



Youth Violence Prevention 2023

APPLICATION FORM

Submit Application to: cddapplications@cityofmadison.com

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

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:	Dear Diary, Inc.	Total Amount Requested:	\$ 100,000
Program Name:	LeadHERShip Academy		
Brief Program Description:	The LeadHERShip Academy is an 8-week program designed to provide workforce development and leadership training for Black girls and women ages 18-24 who may have been previously, currently are, or at-risk of being involved with the juvenile justice system. Through a combination of group workshops, individual coaching, and hands-on internship experience, participants will gain skills in resume writing, interviewing, program design, mentorship, financial literacy, and professional communication. This program also includes sessions on leadership development, self-care, and community engagement. Participants will receive a stipend for their participation in the program and will have the opportunity to play and execute a community project of their choice. The program is grounded in the values of Dear Diary, Inc., including prioritizing meaningful relationships and empowering Black girls to write their own narratives for social and economic advancement.		
Type of Program	<input checked="" type="checkbox"/> New Program <input type="checkbox"/> Program Expansion		
Contact Person:	Kalyanna (Yanna) Williams	Email:	yanna@deardiaryofmadison.org
EIN and DUNS #	EIN: 87-2749262, DUNS: 118544695, UEID: SUG1ZNKSSYJ4		
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501 (c) 3 Status:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Fiscal Agent (if applicable)	

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:

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

Dear Diary, Inc. is a Black girl-centered organization that is continuously evolving to meet the needs of the community. Our organization is dedicated to creating programs and opportunities that empower Black girls to write their own narrative for social and economic advancement. Dear Diary, Inc. has extensive experience implementing services relevant to youth at risk of engaging in violence and or youth violence prevention programming. As a program whose services target Black girls, our youth are systemically at-risk simply for their mere existence, so our programming has had to provide significant services and structure to meet their needs. We started our organization with grant funding from the Community Based Crime Reduction (CBCR) Grant on the west side of Madison in partnership with Commonwealth Development, City of Madison, and Madison Police Departments. Through this partnership, we successfully created programming that supported Black girls on the west side of Madison with a goal of reducing youth violence and promoting community stewardship. Following this program, we served as a member of the Opportunity Youth Coalitions, which was a group of community leaders (school board officials, police, juvenile judges, city officials, and other community organizations) to strategize about how we could reduce crime and address the car thefts in Madison. We created an individual mentoring program to support youth already involved in criminal activity to build positive support systems for youth and their families. Additionally, we have held several contracts with Madison Metropolitan School District's Office of Youth Re-Engagement where we host programming for youth currently in JRC and or DOC as well as those in other alternative schooling within the district. Lastly, we are the only mentoring organization contracted with the juvenile division of the Wisconsin Department of Corrections that serves girls. We have continued to stand at the forefront with various task forces to tackle youth violence and violence prevention. We are committed to serving our girls and our community by continuing this work.

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.

All of our work is grounded in our core values. Our core values are:

1. **Services to Black girls first**
2. **Strive for excellence in all that we do**
3. **Prioritize meaningful relationships**
4. **Welcome our authentic selves**
5. **Open, honest, empathy, and accountability**

These core values are the foundation of everything we do as a staff and as a program. We know that it is vital that our staff, as Black women, lead by example when we are working with our girls. We allow them to see us working together, being open and honest with each other, holding each other accountable with empathy, creating and strengthening our relationships with one another, and

striving towards excellence. In leading by example, we in turn teach them, both through lessons and actions, how they can do the same. This opens the door for us to have meaningful conversations, create lasting relationships, and develop long-standing trust. This also puts our humanity at the forefront of our work and allows us to authentically execute our services. Our work is 100% about relationships and trust first. Once we have established that, only then can we do the work of creating change within our communities and our youth. We have embraced that as our journey and work collaboratively with our girls to progress continuously.

