



# Youth Violence Prevention 2023

## APPLICATION FORM

Submit Application to: [cddapplications@cityofmadison.com](mailto:cddapplications@cityofmadison.com)

Deadline: 4:30 pm CST on **April 3<sup>rd</sup> 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](mailto:ddavis2@cityofmadison.com) or Yolanda Shelton-Morris – [yshelton-morris@cityofmadison.com](mailto: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](mailto:jstoiber@cityofmadison.com)

Legal Name of Organization:	La Comunidad News LLC	Total Amount Requested:	\$ 234,000
Program Name:	Pass Goals, No Guns		
Brief Program Description:	La Comunidad News is using soccer as an alternative to prevent and reduce violence amongst youth at risk.		
Type of Program	<input checked="" type="checkbox"/> New Program <input type="checkbox"/> Program Expansion		
Contact Person:	Dante Viscarra	Email:	<a href="mailto:publisher@wisclatinonews.com">publisher@wisclatinonews.com</a>
EIN and DUNS #	271921236		
Full Address:	912 Dane St.	Telephone:	608 616 5434
501 (c) 3 Status:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Fiscal Agent (if applicable)	TBD

**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.

La Comunidad News ONLINE was founded in 1989, which was previously known as La Comunidad News in print. Then, MadisonVibra.com was established in 2020. Their mission consists of empowering the Latino community by providing them educational news that have a direct impact in their lives. Under our mission, we founded the Latino Soccer League back in 2000 by organizing many tournaments and

leagues. At that time there were only 10 teams. Each team had 22 members with players within an average age of 19 years old.

Since then, the teams have grown to over 100 as of January 2023. Our focus has always been to foster and prompt family and community participation. Soccer in the Latino culture does a good job. We have over 30 plus years experience. Here is one article that addresses gang violence.

<https://www.google.com/url?q=https://wisconsinlcnews.com/el-futbol-como-alternativa-para-disminuir-la-violencia-entre-pandillas/&sa=D&source=docs&ust=1680541026641649&usg=AOvVaw03rMRkQOO62gmd0X8rEeyM>

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.

The publisher of La Comunidad News online serves as our main way to engage with the individuals and households served. Rafael Viscarra, the co-founder and publisher of La Comunidad News, has known many of the Latino families and their kids since they were children. Our platform has covered countless baptisms, communions, quinceañeras (traditional birthday parties for 15 year-old girls in Latinx communities), and weddings. Rafael has attended thousands of their traditional events.

Given this close and personal relationships to the target population, we need help to raise funds for the program and continue this coverage in a family environment.

<https://wisconsinlcnews.com/bautizos-comunion-presentacion-julio-2014/>  
[https://captimes.com/news/local/writers/mike\\_ivey/goool-millennium-soccer-club-keeps-costs-low-brings-game-to-madison-kids/article\\_5eb19bba-408a-5011-94f3-fe44d2e507b3.html](https://captimes.com/news/local/writers/mike_ivey/goool-millennium-soccer-club-keeps-costs-low-brings-game-to-madison-kids/article_5eb19bba-408a-5011-94f3-fe44d2e507b3.html)

### **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 program consists of creating video content for La Comunidad News and MadisonVibra.com. This consists on doing an extensive coverage about the role of soccer as a tool to keep at-risk Latino youth from engaging in gang activity and gun related violence. Due to La Comunidad News' limited capacity to generate these types of stories, the organization is applying for the grant to produce 26 short videos of 3 minutes each. These are 26 stories in a blog format of 750 words each complemented with photos.

These short videos will be created with the purpose of sharing these young people's stories as active youth engaging in soccer practices, matches, and tournaments as a means to stay out of the street and committing crimes.

The production of these videos requires intensive and immersive reporting by journalists who need to get to know these young people in a deep manner. This type of reporting requires a lot of time and resources in order to portray these stories in the best way possible.

Given that the target population is young people, La Comunidad News needs to create content that gets across quickly through social media platforms and can later on be shared in a sort of "viral" manner.

