



Violence Prevention and COVID Relief: Youth Employment Program Expansion

APPLICATION FORM

Submit Application to: cddapplications@cityofmadison.com

Deadline: 12:00 pm CST (noon) on **April 12, 2021**

This application should be used to apply for funding to expand a current youth employment program for youth 14 – 18 years of age, in support of preventing violence in the Madison community and responding to the impact of COVID. Expansion may include additional participants, staff, activities and/or new locations. Programs must focus on serving youth who have been disproportionately affected by violence and whose families have been impacted by COVID.

Please limit your proposal and responses to spaces provided in this form. Responses to this RFP should be complete and comprehensive but succinct. Materials submitted in addition to this application form 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

If you need assistance with this proposal or are unclear about how to respond to any questions listed below, please contact Yolanda Shelton-Morris, Community Resources Manager at yshelton-morris@cityofmadison.com

Legal Name of Organization:	Charles Hamilton Houston Institute	Total Amount Requested:	\$ 115,000
Program Name:	Dear Diary of Madison		
Contact Person	Kalyanna (Yanna) Williams	Email:	deardiaryofmadison@gmail.com
Address:	P.O. Box 930451, Verona, WI 53593-0451	Telephone:	623-210-7857

SECTION 1. YOUTH EMPLOYMENT EXPANSION

1. Program Type and Overview

Please identify which of the following youth employment programs you are proposing to provide

- a. Supported community based service learning work crews.
- b. Placement in a supported work environment with a specific mission to provide jobs or paid internship opportunity.
- c. Pre-employment training that leads to placement in a private business committed to supporting youth experiencing barriers to employment (can include subsidized wage for youth)

Answer - a., **b.**, or **c.** *Our program will be provide opportunities for youth in both b and c.*

Brief Program Description: The goal of **The Real Classroom** is to prepare youth, particularly youth with juvenile justice involvement for long-term college, career, and community readiness through experiential/work

learning opportunities in the areas of 1) Construction and Land Management, 2) Science and Technology, 3) Performing Arts and Theatre, 4) Agriculture and Food Systems, 5) Cosmetology and Barbering, 6) Law and Public Service, and 7) Entrepreneurship and Corporate America. In our funding request for this RFP, we plan to place an additional 25 youth (girls and boys) in employment and internship opportunities across Dane County. Each youth will be offered a maximum of 10 work hours per week for a maximum of 12 weeks. In addition, funds from this RFP will allow us to add three new staff or increase staffing hours to lead, coordinate, place, and troubleshoot internships and employment for the additional 25 youth.

Amount Requested: \$115,000
request): \$152,000

Total 2021 Program Budget (including this

2. PROGRAM DESCRIPTION

- a. Goal Statement: What is the goal of your program and how does it increase paid internship and/or employment opportunities for youth who face barriers to gaining employment?

The goal of ***The Real Classroom*** is to prepare youth, particularly youth with juvenile justice involvement for long-term college, career, and community readiness through experiential/work learning opportunities in the areas of 1) Construction and Land Management, 2) Science and Technology, 3) Performing Arts and Theatre, 4) Agriculture and Food Systems, 5) Cosmetology and Barbering, 6) Law and Public Service, and 7) Entrepreneurship and Corporate America. Through these opportunities, youth will be equipped with the skills necessary to learn and evolve in an area of their choosing. By providing opportunities for youth to exercise voice and choice in the selection of their internship/employment opportunity, as well as their goals for their program, we are confident that we can recruit and retain youth within the program, while simultaneously engaging youth in positive activities to reduce interest and engagement in criminal activities.

- b. Expansion Plan: How does this proposal expand your current program plan? Increase participants, additional staff for lower staff to youth ratio, increased program hours or activities and/or additional locations? Include specific information about the number of additional participants or increased FTE of staff and/or address of additional locations.

