



*A collaboration between DeSales Community Development and partners to build a network of community-based recreation programs.*

## WHY

SouthSide Rec strives to bring every child easy access to in-neighborhood recreation and enrichment activities that promote social, emotional, and physical health and wellness. SouthSide Rec creates community spaces that bring our diverse neighborhood together.

In a historically segregated city, the Fox Park and Tower Grove East neighborhoods are home to one of St. Louis' **most diverse communities**. Although the diversity of our community is one of its greatest strengths, equity of opportunities remains a challenge.

The availability of free and low-cost youth programs will push our community to be more **consciously inclusive** of everyone who lives here. The diversity of the neighborhoods, coupled with a dense youth population, makes our service area a rich setting for accessible youth programs.

SouthSide Rec (SSR) provides equal access to quality youth recreation programs to **all children in our community**, regardless of where they go to school or their ability to pay a fee.



# Our Home

## About the Neighborhood

*Fox Park and Tower Grove East are among the most racially and socioeconomically diverse neighborhoods in the City of St. Louis.*

➔ 57% of neighborhood children are black, 23% are white, and 3% are Hispanic. The neighborhoods are also culturally diverse, with 940 residents born outside of the United States.

➔ 1/3 of neighborhood households with children participate in SNAP, while around 15% of households earn over \$100,000 a year.

➔ Of the 8,519 residents in Fox Park and Tower Grove East, more than 2,000 are under the age of 18. The high youth density of the neighborhoods provides a rich environment for youth programs to flourish.



*SouthSide Rec is a program of DeSales Community Development. DeSales is a community-based non-profit formed in 1976 to serve the Fox Park and Tower Grove East neighborhoods. DeSales promotes the ongoing growth of neighborhoods as healthy, diverse urban communities with quality housing.*



The neighborhood park – Fox Park – is home to three of SouthSide Rec's major programs: SouthSide Arts with Artscope, baseball with Redbird Rookies, and soccer with New Dimensions Soccer.



The Messiah Community Center (MCC) collaborates on SouthSide Rec programs. The MCC hosts SouthSide Rec's martial arts, Pokemon, hip-hop dance, and cooking classes, among others.

# Participation



*SouthSide Rec participants and volunteers are representative of the diverse community in which they live and where we serve.*

## 408

Total number of SSR youth participants in 2018

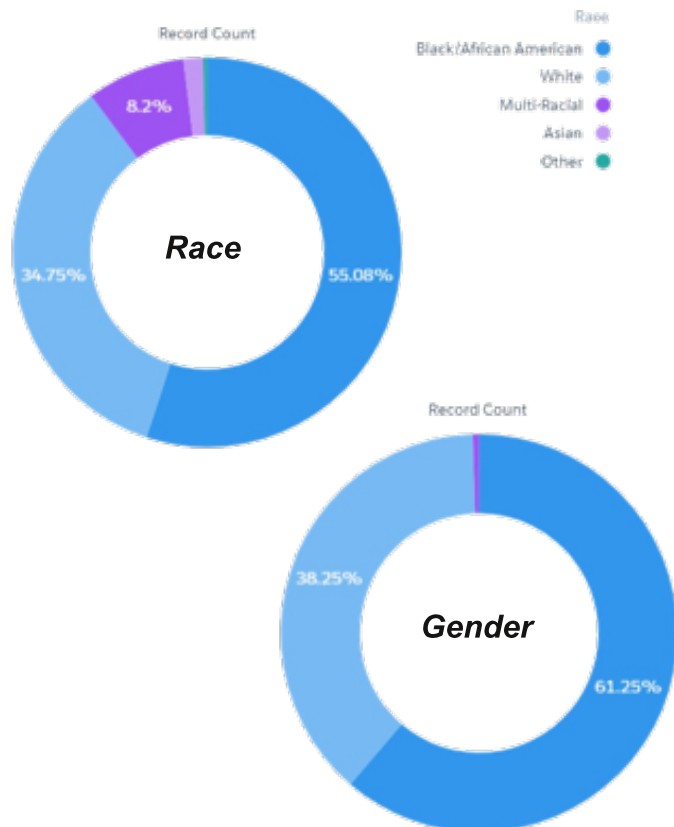
## 49%

Participants who live in target zip codes 63104 and 63118

## 75%

of volunteers were community members or parents of participants

## SouthSide Rec Participation



**5.6%** of youth participants identified as Hispanic or Latino/a.

# Impact

From grandparent spectators, to parent volunteers, to youth participants, youth programs have the unique ability to bring all generations and demographics together in a common space. SouthSide Rec uses this quality of youth programs to provide opportunities that connect our diverse community. With a focus on inclusion and positive youth interaction, SouthSide Rec values development and having fun over high scores and winning, leading to impactful outcomes.

