

ANNUA REPOR 2021

OPERATION FRESH START





ABOUT OFS

MISSION

Operation Fresh Start empowers emerging adults on a path to self-sufficiency through education, mentoring and employment training.

VISION

All emerging adults ages 16 - 24 are assets in our community.

IMPACT ACROSS DANE COUNTY

Throughout its 51-year history, Operation Fresh Start (OFS) has empowered more than 8,000 emerging adults to achieve self-sufficiency. OFS staff provide the education, mentoring and training that helps young adults overcome barriers, earn a high school diploma and driver's license, and achieve living-wage, career-track employment. In addition to the confidence young people gain in the classroom and on the worksite, OFS programming helps them realize the value they bring to our community. Across Dane County, OFS young people have built more than 250 affordable homes and improved nearly every park and green space you and your neighbors enjoy today.



Click to view

Construction Map



<u>Click</u> to view Conservation Map

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NOTE FROM THE EXECUTIVE DIRECTOR

Greg Markle



I don't think any annual report for the year 2021 could be completed without mentioning COVID. It ripped through our society and our economy over the last year and we aren't done feeling its effects. This is especially true for emerging adults who left school at this difficult time. The number of young people that didn't complete high school on time increased by 25% over the last year. During the height of the pandemic, youth unemployment reached levels not seen since the Great Depression and is still twice as high as it was before COVID.

While emerging adults are statistically less likely to suffer from COVID-19, they have deeply felt its impact on our economy and community.

Perseverance:

In response to the pandemic, Operation Fresh Start stepped up to do more over the last year – adding new programming to help young adults navigate these difficult times. We began CareerScape programming to assist young people trying to figure out a career path in a very different economy. We ramped up our Options program to help each young person find a way to complete high school.

Most importantly, we did all this while keeping everyone safe. Every employee and volunteer at Fresh Start deserves credit for finding ways to form connections with young people, even while facing down the danger of COVID in their work. We masked, we washed, we disinfected, we tested and we kept going because we know being here – be it in person or virtual – is essential for our young people.

Every staff person voluntarily got vaccinated. We educated our emerging adults and held vaccination clinics for them, their families and the community – reaching a 90% vaccination rate for participants at Operation Fresh Start.

Thank you for being part of this effort through your gifts and partnership. We still have more work to do, cleaning up the long-lasting impact COVID has had on emerging adults in Dane County.

You can be part of this important work in so many ways. One way today is: if you know a Fresh Start staff member, who took on extra risk connecting in-person with our participants and kept everyone safe, please take a moment and say "thank you" to them. I'm honored to be able to work with them each day and absolutely impressed with their dedication and resiliency. Please let them know that you feel the same way.



Operation Fresh Start hosted its 50th Anniversary Gala at Garver Feed Mill on September 30, 2021. It was a success! More than 200 people attended to celebrate the organization's first 50 and next 50 years.

YEARS OF TOWN HE WAS A STATE OF THE WAS A STATE OF

OFS presented four awards at the event:



Jaedan FestgeParticipant of the
Year Award



Douglas Crowder Charles Jackson Transformation Award



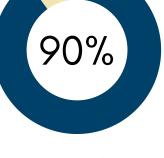
City of Madison
Engineering Division
Community
Collaboration Award



Jim WelshConnie Ferris Bailey
Cornerstone Award

In celebration of our 50th anniversary, Operation Fresh Start has set a <u>goal to raise \$1 million</u> to support new and current programming.

- CareerScape Counseling (launched in June) supports unemployed or underemployed young adults with career investigation, action planning and job retention services.
- Conservation Graduate Crew (launched in October)
 provides pathways for young adults of diverse backgrounds to
 enter into the natural resource management industry, gaining
 hands-on experience to help them start a career without
 needing a college degree.



\$897,917
Progress towards
\$1 million goal
(As of Sept. 30, 2021)

From gala night on Sept. 30 through the end of December 2021, all donations are being matched up to \$50,000. 2nd Market Capital Economic Opportunity Foundation and the American Family Insurance Dreams Foundation are each providing a generous \$25,000 matching gift.