These stories should be shared amongst their peers as a means to show them that violence can be prevented and reduced by relying on soccer as a healthy tool for their own empowerment.

La Comunidad News has long been involved with Latino youth in the city of Madison with constant and consistent coverage of soccer practices, matches and tournaments. La Comunidad News has even participated in the organization of soccer tournaments. This means it's the city's only media outlet that has covered the evolution of Latino soccer in a manner where the community directly engages with the media organization. La Comunidad News has gone the extra mile to actually generate a community where Latino youth can feel heard and seen through their soccer stories.

Soccer plays a vital role in bringing people together and is essential within the Latin American identity. This program will serve the purpose of using soccer as an intervention plan to reduce violence within young Latinx people at a time where there's a strong rivalry amongst students from East High School and La Follete High School.

For the recruitment of the target audience, La Comunidad News will start a campaign with social media platforms. This will engage other partners that work with Latino families such as Centro Hispano, Boys and Girls Club, Briarpatch, Unidos (Domestic Violence), and student organizations at Madison School District System where all the middle school and high schools are anchored. We will work directly with high school counselors as well as Amigos en Azul. The mission of Amigos en Azul is to dissolve cultural barriers, build partnerships, and open lines of communication between the Latino community and the City of Madison Police Department, in partnership with Dane County-area law enforcement.

Here is some data that clearly portrays the target population for La Comunidad News' project.

Projected numbers to be served: 23% of the total student boys are Hispanic kids.

Schools in the District:

1. Preschools: 27
2. Elementary Schools: 33
3. Middle Schools: 14
4. High Schools: 7

Enrollment by gender:

Female: 49%

Male: 51%

Enrollment by Diversity:

1. White: 41%
2. Hispanic/Latino: 23%
3. Black or African American: 18.1%
4. Two or more races: 9.3%

5. Asian or Asian Pacific Islander: 8.4%
6. American Indian or Alaska Native: 0.2%
7. Native Hawaiian or Other Pacific Islander: 0.1%

Who we are aiming for:

The youth at risk that will be served are the same ones that are segregated by the “elite” soccer programs the city currently has. The majority of the soccer clubs is made up of white privileged kids whose parents can afford to spend up to \$7,000 to \$10,000 per year to send these kids to Olympic Development Programs. The young youth at risk are Latinos and African American. Most Latino families have more than 5 children and it is cost prohibitive for them to send any of their children to ODP, even less to participate in the private clubs such as 56ers. These underserved kids, therefore have no choice but to associate with their similar counterparts to find an identity. A gang is one affiliation, one association that makes sense to them.

We will work with local young latino influencers who are in the same age bracket and some of them are enrolled in soccer leagues. There will be a sign up page in our sports section at the end of every story as a call to action.

Duration:

June 2023 through April 2024

Location:

Indoor soccer facility in the south side of Madison.

Goal:

The first year will be to raise awareness and establish the foundation and structure to build upon. We will make sure the kids know each other on the streets because they are playing in the same soccer league or same team.

Assessment:

We will work indirectly with middle school and high school counselors, Amigos en Azul, Pastors, local Latino priests from the Catholic Diocese of Madison, Community based organizations, and community leaders.

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.

The outreach and marketing methods to generate participation in the program is relying on social media platforms. The idea is to create short videos about the Latino youth where they tell their empowering stories. The videos will be produced with the highest journalistic standards where a serious story is told in a fun manner so that it will be shared amongst their peers.

The idea is to rely on social media platforms like Instagram, Tik Tok and Snapchat. These are the main platforms where young people in the target population are interacting. This is the place where they communicate with each other on a daily basis without adults interfering in their interactions. These platforms are also the way gangs communicate and promote themselves.

These short videos would be tailored to each different social media platform so that it engages them. The stories would act as a catalyzer to demonstrate that playing soccer is a “cool” activity that creates a sense of community. This could even generate friendships that possibly could end the rivalry between East High School and La Follete High School students.

The main purpose of sharing the stories through different social media platforms that’ll generate a wider outreach is to act as compelling journalism that will prevent and reduce the violence.