Addressing the needs of a multitude of individuals is critical to our success. We seek to understand each of our youth individually and welcome all of their intersecting identities. Because our youth have so many intersecting identities, to build authentic relationships with each of them, we welcome them holistically. By leading with our core values, we allow them to bask in who they are as Black girls, not negating any part of that identity. All of our youth identify as BIPOC, many identify as LGBTQ+, and most are from low-income households. We welcome each and every identity.

Throughout our programming, we utilize professional guest presenters, expert trainers, and continuously developed research to enhance our program for girls. Some of our most common practices include activities from *Black Girl Blues Book* by Carolyn Strong, activities and learning materials from *Teaching Tolerance*, information and suggestions from *PushOut: The Criminalization of Black Girls in School* by Monique Morris, and workshops such as WERQ (dance and fitness class), ropes courses, Greek panels, and more. Additionally, we are advocates for youth voice and choice and empower our girls within our programs to work collaboratively with us to ensure that programming suits their needs and interests. This includes but is not limited to monthly curriculum planning groups with mentees, youth-led service projects, quarterly surveys for feedback and program suggestions, and open suggestion boxes. With these activities, we strive to provide something for each girl individually and the girls as a collective. We also seek to enhance our mentors through such programs by providing them opportunities to develop as women while mentoring our young girls.

Beyond activities and workshops, *Dear Diary* always provides a safe, diverse, and welcoming environment for all. We specifically ensure that families feel welcomed and supported within and by our programs. To do so, we provide materials in non-English per families' request and translators as needed at all family and community activities. We also offer free transportation, food, and childcare for families to enable them to participate in programming without the crutch of these barriers. Furthermore, for families that are committed and active in the program, we offer financial incentives for their continuous participation.

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.

Service Description: Research shows that investing in programs that provide opportunities for youth leadership development, job training, and violence prevention can help to reduce violence among Black youth. Such programs can also help to build positive relationships between youth and law enforcement and help to decrease the number of Black youth involved in the juvenile justice system. The LeadHERship

Academy is a training program to equip young Black women in our community with the skills and knowledge needed to create, plan, and facilitate Dear Diary community programs for younger Black girls.

LeadHERship Academy training program will be an 8-weeks long program, with sessions lasting 8-hours per week (2-days per week, 4-hours per day). The program will be for youth 18-24 years of age and will target Black girls. The program will cover the following topics: 1) Introduction to Mentoring and Facilitation, 2) Program Planning and Execution, 3) Youth Engagement and Behavior Management, 4) Cultural Competence and Sensitivity, 5) Leadership and Teamwork, and 6) Roles, Skills, and Challenges of Mentoring. Each session is outlined in greater detail below.

1. **Introduction to Mentoring and Facilitation:** Participants will learn the definition of mentoring and facilitation, the importance of mentorship in youth development, qualities of a successful mentor and facilitator and effective communication and listening skills.
2. **Program Planning and Execution:** Participants will learn and be actively involved in an overview of the program planning process, how to write program objectives and outcomes, the importance of evaluation and how to evaluate programs, and work as a group to create a program plan and activity schedule.
3. **Youth Engagement and Behavior Management:** Participants will learn strategies for engaging and building relationships with youth, techniques on managing challenging behaviors, be provided examples of positive reinforcement techniques, and role-play to practice behavior management strategies.
4. **Cultural Competence and Sensitivity:** Participants will be exposed to the definition of cultural competence and sensitivity, discuss the importance of cultural awareness in mentoring and facilitation, be taught and actively practice strategies for building cultural competence and sensitivity, and utilize case studies and examples to demonstrate cultural competence in action.
5. **Leadership and Teamwork:** Participants will discuss the qualities of effective leaders and team members, learn and create their own strategies for building effective teams and leadership skills, and shadow and practice leadership and teamwork skills with partnering community youth programs.
6. **Roles, Skills, and Challenges of Mentoring and Facilitation:** Participants will delve into the roles and responsibilities of mentors and facilitators, as well as the challenges that may arise in these roles, how to establish and maintain a positive, supportive relationship with mentees, and how to effectively facilitate group activities and discussions.