All Programming

Oct. 1, 2020 - Sept. 30, 2021

218

participants served

Ages 16-24 in Dane County

25

pre-apprenticeship certifications earned

In construction or conservation

49

driver's licenses earned

A high school diploma & driver's license are the top two most-required qualifications for employment

80%

LOW-INCOME
PARTICIPANTS SERVED

80% or less of the Dane County median family income 76%

YOUNG ADULTS OF COLOR SERVED

Project Highlights

Oct. 1, 2020 - Sept. 30, 2021



Center St. home (South Madison)

In June, the Urban League of Greater Madison and Operation Fresh Start held an open house to show off all the hard work that went into remodeling an affordable home in South Madison. This is part of the Urban League's \$5 million initiative to increase Black homeownership rates.



Almost 60 young adults and un/under-employed adults from Urban League and OFS programs worked on the home, gaining construction, work readiness and life skills.

The home was sold to a former participant who attended Operation Fresh Start in the 1990s. He works as a Madison Metro bus driver.



Conservation work

Participants worked on a wide range of projects over the past year, including: removing invasive growths (including honeysuckle and buckthorn), clearing brush, picking up trash and planting rain gardens. OFS participants even worked with the City of Madison Engineering Department to build and install custom bee hive boxes.

OFS crews, community volunteers and Dane County Parks staff collect and process native plant seed from prairie, savanna, wetland and woodland ecosystems. The seed collected each year is worth approximately \$600,000 and is used to restore over 170 acres of park lands.



Pleasant St. home (Sun Prairie)

OFS participants worked alongside their construction supervisors to build a three-bed, one-bath home in Sun Prairie from the ground up. The process started in June 2020 when crews framed out the house, poured the concrete basement floor and installed the roof and siding. The home was completed in late June 2021 with finish carpentry and tile work.

LEGACY PROGRAM

Legacy is Operation Fresh Start's main, AmeriCorpsaffiliated program. During a participant's 1,000+ program hours, they work with OFS teachers to complete a personalized education plan, earning their high school diploma and driver's license. Participants are assigned to either a construction or conservation crew, where they improve the community by: building affordable housing, engaging in environmental justice work, and maintaining or improving city and county parks. At OFS, young adults receive paid, on-the-job training from their supervisor, who acts as a mentor.



92 participants served



76%participant completion rate

In 2021, education staff strengthened Operation Fresh Start's relationship with the Madison Metropolitan School District. Staff worked with the MMSD Office of Youth Re-Engagement (OYR), which works with community stakeholders to assist young people with accessing alternative education pathways to high school completion. The OFS Education Manager worked collaboratively with the OYR Program Coordinator to develop a financial literacy curriculum. Goals for this programming include:

- connecting participants with banking professionals to increase trust
- setting young people up with a checking account and direct deposit



Kimberly graduated from the Legacy program in September, with 100% attendance!

"School was never really for me; I never really went to school," said Kimberly. "And since I started OFS, actually I never missed a day!"

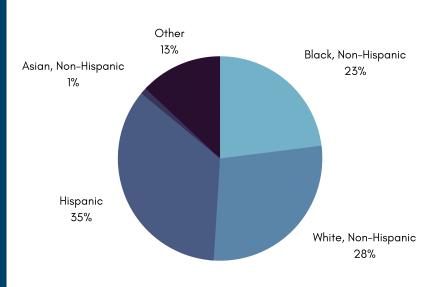
Kimberly explained in a <u>video for</u>
<u>prospective OFS participants</u> that they'll
have to deal with a range of different
weather conditions out on the worksite.

"You have to have a positive mindset. In the morning, you have to get up ready to go out and work all day."

Next, Kimberly is heading to Madison College to study Graphic Design!

race/ethnicity of Legacy participants

72% people of color served



LEGACY PROGRAM

Credentials



81%
earned high school
diploma



earned driver's license



10
earned pre-apprenticeship readiness certification



earned learner's permit



completed OSHA safety training



72
completed first aid /
CPR training

Conservation Highlights



Construction Highlights



affordable homes completed

sold to income-eligible families

additional affordable homes worked on

set to be completed next year

- 614 Center St.
- 3068 Pleasant St. (Sun Prairie)
- 924 Ridgewood Way
- 3138 Hermina St.
- 63 Hart Rd. (Sun Prairie)

TRANSITIONS PROGRAM

After a young adult completes Legacy programming, the OFS Transitions team continues to provide support for at least one year. Staff members check in with the graduate and their employer to help increase job retention and further career development.



