



The Giving Common

An Initiative of the Boston Foundation

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Project D.E.E.P. Association, Inc.



Current

General Information

1 Worrell Street
Dorchester, MA 02122
(617) 6355027

Website

<http://www.projectdeep.org>

Organization Contact

Beth Connell beth@projectdeep.org

Year of Incorporation

1996

Statements & Search Criteria

Mission Statement

Project D.E.E.P. (Dorchester Educational Enrichment Program) is a nonprofit education program, which operates through collaborations with Boston Centers for Youth & Families and Mayor Thomas M. Menino. The mission of the program is to foster the educational, athletic and social growth and development of middle school children of all races, creeds and ethnic backgrounds throughout the Dorchester community.

Background Statement

Project D.E.E.P. (the Dorchester Educational Enrichment Program) is a nonprofit educational program located in Dorchester. The program has been in operation since 1995, when it began in the home of its founder, Brendan McDonough. At that time the main objective of the program was to expose the children of Dorchester to the wealth of educational opportunities available to them. Specifically, the organization was geared toward placing Dorchester students into elite private schools, such as Thayer Academy, Roxbury Latin, and Buckingham Browne & Nichols. From those modest beginnings the program grew, and by the following school year it was operated out of the Leahy-Holloran Community Center, formerly the Murphy Community Center, in Dorchester. Project D.E.E.P. also instituted the *One-on-One Tutoring Program* and the *Summer Camp Program* that year, and these have since become the calling cards of the organization. Moreover, the organization's mission was developed that year as well: *To foster the educational, athletic, and social growth and development of middle school children of all races, creeds, and ethnic backgrounds throughout the Dorchester community.*

This mission has never changed. Indeed, the staff and board are always mindful of that mission and have remained faithful to it over the last 16 years of growth. This gives the organization a great sense of stability, something that can also be seen in the following two factors: 1.) Project D.E.E.P. still operates out of the same two rooms in the Leahy-Holloran Community Center that it did when formal operation began in the fall of 1996; and 2.) the people who were central to the development of the organization back then still play integral roles within the organization today.

It should be pointed out, though, that while the organization is stable it is not stagnant. The mission is the same, but the scope with which that mission is executed is not. There have been over 300 students involved in the program this year, a number that is more than ten times the total membership of its inaugural year. Likewise, the organization may have started with a focus on private school placement and one-on-one tutoring, but it has evolved to include a total of seven key initiatives: One on One Tutoring Program, Summer Camp Program, Community Service Program, Learning Latin Class, Math Support Program, Examination Preparation Program and Private School Placement Program.

Impact Statement

The Dorchester Educational Enrichment Program is a grassroots strategic collaboration that leverages resources of the public, private and non-profit sectors to create opportunities for young local students to find their strengths and academic focus so that they can achieve long-term academic and career success. We give these students the opportunity to realize their abilities and see toward a richer quality of life for themselves, their families, and their community.

Recent Successes:

- This year alone Project D.E.E.P. served over 300 Dorchester students through our enrichment programs and worked with over 150 volunteers.
- With community service being one of our requirements for our One on One Tutoring Program, the students involved in this program completed 2,412 total hours of service.
- More than half of our volunteers this year were former D.E.E.P. students - remaining true to the example they were once taught as a student here.
- In 2012, 85% of our 6th grade students who took our Exam Prep courses were admitted into an exam school - the super majority being Boston Latin School.

Current Goals:

- For the upcoming academic year, we are looking to expand our Exam Prep program to our third satellite location by collaborating with the Boys and Girls Club of Dorchester and offer our courses at their facility. In doing so, we will be able to educationally influence an additional 50+ students.
- We also hope to increase donor participation in our Sponsor a Student Program. This program allows supporters to make a \$100 donation to our program and sponsor one of our students, cutting the cost on our end of what our Tutoring program might entail. In return, the student sends bi-monthly updates to their sponsor updating them on progress and goals.
- The students in our One on One Tutoring Program are rewarded with a summer camp scholarship once they complete our requirements for the program - an incentive to remain academically focused during the school year. Our goal would be to increase and diversify our camp opportunities. Specifically, add at least 4 new and unique camps to add to our 25+ camp list to keep kids engaged during the school year with a goal to work towards.

