

A large, stylized lowercase letter 'i' in red. The dot above the 'i' is a dark blue circle. A yellow wedge-shaped graphic extends from the dot to the right edge of the page.

03-04
Annual Report

About One Voice for Volusia

Who We Are

One Voice for Volusia is a coalition of representatives from over 55 non-profit, governmental, and community-based organizations working to improve the lives of Volusia County youth and families.

Our History

One Voice for Volusia was initiated in 1997 as a juvenile justice initiative supported by a training and technical assistance grant through the Office of Juvenile Justice and Delinquency Prevention. One Voice operated through the Florida Department of Juvenile Justice until 2001, when the coalition formed its own non-profit company.

In 2002, One Voice applied for and received the only Federal Drug Free Communities Support Program Grant awarded to a Florida community that year. This funding, along with other subsequent state grants, allowed One Voice to expand its implementation of multiple strategies and to continue the coalition's work to promote the development and improvement of Volusia County's prevention system.

Our Goals

The One Voice for Volusia coalition is working to implement **Multiple Strategies over Multiple Sectors** to reduce:

- **Youth Substance Abuse**
- **Juvenile Delinquency**
- **Violence**
- **Teen Pregnancy**
- **School Dropout**

by increasing community protective factors and decreasing community risk factors.

Our Core Values

As a team, One Voice for Volusia members established a set of core values that guide us in everything we do:



Community Driven
Prevention Oriented
Research Based

Our Methodology

One Voice for Volusia is using a research, planning and community mobilization framework designed by Drs. Hawkins and Catalano. This model, based on their risk and protective factor research, involves a process that includes:

- Mobilization of the community
- Collecting and analyzing local indicator data
- Prioritizing the community's key issues
- Educating community members and key leaders about our community's risk factors and involving them in the solutions.
- Fostering partnerships with other sectors of the community to involve everyone in the solution.
- Advocating for the use of prevention science and measurable outcomes in programming and service provision.

Our Vision for Volusia County

Our community will provide opportunities for youth and families to be self-sufficient and productive contributors to society.

A Message from the President

Here it is, the annual report from One Voice for Volusia. I hope you will take a minute or two to look inside and view this year's progress. Our organization's annual report is always filled with great news about how our community works together to make changes that count. This report is no exception.

Inside you'll learn about our Planning Team's latest initiative - Connecting Coalitions. This project is bringing a wide variety of groups to the table to share resources, ideas and planning.

There is a wonderful report on Engaging Youth, a project that gives Volusia's children a voice. Agencies can tap into this rich resource to write grants, design programs and convince elected officials that change is necessary.

Another exciting project this year is our Positive Parenting campaign called "Grow Up With Me." We work with the Volusia-Flagler Prevent Child Abuse Committee to develop and implement the campaign. Across Volusia and Flagler counties billboards are asking people to "Take a second and make a difference" in the life of a child. The "Winds of Change" displays at Flagler County Courthouse, Palm Coast Senior Center, Holly Hill City Hall and Deltona City Hall helped call attention to the plight of children in Volusia County.

A look at the past is always interesting. The excitement, however, is in looking ahead. With the solid foundation this report illustrates tomorrow's going to be pretty busy. Please take a second, read this report, then picture yourself working in a Volusia County filled with promise.

Here's to a wonderful new year,



Senta M. Goudy, President

Board of Directors

03-04 Executive Committee:

President: Ms. Senta Goudy, The House Next Door
Vice President: Ms. Donna Marietta, Child Advocate
Secretary: Ms. Toni Barrett, Stewart-Marchman Center
Treasurer: Mr. Ray Salazar, United Way of Volusia-Flagler Counties
Planning Team Co-Chair: Lynn Kennedy, The House Next Door
Planning Team Co-Chair: Mr. Joe Sullivan, Boys & Girls Clubs of V/F

04-05 Executive Committee

President: Mr. Ray Salazar, United Way of Volusia-Flagler Counties
Vice President: Ms. Toni Barrett, Stewart-Marchman Center
Secretary: Ms. Dee Schaeffer, Healthy Communities
Treasurer: Ms. Senta Goudy, The House Next Door
Planning Team Co-Chair: Dr. Betty Davis, Council on Aging
Planning Team Co-Chair: Ms. Lois Moltane, SEDnet