75%

participants working with Transitions staff who were placed in a job within 30 days



18

earned driver's license



12

earned learner's permit

RESOURCES PROVIDED

The Resource Specialist has made many referrals to resources during the pandemic. The top resources that young adults have needed are for housing assistance, access to safe and affordable food, and finding mental health treatment.

The Resource Specialist has been organizing for external partners to come to the building and connect with young adults. The Resource Specialist has had partners from Public Health Dane County, Planned Parenthood Wisconsin, Domestic Abuse Intervention Services, National Alliance on Mental Illness, and Rape Crisis Center come to educate OFS participants about sexual and mental health. Staff have established a new goal to engage all Legacy program participants in this curriculum.



6,687

meals provided for breakfast & lunch



263

referrals made to external agencies by the OFS Resource Specialist



"One thing that I got out of this opportunity was getting my feet wet with construction. Before this, I graduated high school and wasn't really sure what I wanted to do. I really wanted to go to college, but wasn't sure what for. Now that I'm here, I'm actually enjoying construction."

- **Chetra** Strive graduate

STRIVE PROGRAM

The Strive program is a career exploration and employment training program in which high school graduates, ages 17-24, gain hands-on experience in construction or nursing. Aiming to help young adults achieve higher-paying work, those who currently earn less than \$24,000 / year and are not currently enrolled in college are eligible.



18 participants served



78%
participant
completion rate



2

earned driver's license

With feedback from our participants and partners, we have continued to fine-tune our program for in-person and virtual hybrid training. Crews have navigated through a rapidly changing world of COVID, where higher levels of flexibility and communication were required than ever before.



Center St. home (South Madison)

Strive crews stepped up to handle their business and continued pushing forward. We remodeled an affordable house in South Madison for the Urban League and began a residential new build in Sun Prairie. We assisted on commercial sites, hanging sheet rock at SSM Health's new clinic on South Park Street, and poured a lot of concrete.

Successes of this past year include:

- Increasing rates of passing the Accuplacer
- Working with community partners to return to in-person construction site tours and job fairs
- Exposing participants to the conservation industry, in partnership with Dane County Parks

A lack of reliable access to resources continues to challenge our resilient participants. Transportation, computers, stable internet connection, housing, and childcare are all variables they dealt with – and in some instances, prevented applicants from participating. These variables have been increasingly compounded by the pandemic.



The Options program re-engages young adults ages 18–24 who have left high school without completing. It's a gateway to potentially pursuing other OFS programs, such as Legacy or Drive, or enrolling in a high school completion / GED program in the community. Staff help participants understand their options to earn their diploma and assist them in making a plan to achieve their personal and career goals. The program is focused on helping young adults overcome barriers, including transportation, employment, mental health, and child care.



diploma

After receiving and reviewing the number of young people on the 2020–21 MMSD 5th year seniors and dropout up to 24 years old lists, the Options Program Manager decided to tackle the outreach by using EZ Texting Mass Texting Service. It is a tool to quickly get a text message out to a large amount of people. There was a total of 1,364 young people on the list initially. After working with the high schools to figure out who actually needed outreach, the Program Manager texted 993 numbers information about the Options program and how to apply. There was a total of 16 young people who responded that they are interested in getting their diploma. The Options program is helping the 16 interested young people identify and connect to the best route to completing their high school credentials.

DRIVE PROGRAM

The OFS Drive program is needed for a multitude of reasons:

- Putting safe and informed drivers on the road
- Allowing 18- to 24-year-old emerging adults the ability to be competitive in the workforce
- Filling a major gap that was left when driver's education was taken out of high schools



56

participants served



10

earned driver's license



12

earned learner's permit

As time goes on, this program continues to evolve and grow. In addition to covering the cost of the online course to prepare participants to pass their written test, their permit, five behind the wheel lessons, and their driver's license – OFS has added an orientation component. During their first two weeks in the course, an insurance agent from American Family Insurance talks about car insurance and what is needed, UW Credit Union provides loan and financial literacy information, and officers from the Madison Police Department educate young people on their rights during a traffic stop. The list of community partners and guest speakers continues to grow.



