



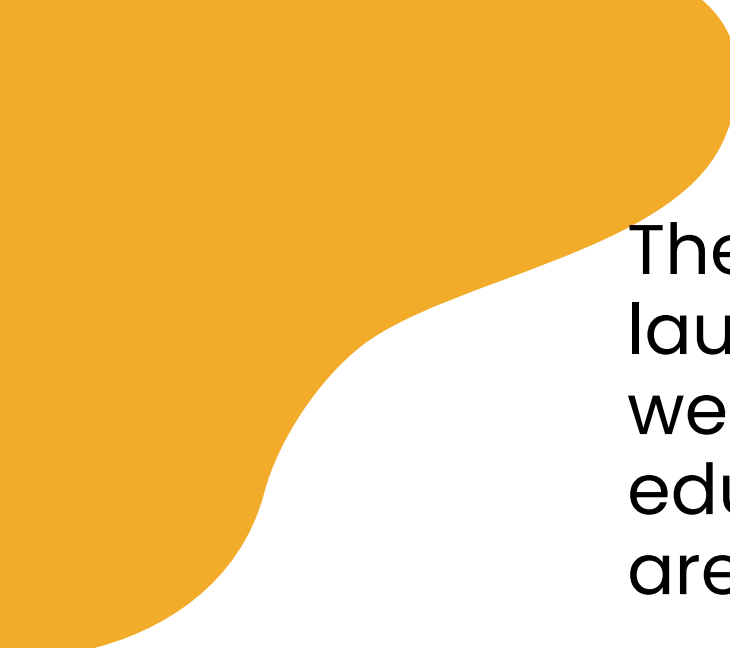
Brookline  
Teen  
Outreach

# 2022 Annual Report **IMPACT**

A showcase of our work and growth in 2022







The theme of 2022 was **GROWTH**. With the help of university partners, we launched a consulting arm, including a successful podcast series, webinars to support educator and counselor credits for continuing education, and new partnerships to bring our unique model to other areas of the city.

At the end of 2021, our goal was **IMPACT**. Not only did we want to extend our message and create better awareness of BTO and our programming, but also developed internal strategies to effectively reach our students and community.

2022 was one of **SUCCESS**. We have received more grants and more individual support than ever before. BTO was nominated as one of the top 10 places for teens to hang out and awarded 2nd place by The Pittsburgh City Paper, and we have tracked our student's success through a revised survey system.

In 2023, we will continue in our **TRADITION OF INNOVATION** and strive for **NEW OPPORTUNITIES** to share our work and foster student growth.

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Caitlin McNulty, Founder & Executive Director



## Consulting

### Fund our work

- Podcast launch
- Webinars to provide continuing education credits for teachers and counselors
- Strategic engagements with non-profits to enhance programming
- Al-a-carte services to improve impacts



## Program Collaborations

### Enhance programming

- Weekly Yoga w/ Kate Macklin
- Therapeutic Boxing w/ PerspetVe, Inc.
- CEEMI music w/ Fine Art Miracles
- S.Y.STEM Coalition camps
- Common Threads/Small Bites

\*click program to learn more



## Raise Awareness

### Broaden Audience

- Access grant funding
- Increase individual donor support
- Reach more students in a larger radius
- Participate in Pittsburgh International Airport mental health initiative
- Diversify social media content



# Support from local universities pro bono marketing and consulting groups made an impact on BTO's success in 2022.

## University of Pittsburgh

- Incline - undergraduate pro bono consulting club
  - In-depth marketing analysis

## Carnegie Mellon University

- 180 Degrees Consulting - undergraduate
  - Donor retention and engagement plan
- American Marketing Association - CMU Chapter
  - Website redesign, brand story building, social media marketing strategies
- Tepper Business School Pro Bono Consulting Club
  - Phase 3 Consulting Model Stategitization





# Thank you to our 2022 donors





# Podcast Statistics

Lunchtime Chats with BTO was launched in 2022.  
Host, Kierra Price, share tips for parents, educators  
and counselors.

**2.5**

Seasons

**18**

Episodes

**408**

Listeners

The image shows a podcast cover for "Lunchtime Chats with BTO". The cover is framed by a thick orange arch. Inside the arch, the background is a light cream color with abstract, flowing shapes in shades of blue and yellow. The title "Lunchtime Chats with BTO" is written in a black, serif font, centered on the cover.

