000 meals and snacks will be served throughout this school year to students enrolled in the Centers of Hope.

## August 2013

The City of Atlanta expands its Center of Hope programming to ten geographically diverse sites with several youth development organizations. The Boys & Girls Club expands operations into Adamsville, Ben Hill and Pittman Recreation Centers.

# In the Spotlight

## AJC /

August 10, 2010

### Atlanta Mayor Reed opens community centers as he promised in campaign

"The opening of the Central Park Recreation Center is a promise Reed made while campaigning. He is raising millions of dollars in the private sector to make these "Centers of Hope," which will be more extensive facilities that will focus not only on athletics, but also educational, cultural and artistic training."

– Ernie Suggs

"Not often do you see a politician make a promise during the campaign and keep it," said former Mayor Sam Massell, who attended the opening. "Mayor Reed did."

## Atlanta Magazine /

October 2010

### Fixer, Charmer, Builder, Mayor

*Fourteen hours with Kasim Reed, the man who can't stop trying to fix our city*

"His approval rating soared above 70 percent, and the council passed his budget by a 12–1 vote with \$3.7 million for his precious Centers of Hope."

– Thomas Lake

"It all runs together: His Centers of Hope are part of a larger strategy to steer children away from crime, thus helping keep his foremost campaign promise—making the city safer. Zooming out even farther, the centers figure into Reed's postracial worldview that says assigning blame for the plight of minority groups is less important than making sure America stands unified against rising economic challenges from India and China."

– Thomas Lake

## New York Times /

December 25, 2010

### Cut Here. Invest There.

"By getting the city's budget under control, Reed then had some money to invest in more police officers and, what he wanted most, to reopen the 16 recreation centers and swimming pools in the city's most disadvantaged neighborhoods, which had been shuttered for lack of money. 'People were shooting dice in the empty pools,' he said. Local businesses have now offered to finance after-school job-skills programs in the reopened centers. Cut here. Invest there."

– Thomas L. Friedman

## Huffington Post /

September 21, 2011

### Music Midtown Festival Returns -- With Coldplay

"One city resident, Atlanta Mayor Kasim Reed, is particularly optimistic about Music Midtown's new trial-run. Tickets, which cost \$55 for the entire event, included a \$1 add-on donation for the Mayor's "Centers of Hope" initiative, dedicated to refurbishing and maintaining Atlanta's recreation centers."

– Kristi York Wooten

## The Root /

December 9, 2011

### The Root 100 Close-Up: Kasim Reed

"Under Reed's guidance, the city has reopened 18 recreation centers, which the previous mayor had shuttered as a budget-balancing measure. Some of the centers had turned into vandalized wrecks or hangouts for petty criminals. Reed has also used his influence to raise millions of dollars from private donors and businesses, like athletic-shoe manufacturer Converse, to turn the recreation centers into "Centers of Hope," offering enriched educational and cultural programs for young Atlantans."

– Edmund Newton

## Atlanta Business Chronicle /

December 7, 2012

### Wells Fargo supports Centers of Hope

Maria Saporta

"Education is so important to us," said Mike Donnelly, Wells Fargo's Atlanta region president. "We're thrilled to be giving a big boost to a program that is already having such a positive impact for our kids."

– Mike Donnelly  
Wells Fargo, Atlanta Regional President

## CBS Atlanta /

December 11, 2012

### Mayor Reed Expands Centers Of Hope

As part of Mayor Reed's vision, the Centers of Hope program is designed not just to bolster academic and technology skills but also to encourage robust physical activities and the development of character-building traits, all in a safe, structured environment.

– Jean Ross

## AJC /

May 2013

### \$1 million grant from Coke to give Atlanta more Hope

"Only educational sites are allowed on the computers, and the video games attached to the big-screen televisions are dancing and physical activity games. The walls are adorned with mixed-media art. The nine- to 12-year-old boys are reading "A Lesson Before Dying," by Ernest Gaines, in a class taught by Larry Miller, whom they call Dr. Miller because he is working on his Ph.D. at Clark Atlanta University."

## The Wallace Foundation /

June 2013

### "Better Together: Building Local Systems to Support Afterschool" Report

"For anyone looking for a good afterschool advocate, the first door to knock on could be the mayor's... Atlanta Mayor Kasim Reed made good on a 2009 campaign promise to open all the city's 33 recreation centers – two-thirds of which had been shuttered – to house afterschool programs. It took \$3.7 million in city money, plus the mayor won corporate support, from outright grants to donations of playground equipment."



