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April 20, 2015

Mayor Paul Soglin

210 Martin Luther King, Jr. Blvd., Room 403

Madison, WI 53703-3345

Dear Mayor Soglin:

I appreciated the time spent with you on March 26, 2015, regarding Cities United and addressing some of your most crucial concerns regarding racial disparities in the City of Madison. The conversation, compassion and commitment from all those who participated was apparent and rich, and their desire to support you in making a difference for Madison was remarkable.

I am following up to further communicate our commitment to help move your blueprint forward. Casey Family Programs is willing to commit \$78,000 to support the first year of a fellow that will work with you in shaping and articulating your blueprint for reducing opportunity gaps in Madison. These dollars will cover 15 hours a week of committed time from L. Torry Winn to work on the key areas identified from our meeting and captured in the attached document. Torry has helped shape this document, and if these areas are in alignment with your thinking and understanding from the meeting, we will move forward to codify this in a grant letter.

We recognize your leadership in establishing necessary resources in your city, such as your Neighborhood Resources Centers, as well as your aspirations to continue on this path in making Madison a world-class city that is socially just. As a partner in Cities United we want to make sure that we can do all we can to support you in those efforts.

Antoinette Malveaux, Casey Family Programs' Strategic Engagement and Initiatives Managing Director, can be reached at 206-378-4653 or amalveaux@casey.org should you have any questions.

Sincerely,



William C. Bell, Ph.D.

President & CEO

Cities United Proposed Support to Madison, WI

Provide a fellow to support the Mayor in shaping and articulating his blueprint for reducing opportunity gaps in Madison

Key Goals

- Document the blueprint, which would include a violence reduction plan
- Assist with gaining community input and buy-in into the blueprint
- Develop action strategies around the blue print which will include input through a 5-sector collaboration strategy
- Develop a communications strategy focused on uplifting progress made but also focuses on identifying and tackling obstacle
 - Communications strategy would include two strands
 - Mayor to key stakeholder group, e.g. philanthropy, business, etc.
 - 5 sector communications (integrated conversations with all sectors at the table)
 - Identify and deploy an appropriate role for non-city voices
- Identify and galvanize core champions
 - Those that have done things and willing to step up, use their voice and influence towards more progress, i.e. High 5, Race to Equity, Young, Gifted and Black, Philanthropy, Community Ambassadors, Government Systems leaders, Education, Police, Health, others
- Work with staff to assist with connecting data driven and data supported efforts that drive to the zip code/neighborhood level leveraging the Mayor's Neighborhood Resource Teams for greater impact
- Assist in further development of the city dashboard
- Help Madison broker access to leaders from federal and local agencies, philanthropic organizations, and community based organizations
- Assist in developing peer learning networks

5 Sector
Collaboration for
**maximizing
the return
on our social
investments**