**Lunchtime  
Chats with  
BTO**





## Podcast Season 1

Our podcast is focused on bringing awareness to techniques and strategies that are proven to support teens and help them to develop and reach their goals.



## Podcast Season 2

Our podcast focuses on the research behind our methods, tips for working with youth as a provider or a parent, and addresses listener questions.



# Support this podcast on Patreon

When you become a patreon subscriber, you will get access to bonus content, activities, and consultation services. Learn more and sign up by clicking on the image.





# In the news...



## **Brookline Teen Outreach and 39 other Pittsburgh nonprofits win Community Impact Grants**

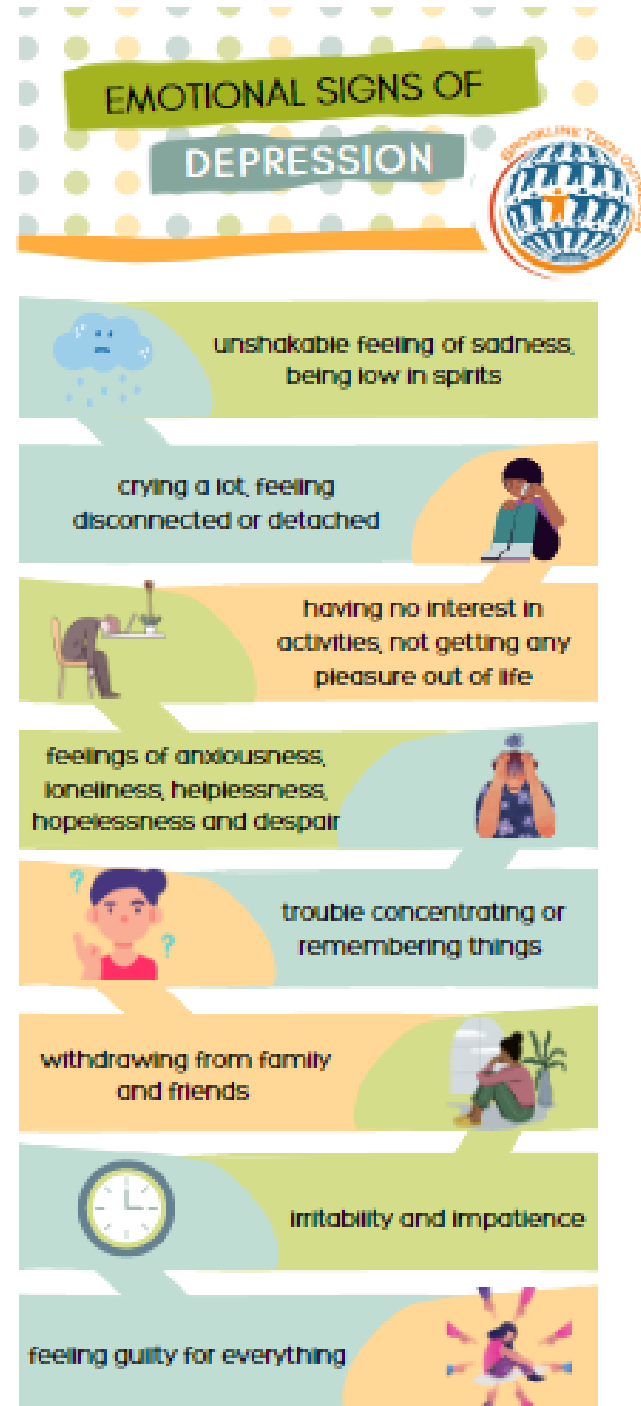
<https://nextpittsburgh.com/latest-news/brookline-teen-outreach-and-39-other-pittsburgh-nonprofits-win-community-impact-grants/>



