



## Youth Mentorship 2019

### CBCR: Our Neighborhood – A Safe and Beautiful Place

Submit Application to: <mailto:cddapplications@cityofmadison.com>

Deadline: 12:00 pm CST (noon) on February 11<sup>th</sup>, 2019

*Late applications will not be accepted*

Please limit your proposal and responses spaces provided in this form. Any 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.*

**If you need assistance with this proposal or are unclear about how to respond to any questions listed below, please contact CDD staff at 266-6520.**

Agency or Group:	Mellowhood Foundation	Amount Requested:	\$59,595
Title of Proposal:	Mellowhood Group Mentoring		
EIN and DUNS #	47-1796358		
Brief Project Description:	Small Group Mentoring through the various programs of the Mellowhood Foundation. This proposal focuses on support activities during the months of the school year.		
Program Type	Group <input checked="" type="checkbox"/> Individual <input type="checkbox"/>		
# of Participant youth to be served	10-15		
Contact Person:	Coach Assad	Email	coachassata@gmail.com
Address:	5726 Balsam Road #1 Madison, WI 53711	Telephone:	6082091863
Fiscal Agent ( if Applicable)			
Contact Person:	Coach Assad	Email	
Address:		Telephone:	

*All narrative answers allow for 2000 characters, which includes spaces.*

- Applicant Organization or Group:** Briefly describe the history and structure of your organization and board. Describe your administrative infrastructure and experience working with federal funds. Include information about recruitment and use of volunteers, and history providing youth mentoring services.

The Mellowhood Foundation has been empowering youth, their parents in struggling neighborhoods on the Southwest side of Madison for 5-6 years. At the core has been supporting and mentoring both children and youth, as well as their parents. We've done this through athletic leagues, tutoring programs and employment. Most recently, we've included group mentoring through our Mellowhood Hots Pickle Program, our developing

**Contact Us! CDD staff are committed to helping interested groups understand and work through program requirements. Call Hugh Wing or Laura Noel at 266-6520.**

podcast series Your Choice Your Voice, and our Life Club (which began as an academic support time and has expanded into academics and socialization conversations between youth and mentoring adults). Our board has included leaders and stakeholders in the Southwest area of Madison for a number of years; including alderpersons, pastors, non profit leaders, school administrators, and adults involved in our programs. We've used volunteers from our local neighborhood as well as young adults working in the MMSD school district who have experience with our targeted population. While we have not worked with federal funds, we've received multiple grants from the City of Madison and various community foundations. We've retained a CPA from Wegner and Associates for the past 3 years. We have one paid employee, our Executive Director. He works in conjunction with and is overseen by our Board of Directors. Part of our success has been partnering with other stakeholders for cooperative programming. This has included working with the UW Extension Office, the Michael Fields Foundation, the Summer Internship Program of the Good Shepherd Church, to name a few.

## 2. Project Description and Strategies:

- a. Targeted neighborhoods and collaborations: Describe the organizations experience working in the targeted west side neighborhoods; describe existing active partnerships and collaborations with community stakeholders on the West side of Madison.

We have been involved in multiple efforts over many years.

- \* We've collaborated with Good Shepherd and Orchard Ridge Churches, as well as UW Extension, Volunteer Master Gardeners, and the Michael Fields Foundation for our PAID employment program.
- \*We developed HOODS (Harvesting Ownership & Outcomes to Develop Stability) Initiative with the Michael Fields Agricultural Institute's GULFS (Growing Urban Leaders in Food Systems) program this summer to further develop the youth-led "Mellowhood Hots" hot pickle product. This has now evolved into a year round program.
- \*We worked with Justified Anger, Meadowood Strip Mall Owners and neighborhood residents on our Parents on the Premises safe passage program.
- \*We've worked with the Meadowood Neighborhood Association, Good Shepherd Church, various neighborhood groups and the Madison Police Department on Community Festivals, Clean Up Days, 3 on 3 basketball tournaments.
- \*We've worked with the WABM (Wisconsin Association of Black Men), MMSD teachers and Good Shepherd Volunteers through our tutoring efforts.

