



# Maryvale Revitalization Corporation

A 501(c)(3) non-profit corporation

January 2014

## Improving Our Community

### Several Programs Are Taking Place To Improve Maryvale!

### Curb Appeal Programs In Action

Both long term and new curb appeal partnerships have highlighted 2013. MRC has partnered for the past ten years with the Church of Jesus Christ of Latter Day Saints on an annual Strength of Youth event that continues to grow. The 2013 event was sponsored by AmTrust Bank, Wal\*Mart and Golden State Foods, with over 700 volunteers participating to improve over 35 homes in just one day!



Annual Strength of Youth event continues to grow.

Additionally, our partnership with students from Grand Canyon University to improve the area continued to grow.

Last year we began a partnership with the Cesar Chavez Foundation that has already seen 49 homes improved and more being completed monthly.

Chase Bank employees partnered once again with Catalyst Church volunteers to help on several homes in the area.

In 2013, thanks to the Home Depot Foundation, we kicked off our Veterans Helping Veterans program—which expanded a month later thanks to a huge donation of cement to build ADA ramps for any veterans and their families. This donation allowed for the program to be expanded to a more extensive area in Maryvale.



Before and after pictures of just one home that received granite to improve the curb appeal of their front yard.

A new partnership that was formed late in 2013 with Abundant Life Center will continue to grow and encompass even more homes and improvements in 2014.

December 2013 saw our first ever extreme home makeover - which was only successful due to the generous donations of several companies and individuals, including the Teach For America volunteers.

<b>2013 N U M B E R S</b>	<b>14</b>	<b>Jacori Rufus College Scholarships</b>
	<b>77</b>	<b>Think Twice Curfew Diversion Students</b>
	<b>87</b>	<b>Homes Improved</b>
	<b>102</b>	<b>Game Changers Teen Attendees</b>
	<b>120</b>	<b>Golfers Played in Tournament</b>
	<b>175</b>	<b>Celebrate Maryvale! Attendees</b>
	<b>246</b>	<b>Youth Attended Sporting Events</b>
	<b>2,137</b>	<b>Vounteers</b>
	<b>9,488</b>	<b>Volunteer Hours Donated</b>
	<b>80,000 +</b>	<b>Books, Videos &amp; Music CD Delivered</b>
<b>\$189,760</b>	<b>Value of Volunteers Hours</b>	



Extreme Home Makeover Pictures From December 2013.



Jacori Rufus

## Jacori Rufus Memorial College Scholarship Golf Outing



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

One hundred twenty golfers came to Maryvale Golf Course for the fundraiser which provides scholarships for worthy Maryvale area students. For the second year in a row the event raised over \$20,000 for the Scholarship Fund. Golfers enjoyed lunch at Macayo's Desert Sky fol-

lowing the event, where silent auction and raffle winners were announced.

This year's event included a ball drop sponsored by Jacor Partners . The winners received \$1,800.

Major sponsors were Quik Trip, USA Pawn and Hooters West Phoenix.

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 while coming home from college. To date, the fund has provided 29 student scholarships .



2013 once again saw over 55 Maryvale youth attend their first Phoenix Suns game!



Pictures from 2013 Golf Tournament Event—the annual fundraiser for Jacori Rufus scholarships.

## Celebrate Maryvale! Dignitary and Awards Breakfast

MRC hosted its 18th annual event honoring community leaders, youth and businesses.

The event, sponsored by Red Mountain Retail Group, was held April 20, 2013 at 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 Speaker — Congressman Ed Pastor



2013 Maryvale Man of the Year, Norman Balderrama, and 2013 Woman of the Year, Valerie Riedler



Attendees dined under the big top



## Maryvale: A Vibrant Village

### Game Changers Teen Conference 2013 and 2014

The first Game Changers Teen Conference was held in 2013. It included a Captains' Dinner at Macayo's Desert Sky and was followed two days later with a conference at Grand Canyon University. Over 100 youth from 33 schools attended the event at GCU. Everyone enjoyed the events and both mentors and youth are looking forward to the next one. The 2014 conference will be expanded in both events and number of participating youth.

## Phoenix Police Partnerships—Merits, More

In 2013 several partnerships with the Phoenix Police were continued, expanded and created. In June, the Maryvale Merits program was expanded to cover half the city and became known as Phoenix Merits (merit cards carry the name of the precinct presenting them). Support for printing the expanded program Merits cards came from Wal\*Mart. Community Based Policing became our most popular educational video to date. The video aired several times on local television, and a second run of DVDs was needed within weeks of the first release. Think Twice Curfew Diversion continued its great success, as did our Urban Art Program—both originally ideas of the Phoenix Police. We began a new partnership with the police department in 2013—rebuilding unclaimed bicycles donated by police to make them available to needy youth in the community showing positive behavior. As partnerships grew, it was no wonder when the Maryvale Precinct of the Phoenix Police Department was honored at the Celebrate Maryvale! breakfast with the Maryvale Hero Award.



2013 Maryvale Hero Award—Maryvale Precinct





## 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 expanded its outreach across town with our Urban Art Program. Pictured left are some of the barrels painted at Eastlake Park.



**Alice H. received granite for her front yard sent a note stating that she loves yard work, but an accident in Sept. 2009 left her unable to be in direct sunlight for more than a few minutes at a time. "After the kids did my yard, I went outside and was amazed at the work they had done!" She wrote a letter to thank MRC and everyone that made it possible, and commented that a police officer stopped by to say how nice my yard looked. "I appreciate you all! What a wonderful Christmas present you gave me. Thank you very much!"**

## A few of our other continuing programs:

- **Literacy Program:** Over 40 times during the year we received donations of 2000 books, videos and music to distribute throughout the community. We have been able to supply these materials to schools, youth centers, apartment complexes, senior centers—and others in need of books to help promote literacy. (Over 80,000 distributed in 2013)
- **Think Twice:** This program, for first time curfew offenders, teaches youth to deal with peer pressure, making decisions, ethics, actions and consequences, along with drug and alcohol awareness. In attending these classes, the youths' records stay clean of the offense.
- **Gifts In Kind:** Through the Stardust Foundation we work on a monthly basis with *Laro* to receive items for free that are then given to needy families, various facilities and organizations. Items vary from toiletries, curtains, linens, blinds, flooring, bathroom fixtures, rugs, even diapers—that all find new homes where they are needed and valued.
- **Maryvale Conversations:** Each month MRC holds a roundtable event at Hooters West Phoenix, with quarterly follow-ups at Macayo's Desert Sky. The goal of these events is for groups to learn more about MRC and its goals while getting to know each other better. Various businesses and organizations join the dinner at the monthly event, then everyone comes back for the quarterly discussion. Many good things have come from these meetings:
  - \* We designed a mentoring youth bowling league with Brunswick Desert Sky
  - \* We have a group supporting a breast cancer awareness walk
  - \* One company is sending volunteers to help with Special Olympics bowling
  - \* Schools have created partnerships with local businesses
- **Community Gardens:** Thanks to continued support from Jackrabbit Nursery in Buckeye, we were able, once again, to provide thousands of seeds to community groups, churches and schools so they can continue to have community gardens that benefit their constituents.

## Educational Videos Continue

In 2013 MRC continued its work in providing educational videos to the community.

In addition to **Community Based Policing** (see Page 3), in 2013/14 we are filming **Bullying**. The subject of the video is such a hot topic in our country right now, that we have even had speakers from other states fly in to participate in the video.