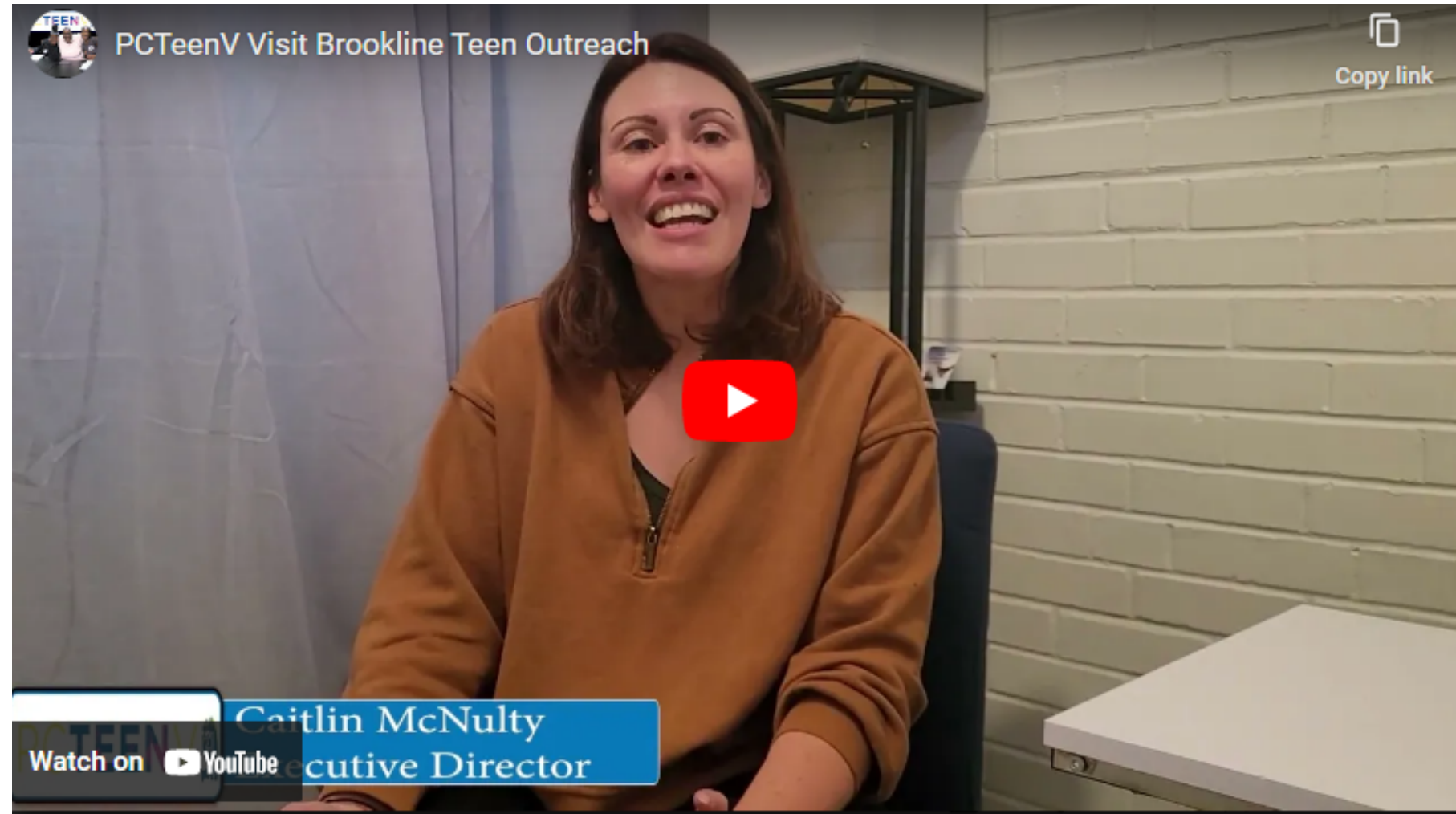


# In the news...

## Mental Health Awareness Content Displayed at Pittsburgh International Airport

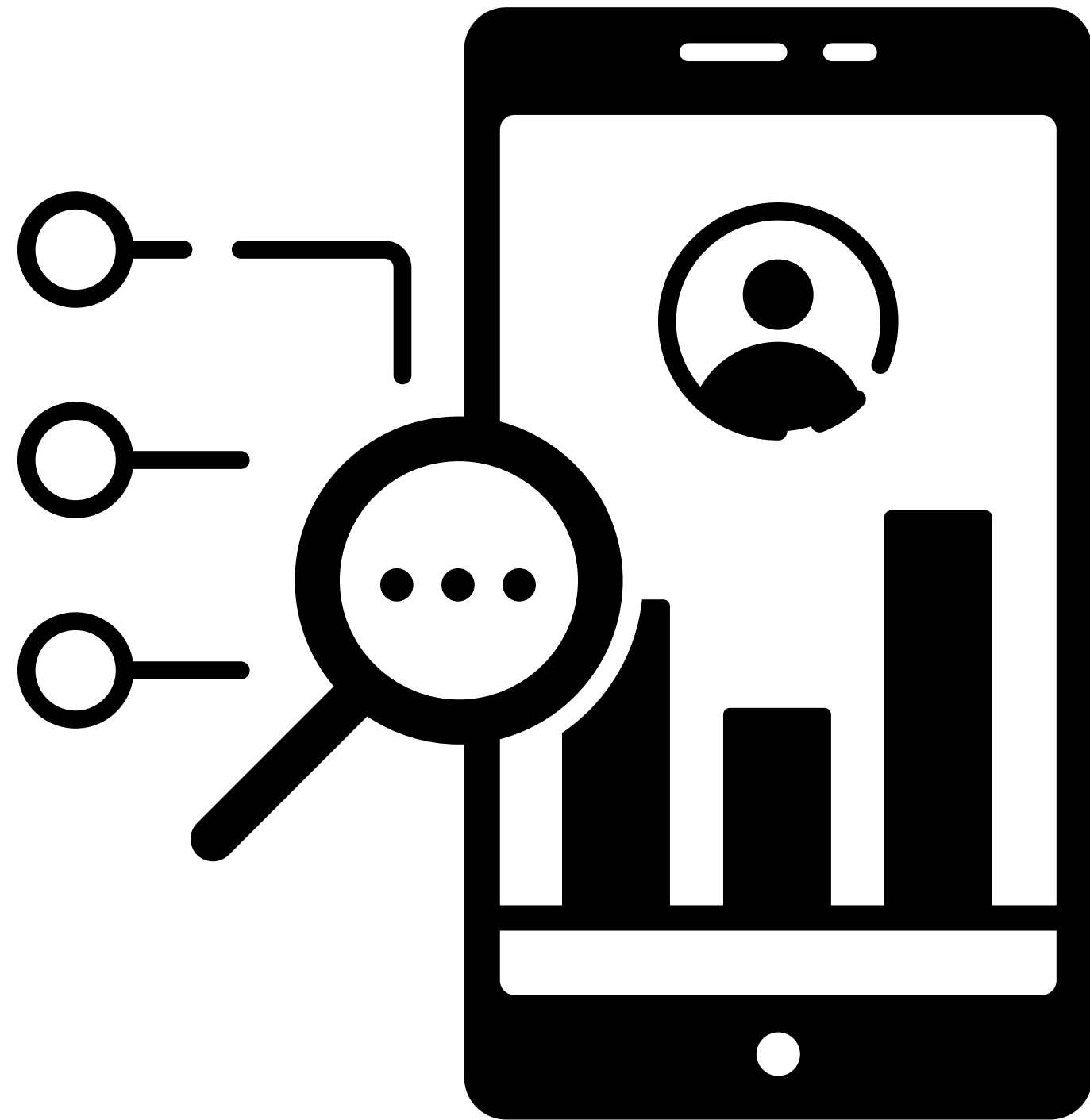