- b. Recruitment, Engagement, Intake and Assessment: Describe your plan to recruit, engage and address barriers to participation for the **mentees**; Explain the intake and assessment procedure you will use to ensure youth meet the eligibility criteria and are likely to benefit from and stay with the program.

It is important to note at the outset that the Mellowhood Foundation has arisen out of the targeted neighborhoods. Its work and staff are well known and well respected. It is not an outside organization seeking to establish a foothold in our neighborhood. Therefore, through our extensive contacts with participants in previous programs, contacts with school officials at Madison middle and high schools, we will invite students to participate. We will have written descriptions of the commitment they are making, as well as the goals of the program. These commitments will include academic and behavior expectations. In all cases, we require a parent/guardian to attend a meeting to hear the goals of the program and to sign up for their own volunteer time with the program (see more detail below). We know from past experience that youth

value the sense of community, the affirmation of their unique skills, and the opportunity to participate in meaningful activities.

- c. Recruitment, Engagement, Screening: Describe your plan to recruit, engage and retain **mentors** that have connections to the geographic area targeted by the RFP; Explain the screening and selection processes you will use for this program.

Through our contacts with neighborhood adults, local churches, and local schools we will invite young adults to apply to be mentors. These mentors will have a deep understanding of the risk factors facing participant youth. Members of the Mellowood Board of Directors will do background checks and interview each potential mentor, assess their strengths and their ability to make this commitment. We will look for many qualities, not the least of which is the ability to thrive as a mentor in a group situation. Mentors will not only understand youth, but will also bring important skill sets to model for our youth successful executive functioning as they participate in our many programs. Given our many years of work with youth we expect some mentors to be former members of our youth programs. We will also invite students/mentees to suggest potential mentors. Our programs will also include numerous informal mentors, what we call 'neighborhood mentors' who are helping by working alongside our youth in the gardens, on the basketball court or as tutors, academic supports and building partners during meal times at Good Shepherd Church. As we work with volunteer adults through the local churches, we will be modeling helpful and necessary inter racial dialogue and relationship building; as most of our youth are youth of color and most of the church volunteers are white.

- d. Training: Describe program orientation and training that mentees and their families will receive.

We will have a 1/2 day orientation for mentees and their families to describe the program, explain the commitment and engage the parents. This will be held at Good Shepherd ELCA church at Raymond Road and Whitney Way. The outline of the program and the expectations for participation will be presented. These will include: required days and times of participation, expectations of group and individual relationship mores, the commitment and behavioral discipline we use, ethical and safety issues related to using equipment, borrowing space from a church and working with volunteer adults, and the importance of maintaining clear and honest communication between our staff and the mentee family. Questions will be answered and commitment signatures obtained.

Describe curriculum and process for orienting and training mentors.

Mentors will have a separate 1/2 day orientation, where they will receive training based on the conditions listed in the Mellowood Foundation's employment manual, ensuring that they revise and agree to such terms before employment. Our employment manual outlines conduct that will not be tolerated, including issues around discrimination, sexual harassment, drug/weapon free environments, mentor behavior, and various other matters. The revision of these policies will include a written test for each section outlined in our manual, inquiring about appropriate decisions and behavior when presented with particular situations. These tests will be preceded by the facilitators of this training providing clear examples of mis-conduct versus appropriate behavior, along with open time for Q&A. Mentors will also receive training on various resources available to the community and how to connect with them, which they may need to be aware of when interacting with their mentees needs. The conclusion of this orientation will include an evaluation for the mentors to fill out to identify areas of improvement for the training. Following their hiring, one-on-one time will be scheduled for each mentor to meet with the Executive Director of the Foundation to discuss their mentee's needs, interests, and other personable matters before meeting the mentee and their family.