Current Directors:

Ms. Toni Barrett, Stewart Marchman Center
Mr. Vince Baumstark, Volusia County Schools
Mr. Jessie Clark, Communities in Action Coalition
Reverend John Ferro, DUNAMIS Community and Outreach Ministries
Mr. Rick Fraser, Workforce Development Board of Volusia/Flagler Co.
Ms. Senta Goudy, The House Next Door
Mr. Bill Holland, Department of Juvenile Justice
Council Member Joe Jaynes, Volusia County Council
Sheriff Ben Johnson, Volusia County Sheriff's Office
Ms. Donna Marietta, Child Advocate
Commissioner Diane Obremski, City of Deltona
Dr. Howard Rodenberg, Volusia County Health Department
Mr. Ray Salazar, United Way of Volusia-Flagler Counties
Ms. Dee Schaeffer, Healthy Communities
Mr. Joe Sullivan, Boys & Girls Clubs of Volusia and Flagler Counties
Ms. Carolyn Wood, Act Corporation

Former Directors:

Ms. Calvin Martin, Community Based Care of Volusia/Flagler Counties
Mr. Wayne Wallace, Department of Children and Families
Dr. Linda Lenk, Volusia County Schools
Mr. Andy Lyons, Morgan Stanley

Newly Elected Directors (2004-2005)

Mr. Randy Brown, Greater Daytona Beach YMCA
Dr. Emily Cortes-Torrado, Volusia County Schools
Dr. Betty Davis, Council on Aging
Ms. Lize Kalashian, Healthy Start Coalition of Flagler and Volusia Co.
Ms. Betsy Lewis, Department of Children and Families
Mr. Reginald Williams, County of Volusia

2003-2004 Strategic Objectives

A. Positive Parenting Campaign: Implement a positive parenting community education campaign targeting parents.

Strategy A.1. Develop and disseminate Positive Parenting materials.

B. Connect Initiatives and Coalitions: Foster a partnership and improve communication system between One Voice for Volusia and other local coalitions/initiatives working to improve the lives of children and families in Volusia County.

Strategy B.1. Update an inventory of Volusia County Initiatives/Coalitions.

Strategy B.2. Convene a meeting of representatives from the inventoried organizations that are interested in exploring collaborative efforts.

C. Engaging Youth: Conduct a series of listening sessions with local youth and create a “state of the county” report from the youth perspective.

Strategy C.1. Conduct a series of listening sessions to collect information for a final report.

D. Expanding Partnership: Develop a partnership between One Voice for Volusia and local law enforcement, the business community, and Chambers of Commerce.

Strategy D.1. Develop a project-specific plan to engage law enforcement and business support and participation.

E. Community Education: Increase the community’s knowledge and understanding of the county’s risk factors and problem behaviors through the development and sharing of special publications. (with a special emphasis on local elected officials and key community leaders)

Strategy E.1. Create and share a series of informational publications.

Strategy E.2. Develop a series of press releases, editorials, and letters to the editor to increase media coverage on youth substance abuse and community risk and protective factors.

F. Support & Technical Assistance for Neighborhoods: Provide support and technical assistance to neighborhood and faith-based organizations working to reduce substance abuse.

Strategy 1: Select five neighborhoods groups and match them with a mentor who, in partnership with One Voice, will provide customized technical support.

G. Encourage Science Based Practices: Increase the number of prevention programs that use proven effective research-based curriculums or strategies.

Strategy G.1. Provide one-on-one technical assistance to organizations interested in utilizing proven effective research-based practices.

Strategy G.2. Develop a web-based inventory of information about proven effective research-based strategies.

Membership

One Voice for Volusia is continually implementing strategies to increase and diversify its membership and to encourage active participation from all members.

- ★ There are currently 64 organizations that are members of the One Voice coalition.
- ★ In 2003-2004, an average of 26 members participated in each Planning Team meeting.