# In the news...



PCTV Spotlight - <https://www.youtube.com/watch?v=PfA8HGHTJtU>





## Student Demographics

Total no. registered in 2022 - 197

The average age of students between 10-18: 14.7

### Gender breakdown

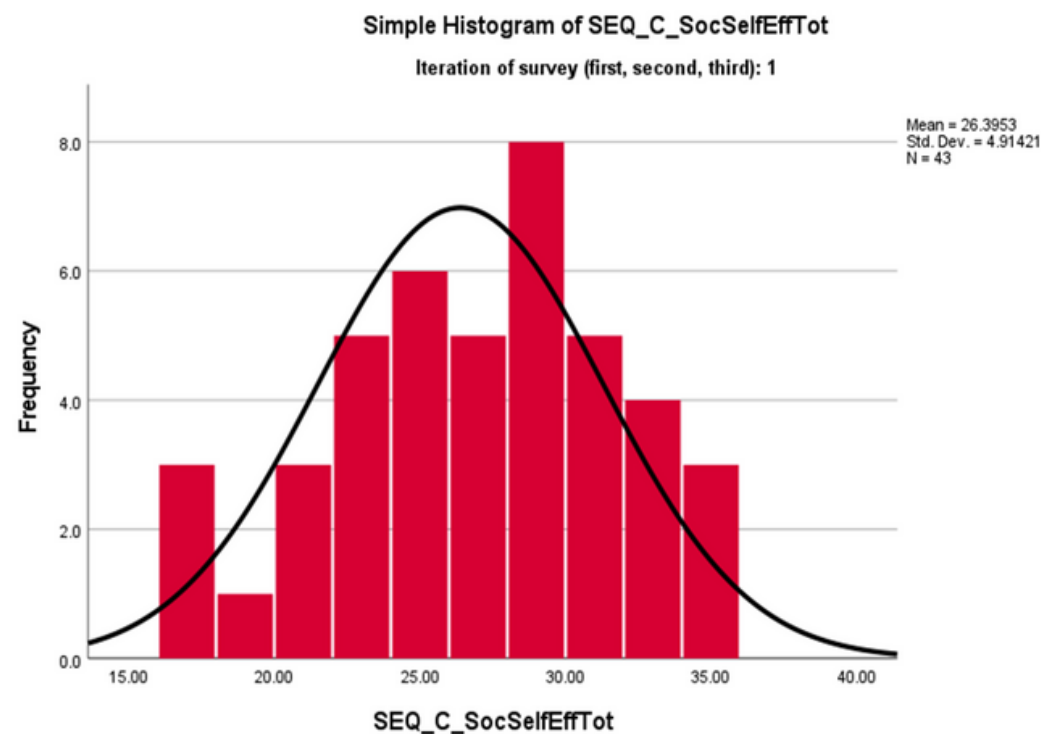
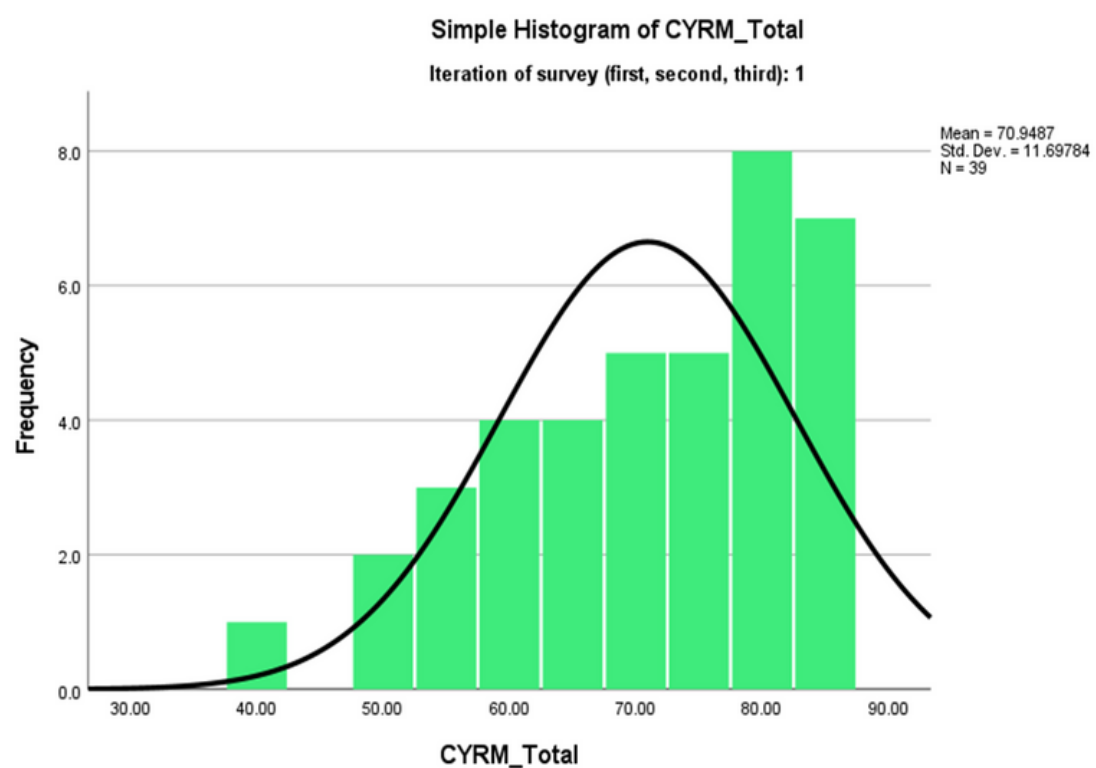
- 46% male
- 48% female
- 2% non-binary/non-conforming
- 4% prefer not to say