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?  
It’s in the interest of the families of Latino youth to have their children involved and motivated to participate in the program. Over the past 20 years the Latino population has increased in Madison and Wisconsin. And in the past 10 years, the Latino population in Dane County has increased by seventy nine percent according to the Centro Hispano.

Within this population over the past three years, unemployment increased by 6.9 percent because of the pandemic. This has generated a tough environment where many Latino workers are in jobs with low wages with little to no benefits and working in the service industry.

According to the Centro Hispano, almost two out of five Latinos work in the service industry, which is 38.8 percent of the Latino population. This means that the service industry is the only place where Latinos can aspire to professional and personal growth.

Also, according to Madison’s former police chief Noble Wray, the city has more than 60 gangs. Police officer Lester Moore mentioned that more violence is being perpetrated by young people. This requires dealing with the root cause by preventing the issue in this population at a young age.

Given this data and social context, this means that the families of this youth population are usually very busy with work making ends meet. They’re often working two or three jobs in order to feed their families.

Because of that their children tend to grow up alone and have too much free time that can lead to joining gangs and can end up in the cycle of violence.

To avoid and prevent this path of violence, the program will seek to invite young Latino people to play soccer and build a community. This will create the habit of joining a fun and healthy habit for the mind and body. It will also motivate them from a young age and will affect their lives positively in an integral manner by uniting the community and families.

Lastly, this means that while their parents are busy working, the young Latino people will be engaging in a fun activity that helps them and the people around them. Happy young people are synonymous of happy and healthy families.

[https://captimes.com/news/local/madison\\_360/madison360-madison-s-top-cop-on-gangs-race-his-future/article\\_acfd74d8-c0f9-50d2-8333-f9e72965a9ae.html](https://captimes.com/news/local/madison_360/madison360-madison-s-top-cop-on-gangs-race-his-future/article_acfd74d8-c0f9-50d2-8333-f9e72965a9ae.html)

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

Preventing gun violence among Hispanic gangs is a complex issue that requires a multi-faceted approach. Social media can play a role in spreading awareness, education, and creating a sense of community that can help reduce violence. Here are our creative ideas for a social media strategy to prevent gun violence among Hispanic gangs:

The strategy:

1. Use local Influencers: Partner with Hispanic social media influencers who have a following among Hispanic youth and can promote positive messages and education about gun violence.
2. Create a Hashtag: Create a unique hashtag that people can use to share stories, tips, and resources related to preventing gun violence. Encourage people to use this hashtag on their social media platforms and to spread the word.
3. Share Personal Stories: Share stories of individuals who have been impacted by gun violence, including victims and their families. This is to humanize the issue and create a sense of empathy among the community.
4. Share Resources: Share resources and educational content about gun safety, conflict resolution, and alternatives to violence. This can include infographics, videos, and articles.
5. Host a Q&A Session: Host a live Q&A session on social media with experts in gun violence prevention, law enforcement, and community leaders. This can be an opportunity for the community to ask questions and learn from experts.
6. Create a Peer-to-Peer Network: Create a social media group or platform where youth can connect with peers who have similar experiences and share tips and support for avoiding gun violence.
7. Organize a Social Media Campaign: Organize a social media campaign that encourages people to pledge to avoid gun violence and share their commitment on social media. This can include creating a social media challenge or using user-generated content to spread the message.
8. TikTok Challenge: Create a TikTok challenge that encourages young people to showcase their talents and creativity, while promoting a message of positivity and non-violence. For example, you could ask them to create a dance or a song that promotes community building or education. You can then use this challenge to promote anti-gang violence messaging and educate young people about the dangers of gang violence.
9. Instagram Story Takeovers: Reach out to local community leaders and ask them to take over your Instagram stories for a day. They can share their experiences and insights on how to prevent gang violence and offer advice to young people. You can also ask them to share stories of success and triumph over adversity to inspire and motivate young people.