# Structural Investments

## Adams /

**\$300,000 Invested**

Roof Repairs, ADA Improvements, Interior & Computer Lab Renovation

## Dunbar /

**\$300,000 Invested**

Gym Renovation with new Wood Floor, After School Space Renovation with Computer Lab

## Pittman /

**\$600,000 Invested**

Roof & Building Envelope Repairs, Interior and Computer Lab Renovation, Gym Floor Replacement & ADA Improvements

## Adamsville /

**\$450,000 Invested**

Skylight, Roof and Building Envelope Repairs, ADA Improvements, Computer Lab Renovation

## Grant /

**\$977,000 Invested**

Building Renovation, ADA Improvements and Roof Repairs

## Ben Hill /

**\$1.5 million Invested**

Building Renovation with ADA Improvements

## Grove Park /

**\$300,000 Invested**

Roof and Miscellaneous Updates

## Butler /

**\$1.5 million Invested**

Building Renovation with ADA Improvements

## Oakland /

**\$60,000 Invested**

Interior and Kitchen Renovations, ADA Improvements

## Coan /

**\$765,000 Invested**

Building Renovation, ADA Improvements and Roof Repairs

## Old Adamsville /

**\$935,000 Invested**

Building Renovation with ADA Improvements

### Ben Hill Recreation Center Building Addition and Multi-use Field Renovation

Project Start: November 15, 2012, Expected Completion: September 1, 2013



Located in Southwest Atlanta, Ben Hill Center of Hope has a few major additions that our youth and the entire community will enjoy, including a new artificial turf field and a building addition. The artificial turf includes a new football field, three baseball fields and the addition of a soccer field, which will allow for new recreation programming.

### Thomasville Building Art Installation

Project Start: May 23-May 25 | Artist: Stephanie Gassman



In an effort to enhance and improve the appearance of the Thomasville Center of Hope, the Department of Parks and Recreation and the Mayor's Office of Cultural Affairs commissioned artist Stephanie Gassman, to design and install a meaningful art piece on the front of the building that told a story of hope and bright futures. The artist worked with the youth at Thomasville to design the colorful and lively "HOPE: Reach for the Stars" art piece that you see above.

### Butler Recreation Center



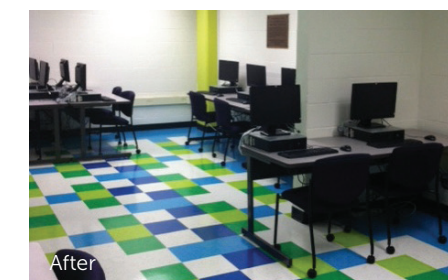
### Dunbar Recreation Center – Computer Lab



### Old Adamsville Recreation Center



### Pittman Recreation Center – Computer Lab



# Philanthropic Support



Contributed the first \$1M to support Centers of Hope and has pledged an additional \$1M in 2013 to help youth live healthy lives



As the Centers of Hope program's first sponsor, Turner has contributed \$1 of every ticket sale from the CNN Tours; a contribution of more than \$800K to date



Contributed more than \$1.5M to support an expansion of the academic enrichment activities at the Centers of Hope



Donated more than \$500,000 in computers to the City of Atlanta's Recreation Centers, a contribution of over 500 computers for all 33 centers



Provides \$250,000 annually toward creating energetic learning environments at all Centers of Hope



Granted \$250K to help build new playgrounds at the two Centers of Hope pilot locations

## Financial Contributions

The Annie E. Casey Foundation  
 The Arby's Foundation and Share Our Strength's No Kid Hungry Campaign  
 The Association of Fundraising Professionals of Greater Atlanta  
 British Consulate General's Office  
 Buckhead Church  
 The Comcast Foundation  
 Converse  
 Delta Air Lines

Disney On Ice  
 Ebony Son Entertainment  
 Ehigiamusoe Foundation  
 Kaiser Permanente of Georgia  
 Reverend George Wirth  
 The Real Chow Baby, Ponce Location  
 The Starbucks Foundation  
 The United Way of Greater Atlanta

