



AngelStreet Fills a Significant Gap in Access to the Arts for the North Memphis Community

Monique O. Ositelu, Ph.D.

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North Memphis is a community of people who strive every day to make a positive impact in their neighborhoods, especially for the youth. North Memphis has almost 20 community centers catered to youth programming within its 11 square-mile radius. Yet, most of these programs are sports-centered, with opportunities to engage in the arts almost non-existent. However, AngelStreet fills a significant void not only for the arts, but offers a safe haven in an all-girls environment.

We partnered with Data Driven Consulting & Solutions to take a deep dive into the ways AngelStreet closes the gap in programming within our community. The analysis evaluates community centers within the North Memphis area as of February 2021. The enclosed report quantifies how AngelStreet addresses specific unmet needs in community youth programming.

“We use the arts as a springboard for deeper levels of engagement. Choir is the vehicle we use to get to mentorship.”

– Ruth Abigail Smith, Executive Director + Co-Founder

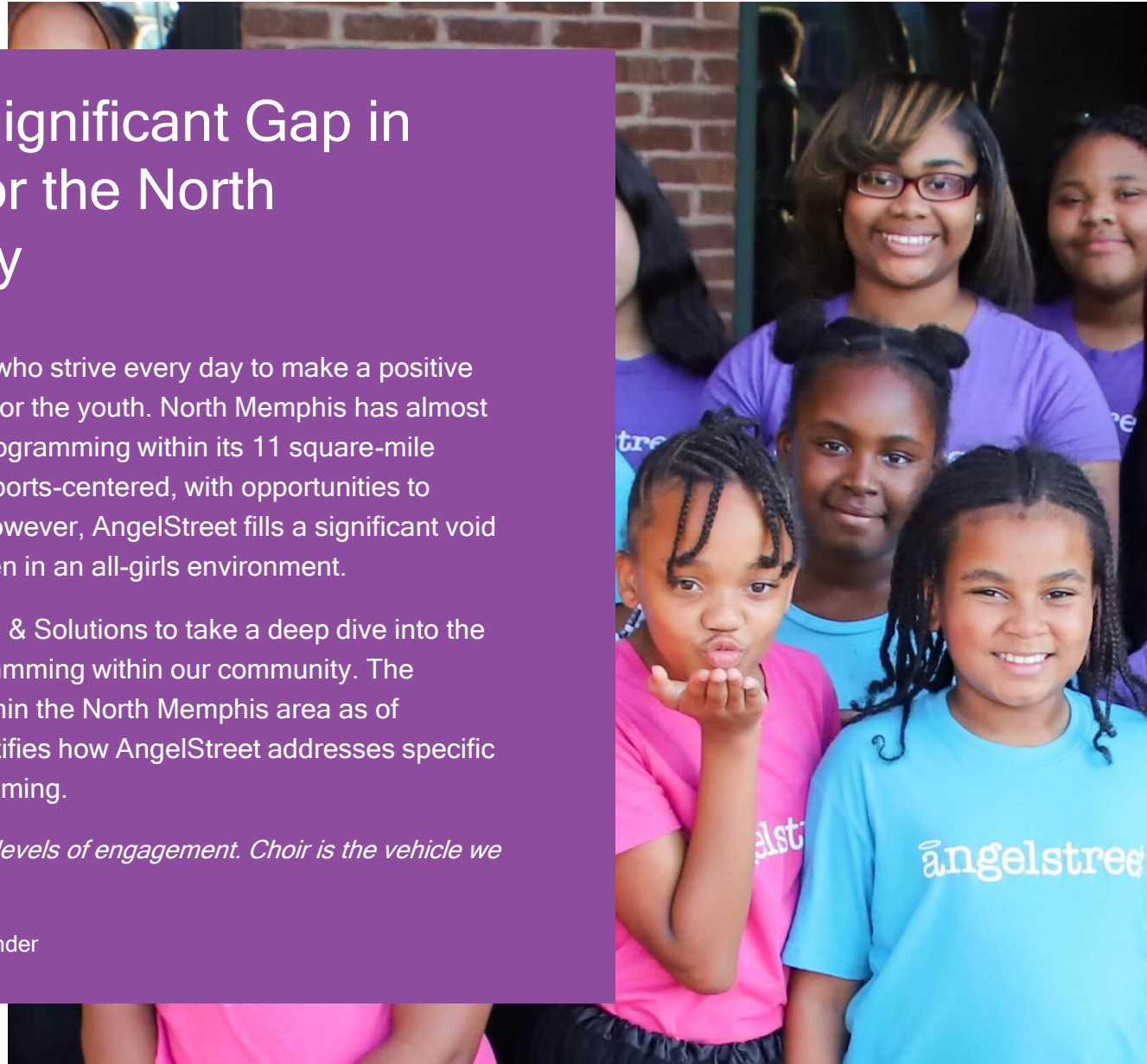


Figure 1 | AngelStreet is the Only Single-Sex Program in the Community That Provides Free Musical Training

Comparison Analysis of Organizations' Program Offerings in North Memphis

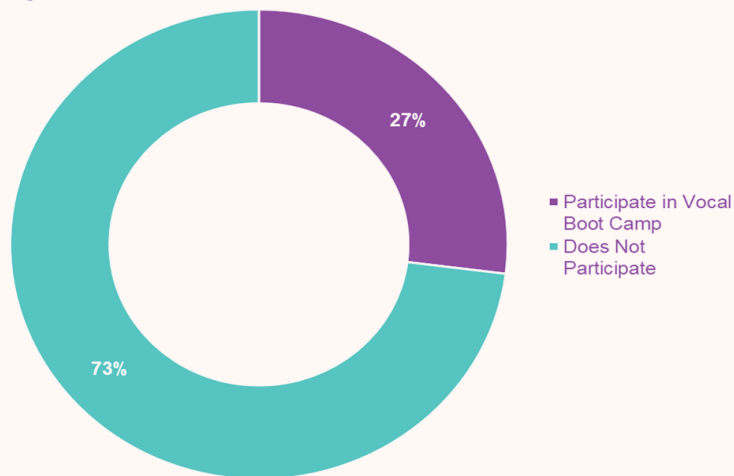


Source: Data Driven Consulting & Solutions analysis of North Memphis youth programming (N= 14).

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Figure 2 | About 1 in 3 Angels Participate in Musical Training Activities Such as Vocal Boot Camp

Participation Rate of Angels in the 2020 Summer Vocal Boot Camp



Source: Data Driven Consulting & Solutions analysis of AngelStreet's internal data on participation in program activity.

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Bridging the Gap in Access to the Arts