Throughout the program, participants will visit youth facilities to shadow and evaluate programs to learn first-hand strategies and techniques for themselves. Additionally, each cohort will be required to create, plan, execute, and evaluate a Dear Diary program/event of their choice. They will work collaboratively with our team to carry out their program/event and will complete a final presentation at the end of the program to discuss the successes and areas of opportunity within their executed program/event. This will take place in week seven and eight of the program. Youth will receive a certificate of completion, as well as a \$2000 stipend at the end of the program. Youth will participate in the program as a cohort of 10, with the goal of hosting two cohorts for a total of 20 youth.

With a focus on developing leadership skills, advocacy, workforce development and community organizing, LeadHERship Academy is the perfect program for Black girls who are eager to make a difference in their communities. The program is not only about personal development, it is about

creating systemic change. By providing our girls with the tools and resources they need to become community advocates, change agents, and prepare for professional life, we are creating cohorts of leaders who will be instrumental in driving social and economic progress in our communities. Our program will not only provide our girls with the skills and knowledge they need to be successful, but it will also give them a sense of purpose and connection to their communities that will inspire them to make a lasting impact.

Recruitment:

Dear Diary, Inc. understands the importance of reaching out and recruiting a diverse group of young Black girls who could benefit from our LeadHERship Academy program. To ensure that we reach as many girls as possible, we have adopted a multi-faceted recruitment strategy that includes working closely with our partner schools, youth-serving organizations, and community centers. We will also utilize our social media platforms, including Instagram, TikTok, Facebook, and LinkedIn, to disseminate information about our program and application process. Additionally, we will engage our current participants as ambassadors to promote the program to their peers and share their experiences with others. We will recruit strategically through our partnerships with JRC and DOC that will allow us to receive referrals from lawyers, judges, social workers, CASA workers, and others directly involved in the juvenile justice system. By using a comprehensive approach to recruitment, we hope to identify and support as many young Black girls in our community as possible through our LeadHERship Academy program.

Intake:

Dear Diary, Inc. has a thorough and intentional intake strategy for our LeadHERship Academy program. Each interested girl will complete our mandatory application for the program. Following their application, they will have an interview with our team for us to learn more about them, understand their strengths and goals, ensure program alignment, and gauge their commitment to the program. Interviews will help us to select the best participants for the program. We will also provide ongoing communication with the girls' families to ensure that they are informed and supportive of their child's participation in the program. Our goal is to provide a safe and supportive environment for each girl and to set them up for success in their journey to leadership and personal growth.

Assessment:

Dear Diary, Inc.'s LeadHERship Academy takes a comprehensive approach to assessment, with both formative and summative evaluations throughout the program. Our team utilizes a variety of tools to track participant progress and growth, including individual goal-setting and reflection exercises, pre- and post-program surveys, and assessments of participant skills and competencies. We conduct focus groups and individual interviews to gather qualitative feedback and insights from participants, mentors, and program staff. These assessments allow us to continually refine and improve the program, ensuring that we are meeting the needs of our participants and providing high-quality, effective programming. We believe that ongoing assessment is essential to ensuring that our programs have a meaningful impact and create lasting change for our participants.

Who will be served, duration of program, location, and goals:

Currently, Dear Diary, Inc. supports Black middle and high school girls and their families throughout Dane County with specific interest and recruiting focuses in Balsam Russett, Darbo Worthington, Hammersley/Theresa Terrace, Park Edge, Park Ridge, Allied Drive, Bram/Burr Oaks, Owl Creek, Leopold and Brentwood/Northport. For this program, we will be recruiting and targeting youth and young adults ages 18-24. Our goal is to host 20 girls annually through our LeadHERship Academy. The program will be 8-weeks long, and our goal is to host 2 cohorts (10 girls in each cohort). Our outcomes for The LeadHERship Academy will consist of the following:

