



Youth Violence Prevention 2023

APPLICATION FORM

Submit Application to: cddapplications@cityofmadison.com

Deadline: 4:30 pm CST on **April 3rd 2023**

Official submission date and time will be based on the time stamp from the CDD Applications Inbox. Late applications will not be accepted

Please limit your proposal and responses to spaces provided in this form. Responses to this funding opportunity should be complete and comprehensive but succinct. Materials submitted in addition to this application form (unless otherwise asked for) will not be considered in the evaluation of the proposal. **Do not attempt to unlock or alter this form.** Font should be no less than 11 pt.

Complete and submit the application and other required documentation **BEFORE** the deadline. **No late applications will be accepted.**

If you have any questions **related to the content of the application**, please contact: Dominic Davis – ddavis2@cityofmadison.com or Yolanda Shelton-Morris – yshelton-morris@cityofmadison.com

If you have any questions or concerns that are related to **technical aspects** of this document, including difficulties with text boxes or auto fill functions, please contact Jen Stoiber – jstoiber@cityofmadison.com

Legal Name of Organization:	CLIMB USA	Total Amount Requested:	\$ 42,357.48
Program Name:	Community Activation Project		
Brief Program Description:	The CLIMB Community Activation Project is an initiative to recruit and connect Madison Area Youth to the CLIMB Economic Empowerment Ecosystem. The Project targets at risk youth and individuals who are engaged with or transitioning from the juvenile and criminal justice systems.		
Type of Program	<input type="checkbox"/> New Program <input checked="" type="checkbox"/> Program Expansion		
Contact Person:	Robert Wynn	Email:	wynnr@climbusa.org
EIN and DUNS #	86-1598626		
Full Address:	6666 Odana Rd #221	Telephone:	608.332.4423
501 (c) 3 Status:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Fiscal Agent (if applicable)	N/A

Target Population: The target population for this funding opportunity is youth and young adults ages 14-26 who previously have been, currently are, or at-risk of being involved with the juvenile justice system. Responses provided below should elaborate on the organization's experience working with this target population.

Organizational Qualifications:

- Briefly describe your organization's experience implementing services relevant to youth at risk of engaging in violence and/or youth violence prevention programming.

CLIMB's founder and CEO, Robert Wynn, has extensive experience in planning, organizing and implementing youth development organizations and programs in Madison and throughout Wisconsin. These programs, including the ones that are coordinated through CLIMB USA, are customized to

specifically appeal to youth from underserved communities and low income back grounds. CLIMB USA has served youth from multiple organizations including Lussier Center, Meadowridge and Mentoring Positives. CLIMB also collaborates with numerous youth-serving organizations in Milwaukee, including an particularly strong collaboration with Running Rebels. In Madison, the staff have also previously administered programs in cooperation with the Neighborhood Intervention Program (NIP), Boys and Girls Clubs, Kennedy Manor, MSCR and MMSD. The Community Activation Project is being led by individuals who themselves have been deemed to be at risk, and / or are transitioning from the criminal justice system.

2. Describe how your agency will build relationships and authentically engage with individuals and households served. Specifically include information on previous strategies used to authentically engage with youth who are previously, currently, or at-risk of juvenile justice involvement, BIPOC, and/or low-income households and individuals.

CLIMB USA's managers have extensive relationships with a multitude of schools and youth serving organizations throughout Dane County. In addition, CLIMB has connected with a network of young adults who have had encounters with law enforcement and are now committed to working in the community to help others avoid mistakes and poor choices that they themselves may have experienced. The prospective leader of our Community Activation Project is a person who had a rehabilitative experience during his years of incarceration. The project leader also has a very long history of working with the founder of CLIMB having been a program mentee during his youth. The individual regrettably subsequently was incarcerated, but reached out to CLIMB upon his release and asked to work with our organization because he more fully understood our mission and purpose. Our prospective Community Activation Specialist is uniquely situated to engage and connect with our target clientele. He has already successfully outreached on CLIMB's behalf to formerly incarcerated "opportunity youth" as well as youth development agencies such as Lussier, Mentoring Positives and MSCR. CLIMB staff served on the City of Madison's Police Committee on Youth Engagement and CLIMB periodically receives referrals from juvenile justice probation officers.

Program Design and Strategies:

1. Describe your organization's program and proposed service delivery plan including recruitment and selection of participants, individual assessment process, anticipated number to be served, who will be served, duration, location, and goals.