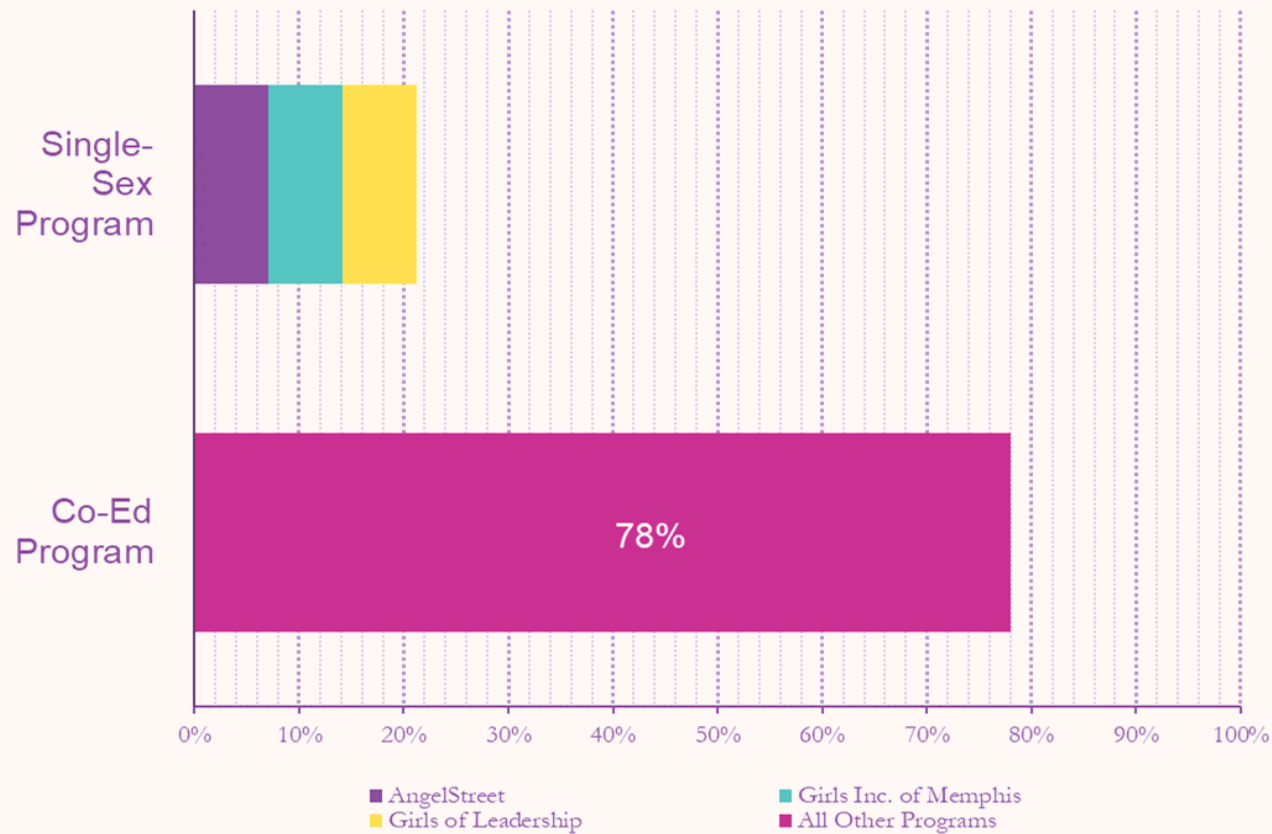
There are only two organizations that provide musical training in the North Memphis community, however, AngelStreet is the only program that provides high-quality musical training for free.

02

Enhancing Students' Musical Technique

Amidst the plethora of programming in the arts, the Summer Vocal Boot Camp is one of many examples of offerings AngelStreet provides to young girls in the community under their musical training umbrella.

Figure 3 | AngelStreet is 1 of 3 Single-Sex Youth Programs in the Community



Source: Data Driven Consulting & Solutions analysis of North Memphis youth programming (N= 14).

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03

Cultivating Sisterhood & Empowerment

With a GIRLS only environment, AngelStreet is one of the few community programs with a single-gender approach. In contrast, almost 80 percent of youth programming in North Memphis is co-ed, where most (67 percent) of the programming is centered around sports.

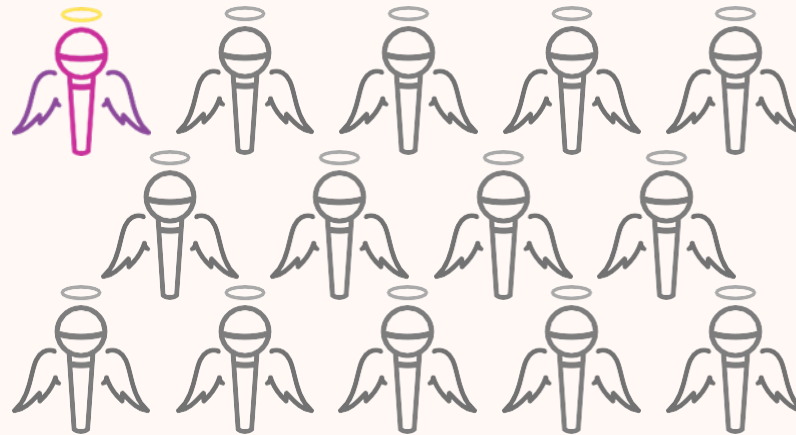
Why Single-Sex Programming is Critical for Young Girls:

Countless [research](#) shows undeniably that young girls thrive in an all-girls environment. With a single-sex approach, girls tend to excel socially and emotionally - not to mention show incredible gains in self-confidence, self-efficacy, and sense of belonging.

