



SPONSOR TOOLKIT & PROGRAM EVALUATION REPORT · 2026–2027

Invest in the girls who are building *North Philly's* future. Then see the proof.

Part One is the partnership guide: who we are, what your sponsorship funds, tiers, benefits, and the commitment form. Part Two is the evaluation: the instrument we use, what it found, what we changed because of it, and where it falls short. Together they are the whole picture.



Thrive Philly

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Inside

- 01 Who we are & our programs
- 02 Why partner & sponsorship tiers
- 03 Benefits, events, in-kind & commitment form
- 04 Scale of work & the instrument
- 05 Findings, outcomes & limitations
- 06 What changed & what's next

PART ONE

Sponsor Toolkit

Partnership guide, 2026–2027

For businesses, foundations, and community champions who want to fund youth programming, wellness, and economic opportunity at Thrive Philly.

Sponsors can support Thrive Philly as a whole or direct their gift to a specific program. Every tier is customizable, in-kind gifts are recognized at the tier matching their fair-market value, and every sponsor receives the same impact reporting our City and foundation funders do. That reporting is Part Two.

- 1 Who we are
- 2 What your sponsorship supports
- 3 Why partner with Thrive
- 4 Annual sponsorship tiers
- 5 Sponsor benefits at a glance
- 6 Event and in-kind sponsorships
- 7 Sponsor commitment form



How to use this section

Read pages 3 to 6 to find the fit. Choose a tier, an event, or an in-kind gift on pages 6 to 7. Complete the commitment form on page 8 and return it to alliyah@thrivephilly.org, or reach out to design a custom partnership.

A neighborhood hub where girls learn, lead, and heal.

Thrive Philly gives young people — especially Black girls in North Philadelphia — a safe, beautiful space to build skills, confidence, and community. From our home at 504 Cecil B. Moore Avenue, we run year-round youth programming, a wellness studio, a community career café, and free public events that reach thousands of neighbors every year.

2,500+

neighbors served each year through free, community-centered events

250

young people enrolled in our 13-week Thrive Summer Bridge Program

26+

partner organizations that have used the Thrive Career Café as home base

Our mission

To help young people and their families thrive by pairing STEAM education, wellness, and workforce development with the navigational capital they need to move through school, work, and life with confidence.

Our approach

Everything we do is designed by the people we serve. STEAM students help co-lead our wellness programming. They project-manage our biggest public events. They graduate with a portfolio, a laptop, a stipend, and a network — and the neighborhood gets a stronger, more connected block.

Why it matters

- Girls in North Philadelphia have too few free, high-quality, culturally affirming programs that combine tech, wellness, and career readiness.
- Our programs are funded in part by City of Philadelphia anti-violence community partnership grants — because safe, structured, joyful spaces are violence prevention.
- Sponsorship dollars go directly to laptops, stipends, licensed wellness facilitators, and the community events that make our block feel like home.

"We're not just teaching girls to code or to run a business. We're teaching them that the neighborhood is theirs to shape."

Our programs

Sponsors can support Thrive Philly as a whole or direct their gift to a specific program.

STEAM

Year-round · Tues & Thurs Ages 13–18

Our flagship program in science, technology, engineering, arts, athletics, and math. Each cohort receives a laptop, a stipend, a full online curriculum, and hands-on projects — including planning and producing real community events. Spring 2026: 25 participants, 9 MacBooks distributed.

Sister Circle

Wellness Facilitated group sessions

A structured, facilitated group embedded in STEAM where participants name their challenges and build coping and leadership skills together. Co-facilitated by staff and a licensed clinical social worker, with a warm handoff to clinical services when a need is identified.

Thrive Summer Bridge Program

13 weeks · Summer 250 participants

A summer-long program that keeps young people engaged, learning, and safe during the months when they need it most. Supported by the City of Philadelphia's Office of Public Safety.

Thrive Wellness Studio

Pilates · Movement · Rest

A community wellness studio where STEAM students co-lead Pilates and wellness sessions that activate the surrounding neighborhood — making movement and rest accessible to families who are usually priced out.

Thrive Career Café

Workspace · Workshops · Partners

A community workspace offered at a discount to mission-aligned organizations and free to neighbors building businesses who volunteer in return. Home to Caffeine & Capital, our weekly business- and nonprofit-building series for women, ending each week with a grant workshop.