Needs Statement

- Increased revenue to enhance and maintain such a comprehensive educational nonprofit
- To bring in the requisite number of volunteers necessary to operate the One on One Tutorial Program
- Expand our Summer Camp Program partners in order to offer the variety of camps that will keep our students focused during the academic year
- Technology enhancements
- Educational supplies for students

CEO/Executive Director Statement

For 16 years, Project D.E.E.P. has offered tutoring and other educational programs to Dorchester's youth and showed students that their hard work is rewarded both in the short term as we offer full scholarships to summer camps, and in the long term as their grades improve and they are accepted into the area's private and exam schools.

Project D.E.E.P. gives inner-city youth the academic tools, support, and inspiration to earn places in the region's private and exam schools. Through Project D.E.E.P., these children - most of them low-income, many of them immigrant families - gain access to the educational opportunities that will enhance their lives and break their families' cycle of poverty. Since it's founding in 1995, Project D.E.E.P. has tutored hundreds of neighborhood youth, many of whom have gone on to matriculated at the area's most prestigious schools, including Buckingham, Browne & Nichols, Fontbonne Academy, Roxbury Latin, Boston Latin and Thayer Academy.

Service Categories

Elementary & Secondary Schools

Youth Centers and Clubs (includes Boys/Girls Clubs)- Multipurpose

Camps

Geographic Areas Served

Although our office is in Neponset and two of our satellite locations are in Fields Corner, and we have a camp in Savin Hill, Project D.E.E.P. has students from every part of Dorchester participate in our programs.

Please review online profile for full list of selected areas served.

Programs

One on One Tutoring Program

Description

D.E.E.P.'s One on One Tutoring Program matches each student involved with a volunteer tutor to work with throughout the year. The student and tutor then meet for 90 minutes each week. During these sessions the tutors are responsible for helping the students in all of their subjects. They are to help with the students' homework and then push the students ahead of where they might be in class. Finally, a crucial element of this program is that emphasis is placed on reading and writing.

The Community Service Program is a subdivision of this program. The students are educated in terms of classwork and study skills, but they are also educated in the skills necessary to become active in their community and each child must complete 10 hours of service to graduate from the program.

The Summer Camp Program is the bonus subdivision of the One on One Tutoring Program for the students. Every child who maintains a certain level of diligence during the school year receives a full scholarship to a summer camp. In the summer of 2012, Project D.E.E.P. was represented in the enrollment of 25 difference camps, which ranged from a horse-riding camp, to a robotics camp to D.E.E.P's very own baseball camp. Extensive work and finances are directed toward making sure every deserving student receives a ticket to the camp of their choice.

Budget

20500

Category

Education, General/Other Afterschool Enrichment

Population Served

Children and Youth (0 - 19 years), Families,

Program Short Term Success

Short term success in One on One Tutoring would be once each student completes their tutoring requirements, writing requirements and community service commitment, we reward them with a scholarship to the summer camp of their choice.

Program Long term Success

By participating in this program, they build study skills and solid academic habits which will improve grades, help with admission into some of the area's most elite private and exam schools, which in turn will pay off as they head to college and a career.

Program Success Monitored By

Both the staff, students and parents can track progress by our "Depth Chart." It's a chart posted in the building that shows completed work and acts as a motivator for students. Students can see how far they've come and how much they have yet to do in order to acquire a camp scholarship.

- Examples of Program Success**
- This year, out of 130 participants, 100 students were granted a summer camp scholarship.
 - Over 2,100 hours of service were completed by these students.

