YOU CAN...

BE MORE

TOGETHER, WE’LL...

DO MORE

MORE THAN WORDS | ANNUAL REPORT 2018
I want to be more bold by speaking up for residents who do not feel heard and by taking action so that the needs of our community are met more quickly.”

Andrea Campbell
Boston City Council President, District 4

I want to be more adventurous. I love being active but can get comfortable in my routine. I commit to getting outdoors, trying new foods, experiencing new places outside of my comfort zone.”

Caroline Hart
Program Director, Wagner Foundation

We’ve expanded! This year there is MORE More Than Words and MORE room for you to get involved.
Dear Friends,

As we embark on our 15th year at More Than Words, we continue to BE MORE and DO MORE for the youth we serve. In that spirit and with an audacious investment of work and generosity from so many, we have opened our doors on a newly expanded two-floor hub of social enterprise in Boston.

This beautiful space makes the powerful statement that our youth belong here, in the heart of the city, working and contributing to the life of their community. It says, “This is what social services should look like. This is what young people can DO when they have opportunity and people who rely on them. This is what young people can BE when they know they matter.”

Leaps like this don’t just happen. It’s an attitude—a constant drive to improve, create more jobs, be accountable for real outcomes, and DO MORE for youth who’ve been marginalized and deserve better.

We ask our young adults to grow and be their best selves every day. We all must do the same. They motivate us to be more and, in turn, to ask more of others. Increasingly, we’re working in partnerships across the city and on Beacon Hill to engage policymakers and systems, creating relationships and resources that will reinforce rather than undermine the success of vulnerable young people. The expansion of our space in Boston is part of that effort, giving us a highly visible platform from which to demonstrate that with high expectations, accountability, teamwork, and a relentless belief in their potential, our youth can take charge of a business… and, more importantly, take charge of their lives.


How will you BE MORE this year?

“I will BE MORE lighthearted and funny… I will crack more jokes and let my inner goober out at work; I will play and dance more with my family. I will naturally continue my relentless drive to DO MORE but I, and those around me, could use some comic relief along the way.”

Jodi Rosenbaum Tillinger, Founder & CEO

“I want to BE MORE mindful in conversations. When asked his advice for young people, my 90-year-old father said, ‘Speak less and listen more.’ Good advice, even for the not so young.”

Elizabeth L. March, Board Chair

All thanks to you! Every gift, every book purchased, every visit to More Than Words, helps our youth BE MORE. Thank you.
PHASE 1: SOCIAL ENTERPRISE

Youth work approximately 20 hours per week managing our online, retail, pop-up and wholesale bookselling businesses, running a high-end event space, and gaining critical skills and work experience while generating revenue that offsets program costs.

PHASE 2: CAREER SERVICES SUPPORT

Youth receive at least two more years of proactive support as they move toward independence. Our graduates go on college visits, attend networking events, serve in leadership roles, and get coaching to reach their education, employment, and self-sufficiency goals.

MORE THAN A JOB

PHASE 2: CAREER SERVICES SUPPORT

More Than Words empowers youth, ages 16 to 24, who in the foster care system, court-involved, homeless, or out of school. 66% have current or previous involvement with the Department of Children and Families and/or the court system and 20% experience homelessness.

Youth receive at least two more years of proactive support as they move toward independence. Our graduates go on college visits, attend networking events, serve in leadership roles, and get coaching to reach their education, employment, and self-sufficiency goals.

PHASE 1: SOCIAL ENTERPRISE

Youth also participate in intensive case management, life skills workshops, and site visits to partner companies and post-secondary education partners as they set and achieve measurable goals in education, work, and life.

J U S T I N : A I M I N G H I G H E R

MORE THAN WORDS GRADUATE, AGE 20

I started getting into trouble at age 12. I was running around in the streets, not going to school. I got arrested many times, and wound up committed to the Department of Youth Services. When I got out they sent me to More Than Words. I stayed for a month but wasn’t into it and left. I kept making bad choices and ended up locked up again.

When I was released, I reached back out to More Than Words asking to come back. I knew the program. I felt comfortable, and I was different this time. I learned to work and communicate with others—skills I didn’t think I had. I focused hard on my YOU job, where I made a resume and cover letter and learned about credit and how to successfully go to an interview. I successfully graduated! I now attend the Benjamin Franklin Institute of Technology to study construction management. Career Services also helped me find a job working security.

