



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Mountain View/ Los Altos/ Los Altos Hills CHALLENGE TEAM

**PROJECT
CORNERSTONE**

A YMCA of Silicon Valley Initiative

community youth Assets Building UPstander

Engagement understaffed committed school caring safe environment meaningful like something exciting uplifting Educators unique Character promotes creative creative Models living Schools Data-Driven Affirming organization Engaged personal Schools Data-Driven Acceptance Family-Friendly Overachieving common purposeful fun innovative Builders Known

Great programs bucket-filler thriving game-changer Ambitious Tolerance Parent development kids empathetic nourishing Catalyst values helps energized Supportive promote child building team smiles adults Positive empowerment awesome non-profit Caring Association Overachieving common purposeful fun innovative Builders Known

development change participation support thrive respect foundational wish thoughtful life-changing prevention playful Change positive

Much Humble School Giving schools Inclusive Proactive inspiring Intentional resourceful links recognize Difference-maker

Violence Creating foundation framework hopeful strategies thoughtful wish Change positive prevention playful

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WHAT IS PROJECT CORNERSTONE?

- Project Cornerstone is a **catalyst for change** in Silicon Valley by providing training and technical assistance to community partners.
- **Our mission** is to build a community where adults support all children to thrive.
- We use a **research-based** developmental asset model to promote healthy kids and a healthy community.

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Developmental assets are the positive values, relationships, and experiences that youth need to thrive.

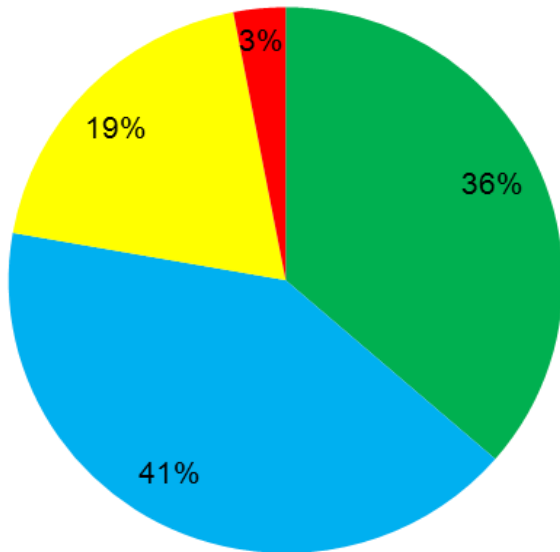
We build developmental assets by creating thousands of moments in time when children and youth feel valued, respected and known.