Maximizing on the benefits of a single-gender environment, AngelStreet is one of two programs in North Memphis that serves youth with a single-sex (all-female) staff. AngelStreet's commitment to empower young girls and cultivate a space for sisterhood is embedded in their delivery of programming directly from women to girls.

Figure 4 | Regardless of All-Gender Programming, AngelStreet is the Only Program with a Vocal Performance Choir

Comparison Analysis of Organizations' Program Offerings in North Memphis



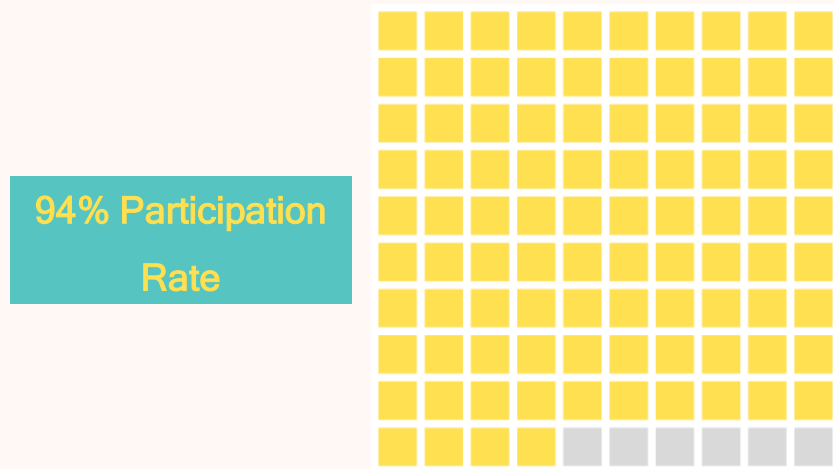
1:14 Organizations
with a Vocal
Performance Choir

Source: Data Driven Consulting & Solutions analysis of North Memphis youth programming (N= 14).

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Figure 5 | Almost All Angels Participate in Choir

Participation Rate of Angels in Choir



Source: Data Driven Consulting & Solutions analysis of AngelStreet's internal data on participation in program activity.

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Using Choir as a Vehicle to Empower a Generation of Leaders

AngelStreet is the only organization in the North Memphis community to offer a vocal performance choir for youth to participate.

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Uplifting Young Girls' Voices with Singing

Even amidst a global pandemic that is causing many youth to disengage, almost all Angels continue to actively participate in choir weekly.

06

Nurturing Creative Leaders

About half (43 percent) of youth programs in North Memphis provide mentorship and leadership development. AngelStreet approaches these pillars through two primary programs: Flock of Angels & Power Partners.

About 5 in 7 Angels (69 percent) participate in Flock of Angels. FLOCK is a Christ-centered program offered to middle school students that provides an opportunity for girls to learn about themselves with engagement from **guest speakers, field trips, discussions, and healthy self-reflection.**

About 1 in 3 Angels (28 percent) participate in Power Partners. This program is focused on transformation to allow the girls to build equitable, encouraging, and **empowering relationships through mentorship** with powerful women of the Memphis community.

