



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:	Mentoring Positives, Inc.	Total Amount Requested:	\$ 22,133
Program Name:	MP University "Red Zone" Program		
Brief Program Description:	A character-building experiential learning program with an employment component		
Type of Program	<input type="checkbox"/> New Program <input checked="" type="checkbox"/> Program Expansion		
Contact Person:	Will Green	Email:	will.g@mentoringpositives.org
EIN and DUNS #	27-2347080 and 012515972		
Full Address:	414 Rethke Ave, Madison WI 53714	Telephone:	608-819-6200
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:

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

Mentoring Positives (MP) has been working with at-risk youth for over 19 years. MP Founder & Executive Director Will Green, and his wife, Assistant Director/Social Worker, Becky Green, have a combined 60 years of experience working with youth in residential treatment, the juvenile justice, and

the foster care systems. Both have extensive experience working with kids that are at-risk of engaging in violence and/or have been involved in violent behaviors. They have worked in the Madison Metro School District, as juvenile probation officers, as treatment foster parents, and as case managers for youth who have behavioral and mental health issues.

The Green's have utilized a number of different curriculums and “boots on the ground” programming to address youth violence prevention, including anger management, better decision-making, healthy non-violent relationships, as well as providing different “hooks” to keep youth engaged. Basketball and employment opportunities have been two examples of these hooks. When youth are engaged and welcomed into a space, they not only occupy their time, making them less likely to participate in violent activities, but they also can see themselves engaged in a non-violent lifestyle. When youth have positive role models and mentors in their life, who see them for who they are, and introduce them to positive activities, they can see their future with more hope and positivity.

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.

We've built relationships and engaged authentically with youth in a variety of ways. Being headquartered in the Darbo neighborhood on Madison's East Side since 2004, some of the youth we work with now have been coming to us since elementary school. Through our MP Leader Academy (MPLA), we welcome neighborhood kids to come to our “clubhouse” at 414 Rethke from K-12, adapting activities to different ages. And given our long history with families in Darbo, new residents learn about our programs from their neighbors. We also attract boys and girls from throughout the Madison East and La Follette school districts to take part in our basketball program. Will Green is our head coach and in that role he develops genuine relationships with kids, which makes it easier to steer them toward our other youth programs. Unfortunately, beginning in 2016, a number of situations outside our control—particularly the Covid pandemic and a water main break—interrupted our free access to the gym at the Salvation Army Community Center (SACC), which constrained our ability to engage some kids, especially boys. With Covid restrictions lifted, youth are again being directed to us by school counselors, police officers, and other child advocates. And we have secured a new gym for \$60/night until the flooded one at SACC is repaired.

Of course, building relationships with teenagers with whom we have no prior history is challenging, and it has become more so over the past decade. From our experience, a growing percentage of young people come to us more distracted, isolated, depressed, angry, and distrustful than before, and the Covid shutdown only exacerbated their struggles. Of the African-American youth who are steered toward us, especially the teenage boys, they have “checked out,” making it far more difficult to guide them toward positive social interactions and connections. Getting them to show up one or two times requires effort and patience; getting them to come back repeatedly, so we can gradually have a true impact on their lives, is considerably more difficult.

This is why we began to envision, develop, and pilot a new set of strategies over the past four school years under a new program that we call MP University.

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.

For at least five years, we've been describing the whole of our programming as a progression by youth through three developmental stages, which we call our White, Red, and Black Zones. In the White Zone we concentrate on getting to know each child, earning their trust, and mentoring them to develop critical social-emotional skills. Some are elementary school students, while others are middle and high school aged and traumatized by painful life experiences. We can most effectively get to know and mentor the older youth in the White Zone, especially boys, through organized basketball.

In the Red Zone, the kids' trust in us and their commitment to us is still fragile, so we gradually introduce activities that are intended to test and expand their capabilities, such as delivering event flyers to families in Darbo, and helping us at our annual Peace Walk or at last year's three Parks Alive events in Worthington Park. Red Zone activities can also include lessons on financial literacy, career exploration visits and guest speakers, and introductory tasks in our commercial kitchen. For most of these Red Zone activities, we pay the kids a small stipend to attend and be active participants.

When a youth demonstrates social-emotional growth, good communication, and dependability, we graduate them to our Black Zone. They may or may not be fully ready for employment elsewhere, but if we have sufficient grant funds or sales revenue to pay them for weekly shifts, we put them on the payroll to work for Off the Block food enterprise, either through marketing and sales, pizza and salsa production, or customer service.

We have found that it's in the Red Zone that we need to be most creative, flexible, patient, and responsive to the individual needs of each child, and especially those who are at higher risk of following a negative path toward crime and other anti-social behavior. It was in our quest to strengthen and improve our Red Zone curriculum that we conceived of Mentoring Positives (MP) University.