- e. Matching: Outline tools, processes and strategies that will be utilized to implement effective matching of mentees with their mentors.

We have learned that one of the important aspects of mentoring youth is to expose youth to mentors who are both sensitive to their particular life situation while also offering a new and different perspectives for youth to consider. Our mentors will be the hub from which youth are exposed to other informal, volunteer adults through our various programs. Through our programs and our informal relationships with the mentees,

we will help them come to appreciate how they can access these mentor relationships for the mutual benefit of all involved. Inviting youth to speak before a church group, for example, will help the mentees develop the confidence and organizational skills to do public speaking, while also enhancing the knowledge and insight of the church group. All the while, relationships of trust will be developed which will in turn invite more adult volunteers and expertise to support and guide our youth.

- f. Monitoring and Support: Describe system of ongoing training and support that will be utilized to support mentee /mentor relationships, and monitor and document movement toward desired outcomes.

We will have once/semester gatherings to engage mentees and mentors under the direction of our Mellowhood director, a board member remains active in the MMSD as an administrator and supervisor, and our board member from the Michael Fields Foundation who has expertise in both curriculum support and working with at risk youth. Topics to be covered will be assessing the status of our commitments, our relationships with each other and the wider community, areas of exploration and developed as imagined by both the youth and the mentors, and the celebration of work already done together. Mentees will be asked to assess their own progress on the desired outcomes of the program and will receive support from mentors for plans for improvement where necessary.

- g. Family Engagement and Support: How will the program facilitate the engagement of mentees families in the program? How will the program work with families to improve outcomes for the mentees?

Once a semester we will have an evening meal devoted to gathering families and siblings to celebrate the work of us all in the neighborhood, to engage in story telling and to answer questions and / or concerns. This is in addition to firm expectations of participation on the part of parents in neighborhood festivals, transportation and cooking meals. We've learned over the years that the best approach to positive communication is for parents to be participating on site in various functions of the program.

- h. Program Activities: Describe activities that will be provided to help build youth skill development and community connectedness for mentees and their families.

The overarching umbrella to our mentoring is what we call Entire Community Approach to Mentoring. Through trial and error, we've learned to listen to the desires and needs of our community. Change in this neighborhood begins on the inside. Through our work with various community members, we are learning more and more how to service and support our youth. This proposal seeks to increase the number of youth involved during the critical school year months. We currently support only 5 youth with 2 mentors. This proposal would extend the funding for another school year for 12 youth with 3 mentors. Currently, our program has several aspects (listed below). It should be noted, however, that all of these foci areas have emerged through conversation relationships with youth. New program initiatives could also emerge.

Product Development - Mellowhood Hots Pickles: Under the direction of the foundation mentors, but in collaboration with volunteer master gardeners, UW extension supervisors and the Michael Fields Foundation, youth will participate in every aspect of creating a marketable product. This program will meet weekly for 4 hours on Saturday mornings.

Podcast - Your Voice Your Choice Podcast: This will be a once a week of 3 hours timeslot for up to 5 youth during the school year to collaborate together on issues and subjects they want to speak out on. With the support of mentors, they will write and edit a weekly script to be shared by at least one youth and recorded for the Foundation's podcast series.

Life Club: A 2-3 hour a week setting (in the evening at Good Shepherd Church) to work on academics with mentors and tutors through the UW Association of Black Men, discuss current issues and problem solve.

- i. Transitions/ Terminations: How will the program encourage positive connection and engagement during key transitional periods for youth? (for example 5<sup>th</sup> grade – 6<sup>th</sup> grade or 8<sup>th</sup> grade – 9<sup>th</sup> grade)

One of the hardest aspects of working with youth is that often our funding is only given for summertime activities. This makes supporting youth through all kinds of transitions very difficult. By offering a

continuation of support through the school months, our time with youth will help them navigate new or challenging school situations, support in times of family crisis, and support as they seek to explore their own voice and agency as they grow and mature. In providing year round support, we will be able to track their academic and behavioral progress more closely. We will also be able to respond to their emerging suggestions and desires for program focus areas.

