THE 24:1 INITIATIVE
2016 IMPACT REPORT
THE BEYOND HOUSING 24:1 INITIATIVE is a place-based community development effort led by residents and created to solve the serious challenges facing families in the Normandy Schools Collaborative area. The name “24:1” was chosen by the community and represents the 24 municipalities in the Normandy school district with one vision for strong communities, engaged families, and successful children. Reflecting that deep level of involvement, our “Ask, Align, Act” approach brings meaningful results because we listen to the community, act as stewards of their vision, and bring together partners to support that vision and generate results.

BEYOND HOUSING exists to create strong communities that support healthy families and children. As a comprehensive community development organization, we bring civic leaders, targeted nonprofits, corporate partners, and residents together to help entire communities become better places to live.

While specific challenges and priorities vary by community, successful and thriving communities need help and support at all levels. Beyond Housing provides support and resources in the areas of education, housing, health, employment readiness and access, economic development, and personal finance. We focus on collective impact, capacity building, and community engagement.

As Beyond Housing works in communities, we continuously use the voice of the people to drive our actions. From health and nutrition programs to leading edge personal finance initiatives, Beyond Housing meets communities exactly where they invite help and according to the needs they identify.

THE 24:1 COMMUNITY LAND TRUST (CLT), owned and directed by the community, builds and renovates homes within the boundaries of the Normandy Schools Collaborative. It then supports families in becoming homeowners through the Quality Affordable Homes Program, and offers support, resources, and services to help homeowners thrive.

Additionally, the CLT makes significant investments in new economic development projects such as the Save-a-Lot grocery store, Pagedale Town Center, and the 24:1 Cinema.
The 24:1 CLT was hard at work in 2016 and achieved several milestones in community development. Among the many accomplishments were the completion of the Pagedale Town Center retail and commercial building; the Red Dough Money Center, which provides an affordable alternative to payday loan services; and the Excel Center, a financial literacy center helping clients set reasonable financial goals and get needed assistance to achieve their financial dreams.

Additionally, the 24:1 CLT completed the development and construction of Beyond Housing and the 24:1 CLT’s new headquarters. This Center for Community will increase their capacity to serve the 24:1 Community while also providing a comfortable and inviting community gathering place.

### 24:1 COMMUNITY LAND TRUST (CLT) ACCOMPLISHMENTS

The 24:1 CLT demolished 77 dilapidated homes to beautify neighborhoods and prepare land for new home development.

The community also celebrated the opening of Vetter Place, a 53-unit senior living facility providing affordable housing, wellness, and social activity programs in Pine Lawn.
5byAge5

This coalition of more than 30 agencies that serve families with children under age 5 works together to create quality early childhood experiences critical to a child’s lifelong success, as well as the vitality of the community. By collaborating and leveraging dollars from St. Louis County Children’s Service Fund and others, the 5byAge5 partner agencies are able to reach even more families in the 24:1 Community. 5byAge5 focuses on the five essential resources families need to help their child be school-ready by age five: screenings, quality early learning, healthcare, parenting skills, and community support.

2,200 children

Data collection comparing the number of children served by partner agencies increased 62 percent to 2,200 between 2013 and 2015.

123 families

Partner organization Parents As Teachers alone completed 831 developmental screenings, 971 home visits, and served 123 families in 2016.

INFANT MORTALITY RATE/FLOURISH ST. LOUIS

Beyond Housing’s 5byAge5 initiative has worked with FLOURISH St. Louis since 2007 to decrease the infant mortality rate (IMR) in the 24:1 Community, and the work has paid off with a dramatic decrease in the IMR. To better understand the real-life experiences of infant mortality, FLOURISH hosted a listening session in the 24:1 Community for parents to share their stories and for service providers to learn from their experiences.

60 parents

Nearly 60 parents shared their infant, maternal, and family health stories and were invited to join FLOURISH action teams to help reduce IMR.
FAMILY ENGAGEMENT LIASONS

Supporting and encouraging families so children are prepared to learn is the role of Family Engagement Liaisons (FELs) in the Normandy Schools Collaborative. The 14 FELs help connect families to resources, services, local events, and information on community affairs. They follow a six-step tracking process to help increase attendance rates for students – all of which helps improve grades and behavior in class.