Thrive Weekend

Free · Public · August

A three-day community celebration — Brown Sugar Movie Night, the Flourish Fest block party, and Brunch at Thrive — fully project-managed by STEAM students as part of their workforce training. Our biggest sponsor-visibility moment of the year.

Real reach. Real relationships. Real results.

Who you'll reach

- **Youth and families** across North Philadelphia — the girls in our programs and the parents, siblings, and neighbors who show up with them.
- **Women entrepreneurs and nonprofit builders** who come through Caffeine & Capital and the Career Café every week.
- **A partner network** of 26+ organizations, including the Urban League of Philadelphia, Philly HBCU Club, NCNW Temple Chapter, and Bank of America's financial literacy team.
- **Thousands of event attendees** at Thrive Weekend, Flourish Fest, and our HBCU college panel and community activations.

What sets Thrive apart

- **Youth-led execution.** Your logo on our block party is placed by the students who produced it.
- **A physical home.** We own our presence on Cecil B. Moore — a storefront, a studio, and a café your team can visit and volunteer in.
- **Accountability.** We report to City and foundation funders every quarter. Sponsors receive the same clear impact reporting.

What your dollars do

- Put a laptop in the hands of a STEAAM participant
- Fund participant stipends so girls don't have to choose between a job and a program
- Pay licensed wellness facilitators for Sister Circle
- Cover food, supplies, and transportation for events
- Keep the studio and café open and free to the community

How sponsors show up

Beyond dollars, sponsors bring:

- Employee volunteer days and mentorship
- Guest speakers and site visits
- In-kind tech, food, printing, and event supplies
- Internship and job-shadow opportunities for graduates

100%

of programs offered free to participants

3

City of Philadelphia public-safety grant awards since 2024

13

weeks of summer programming keeping 250 young people engaged and safe

SPONSORSHIP OPPORTUNITIES

Annual sponsorship tiers

Annual sponsorships support Thrive Philly across all programs and events for a 12-month term. Every tier is customizable.

Anchor Partner

\$25,000

- Named "Presented by" recognition for STEAAM or Thrive Weekend for the full year
- Logo on all program materials, website homepage, event signage, and impact report
- Speaking opportunity at Thrive Weekend and cohort graduation
- Quarterly impact briefings with the Executive Director; private site visit and volunteer day
- Featured sponsor spotlight across Instagram, TikTok, and newsletter (4x/year)

Program Champion

\$10,000

- Named sponsor of one program (STEAAM, Summer Bridge, Sister Circle, or Career Café)
- Logo on program materials, website, and event signage; listing in impact report
- Invitation to speak or host a workshop with participants
- Semi-annual impact report and site visit; social spotlight (2x/year)

Cohort Sponsor

\$5,000

- Underwrites laptops and stipends for one STEAAM cohort
- Logo on cohort materials and website; recognition at graduation
- Annual impact report; social recognition (1x/year); volunteer day

Community Partner

\$2,500

- Logo on website sponsor page and Thrive Weekend signage
- Recognition in the annual impact report and a social thank-you
- Reserved table at Brunch at Thrive

Friend of Thrive

\$1,000

- Name listed on website and in the annual impact report
- Social thank-you and invitations to all Thrive Weekend events

Sponsor benefits

Benefit	Friend \$1K	Community \$2.5K	Cohort \$5K	Champion \$10K	Anchor \$25K
Name/logo on website	Name	Logo	Logo	Logo	Homepage
Listed in annual impact report	•	•	•	•	•
Social media recognition	1x	1x	1x	2x	4x
Thrive Weekend event signage		•	•	•	•
Reserved table at Brunch at Thrive		•	•	•	•
Employee volunteer day			•	•	•
Logo on program materials			Cohort	Program	All
Workshop / speaking opportunity				•	•
Named program sponsorship				•	•
Impact briefings with Executive Director			Annual	2x/yr	Quarterly
"Presented by" naming rights					•

Event sponsorships

Prefer a one-time, high-visibility moment?
Sponsor a Thrive Weekend event.

