

# SAFETY. COMMUNITY. EQUITY.



# Our Work at a Glance: 2021

## Where We Work

1 State in 2010 → 23 States in 2021

## Youth Engagement


16   
Juvenile Justice Jeopardy™  
Games Created


690+   
Youth Playing  
Juvenile Justice Jeopardy™

9   
Game Leader Trainings

123   
Game Leaders Trained

## Law Enforcement Trained in Policing the Teen Brain™

19   
Policing the Teen Brain™  
Trainings

60   
Policing the Teen Brain™  
Trainers Trained

260   
Patrol Officers  
Trained

83   
School Resource Officers &  
Probation Officers Trained

## SFY In the Media

7   
Op-Eds  
Published

2  
Reports  
Published

23   
SFY Featured  
In the Media

## What youth are saying about playing Juvenile Justice Jeopardy™

After playing JJJ youth say they feel more confident about interactions with police.

When asked, “What did you learn about how you should act with an officer,” they responded:

- “Don’t touch an officer.”
- “Don’t reach around an officer.”
- “Don’t pull your hands out of pockets fast.”
- “Don’t get aggressive.”
- “Look an officer in the eyes.”

## What officers are saying about our training programs

When asked “What are you going to change as a result of this training,” they said:

- “The level of individual respect and attention I pay to youth”
- “Better understanding of how young minds work”
- “The way I speak and communicate with youth”
- “Be more understanding of young people’s issues”
- “Give more time to youth on calls for service”

## Policy Reform Efforts

**Massachusetts:** State Legislative Reform

**Massachusetts and Ohio:** State Policy Reform Projects

**USDOE and USDOJ:** Federal Policy Reform Projects

**9 Bills:** Federal Legislative Reform

# Our Impact Is Thanks To Your Impact

For better and for worse, 2021 marked a return to “business as usual” for Strategies For Youth.

The “better” part of that return meant that, as communities have learned how to safely resume most activities, SFY has been able to once again offer in-person training with law enforcement officers and young people.

The “worse” part means that our work remains as critical to the health of our communities as it was over a decade ago when Strategies For Youth was founded. A persistent lack of training, policies, and oversight continues to challenge officers’ ability to effectively protect and serve young people.

**While these problems persist nationally, we know that we can make a difference locally** in the communities where our training and policy recommendations are adopted. As you’ll read in this report, **our impact is real and substantial but only possible with your support.**

## THANK YOU!


In particular, there are a few supporters we would like to recognize this year:

Last year marked the beginning of our relationship with **Social Ventures Partners-Boston (SVP)**. SVP is providing SFY with strategic consulting and financial support for three years. In addition, we are grateful for the time, expertise and networking that SVP staff have offered to us; support that has gone above and beyond its official organizational commitment.

This past year we also continue to benefit from our relationship with the **Stifler Family Foundation**. For a third consecutive year, the Foundation offered a challenge match for board giving, inspiring, once again, 100% participation among our board members. Beyond the matching support, the Foundation helped with hiring and establishing a much-needed relationship with a public relations firm.

Sadly at the end of 2021 we lost a former board member and one of our most steadfast champions: **Marion Mattingly**. Marion’s nearly 70-year professional life was defined by her commitment to making the juvenile justice system more just and fair. In addition to serving on Strategies For Youth’s board, she founded Women on Watch and the Coalition for Juvenile Justice. Respected in law enforcement and at all levels of government, Marion dedicated her life towards realizing a vision of safe communities built on earned trust that continues to drive and inspire our team.

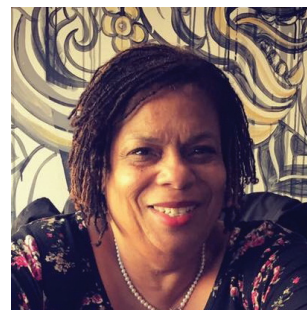
We are grateful to all of you who are helping us to get closer to that vision.