Through Drive, the shortest amount of time that a young person will invest in obtaining their driver's license is four months; the longest amount of time may be up to a year. The time frame is dependent on so many things, but what we call "life" is usually the biggest contributor. Our participants have children and jobs, families and school, other adult responsibilities and the list goes on and on. But through support, mentorship and encouragement – they keep on going.

Thirty young people enrolled in Drive virtual programming this year. Ten completed the online course with 4 Lakes Driver Training School, three have their driver's license, and one has their permit. The remaining 16 continue working towards the goal of obtaining their driver's license.









DRIVE TO SUCCEED PROGRAM

The Drive to Succeed program offers mentoring, educational support and driver's license attainment to court-involved young adults ages 17-21. Staff help participants identify a high school completion program that's right for them. Participants work towards earning their driver's license through 4 Lakes Driver Training School (with all fees paid) and attend sessions every two weeks with a mentor from the non-profit JustDane.





5
earned high school
diploma

These sessions have also included guest speakers who can help participants overcome barriers to success when reentering the community after being in jail or prison. Past guests have included representatives from:

- JustDane's Just Bakery educational and vocational training program
- Urban League of Greater Madison
- Nehemiah Center for Urban Leadership Development

As an incentive, Drive to Succeed participants earn a \$20 gift card after attending each mentoring session. On the weeks in between those sessions, the Program Manager talks with participants over the phone about their mental and physical well-being, progress in school and any court issues.

Recently, Metro High School (within the Dane County Jail) has become more open to recruitment efforts and virtual mentoring opportunities. Previously they were not able to engage due to the COVID-19 pandemic.

The Program Manager has had three Drive to Succeed cohorts since the program started in late August 2020. From Oct. 2020 through Sept. 30, 2021, a total of 13 participants have engaged in programming.

In cohort 3, which concludes in December 2021, five out of six participants earned their high school diploma or GED. One is working towards earning their driver's license through the OFS Drive program. Four of the six participants were released from incarceration, while two were moved to a different facility.

CONSTRUCTION GRADUATE CREW

The Construction Graduate Crew is a nationally-recognized, advanced-level training program where young adults learn from and work alongside industry professionals. Working side-by-side with their OFS supervisor and other experienced trades members is an invaluable experience for participants. The relationship is mutually beneficial: by working with the Construction Grad Crew, local employers gain access to a well-trained, motivated crew of diverse young people who rank at the top of a qualified list of job applicants.



8 participants served



\$17.92

average hourly wage of participants after completing Grad Crew

Since programming started in 2010, the Construction Graduate Crew has served 82 participants. Upon program completion, participants achieve an average hourly wage of \$17.92.

Even for participants who decide they do not want to pursue the trades, the Construction Grad Crew maintains a 100% job placement rate. Staff members are dedicated to helping participants find family-sustaining employment, no matter the field.



Brandon graduated from the OFS Legacy program in 2017, earning his high school diploma and driver's license. After working a few odd jobs to make ends meet, he returned to OFS in February 2021 to join the Construction Graduate Crew. OFS supported Brandon in gaining advanced-level construction skills and passing his apprenticeship exam.

In the summer of 2021, the OFS Construction Training Manager secured a job shadowing opportunity for Brandon – observing a J.H. Findorff & Son crew working on the new high school in Middleton. A week later, Findorff hired Brandon as a mason tender apprentice.

"Operation Fresh Start is a huge resource," said Brandon. "It's a family and it really does change a person's perspective through working together. I cherish all the staff at OFS. They embraced me and I embraced them back."



After completing the Legacy program in September 2020, Zak gained advanced construction skills as part of the OFS Construction Graduate Crew. In March, he was hired as a carpenter pre-apprentice at J.H. Findorff & Son.

"Working a construction job at Findorff, I'll be making a lot more right out of the gate than I would be in a minimum wage high school job," Zak said. "It's going to be great not having to worry about money to pay bills, car insurance and stuff like that."

Zak says he is interested in a career in the trades because it will challenge him both intellectually and physically. He's looking forward to becoming a journeyman carpenter.