- **Flourish Fest Block Party — \$5,000**
presenting · \$1,000 stage/activity zone ·
\$250 vendor table
- **Brown Sugar Movie Night — \$2,500**
presenting · \$500 concessions sponsor
- **Brunch at Thrive — \$2,500** presenting ·
\$500 table host
- **HBCU College Panel — \$1,500** presenting

In-kind partnerships

In-kind gifts are recognized at the tier
matching their fair-market value. Our current
wish list:

- Laptops and tablets for STEAAM
participants
- Catering and snacks for program days
and events
- Printing, signage, and event production
- Pilates and fitness equipment for the
studio
- Software licenses, transportation, and gift
cards for stipends

Sponsor commitment form

Complete and return to **alliyah@thrivephilly.org**, or reach out to design a custom partnership.

Company / Organization name

Contact name & title

Email

Phone

Mailing address

Name as it should appear in recognition

Annual sponsorship level

- ☐ Anchor Partner — \$25,000
- ☐ Program Champion — \$10,000
- ☐ Cohort Sponsor — \$5,000
- ☐ Community Partner — \$2,500
- ☐ Friend of Thrive — \$1,000

Event sponsorship

- ☐ Flourish Fest ☐ Brown Sugar Movie Night
- ☐ Brunch at Thrive ☐ HBCU College Panel

Level / amount: _____

In-kind gift

Description & est. value:

Payment method

- ☐ Check ☐ ACH / wire ☐ Online
(thrivephilly.org) ☐ Invoice me

Authorized signature

Date

Make checks payable to: Thrive Philly · 504 Cecil B. Moore Avenue, Philadelphia, PA 19122

Contributions are tax-deductible to the extent allowed by law. EIN 85-1927931. Please send logo files (vector or high-resolution PNG) to alliyah@thrivephilly.org within two weeks of commitment.

Questions? Contact Alliyah "Lee" Francis, Founder & Executive Director · alliyah@thrivephilly.org · thrivephilly.org · [@thrivephilly](https://www.instagram.com/thrivephilly)

PART TWO

Program Evaluation Report

Bridging Gaps & Building Futures

Reporting period FY2025 through Summer 2026. Prepared September 2026.

This report documents how Thrive Philly measures the effect of its programming, what the measurement has found, and what the organization changed as a result. It is written for funders and partners who want to see the instrument and its limits, not only the headline figures.

- 1 Scale of work
- 2 The instrument
- 3 Findings: 2026 cohort
- 4 Findings: program outcomes
- 5 Limitations
- 6 What changed because of the findings
- 7 Evaluation going forward
- A Construct basis and references



Why sponsors get the evaluation, not just the brochure

We report to City and foundation funders every quarter. Sponsors receive the same clear impact reporting. The pages that follow are that reporting: the numbers, how each one is measured, and what we still cannot claim.

Scale of work

235

girls through the STEAAM cohort model since 2021

732

people served directly in FY2025

3,200+

reached through community programming

4,700+

women served through the Career Café since 2021

SERVICE	FY2025	BASIS
STEAAM, year-round cohort program (ages 13–18)	102 girls	Served citywide across fall, spring, and summer, including 30 in the intensive core Summer Bridge cohort.
Thrive Wellness Studio	630 participants	Individuals who took at least one movement or wellness class.
Direct service total	~732	Counted as separate lines and not de-duplicated; some STEAAM participants also took studio classes.
Summer workshops and events	250 youth and young people	Attendance across summer workshops and events. Distinct from cohort enrollment.
Community reach	3,200+	Career Café, Thrive Club professional development, and community events including Thrive Weekend and Flourish Fest. Awareness reach, not direct service.
Partner organizations hosted	26	Organizations that used the Café free of charge.
Spring 2026 STEAAM	25 participants	9 MacBooks distributed.

All programming is free to participants. Approximately 80 percent of participants live in poverty.



Community programming at the Thrive Career Café, 504 Cecil B. Moore Avenue. Every program is free to participants and built with the community it serves. Café and event attendance are counted as community reach, not direct service.

The instrument

A longitudinal pre and post survey runs with every cohort, across programs rather than in one program only. The instrument and a written evaluation project plan were designed for Thrive Philly by an external evaluation consultant as an in-kind contribution.

SUBSCALE	ITEMS	RANGE	SCORING
Resilience and protective factors	A1–A10	10–50	Summed as-is. Higher indicates stronger protective factors.
Growth mindset	B11–B17	7–35	B16 and B17 are reverse-scored (6 minus response) to detect acquiescence and straight-line responding.
Program engagement and STEAM interest	C18–C22	5–25	Summed as-is. Higher indicates greater readiness and interest.
Qualitative	D23–D25	Not scored	Coded into themes with sentiment. D25 is confidential and visible to administrators only.