Deborah Lashley



Geordie McClelland



**Deborah Lashley**

Co-Chair, Board of Directors



**Geordie McClelland**

Co-Chair, Board of Directors

## BOARD OF DIRECTORS

**Deborah Lashley, Esq., Co-Chair**

**Geordie McClelland, Co-Chair**

**Abe Aly, \* Treasurer**

**Nanda Prabhakar, Clerk**

**Eddie Burns\***

**Jessie Cronan\***

**Dena Enos\***

**Robert Haas\*\***

**Lisa Hinz\*\***

**Ian Lanoff\*\***

**Marion Mattingly\*\***

**Benita Miller**

**Alyshia N. Perrin**

**Gary J. Simson, Esq.\*\***

**Molly Stifler**

**Duvol M. Thompson, Esq.**

**Clarence Williams, Esq.**

**Lisa H. Thurau, Esq.,  
Executive Director, Ex Officio**

\* Term began June 2021.

\*\* Term ended June 2021.

# How One Man's Creative Solutions Helped Bring SFY to His Hometown: Macon, GA

## For a national organization, funding local engagements can be challenging

Local change can spark national reform. At SFY we use what we learn while working at the local level to help identify universal challenges and design best practices which can be shared across regions and applied in diverse communities. Having an understanding of the breadth of issues affecting police and youth across the country is one of the things that has made SFY a national thought leader on these topics.

However, being a national organization that engages at the local level can also come with fundraising challenges. Many local foundations and individual funders are wary of national organizations “swooping” into their community and then, just as quickly, swooping out.

## The need in Macon

### Gary Simson, SFY Board member from 2014-2021

and a resident of Macon, Georgia, wanted to bring SFY to his hometown. Macon has a long and painful racial history and continues to have a high arrest rate for youth of color. Gary's experiences on the SFY Board convinced him that Macon could benefit from both *Policing the Teen Brain™* (PTB) and *Juvenile Justice Jeopardy™* (JJJ).

Macon is a small city, located 85 miles from Atlanta, in Bibb County, Georgia. African-Americans constitute slightly more than half the population. About 1 in 4 Macon residents live below the poverty line and more than half of the young men, between ages 16-24, are neither in school nor employed.

The Bibb County Sheriff's office is responsible for policing Macon. New deputies in Bibb County receive 400 hours of initial training in the state's academy, but



Gary Simson, SFY Board Member 2014-2021, and Leader of the Macon SFY Task Force.

**less than 6 of those hours deal specifically with youth and none of the training discusses the developmental needs of teenagers or the special challenges of interacting with them.**

Gary believed that the combination of SFY's programs—aimed at both police and young people—could improve law enforcement's interactions with Macon youth, particularly its youth of color. But funding the programs, he knew, would be a challenge that would require a creative solution.

Gary recognized that, without local endorsements, convincing Macon foundations and individual donors to underwrite the programs would be a tough sell. So, in consultation with SFY, he set out to form an independent fundraising committee comprised of community leaders and educators.

## Gary's task force

By March 2019, Gary had recruited 20 Macon residents, drawn from public and private sectors, to serve on the *Strategies for Youth Macon Task Force*. This remarkable

# Macon, GA (CONT.)

cross-section of stakeholders represented a powerful endorsement of SFY and pursued fundraising with a vigor. By the end of the year, the Committee had raised more than \$75,000—enough to pay for bringing *Policing the Teen Brain™* to the Sheriff's Office and *Policing the Teen Brain™ in School* to school resource officers in Bibb County.

## Training begins during Covid

The intrepid SFY training team, carefully following COVID protocols, made six visits to Macon in 2020 to 2021 to provide training for law enforcement officers. Using SFY's train-the-trainer approach, the team trained a select group of Sheriff's Office deputies to become certified *Policing the Teen Brain™* trainers. Deputies were selected for the trainer certification program based on their ability to work effectively with youth and their aptitude for training others.

In addition, SFY staff directly trained all of the Bibb County School District's School Resource Officers.