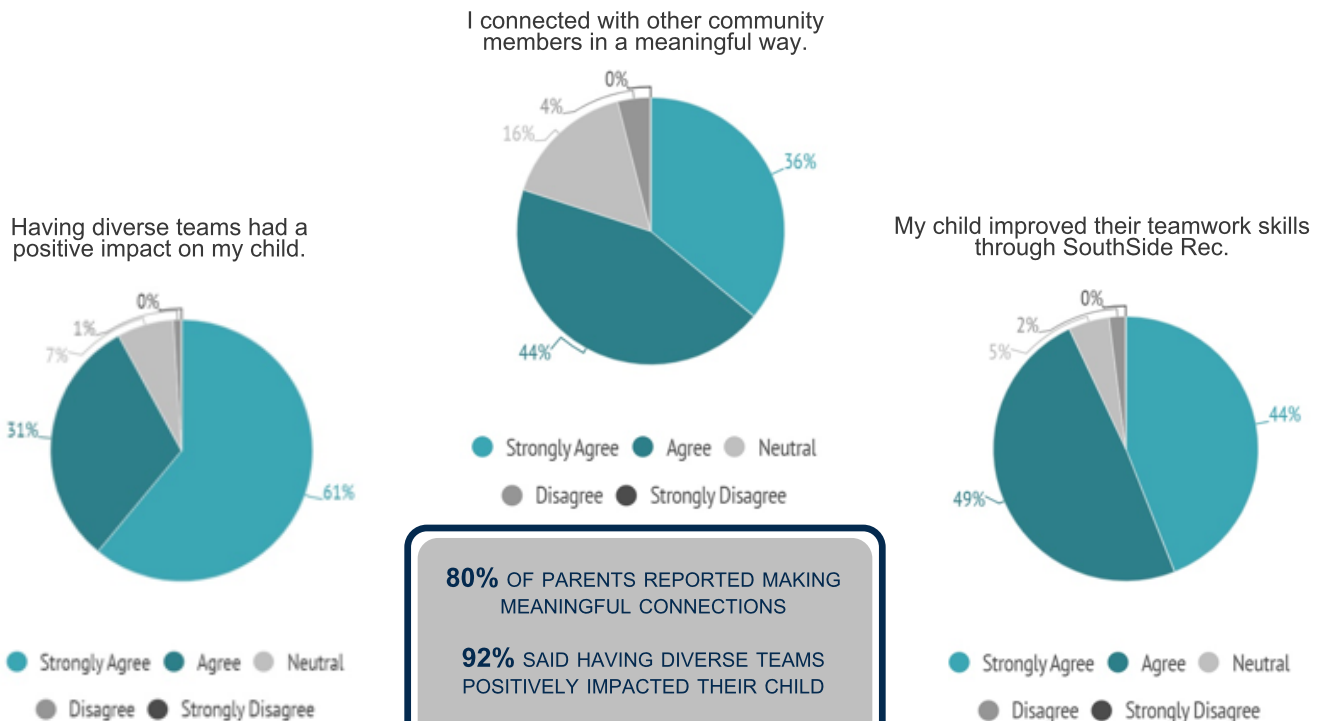
*"I love this program and the many opportunities it affords the kids and families that participate. It's a lot more than learning baseball skills and playing fun games. I am thankful for all that you do and the efforts everyone goes to, to provide fun, safe learning experiences for the kids. Thank you!"*

-- SouthSide Rec baseball parent

*"I thank you so much for what you have provided to my son. Prior to attending he was not using his words and couldn't hold a conversation with other kids. Now he is talking and not shy to interact with strangers. I want to send hugs to the entire staff!!!"*

-- Southside Rec baseball parent

The average of 136 parent survey responses reflects how our program positively influences community relationships, the physical activity of participants, and youth character development.



# Get Involved

## DONATE

*Because SouthSide Rec's programs are free and low-cost, donations help us provide quality equipment, uniforms, and maintain playing and community spaces. We warmly welcome and encourage support from local business and other neighborhood entities through sponsorship or other relationships.*

**SPONSOR A TEAM:** With a donation of \$300, you can sponsor a team. Your donation will cover costs of uniforms, equipment, and additional spending money for one team.

**SPONSOR A CHILD:** With a donation of \$25 dollars, you can sponsor a child.

**EQUIPMENT AND UNIFORMS:** A donation of \$500 helps cover equipment and uniform costs for the season so every child can play, no matter their ability to pay a fee. Donations of new or lightly used equipment are also welcome.

*To donate, email Becky Reinhart at [becky@desalescd.com](mailto:becky@desalescd.com).*

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## VOLUNTEER

Caregiver and community-member involvement in SSR is an invaluable asset that our community brings to the program. You are the momentum behind the success of all SSR programs and we always need volunteers and coaches!

Sign up to volunteer at [tinyurl.com/ssrprograms](http://tinyurl.com/ssrprograms).

You can learn more by visiting [www.desalescd.com/community-programs/southsiderec](http://www.desalescd.com/community-programs/southsiderec) or emailing [becky@desalescd.com](mailto:becky@desalescd.com).

## PARTICIPATE

Participating in SouthSide Rec is low-cost/free. With 8 active programs and growing, you are bound to find something that fits your interests and your schedule. You can find details and register your child at [tinyurl.com/ssrprograms](http://tinyurl.com/ssrprograms).



# Our Partners

## MESSIAH COMMUNITY CENTER



The Messiah Community Center (MCC) is a neighborhood collaborator on SouthSide Rec Programs. Since its establishment in late 2017, the MCC has helped lead, host, and fund SouthSide Rec programs. Today, the MCC hosts 4 of SouthSide Rec's programs and classes.

## REDBIRD ROOKIES



The Cardinals Care's Redbird Rookies is a 22 year-old organization that provides free baseball and tee-ball to 3,500 youth in the St. Louis area. In 2016, SouthSide Rec partnered with Redbird Rookies to bring summer baseball and tee-ball to youth in Fox Park and Tower Grove East.

## ARTSCOPE



Located in Tower Grove Park, Artscope has provided open and imaginative arts education to children of all abilities and backgrounds around St. Louis since 2002. In the summer of 2018, SouthSide Rec partnered with Artscope to bring a free art camp to Fox Park. The success of this art camp has led to current and future collaborations between SouthSide Rec and Artscope.

## NEW DIMENSIONS SOCCER



SouthSide Rec has partnered with New Dimensions Soccer (NDS) since the spring of 2017 to provide community-based, low-cost, non-competitive organized youth soccer to Fox Park and Tower Grove East neighborhoods. NDS is a non-profit organization that promotes charity, education, health, and social welfare through soccer.

