

Doc Wayne Youth Services



FOUNDED: 2010

CURRENT ORGANIZATION BUDGET: \$307,000

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Doc Wayne Youth Services provides proven alternative mental health services by using sports as a way to engage youth in therapy. Doc Wayne works primarily with low-income youth who suffer from a variety of mental health challenges, including victims of neglect, abuse, violent crime, and sexual trafficking. Youth who typically resist or fail to progress in traditional “talk therapy” settings thrive in Doc Wayne programs because they appeal to young people as fun and challenging sports activities. Doc Wayne helps youth build critical life skills, developed on the field and on the court, that help them to develop into functional, independent adults.

- One in five low-income children have mental health problems that impair how they function at home, at school, and with peers
- Four out of every five cases of mental illness in children go untreated
- Doc Wayne offers programs in school, residential, and community settings to effectively reach children who do not have access to or are resistant to therapy

INVESTMENT OPPORTUNITY

Doc Wayne Youth Services, Inc., seeks an investment of \$750,000 over the next two years to double the number of youth served in its Therapeutic Sports Program and *Chalk Talk* group therapy program each year. Funds will be used to hire additional clinical and program staff, increase sessions for youth each week, and build additional partnerships with schools and low-income housing communities.

TWO-YEAR GOALS

- Double the number of youth enrolled in our programs from 500 to 1,000
- Deepen the impact of programs by increasing the number of sessions each week
- Add 5 clinical and program staff to manage increased case load
- Increase number of partnerships with schools and low-income housing communities

WAYS TO INVEST

FINANCIAL

- \$50,000 – Salary for one clinician to work with 100 youth per year in group therapy
- \$5,000 – Sponsorship for one team in the Therapeutic Sports Program
- \$750 – Scholarship for one child to attend 14 weeks of Chalk Talk group therapy

IN-KIND

- Sports apparel and equipment
- Website redesign
- Board members with a passion for youth services, especially those who work in marketing or medical professions.
- Volunteers to serve as mentor coaches

LEADERSHIP & GOVERNANCE

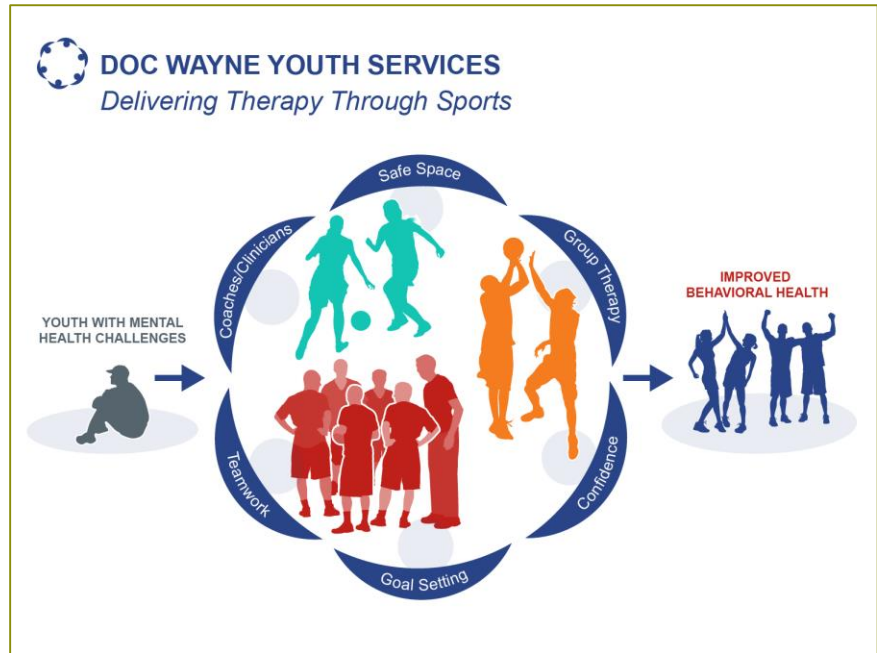
David S. Cohen, MBA, joined Doc Wayne in 2011 as the organization's first executive director. He has 19 years of experience working in the business and nonprofit sectors. David is also the founder of Playing It Forward, Inc., a nonprofit that provides sports equipment to disadvantaged children.

Rebekah Roulier, CAGS, is Doc Wayne's clinical director and general manager. She is a former college athlete and has an Ed.M. in Counseling with a specialization in Sport Psychology.