**"The trainings went extremely well" said Lisa Thureau. "The officers were focused, engaged, interested, and willing to converse with us and raise concerns, questions, and ideas. It was clear that there is a strong interest among these officers in supporting youth, understanding how to help them avoid system involvement, and learning what makes them tick."**

The pre/post training surveys confirmed Lisa's observations: 100% of the officers reported that the trainings were helpful, both in teaching them tactics for dealing with adolescents and in helping them better understand the psychology of teens. **Officers said they left the training feeling better equipped to deal with some of the most troubled youth in the community.**

## The task force comes through again

Meanwhile, the Task Force was working hard to raise an additional \$30,000 to bring *Juvenile Justice Jeopardy™*

*"This is exactly what we needed"*

- Chief Russell Bentley,  
Bibb County Schools Department

to the youth in Macon. SFY customized the games for Bibb County, and in November 2021, SFY held four trainings to certify local JJJ Game Leaders who can continue to play the game with and educate youth in Macon.

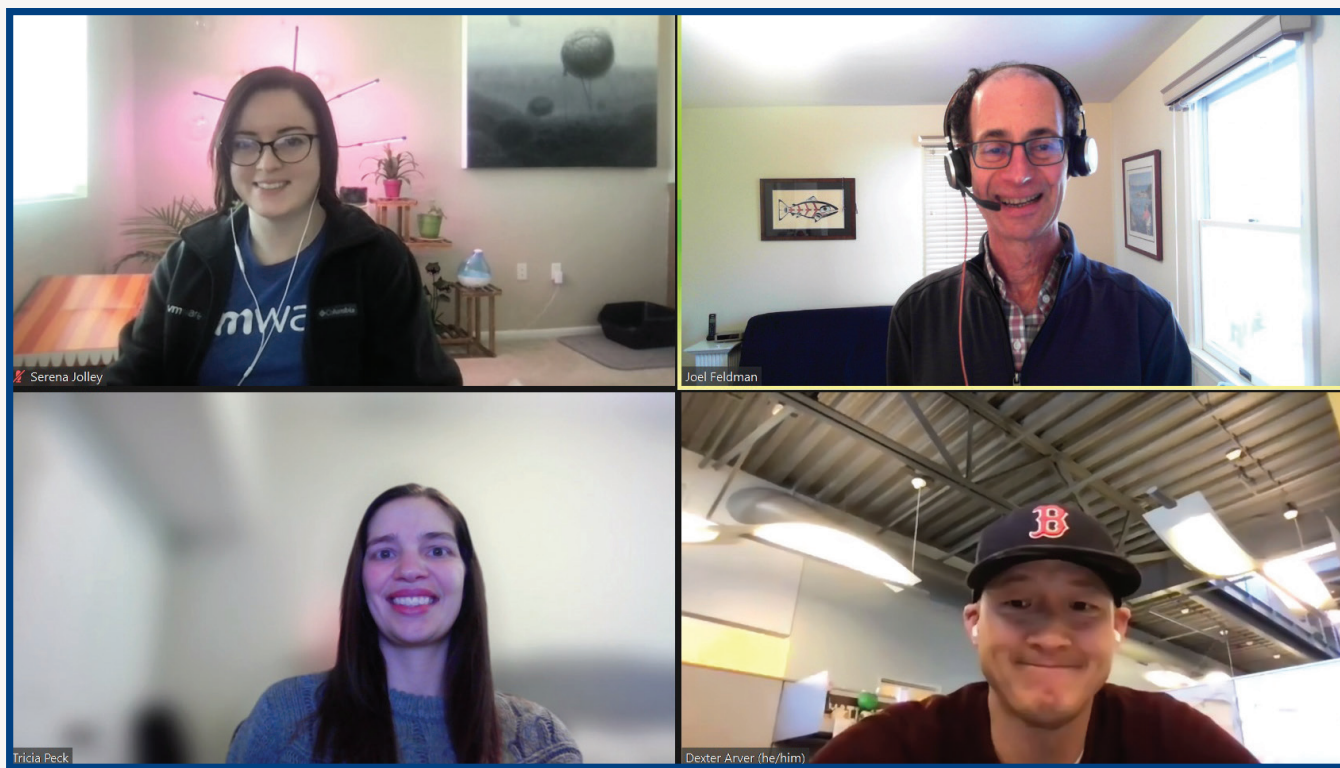
Gary's efforts in bringing SFY to Macon during a particularly challenging time show us how creative, innovative, and, above all, flexible responses can overcome major hurdles, including an unprecedented pandemic.