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Serving Primarily Middle-School-Age Students

Within the North Memphis community, outlets for youth engagement are primarily for middle-school-age students. At least **70 percent** of AngelStreet participants **are in middle school.**

Table 1 | Many Angels Participate in Mentorship & Leadership Activities

Participation Rate of Angels in Mentorship & Leadership Programs, by Years of Participation (Retention) and Age

Student Characteristics		Flock of Angels (FLOCK)		Power Partners
Overall Participation				
Participate	69%	<div style="width: 69%;"></div>	28%	<div style="width: 28%;"></div>
Does Not Participate	31%	<div style="width: 31%;"></div>	72%	<div style="width: 72%;"></div>
Retention in AngelStreet				
Less than 2 years	20%	<div style="width: 20%;"></div>	0%	<div style="width: 0%;"></div>
2 or more years	80%	<div style="width: 80%;"></div>	100%	<div style="width: 100%;"></div>
Ages				
9-10 years	4%	<div style="width: 4%;"></div>	10%	<div style="width: 10%;"></div>
11-13 years	83%	<div style="width: 83%;"></div>	80%	<div style="width: 80%;"></div>
14-16 years	13%	<div style="width: 13%;"></div>	10%	<div style="width: 10%;"></div>

Note: The percentages may not sum to totals because of rounding.

Source: Data Driven Consulting & Solutions analysis of AngelStreet's internal data on participation in program activity.

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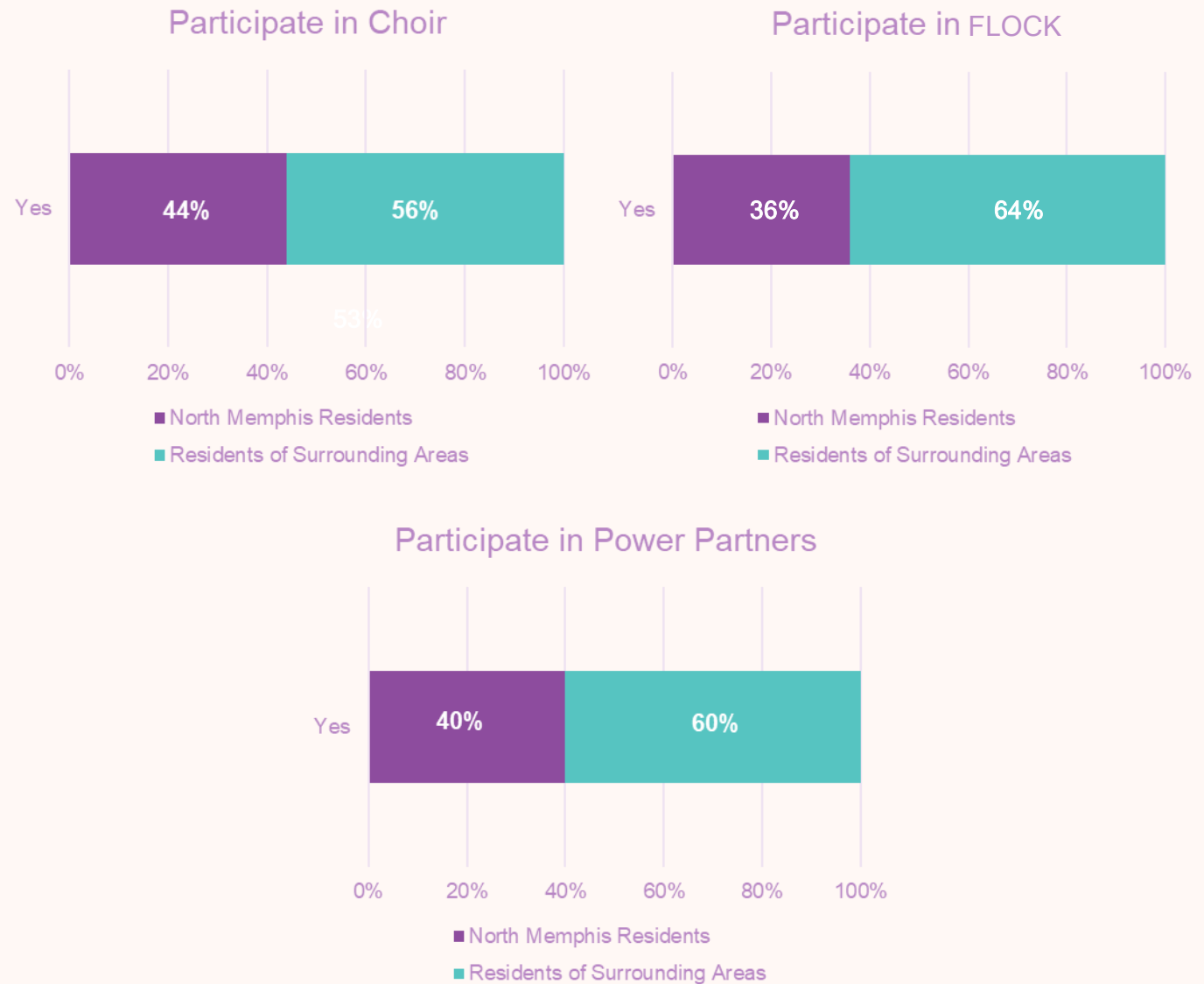
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Serving the North Memphis Community