I lost my freedom because of my choices. Now, I am slowly earning it back and doing the right thing for my life.
It’s been a busy two years as we’ve worked with consultants, architects, designers, contractors, youth and staff to realize our vision of a center of innovation and youth empowerment in the South End. Thirteen new staff members joined our team and more than two hundred donors stepped up to help us grow to serve more young people who need and deserve opportunity. Our expanded home is energetic, inventive, and filled with life, books, youth, and community. Come on in!

TWO-FLOOR HUB OF SOCIAL ENTERPRISE

LIBERTY BOOKSTORE
made possible by Liberty Mutual
On the first floor, youth oversee our ever-changing book collection while learning customer service skills. The store also features high-quality products sourced from other mission-driven businesses.

SMITH FAMILY COMMON
made possible by the Richard and Susan Smith Family Foundation
In this vibrant, flexible space, we invite our neighbors to watch films, listen to authors, gather around common causes, hone social enterprise skills, and host their own events.

WEINBERG WAREHOUSE
made possible by The Harry and Jeanette Weinberg Foundation, Inc.
Here, young people manage sophisticated warehouse logistics and equipment. They receive donations, process books, and stage shipments, moving books from the loading dock to our online and retail stores.

SECOND FLOOR
our home since 2011
We’ve kept the second floor, too, where more space is allowing us to grow our online bookselling operations and youth development programming.

Data reflects future growth projections.

MORE REVENUE MEANS MORE YOUTH JOBS

$2.5M → $4M EARNED REVENUE
290 → 400 YOUTH SERVED ANNUALLY

MORE SPACE MEANS MORE BOOKS
1,500 → 60,000 BOOKS IN STOCK

EXPANDED OFFERINGS MEANS MORE ENGAGEMENT
3,300 → OVER 20,000 VISITORS PER YEAR

GREATER EFFICIENCY MEANS A STRONGER PIPELINE
3.1M → 4.5M BOOKS SOURCED PER YEAR

TWO FLOORS MEANS MORE THAN WORDS
9,500 → 20,000 SQ. FT.
Our book business matters, but work is the true vehicle for young people to take charge of their lives and learn critical skills. In this expansion, we made room to innovate and design new skill-building opportunities for youth. Now they’re ready for you!

**Training Institute**
We’ve created a model that helps youth take charge of their lives, and the world wants to learn from us! In our new training institute, youth development professionals, social entrepreneurs, and YOU can take courses in social enterprise and youth empowerment.

**Social Enterprise Market**
Our expanded store showcases a curated selection of quality products from social enterprises around the country, including:

- **Soy Candles** crafted by young mothers working at Bright Endeavors in Chicago
- **Chocolate Chip Oatmeal Cookie Mix** made by women recovering from addiction at Women’s Bean Project in Denver
- **Hand-stamped Jewellery** made by people transitioning out of homelessness at Giving Keys in Los Angeles

**Events, Rentals, and Cultural Programming**
In our new event space, we’re hosting author readings, partnering with local film festivals, and more. You might find a yoga group, a lecture, an art class, or a kid-friendly movie night. It’s available for private and corporate events, too!

**Do More**
- Attend an event or rent our space!
- Shop in our social enterprise market!
- Take a course!

**Do More**
How will you **BE MORE** this year?

“I want to **BE MORE** grounded in both my work and home life. When I am home I will appreciate the time with my family. When I am at work I will focus on the task at hand even though I am pulled in a million directions.”

Charlene Zuffante, Director of Child and Adolescent Services, Department of Mental Health
EMPOWERING YOUTH TO BE MORE

Compared to their peers, More Than Words youth are earning diplomas, enrolling in college, and securing employment at groundbreaking rates.

How will you BE MORE this year?

“
I want to TRY MORE of the great restaurants on Moody Street in Waltham and get in better shape—a neat trick if I can pull both goals off together!”
—State Senator Michael J. Barrett

With the naming of Social and Economic Mobility as the North Star for our Human Service program, there will be MORE clarity about who we are and what we do. There will be MORE positive outcomes, upward mobility, and equity. There will be MORE people actualizing their DREAMS.

Joelle-Jude Fontaine, Senior Program Officer, Human Services, The Kresge Foundation

MORE THAN WORDS SERVED
290 YOUTH IN FY18
INCLUDING 215 IN OUR CORE SOCIAL ENTERPRISE AND 123 GRADUATES IN THE COMMUNITY.

OUR YOUTH DO MORE
Many young adults with similar histories are disengaged from work and school. Our youth set up every day and put in the work to reach their goals.