SFY's JJJ game trainer, Kristen Wheeler, begins a skit with a Macon student during a JJJ game training.

Gary's determination and ingenuity is a testament to the fierce loyalty and support which SFY has generated, and of the recognition that our work and approach are needed in communities across the country—red and blue, rural, urban, and suburban.

# Good Gigs and SFY: A Match Made in Heaven



## A match made in heaven

Strategies for Youth and VMware’s “Good Gigs Project” that is. And like so many of the best matches, this one started with a friendship.

Joel Feldman, a development manager at VMware, and Lisa Thureau, SFY’s Executive Director, are long-time personal friends. Joel and his wife, Meryl, learned about the work of SFY from Lisa, and have been engaged, generous supporters for many years. One evening when Lisa and her husband were socializing with Joel and Meryl, Lisa asked Joel whether VMware had a philanthropic arm.

VMware, based in Palo Alto, is a leading provider of multi-cloud services for all apps, specializing in digital innovation and flexibility. It offers its healthcare, government, and business clients a range of customized software services intended to help them fulfill their missions and thrive.

Joel did some research and discovered that VMware’s philanthropy included an employee-driven **Good Gigs Project**. Good Gigs is built around the idea of employee “citizen philanthropists” who partner with a nonprofit of their choice to identify the organization’s need and co-create a solution that will help accelerate the nonprofit’s impact. On its website, VMware writes that:

*Citizen Philanthropy is about empowering everyone to be active, engaged citizens in their communities. The VMware Foundation does this by providing a platform for VMware people to contribute time, talent, and financial resources to their nonprofit of choice. In 2020, more than 26,000 VMware people supported more than 14,000 nonprofits in 98 countries.*

A Good Gigs engagement follows four phases:

1. Discover—to understand nonprofit needs
2. Design

# Good Gigs and SFY (CONT.)

3. Implement (or rollout)
4. Sustain—where the team ensures that the non profit staff is able to manage the systems on their own.

Any employee can start a Good Gigs project by choosing a nonprofit, and assembling a team of three additional VMware employees. VMware then allows each team member to work up to 40 hours per year pro bono on this project. In addition, the company provides financial support to that nonprofit.

## Building a technological infrastructure

With so many other competing demands on limited resources, Strategies for Youth, like most nonprofits, had under-invested in its technological infrastructure. That meant that small, but critically important tasks and the ability to track projects and create pipelines and timelines were all done by hand and hung around the office.

Joel spoke with SFY's COO—David Walker—who also directs SFY's training program, who identified two basic organizational needs that VMware's Good Gigs project could address:

1. to better and more efficiently document the “sales” pipeline involved in reaching out to and securing contracts with police agencies for SFY's signature training program—*Policing the Teen Brain™*—and
2. to identify, track and report individual and institutional donations, and ensure timely communications with supporters.

## The team

Joel recruited four VMware employees with complementary skills from across the country to join his team:

**Dexter Arver**, a manager in the VMware research and innovation team, based in Palo Alto, CA. Dexter interviewed SFY stakeholders during the Discover phase. He also imported the SFY donor information into NeonCRM as part of the Design and Implement phases.

**Tricia Peck**, A Go To Market Specialist, based in Boston. Tricia also interviewed SFY stakeholders and spearheaded writing the requirements for the Discover Phase.

**Serena Jolley**, a UX designer based in the Utah area. Serena led the integration of two new CRMs (Customer Relationship Management) software tools—NeonCRM software and HubSpot—with SFY's existing MailChimp, as part of the design and implementation phases.

**Ronak Mukhopadhyay**, a Project Manager in the Professional Services team based in Atlanta. He assisted SFY in developing best practices in managing workflows and day-to-day operations, communications, and tracking essential data. He also assisted the team in building out a standardized glossary of terms that is aimed to streamline internal and customer onboarding.

