



Promoting Maryvale

Our Innovative Programs Are Spreading Across The City!

Maryvale Merits Debuts To Amazing Reception

MRC partnered with the Maryvale Precinct of the Phoenix Police Department and kicked off **Maryvale Merits** last February. The program, designed by MRC, Phoenix Police, and the City Prosecutor's office, rewards youth for positive actions. Youth being recognized receive a Maryvale Merit card with the officer's name and important contact numbers. Additionally, youth receive a coupon for something free. Early donors to the program have been Cinema Latino, Milwaukee Brewers, Quik Trip, Brunswick Desert Sky Bowling and local restaurants Macayo's Desert Sky, Bill Johnson's Big Apple and Burger King. Feedback from the officers has been extremely positive, and with the additional benefit of increasing the youth's self esteem and helping to build relationships between youth and the officers, the program continues to expand. In December the Phoenix City Council Public Safety Subcommittee asked for a presentation on Maryvale Merits at their next meeting to see how this amazing program can be duplicated throughout the city!



In 2012, the MAPPs program added volleyball to its sports league, joining the ongoing basketball league. Desert West Park added a new teen program following the league.

MAPPs Continues To Expand

Huge Teen Conference Planned For 2013

With the addition of the youth travelling volleyball league and planning began for a 2013 teen leadership conference, 2012 saw our Maryvale Adolescent Providers Partnership (MAPPs) continue to expand. The conference, entitled *Game Changers*, will be held at Grand Canyon University with a focus on teaching 400 youth to be Dynamic, Diverse & Distinctive.

2012 N U M B E R S	13	Jacori Rufus College Scholarships
	85	Homes Improved
	110	Thanksgiving Turkeys Delivered
	112	Think Twice Curfew Diversion
	125	Teen Forum Attendees
	127	Golfers Played In Tournament
	175	Celebrate Maryvale! Breakfast
	327	Illegal Signs Removed
	1,684	Volunteers
	5,485	Graffiti Sites Removed
8,420	Volunteer Hours = \$162,085 Value	

- Thousands of books and videos were donated to MRC and distributed mainly through our MAPPs partners. MRC began our urban art program through MAPPs partners (see Page 3 for more information).
- Through a donation MRC received, several MAPPs partners planted community gardens.
- The teen leadership program hosted multiple training Saturdays where several speakers provided guidance to the youth and provided leadership skills training.

2013 will also see the first replication of MAPPs in east central Phoenix.



Jacqueline Cortez Receiving Her Jacori Rufus Scholarship at the Celebrate Maryvale! breakfast.

Jacori Rufus Memorial College Scholarship Golf Outing

One hundred twenty-seven golfers came to Maryvale Golf Course for the fundraiser which provides scholarships for worthy Maryvale area students. Everyone had a great time from the moment they arrived, and the event raised over \$20,000 for the Scholarship Fund.

Golfers enjoyed lunch at Macayo's Desert Sky following the event, where silent auction and raffle winners were announced.

The Jacori Rufus Memorial Scholarship Fund was created in 1999 to honor an outstanding Maryvale High School graduate who was killed in an automobile

accident coming home from college. The program has been expanded over the years to provide opportunities to students from Alhambra, Carl Hayden, Maryvale and Trevor Browne high schools.

This fun event's title sponsor was QuikTrip.

Two MRC programs are now being studied by other areas of Phoenix in order to duplicate the success in Maryvale:

MAPPs

Maryvale Merits



One of the 28 foursomes participating in the event



Raffle winner Daniel Daley, recently home from overseas deployment.

Celebrate Maryvale! Dignitary and Awards Breakfast

MRC hosted its 17th annual event honoring community leaders, youth and businesses.

The event, sponsored by Red Mountain Retail Group, was held April 21, 2012 at Ashley Furniture HomeStore (Desert Sky) Pavilion.

Awards for Proof Positive, Educating Excellence, Business of the Year, Maryvale Hero, Woman of the Year and Man of the Year were presented at the event. The event hosted 175 attendees and had a great meal provided by Macayo's Desert Sky.



Keynote—Congressman Ed Pastor



Attendees dined under the big top



Left: 2012 Maryvale Man and Woman of the Year: Josh Stine and Faith Weese.

Maryvale: A Vibrant Village

2012 was 9th year of Strength of Youth Curb Appeal Event



In November, 600 volunteers, mainly youth, came together to paint and/or landscape 31 homes in four hours! Volunteers came from the Church of Latter Day Saints, Wells Fargo Bank, Chase Bank, Pioneer Preparatory School . This year’s event was sponsored by Wells Fargo Bank.

Additionally, 110 turkeys and fixings were delivered to residents in the Golden Gate community.

Youth Take the Lead in Graffiti Removal in Maryvale

Eagle Scouts, Maryvale Youth in MOTION, area Wake Up! Clubs, Stewart Boys & Girls Club, Golden Gate Community Center and other organizations joined MRC in three large graffiti paint-out projects in the Maryvale area.

The events included 400 youth volunteers who covered 4,000 graffiti sites!

Two individual Eagle Scouts coordinated two separate events, while Maryvale Youth in MOTION coordinated the third. The community was bright and shiny after their efforts were complete!



Urban Art Begins in Maryvale

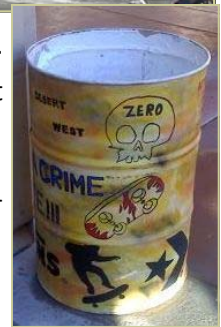


In 2012 Urban Art was added to MRC list of programs. The brainchild of Phoenix Police Officer Terry Laaker, the program allows youth to use their artistic talents for the community’s enjoyment.

MRC was able to secure donations of steel drums and bowling pins, along with partnering on murals, to involve 15 locations in the program.

The Urban Art program continues to grow, and some of the art has even been displayed at Phoenix City Hall.

Due to the great interest it has created, it is expected the program will further expand.





Above: MRC sponsored youth to get life guard jobs in 2102.

Below: Some of our best volunteers—Grand Canyon University students!



Mission Statement:

Our mission is to promote and facilitate the revitalization of the Maryvale community.

Vision:

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.

In 2013 MRC will be partnering with Neighborhood Economic Development Corporation to provide Smart Money training to small businesses in the Maryvale community. The 10 week training is currently set to begin in March.

A special heartfelt thanks to all of our donors and volunteers who have helped MRC continue to expand services throughout the year!



Urban Art meets community gardens as painted barrels are used for trash and washing vegetables at Amigos Center.



Community Gardens flourished from seeds and plants donated by Jackrabbit Nursery and Wal-Mart.

Educational Videos In Demand

In 2012 MRC continued its work in providing educational videos to the community. Two videos were completed during the year:

- 1) **Graffiti Is Vandalism**
- 2) **Keeping Families Safe—** Spanish version.

In 2013 we will be filming **Community Based Policing—Everyone's Opportunity.**

In order to meet demand MRC distributed additional copies of both of our domestic violence videos.