

**ATTACHMENT A**  
**ADDENDUM TO MEMORANDUM OF UNDERSTANDING**  
**Between**  
**St. Louis Mental Health Board**  
**and**  
**St. Louis for Kids**  
**To Help Families Find and Access Existing Youth Programs**

**Goal:** To increase awareness and accessibility of City families to existing positive non-school hour youth programs and activities that will positively impact risk and protective factors in their lives, through the production, marketing and dissemination of the *Happenings 4 Youth* (H4Y) program resource directory in both web-based and print formats.

**Objectives:**

1. Hire a consultant to create a comprehensive marketing plan designed to increase awareness and utilization of the website and the paper directory by City youth and families;
2. Ensure the print directory reaches at least 13,000 households in the City by developing an effective distribution plan and increasing the number of paper directories printed in 2006 from the current 5,000 to a total of 15,000;
3. Include representation of the Mental Health Board in decision-making and planning for the H4Y initiative so that the goals of both MHB and SL4K can be addressed;
4. Co-brand the H4Y website and directory to publicly acknowledge the partnership and include MHB information or links (if desired).

**Proposal:** We propose that the Mental Health Board and St. Louis for Kids partner together and co-brand the *Happenings 4 Youth* website and directory. This partnership would make it possible to significantly expand upon the current initiative to increase awareness, access and utilization of existing non-school hour youth programs and activities by youth and their families. By adding MHB funds to those already committed by St. Louis for Kids, the partnership would more than triple the number of City families that receive the print directory reaching a total of 13,000 (or an additional 10,000) City households this year. In addition, visibility of the web-based database would also increase. By providing a \$56,500 (27.5%) match to the present St. Louis for Kids investment of \$205,200, MHB could make a significant impact with a modest investment.