Examination Preparation Program

Description	The Exam Prep Program is the aspect of Project D.E.E.P. that helps students to do well on the placement tests used by private and exam school institutions. The program involves two courses: a math class and a verbal/reading comprehension class. These classes span a period of eight weeks and cover all the pertinent material included on the Independent School Entrance Exam (ISEE) and the Secondary School Admissions Test (SSAT). The program is offered to fifth, sixth, and eighth grade students at 3 different locations - the Richard J. Murphy School, the Harbor Pilot School, and new this year, the Boys and Girls Club of Dorchester.
Budget	32000
Category	Education, General/Other Afterschool Enrichment
Population Served	Children Only (5 - 14 years), Families,
Program Short Term Success	Increase from pre-test to post-test score, improvement in study and test taking skills and overall confidence.
Program Long term Success	Long term success for Exam Prep at Project D.E.E.P. would be admission into an elite exam school and the possibilities that opens to a student and their family regarding college and career.
Program Success Monitored By	In these courses, all students take a pre-test on the first day of class and a post-test on the last day of class to monitor their progress.
Examples of Program Success	In 2012, 85% of the 6th graders who took Project D.E.E.P.'s Exam Prep courses were admitted into an exam school - the super majority being Boston Latin School.

Learning Latin

Description	An extra-help class intended for those students at the prestigious Boston exam schools, Boston Latin School and Boston Latin Academy, who are having a difficult time with the ancient language of Latin. Both a first-year Latin class and a second-year class are offered so that the program can most effectively help these students to fully grasp a language that, while difficult to learn, is a keystone to many other languages.
Budget	1000
Category	Education, General/Other Tutorial Programs
Population Served	Children Only (5 - 14 years), Families,
Program Short Term Success	Improvement in grades.
Program Long term Success	Extra help in Latin will help with language skills and study habits later.
Program Success Monitored By	We keep track of students grades coming into the program and then when it ends.
Examples of Program Success	75% of 2012 students saw an increase in grades after taking this course.

Math Support Program

Description	In noticing that not every student struggled with the same material at the same time, this program was updated this past year in an attempt to help students on a more individualized basis. From a formal classroom setting, to a relaxed 'drop-in' class, students have the opportunity to stop in a classroom facilitated by two Boston Public School teachers and ask questions on specific problems or work in groups on challenging math topics.
Budget	1000
Category	Education, General/Other Tutorial Programs
Population Served	Children Only (5 - 14 years), ,
Program Short Term Success	Confidence is increased when there is improvement in grades and individualized attention.
Program Long term Success	Students who come to this support class are already set up for long term success in asking for help when needed, especially in math which is used in everyday life.
Program Success Monitored By	Since this is a drop-in class, we monitor our success by attendance and grade improvement.
Examples of Program Success	On average, we had up to 10 students per week steadily for the 9 month program.

Private School Placement Program

Description	This initiative arose out of a desire to educate the local community about the vast academic opportunities that our area consists of, and then to place qualified (though often disadvantaged) local children into these schools. The program has succeeded in placing over 200 such children into some of the best schools in the state. Through a new two-night format, representatives from different Boston area schools speak about the different types of education available as well as financial aid consideration and the application process. Then two nights later, an informational school fair is held so that students can speak with and get information from Admission Directors on an individual basis. Application assistance and interview preparation as well as advocacy for these children through conversations between the D.E.E.P. staff and the schools themselves, immediately follows. This program helped to place 35 students into some of these schools this year alone, many with financial aid packages.
Budget	1000
Category	Education, General/Other Education, General/Other
Population Served	Children Only (5 - 14 years), Families,
Program Short Term Success	Practice and strength building on applications, interviews and organization.
Program Long term Success	Admission into Boston's elite exam schools will in turn effect college opportunities as well as career possibilities.
Program Success Monitored By	<ul style="list-style-type: none">• Admissions
Examples of Program Success	The Private School Placement Program has, in 16 years, successfully placed over 250 Dorchester children into some of the most distinguished schools in Greater Boston - schools like Roxbury Latin, Thayer Academy and Milton Academy.

