

# Maryvale Revitalization Corporation

a 501(c)(3) non-profit organization

**2010**  
by the numbers

Donated Value of Volunteer Hours = \$143,027  
Volunteers = Priceless

- 1** Best of the West Service to Communities Award
- 1** Educational Haunted House
- 2** Domestic Violence Awareness videos completed
- 10** Jacori Rufus College Scholarships
- 27** Maryvale Teen Leadership attendees
- 29** Maryvale Leadership Education Training attendees
- 60** Job Training Seminar attendees
- 90** Teen Forum Attendees
- 100** Thanksgiving turkeys provided
- 101** Homes improved
- 128** Maryvale Dignitary Breakfast attendees
- 150** Community Garden in Harmony event attendees
- 166** Think Twice Curfew Diversion students
- 1,619** Volunteers for our projects
- 6,892** Graffiti sites removed
- 7,430** Volunteer hours
- 9,543** Illegal signs removed

## An exciting and successful year in review

Maryvale Revitalization Corporation (MRC) has experienced phenomenal success and growth in 2010. And to what can that growth and success be attributed? The simple answer is a community that proudly participates and cares.

The participation and partner list is extensive, but includes many groups, including: the Phoenix Police Department, church leadership, adult and youth volunteers, corporate sponsors, grants, and precious time—all cooperating and working together to make Maryvale a better community.

MRC was honored as the top non-profit in western Maricopa County for its social programming, **The Maryvale Project**. The WESTMARC **Best of the West** award was given to honor MRC's "Service to Communities."

Sponsored and underwritten by the University of Advancing Technology, videos, manuals and training materials were completed and distributed for the **Domestic and Dating Violence Awareness** videos and classes. This Program has been extremely well received. In fact, the Arizona State Department of Motor Vehicles thought the message relevant and has plans to show the teen dating video from our



MRC receives WESTMARC's Best of the West Award for the nonprofit's *The Maryvale Project*

Program on the tv monitors in all its locations.

MRC's **Think Twice** program—a class offered to all first time curfew offenders— expanded from serving the youth in the Maryvale Police Precinct area to include Estrella Mountain and South Mountain precincts. There were 166 students who attended the offered classes in 2010 and learned more about the curfew and how to feel empowered to make better decisions. (more on Page 4)

Building social capital by investing in its residents' capacities is a major focus for MRC. It is exciting to have full-to-capacity participation in the **Maryvale Leadership Education and Training** program. 2010 saw an expansion of this program to include a Teen Leadership class. The diverse group in the class enriches the experience for the participants who focus on how to run meetings, public speaking and community leadership.

MRC's greatest asset is the participation and involvement of its community members, from residents to area businesses.



Maryvale Leadership Class in a combined session of the Teen and Adult Leadership groups.

## Where Do We Start?

Just look to the left to see how dynamic and varied MRC's service to community has been this year. As noted at the top of the column, enabling that service is the volunteers, which impacts nearly every one of our programs.

## Volunteers Help Improve Maryvale Homes



Grand Canyon University Volunteers

During 2010 MRC partnered with several groups to help owner occupants improve the exterior appearance of their homes. Next to the pleasure it brings the homeowners, one of the best rewards is that other neighbors are inspired to begin working on their houses after seeing the impact made to their neighbor's home.

Saturday before Thanksgiving to improve about 25 homes. The project is called Strength of Youth and helps teach youth the rewards of service. This year the group dubbed it the **Got Service? Day**, and in just *four hours* these youth move and rake rock, paint houses and trim, and even fences. Neighbors are always impressed with the changes.

Grand Canyon University has increased its volunteer participation and has had as many as 250 volunteers work on various exterior improvement projects throughout the year. Their *Adopt A Block* club helped with two separate clean-ups in the Tomahawk neighborhood.



For the sixth consecutive year 500 volunteers—youth and their adult sponsors—from the Church of Jesus Christ of Latter Day Saints have come out the



A sea of faces—500 volunteers register for the 2010 **Got Service?**



*“At 74 years young, with a limited income, it is challenging to set priorities and how to achieve them. Therefore, having my home painted was a wonderful, deeply appreciated surprise.”*

Excerpt from a resident's thank you letter.

## Additional Volunteer Projects

- MRC partnered with General Electric employees to install a new playground at Stewart Boys & Girls Club.
- Grand Canyon University volunteers cleaned up the Bethany Home Outfall Channel in the Heatherbrae neighborhood.
- Global Youth Service Day clean-up at Desert Sky Pavilion of all the dead sagebrush and overgrowth.
- Girl Scouts' Villa de Paz Recreation Area spruce up.



The MRC tool trailer is filled with tools to enable a variety of neighborhood clean-up projects.