78% OF MTW GRADUATES WERE ENGAGED IN WORK AND/OR SCHOOL FOR 30+ HOURS/WEEK.
46% 46+ HRS
32% 30-45 HRS
12% 15-30 HRS
4% 0-14 HRS

THEY LEARN MORE
Our graduates are earning the credentials they need to advance in life.
94% OF MTW GRADUATES WERE ON TRACK WITH HIGH SCHOOL
50% OF former foster youth attain a diploma by age 18**
89% OF MTW GRADUATES PURSUED POSTSECONDARY EDUCATION
43% of former foster youth pursue post-secondary education by age 21**

THEY EARN MORE
Our graduates are finding—and keeping—jobs too.
82% OF MTW GRADUATES WORKED IN 2018
Only 51% of former foster youth work over the course of a year.**
94% OF MTW GRADUATES WERE ON TRACK WITH HIGH SCHOOL
50% of foster youth attain a diploma by age 18**
91% HELD THEIR JOB FOR 3+ MONTHS
77% HELD THEIR JOB FOR 6+ MONTHS

MORE THAN WORDS ANNUAL REPORT 2018

I want to try more of the great restaurants on Moody Street in Waltham and get in better shape—a neat trick if I can pull both goals off together!”
—State Senator Michael J. Barrett

With the naming of Social and Economic Mobility as the North Star for our Human Service program, there will be more clarity about who we are and what we do. There will be more positive outcomes, upward mobility, and equity. There will be more people actualizing their dreams.

Joelle-Jude Fontaine, Senior Program Officer, Human Services, The Kresge Foundation

OF MTW GRADUATES WERE ENGAGED IN WORK AND/OR SCHOOL FOR 30+ HOURS/WEEK.
46% 46+ HRS
32% 30-45 HRS
12% 15-30 HRS
4% 0-14 HRS

THEY LEARN MORE
Our graduates are earning the credentials they need to advance in life.
94% OF MTW GRADUATES WERE ON TRACK WITH HIGH SCHOOL
50% OF former foster youth attain a diploma by age 18**
89% OF MTW GRADUATES PURSUED POSTSECONDARY EDUCATION
43% of former foster youth pursue post-secondary education by age 21**

THEY EARN MORE
Our graduates are finding—and keeping—jobs too.
82% OF MTW GRADUATES WORKED IN 2018
Only 51% of former foster youth work over the course of a year.**
94% OF MTW GRADUATES WERE ON TRACK WITH HIGH SCHOOL
50% of foster youth attain a diploma by age 18**
91% HELD THEIR JOB FOR 3+ MONTHS
77% HELD THEIR JOB FOR 6+ MONTHS

MORE THAN WORDS ANNUAL REPORT 2018 | 11
FROM DISENGAGEMENT TO FULL-RIDE SCHOLAR
OLIVIA, MORE THAN WORDS GRADUATE, AGE 17

How will you BE MORE this year?

“I’ve lived a lot of different places, and didn’t get my first birthday cake until I turned 16. I heard about More Than Words when I was transitioning to a new foster home. I had gotten in with the wrong crowd, wasn’t taking academics seriously, and was struggling with addiction to narcotics. My clinician recommended More Than Words, but I wasn’t interested in one more program.

More Than Words isn’t like other programs, though. It has good vibes. I loved working in the store and giving tours to volunteer groups. I learned leadership and communication skills—being able to get in front of a group of people and direct them. As a shift leader I had to think on my feet and stay calm, cool, and collected under pressure.

The most meaningful piece was all the support from staff, especially with college. I used a lot of my YOU time for SAT prep. Ryan, the Associate Director of Career Services, helped me—he is all about school! As a More Than Words graduate, I came back a lot to work on my college essay, and then Ryan emailed me one day saying that he thought I’d be good for the Torch Scholarship. It offers a full-ride at Northeastern University, and it’s really competitive! Ryan was with me at every step and even had to write six essays recommending me. And my customer service experience was a tremendous help on interview day.

When I found out I was chosen one of only 11 students—I jumped up and down and called everyone I knew, Ryan first. I’m now at Northeastern as a biology major. I plan to go to medical school, study pathology, and become a medical examiner.

No one expects much from kids like me, but at More Than Words, we’re breaking every stereotype and taking control of lives we previously thought were out of control. I’m proof that youth like me can be so much more!”

95% OF MTW GRADUATES PURSUING POST-SECONDARY EDUCATION IN FY18 PERSISTED IN THEIR STUDIES

DO MORE...
COMMIT TO OUR YOUNG PEOPLE

Our youth show up to work and are part of their own solution, more than matching every philanthropic dollar in earned revenue. They can’t do it alone. Make a gift to More Than Words and help youth like Olivia achieve real goals.
Our Youth Want More
We Show Them How

The kind of person I want to be is a leader and a nurturer. I want to help people change and become better by healing their physical and mental state.”