<table>
<thead>
<tr>
<th>21,500</th>
<th>2,570</th>
<th>172</th>
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<tbody>
<tr>
<td>Families have been given 21,500 resources by FELs.</td>
<td>Mobilized 2,570 parents to volunteer at Normandy Schools Collaborative campuses.</td>
<td>Hosted 172 parent engagement events with 9,725 instances of parent contact.</td>
</tr>
</tbody>
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WYMAN TEEN OUTREACH PROGRAM (TOP)

TOP promotes healthy behavior, life skills, and a sense of purpose in Normandy Schools Collaborative 7th and 8th graders. These skills in turn prepare students for the challenges they face in and out of the classroom. Community service projects help students learn to work together and better understand their community, and TOP has been shown to lower the risk of school suspension, course failure, dropping out, and teen pregnancy.

<table>
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<tr>
<th>396</th>
<th>93–96%</th>
<th>3,378</th>
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<tbody>
<tr>
<td>students served by TOP in the Normandy Schools Collaborative</td>
<td>reported a sense of belonging after participating in TOP</td>
<td>hours of service learning experiences completed</td>
</tr>
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BEYOND HOUSING PAGEDALE CDF FREEDOM SCHOOLS

For more than 60 students, last summer was filled not only with the typical play time, but also summer enrichment programs through the CDF Freedom Schools that sought to help them fall in love with reading and increase self-esteem. They also participated in the National Day of Social Action project, which taught students the voting process and helped make sure all eligible voters in the area were registered.

<table>
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<th>80,000 hrs</th>
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<td>93 percent of children spent nearly 80,000 hours reading this summer.</td>
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Helping students with homework has become serious business with the Beyond Afterschool program. Serving kids 5-17, the program matches students with future teachers from the University of Missouri-St. Louis College of Education to provide tutoring support, especially in literacy and STEAM (Science, Technology, Engineering, Arts, and Math). Students receive a hot meal and are taught important life skills, along with other enrichment activities.

**PARTNERS**
University of Missouri-St. Louis
Girl Scouts of Eastern Missouri
Wyman Center
OASIS Catch Healthy Habits
World Aquarium

**52,000 min**
More than 52,000 minutes of reading over the school year.

Beyond Housing’s Viking Advantage program helps students save for college with Individual Development Accounts – savings accounts that match every $1 students save for college with $3. The Class of 2017 will be able to save a maximum of $2,000 for college expenses: $500 they save and a matching $1,500. Students in Viking Advantage also receive intensive ACT prep through The Princeton Review, assistance with college financial aid applications and entrance exam fees, and financial education through ECON Lowdown.

**PARTNERS**
Normandy Schools Collaborative
Missouri College Advising Corp.
U.S. Bank
Federal Reserve Bank of St. Louis
The Princeton Review
The Scholarship Foundation of St. Louis
St. Louis Graduates
The University of Missouri-St. Louis

**$525,000+**
total saved and matched for college expenses

**80%**
college retention rate

**100%**
college attendance from the Class of 2016 program participants

**25**
college graduates to date
**PROMISE ACCOUNTS**

Believing every child should have the opportunity to attend college, Beyond Housing gives a $500 MOST 529 college savings account – a Promise Account – to every student entering kindergarten in the Normandy Schools Collaborative. In 2016 Beyond Housing extended the program to include Normandy High School seniors, with 116 students receiving a $250 college savings account gift.

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<tr>
<th><strong>PARTNERS</strong></th>
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<tr>
<td>Normandy Schools Collaborative</td>
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<tr>
<td>Ascensus</td>
</tr>
<tr>
<td>Missouri State Treasurer</td>
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<tr>
<td>Express Scripts</td>
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</tbody>
</table>

| **429** |
| Kindergarten and high school students enrolled in the program |

| **$566,500** |
| placed in 529 interest-bearing accounts |

**REDBIRD ROOKIES**

Every child in Pagedale can dream of playing for the World Champion Cardinals thanks to the Redbird Rookies program. More than 230 Pagedale kids received free uniforms, cleats, gloves, bats, balls, and other equipment, along with support off the field with health, education, mentoring, and cultural arts. They also attended a Cardinals game last summer and enjoyed the 1st Annual Redbird Rookie Spring Training skills camp.