PROJECT HIGHLIGHTS CONSTRUCTION GRADUATE CREW

Commercial



SSM Health - South Madison Clinic

- worked alongside Findorff employees
- first floor administrative offices framing and drywall, insulation and sealing



RISE Wisconsin

- worked alongside Findorff employees
- demolition and some framing



Ascendium headquarters

- worked alongside BOLDT employees
- demolition, material cleanup, installed paneling, some framing

Residential



Center St. home (South Madison)

• drywall, set the kitchen



Hart Rd. home (Sun Prairie)

 roofing, cement pouring for basement floor and driveway



Hermina St. home (East Madison)

roofing

CONSERVATION GRADUATE CREW

NEW PROGRAM!

The Conservation Graduate Crew is the only advanced-level, paid opportunity for Dane County young adults (ages 18–24) to prepare for a career in natural resource management. It's a springboard to help diverse groups of ambitious young people land a family-sustaining career in an industry that has historically been dominated by white, college-educated men. Members work and train with industry professionals, gaining hands-on experience working in parks and natural areas throughout south-central Wisconsin. OFS celebrated the launch of the OFS Conservation Graduate Crew in October 2021.

Conservation Graduate Crew completed its first project partnership in October of 2021. OFS Supervisor Caroline Zimmerman and her crew worked alongside City of Madison -Engineering Division to complete various projects. According to City of Madison -Engineering Division Greenway Vegetation Coordinator Maddie Dumas, "We challenged [the Grad Crew] with some pretty difficult days: planting in a downpour, foliar spraying weeds for entire days at a time, and removing brush on technically challenging sites... The crew members were hard workers, eager learners, and able to maintain a positive attitude even under difficult conditions." The work completed by the Conservation Grad Crew will help reduce water runoff, increase native plant biodiversity, and beautify some of the highest traffic pedestrian areas in Madison.

To begin the month of November,
Conservation Grad Crew is working with the
UW Arboretum. The crew began work at Bolz
Bluff removing small trees and brush that is
encroaching on a remnant prairie. If left
untreated, the invasive trees and brush can
easily overtake the prairie, limiting the
biodiversity of the site. The long-term goal of
this project is to obtain State Natural Area
designation for Bolz Bluff.

The Grad crew is also working on removing brush and trees from a low-lying wetland within the UW Arboretum. Earlier attempts to forestry mow in this wetland were hindered because the wet ground was not conducive to heavy machinery use. However, the Conservation Grad Crew was able to access the wetland by foot and remove the invasive trees with brushcutters, chainsaws and hand tools.

The Conservation Graduate Crew will finish the year working with Dane County Parks. The crew will work alongside friends groups at some of the biggest parks in the Dane County Parks system, including Silverwood and Pheasant Branch. Crews will work to remove invasive brush and trees from woodlands and wetlands, promoting the growth of native vegetation and increasing biodiversity in the parks.





The CareerScape Counseling program is a supportive environment for emerging adults to find a stable career path, become self-sufficient and begin to build wealth.

CareerScape Counseling (CSC) is for 18- to 24-year-olds who have completed high school, but are unemployed or underemployed. It includes three components: career investigation, action planning (e.g. resume writing and mock interview skills development), and job retention services.

CSC launched in June 2021. The goal for the first year of programming is to provide 50 young adults (ages 18-24) the opportunity to improve their economic standing and achieve a pandemic-resistant career path.

From June to October 2021, the CareerScape Counselor contacted 19 potential participants. Twelve of those individuals engaged in programming. All 12 completed a final draft of their resume, and a total of 28 job applications were completed and submitted.

Three participants found employment during their time working with CareerScape. Six young people were already employed prior to or during programming. They received assistance to further their career or overcome barriers.

Other successes:

- 1 participant enrolled at Madison College
- 1 participant enrolled in a high school completion program
- 1 hired for OFS Construction Grad Crew



12

participants engaged in programming



100%

completed their resume



28

total job applications completed



Bryan participated in the CareerScape program in June 2021. He received support exploring his career options, getting a

resume together, practicing for a job interview and renewing his driver's license.

Bryan expressed interest in cars, so CareerScape Coordinator Melanie Galdes helped him connect with OFS employment partner Zimbrick European. Now, Bryan is an auto detailer, working on high-end cars including Mercedes, Porsches and Sprinters.