The Community Activation Project will recruit area youth to participate in CLIMB USA's Summertime Investment Education Program called the Stock Market Experience. This is a program that serves multiple organizations and jurisdictions. The program provides orientation and exposure to the workings of the capital markets, investing process and videos explaining financial terms and basic entrepreneurial investment concepts. The program also includes a weekly enrichment speakers series that facilitates networking and additional learning. The educational process is "gamified" with two competing divisions, one for participants who are under eighteen years of age and another section for those who are eighteen and over. Participants will be incentivized to engage and participate actively because the top performers will receive recognition and cash prizes. Participants will be recruited through youth serving community based organizations, MSCR, probation officers, NIP, church groups and through the Community Activation Specialists' personal networks. Our goal is to serve one hundred Madison area participants through this program. Special efforts will be made to connect the program to at risk youth and individuals who have had encounters with law enforcement. All participants will register on the Stock Market Experience Platform and their performance will be assessed through our pre and post testing process, focus group conversations and capstone testimonials. The program structure is hybrid in that the content and presentations are delivered on line, while participants will

gather in groups at specially arranged meeting sites (at participating organizations) to receive and discuss the content in facilitated group settings. CLIMB will coordinate with each local site to ensure that each site receives proper support and facilitation. Program marketing, enrollment, pretesting and orientation will take place in May and early June. The program instruction and competition will take place June 26 through August 4th. The program capstone is scheduled for August 8th. The goal of the program is for the participants to learn how to build wealth gradually by leveraging and engaging with the capital markets, gain exposure to the economic way of thinking and living, grow their professional network and explore constructive career and life pathways.

2. Describe the outreach/marketing and/or referral methods your organization intends to employ to generate participation in the program to reach the target population.

We will outreach and market our program through the following youth serving organizations: Lussier, Mentoring Positives, Boys and Girls Clubs, Centro Hispano, MSCR, Kennedy Manor, Madison Public Libraries, Meadowood Community Center, and NIP. We will also invite referrals from community police, probation officers, churches, civic organizations, Big Brothers Big Sisters and the Urban League. We have on going connections with all of these organizations and we are confident that our outreach will be welcomed and supported. We do not heavily rely on social media for recruitment, however we do have a social media presence on several platforms. These outlets are supplemental and complementary to our direct outreach strategies to schools, community and civic organizations.

3. Describe how the program will facilitate the engagement of participants' families in the program. How will the program work with families to improve outcomes for the youth?

The families of the participants will be invited and encouraged to participate in the weekly enrichment sessions where they can participate with the Q&A and discussion sessions. In fact, participants will be encouraged to invite their entire families on to the Stock Market Experience platform to participate and compete as teams. Participants will also receive instruction and guidance on the importance of having a relationship and deposit account with a financial institution and they will receive guidance on the process for opening savings and Individual Retirement Accounts (IRAs). CLIMB staff regularly receive positive feedback from parents regarding how our programs have helped and changed their childrens' lives for the better. Last year, a father with a team of three sons won the overall Stock Market Experience competition, and another family (single mother with five children on her team) received special recognition for their engagement as a family throughout the ten week summer long program. Stock Market Experience participants will have the opportunity to continue their learning through and engagement with CLIMB after the conclusion of the summer program as participants may opt into our CLIMB Youth Leaders and Community Based Investment (investment club) programs.

4. Describe activities that will be provided to help build youth skill development and community connectedness for youth and their families.

The Stock Market Experience Program includes weekly video educational sessions, a weekly speakers series that includes Q&A and discussions, and weekly office hours for one on one consultation. The focus group meetings and capstone at the end of the program gives program participants the opportunity to summarize and recap what they have learned, affording them the chance to hone their speaking and communication skills. Over the course of the summer, the students will build their financial literacy skills, develop an understanding of the investment process, receive exposure to a multitude of professional career pathways, and gain a broader understanding of the economic way of thinking and living. Students will be introduced to financial service professionals and they will be encouraged to open a savings and / or IRA account if they don't

already have one. Some students find jobs and internships through our network. At minimum, participants will improve their connectedness to youth serving organizations, libraries, public safety personnel, and local financial institutions. In fact, CLIMB USA is more of an ecosystem than a program. Many participants and their families remain engaged with CLIMB after one program and move on to engage in others, sometimes including establishing a family or community based investment enterprise which affords a mechanism for engaging participants in the education and wealth building process for a sustained period of time.

5. Proposed Timeline for Implementation (please use an additional sheet if you need more room)

Activity	Estimated Start and Completion Dates
Onboarding Community Activation Leadership Team	April 24 - May 5
Establish a promotion marketing and outreach plan	April 24 - May 5
Targeted Outreach	May 1 - June 9
Program Enrollment	May 1 - June 12
Orientation and pretest	June 5 - June 16
Program Kickoff	June 13 & June 19
Program Competition, Curriculum and Enrichment Sessions	June 12 - August 4
Competition Platform Closes	August 4
Post test	July 31 - August 4
Capstone	August 8

Staffing and Scale:

1. Proposed service numbers: Please complete the table below. Include number of unduplicated participants to be served, adult to youth/young adult ratios, number of service hours to be provided and frequency of activities or meetings. If you are proposing to provide a summer program at more than one location and the program structure is the same for all locations, please list all of the locations in the "Location(s)" cell in the table below. If the program structure varies amongst locations, please complete the rows for "Location #2" and the question following the table for any additional program locations.