### Ethnic breakdown

- 46% Black
- 33% White
- 11% Multi-racial
- 10% Other
- 9% Hispanic/Latinx

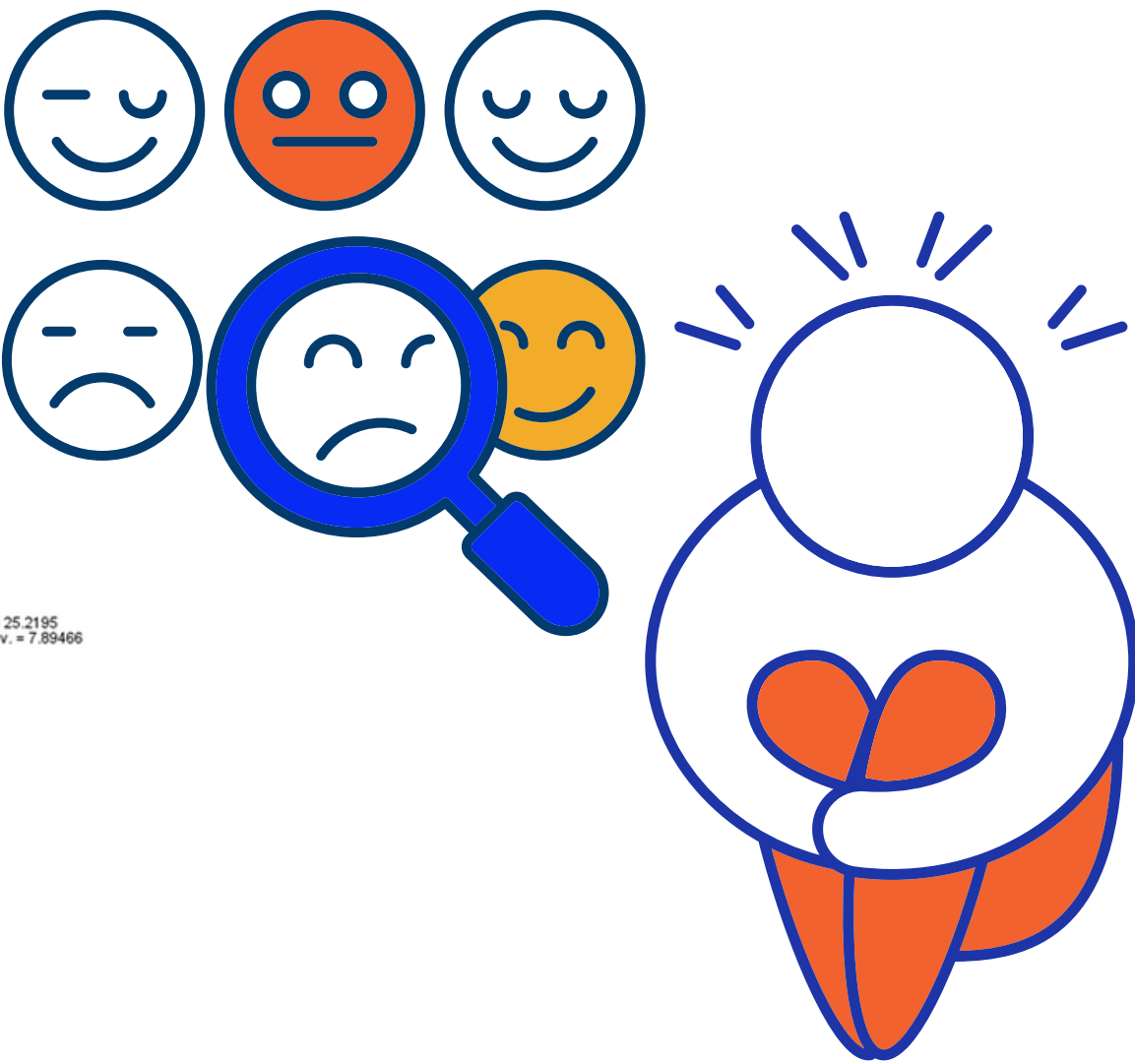