"Melanie helped me through the whole process. She made sure I did everything on time, too, and would always check in," Bryan said.

"It was pretty cool knowing that someone cared for me to get job and helped me get it."



Budget October 2020 to September 2021

Income

Grants & Contracts \$ 2,484,568 Donations 460,000

Total Revenue

2,944,568

Expenses

Program Services \$ 2,729,117 Management & General \$ 214,748

Total Expenses

\$ 2,943,865

Excess (Deficit)

703

Consolidated Statement of Financial Position

Assets

Current Assets \$ 1,208,336 Other Assets \$ 3,900,264 Property & Equipment \$ 130,645

Total Assets

5,239,245

Liabilities

Liabilities 196,311 Unrestricted 5,042,934

Total Liabilities

5,239,245

PARTNERS & FUNDERS













FRESH START SOCIETY

Cumulative gifts of \$1,000 or more

dated between 10/1/2020 - 9/30/2021

1901 Inc.

2nd Market Capital Economic Opportunity

Foundation

Alliant Energy Foundation Altrusa Club of Madison American Family Insurance*

American Family Insurance Dreams Foundation

American Transmission Co.

Amy Armstrong and Robert Cape

Anonymous

Ascendium Education Group

August Foundation

Bird Ross*

Brian and Julie Hornung

Christopher and Peggy Bugg

Colin McHugh

Construction and General Laborers Union

Local 464

Construction Business Group®

Construction Labor Management Council of

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County Materials Corporation

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Doug and Sherry Caves
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Festival Foods First Business Bank Gerald Ring

Gordy's Concrete Pumping Service* Gregory Markle and Sor Kuan Goh

Gwen and Dave Fuhrmann Harker Heating & Cooling Inc Helen and Jeffrey Mattox

Hooper Corporation
Humana Workplace Solutions*

INSPIRE Early Childhood Learning Center

J.F. Ahern Co.

J.H. Findorff & Son Inc. J.P. Cullen & Sons, Inc. James and Barbara Hill Jay and Katie Sekelsky

Jeff and Vicki Russell

John Magill Jr. John Osteraas

Joseph Krupp and Diana Grove

Katharine Lyall

Kathy Switzky and Donald & Marilyn Anderson

Foundation

Kiewit Infrastructure Co.*
Kraemer North America

Lands' End*

Lau and Bea Christensen

Leslie Frisinger

Louise Root-Robbins and Ken Robbins

Lycon Inc.

Madison Community Foundation
Madison Investment Foundation

Madison Rotary Foundation

Marc and Kim Flood Margaret Lindberg

Mark Osteraas

Martin and Theresa Evanson

Mary Burke

*In-Kind Support

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Mike and Lee Ann Dillis

Morgan Stanley Foundation

National Guardian Life Insurance Company

Patrick and Darcy Kelly

Phil and Melissa Lindemann

Dr. Richard Friday and Patricia Friday

Richard Arnesen

Richard Rehm

Ron and Deborah Krantz

Rural Mutual Insurance Company and Agent

Louis Bentley

Schlecht Family Foundation

Scott Wiesner

Steve Tupper

Stevens Construction Corp.*

Strand Associates, Inc.

Sub-Zero Wolf Foundation

Sven and Julia Sykes

The Morse Group, Inc.

Thomas and Karen Ragatz

Tim and Pat Size

Tim O'Brien Homes

Topitzes Family Foundation

Tri-Marq Communications, Inc.*

United Way of Dane County

UW Credit Union

UW Health

West Bend Community Foundation's West Bend

Mutual Insurance Company Charitable Fund

Wisconsin Alumni Research Foundation

Wisconsin Transportation Builders Association

*In-Kind Support

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Thank you to all of our volunteers!

You help Operation Fresh Start provide improved services and support to young adults in our community. The addition of your diverse perspectives improves our planning, decision making and marketing efforts.

Over the last year, the Board of Directors, storytellers, grant researchers and writers, as well as academic tutors have given their time and talents to OFS. We couldn't do what we do without you!



hours of volunteer service & program support

OFS LEADERSHIP STAFF

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