Planning Team Members

7th Judicial Circuit Court Administration	Healthy Communities
Accepting Responsibility	Healthy Start Coalition of Flagler & Volusia Co.
Act Corporation	Informed Families
A Family Focus	Keep Kids Drug Free Prevention Center
Big Brothers Big Sisters of Volusia County	Lake Helen Police Department
Boys & Girls Clubs of Volusia & Flagler Co.	MADD
C.H.A.I.N.	Neighbor-to-Family
Children's Advocacy Center	North East Florida Addictions Network
Child Care Resource Network	P3 Community Foundation, Inc.
Children's Home Society	PACE Center for Girls
City of Deltona	SEDNet
Community Based Care of V/F Co.	South Daytona Police Department
Communities in Action Coalition	S. R. Perrott, Inc.
Council on Aging	S.T.A.R.S. Support Group
Division of Alcoholic Beverages and Tobacco	Stewart-Marchman Center
Daytona Beach Community College	Strong Tower Mission Ministries
Daytona Beach Police Department	The House Next Door
Deltona City Commission	Tobacco-Free Partnership of Volusia County
Department of Children and Families	United Way of Volusia-Flagler Counties, Inc.
Department of Juvenile Justice	Very Special Arts of Florida/Volusia County
Division of Alcoholic Beverage and Tobacco	Volusia County Council
DUNAMIS Community and Outreach Ministries	Volusia County Government
Easter Seals of Volusia and Flagler Counties	Volusia County Health Department
Eckerd Re-Entry Program	Volusia County Juvenile Drug Court
Family Life Center	Volusia County Schools
G P & P	Volusia County Sheriff's Office
Greater Daytona Beach YMCA	Volusia/Flagler NAMI
Guardian ad Litem Program	West Volusia P.A.L.
Great Kids Explorer Club	Workforce Development Board of V/F Counties

Member Agencies

FL. Lions Conklin Centers for the Blind	OUR Children First
Hispanic Health Initiatives	Take Stock in Children
Mental Health Association/	Volusia Literacy Council
Suicide Prevention Coalition	

Activities & Accomplishments

Implementation of the 2003-2004 Strategic Plan

The One Voice for Volusia Coalition began implementation of its strategic plan in September of 2003. Since that time, the coalition has reviewed the progress of each objective at the monthly coalition meetings and all timelines are on track.

Community Education

- **Publication and Promotion of the Priority Risk Factor Document:** One Voice for Volusia updated and published a second edition of *Volusia's Priority Risk Factors: a community review of critical issues impacting children in 2004* in February 2004. The publication was distributed widely and received media coverage. 54% of the coalition membership reported that they have benefited from this document in a survey administered in June of 2004.
- **Red Ribbon Week 2003:** One Voice coordinated a large-scale awareness campaign in October of 2003 for National Red Ribbon Week (drug prevention theme). Coalition members volunteered to deliver red ribbon week materials to libraries, grocery stores, city halls, police stations and youth. Over 30,000 red ribbon items were distributed during October.
- **Community Connector:** One Voice for Volusia has continued to use the "Community Connector" email service as an effective way to communicate with community members and connect various groups in Volusia County. Since July 2003, 87 messages have been sent to the over 150 members of the Community Connector list.
- **Web Page Development:** One Voice for Volusia has continued to use www.onevoiceforvolusia.org as a major component of its community education efforts. The average number of visits to One Voice for Volusia web page in 2003-2004 was 2,116 per month. Over the last 12 months, a variety of new features/sections on the web page have been launched, including:
 - * Evaluation Library: with science-based evaluation resources
 - * Topic of the Month: highlighting an important topic for community awareness.
 - * Underage Drinking: with information about One Voice's underage drinking reduction project.
 - * Publications: including all reports that One Voice has published
 - * Project T.A.N.G.O. resources, included over 100 links to other web sites and resources and a one-stop list of local statistical data arranged by city, zip code and school.
- **Community Issue Papers:** One Voice for Volusia developed five position papers and mailed them to every city and county elected official. The topics of the papers included:
 - * "Are they 21?"
 - * "Underage Drinking Culture"
 - * "Young Adults Drinking Alcohol is...Risky Business"
 - * "Young Adults Driving Under the Influence"
 - * "What's on Tap: College Binge Drinking"