## High praise for VMware

The SFY Project is finalizing the implementation phase, according to Joel, and the VMware team is creating a user guide for SFY staff. He is thrilled that SFY staff are already making use of the software programs, asking him about the “bells and whistles” now available to them, and raving about how much these have expanded their capacity to raise and track donations, and to secure police contracts.

David Walker, who worked closely with the VMware Good Gigs team throughout the process, had the highest praise for the team. **“These guys are absolute experts...the best of the best at what they do. And Strategies for Youth got the benefit of their expertise for free. All I can say is....Wow!”**

“This is just fun,” Joel stated recently. “I love all aspects of my job, but, frankly, this is the best part.”

*Thank you, VMware!*

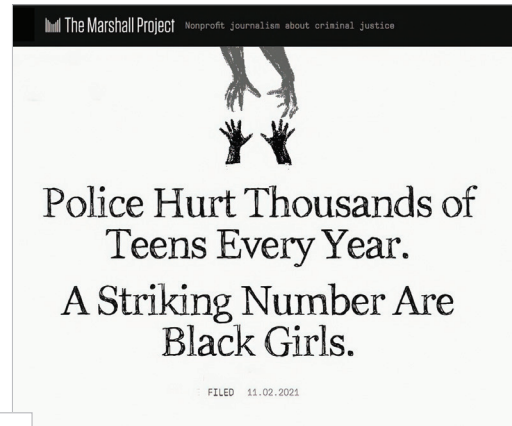
# SFY Quoted in the News in 2021



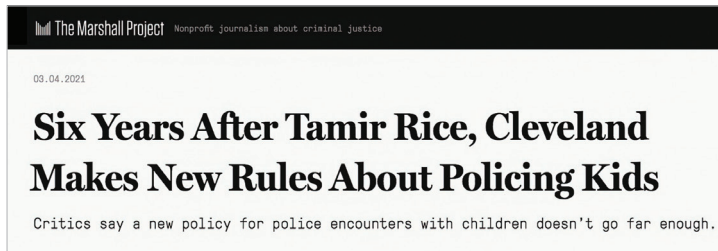
**lohud.** Rockland/Westchester Journal News

NEWS

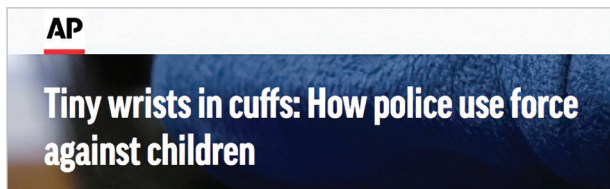
**Handcuffing, pepper-spraying of girl, 9, draws renewed scrutiny of police tactics and policies**



“Lisa H. Thureau, the group’s executive director said, “You have to treat kids differently,” If we understand that at the cognitive level, how come we’re not changing the policies?”



But Lisa Thureau, a Boston-based expert who trains police on how to deal with children, said Cleveland’s policy is a step in the right direction for what she sees as a national crisis. Her organization, Strategies for Youth, tracks lawsuits and media reports of police use of force with children nationwide. It documented a rising number of cases involving younger children from 2000 to 2018 and an increase in lawsuits alleging the use of force by officers assigned to patrol schools.



Without explicit policies, “the default assumption of an officer is, quite reasonably, that they should treat all youth like adults,” Thureau said.



“But what we don’t see is law enforcement leaders considering changes in policy. The federal government should enact legislation. Training is necessary but not sufficient. I can’t bear to think we’re not doing our best to protect kids.”



