



# 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:	Seein' is Believin'	Total Amount Requested:	\$ 179,040
Program Name:	Seein' is Beleivin' Community Impact Officer Program and Life Readiness Program		
Brief Program Description:	The Seein' is Believin's Community Impact program is a paid internship program for youth ages 16-24 who are either juvenile justice involved, low income, or juvenile just adjacent. This program consists of two segments focused on mental health, life readiness, and community impact.		
Type of Program	<input type="checkbox"/> New Program <input checked="" type="checkbox"/> Program Expansion		
Contact Person:	Prencia Clifton	Email:	info@seein-is-believin.com and Lisa@community-stewardship.org
EIN and DUNS #	68-00501459 Duns # 021926136		
Full Address:	116 N Few	Telephone:	816-309-9300
501 (c) 3 Status:	<input type="checkbox"/> Yes <input checked="" 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.

Seein' is Believin' is an organization dedicated to addressing the many needs of youth, including mental health, life readiness, and the pressing issue of suicide. Suicide has been the second leading cause of death among those aged 10-19 since 2017, and rates among Black youth have risen faster than any other racial/ethnic group in the past two decades. Seein' is Believin' is committed to creating safe and supportive programming for youth and supporting communities in better responding and supporting the needs of our youth.

At Seein' is Believin', we recognize that many communities have limited access to mentors and mental health providers of color. Therefore, we provide a range of services to help support communities in promoting youth mental health. These include Youth Protection/Abuse Prevention, Youth and Teen Mental Health First Aid Trainings, Youth Mental Health Retreats, and Social Emotional Resilience workshops. Our programs are designed to provide young people with the tools they need to navigate difficult emotions and seek help when they need it.

In addition to our services for young people, Seein' is Believin' also offers training for organizations in Youth Protection, Youth Mental Health First Aid, Youth Program Quality Assessment, and Youth Program Management. We teach organizations how to intentionally engage with youth of color, providing them with the skills they need to create supportive environments for all young people.

At Seein' is Believin', we are committed to promoting the holistic well-being of youth and creating a culture of care, inclusivity, and compassion.

Last year was our first year utilizing this grant for the City of Madison and it was a huge success. On top of running a successful training program and putting on 4 community events, Seein' is Believin' was also put on programming for the Madison Metropolitan School District's Black Excellence Programs and produced events for the past 2 years like the End Abuse Wisconsin Teen Summit, serving nearly 1000 Wisconsin Youth, and for the past 5 years the Urban League of Dane County's Youth Call to Service Program.

The founder of Seein' is Believin', Prenicia Clifton, is a dedicated youth programming and protection expert, accomplished opera singer, and a passionate advocate for the well-being of children. Over the past two decades, Prenicia has gained extensive experience in precollege and youth programming, working tirelessly to make a difference in the lives of young people. At the age of 21, Prenicia made a pledge to positively impact the lives of 10,000 kids, a goal she achieved through her passion for programming and fundraising. Inspired by this success, Prenicia has now set her sights even higher, with a new goal of affecting the lives of one million children.

Prenicia's approach to achieving this goal is based on her belief in the power of culturally infused programming, policy creation, and community advocacy. As a world-renowned youth protection and intervention expert, Prenicia has a deep understanding of the best practices for addressing youth protection policies at every level. She is a certified Praesidium You Guardian and a certified Youth Mental Health First Aid trainer, reflecting her expertise in youth program management, protecting and promoting the well-being of young people, and creating impactful opportunities for youth.

In addition to her work in youth programming and protection, Prenicia is also an accomplished opera singer with credits in major opera houses around the world. She has performed with Placido Domingo and shared the stage with Grammy Award-winning artist Denyce Graves. Prenicia's dedication to breaking down barriers has also led her to become the first African American to sing in a Chinese opera house solely in Mandarin. Prenicia's multifaceted background and dedication to youth advocacy make her a remarkable individual who is able to effectively engage and communicate with youth of all backgrounds.

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.

Seein' is Believin' program will focus on recruiting BIPOC youth who are in the Dane County Jail or live in underserved neighborhoods such as Darbo/Worthington, Hammersley/Theresa Terrace, Park Edge, Park Ridge, and Balsam/Russett. These neighborhoods have been identified as areas with the greatest need for resources and support for underserved communities.

Seein' is Believin' aims to provide BIPOC youth with resources and support to overcome the systemic barriers that prevent them from succeeding in their academic and professional pursuits. The program will provide participants with mentorship, career exploration opportunities, and financial literacy training. The goal is to empower participants with the tools and resources necessary to achieve their full potential and become leaders in their communities.

Our program's objectives align with City of Madison's mission to support underserved communities and promote equal access to resources and opportunities. With your support, we can provide BIPOC youth in Madison's most underserved communities with the support they need to succeed.

### **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.

Seein' is Believin's Community Impact Officer Program is a fantastic opportunity for youth to gain valuable pre-employment/leadership training and hands-on experience planning and managing their own community impact events.