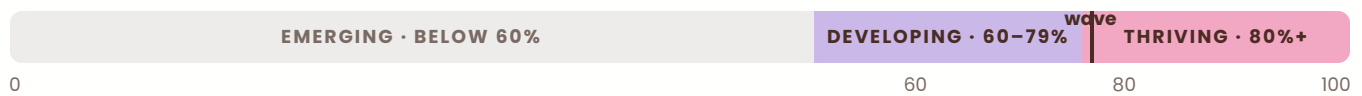
Twenty-two scaled items on a 1 to 5 agreement scale, plus three open-response items. Administered at intake and at program close. Design is single-group pre and post, with change in subscale means as the primary outcome.

QUALITY FEATURE	WHAT IT DOES
Reverse-scored items	Two items are worded against the construct, so a participant agreeing with everything scores lower rather than higher. This is uncommon in instruments built by organizations of this size and is what separates real movement from agreeable responding.
Interpretation bands	Scores are read as a percentage of maximum: Emerging below 60 percent, prioritized for coaching and follow-up; Developing 60 to 79 percent, on track and reinforced; Thriving 80 percent and above, treated as a strength to leverage and a basis for peer leadership.
Item-level watch list	Any item where 30 percent or more of participants respond 1 or 2 is flagged for programmatic response, independent of whether the subscale average looks healthy.
Confidentiality	The third open-response item is administrator-only and is excluded from cohort reporting.
Reporting cadence	Cohort summary after the pre-wave; growth report after the post-wave.
Scoring and analysis	Coded into the Thrive program portal and scored automatically. The Program Coordinator administers and runs the analysis; the Executive Director certifies reported figures.

A cohort can post a healthy subscale average while a single item quietly fails for a third of participants. The watch-list rule is what surfaces that.

Findings: 2026 cohort, 40-week cycle

FIGURE 1 · INTERPRETATION BANDS, READ AS PERCENTAGE OF MAXIMUM SCORE



The pre-wave composite for this cohort sat at 80.6, just inside the Thriving band. Bands are named as well as shaded, so the reading does not depend on color.

35

learners in the 40-week cohort completing both pre and post administrations

25%

improvement in subscale means, pre to post

80.6

pre-survey composite, mid-collection snapshot

3.88

lowest baseline item of all 22 (item A7)

The lowest-scoring item was the one that mattered most

Across all 22 items, the lowest baseline score was **3.88 out of 5 on item A7, "I can ask for help when I need it,"** which sits inside the resilience and protective factors subscale. The highest baseline scores, all at 5.00, measured excitement about the program, belief in the program, and anticipation.

The instrument and the participants identified the same gap independently. Asked in open text what they hoped to gain, one participant wrote:

"I hope to get better at asking for help when needed and not trying to do any and everything on my own."

That convergence between a quantitative item-level finding and an unprompted qualitative response is the strongest methodological signal in this dataset. It is the reason the finding was acted on rather than filed.

Item extremes, qualitative and year-over-year findings

FIGURE 3 • BASELINE ITEM MEANS, 1 TO 5 SCALE. EXTREMES ONLY.



Qualitative theme

The dominant theme in open-text responses was that the program substantially improved participants' mental health and sense of support. This was volunteered, not prompted by any item.

Year-over-year benchmark

Because the same instrument runs every cycle, each cohort is measured against the last. The 2026 cohort improved approximately **10 points more than the 2025 cohort** on subscale means.