## Foundation Sponsors



THE ANNIE E. CASEY FOUNDATION

Community Foundation of  
Central Georgia

Gardiner Howland Shaw  
Foundation



Forest Foundation

Kea Family Trust

Marjorie H. Wilson Charitable Trust



Sills Family Foundation

Stifler Family Foundation



TOWN FAIR TIRE  
Foundation



United Way  
of the Midlands

## Corporate and Law Firm Sponsors



AG ANALYSIS GROUP

Bank of America

Cooley

Holland & Knight

vmware®

## Individual Donors in 2021

### FOUNDER \$5,000+

Dan J. Brownell  
Liliane Thureau  
**Molly Stifler**

### LEADER \$1,000 TO \$4,999

Abe Aly  
Cielo Anderson  
Yvonne Brown and Josh Goldfein  
Scott D. and Leslie Carpenter  
**Jessie Cronan**  
**Dena Enos**  
Julie Gonzalez  
**Deborah Lashley**

**Geordie McClelland**  
George and Jacquelyn  
McClelland  
**Alyshia Perrin**  
**Nanda Prabhakar**  
Paul Shifflet  
**Duvol Thompson**  
Thoma and Renee Thureau

### PARTNER \$500 TO \$999

Megan Dubofsky  
Joel Feldman and Maryl Finkel  
David Jaffe  
Dixieanne James  
Samuel Paz

Tricia Peck  
Christine Pillsbury  
**Gary and Rozy Simson**  
Emmett F. Tabor  
James\* and Linda White

### SUPPORTER \$100 TO \$499

Sherry Baskin  
Arlene and Haldon Bryer  
Eddie Burns  
Linda Calandra  
Kathleen Carey  
Joseph C. Carter  
Eric Chaffee  
Eleanor Clift  
Congregation  
Sha'arey Israel  
Anthony Cortese

Constance Davis  
Janet Dolgin  
Melvyn Durchslag  
Marcia Egbert  
Deb Eldridge and  
Radu C. Mihailz  
Tobias Froehlich  
Craig and Kenyatta  
Futerman  
Jackie and Gene Gabriele  
Richard Gerakitis

John Gibbons  
James B. Golden  
Richard Gray and  
Joanne Lawrence  
Juanita Guzman  
Elizabeth Henahan  
David Hrick  
Clare Huntington  
Shane Keats  
Trey Klein and Chris Arthur  
Lyslynn Lacoste

Michael G. Landsman  
Risa Lieberwitz  
Bill and Jenny Lipfert  
**Susan Lowe**  
**Marion W. Mattingly\***  
Ramona McClelland  
Benita Miller  
Patricia Mitchell  
Frank Mowen  
Amy Nadel and Ben Wilson  
Martha O'Mara

Charles Paquette  
Venita Perrin  
Perry Rank  
Joseph Rappaport  
David G. Richardson  
Dean Rivkin  
Christina Ronai  
Jack Sammons  
Alan Schildkraut  
Andrea Schwartz

Wayne M. Sheridan and  
Tricia Moore  
Ettie and Lorne Taichman  
Natasha Tidwell  
John Toriello  
Jack and Blanche Valancy  
Romana Vysatova  
Victor Weisberg  
**Clarence Williams**  
Laura Zimmerman

### FRIEND \$5 TO \$99

Allison Adams-Jones  
Deborah Adler  
Bianca Baggio  
Ric Bayly and Mary Waters  
Karen Beck

Caroline Conzatti  
Wallace Daniel  
Sean Doyle  
Rebecca Gress  
Cristen E. Haltom

Marty W. Koplin  
Joshua Leavitt  
Maria Letunic  
Peter Liang  
Nathan Lockwood

Anne Lukingbeal  
Muna Ndulo  
Julie Ann Otis  
Elisa Pepe  
Diana Perez

Shawn Rembert  
Aaron Shansky  
Todd Sheldon  
Simon Singer  
Christine Swistro

Daniel Thureau  
Jaclyn Vazquez  
Andre Warner  
Kristen Wheeler

**Strategies for Youth**  
CONNECTING COPS & KIDS®

P.O. Box 390174 • Cambridge, MA 02139 • 617.714.3789 • [www.strategiesforyouth.org](http://www.strategiesforyouth.org)

© Strategies for Youth. All rights reserved.

Donors listed here have made a commitment as of December 31, 2021. We have made every effort to include donors in the appropriate lists and by their preferred names. For questions or concerns, please contact Lisa Thureau at [lht@strategiesforyouth.org](mailto:lht@strategiesforyouth.org). Board Members are listed in bold. An asterisk indicates deceased.

SFY-AR21-033022