The 8-week interactive pre-employment/leadership program is designed to provide youth with essential skills such as project management, program development, budget planning, mental health resilience, and conflict resolution. The program will also include training on culturally specific topics, personal leadership skills, and career exploration opportunities.

During the course of the program, youth will spend an additional 50 hours planning and managing their own community impact events. These events will be designed by the youth and for the youth, with a focus on youth mental health, anti-violence, community resilience, and pride. This hands-on experience will allow youth to develop their professional acumen while serving their community.

The Community Impact Officers will also receive training on youth mental health protective factors, effective communication skills, and developing and maintaining good interpersonal relationships. Participants will receive a stipend to offset personal costs incurred by not working during the times of the internship.

Upon completion of the program, youth participants will be well-prepared for further training and direct employment and/or internship placement in programs like the City of Madison's Parks Alive Program. Seein' is Believin's Community Impact Officer Program will not only provide valuable skills and experience for the youth but also benefit the community as a whole by promoting anti-violence, community resilience, and pride.

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.

Seein' is Believin' is a program committed to serving high school youth of color, ages 16-24, who are juvenile justice involved and facing barriers to housing, employment, and education. The program

recognizes the unique challenges that these young people face, including systemic racism and poverty, and aims to provide them with the tools and resources they need to succeed.

To achieve its goals, Seein' is Believin' leverages partnerships with key organizations such as the Dane County Jail Diversion Program, Family Works, Madison Metropolitan School District, and Anchored Agency. These partnerships enable the program to receive referrals on youth who are most at risk and ensure that the program is reaching the young people who need it most.

While Seein' is Believin' focuses on serving high school youth of color who are juvenile justice involved, the program also continues to serve participants from low-income households in Madison's most underserved communities. By serving a diverse range of young people, the program is able to create a more inclusive and equitable society for all.

Ultimately, Seein' is Believin' is essential in creating a brighter future for young people who are facing systemic challenges. By providing resources, support, and opportunities, the program is empowering young people to reach their full potential and break the cycle of poverty and marginalization. With partnerships, referral systems, and community engagement, Seein' is Believin' is a vital resource for young people in Madison and beyond.

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?

After last year's successful program behind bars, the program acquired some valuable lessons about the importance of taking a holistic family approach. The program found that 100% of the incarcerated youth that participated in last year's program had siblings who were also involved in the juvenile justice system or doing behaviors that will eventually land them there. This insight is critical because it highlights the need to directly recruit not only juvenile justice involved youth but also their siblings and extended family members.

Seein' is Believin' plans to take a holistic approach by recruiting both the peers and siblings of currently incarcerated youth. We will also host 6 weeks of programming behind bars at the Dane County Jail. By involving incarcerated youth, their family members, and peers, the program is able to remediate underlying causes of youth delinquency, such as poverty, lack of access to resources, and family trauma. This approach helps to ensure that young people have the support they need to make positive choices and stay out of the justice system.

The success of Seein' is Believin' is evident in the feedback received from last year's participants. 100% of participants said that they would recommend the program to others and wished that they had participated in it prior to going down the wrong path. This feedback highlights the effectiveness of the program in addressing the needs of young people who have been affected by the justice system.

Programs like Seein' is Believin' offer hope for young people who have been affected by the juvenile justice system. By taking a holistic approach that involves family members and peers, the program recognizes the importance of addressing the underlying causes of youth delinquency. The success of the program in reaching and helping young people is evident in the positive feedback received from its participants. Ultimately, programs like Seein' is Believin' are essential in creating a more just and equitable society for all young people, regardless of their background or circumstances.

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

The Seein' is Believin's Community Impact program consists of two segments focused on mental health, life readiness, and community impact.

In the first segment, our Community Impact Officers will participate in a series of mental health and life readiness workshops. They will then complete an introductory 8-hour course in Youth Mental Health First Aid to gain a deeper understanding of how to support youth mental health. After that, the Community Impact Officers will spend six weeks planning Community Impact Activities for and by Youth. These activities will aim to make a positive impact on the community and involve the participation of youth. The program will conclude with a virtual graduation where each youth will present a summary of their summer experience to the community.

In the second segment of the program, we have Seein' is Believin's Life Readiness Behind Bars Antirecidivism program, which is designed to support incarcerated youth in developing Life Readiness Skills. The program will consist of a 6-week workshop series focused on skills that can help the youth avoid returning to jail and become better role models once they return to their communities.

