



Office of the Mayor

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My Brother's Keeper Matching Funds Request

My Brother's Keeper (MBK) is an initiative by the Obama White House intended to engage communities in promoting the safety and success of boys and young men of color (BYMOC). Since leaving office, President Obama has created a foundation and raised funds to support and sustain the effort. The City of Madison is a member of the MBK Network. We have developed an action plan which can be found at:

<http://www.cityofmadison.com/sites/default/files/city-of-madison/mayor/documents/myBrothersKeeperMadisonPolicyReviewAndRecommendations.pdf>

We have engaged the Urban League of Greater Madison to help coordinate and sustain the community effort.

The request to the City Council to authorize \$50,000 matching funds is made in response to the Obama Foundation's MBK Alliance Community Challenge Competition, the applications for which are due 5/24/18. The application and background can be found here:

<https://www.obama.org/mbka/competition/rfp/>.

MBK will provide between \$100,000 – 500,000 to support a two-year project that replicates or scales evidence-based projects in one of two focus areas: youth mentorship or youth violence reduction. MBK will also provide \$50,000 – 75,000 in each of two years to support the work of a "Community Coordinator" whose charge is to manage the project and assist the community in sustaining the effort.

We are proposing to scale up the mentorship programs now sponsored by the Urban League. These include Schools of Hope, a tutoring program in 12 middle schools; 21st Century Careers, an after school career exploration program; and, Project SOAR, a mentorship program for elementary, middle and high school students. More information on these programs can be found here: <http://ulgm.org/>

The competition has several threshold requirements that the City and its partners are attempting to meet in submitting an application:

- The lead applicant must be a 501C3 organization with an annual budget of at least \$750,000. MBK describes the ideal applicant as a "backbone" organization that has the capacity to bring diverse community sectors together to address the needs of BYMOC. We feel that the Urban League meets these requirements.
- The MBK grant funds must be matched on a dollar-for-dollar basis in cash. The least amount of money we can apply for is \$200,000 to support a 2-year program whose total cost would be \$400,000.
- The first year's match must be committed at the time of the application. The Mayor has requested the Council to authorize \$50,000, or half of the required \$100,000 match. We are asking our community partners to provide the remaining \$50,000. We are in the

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process of seeking these funds from MMSD, United Way, Urban League, and others who will participate in the project if funded.

It has been challenging to meet the requirements of the competition. We feel that the proposal we are putting together will merit MBK's careful consideration.