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<th><strong>PARTNERS</strong></th>
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<tbody>
<tr>
<td>Cardinals Care</td>
</tr>
<tr>
<td>St. Louis County Parks Department</td>
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<tr>
<td>City of Pagedale</td>
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<tr>
<td>Ed's Trophy</td>
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| **95%** |
| of coaches are parents of Redbird Rookie participants. |

**PROGRAMS ACHIEVING QUALITY (PAQ)**

With the goal of raising the quality of preschool child care so kids enter kindergarten ready to learn, Beyond Housing’s collaboration with United 4 Children helps increase the success and capacity of the 24:1 Community child care programs. PAQ reaches child care partners to assess quality, set goals for improvement, deliver professional development training, and provide biweekly coaching and funding to assist with facility improvements.

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<tbody>
<tr>
<td>United 4 Children</td>
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<td>Boeing</td>
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| **700 children** |
| PAQ serves nearly 700 children in the 24:1 Community. |

| **28 teachers** |
| 28 early education teachers have earned the rigorous Child Development Associate credentials since the program started. |
Making the transition into kindergarten is crucial to a student’s longterm success in education. Based on community feedback, Beyond Housing created a Kindergarten Roundup, inviting soon-to-be kindergarteners in to pre-enroll, complete developmental screenings, and get required immunizations.

**24:1 EARLY CHILDHOOD LEARNING CENTER**

To bridge the gap in early childhood education and prepare kids to be successful in kindergarten, Beyond Housing and United 4 Children partnered to create the 24:1 Early Childhood Learning Center. Offered free to children ages 2½ to 5, the Center provides classes part-time four days per week taught by credentialed Child Development Associates.

**FREE**

_Free of charge to any child in the Normandy Schools Collaborative._

**KINDERGARTEN ROUNDUP**

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**2016 ROBERT WOOD JOHNSON FOUNDATION CULTURE OF HEALTH PRIZE**

The 24:1 Community was one of seven winners of the 2016 Robert Wood Johnson Foundation Culture of Health Prize. The prize honors communities for their efforts to ensure all residents have the opportunity to live longer, healthier, and more productive lives. The 24:1 Community was awarded this national recognition for bringing partners together to rally around a shared vision of health, drawing especially on the wisdom, voice, and experience of residents themselves.
PASSPORT TO HEALTH (P2H)

A healthy community is the goal of the P2H program, which connects 24:1 residents with free health and wellness classes providing health education, nutrition, and physical activity. Free fitness classes offered 6 days per week helped the 335 members enrolled in 2016 increase their activity levels and lead healthier lives.

87% of participants reported increasing activity levels

73% of participants reported making positive diet changes (increase of fruit and vegetables)

HEALTHY COMMUNITY 5K RUN/WALK & HEALTH FESTIVAL

The community came together in October for a fun-filled day of physical fitness, play time, and learning at the 5th annual Destination: Healthy Community 5K Run/Walk and Health Festival at the St. Vincent Community Center. Residents enjoyed health-themed activities in four “villages” focused on entertainment, health resources, health screenings, and the “Red Zone” to help children learn to say no to drugs, alcohol, and violence.

285 attendees

PARTNERS
Express Scripts Foundation
Great Rivers Greenway
Missouri Foundation for Health
St. Louis County Libraries
St. Louis County Parks
Operation Food Search

PARTNERS
St. Louis Children’s Hospital
Myrtle Hillary Davis Comprehensive Health Centers
Great Rivers Greenway
University of Missouri-St. Louis College of Nursing
Lindenwood University Nursing
Allied Health Services
The Delta Gamma Center for Children with Visual Impairments
Operation Food Search
BJC Healthcare
24:1 Kiwanis Club
St. Louis County Parks
St. Vincent Community Center
FOOD PANTRY

One of the key elements of a healthy community is access to food, and Beyond Housing’s Food Pantry exists to help make sure no one in the 24:1 Community goes hungry. Open the second Thursday of every month, it also gives away bread and pastries every week thanks to ongoing donations from the Panera Bread Dough-Nation program.

22,000 lbs
of food given out in 2016

130
An average of 130 people helped every month.

PARTNERS
St. Louis Area Foodbank
University of Missouri-St. Louis
Panera Bread
Operation Food Search

HEALTHY COMMUNITIES

Since 2013, Beyond Housing and the Normandy Schools Collaborative have teamed up to participate in the Healthy Schools Healthy Communities Initiative from the Missouri Foundation for Health. The program focuses on giving kids access to healthy food and safe places to play while creating a culture of healthy living, all with the goal of reducing childhood obesity rates by five percent over the next five years.