- **2004 Prevention Summit:** One Voice for Volusia planned and facilitated a Prevention Summit in May of 2004 (with the help of a prevention grant from Florida Department of Children and Families). The goal of the summit was to educate line staff, social workers, teachers, guidance counselors and case manager about the local services available for youth and their families. 62 organizations served as exhibitors providing information to participants. Vendors included traditional providers and grassroots and faith-based agencies. Over 500 human service professionals, including vendors, attended the event. A event evaluation was completed with the following outcomes: 99% enjoyed and learned from the summit, 96% discovered a new program or service, and 100% thought that the event should be repeated in the future.
- **Live W.I.R.E. (www.livewirevf.org):** One Voice for Volusia launched a new web-based resource called Live W.I.R.E. (web-based information and resource encyclopedia). The new web-page is a searchable database of programs and services for youth and their families geared towards professionals. The database is different from other resources that have existed in the past because each agency has access to update their information CONTINUALLY. This ensures that the most current information is available, including information about capacity and waiting lists.

Engaging Youth Focus Groups

- **Engaging Youth Focus Groups:** One Voice for Volusia coordinated focus groups and surveys with local youth in Volusia County to obtain their ideas and insights about the community. Over 54 focus groups were held with 570 youth between the ages of 10 and 18. The focus group process was designed by a volunteer committee and facilitated and recorded by over 25 volunteers from the coalition. The final report and findings from the focus groups will be presented to the coalition in August 2004 and will be made public after that meeting. One Voice will share the findings with a variety of key community leaders and organizations.

Project T.A.N.G.O.

- **Project T.A.N.G.O.:** One Voice for Volusia began the implementation of Project T.A.N.G.O. (Technical Assistance for Neighborhood and Grassroots Organizations) in 2003. Since that time, four small organizations have been matched with a One Voice coalition member and are receiving assistance.
- **Neighborhood Solutions Event:** One Voice for Volusia co-sponsored a grassroots neighborhood summit in October of 2003 to kick-off Project T.A.N.G.O. Over 20 individuals participated in the event.
- **Mini-Grants:** One Voice for Volusia partnered with the Volusia County Sheriff's Office to provide \$100 mini-grants to neighborhoods groups working to improve their community. 7 mini-grants were awarded the day of the Neighborhood Solutions Event.

“ One Voice for Volusia has been a tremendous asset to Communities in Action Coalition by linking our organization that serves grassroots organizations in Volusia and Flagler Counties, with other organizations that have given us the support and the help we needed to enhance our services. One Voice has also provided direct support to our organization by its on-going promotion of community collaboration and providing needed resources. ”

--Jessie Clark,
Communities in Action Coalition

- **Web-based Resources:** One Voice for Volusia has created a Project T.A.N.G.O. section of www.onevoiceforvolusia.org that includes a substantial directory of resources for non-profits, neighborhood groups, anti-drug coalitions and individuals working on community improvements. The web section was designed to support T.A.N.G.O. team members as they provide assistance and mentoring to their participants, as well as a resource for coalition members. Also included on-line in support of the T.A.N.G.O. matches is a directory of local indicator and risk factor data listed by school zone, zipcode and city boundaries, to assist with planning and implementing strategies in a specific regional area.

Grow Up with Me! Positive Parenting Campaign

- **Creation and Distribution of Promotional Items:** One Voice for Volusia has continued to develop and distribute Grow Up with Me! Campaign items to promote positive parenting and encourage citizens to utilize the Grow Up with Me! Web page as a resource. The Positive Parenting Committee (Prevent Child Abuse Committee) helped secure a prevention grant from the Department of Children and Families to increase the number of citizens impacted by the campaign. This grant allowed the committee to purchase:
 - * 25 billboards posted for 30 days each: viewed by 328,650 people EACH DAY
 - * 5,625 Parent Tip Cards (3 cards in each set, 4 sets)
 - * 5,000 refrigerator magnets with parenting tips.
 - * 30,000 growth rulers with 50 Ways to Show Kids You Care listed.
 - * 1,000 canvas bags and 1,000 plastic bags with parenting tips.
 - * 4,000 pens with 5 positive messages.
 - * 5,000 post it notes, 2,500 jar openers, & 3,000 emery boards promoting the web page.
- **Web Page (www.growupwithme.org):** One Voice continues to develop its Grow Up with Me! web page as a key local resource for parents.