## Think Local, Buy Local Produces Mini-Chamber of Commerce

Helping business owners mingle and discuss common goals with local merchants can help everyone succeed.

One focus of *The Maryvale Project* is to promote businesses working with others in their immediate area, while allowing them to communicate their issues and concerns.

Encouraging the community to *Think Local, Buy Local* has produced a Mini Chamber of Commerce to cater goods and services to the local clientele.

Westcor and Desert Sky Mall continue to make improvements and add options for local shoppers. One example is the newly remodeled space

with a mercado type atmosphere. It offers a variety of merchandise in individualized spaces.

Desert Sky Pavilion and the Phoenix Parks Board have shown their involvement by creating a task force to review the needs of Desert Sky Pavilion in order to continue its viability.

*The newest Mini-Chamber includes representatives from Desert Sky Mall, State Farm Insurance, Macayo's Restaurant, Mountain Park Health, Red Mountain Retail*

## Community Garden In Harmony Charity Event

MRC, Ear Candy and the Pan Asian Chamber of Commerce co-hosted this first annual event featuring a multi-cultural showcase of talent.

Held at Desert Sky Pavilion, more than 75 entertainers topped off dinner and a silent auction and

raffle to make the night a huge success.

Ear Candy is a non-profit organization devoted to providing kids access to music education.

Ms. United States, Tristan Topps, was a special guest at this very colorful, educational and entertaining event.



Sky Hawk Native American Hoop Dancers, Ballet Folklorico, Korean Taekwondo, and a Polynesian Dance Group were just a few of the entertainers at the event. Included in the representative photos is Ms. United States, Tristan Topps, with MRC President Dwight Amery.

## Maryvale Dignitary Breakfast

With keynote speaker Congressman Ed Pastor

This year's event—for the first time held at Desert Sky Pavilion, was our most attended to date. The event allows MRC to honor those who contribute their time

and efforts to the community.

In addition, MRC manages a scholarship fund in honor of the memory of former Maryvale student Jacori Rufus. College scholarships were presented at the Breakfast to three deserving West Valley students.



## Program Highlight

### The Maryvale Project: Think Twice Curfew Prediversion Program

*continued from Page 1*

Sponsored and underwritten by the John F. Long Foundation and Western Union, this program is a four-hour class for first time curfew offenders to teach the reasoning behind curfew, drug and alcohol awareness, ethics, decision making, goal setting and dealing with peer pressure. Parents attend the last hour of the class as the youth report out on what they learned. By taking this class, the youth do not end up going to court nor having a police record.

Since it began in 2009, we have had over 200 youth take the class - with only one ever being picked up again. It is our desire (and that of the Phoenix Police Department) that this program be expanded in the future to cover additional precincts in the city. MRC is currently working with three local police precincts: Maryvale, South Mountain and Estrella Mountain.

*The question should not be: "Is the glass half full or half empty?", it should be "What opportunities do we have to improve the community by filling in the other half of the glass?"*

Dwight Amery,  
MRC President

## MAPPs

### Maryvale Adolescent Providers Partnership Program

MRC initiated a meeting in 2008 which resulted in a group of youth oriented providers in the community that holds an annual, multiple topic, staff training conference to share information about themselves and what is occurring in the community. These providers, MAPPs, represent schools, churches, YMCA, Boys & Girls Clubs, City of Phoenix departments, community centers, substance awareness groups and other youth organizations. MAPPs also created a teen traveling basketball league in 2009, which offered a no-fee league with teams from different MAPPs organizations.

Golden Gate Community won this year's league by defeating defending champion Maryvale Community Center in a game played at Colangelo Boys and Girls Club. Motivational speakers addressed the youth at all games during the league.



## THE FUTURE

Providing opportunities to build leaderships skills also builds the social capital of a community and helps to increase positive activity in the area. MRC has a proven track record for convening groups around common goals.

Maryvale's future is bright as MRC continues its work. **Maryvale Association of Churches** has increased its members and activity, with clergy focusing on prisoner re-entry programs and helping those who have recently been released from prison to find a helpful and supportive community.

The **National Farm Workers Service Center** received a \$200,000 grant from Wells Fargo Bank and chose MRC to partner with them to organize volunteers to improve an additional 65 houses in the area.

**Mission Statement:** Our mission is to promote and facilitate the revitalization of the Maryvale community.

**Vision Statement:** Our vision is a strong, vibrant and inviting community that reflects its diversity and is respected and admired by the entire city. Strong enhanced relationships between all residents, the City of Phoenix, businesses, educators, non-profits, and our faith based community will foster a balanced approach to renewed pride, image, appearance and values. We believe this exciting journey will accomplish our vision of a better place to live, work, play and raise families.