10. Twitter Chat: Host a Twitter chat on a specific day and time, inviting experts in the field of gang prevention to participate. You can use this chat to answer questions, share resources and offer advice to young people who may be at risk of getting involved in gangs.

11. Facebook Group: Create a private Facebook group where young people can come together to discuss their experiences and support each other. You can use this group to share resources, promote events and provide a safe space for young people to seek advice and support.

12. YouTube Channel: Create a YouTube channel that showcases success stories of people who have overcome the challenges of gang violence and found a better life. You can also use this channel to educate young people about the dangers of gang violence and provide resources and tools to help them stay safe.

The most important thing is to consistently engage with young people and provide them with resources and support to help them make positive choices and avoid the dangers of gang violence.

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

Activity	Estimated Start and Completion Dates
Planning, Pre-production, Scripts and Stories	June - July 2023
Establish Social Media Channels & Develop Social Media Strategy	August 2023
<p>Hispanic Heritage Month</p> <p>Create a unique hashtag: Create a unique and catchy hashtag that people can use to pledge their commitment to avoid gun violence. Encourage participants to use the hashtag in their posts and challenge their friends to do the same.</p> <p>1. Use a social media challenge: Create a challenge that participants can complete and share on social media. For example, challenge participants to create a short video explaining why they are pledging to avoid gun violence, or to post a photo of themselves holding a sign with the pledge written on it.</p> <p>2. Host a virtual event: Host a virtual event where participants can come together and pledge their commitment to avoid gun violence. Use social media to promote the event and encourage people to share their commitment on their social media platforms.</p> <p>3. Use user-generated content: Encourage participants to create and share their own content related to the pledge. For example, ask them to create posters, graphics, or short videos that highlight the importance of avoiding gun violence. Share the best user-generated content on your own social media channels.</p>	September - October 2023

Activity	Estimated Start and Completion Dates
<p>4. Partner with influencers: Partner with influencers who have large followings on social media and who are passionate about preventing gun violence. Ask them to share the pledge and challenge their followers to do the same. This can help spread the message to a wider audience.</p> <p>5. Offer incentives: Offer incentives to participants who pledge to avoid gun violence and share their commitment on social media. For example, offer a prize to the person who creates the best user-generated content or who gets the most likes and shares on their pledge post.</p> <p>Overall, the key is to make the pledge to avoid gun violence fun, engaging, and shareable on social media. By using a mix of social media challenges, user-generated content, and virtual events, you can encourage people to take action and help spread the message.</p> <p>Introduce stakeholders</p> <p>League</p> <p>Soccer Teams through stories</p> <p>Soccer Players interviews (video)</p> <p>Soccer Player interviews (written blog format)</p>	
Indoor soccer league starts. Continue news coverage and start stories/videos/written stories on social media platforms.	November 2023
Continue news coverage and start stories/videos/written stories on social media platforms.	December 2023
Christmas break	December 25th - January 2, 2024
<p>Evaluate and monitor response thus far in social media metrics. Engagement, click throughs, share rates. Continue coverage of indoor soccer tournaments.</p> <p>Add additional (youth at risk teams) that are interested in participating. Continue news coverage and start stories/videos/written stories on social media platforms.</p>	January 2024
Continue news coverage and start stories/videos/written stories on social media platforms.	February 2024
Continue news coverage and start stories/videos/written stories on social media platforms	March 2024



Activity	Estimated Start and Completion Dates
Finals - Championship games Evaluation of metrics, assessments, engagements, impact.	April 2024

**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
<b>Location(s):</b> South Side of Madison (indoor facility - warehouse)					
Summer	Soccer matches will be on the weekends (Saturdays and Sundays).	14 hours. From 9 AM to 11 PM	11 months	18 players per team. 7 playing in the field. All youth. 2 adult referees and 1 adult administering the league.	Security staff. First aid person. Parents and coaches.
<b>Location #2:</b>					
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
Lead Producer/Content Creator	1	This person creates content, writes stories, pre-production, production, and post-production.
Journalist/Photographer	1	This persons supports the Lead Producer and takes photographs.