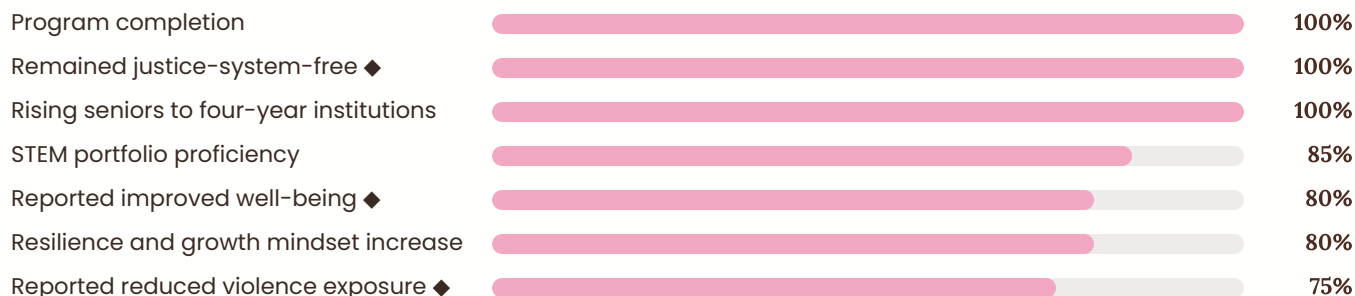
Two treated cohorts compared across years cannot isolate the program's effect against no program, but it does test whether delivery is getting better, and on this measure it is. Building that benchmark is the practical reason the instrument is held constant rather than revised each cycle.

One caveat belongs with that figure. Cohorts are not independent samples. Participants commonly return across cycles and graduate with Thrive Philly, while others leave partway. Year-over-year movement therefore reflects a mix of returning participants continuing to grow and new participants starting fresh, and it should not be read as two separate groups measured once each.

Findings: program outcomes

Outcomes for the most recently completed STEAAM cycle. Each is defined so the figure can be read accurately.

FIGURE 2 · MOST RECENT STEAAM CYCLE. EVERY BAR IS LABELED WITH ITS VALUE.



♦ Participant self-report. Unmarked rows are program-verified against records, portfolio checkpoints, or confirmed matriculation.

RESULT	OUTCOME	HOW IT IS MEASURED
100%	Program completion	Enrolled participants who completed the full cycle and presented a capstone at the Graduation Showcase.
100%	Remained justice-system-free	Program-observed and participant-reported across the cycle. Not verified against court records. See limitations.
85%	Reached STEM portfolio proficiency	Assessed against portfolio checkpoints held in the program portal.
80%	Reported improved well-being	Participant self-report on the post administration.
80%	Increase in resilience and growth mindset	Movement on the relevant subscales between week 1 and week 40.
75%	Reported reduced violence exposure	Participant self-report, 2025 Summer Bridge cohort.
100%	Rising seniors matriculated to four-year institutions	Confirmed enrollment. 90 percent of those enrolled at HBCUs.

Cumulative delivery since 2021

What five years of delivery adds up to. Every figure below is cumulative since 2021 unless a single year is named, and all programming is free to participants.

235

girls through the STEAAM cohort model since 2021

160

laptops distributed with software and insurance, kept after graduation

120+

first-time passport stipends

\$80k+

in back-to-school awards

25

paid summer placements in 2025: 17 girls and 8 women

17

participants who travelled internationally

902

Philadelphians served in the Café during the Summer 2025 grant period

3

City of Philadelphia public-safety grant awards since 2024

2,500+

neighbors reached each year through free community events

26+

partner organizations hosted at the Thrive Career Café

100%

of programming delivered free to participants

6

years in operation, incorporated 2020

Figures are cumulative since 2021 except where a year is named. Café and event attendance are counted as community reach, not direct service, and are reported separately in Section One.

What this means for a sponsor

Every tier in Part One maps to a line on this page. A Cohort Sponsor underwrites the laptops and stipends counted here. A Program Champion funds the Café hours that produced the 902. The evaluation is how you will see your line move.

Limitations

Stated plainly, so a reader can weigh the findings correctly.

Self-report

The instrument measures perceived resilience, growth mindset, and engagement. Reverse-scored items guard against response bias but do not convert self-report into observed behavior.

No untreated comparison group

Thrive Philly runs a single-group pre and post design measured against a prior-cohort benchmark. The 2026 cohort improved roughly 10 points more than the 2025 cohort on the same instrument, which is real evidence that delivery is strengthening year over year. It is not evidence of effect against no program, because both cohorts received the program. A matched or randomized design would be required for that claim, and we do not make it.

Cohorts overlap in membership

Participants return across cycles and graduate with us; others leave partway. Successive cohorts are therefore not independent samples, which limits how far year-over-year differences can be pushed. Tracking individual trajectories across multiple cycles is the correction and it begins with the Thrive RISE Pathway.

Administration is internal

Program staff administer the instrument. Scoring is automated, which removes arithmetic error, but administration is not independent.