How will the mentees and mentors be supported around transitions/closure/termination phases of their relationships?

One of the characteristics of a struggling neighborhood is the reality of adults entering and leaving their lives at a much higher rate than a non struggling neighborhood. Because the Mellowood Foundation has a consistent presence, we are positioned to support and nurture youth while they are part of our programs and as they age out or mature into other activities. Therefore, we believe recognition and celebration are key to acknowledging the hard work of a specific program. These celebrations will continue to include meal times with certificates of appreciation and story telling to honor lessons learned and relationships developed.

**3. Staffing and Scale:**

- a. Proposed service numbers: Include number of unduplicated participants to be served, adult to youth ratio, number of services hours to be provided and/or number of activities or meetings.

3 adults with 12 youth. We are currently able to fund efforts for 5 youth during the school year (upwards of 25 in the summer through separate funding). This grant would allow us to build on our long held desire to maintain the level of contact with as many youth as possible throughout the school year. Many of the desired outcomes and learning goals for our youth will be enhanced by this ongoing contact.

- b. Personnel: List all paid staff that will be working on the proposed program/project.

Staff Position and Duties	F.T.E.* IN Program	Proposed Hourly Wage*
Executive Director	.47	\$20
		\$
		\$
		\$
		\$
		\$
		\$
		\$
<b>TOTAL</b>	.47	<del>XXXX</del>

\*FTE = Full Time Equivalent (1.00, .75, .50, etc.) 2080 hours = 1.00 FTE

- c. Staff: Describe staff training and experience that is relevant to this program.

Our Executive Director already comes with years of experience working with youth, working in multi-cultural settings. He has worked at both high school and elementary schools in Madison, and is currently on the security staff at LaFollette High School and the founder and director of an innovative alternative

'school within a school' for at risk youth there. He will be the primary recruiter of qualified mentors who will also come with a demonstrated track record of being appropriate role models. They will have experience in conflict management and the ability to interact positively with all parties, including youth, parents, volunteers, Foundation staff and the general public.

d. Volunteers: Describe how volunteers will be utilized in this program.

Our overall program depends on extensive volunteer hours as we employ our Entire Community Approach approach to mentoring and youth support. Church and neighborhood volunteers will be involved in every aspect of the summer gardening, basketball and academic support portions of our program. Parents will be involved in neighborhood/community festivals, transporting students to events, and assisting in meal preparation with the youth. Through the Good Shepherd and Orchard Ridge churches we will employ additional 'expert' volunteers with expertise in gardening, technology, academic support, marketing and public awareness. By surrounding our youth with multiple informal, volunteer mentors, we are providing them with many models for their own success.

e. Outcomes: Funded programs will be required to collect data and report on three outcome measures identified in the RFP guidelines. 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 processes you might use to document and report the impact of your program.

Outcome Objective of Interest				
Performance Standard	Targeted Percent	90	Targeted Number	12
<b>Measurement Tool(s) and Data Collection Plan:</b>				
<p>80% of our mentees will strengthen their social and emotional skills. This will be measured by pre and post program interviews and statements.</p> <p>74% will show improved communication with youth on the part of custodial adults. This will be assessed through our family meal gatherings, story telling and written evaluations.</p> <p>90% will maintain a minimum GPA of 2.5. Part of the contract with families for mentees involved in our programs is access to their report cards and permission to speak with teachers and administrators.</p> <p>Youth will report a greater sense of belonging and the value of themselves. We will collect stories and insights from the youth themselves. This will be done through podcast monologues, written stories and public celebrations.</p> <p>Youth will articulate a greater ability to identify a future for themselves. This will be monitored through our Life Club discussions with mentors, skilled volunteers and our director.</p> <p>Demand that students attend school regularly. There will be no non supported absences from school, decreased truancy rates, and no police contact.</p> <p>90% of our youth will maintain a positive engagement in the wider community. They will participate in our community festivals, clean up days and public meals. We will also seek opportunities for them to volunteer and speak at local churches about the realities of struggling neighborhoods and the positive future they are seeking.</p>				

#### 4. Cultural Relevance and Language Access

- a. Capacity and Strategies: Describe your organization's capacity and strategies to ensure language access and cultural relevance for your target population.