Management

CEO/Executive Director

Executive Director	Ms. Beth Connell
Term Start	Mar 2010
Email	Beth@ProjectDEEP.org

Experience

Beth took on the role as Executive Director in early 2010 and is responsible for D.E.E.P.'s program delivery, financial management, fundraising and public relations. She is a Dorchester resident, born and raised and is happy to work in the community that she loves so much. Formerly the Director of Alumnae Relations and Communication at Mount Saint Joseph Academy in Brighton, MA and Special Events Manager at The Genesis Fund in Waltham, MA, Beth is seasoned in fundraising and cultivating relationships. A 2003 graduate of the University of New Hampshire, Beth earned a B.A. in Communications and Women Studies.

Senior Staff

Ms. Mallory Toomey

Title	Program Coordinator
Experience/Biography	Since Fall of 2010, Mallory has served as Project D.E.E.P.'s Program Coordinator. In this capacity, she is responsible for day-to-day implementation of all of D.E.E.P.'s programs. As a Dorchester native, Mallory has been involved with D.E.E.P. for 12 years now - first as a student, then as a tutor and now as an employee. She graduated from the University of New Hampshire in 2010 with a degree in Psychology and Deaf Studies and is currently a student at New England School of Law.

Mrs. Christina Myers

Title	Summer Camp Coordinator
Experience/Biography	Since Spring of 2010, Dorchester native, Christina Myers has served as Project D.E.E.P.'s Summer Camp Coordinator. Once a D.E.E.P. student herself, Christina now oversees the summer camp portion of our One on One Tutoring Program and acts as the liason between our affiliated camps and our Project D.E.E.P. families. A 2001 graduate of Providence College, Christina also works in the Dean Office of her high school alma mater, Buckingham, Browne & Nichols.

Staff Information

Full Time Staff	2
Part Time Staff	1

Volunteers	150
Contractors	0

Staff Demographics - Ethnicity

African American/Black	0
Asian American/Pacific Islander	0
Caucasian	3
Hispanic/Latino	0
Native American/American Indian	0
Other	0 0

Staff Demographics - Gender

Male	0
Female	3
Unspecified	0

Formal Evaluations

CEO Formal Evaluation	Yes
CEO/Executive Formal Evaluation Frequency	Annually
Senior Management Formal Evaluation	Yes
Senior Management Formal Evaluation Frequency	Annually
NonManagement Formal Evaluation	Yes
Non Management Formal Evaluation Frequency	Annually

Plans & Policies

Organization has a Fundraising Plan?	Under Development
Organization has a Strategic Plan?	Under Development
Management Succession Plan?	No
Organization Policy and Procedures	Under Development
Nondiscrimination Policy	Yes
Whistleblower Policy	No
Directors and Officers Insurance Policy	Yes
Permit?	Yes

Risk Management Provisions

Professional Liability
Automobile Insurance and Umbrella or Excess Insurance
Workers Compensation and Employers' Liability
Employment Practices Liability
Directors and Officers Policy
Commercial General Liability

Collaborations

The immediate impact of Project D.E.E.P. is founded upon its success in collaborating with other private, public, and nonprofit organizations. Project D.E.E.P. exists mainly because of the benefits garnered from 47 past and present collaborations within the Greater Boston area:

- the Boston Center for Youth and Families provides the program with a grant for staffing support, office space, and basic overhead support in its operation; along those same lines, the Leahy-Holloran Community Center has been a vitally important ally, as the host of the organization since its inception;
- the *Summer Camp Program* has been comprised of as many as 27 different camps, representing 21 private entities working together to provide opportunities for our youth.
- the *One-on-One Tutorial Program* is built upon collaborations with eight private educational institutions—the Buckingham Browne & Nichols School, Boston College High School, Milton Academy, Fontbonne Academy, Milton Academy, the Noble and Greenough School, the Roxbury Latin School, and Thayer Academy (these collaborations produce an expansive pool of tutors for the program); and moreover, Project D.E.E.P. has developed strong affiliations with the Boys' and Girls' Clubs of Dorchester, the Richard J. Murphy School and the Joseph Lee School (all located in Dorchester) in order to expand the program's educational opportunities throughout the Dorchester community.
- recent expansions have been founded on Project D.E.E.P.'s strategic partnerships with the Project B.I.N.D. at the Boys' and Girls' Club of Dorchester, College Bound Dorchester and the Harbor School; these expansions have allowed the organization to implement its key academic programs at new locations, broadening the reach of Project D.E.E.P. while also further diversifying its student body.