Staff Title	FTE	Duties
Lead Producer/Content Creator	1	This person creates content, writes stories, pre-production, production, and post-production.
Social Media Coordinator	1	This person works with the Lead Producer and Journalist to coordinate the content on social media.

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.

<b>Outcome Objective #1</b>	Use social media to measure or monitor on a weekly basis engagement and participation of stakeholders.			
<b>Performance Standard</b>	<b>Targeted Percent</b>	100%	<b>Targeted Number</b>	23% from the school district, which are Hispanic students.
	<b>Actual Percent of Actual Total Enrollees</b>		<b>Actual Number</b>	
<b>Measurement Tool(s) and Comments:</b> Page likes, shares, reach in the platform, new engagement.				

<b>Outcome Objective #2</b>	Monitor with high school counselors at La Follete and East High School and other middle schools to see if there's a psychological change.			
<b>Performance Standard</b>	<b>Targeted Percent</b>	23% of Hispanic students.	<b>Targeted Number</b>	23% of Hispanic students.
	<b>Actual Percent of Actual Total Enrollees</b>		<b>Actual Number</b>	
<b>Measurement Tool(s) and Comments:</b> The counselors will be able to quantify how many students are talking about the topic and have joined the teams. They're the direct contact at the schools.				

<b>Outcome Objective #3</b>	Work with organizations like Amigos en Azul, the Madison Police Department and Latino parent organizations.			
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<b>Performance Standard</b>	<b>Targeted Percent</b>	23% of Hispanic students.	<b>Targeted Number</b>	23% of Hispanic students.
	<b>Actual Percent of Actual Total Enrollees</b>		<b>Actual Number</b>	
<b>Measurement Tool(s) and Comments:</b> Through these organizations we will quantify how the students have changed and avoided the violence cycle.				

**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.

La Comunidad News has been around for over 30 years. The staff is fully bilingual and from Latino background. That means that the staff not only speaks fluent Spanish, but also understands the culture very well.

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?

As mentioned above, the staff is fully bilingual and Latin American. Given the use of language and shared cultural experiences, it is easier for the staff to create a connection with the target youth population. Also, there is no media outlet in Madison that is fully staffed by Latin Americans. This means that Latin American representation is a really important factor in an industry where Latino misrepresentation is a huge issue in newsrooms nationally. This will give more purpose to the journalism produced and the social change brought upon the target population.

<https://www.pbs.org/newshour/arts/latinos-vastly-underrepresented-in-media-new-report-finds>

**Budget and Funding:**

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

1. Project Budget:

<b>BUDGET EXPENDITURES</b>	<b>TOTAL PROJECT COSTS</b>	<b>AMOUNT OF CITY \$ REQUESTED</b>
<b>A. Personnel Costs (Complete Personnel chart below)</b>		

BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED
1. Salaries/Wages (show detail above)	Journalist: \$50,000 / year Lead Producer: \$60,000 / year Social Media Coordinator: \$50,000 / year	\$160,000
2. Fringe Benefits and Payroll Taxes	25% of the 3 salaries.	\$40,000
<b>B. Program/Project Costs</b>		
1. Program/Project supplies and equipment	Camera equipment. 2 GH6 Panasonic cameras including bodies and lenses.	\$10,000
2. Office Supplies	0	0
3. Transportation	0	0
4. Food	0	<del>0</del>
5. Other (explain) 0	0	0
<b>C. Space Costs</b>		
1. Rent/Utilities/Telephone	0	0
2. Other (explain) 0	0	0
<b>D. Special Costs</b>		
1. Other (explain): Rent the warehouse.	\$2000 / month	\$12,000
2. Other (explain): 26 videos of 3 minutes each.	Cost per video \$2,000 x 26 = \$52,000	\$52,000
<b>D. TOTAL (A + B + C +D)</b>		\$234,000

2. Additional Information on Budget (if needed):  
N/A

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

We will be working with a fiscal agency to be defined in the next four weeks.

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

We will be forming a nonprofit organization in the near future and work directly with Madison Community Foundation and United Way, to mention a few of the organizations.