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

Activity	Estimated Start and Completion Dates
8 Weeks Mental Health Session	June 24- August 19th
8 Weeks Life Readines	June 24- August 19th
8 Weeks 1:1 Mentor	June 24- August 19th
6 Weeks Community Impact Project	August 12 <sup>th</sup> - September 23rd
Graduation and Presentation	September 30th
Youth Mental Health First Aid	June 7th
Life Readiness Behind Bars	October 4 <sup>th</sup> -Nov 22nd

**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> Lakeview Library , Penn Park, Elver Park, and Lunas Grocery					
Summer	CI Program Weekly 8 Weeks	3			
	CI Project Planning Weekly 3 Weeks	4	75	1:20	40
	CI Projects Weekly 3 Weeks	12			
<b>Location #2:</b> Dane County Jail					
Summer	Weekly 6 Weeks	2	12	3:10	10

\*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.

- 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
1-Event Manager \$8000	.5	Recruit, Coordinate, Plan, and Instruct Life Readiness Courses and Supervise Life Readiness Community Impact Projects
1-Assistant Dir \$4000	.25	Support Day to Day Logitic
12-Workshop Facilitators \$18,000	.25	Facilitate Workshops
10-Program Mentors \$4000	.25	Mentor
5-Jail Instructors \$3000	.25	Oversee Life Readiness Behind Bars
1-Jail Safety Aid \$1000	.25	Facilitates questions and provides additional classroom and safety ratios within the jail setting.

- 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>	Youth will Complete 8 Weeks of Community Impact Officer Employability Skills Traiing, 8-Weeks Mental Health Protective Factors Development, and 8 Weeks of 1:1 Career/Life Mentoring			
<b>Performance Standard</b>	<b>Targeted Percent</b>	85	<b>Targeted Number</b>	34

	<b>Actual Percent of Actual Total Enrollees</b>		<b>Actual Number</b>	
<b>Measurement Tool(s) and Comments:</b> Attendance Sheets, MMSD Internship Credits, and Individual Observation				

<b>Outcome Objective #2</b>	Youth will work with community partners to plan and present 3 Community Impact Projects Youth participants will work as Community Impact Officers, creating community impact projects that promote positive youth development. Youth will apply the skills learned over the first four weeks of the program to develop and lead free community activities during the second half of internship.			
<b>Performance Standard</b>	<b>Targeted Percent</b>	85	<b>Targeted Number</b>	34
	<b>Actual Percent of Actual Total Enrollees</b>		<b>Actual Number</b>	
<b>Measurement Tool(s) and Comments:</b> Completion of 3 Community Impact Projects				

<b>Outcome Objective #3</b>	Life Readiness Behind Bars. Youth will complete a 6 week anti-violence/anti-recidivism program at Dane County Jail			
<b>Performance Standard</b>	<b>Targeted Percent</b>	70	<b>Targeted Number</b>	7
	<b>Actual Percent of Actual Total Enrollees</b>		<b>Actual Number</b>	
<b>Measurement Tool(s) and Comments:</b> Youth graduate and receive certificates from Dane County Jail				

**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.  
We are fortunate enough to have recruited staff from various backgrounds. We have not needed translators but are open to contracting as needed. All staff identify as Black or Brown
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?  
Definitely

**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
<b>A. Personnel Costs (Complete Personnel chart below)</b>		
1. Salaries/Wages (show detail above)	38,500	38,500
2. Fringe Benefits and Payroll Taxes	9,000	9,000
<b>B. Program/Project Costs</b>		
1. Program/Project supplies and equipment	20000	20,000
2. Office Supplies	1650	1650
3. Transportation	1250	
4. Food	8000	<del>8000</del>
4. Other (explain) Program Curriculum \$7000		
5. Courier/Delivery of Supplies \$3000	10000	3000
<b>C. Space Costs</b>		
1. Rent/Utilities/Telephone	2400	2400
2. Other (explain)		
<b>D. Special Costs</b>		
1. Other (explain): 2. 40 Youth Stipends@ \$2,500 totaling \$100k 10 Incarcerated Youth Stipends \$3,240	103,240	103,240
2. Other (explain): C4CS Fiscal Agency Fee	21,000	14,000
<b>D. TOTAL (A + B + C +D)</b>	<b>215,040</b>	<b>191,790</b>

2. Additional Information on Budget (if needed):

This cost is based on if we double the number of youth served last year. If we want to keep last year's 20 Community Impact Officers we could reduce the youth stipend by \$50,000. This would bring the total project cost down to \$165,040 and the total CDD grant contribution down to \$141,790.

The stipend is \$2500 instead of \$2000 to allow for youth to buy bus passes and or gas to support transportation needs for participants during and after the program. Many of the youth were not able to continue their momentum into the school year because they lived too close to their schools or had already graduated high school and were not even eligible for the free summer passes. So they were stuck within the parameters of their communities where there were no jobs. This greatly affected the youth's ability to support themselves in legal ways.

The coordinator has a disability that prevents her from lifting and transporting items and a courier or deliver support is needed.

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

60%



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

CUNA Mutual, Alliant Energy, UW-Health, Individual Donations, and AmFam. We have doubled the number of youth served which has impacted the need for more funds. We have not received a full commitment from any donors yet.