The Mellowood Foundation has grown up from the Southwest side neighborhoods of struggle. Our director and our parent volunteers are all part of the neighborhoods from which our youth will come. Through our efforts, however, adults involved in the program will develop greater skills in navigating the realities of our wider community - be it our schools, interactions with the police, and engagement with other neighborhood stakeholders. At the same time, board members, volunteers, mentors and support resources will develop an increased capacity for understanding the nature and reality of life in neighborhoods of struggle. We believe that the group mentoring work of the Mellowood Foundation has and will continue to enhance all aspects our complex and varied community. One of the key strategies in marking these learnings have been public celebrations for youth, their families and volunteers/stakeholders. Through relationship building we bridge the many divides that harm our neighborhood fabric and provide public support to all involved for the value of all ages in our community working together.

- b. Staff Demographics: Does the staffing of the program reflect the racial and cultural diversity of the program participants? If not, what plans do you have to address this?

Our Director, Coach Assad, is an active member of the neighborhood from which our participants will come. Our mentors will come with experience in working with youth from neighborhoods of struggle. Our staff, mentors, board and volunteers will reflect the ethnic and cultural diversity of our participants.

#### 5. Budget and Funding:

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

- a. Project Budget:

BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED	AMOUNT OF NON-CITY REVENUES	SOURCE OF NON-CITY FUNDED PORTION
<b>A. Personnel Costs (Complete Personnel chart below)</b>				
1. Salaries/Wages (show detail above)	21,000	15,000	6000	
2. Fringe Benefits and Payroll Taxes				
<b>B. Program/Project Costs</b>				
1. Program/Project supplies and equipment	9800	7000	2800	
2. Office Supplies	-			
3. Transportation				
4. Food				

BUDGET EXPENDITURES		TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED	AMOUNT OF NON-CITY REVENUES	SOURCE OF NON-CITY FUNDED PORTION
5.	Other (explain) Youth Incentives- 7 hours a week for 10 months at \$10.25/hr. In addition, 5 youth will work an additional 3 hours for the podcast program at \$10.25/hr.	50,307	39,975	10,332	
<b>C. Space Costs</b>					
1.	Rent/Utilities/Telephone				
2.	Other (explain) Transportation, Cultural Events, space rental for preparing food, etc)	7225	5560	1625	
<b>D. Special Costs</b>					
1.	Other (explain): Uniforms, canning supplies, marketing efforts, public celebrations	7225	5560	1625	
2.	Other (explain):				
<b>D. TOTAL (A + B + C +D)</b>		95,557	59,595	22,382	

b. Additional Information on Budget (if needed):

Under Personnel Costs, we have budgeted \$1500 per month for our Executive Director for 14 months

Under Program Costs, section #1, we have budgeted \$6300 for two mentors at 7 hours a week for 12.50/hour.

Under section #5, we have budgeted incentives 12 youth for 7 hours a week, and 5 youth for 10 hours a week during the critical school year months. This is an increase from our current efforts that support 5 youth for 7 hours a week. We are asking for this based on what the youth are saying - they'd love more time in Mellowhood activities. These incentives are critical to developing work related responsibility and for putting needed funds into the accounts youth and their families.

Under section C, we are budgeting funds for transportation. With no van of our own, we rely on either cabs or parent drivers. We benefit from the in kind contribution of Good Shepherd and Orchard Ridge churches for most of our space needs, however there are times when the specific nature of a program requires specialized space (a commercial kitchen, a recording studio, etc).