Connecting Coalitions Project

- **Development of the Connecting Coalitions Directory:** One Voice, led by an ad-hoc committee, created a comprehensive directory of various local initiatives, coalitions and committees in Volusia County working on children and family issues.
- **Initial Meeting of Representatives:** In February of 2004, One Voice for Volusia invited the leaders of each of the groups in the inventory to a meeting to discuss similarities and difference of each group and to explore ways to work together more efficiently. There was an overwhelming interest from the participants in exploring ways to work together and conduct joint projects. Those present agreed to re-convene in August and to begin planning two joint projects:
 - * A newsletter about coalition activities to share among the various groups
 - * Conducting a county-wide human services needs assessment

“ The success of One Voice in being a compilation of all voices for children issues is established. It is now time for One Voice to move to the next level and become a voice for all citizens, young and old, in our County. We are at the threshold of opening doors for finding solutions to Volusia's social issues.

--Dr. Betty Davis,
Council on Aging

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From our members' prospective

One Voice for Volusia conducted a member survey in June of 2004 to obtain feedback from coalition members regarding their perspective of last year. 37 members responded to the survey (41% response rate). The below information was calculated from this survey.

“Over the last year, One Voice has helped me/my organization. . .”

- Increase or expand my services ★24%
- Obtain additional funding ★18%
- Improve my services ★26%
- Connect with new people or organizations ★87%
- Share information more widely ★84%
- Better understand community problems ★ 68%
- Better understand human service systems (child welfare, juvenile delinquency etc.) ★50%
- Learn new information★66%
- Obtain additional resources ★47
- Target my prevention efforts more effectively ★34
- Form a new partnership/collaboration ★45%

“Over the last year, I have benefited from. . .”

- | | |
|--|---|
| Priority Risk Factor Document ★50% | Materials/Resources from One Voice★ 58% |
| Other data from One Voice ★ 63% | Underage Drinking Resources ★ 16% |
| One Voice web page ★ 58% | Grow up with Me ★ 55% |
| One Voice e-mail network ★ 61% | Project T.A.N.G.O. Resources ★ 13% |
| One Voice mailing list ★ 37% | Red Ribbon Week Resources ★18% |
| One Voice meetings ★ 84% | One Voice Priorities/Plan ★ 37% |
| Technical Assist. from One Voice ★ 16% | 2004 Prevention Summit ★55% |
| The Community Connector ★ 55% | |

Member Satisfaction

	Very Satisfied	Satisfied	Somewhat Satisfied
Monthly Meetings	61%	24%	8%
Planning Process	66%	19%	8%
Communication System	71%	26%	0%
Networking Opportunities	63%	21%	8%
Community Connector (email system)	66%	24%	3%
Coalition Membership	55%	32%	3%
Organizational Structure	63%	24%	5%
Leadership	76%	13%	5%
Staff Support	66%	11%	11%
Projects/Implemented Strategies	45%	32%	8%
Technical Assistance	42%	29%	5%
Resources provided by One Voice	53%	29%	5%

Financial Information *

One Voice for Volusia Financial Overview for FY 2003-2004*

Revenues*

Federal Drug Free Communities Support Program Grant	\$105,344.46
Governor's Office of Drug Control Grant	\$39,974.58
Florida State Univ. Substance Abuse Coalition Mini Grant	\$24,495.00
Donation from Sheriff's Office	\$5,000.00
Community Trials Initiative Grant	\$10,106.45
Community Based Prevention Initiative Contract	\$53,035.00
Professional Fees Income	\$50.00
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	\$238,005.49

In-Kind Revenue:

Volunteer hours, office space/equipment, meeting space, MIS support, and co-sponsored special projects	\$98,573.22
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Expenses*

Salaries/Benefits/Accrued Leave	\$56,522.89
Contractors/Contracted Services	\$75,570.23
Program Materials	\$20,379.27
Office Costs	\$10,142.92
Travel	\$7,602.44
Training	\$2,519.50
Office/Computer Supplies	\$4,816.10
Printing/Materials	\$3,814.53
Insurance	\$2,571.20
Equipment (purchased assets)	\$6,739.23
Vendor Stipends (Prevention Summit)	\$4,640.00
Other	\$7,229.54
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	\$202,547.85

*Un-audited figures. Revenues include Accounts Receivable as of June 30 and Expenses include Accounts Payable as of June 30

**For more Information about
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