Neslly, Senior Partner

My goal is to go to an Ivy League college. I’m a first generation American and college student, and I want to be a role model for girls pursuing STEM and Latinas pursuing higher education.”

Vanessa, Partner

My goal is to end LGBTQ homelessness—not just in Massachusetts, but everywhere. I never want anyone to experience the things I did. I want to be an advocate.”

Maxwell, 2018 Graduate, Currently employed as Program Assistant, MA Commission on LGBTQ Youth

I want to join FEMA or Special Forces. When disaster strikes, I want to be there to help if no one else is.”

Cameron, Partner

With support from More Than Words, Neslly, Vanessa, Cameron, and Maxwell will achieve their goals... And so much more

EARNED A HIGH SCHOOL DIPLOMA/EQUIVALENT

21% → 81%

PURSUING POST-SECONDARY EDUCATION

9% → 35%

EMPLOYED IN A JOB

5% → 64%

COURT INVOLVED

34% → 15%

*Figures based on data collected at the time of entry and through follow up surveys, 24 months after program completion.

We know youth are capable of more. They prove it every day.

The young people we serve have experienced all types of failure from the adults and systems meant to nurture them. We work to break the cycle of low expectations. Time and again, they prove us right: Youth can do much more when given the opportunity and support.
WE’RE READY FOR MORE

The demand is there. In 2018, we hired 36% more youth and saw a 10% increase in referrals. We’ve been out-growing our space since we began in 2004, and this year marked a major turning point as we doubled our space in Boston and signed a lease to expand our Waltham site. This year we’re ready to:

- Serve 38% more youth
- Increase earned revenue from our youth-run businesses by 60%

WALTHAM’S GROWING!
We just added a new floor to our Felton Street site! This will bring our total space in Waltham to 9,000 sq ft and provide much-needed youth development space, staff offices, and shelving for our online store. This will mean:

- A 75% growth in online inventory
- A 40% increase in Waltham earned revenue
- More flexibility for creative ventures
- More room for staff to work and youth to get the support they need

How will you BE MORE this year?

“I look to commit ‘ONE MORE small act’ each day. When I was in high school my homeroom teacher drove me to school in the rain one day. After talking, I was somehow moved from a remedial English class into her college prep class. She lit a fire in me. It’s like that! One person can do one small thing and have a profound and lasting effect on the lives of others.”

Christopher Gelinas, Associate Principal Waltham High School

OUR BUSINESS IS BOOMING AND READY FOR GROWTH. IN 2018, OUR YOUTH:

- Sourced 3.1M donated books
- Made 6,953 book pickups on our fleet of trucks
- Grew our online inventory to 140,000 books
- Fulfilled over 750 online orders per day
- Generated $92,000 in pop-up shop and other innovative revenue
- Generated $2.5M in total earned revenue
DOING MORE
WITH OUR RESOURCES

Our highly sustainable hybrid-funding model means we can do more with every philanthropic dollar, putting them to work for our youth.

How will you BE MORE this year?

“I want to BE MORE patient, present, and deeply engaged. Our digitally connected lives lead me to hop from one thing to another. Instead, I will endeavor to be more focused and “unplugged” in my important relationships.”

Chris Casgar, MTW Board of Directors, Chair of Social Enterprise Committee, and Partner, Webster Capital

REVENUE

44% Earned Revenue $2,538,555
42% Philanthropy $2,404,554
14% Government $800,599
FY18 REVENUE* $5,743,708

EXPENSES

41% Adult Staff $2,236,932
10% Youth Stipends $555,956
7% Occupancy $369,266
29% Sales Expenses $1,583,700
13% Other $709,508
FY18 EXPENSES* $5,455,362

Through our innovative social enterprise, youth contribute directly to their futures and our bottom line by generating revenue that offsets the cost of services. The cost of our high-impact youth program is a fraction of what the public would pay if that same young person were incarcerated, homeless, or unemployed.

UP TO $172,000
The cost of incarcerating a juvenile in Massachusetts*

UP TO $83,000
The cost of serving a chronically homeless person**

$37,000
The average total cost for one youth to participate in our social enterprise program and two years follow-up support

$19,000
The average total cost for one youth to participate in our social enterprise program and two years follow-up support, offset by earned revenue

* Sticker Shock: Calculating the Full Price Tag for Youth Incarceration (Petteruti, 2014)
** Home Not Found: Cost of Homelessness in Silicon Valley (Flaming, 2015)

DO MORE... BUY A BOOK!