Board & Governance

Board Chair

Board Chair	Mr. Brendan McDonough
Company Affiliation	Director of Institutional Sales - D.E. Shaw & Co., L.P.
Term	Sept 1996 to 0
Email	projectbind@yahoo.com

Board Members

Name	Affiliation	Status
Mrs. Holly Concannon	Boston Public Schools Teacher	Voting
Mr. Harkeem Dixon	State of Massachusetts - Department of Banking	Voting
Mr. William Farrell	First Assistant Clerk Magistrate - Massachusetts Trial Court	Voting
Mr. William Fenton	Senior Vice President, Community Development - Bank of America	Voting
Ms. Katie Grassa	Boston Public Schools Teacher	Voting
Ms. Micayla Lenane	Community Volunteer	Voting
Mrs. Dianne Lescinkas	Community Advocate	Voting
Mrs. Mya Mannetta	Boston Public Schools Teacher	Voting
Mr. Brendan McDonough	Director of Institutional Sales - D.E. Shaw & Co., L.P.	Voting
Mrs. Luisa McDonough	Pharmacist, C.V.S. Pharmacy	Voting
Mrs. Pati Millerick	Senior Administrative Assistant/Fiscal Manager - Boston Public Health Commission	Voting
Ms. Stephanie O'Sullivan	Coach/Camp Director - O'Sullivan Hockey Academy	Voting
Mrs. Patricia Toomey	Owner - Home Away From Home Preschool	Voting
Mr. Jeremiah Toomey	Consulting Engineer - Automated Building Systems, Inc.	Voting
Mr. Jerry Toomey	Equipment Operator - Massachusetts Port Authority	Voting
Mrs. Anni Zukauskas	Teacher/Coach - Polytechnic Preparatory Day School, Brooklyn, NY	Voting
Mr. Paul Zukauskas	Head Coach, Football - Lawrence Academy	Voting

Board Demographics - Ethnicity

African American/Black	1
Asian American/Pacific Islander	0
Caucasian	17

Hispanic/Latino	0
Native American/American Indian	0
Other	0

Board Demographics - Gender

Male	8
Female	10
Unspecified	0

Board Information

Number of Full Board Meetings Annually	4
Board Meeting Attendance %	80%
Written Board Selection Criteria?	No
Written Conflict of Interest Policy?	No
Percentage Making Monetary Contributions	100%
Percentage Making In-Kind Contributions	90%
Constituency Includes Client Representation	Yes

Standing Committees

Executive
 Finance
 Marketing
 Program / Program Planning

Additional Board Members and Affiliations

<u>Name</u>	<u>Affiliation</u>
Jim Byrne	Attorney - Finneran Byrne & Dreschler
Philip Carver	Director of Public Relations & Neighborhood Development - UMass Boston
Michael Christopher	Aide, Office of State Representative Martin Walsh
Debbie Collins	Program Coordinator, Project B.I.N.D. - Boys and Girls Club of Dorchester
City Councillor John Connolly	Boston City Council
Treasurer Joseph Connolly	Norfolk County
Natalie Crawford-Smith	Assistant to the Dean of Nursing - UMass Boston
Michael Dorsey	Director of Operations - Numeric Investors
Tracey Doyle	Boston Public School Teacher
Maureen Feeney	Former Boston City Council, District 3
Bill Forry	Editor, Dorchester Reporter