The Charles Hamilton Houston (CHHI) currently serves ~50 youth per year through its Dear Diary mentorship program. Dear Diary is a free program for high school (9th-12th grade) girls of color, including those in the justice system, which provides support, advice, and love using strategically designed mentoring services in the areas of 1) self-esteem, 2) academic achievement, 3) personal development, 4) professional excellence, 5) family engagement, and 6) service. Dear Diary focuses on changing and shifting mindsets, healing trauma, positively defining oneself, and strengthening community and family. CHHI intends to partner with Trained To Grow, Inc. (TTG) to offer this employment opportunity to high school boys, including those involved in the justice system. By utilizing Dear Diary's current structure, partnering with TTG will allow us to expand our impact to boys in need of additional employment opportunities. Currently, Dear Diary has placed over ten girls in internship and employment opportunities within the community.

In our funding request for this RFP, we plan to place an additional 25 youth (girls and boys) in employment and internship opportunities across Dane County. Each youth will be offered a maximum of 10 work hours per week for a maximum of 12 weeks. In addition, funds from this RFP will allow us to add three new staff or increase staffing hours to lead, coordinate, place, and troubleshoot internships and employment for the additional 25 youth. CHHI does not employ individuals through FTE allowance, but utilizes independent contracts for each of its staff.

- c. Youth Participants: Describe the demographics of the current program participants and any difference you anticipate in the demographics of the population that will be served through the program expansion (e.g., location, ages, race/ethnicities, income ranges, English language proficiency, employment barriers if applicable etc.). If applicable, Describe your plan to recruit, engage and address barriers to participation for potential new participants

Currently, Dear Diary program participants are high school (9-12th grade) girls of color, including girls involved in the justice system. Most of our current participants are from low income households in Madison's most underserved communities. Currently, we serve youth in the throughout Dane County with particular focus in the following communities: Balsam/Russett, Hammersley/ Theresa Terrace, Park Edge/ Park Ridge and Allied Drive. For expansion of our program, we plan to add boys from the above mentioned communities, age range, income ranges, and race/ethnicities. TTG currently serves ten youth from these communities through its mentorship program.

Recruitment and retention of mentees has always been a top priority of our programming. Our goal is to recruit young girls and boys of color who are navigating challenges in life such as school truancy, juvenile delinquency and social and emotional trauma. Active recruitment for mentees will consist of connecting with our current partners to recommend and refer 9-12th grade girls and boys of color who are navigating the aforementioned barriers.

Dear Diary will engage mentees by creating the space for mentees to have voice and choice in the development and placement of their employment and internship opportunities. Youth in our program have often discussed their disinterest in company jobs because it is “not what they want to do, but they do it for the money.” Our goal is to provide opportunities that will engage youth per their interest and goals. Through this process, we will reduce youth disengagement and increase pride, self-fulfillment, while also offering compensation.

All Dear Diary programming focuses on reducing barriers to participation for our mentees. We plan to continue providing necessary work clothes, transportation, job and internship placement, resume writing and interview skills, and financial literacy.

- d. Activities: Describe your proposed employment program activities. Include information about key parts of your program that help us understand how you will accomplish your goals. Please indicate if these activities are currently taking place, have been previously planned or are an expansion.

The goal of ***The Real Classroom*** is to prepare youth, particularly youth with juvenile justice involvement for long-term college, career, and community readiness through experiential learning opportunities in the areas of 1) Construction and Land Management, 2) Science and Technology, 3) Performing Arts and Theatre, 4) Agriculture and Food Systems, 5) Cosmetology and Barbering, 6) Law and Public Service, and 7) Entrepreneurship and Corporate America. We currently have partnerships with companies and individuals who own and operate businesses in each of these areas. Currently, our youth are working in cosmetology, land management through landscaping, and performing arts. Our network is seeking additional opportunities to provide internship and work opportunities for youth, yet there are financial barriers to companies offering these opportunities, especially small businesses, and minority-owned businesses. Our goal is to expand our current offerings by building on what we are currently doing as well as adding new experiences that our youth have asked us for. Youth will participate in the program as cohorts. For this reason, we will have ongoing recruiting, but will host one week bootcamps once a month, June-October. Each youth participant will be required to participate in a week long (10 hours) bootcamp to identify their goals, learn employability skills prior to being placed in the field, establish a plan for their internship, and learn the importance of financial literacy, including opening checking and savings accounts. They will be compensated for these activities. This is one area that is an expansion to our current programming, but has been an ask of our youth. Next, youth will be placed in their internship or employment for 12 weeks. Each week, youth will do check-ins to monitor work progress, track their goals, and reflect on their experiences. At the end of their 12-weeks, they will be required to present at a cohort graduation. At this graduation, youth will be provided a certificate of completion, will have the opportunity to showcase what they have accomplished and employers will have the opportunity to expand their internship or employment after these twelve weeks. The addition of a showcase of completion is an expansion of our current program.