1. 90% of participants will complete the training program
2. 80% of participants will report increased knowledge and skills related to violence prevention and leadership
3. 75% of younger Black girls will report increased engagement and interest in community programming and events
4. 85% of mentees will build social and emotional skills and knowledge; *specifically*,
 - a. 85% of mentees will report an increase in their sense of self-worth and identity
 - b. 85% of participants will report feeling properly prepared to serve as community leaders and advocates
 - c. 85% of participants will report that the program increased their sense of community and interdependent peer systems of support
5. 85% of mentees will have no further municipal violations or juvenile justice involvement during the time of program participation (*specific to those with prior municipal violations or juvenile justice involvement*)
6. 85% of participants will receive at least 0.25 credits from their school for their participation in the program (*if offered at their school*)

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.

Dear Diary, Inc. will use various outreach and marketing strategies to generate participation in our program and reach the targeted population of Black girls and women ages 18-24. We will leverage our existing networking, including social media platforms and email lists, to spread the word about the program and encourage interested individuals to apply. We will partner with communication organizations and schools to reach potential participants and distribute program information.

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?

Dear Diary Inc. recognizes the important role that families play in the development and success of our youth. Therefore, we have designed our program to be family-centered, ensuring that families are engaged and involved in the program. We utilize a variety of strategies to engage families, such as regular check-ins with parents/guardians to ensure that they are aware of their child's progress and to address any concerns they may have. We also provide opportunities for families to participate in program/organizational activities, such as family game nights, community service projects, and parent workshops.

To further support families, we offer resources and referrals to help address any needs or challenges they may be facing. For example, we provide information on local community resources, such as counseling services, employment assistance, and healthcare resources. We also

partner with other community resources that offer parent education workshops on topics such as positive discipline, mental health, and financial literacy.

We believe that working in partnership with families is essential to achieving positive outcomes for our youth. By involving families in our program, we can better understand the needs and strengths of each youth and tailor our services to meet those needs. We also believe that families play a critical role in providing ongoing support and encouragement for our youth, both during and after program participation. Therefore, we strive to build strong relationships with families, ensuring that they feel supported, valued, and included in the program.

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

Dear Diary’s LeadHERShip Academy will provide a variety of activities to build skill development and community connectedness for youth and their families. These activities will be designed to support the growth of our youth both personally and professionally, and to help them feel more connected to their community.

As part of the program’s curriculum, participants will be creating, planning, and executing a youth program for Black girls within the community. They will have the autonomy to decide what this program will look like and how it will be executed for the youth involved. Through strategic trainings from our staff, the young women will learn a variety of necessary skills to successfully host programming. Additionally, they will learn job readiness training, including resume building, interview skills, and job search strategies. This training will help participants gain the skills necessary to secure meaningful employment following the program and build a foundation for long-term career success. We will also provide financial literacy workshops to help youth understand basic money management, budgeting, and saving techniques.

Additionally, we will offer opportunities for youth to participate and shadow other youth programs and community service projects around the city throughout the summer. These activities will help youth build relationships within their community, develop a sense of civic responsibility, learn how to support youth programs, and give back to those around them.

For families, we host continuous family programs for various opportunities for families to participate in our programs. These programs will provide families with the tools necessary to support their child’s development, create a positive home environment, and foster healthy relationships. We also believe that these events will help build family bonds and create opportunities for fun and relaxation.

Through these activities, Dear Diary’s LeadHERShip Academy program will support the growth and development of youth and their families, while helping them to feel more connected to their community.