Small samples

The 2026 pre and post sample is 35 learners drawn from the 40-week cohort. Findings are directional for a cohort of that size and should not be generalized.

Justice-system involvement is not record-verified

The 100 percent figure is program-observed and participant-reported. Thrive Philly does not run background checks on participants and does not intend to.

No long-term follow-up yet

Outcomes are measured to the end of the cycle. Systematic post-program tracking at 6 and 12 months begins with the Thrive RISE Pathway.

Baseline ceiling on one subscale

Program engagement items score at or near 5.00 at intake, because participants who enroll are already enthusiastic. Movement on that subscale is therefore compressed by design, and resilience and growth mindset carry more analytic weight.

SECTION SIX

What changed because of the findings

Evaluation that does not change a program is documentation, not evaluation.

Help-seeking became a graded competency

The 3.88 finding, corroborated by open-text responses, is the direct reason help-seeking, wellness, and identity are being built as assessed competency strands in the Thrive RISE Pathway credential rather than treated as support services outside the academic record.

Evaluation was automated

Scoring, subscale reporting, individual scores, and cohort trend analysis run automatically inside the Thrive program portal. That is what allows a part-time Program Coordinator to carry evaluation implementation rather than dropping it when the cycle gets busy.

Clinical support was embedded

The mental health theme in open text informed the decision to embed a licensed clinical social worker who accepts Medicaid in Sister Circle group sessions, so that connection to care is an onboarding rather than a handoff.

SECTION SEVEN

Evaluation going forward

THRIVE RISE PATHWAY RISE is the pipeline program for STEAAM participants and for the wider community, which is why its age band extends beyond STEAAM's 13 to 18 to reach young adults aged 16 to 24. Evaluation expands in four ways:

- **An external evaluator** independent of program staff, carrying formative and summative responsibility.
- **Competency-level assessment** scored at four levels against published rubrics, with inter-rater reliability checks across assessors and an independent reliability review before the second cohort.
- **A headline outcome measure:** the percentage of Tier 1 completers who become eligible for Tier 2 occupational training.
- **Post-program tracking** of enrollment, placement, wage at placement, and retention at 6 and 12 months, together with attrition before day one, meaning learners who inquire and do not enroll.

Construct basis and references

This appendix documents the established constructs and measurement traditions each subscale draws on. It is provided so a reviewer can locate the instrument in the literature rather than take its design on trust.

A note on provenance. The mapping below states which validated constructs and instrument families each subscale aligns with. Two items, B16 and B17, are recognizable near-verbatim entity-theory items from Dweck's implicit theories work. For the remaining items, Thrive Philly is confirming with the evaluation consultant which scales were formally adapted and which were written to construct. This appendix will be updated to name adapted sources item by item once that confirmation is complete. We would rather publish an accurate provenance later than an overstated one now.

SUBSCALE	CONSTRUCT	MEASUREMENT TRADITION IT ALIGNS WITH
Resilience and protective factors A1–A10	Resilience, belonging, caring-adult relationships, goal orientation, perceived safety	Connor-Davidson Resilience Scale (CD-RISC); Child and Youth Resilience Measure (CYRM); Search Institute Developmental Assets and Developmental Relationships frameworks.
Growth mindset B11–B17	Implicit theories of intelligence; incremental versus entity beliefs	Dweck's Implicit Theories of Intelligence Scale. The reverse-scored items B16 and B17 follow the standard entity-theory wording, which is why they are scored 6 minus response.
Program engagement and STEAM interest C18–C22	Situational and individual interest; expectancy-value beliefs; STEM attitudes	Student Attitudes toward STEM (S-STEM) survey; expectancy-value theory of achievement motivation.
Item A7, help-seeking Within resilience	Adaptive academic help-seeking	Adolescent help-seeking research, in which avoidance of help-seeking is treated as a distinct and consequential barrier rather than a personality trait.
Program design Not an instrument subscale	Competence, autonomy, relatedness; active validation; navigational capital	Self-determination theory; validation theory; community cultural wealth. These shape how the program is built, and the instrument measures whether the build is working.

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Ready to partner?

Return the commitment form on page 8, or contact Alliyah "Lee" Francis, Founder & Executive Director · alliyah@thrivephilly.org · thrivephilly.org · Instagram @thrive.philly · LinkedIn: Thrive Philly. Sponsors receive this evaluation, updated, every cycle.