Youth will also have the opportunity to earn work and/or leadership credits for their work. We are partners with Madison Metropolitan School District and are able to offer youth a minimum of 0.25 credit hours for every 40 hours of work. Although youth are only required to work for 10 hours per week, youth are welcomed to work longer hours. These additional hours must be compensated by the employer.

- e. Proposed Timeline for Implementation:

Activity – Note On-going or Program Expansion	Estimated Start and Completion Date
Referral of mentees- On-going	June 1, 2021-October 1, 2021
Mentee Intake Process	June 1-25, 2021- will take place each month
One-week bootcamp	Cohort 1-June 28-July 2, Cohort 2- July 26-30, Cohort 3- August 23-27, Cohort 4- September 27-October 1.
Twelve week internship/employment	Cohort 1- July 5-September 24 Cohort 2- August 2- October 22 Cohort 3- August 30- November 19 Cohort 4- October 4- December 20
Graduation/Showcase	Cohort 1- October 2, 2021 Cohort 2- October 30, 2021 Cohort 3- December 4, 2021 Cohort 4- December 27, 2021

Other milestones, notes or comments about the proposed timeline (if applicable):

- f. Cultural Relevance and Language Access: Please describe how the current program and expansion are culturally relevant to the population served and how the proposed program will serve non-English speaking youth and/or their families.

All of our work is rooted in equity because our staff and board of directors have lived experience as professionals of color. The challenge with people of color is being transparent with who we are because everything we have learned is acceptable has been rooted in white supremacy. This is a concept that each of us must unlearn and combat collectively. 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's 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 do 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 will to hire outside services.

- g. Employment Outcomes: Please describe which two of the following employment program outcomes the proposed program will achieve: Transferable employability skills, School credit attainment through work-based learning, Youth Leadership and Employability Skills Certificates or College and career planning activities.

Our program will achieve each of the above outcomes. Youth will learn *transferable employability skills* beginning in week one while in their bootcamp. During these sessions, participants will learn needed skills for to prepare them for their work or internship opportunity. Youth will have the ability to sign up for *school credit attainment through work-based learning*. We currently have partnerships with MMSD for youth to obtain credits for their work-based learning. Youth are able to obtain 0.25 credit hours per 40 hours of work for a maximum of 5 credits. Participants are able to receive Youth Leadership and Employability Skills Certificates through programming per our MMSD partnership. Youth can opt-in to these opportunities in week one.

3. PROGRAM STRUCTURE AND STAFFING

a. Pre-internship or Pre-Employment Training

Minimum number of weeks: 1

Minimum number of hours: 10

Average attendance: 90%

Unduplicated participants: 25

Location of training pre-internship or pre-employment training: To be determined. We would like to provide flexibility of training to accommodate our participants. We will organize training for each cohort individually.

b. Internship or Employment Experience:

Average total or range of weekly hours: 10 hours

Number of total weeks: 12 weeks

Unduplicated participants placed in an internship or employment opportunity: 20

Describe the type, duration (i.e. number of weeks) and number weekly hours or contacts of support or additional training provided to each youth during their internship or employment.