Youth & Young Adult Violence Prevention Programming	Frequency* of Activities/Meetings	# of Service Hours Per Program Day	Annual Duration**	Adult to Youth/Young Adult Ratio	Unduplicated Participants
Location(s): Lussier Center, Mentoring Positives, NIP, Goodman Library, Meadowridge Library, MSCR, Mt Zion Church, Kennedy Manor, Boys and Girls Clubs (tentative), Big Brothers Big Sisters (tentative)					
Summer	Weekly	2	10 weeks	1 to 5	100
Location #2:					
Summer					

*Frequency=number of times per week, month, year (i.e. 5 days per week, 2x per month, 4x per year)

**Annual Duration=number of weeks or months annually (i.e. 10 weeks, 6 months)

If applicable, please list any other locations with differences in the program structure as compared to the summer programs included in the table above.

2. Personnel: List all staff that will be working on the proposed program/project, including volunteers. (please use an additional sheet if you need more room)

Staff Title	FTE	Duties
CEO	0.16	Manage and Direct Community Activation Program
Program Manager and COO	0.16	Coordinate program implementation and reporting
Community Activation Specialist	1.00	Lead program outreach and engagement
Community Activation Assistant 1	0.25	Support the Community Activation Team
Community Activation Assistant 2	0.25	Community Activation Program Support
Junior Interns and Instructors	0.25	Facilitate Curriculum Delivery and Discussion

3. Outcomes: Funded programs will be required to collect data and report on three outcome measures. Programs are encouraged to identify an additional outcome measure of interest. In the box below, describe the outcome measure and measurement tools and data collection process you might use to document and report the impact of your program.

Outcome Objective #1	Improved Financial and Economic Literacy			
Performance Standard	Targeted Percent	75%	Targeted Number	75
	Actual Percent of Actual Total Enrollees		Actual Number	
Measurement Tool(s) and Comments: Pre and Post test, Capstone presentation				

Outcome Objective #2	Increased Community and Professional Connectivity			
Performance Standard	Targeted Percent	75%	Targeted Number	75
	Actual Percent of Actual Total Enrollees		Actual Number	
Measurement Tool(s) and Comments: Interview and Meeting Log and Journal				

Outcome Objective #3	Improved Communications Skills			
Performance Standard	Targeted Percent	65%	Targeted Number	65

	Actual Percent of Actual Total Enrollees		Actual Number	
Measurement Tool(s) and Comments: Capstone video presentations, focus group conversations, and optional writing exercises				

Cultural Relevance and Language Access

1. **Capacity and Strategies:** Describe your organization’s capacity and strategies to ensure language access and cultural relevance for your target population.
Our Community Activation Specialist and staff assistants will have the lived experiences that are similar and relatable to our target clientele. We have access to individuals who speak Spanish and we will be ready and able to support and communicate with Spanish speaking individuals if the need arises.
2. **Staff Demographics:** Does the staffing of the program reflect the racial and cultural diversity of program participants? If not, what plans do you have to address this?
Yes. All of CLIMB's employees are persons of color.

Budget and Funding:

You may be asked to submit additional information on agency finances and/or your most recent audit statement.

1. **Project Budget:**

BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED
A. Personnel Costs (Complete Personnel chart below)		
1. Salaries/Wages (show detail above)	47661.00	15728.13
2. Fringe Benefits and Payroll Taxes	4842.00	1597.86
B. Program/Project Costs		
1. Program/Project supplies and equipment	51800.00	17094.00
2. Office Supplies	6500.00	2145.00
3. Transportation	2000.00	0.00
4. Food	0.00	0.00
5. Other (explain) Participation Prizes and Awards	10000.00	3300.00
C. Space Costs		
1. Rent/Utilities/Telephone	444.00	146.52
2. Other (explain) Professional Services	3609.00	1190.97
D. Special Costs		
1. Other (explain): Honoraria	1000.00	330.00

BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED
2. Other (explain): Promotion & Marketing	2500.00	825.00
D. TOTAL (A + B + C +D)	130356.00	42357.48

2. Additional Information on Budget (if needed):

The Stock Market Experience program reaches youth in multiple municipal jurisdictions. The City of Madison Funding will be used to support efforts to build greater participation in the Madison Metropolitan area. If we receive the City of Madison funds, the funds in B.1. of our budget will be used to hire one or more individuals from the at risk demographic that we want this program to reach and serve. We already have identified the individuals that we will interview and consider hiring for this program expansion.

3. What percentage of total Agency Budget is this project?

21.5%

4. Other Funding: What other funding do you anticipate pursuing if the project is expected to continue?

Foundations, Financial Institutions, Sponsorships and Individual Donors support this program. The City of Madison funding will assist us in making deeper connections with at risk youth and individuals who have been involved with the juvenile and criminal justice systems.