

FOR IMMEDIATE RELEASE

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Rapid Growth of Newton's Road Community Outreach

24 community organizations have ordered STEM Kits to layer into their youth programs

(TRAVERSE CITY) "Our staff and volunteers witness excitement and eagerness to explore the contents of the [STEM] kits. The kits provide an opportunity for children to develop important skills. A young boy had received a helicopter kit and returned to the Foundation at a later date and asked, 'Is it ok if I have another helicopter kit?' He was elated when we were able to give him another kit."

Newton's Road received this message from the Father Fred Foundation, one of our many Community Partners. Developing and sustaining partnerships with community organizations that serve youth and families plays a vital role in the success of our mission to provide STEM-related learning and career exploration opportunities to all youth in our region. In less than two years, 24 community organizations have ordered STEM Kits for use onsite by youth participating in their programs, funded by grants and donations to Newton's Road. A sampling of our partners include Habitat for Humanity, LIFT Teen Center, The Rock of Kingsley, Communities in Schools, The Women's Resource Center, and Acorn Health. Most recently, we are partnering with NMCAA Head Start to incorporate STEM Kits into their pre-Kindergarten classes. STEM Kit grantors and major donors include: Impact 100 of Traverse City, eFulfillment Service Inc., The Kiwanis Foundation of Traverse City, The Grand Traverse Regional Community Foundation and United Way of Northwest Michigan.

Some of these partner organizations have also layered in our Career Investigator for Northwest Michigan (nwmicareers.org), which allows teens and adults to explore STEM-related careers, the local advantage pathways to achieve them, and the regional employers who hire these high in-demand careers. In addition, over 30 other community organizations help us grow awareness about local STEM learning and career exploration opportunities with their clients using our STEM Hub website and promotional materials.

"Through these partnerships Newton's Road has been able to expand our programmatic reach from less than 200 youth monthly to over 2,000—a 10-fold increase during a global pandemic!" reports Barb Termaat, Newton's Road Programs Director. "Receiving the 2020 Impact100 TC Education Grant enabled us to hire our Outreach Manager, Emily Williams, to focus on this previously untapped opportunity to reach youth where they are already served by community service organizations." The result is further lowering barriers to access these important skills, especially the youth and families most challenged economically, socially-emotionally or otherwise underrepresented across our region.

Together, we can inspire our youth to develop an interest in learning STEM-related problem-solving skills from an early age, help improve the relevancy and achievement of their in-school experience and open up pathways to higher wage careers in our region and beyond. There are many more opportunities needing funding! If you are interested please contact Bob O'Hara, Executive Director of Newton's Road: bob@newtonsroad.org.

About Newton's Road Northwest

Newton's Road is a nonprofit focused on cultivating creative problem solvers that thrive in our community and beyond by connecting families of K-12 children to quality STEM learning and career exploration experiences. Founded in 2010 and based in Traverse City, Newton's Road supports the 5-county region, including Antrim, Kalkaska, Grand Traverse, Benzie and Leelanau counties. Find Newton's Road online at newtonsroad.org.

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See illustrative photos, below. For additional photos, event or interview information, please contact Bob O'Hara at 231-715-1481 or bob@newtonsroad.org.