Each youth participant will be required to participate in a week long (10 hours) bootcamp to identify their goals, learn employability skills prior to being placed in the field, establish a plan for their internship, and learn the importance of financial literacy, including opening checking and savings accounts. They will be compensated for these activities. Next, youth will be placed in their internship or employment for 12 weeks. Each week, youth will do check-ins to monitor work progress, track their goals, and reflect on their experiences. At the end of their 12-weeks, they will be required to present at a cohort graduation. At this graduation, youth will be provided a certificate of completion, will have the opportunity to showcase what they have accomplished and employers will have the opportunity to expand their internship or employment after these twelve weeks.

c. Additional Activities: Do you anticipate providing activities for the program that are not included in the descriptions above? Please describe these activities, including location, frequency, hours, duration (i.e. special event, field trips, career exploration), and if these activities are part of the program expansion. We will only provide additional activities if a youth is seeking additional activities. We don't want to add too many additional activities for youth that will distract or take them away from their internships and work opportunities. By providing internships and work opportunities that youth are interested in, we are hoping that they will dedicate their time and attention to the completion.

d. Program Staffing: Full-Time Equivalent (FTE) – Include employees, AmeriCorps members and Adult Interns with direct program implementation responsibilities. FTE = percentage of 40 hours per week. Indicate if the position is current or if it is part of the program expansion. *Use one line per individual employee

Position Title*	FTE - This Program	Current or Expansion
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<u>Program Director</u>	0.5	Expansion
Program Coordinator (x2)	0.5	Expansion
	Total:	1.5

4. COLLABORATION, COORDINATION AND RESOURCE LINKAGE

- a. Collaboration: Please complete the table below and respond to the narrative questions regarding program collaboration with community partners or business.

Partner Organization or Business	Role & Responsibilities	Contact Person	Signed MOU (Yes/No)?
<u>Madison Metropolitan School District</u>	- Provide student academic progress - Recruitment of youth - Credit attainment for participants	Nichelle Nichols	Yes
United Way of Dane County	- Funding partner - Professional Development - Resources access	Cortney Dunklin	Yes
<u>Luna's Groceries</u>	-Employment opportunities	Joe Maldonado	No
Artemis Provisions and Cheese	-Employment opportunities	Kingsley Gobourne	No
RockkaLashawn	-Employment opportunities	Rokeia Phillips	No
Madison Police Department	-Partnerships for bridging gaps between community and police	Mike Hanson and Tim Patton	No

List any additional partners, their role & responsibilities, contract person and MOU information (if applicable):

How do these partnerships enhance this proposal?

Each of these partnerships are essential to our work. They allow us the opportunity to expand and provide services to our mentees.

5. STAFFING & BUDGET

Summarize your project budget by estimated costs, revenue, and fund sources.

BUDGET EXPENDITURES	TOTAL PROGRAM COSTS	AMOUNT OF REQUESTED IN THIS PROPOSAL	AMOUNT OF NON-CITY REVENUES	SOURCE OF NON-City FUNDED PORTION
A. Personnel Costs				
Salaries/Wages- show detail below	50,000	40,000	10,000	MMSD and UWDC
Fringe Benefits and Payroll Taxes		N/A	N/A	
B. Program/Project Costs				
Program supplies and equipment	35,000	20,000	15,000	MMSD and UWDC
Office Supplies	10,000	5,000	5,000	UWDC
Transportation	7,000	5,000	2,000	UWDC
Insurance				
Other (explain)				
C. Space Costs				
Rent/Utilities/Telephone				
Other (explain):				
D. Special Costs				
Youth Wages	55,000	45,000	10,000	UWDC
Other				
TOTAL (A + B + C + D)	152,000	115,000	37,000	

Please list all paid staff that will be working on the project:

Title of Staff Position	Proposed Hourly Wage
Program Director	\$20,000 Annually
Program Coordinator (x2)	\$10,000 Annually
	\$
	\$
	\$
TOTAL	\$ 40,000

****As a small non-profit, all staff is hired as independent contractors and are paid a stipend. All stipends are subject to pay taxes.**

SECTION 2: DISCLOSURES

If applicable, please include the following:

Disclosure of Conflict of Interest

Disclose any potential conflict of interest due to any other clients, contracts, or property interests, e.g. direct connections to other funders, City funders, or potentially funded organizations, or with the City of Madison.
N/A

Disclosure of Contract Failures, Litigations: Disclose any alleged significant prior or ongoing contract failures, contract breaches, any civil or criminal litigation or
N/A