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

Activity	Estimated Start and Completion Dates
1. Recruitment and outreach	April 24, 2023-April 30, 2023

Activity	Estimated Start and Completion Dates
2. Host Interviews for youth who would be involved in the program	May 1-12, 2023
3. Participant Selection and notification	May 15, 2023
4. Host program orientation	May 22, 2023
5. Program Start	June 5
6. Weekly Sessions	June 5-July 31, 2023
7. Mid-program evaluation	July 2-July 9, 2023
8. Program Training Completion	July 31, 2023
9. Host Final Program/Event for Youth	August 1-8, 2023
1. Final program Evaluation/Ceremony	August 14, 2023

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): Dear Diary, Inc. Office					
Summer	Twice per week	4 hours	8 weeks	2:10	10 (20 total with 2 cohorts)
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
Programming Coordinators (x2)	.5	-Plan and execute programming -Work directly with youth and their families
Executive Assistant	.1	-Logistics/coordination of services for the program -Paperwork and documentation completion for youth

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	90% of participants will complete the training program			
Performance Standard	Targeted Percent	90%	Targeted Number	18
	Actual Percent of Actual Total Enrollees		Actual Number	
Measurement Tool(s) and Comments: We will use our attendance and certificates of completion to determine this number. Youth will be required to attend at least 90% of our scheduled programming activities.				

Outcome Objective #2	80% of participants will report increased knowledge and skills related to violence prevention and leadership			
Performance Standard	Targeted Percent	80%	Targeted Number	16
	Actual Percent of Actual Total Enrollees		Actual Number	
Measurement Tool(s) and Comments: We will conduct pre and post surveys as well as weekly focus groups and interviews to measure the impact of the program on our youth				

Outcome Objective #3	75% of younger Black girls will report increased engagement and interest in community programming and events			
Performance Standard	Targeted Percent	75%	Targeted Number	15

	Actual Percent of Actual Total Enrollees		Actual Number	
Measurement Tool(s) and Comments: We will conduct evaluations of our younger girls following the execution of programming by our program participants.				

We will have three additional outcomes for our program this year. They are listed below.

1. 85% of mentees will build social and emotional skills and knowledge; *specifically*,
 - a. 85% of mentees will report an increase in their sense of self-worth and identity
 - b. 85% of participants will report feeling properly prepared to serve as community leaders and advocates
 - c. 85% of participants will report that the program increased their sense of community and interdependent peer systems of support
2. 85% of mentees will have no further municipal violations or juvenile justice involvement during the time of program participation (*specific to those with prior municipal violations or juvenile justice involvement*)
3. 85% of participants will receive at least 0.25 credits from their school for their participation in the program (*if offered at their school*)

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.

All of our work is rooted in equity because our staff and board of directors have lived experiences as professionals of color. The challenge with people of color is being transparent with who we are because we have learned how to mask our identity to be acceptable societally. For this reason, our work will not only be rooted in equity, but will be rooted in authenticity. Our focus will be on empowering our youth and ourselves to be authentically us, without judgment or repercussions.

Program materials can be made available in various languages as necessary. Currently, Dear Diary Inc. has staff fluent in Spanish, French, and Creole, both spoken and written. We are committed to serving the program’s target audience and make arrangements to address language barriers in all sessions and through written communications. Many of the schools that we partner with also have staff who are fluent in other languages. There are available resources for us to utilize these services to assist with translation of written material and translation for sessions. If we are unable to find assistance through our current partners, we are willing to hire outside services.

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 the staff in Dear Diary identify as Black women.

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)	12,500	12,500
2. Fringe Benefits and Payroll Taxes	3750	3750
B. Program/Project Costs		
1. Program/Project supplies and equipment	32750	32750
2. Office Supplies	2000	2000
3. Transportation	2000	2000
4. Food	2000	2000
5. Other (explain) Professional Contractual Services	5000	5000
C. Space Costs		
1. Rent/Utilities/Telephone		
2. Other (explain)		
D. Special Costs		
1. Other (explain): Participant Wages	40,000	40,000
2. Other (explain):		
D. TOTAL (A + B + C +D)	\$100,000	\$100,000

2. Additional Information on Budget (if needed):

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

This project is 10% of our Agency's Budget.

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

To continue this program, our goal is to apply for additional grants as well as host multiple fundraising opportunities. Our youth are seeking workforce development opportunities and this is an excellent way to give them this experience as well as train them for other career opportunities. Our goal is to continue to seek and secure funding to cover these costs in the future.