Under section D, we are budgeting the various and necessary supplies that come with programming - be they uniforms, materials for product development, marketing our product and the non food items for our public celebrations.

c. What percentage of your total Agency Budget is this project?

This proposal asks for 10 months of a 14 month project that will run from September 2019 through May of 2020 and September of 2020 through December 2020. THIS DOES NOT INCLUDE OUR PROGRAMMING FOR THE SUMMER MONTHS OF 2019 AND 2020. WE WILL SECURE SEPARTE FUNDS FOR SUMMER MONTHS, ADMINISTRATIVE AND INSURANCE COSTS OF \$60,000 IN 2019 AND 2020.

Our anticipated 2019 budget is ca. \$83,838. These funds (23,838) represent 28%. Our 2020 anticipated budget will be \$113,635. These funds (35,757) would represent 31%

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

We currently raise funds through private foundations such as Madison Community Foundation, Evjue Foundation, CUNA. We also have individual donors, church donations, in kind donations, and City of Madison funds. It is our expectation that the continuation of this program would be a combination of all of the above.

e. Proposed Timeline for Implementation

Activity	Estimated Start and Completion Dates
Weekly Program of Product Development, Podcast and Life Club. Please note that this program will run from September 2019 to May 2020, and September 2020-December 2020. We are securing OTHER funds for the Summer months of 2020.	9/1/2019-12/31/20

**-SIGNATURE PAGE-**

**Note: Potential applicants are required to attend a 2019 [Youth Mentoring RFP Application Workshop](#) or schedule a conversation with City Staff (Hugh Wing at 266-6520) on their proposal prior to 4:00 January 25, 2019 to be eligible to apply. Applications will not be accepted from entities that have not attended a workshop or consulted with staff on their proposals.**

**City of Madison Contracts:**

The following information is provided in order to outline city requirements that will apply if your proposal is funded. All allocated funds will be administered through contracts with the City of Madison, Community Development Division. If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected organization. If funded, applicants will be required to attend a **mandatory meeting** on contracting requirements in March 2019. City purchase of service contracts include requirements regarding non-discrimination, consideration of vulnerable populations along with specific requirements in the following three areas:

**1. Affirmative Action:**

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02, an Affirmative Action Plan with the City Department of Civil Rights (DCR) or an exemption if allowed by City DCR. A model Affirmative Action Plan and instructions are available at:

<https://www.cityofmadison.com/civil-rights/contract-compliance/community-based-organizations/forms>

**2. Insurance**

If funded, applicant agrees to secure insurance coverage in the following areas to the extent required by the City Office of Risk Management:

- Commercial General Liability
- Automobile Liability
- Worker's Comp
- Professional Liability

The cost of this coverage can be considered in the request for funding. The Certificate of Insurance that will be required at the time of contracting is available on the City of [Madison Risk Management website](#).

A sample contract that includes standard provisions is available on the [CDD Funding Process website](#)

**Reporting Requirements:**

The source of funds for this RFP are federal Funds awarded through the US Department of Justice to the City of Madison and Common Wealth Development as part of the "CBCR: Our Neighborhood – A Safe and Beautiful Place" grant. There are federal regulations and requirements above and beyond the City's standard contract requirements that will apply to the administration of these funds both for the City and for organizations receiving funds under this grant. These requirements apply to multiple facets of grant administration for funded programs including access to funded activities, specific guidelines regarding cost allocations, employee management, budgeting and expense reporting, data collection and reporting on funded activities. It is expected that funded projects will work closely with city staff to develop systems and processes to address these requirements. These requirements can be found on our website under [Resources](#).

**Signature:**

***Any applications submitted without a signature will be considered incomplete and will not be considered for funding.***

Applicant Signature:

Enter  
Name: Tutankhamun Assad

Date: 2.10.19

By entering your initials  
in the box,

TA

You are electronically signing your  
name and agreeing to the terms  
above.