While AngelStreet is committed to serving students residing in North Memphis, there are various reasons for the low participation rate of North Memphis residents. For example, schools of targeted recruitment include charter schools where students live outside of the North Memphis community.

In order for AngelStreet to ensure they are maximizing engagement with North Memphis students, a **concerted effort** around developing strategies is important. Such strategies for consideration include **engaging with residents outside of the school environment** via: community outreach (e.g. block parties, community pizza night, Angels performing at community-attended events, etc.), an incentive program to award North Memphis Angels who refer their neighbors to the program, & collaborative partnerships with social service programs to function as an additional source of referring girls to AngelStreet.

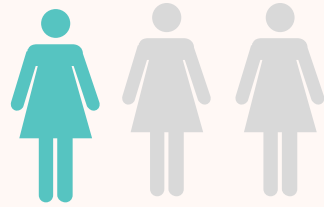
Figure 6 | Although Less Than Half of The Angels Currently Live in the North Memphis Community, They Are Consistently Active Participants
Participation Rate Disaggregated by Residence



Source: Data Driven Consulting & Solutions analysis of AngelStreet's internal data on participation in program activity.

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Figure 7 | While 1 in Every 3 Young Black Women in North Memphis Lives in Poverty, AngelStreet is Combating That Statistic



With 36 Young Girls Actively Participating, At Least 12 Are Predicted to Become Adults Living in Poverty with Only a 25% Chance of Defying the Odds. But AngelStreet Has the Potential to Help Students Defy Those Odds -- Resulting in None of the Girls Becoming a Statistic



Source: Data Driven Consulting & Solutions analysis of 2019 Memphis Poverty Data. <https://www.memphis.edu/socialwork/research/2019povertyfactsheet.pdf>.

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Poverty rates in North Memphis have increased over the past five years primarily for Black residents of all ages. While poverty rates are decreasing for white and Latina/o, the trend is not so positive for Black residents.

AngelStreet's Power Partners is a lever to jumpstart young girls on the path of economic mobility. With access to influential and professional women within Memphis, this program allows young girls access to networks to support their entrepreneurial aspirations, academic, and/or career goals. Representation is key to breaking generational poverty and Power Partners is one program in particular that exposes students to possibilities that go beyond what they typically see within their immediate 11 square-mile radius of North Memphis.

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Upholding A Commitment to Economic Mobility

Methods & Analysis: The analyses evaluated community centers within the North Memphis area (designated with the following zip codes: 38107, 38108, 38104, 38103, & 38105) as of February 2021. Programming availability was collected through a web-based search. DDC&S was unable to collect data on Dave Wells Community Center & Douglas Community Center from our web search. The analysis omits programs that are not a good comparison to AngelStreet such as, but not limited to, Urban Youth Initiative, KROC, and LITE.

To evaluate participation rates in various activities AngelStreet provides, DDC&S used descriptive estimates of internal data on activity and demographic information from the 2020-2021 cohort.