



“Snapshot of YOUR Neighborhood Center in 2019 looking to 2020 with YOU in mind!”

In 2020 East End Neighborhood House will be marking its 113th year of service to Cleveland’s Greater Buckeye neighborhood. Nestled on Woodhill Road and Shaker Square Blvd; youth, families, seniors and individuals can access resources for basic needs, culturally competent wraparound services, leadership development opportunities and community engagement activities where neighbor leadership and voice is valued! Our space is consistently admired for being welcoming, inclusive and affirming! We attribute the environment to our Ubuntu Spirit! Ubuntu is the philosophy from South Africa, that recognizes that our human existence is dependent on that of our brothers and sisters, and because of such truth we must aim to show compassion and do so as our very best selves.

Living at a time in our city when we are intentionally speaking about matters of Race, Diversity, Equity and Inclusion (RDEI), elevates East End long-term history as a trusted leader in the work of racial equity, cultural affirmation and collectivism. We have understood for many years that social determinants stemming from poverty are long-term effects of racism, and discrimination. Many of the families we serve are still trying to rise above the consequences of inequality. In such understanding we have embedded deep compassion in our practice and service delivery that involves the tenets of Ubuntu and Kwanzaa principles. Our services are designed to meet people where they are with a focused goal of helping them reach their measure of success for themselves and their families. **In 2019, we reached over 1,000 individuals with our diverse array of services, a mighty staff of 33 and 90 + volunteers!**

East End’s Individual Learning Center: the learning center encompasses our youth services inclusive of early childhood education, after school programs and summer camps. East End Youth Services reached 190 children from 105 families. Services were provided on site at East End and off-site at Harvey Rice Elementary and Wings Academy’s after school hours. This year we faced the unfortunate loss of funds and staff, but our quality of service never wavered! Our parents never left us, this summer marking one of our highest # of participants, at a time when enrollment is so challenging. We also hired new staff, boasting the highest number of African American Male teachers in both pre-school and school age classrooms!

Neighborhood Family Support Services/NFSS: Approximately 250 families were serviced thru NFSS. East End is part of a county-wide effort that partners with the county’s Division of Children and Family Services to keep children safe and support families to do the same. The effort has become a national best practice in the child welfare sector. Unique to this effort is that we serve as advocates during TDMs/team decision making meetings that determine the future of children in custody. Ours is the voice of ensuring that all elements of the decision, consider safety, cultural competency, equity, voice and choice. Families who are in the process of reuniting with their children can count on our space to visit with their children in 2019 we hosted 173 family visits. Our expertise is in direct and referral services; home visits, culturally competent case management; services care coordination; kin/foster/adoptive support services; and individual workforce-personal development coaching.

The National Foster Grandparent Program: 100 Senior Volunteers serviced 300 children with individual tutoring and care. Over 900 children felt the presence of these amazing volunteers. Foster Grandparent volunteers are people over the age of 55, majority from low income backgrounds, who commit to servicing children in childcare centers and elementary schools. They give 80,000 hours of their volunteer time every year! The service, part of the Corporation for National Community Service’s Senior Core joined forces with the Cleveland Foundation’s Encore program to extend the position to other seniors in the county interested in serving youth.

Wisdom Keepers Senior Center: This year we serviced 95 seniors on an ongoing basis every Monday, Wednesday and Fridays. During special events when we for instance help seniors receive summer vouchers for market shopping days, we

helped an additional 45 seniors. Seniors who come to East End for weekly face to face interaction and socialization receive a variety of diverse social activities including but not limited to sewing classes, dancing, exercise, jewelry creation, and of course bingo! In a more structure manner, seniors receive one on one evaluation from the team of staff, assessing needs around food, personal care and other urgent senior matters. This year we collaborated with Huntington Bank to offer seniors classes about savings, fraud, and other personal banking matters unique to seniors. The classes were fruitful and welcomed as the Huntington team utilized seniors' favorite activity of bingo as a way to fully engage them in the learning process!

East End's Museum: This year we unveiled our new on -site community museum during our Annual Ubuntu Gala held in August every year! We capture the 113 year- old history of East End and the impact we had in the community we serve! Some fun tidbits: We've actually been doing early childhood since the 1900's. Transportation has been a central staple of our services since the 1950's. In the 1940's East End partnered with a couple of other local community organizations to help displaced Japanese families, acclimate to their new community in Buckeye. East End received "Community Chest Funding, in 1919, thus becoming a Red Feather agency. The Community Chest Funding is what became United Way of Greater Cleveland. In 1994 Congressman Stokes was one of the prominent leaders responsible for helping East End build its new wing for child-care services. Marjorie Hall Ellis, once the Director of the Counties Division of Children and Family Services, was East End's first African American Executive Director, before she went to do countywide work!

Marjorie Hall Ellis Institute: Two years ago, with the support of the Saint Luke's Foundation, we partnered with our friends of Economic Community Development Institute and the Women Business Center, to offer our families and neighbors, workshops on entrepreneurship. Between 2018-19 we graduated two cohorts of participants, 18 participants completed all courses, most were women with children. During this same time period, our new outreach engagement team, coordinated activities to engage with parents to collect their feedback regarding East End's services, and future plans. A recent Bon Fire Community event engaged neighbors on what they would like to see on our campus green space-The Ubuntu Gathering Place. The same team created and held space for Parents to socialize with one another and even get a little "me" time, to be creative, and socialize with peers. Our parents were also engaged by the childcare staff in many additional activities the highlight, the Friends giving event, where parents received an entire home cooked meal prepared entirely by the staff! Finally, every year since the loss of one of our own amazing young leaders Rayshawn Armstrong, we host an annual conversation with our brothers, and sons in the community, to allow them to express themselves on how violence and other stresses is affecting their lives, and the rest of the community listens. The space not only to share in our collective grief but to envision a better future. We had 33 males and a host of other community members supporting their truth!

This atmosphere of sharing, learning, support, celebration and healthy socializing is one that we wish to continue to cultivate and scale to best capacity. We believe that families, from youth to seniors and our neighbors, should have space where they can continuously grow, discover talents and skills they can add to their personal development and ultimately own the power and support of collectivism! We discovered that our First African American Executive Director, Marjorie Hall Ellis, moved on to serve as the Director of the Division of Children and Family Services. She was the leader responsible for encouraging that services become decentralized from downtown offices and into the neighborhoods served! Some 40 years later she would be proud of us, as we lead the work of our Neighborhood Supportive Services and our seasoned RISE Collaborative!

Now we are looking for partners who want to co-locate their services on East End fabulous campus and be one of the Marjorie Hall Ellis Institute partners! If you would like to contribute differently you could consider our board; or become one of our subject matter experts in our community advisory committee; or if you love to engage people and socialize in fun, you could join our Ubuntu Gala Friends Committee. And of course, you could make a donation and you could even make a multi-year donor with a long-term bequest thru our endowment at the Cleveland Foundation! You could support in whatever manner feels best to you! Our Ubuntu Spirit and open heart is ready to welcome YOU! Call me Zulma Zabala you're the Neighborhood CEO @ 216-791-9378 or stop by for a Purpose Tour and to feel the Ubuntu vibe! @ 2749 Woodhill Road, Cleveland OH 44104