150 kids
participated in a Cooking Matters at the Store healthy grocery store tour

18%
Child obesity rates down 18 percent since winter 2013.

PARTNERS
Missouri Foundation for Health
Normandy Schools Collaborative
PedNet
Trailnet
Operation Food Search
St. Louis Area Foodbank
Oasis
St. Louis County Department of Public Health
St. Louis County Parks
ST. LOUIS TAX ASSISTANCE PROGRAM

For more than 15 years, the St. Louis Tax Assistance Program (TAP) has helped working families prepare taxes at no cost. Trained volunteers work with families to prepare accurate tax returns and file on time, helping families to receive their tax refunds faster.

249
TAP has helped 249 families in the 24:1 Community.

$1,275
average refund received

$317,528
Total federal and state refunds TAP has helped secure.

OWNER-OCCUPIED HOME REPAIR PROGRAM

Senior homeowners living on a fixed income or going through a rough financial time often struggle to pay for preventative home maintenance and repairs. To help residents maintain their homes, Beyond Housing received a grant to complete home repairs on owner-occupied homes in Northwoods, Pagedale, Wellston, Vinita Park, Bel-Ridge, Cool Valley, and Pine Lawn, with an emphasis on correcting health and safety issues along with weatherization to improve energy efficiency.

$2.28 million
More than $2.28 million in home repair investments.

33
homeowners helped in 2016

PARTNERS
Federal Home Loan Bank of Des Moines
St. Louis County Office of Community Development
24:1 Community Land Trust
Commerce Bank
Midwest Bank Centre
Enterprise Bank

COMMUNITY ENGAGEMENT

24:1 CLERGY COALITION

The 24:1 Initiative brought together more than 100 clergy leaders in conjunction with the Normandy Schools Collaborative, area mayors, police, and others to support community building efforts. Led by Mt. Beulah M.B. Church Co-Pastor Rev. Dr. E.G. Shields, Jr., the 24:1 Clergy Coalition is harnessing the power of the religious community to help residents grow and thrive.
For children, having a positive, stable relationship with an adult mentor means they’re more likely to succeed in school, enjoy great friendships, and stay out of trouble. Big Brothers Big Sisters of Eastern Missouri gave that opportunity to more than 90 students in 2016 through their ABCToday! Program. Placing a staff person directly in a school, the program helped students and mentors bond and encouraged students to stay on track with school attendance, behavior, and classroom performance.

**SPRING INTO SUMMER SERIES**

Summer days brought many fun and healthy activities for the community with the Spring Into Summer Series. Movie Night, Free Family Swim Night, New Orleans Jazz Night, and a local band showcase were just a few of the many great outdoor activities that helped build community and raise awareness for all that St. Louis County Parks has to offer.

**EVENT PARTNERS**

Great Rivers Greenway
St. Louis County Parks
Prosperity Connection
Community Action Agency of St. Louis County

**BIG BROTHERS BIG SISTERS OF EASTERN MISSOURI**

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**PARTNERS**

Normandy Schools Collaborative

**100**

*More than 100 participants at each event.*

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**PARTNERS**

Normandy Schools Collaborative

**155 teams**

*in the 24:1 Community*

**30%**

*increase in MAP scores*

**24:1 BASIC NEEDS COLLABORATIVE NETWORK**

Having basic needs met has shown that good food, school supplies, and clean clothes/uniforms all help kids do better in school, so Beyond Housing teamed up with seven generous organizations to make sure every Normandy Schools Collaborative student had access to those basic needs. These organizations provided food bags, winter coats, and school supplies to students. They also placed washers and dryers in six schools so parents, volunteers, and school staff have the tools they need to wash uniforms and clothes.

**PARTNERS**

National Council for Jewish Women
The Little Bit Foundation
Kidsmart
Wyman Center
Big Brothers Big Sisters of Eastern Missouri
Operation Food Search
Helping Hand-Me-Downs
The Boys & Girls Clubs of America

**479**

*weekly food bags from Operation Food Search*

**920**

*backpacks*

**$68,000**

*in school supplies from Kidsmart*
MONEY SMART WEEK

To help residents learn more about managing money, building credit, and preparing to find a job, Beyond Housing hosted a resume workshop, job fair, and credit workshop during Money Smart Week.