In 2019 we received a small grant from Dane County's Partners in Equity (PIE) Program, which sought to address systemic racial inequities in the criminal justice system. Specifically, we were funded to "design and evaluate a significantly enhanced program for youth who come to us through the juvenile justice system." We framed it as a "university" because we wanted to expose the youth to a wider experience and prepare them for a productive adult life. We outlined a curriculum organized into four "departments," and we were preparing to run a trial run of the program with a small cohort of youth referred to us by social services. But then, six months into the grant period, Covid hit, upending our organization, the youth we serve, and just about everything nationwide.

Two years later, as Covid restrictions were lifted, we began to implement small portions of our vision, with whatever funds we could piece together, and we modified the program design to incorporate new ideas and opportunities. In late 2022, we received a short-term grant from MMSD's Black Excellence Program, and we are now in the midst of a 4-month trial rollout of an updated, upgraded Red Zone program that we hope to continue and expand this summer with the support of a Youth Employment Program Expansion grant from the City of Madison. If we can continue investing our time and new resources in our MP University Red Zone program throughout the summer months, we think we can have a real and measurable impact on up to 20 vulnerable or high-risk African-American boys.

The delivery plan for this Red Zone program this summer would begin as soon as we receive news that we have been awarded a grant, and it will include:

- Recruitment efforts described below to enroll 20 African-American boys ages 14-18 in an intensive summer session of MP University (our Red Zone)
- Scheduling a calendar of weekly events, such as financial literacy, business speakers, and African-American history and culture lessons at our new facility on E Washington Ave, and career visits and Parks Alive events out in the community.
- Introductory tasks to support our pizza and salsa production and restaurant, such as flashing signs and smiles for passing traffic, distributing promotional door-hangers to surrounding homes, arranging our dining tables, date-stamping pizza labels, folding carryout boxes, etc.
- Implementing a series of culinary exercises in our commercial kitchen that culminate with an invitation to family members of the youth to attend a Family Night Dinner in our dining space

Basketball would continue to be an offered activity but with expectations that they will take part in many of the activities above, for which they will also receive small stipends. And we hope an added incentive will be the prospect of advancing to the Black Zone, joining our payroll, and getting regular hours as we hope to grow sales this fall and winter.

To measure their progress with social-emotional skills, we have adopted the kid-friendly, gamified Aperture software mentioned above, which incorporates DESSA measures of social-emotional skills and well-being. They identify their personal goals for improvement and record their tangible steps toward achieving those goals, and this record over time provides a guide for them, for us, and for our funders who share our interest in qualitative youth development over time. Of course, we'd also track participation levels, and boys who complete enough hours can earn HS credits and leadership and/or employability certificates from MMSD, and our evaluation of their progress in communication and dependability can lead to part-time jobs in the Black Zone with our social enterprise.

The summer program will begin for us on June 1st in terms of intensive preparation and having two new part-time teaching staff on our payroll. The curriculum will be delivered from June 19-August 18, and the last two weeks will involve program evaluation and reporting our results.

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 are using our current Black Excellence grant from MMSD to build a group of kids who will carry over to our summer session, but to expand those numbers we will take the following actions as soon as we receive news of an award of new City funds.

- Recruitment of more African-American boys to join our basketball program via our contacts at Madison East and especially La Follette
- Recruitment of boys living or having family relations in Darbo by distributing a professionally produce and printer brochure about MP University Red Zone to every household
- Communication with counselors and principals at Madison East and La Follette High Schools and with social workers in our network, using new promotion materials highlighting our MP University summer session

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?

We will fully inform all parents and guardians of the plans in place for the summer. We will invite them to attend an orientation session at our new facility on E Washington the week before the curriculum begins, and have our Black Zone crew make and serve them our pizza and salad. We believe good food is an excellent way to bring people together. Our fully equipped commercial kitchen is located about 5 blocks from East HS and the same distance from our office in Darbo. We designed one large room to accommodate youth programming, community meetings, or customer dining as needed. In our prior years using FEED Kitchens to make our pizza and salsa, we became friends with many caterers and food cart owners of diverse races and ethnicities. We will invite several of them to introduce our boys to the "culinary arts". They will guide them to decide on a meal to make. We will order the ingredients for them to make a test run to eat for themselves. The 11-week summer program will culminate with a Family Dinner Night where they can invite their family members to enjoy their prepared meal in our dining room. We will promote this event to their families throughout the program while also keeping them apprised of the other activities the boys are experiencing with us.

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

The Family Meal Night will be one such activity. Both the preparation for it and the night itself will require them to acquire a number of skills and opportunities to experience connections. Since 2019 we have worked with dozens of youth week-in and week-out in a commercial kitchen. There is a great deal of communication, teamwork, attention to detail, and learning that happens when taking care to make safe and high quality food from scratch. Their hands-on experience developing and creating a meal menu will tap all these skills. On the nights they meet in our youth room, they will come into contact with our kitchen manager and the Black Zone youth working in the kitchen. They will see customers entering our foyer to carry out cooked pizzas. They will be immersed in this community activity involving their peers and community members. At times, we will bring them into the kitchen to contribute to our pizza and salsa production with small but important tasks.

We also plan to participate in all of the Parks Alive events in Worthington Park this summer. We will ask the boys to be there and help us and the event organizers with a variety of tasks. They will be visible wearing the red shirts we provide them with our logos front-and-back. We will promote these events to their family members because if they attend it will give our staff multiple opportunities to talk with them individually.