# Student Survey Findings

Youth report high levels of resiliency and social self-efficacy

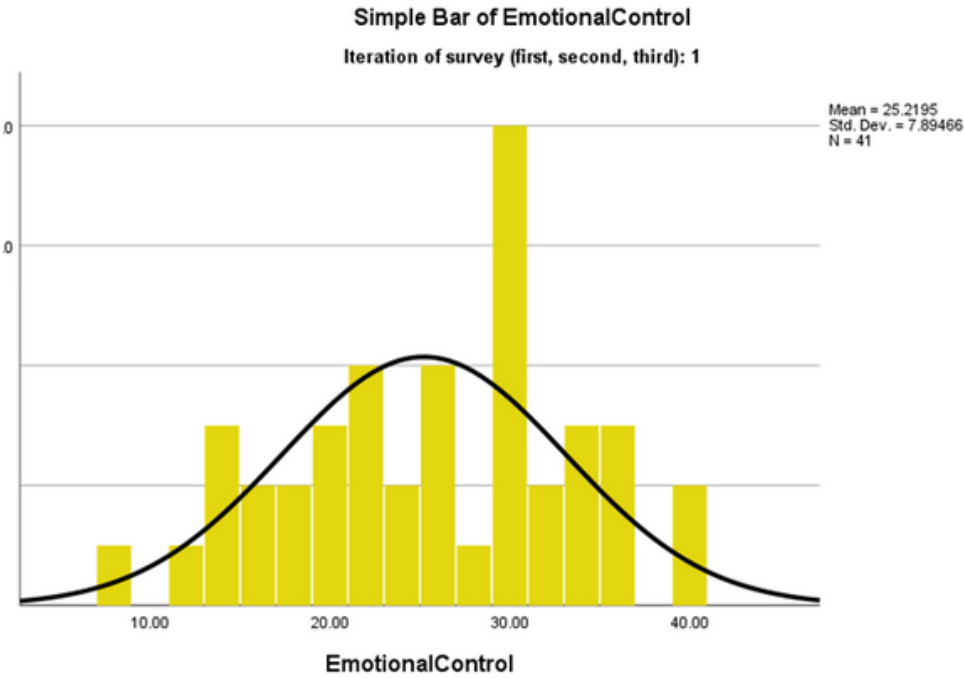
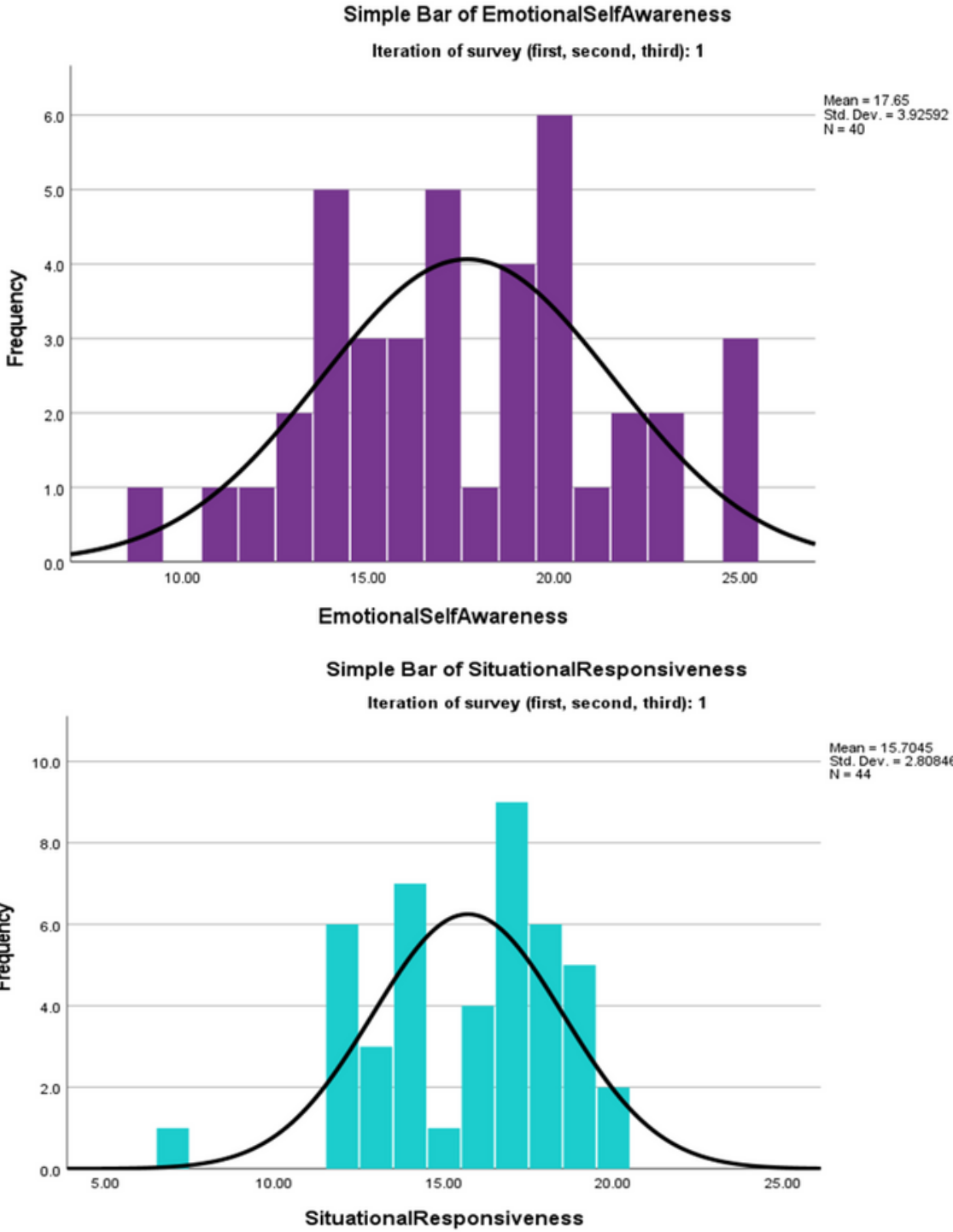