Developmental Assets Framework

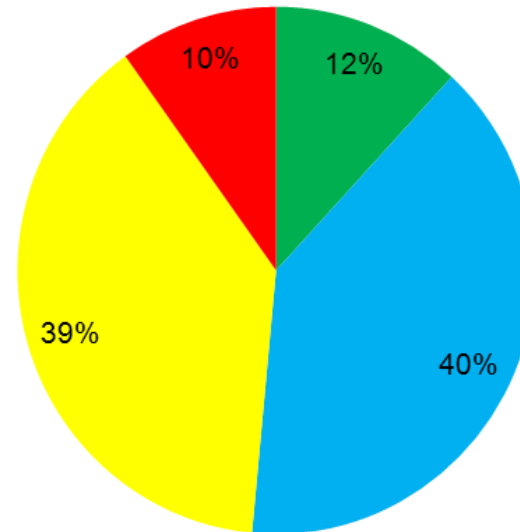
SANTA CLARA COUNTY 2011 ASSET LEVELS



Grades 4 - 6

36% of youth are thriving

**22% of youth are
at risk or vulnerable**



Grades 7 - 12

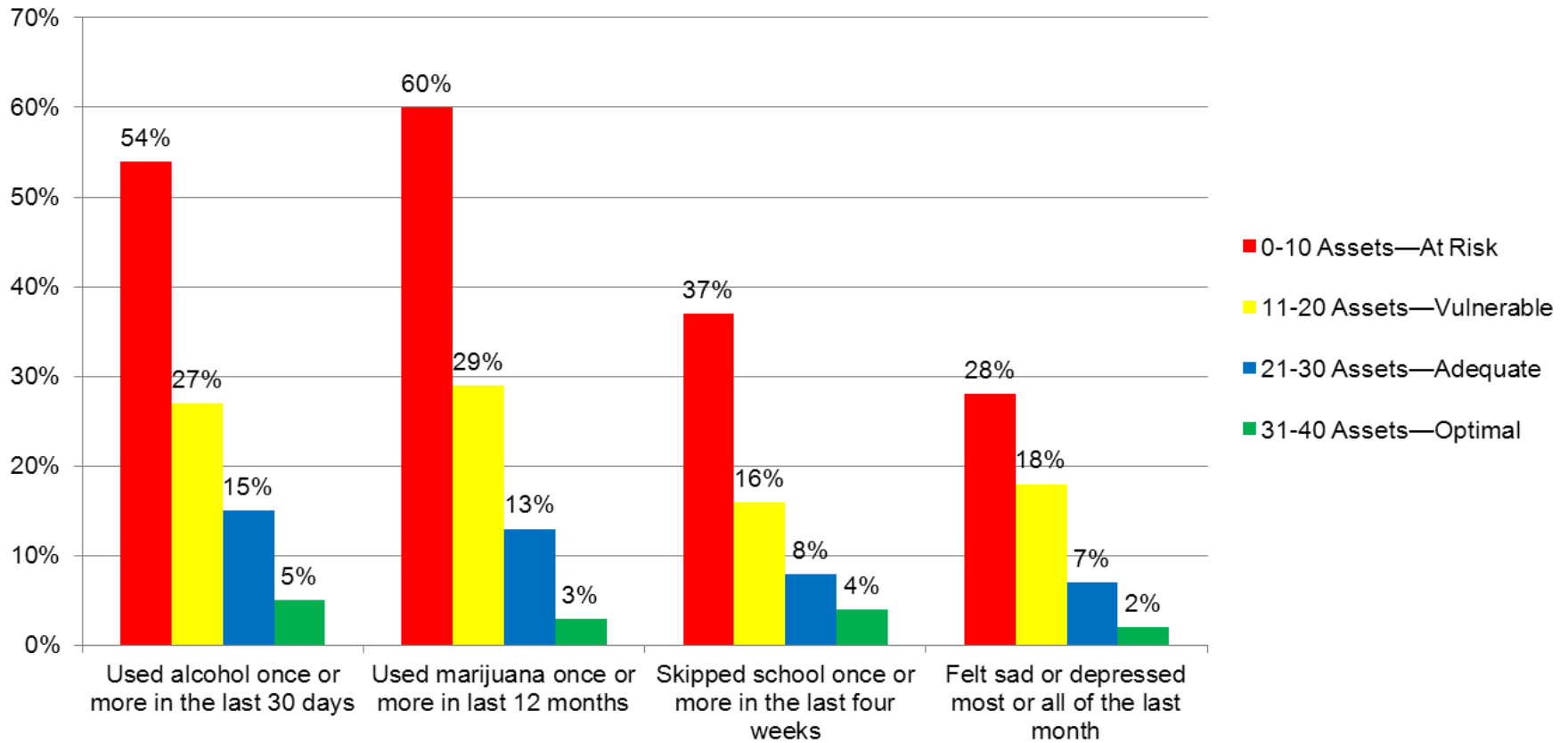
12% of youth are thriving

**49% of youth are
at risk or vulnerable**

- 31-40 Assets—Optimal
- 21-30 Assets—Adequate
- 11-20 Assets—Vulnerable
- 0-10 Assets—At Risk