We should emphasize that we do not see our engagement with these boys and their families ending after August. Far from it. We are actively seeking funds to allow us to continue MP University well beyond this summer. We think the idea has huge potential to attract recurring funding if we are able to build it out this spring and summer. It is very possible that a majority of the boys will not graduate to our Black Zone by the end of August. Their participation throughout the summer will likely wax and wane. We see this intensive summer program as a beginning, not a completion of getting to know them and their families. By mid-summer we hope to receive news from other funders that will allow us to continue our Red Zone activities throughout the 2023-24 school year.

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

Activity	Estimated Start and Completion Dates
Creation of professional brochure for MP University / Red Zone	May-June
Recruit African-American boys ages 14-18	May-June
MP staff create calendars/set dates for programming/orientation with kids & parents (take 1st DESSA assessment)	Before June 18
Career exploration/guest speakers	June 19 - Aug 31
Product development/create recipes/meals to serve participants' parents	3 or more dates btw June 19 - Aug 31
Youth distribute flyers the Darbo neighborhood and participate in Parks Alive events	June 19 - Aug 31
Youth take final DESSA assessment	Aug 14-31
Program evaluation and reporting	September

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): Muriel's Place (2844 E. Washington Ave.)					
Summer	2 days a week	2	11 weeks	7:1	20
Location #2: MP Clubhouse (414 Rethke Ave.)					
Summer	2 days a week	2	11 weeks	7:1	20

*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.

Life Center Church, 1-3x a week, 2 hours a day, 9 weeks, 3:1 ratio, 20 youth

*All three locations will be utilized to engage 20 youth in our 9 week summer program

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
Executive Director	.0625	Direct care, administrative overview
Assistant Director	.0625	Direct care, program management, reporting
Off The Block Manager	.0375	Direct care, program management
Specialized Mentor	.115	Direct care
Education Coordinator	.115	Direct care

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	Youth will improve in their social/emotional competencies (pre & post tests)			
Performance Standard	Targeted Percent	80%	Targeted Number	16
	Actual Percent of Actual Total Enrollees		Actual Number	
Measurement Tool(s) and Comments: DESSA assessment, via the Aperture, on-line program				

Outcome Objective #2	Youth will be introduced to at least three specific career options and explore their personal career goals.			
Performance Standard	Targeted Percent	80%	Targeted Number	16
	Actual Percent of Actual Total Enrollees		Actual Number	
Measurement Tool(s) and Comments: Youth will set goals through the Aperture system, after discussions related to career exploration.				

Outcome Objective #3	Youth will participate in at least one family event (meal) and one community event (Parks Alive)			
Performance Standard	Targeted Percent	80%	Targeted Number	14

	Actual Percent of Actual Total Enrollees		Actual Number	
Measurement Tool(s) and Comments: We will track participants attendance and engagement in these activities				

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.

In 2021, the racial demographics of those youth participating in our OTB youth employment program were 100% youth of color. All youth participants live in the Madison East and Madison LaFollette school district areas and the majority of these youth live directly in the Darbo-Worthington Park Neighborhood, where MP has been providing mentoring services and community engagement & leadership opportunities for over 19 years. Specifically, 100% were residents of the City of Madison, 64% were youth between the ages of 13-17 years old, 45% were male, 55% were female, and 73% of the youth participants qualified for free or reduced lunch. We intend to continue to serve youth of color, who generally live on the east side of Madison, and are considered low income.

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?

In the same demographics report in 2021, shared above, MP staff were 33% people of color. Our Founder/Executive Director, Will Green is originally from Gary, Indiana, where 80% of the city were African American. MP staff continue to engage in internal discussions related to maintaining culturally appropriate activities and interactions not only with youth in the program, but their parents as well.

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)	\$15,979	\$9,427
2.	Fringe Benefits and Payroll Taxes	\$2,928	\$1,003
B. Program/Project Costs			
1.	Program/Project supplies and equipment	\$1,550	\$1,550
2.	Office Supplies	\$930	\$930
3.	Transportation	\$450	\$450
4.	Food		
5.	Other (explain)		

BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED
C. Space Costs		
1. Rent/Utilities/Telephone	\$859	\$859
2. Other (explain) Gym rental	\$1,440	\$1,440
D. Special Costs		
1. Other (explain): Youth stipends	\$5,400	\$5,400
2. Other (explain): Design and printing of prprogram brochure & event	\$1,075	\$1,075
D. TOTAL (A + B + C +D)	\$30,334	\$22,113

2. Additional Information on Budget (if needed):

The time that our Executive Director and Assistant Director put toward this program is offered as our in-kind match. Rent/utilities/telephone and office supplies are calculated as a percentage of the program costs to total agency budget (7.53%)

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

7.53%

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

We have already, or will apply for, funding support from CUNA Mutual Foundation, Park Bank, and American Family Insurance for continuation funding for the 2023-2024 school year. However, none of these funds have been secured yet or they would not likely be available for this summer.