Robert Genduso	President - Leahy-Holloran Community Center
Dan Greene	Deputy Director - Boston Retirement Board
John Hanlon	Former Executive Director - Project D.E.E.P.
Patricia Hudson	Former Executive Director - Project D.E.E.P.
Lauren Hughes	Representative - Northeastern University
Tom Jackson	Director of IT - MFS Investment Management
Steven Kelly	President - Timberline Construction
Tom Kelly	CanAm Consulting
Patrick Loftus	Attorney - Brian Hickey Associates
Richard McDonough	Norfolk County Sheriff's Office
Ken McGoldrick	Attorney - McGillivray & McGoldrick PC
Mark Murphy	Senior Client Manager - Brown Brothers Harriman & Co.
Christina Myers	Dean's Office - Buckingham, Browne & Nichols
Patrick O'Brien	Community Volunteer
Michael Peltier	Senior Vice President - Amity Insurance
Larry Rooney	Teacher/Coach - Thayer Academy
Peter Scully	Equity Trader - Morgan Stanley
Elisabeth Talbot	High School Guidance Counselor - Boston Public Schools
Deirdre Tierney	Entrepreneur
Greg Timilty	Sales - Blue Fun Research
Jason Tsanotelis	President - Eagle Farms
Bob Wahlberg	DEEP Parent & Community Advocate
Kayla Zaremski	Community Volunteer

Financials

Fiscal Year

Fiscal Year Start	July 01, 2014
Fiscal Year End	June 30, 2015
Projected Revenue	\$220,000.00
Projected Expenses	\$177,000.00
Endowment?	No
Credit Line?	No
Reserve Fund?	Yes
Months Reserve Fund Covers	3

Detailed Financials

Revenue and Expenses

Fiscal Year	2014	2013	2012
Total Revenue	\$163,772	\$174,353	\$196,153
Total Expenses	\$182,305	\$168,002	\$180,860

Revenue Sources

Fiscal Year	2014	2013	2012
Foundation and Corporation Contributions	--	\$69,426	\$63,000
Government Contributions	\$0	\$19,550	\$34,364
Federal	--	--	--
State	--	\$5,000	--
Local	--	\$14,550	\$34,364
Unspecified	--	--	--
Individual Contributions	\$119,777	\$50,611	\$69,844
Indirect Public Support	--	--	--
Earned Revenue	\$43,995	\$34,750	\$28,885
Investment Income, Net of Losses	--	\$16	\$60
Membership Dues	--	--	--
Special Events	--	--	--
Revenue In-Kind	--	--	--
Other	--	--	--

Expense Allocation

Fiscal Year	2014	2013	2012
Program Expense	\$24,882	\$34,750	\$39,371
Administration Expense	\$157,423	\$76,501	\$132,088
Fundraising Expense	--	\$56,751	\$9,401
Payments to Affiliates	--	--	--
Total Revenue/Total Expenses	0.90	1.04	1.08
Program Expense/Total Expenses	14%	21%	22%
Fundraising Expense/Contributed Revenue	0%	41%	6%

Assets and Liabilities

Fiscal Year	2014	2013	2012
Total Assets	\$92,183	\$109,044	\$102,693
Current Assets	\$90,439	\$108,829	\$102,335
Long-Term Liabilities	--	\$0	\$0
Current Liabilities	--	\$0	\$0
Total Net Assets	\$92,183	\$109,044	\$102,693

Short Term Solvency

Fiscal Year	2014	2013	2012
Current Ratio: Current Assets/Current Liabilities	--	--	--

Long Term Solvency

Fiscal Year	2014	2013	2012
Long-Term Liabilities/Total Assets	0%	0%	0%

Top Funding Sources

Fiscal Year	2014	2013	2012
Top Funding Source & Dollar Amount	--	--	--
Second Highest Funding Source & Dollar Amount	--	--	--
Third Highest Funding Source & Dollar Amount	--	--	--

Capital Campaign

Currently in a Capital Campaign?

No

Comments

CEO Comments

It is important to note that the City provides space and overhead free of charge, meaning that Project D.E.E.P. does not have to budget for these expenses, allowing the bulk of the organization's income to go directly to its programs and to the teachers, counselors and staff that make all of its initiatives possible.

Foundation Staff Comments

Financial summary data in the charts and graphs above are per the organization's IRS 990-EZ's. Please note, functional expense detail was obtained from the Form PC on file with the state of MA for fiscal years 2013, 2012 and 2011.