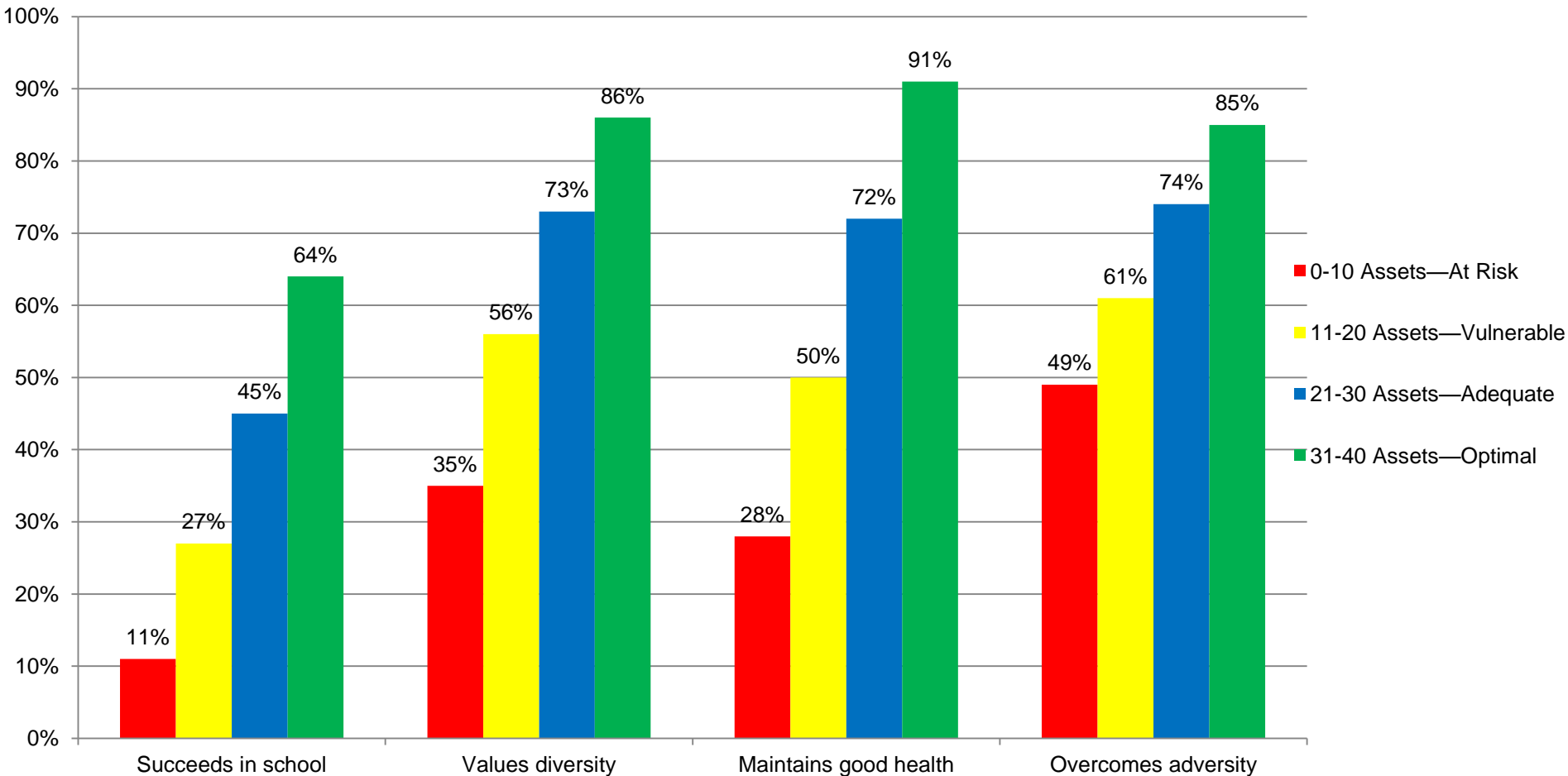
THE POWER OF ASSETS TO PROTECT

Middle and High School Risk Behaviors by Asset Level



THE POWER OF ASSETS TO PROMOTE

Middle and High School Thriving Behaviors by Asset Level



Mountain View – Los Altos Schools 2011 Asset Survey

Elementary (4 - 5)	Middle (7)	High Schools
<u>Monta Loma</u>	Crittenden*	Mountain View (10-11)
Almond	Graham	Los Altos (9 -10-11)
Covington		
Gardner <u>Bullis</u>		
Loyola		
Santa Rita		
Springer		
N = 808	N = 224	N = 1728

Youth need to feel valued and connected with adults to thrive. Only 20% of high school students feel that adults in their community “make me feel important, listen to what I have to say, and care about people my age.”