# Student Survey Findings



Youth report the ability to emotionally regulate.



# Student Success Stories



Riley frequently expresses how life changing his time at BTO has been, affectionately referring the center as his “home away from and at home”. His journey lends proof that home isn’t simply a place made of bricks and drywall, but rather anywhere that love, safety, belonging, healing, hope and support grow.

Jasmine transformed from a young teen that felt unlovable and incapable to a young teen who now feels anything is possible once you open yourself up to support around you.



Instead of seeing Chris withdrawing or storming off upset, he can be seen greeting everyone enthusiastically, sharing news about his day and cracking jokes. Chris actively ensures everyone feels like they have a valuable place within it, no matter their skill level, friendship group or confidence.



# 2023 Goals



1

## **Advocacy**

Focus on participating in advocacy work focused on changing perceptions and developing designated funding for mental health afterschool programs through our membership with the PA Mental Health Collaborative.

2

## **Safety & Accessibility**

Renewed efforts to contract with transportation services to provide free transportation to youth to and from programming. We hope to extend this to Compassionate Counseling clients to continue to break down barriers of service.

3

## **Extended Family Supports**

In an effort to expand our mission, we are looking for additional ways to support families in additional ways. The feedback gathered from parent surveys sent out in 2022 will be used to inform new initiatives and parent programming.

# 2023 Projected Budget



## Brookline Teen Outreach

Budget Overview: FY 2023 Budget - FY23 P&L

January - December 2023

	TOTAL
Revenue	<b>\$283,412.00</b>
GROSS PROFIT	<b>\$283,412.00</b>
Expenditures	<b>\$206,850.00</b>
NET OPERATING REVENUE	<b>\$76,562.00</b>
NET REVENUE	<b>\$76,562.00</b>



# Consider becoming a donor



Our ability to provide so much to the youth we serve and the community is dependent on the generosity of individuals, small businesses, and corporations. Without monetary support, we would not be able to provide all of our services free of charge to the youth we serve. This key feature of our programming ensures that everyone, regardless of their circumstances, has the same opportunities.

Give what you can; no donation is too small because every dollar you give goes directly toward our programming.

Your dollars can go even further by becoming a monthly sustaining donor at \$10, \$20, or \$30 a month.

Click [here](#) for more information.





# Stay In Touch

We love to connect with the community,  
so please reach out!



[info@brooklineteenoutreach.org](mailto:info@brooklineteenoutreach.org)



[www.brooklineteenoutreach.org](http://www.brooklineteenoutreach.org)



412-254-4590



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