## In-Kind Partnerships

The Annie E. Casey Foundation  
 AT&T  
 Columbia Pictures  
 Cox Enterprises  
 First Book of Metro Atlanta  
 LexisNexis  
 MySupplies  
 National Collegiate Athletic Association (NCAA)  
 Southwest Airlines Co.  
 Starbucks Coffee Company, North Georgia District  
 Turner Broadcasting System  
 TVS Design

# Atlanta Mayoral Board of Service

Mayor Kasim Reed convened a diverse group of leaders to drive recommendations and collaborative action for what he calls Atlanta's, "civic good." The Atlanta Mayoral Board of Service (AMBS) is an advisory body of dedicated philanthropic, non-profit, education, community, and business leaders. Each member below is serving to share their expertise and institutional knowledge, leverage resources to fill existing projects and support gaps, and connect the city to foster additional, successful collaborations. AMBS works with Atlanta's Chief Service Officer to provide thought-leadership on the Centers of Hope initiative and align other citywide service initiatives (e.g. Love Your Block Program, Mayor's Summer Reading Club, Third Grade Reading Mentors, etc) to Mayor Reed's vision.

**Martha Brooks**  
 (Board Chair) Director, Bombardier, Harley Davidson

**Kathy Ashe**  
 Former Representative, District 56, State of Georgia; Community Leader

**Hope Boldon**  
 COO, Integral Youth & Family Project LLC

**Bill Bolling**  
 Founder and Executive Director, The Atlanta Community Food Bank

**Keisha Lance Bottoms**  
 Councilmember, District 11, City of Atlanta

**Ann Cramer**  
 Senior Consultant, Coxe Curry & Associates

**Gail Hayes**  
 Director, Atlanta Civic Site, The Annie E. Casey Foundation

**Virginia Hepner**  
 CEO, Woodruff Arts Center

**Michael Kay**  
 Community Leader

**William Lampley**  
 COO, H.J. Russell & Company

**Etienne LeGrand**  
 President, WEB Dubois Society

**Milton Little**  
 President, The United Way of Greater Atlanta

**Penny McPhee**  
 President, The Arthur M. Blank Family Foundation

**Candy Moore**  
 Senior Vice President, SE Community Development Manager, Wells Fargo

**Egbert Perry**  
 CEO, The Integral Group

**Amy Phuong**  
 (City Lead) Chief Service Officer, Office of the Mayor, City of Atlanta

**Alicia Philipp**  
 President, The Community Foundation for Greater Atlanta

**Neil Shorthouse**  
 President and Founder, Communities in Schools of Georgia

**Gina Simpson**  
 President, Hands On Atlanta

**Eric Tanenblatt**  
 Senior Managing Director, McKenna Long Aldridge LLP

**George Dusenbury**  
 (Ex-Officio) Commissioner, Department of Parks and Recreation, City of Atlanta





I just want to thank Major Kasim Reed for giving me and my community a place to call home, "The Center of Hope." When things weren't going well at home and you wanted to keep safe and stay out of trouble, the Center of Hope was the place to be. I strongly feel that the Center of Hope helped me to become a better person. Although I stayed in the projects and witnessed struggling and hard times, the Center of Hope gave me the sense that somebody cared. So with that being said, I want to congratulate the Mayor for his hard work and dedication. You changed my outlook on life.

**Cartavious Dawson**

former participant, now employee with the City of Buford Schools



The Thomasville Center of Hope helped me to develop the skills and tools I needed to start college. The staff helped me explore and find the right college for me. It was like a second home when I was there.

**Tykeria Hayes**

former participant, now freshman at Morris College in South Carolina



Mayor Reed and the Boys and Girls Club staff were very persistent and encouraged us to think about college. At first, none of us knew what we wanted to do or where to go but the program helped me discover myself. I knew a lot but by participating at the center, I finally got it from a different standpoint.

**Amani Paige**

former participant, now freshman at Georgia Perimeter College



**Kasim Reed, Mayor of Atlanta**

Office of the Mayor  
55 Trinity Avenue | Suite 2400 | Atlanta, Georgia 30303

**George Dusenbury, Commissioner**

Department of Parks and Recreation  
233 Peachtree St. NE | Harris Tower Suite 1700 | Atlanta, Georgia 30303

[www.AtlantaGa.gov](http://www.AtlantaGa.gov)



For more information on Centers of Hope or to get involved:  
[www.atlantaga.gov/centersofhope](http://www.atlantaga.gov/centersofhope)

[CentersofHope@AtlantaGa.gov](mailto:CentersofHope@AtlantaGa.gov)