Organization Advisory Board

- Randy Barth *Honce Oui*
- Christopher S. Ernest
Sacred Heart Schools
- Heidi Garcia *Catholic Charities*
- Craig Gordon
Communities for People, Inc.
- Kayla Harrison
U.S. Olympic Gold Medalist & World Champion in Judo
- Joseph Leavey
Communities for People, Inc.
- William Lyttle *Key Program, Inc.*
- Andrew Mingle *Barclays*

The Doc Wayne Model



Our Programs

Doc Wayne works with approximately 500 youth from Greater Boston, Eastern and Central Massachusetts annually through two primary programs: the Therapeutic Sports Program and *Chalk Talk* group therapy. The youth we serve are drawn from residential mental health treatment centers and intensive therapy programs as well as low-income housing communities and public schools. They struggle with the burden of traumatic life experiences, mental illness, and with the daily knowledge that very little is expected of them by anyone.

In each of our programs, clinicians and therapeutic mentor coaches teach behavioral and social emotional skills in a sports setting. While playing basketball or soccer, youth practice pro-social behaviors such as positive decision-making and communication skills and impulse control, and develop personal and interpersonal effectiveness. These life skills increase behavioral health and enable youth to succeed at school, at home, and in their communities.

Through our Therapeutic Sports Program, youth come together in a team sports league where respect and compassion take precedence over scoring goals or winning games. Trained coaches deliver therapeutic curriculum during pre- and post-game discussions, and encourage youth to practice their new skills during the game and use them in their daily lives.

For those requiring deeper support, our Chalk Talk groups provide a clinical therapy outlet free of the restrictions of the clinician's office, where youth work towards treatment goals in a sports environment in which they are excited to participate.





[The] Doc Wayne program teaches [youth] life skills through teamwork and active situations—as they are happening—as opposed to simply discussing hypotheticals and what to do when presented with a difficult situation. Doc Wayne provides all of this through unique therapeutic learning opportunities using sports.

Maren Madore

Former Residential Caseworker, Key Program, Inc.



KEY INVESTORS

- THE FETZER INSTITUTE
- GARDINER HOWLAND SHAW FOUNDATION
- THE JOHN W. ALDEN TRUST
- THE LENNY ZAKIM FUND

KEY PARTNERS

- MA DEPT OF ELEMENTARY AND SECONDARY EDUCATION
- MA DEPT OF PUBLIC HEALTH
- YOUTH VILLAGES
- WAYSIDE YOUTH & FAMILY SUPPORT NETWORK
- JUSTICE RESOURCE INSTITUTE
- KEY PROGRAM
- TIERNEY LEARNING CENTER
- EPIPHANY SCHOOL

Proven Clinical Methods

A formal evaluation of the Doc Wayne curriculum was conducted by The Trauma Center (Brookline, MA) in 2009 to determine if Doc Wayne programs significantly improve mental health and behavior, enabling youth to become successful in home, school, and community life. The study, later published in the *Journal of Family Violence* in August 2013, found significant changes in Doc Wayne participants as compared with a control group. Changes included:

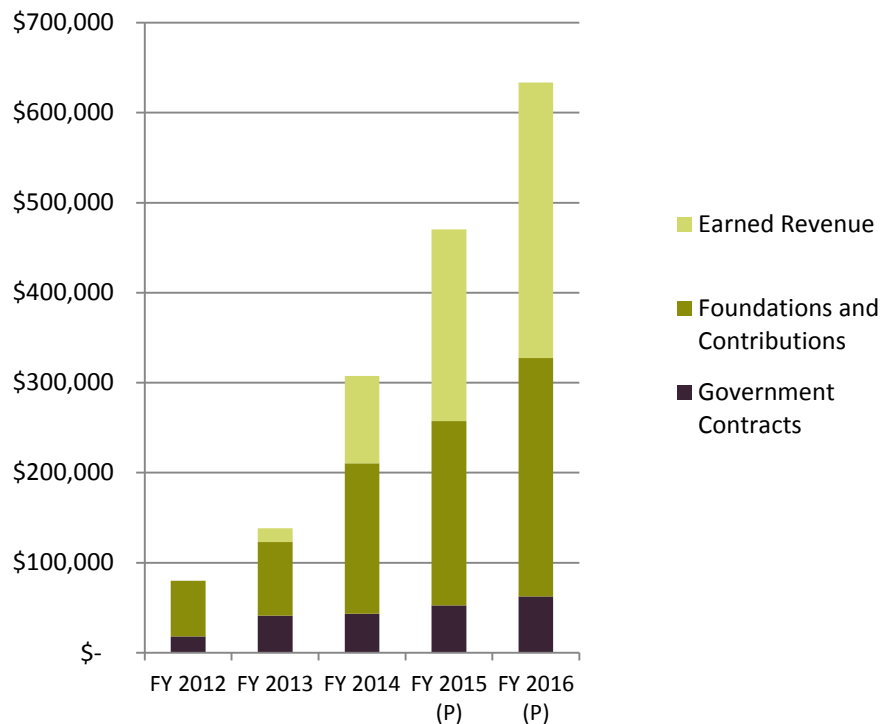
- A decrease in aggressive behavior
- An increase in positive, pro-social behaviors
- Improvement in mental health measures