	Elementary School	Middle School	High School
Community Values Youth	33%	23%	20%
Youth As Resources	53%	28%	33%
Adult Role Models	47%	24%	30%

COMMUNITY VALUES YOUTH

Take the Pledge!

Mountain View Values Youth: A Pledge to Support Youth

I am committed to demonstrating the importance of young people in our community. Our youth bring vitality to Mountain View and are the leaders of tomorrow. Young people are an integral part of the quality of life we enjoy in Mountain View. Therefore, on behalf of all the youth in our community, I pledge the following:

1. **To model positive and responsible behavior.**
(Asset #14: Adult Role Models)
2. **To support useful roles for young people as students, employees, volunteers and family members.**
(Asset #8: Youth as Resources)
3. **To demonstrate that I and other adults in our community value young people's contributions and well-being.**
(Asset #7: Community Values Youth)
4. **To support young people in my neighborhood by empowering them to exhibit responsible behaviors.**
(Asset #13: Neighborhood Boundaries)
5. **To support, encourage, and care for youth.**
(Asset #4: Caring Neighborhood)

Adults throughout Mountain View are taking this pledge. Your participation demonstrates your commitment to youth. Your pledge may be reproduced in newspapers, brochures, etc. to show that Mountain View values youth and is taking active steps to help young people grow up to be healthy, caring and responsible. Occasional updates may be sent i.e. building assets in our Mountain View youth. You may unsubscribe at any time. Your email will not be distributed for any other purposes

Name: _____
 Signature: _____ Date: _____
 Community Group/Business: _____
 Email address: _____

Return signed pledge forms to:
 Kim Castro
 City of Mountain View
 500 Castro Street
 Mountain View, CA 94041
 FAX: 650.962.0384
 kim.castro@mountainview.gov

Pledge to Support Youth

Los Altos/Los Altos Hills Community

I am committed to working together with adults and youth in our community to support youth and develop the assets that are the cornerstones of healthy youth development and a strong community. Our youth not only are the leaders of tomorrow, they bring a vitality to the community today and are an integral part of the quality of life we enjoy. Therefore, on behalf of all the youth of our community, I pledge the following:

1. *To ensure that young people receive support from nonparent adults. (Asset: #3 Other Adult Relationships)*
2. *To model positive and responsible behavior. (Asset #14: Adult Role Models)*
3. *To support useful roles for young people as students, employees, volunteers and family members. (Asset #8: Youth as Resources)*
4. *To support, encourage, and care for youth in our neighborhood. (Asset #4, 13: Caring Neighborhood. Neighborhood Boundaries)*
5. *To provide asset rich activities for youth. (Assets #17, 18: Creative Activities, Youth Programs)*

Adults throughout Los Altos/Los Altos Hills are taking a pledge to support youth. Your participation demonstrates your commitment to youth. Your pledge shows that the communities of Los Altos/Los Altos Hills value youth and are taking active steps to help young people grow up to be healthy, caring, and responsible. Occasional updates may be sent to you concerning building assets in our youth. You may unsubscribe at any time. Your email will not be distributed for any other purposes.

Name: _____ Community Group/Business: _____

Email Address: _____

Signature _____ Date _____

I give my permission for my name to be used as a supporter of youth throughout the Los Altos/Los Altos Hills community.

Return signed pledge forms to:

Los Altos Community Foundation

Los Altos/Los Altos Hills Pledge, 183 Hillview Ave, Los Altos CA, 94022 FAX: (650) 949-0807 Email Contact: youth@losaltoscf.org



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Mary Crum

Youth Service Coordinator

YMCA/Project Cornerstone

mary@projectcornerstone.org

www.projectcornerstone.org

www.search-institute.org