When you purchase books from More Than Words, every dollar fuels our high-impact program. Shop online or visit our stores in Waltham and Boston.
CAMPAIGN FOR SOUTH END EXPANSION

$1,000,000+

Liberty Mutual Insurance
Richard and Susan Smith Family Foundation
The Mary and Janice Woolsey Foundation, Inc.

$500,000-$999,999

Amelia Peabody Foundation
Clapper Trust
The Ehlig Family
Mary E. Haldeman
Jane’s Trust
The Lynch Foundation
Mabel Louise Riley Foundation
Elizabeth L. March & David E. Stein
The Reeder Foundation
Stephens & David Spira
State Street Foundation, Inc.

$150,000-$499,999

John W. Alden Trust
Peter & Mary Lee Aldrich
Barbara & Carl Berke
The John Ben Snow Memorial Trust
David Ebersole

$100,000-$149,999

John Hancock
The Ludcke Foundation
MassDevelopment Commonwealth Places Program

$50,000-$99,999

Amelia Peabody Charitable Fund
Anonymous
Cabot Family Charitable Trust
John & Patricia Clarke
J.L. and J.B. Butler Foundation
John Hancock

The Lilly Foundation
MassDevelopment Commonwealth Places Program

$20,000-$49,999

John B. Allen Trust
Barbara & Carl Berke
Eric & Tracy Groves
Alison Poorvu Jaffe & Daniel Jaffe
The Marconi Family
Mike and Lindsey McLaughlin
Jennifer Meier-Burg & Yu Ping
Benjamin Tälzäger & Joel Roosenboom-Tälzäger

Gifts and commitments to the More Than Words Campaign for South End Expansion as of 8/31/2018

WE DO MORE THANKS TO YOU

Thank you to all who’ve stepped forward and helped us transform the landscape for vulnerable youth in Greater Boston. Because of you, we can do more and be more for our youth!
SUPPORTERS ($100,000-$249,999)
Susan Smith Family Foundation

SUPPORTERS ($500,000+)

TRAILBLAZER ($500,000+)

LEAN ($100,000-$249,999)

SUPPORTER ($1000-$4,999)

CATALYST ($10,000-$49,999)

VISONARY ($50,000-$99,999)

LEAD ($100,000-$249,999)

SUROOTHER ($1000-$4,999)

FRIENDS (UP TO $999)

MORE THAN WORDS ANNUAL REPORT 2018 | 23
MORE THAN WORDS ANNUAL REPORT 2018

TERA Cerda Tyner • Thoughtful People, LLC • Jay & Anne Albert • Diane Egan

Deborah Hay • Jon Petrow • Friends of MORE THAN WORDS • NEMO, Organizing & New Management • Free Library Foundation • Family Jazz • Liberty Mutual Insurance Foundation • Five Star Quality Cleaning, Inc. • Manna Distribution •

FUNDING INTEGRITY (5/1/2017 to 6/30/2017)

On behalf of Laura Bowes • Bowman Selig Families Charitable Trust • Kelly Bowser • Alison Boyce • John Boyce • Sarah Brady • Anne Brainerd • Carl Brauer • Suzanne Brendle

FRIENDS (UP TO $999)

MORE THAN WORDS ANNUAL REPORT 2018 | 23
MORE THAN WORDS ANNUAL REPORT 2018
How will YOU BE MORE this year?

“I want to BE MORE in the present. I’m often thinking too much ahead, planning, or thinking of what I could have done or didn’t do. It’s time to center myself in the present.”

Shelia Graham, Youth Development Manager, Mt. Tom Hospice
How will you BE MORE this year?

This year I will BE MORE reflective. I will add some quiet time into my day and use this time to ask deep questions about what I care about with my job, my family, racial/social justice issues, and the planet.”

Leticia Peguero, Executive Director, Andrus Family Fund & Andrus Family Philanthropy Program

I want to BE MORE mindful, pay more attention to the here and now, stop reading my emails all the time. By being more present, I will be able to cherish the moments and experience MORE.”

Nicole Robbins, Juvenile Diversion Coordinator, Suffolk County District Attorney’s Office

When you donate books, you keep our business going and create the work youth need to help realize their aspirations.

Do more... Donate books!
ARE YOU READY FOR MORE?

Don’t just talk about the change you want to see. **DO MORE** for our youth. **BE MORE** for our community. Right now.

**MORE WAYS TO CONNECT**
**MORE WAYS TO SUPPORT**
**MORE WAYS TO BE PART OF**
**MORE THAN WORDS**