The principal investigator concluded that Doc Wayne is a **“gold standard”** of supplemental treatment. She further stated that Doc Wayne **“stands with few peers nationwide which can demonstrate such significant impacts with this population.”**

Financial Sustainability

Doc Wayne was established as an independent nonprofit organization in 2010 with start-up funding of \$430,000 from the Doc Wayne Charitable Trust. Since then, Doc Wayne has developed a funding portfolio that includes private and corporate foundations, and earned revenue from government contracts and third party insurance coverage. Over the next two years, Doc Wayne will increase contributed revenue through a strategic fundraising program and add earned income through expanded clinical services and contracts.

Revenue by Source



SUCCESS STORY: DEREK

Derek joined a basketball team in the Therapeutic Sports Program when he was enrolled in a residential treatment program. He was living at home and had become increasingly lethargic, overweight, and unwilling to talk or leave his house. His mother said that his physical disposition was always hunched over, shoulders sagged, and head down.

After just three weeks with Doc Wayne, Derek was running up and down the court, participating with peers, and sitting up tall on the bench. His mother was shocked that he would even participate on a sports team, much less thrive in the environment. Though he was receiving a variety of services during this time, she attributes much of his success in therapy to our program. At Doc Wayne, Derek regained hope in achieving a healthy lifestyle and found an environment in which he could be comfortable interacting with his peers.



Program Performance and Organizational Health

Below is a summary of the key measures Doc Wayne will track to demonstrate progress, capture lessons learned, and make course corrections.

	FY 2014	FY 2015 (P)	FY 2016 (P)
PROGRAM PERFORMANCE			
Increase number of youth participants	500	750	1000
Increase number of partnerships with schools and low-income housing communities	13	25	32
Increase weekly program contact with youth	1 session	2 sessions	3 sessions
Develop ongoing program evaluation process	Design pre- and post-program surveys	Gather data	Analyze data
ORGANIZATIONAL HEALTH/CAPACITY-BUILDING			
Strengthen board of directors	Create board development plan	Recruit new members	Train and integrate new board members
Add staff to manage increased case load and programming	Recruit staff	Add 2 FTE	Add 3 FTE
Contributed income	\$167,000	\$205,000	\$265,000
Earned income	\$140,700	\$265,450	\$368,600
Total revenue	\$307,700	\$470,450	\$633,600

Social Impact

In 2009 Doc Wayne engaged Wendy D'Andrea, PhD, Assistant Professor of Clinical Psychology at the New School for Social Research, to conduct an evaluation of Doc Wayne programs. The following table contains data from that evaluation, which was collected during Therapeutic Sports Program sessions.

Dr. D'Andrea did a follow up evaluation in 2012 that included data from the Chalk Talk group therapy program. Doc Wayne will continue to gather data on this program and create an ongoing program evaluation process that will track its effectiveness.

INDICATOR	CHANGES IN BEHAVIOR MEASURES POST PROGRAM
Engagement in conflict	DECREASED 38%
Involvement in conflict resolution	INCREASED 48%
Positive communication	INCREASED 38%
Displayed helping behaviors	INCREASED 570%



Doc Wayne creates a normalizing experience for the youth involved; something that is incredibly powerful and helps the participants take major steps to self-sufficiency.

Kelly Madden

Sports Psychology Consultant, Boston University, USA Hockey

