

MPS C.A.R.E.S. Midnight Sports League by the Numbers



PARTNERSHIPS:

- Partnered with multiple agencies to start the Midnight Sports League in March of 2017.
 - Running Rebels, City of Milwaukee, Office of Violence Prevention, Fire & Police Commission, MPD, MMOA, and Safe and Sound

OUTREACH:

- Facebook/Social Media Promotions
- Numerous TV, Radio and news articles since inception.
- Email Marketing to participants on a seasonal basis
- Local youth and adult serving agencies in Milwaukee contacted seasonally regarding participation

GRANTS AND FUNDING:

- 2018- Received **\$20,000** from the City of Milwaukee (CDBG) to develop a Northside Midnight Sports League.
- Playmakers donating incentives for athlete participation
- Pick N Save donating incentives for athlete participation

ENRICHMENT:

- 2017-Provided Midnight Sports League participants with enrichment programming by America Works, Department of Employee Relations, City of Milwaukee, Milwaukee Bucks, MPS and UWM.
- 2018 MKE Fatherhood Initiative and Simple Steps contracted to provide enrichment.
 - 38 Tech/58 Obama participants received Child Support Services
 - 42 Tech/36 Obama participants received Employment/Resume Assistance
 - 42 Tech/26 Obama participants received Transitional Employment Training
 - 31 Tech/41 Obama participants received Driver's License Recovery assistance
 - 29 participants received Municipal Court Ticket Assistance/Dad's Project
 - Participation outside ML
 - 7 attended the Fatherhood Summit in October 2018

PARTICIPATION NUMBERS:

- Spring 2017- 117 Registered
- Summer 2017- 113 Registered
- Fall 2017- 118 Registered
- Spring 2018- 120 Registered
- Summer 2018- 140 Registered
- Fall 2018 (135 Obama) (117 Tech)
- Over **860** registered participants in the Midnight Sports League basketball program.
- 686 Unduplicated participants
- Participants come from 25 Milwaukee Zip codes
- Average age 22-23 years old.

EMPLOYMENT NUMBERS:

- Created **30** new part-time jobs to service the Midnight League.
 - Not including Officials
- 2018 Started paying coaches to enhance enrichment and accountability.