More than 100 people attended the Back to Work Job Fair.

NURSES FOR NEWBORNS

For any expecting mom or mom with a new baby in the 24:1 Community, Nurses For Newborns offers home-visit support ranging from infant assessments and developmental screenings to connections to health care resources for mother and baby along with parenting support. The goal is to help both moms and babies be as healthy as possible during this crucial prenatal/infant stage of child development.

116 families served
67 developmental screenings completed

GOVERNMENT

24:1 MUNICIPAL GOVERNMENT PARTNERSHIP (MGP)

The 24:1 MGP is a partnership of mayors, board members, and key staff people working together to find cost savings and improve services to residents. Most notably, the MGP helped secure a U.S. Department of Justice grant to place six specially-trained School Resource Officers in Normandy schools to reduce gang activity and overall community safety. The MGP also has worked to improve and better coordinate the municipal court system.

$750,000
The $750,000 School Resource Officers grant marks the first time a collaborative grant has been awarded by the U.S. Department of Justice.

$500,000
The Missouri Department of Conservation awarded Beyond Housing a $500,000 grant – again a first-time collaborative grant – for Tree Resource Improvement and Maintenance (TRIM) across several municipalities.

Beyond Housing was awarded the Improving Public Trust & Confidence Award for our work on court reform and consolidation at the annual Missouri Judicial Conference Awards Ceremony in September 2016.
**AFFINIA HEALTHCARE PARTNERSHIP**

The 24:1 Community will welcome a new healthcare center in early 2017. Beyond Housing has partnered with Affinia Healthcare, one of Missouri’s most significant community health organizations, to open a convenient and affordable primary care center for adults and children. Offering laboratory services, afternoon and evening hours, and walk-in appointments, the center will accept Medicaid, Medicare, Gateway to Better Health, and most commercial insurance plans.

**PARTNERS**
- Affinia Healthcare
- Beyond Housing
- 24:1 CLT

**2,600 patients**

*Affinia expects to serve about 2,600 patients annually at the new center.*

**INDIVIDUAL DEVELOPMENT ACCOUNTS (IDA)**

Individuals and families in the 24:1 Community will have a new opportunity in 2017 to build savings – an Individual Development Account (IDA). Beyond Housing has funding for 60 families to participate in this matched savings account program, designed to help families build financial assets. IDA participants can open a special savings account at a participating bank partner, and every dollar in savings up to $2,000 will be matched with $2, so residents who save the full amount will receive $4,000 in free matching dollars, for a grand total of $6,000. The money saved can be used for a downpayment on a home, to purchase a car, pay for college, fund home repairs, or start a new business.

**PARTNERS**
- U.S. Bank
- United Way of Greater St. Louis
- PNC Bank
- Emerson

**1,000 families**

*Beyond Housing’s IDA programs have helped more than 1,000 families save over $1 million in the past 10 years.*
PINE LAWN MANOR 2017

New homes are coming to Pine Lawn in 2017!
The 24:1 Community Land Trust (CLT) will build 41 new three-bedroom homes, some with finished lower levels and one-car garages. The homes will be built near the Pine Lawn Homes development and with easy access to a community playground and other amenities and shops — all part of the “garden city” concept in Pine Lawn that will feature a mix of homes in a park-like atmosphere. The master plan is to create a neighborhood where residents can easily access schools, transportation, stores, and other services.

$5.8 million
The new homes are part of a $5.8 million master plan in partnership with the cities of Pine Lawn and Northwood.

MSD PROJECT CLEAR RAINSCAPE PROGRAM

The Metropolitan St. Louis Sewer District (MSD) will be implementing Project Clear in Pine Lawn to improve water quality and substantially reduce storm water runoff into the sewer system, which can cause flooding, basement backups, and overflows. By removing asphalt pavement and building more practical retention areas, Project Clear will reduce surface runoff, filter pollutants, and reduce storm water runoff before it goes into the sewer system.

53,800 sq. ft.
Project Clear will remove approximately 53,800 sq. ft. of asphalt to create a more environmentally friendly greenscape.

PARTNERS
City of Pine Lawn
City of Northwoods
Art & Architecture
E.M. Harris Construction Company
TPI Group

PARTNERS
Metropolitan St. Louis Sewer District
City of Pine Lawn
City of Northwoods