

# Application: 0000000031

Kalyanna Williams - yanna@deardiaryofmadison.org  
Violence Prevention Grant Program

## Summary

ID: 0000000031

Last submitted: Jun 2 2023 08:56 PM (CDT)

## SECTION 1: GENERAL INFORMATION

Completed - Jun 2 2023

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### Lead Name of Organization

Dear Diary, Inc.

### Fiscal Agent (If Applicable)

(No response)

### Unique Entity ID (UEI):

SUG1ZNKSSYJ4

### US CAGE Code (If UEI cannot be provided):

(No response)

### Organization Address:

2921 Landmark Place Suite 215, Madison, WI 53713

**Contact Person:**

Kalyanna Williams

**Contact Email:**

[yanna@deardiaryofmadison.org](mailto:yanna@deardiaryofmadison.org)

**Contact Phone Number:**

623-210-7857

**Program Information**

**Program Name:**

HERSpace: Sisterhood Soiree

**Total Amount Requested:**

*\*Limit \$10,000 - \$80,000*

\$ 80,000

**Roadmap Goal and Objective**

Goal 3: Foster Strong Neighborhoods: Promote connections to cultural identity to advance individual and community connection and resilience; and/or directly for the purpose of social development for juvenile offenders

**Please Select Service Area:**

Both

**Estimated Percentage of Work time in Service Area:**

*\*Total Must Equal 100%*

City of Madison:	90
Dane County:	10

**Brief Summary of your Program:**

*\*150 Words Limit*

The HERSpace: Sisterhood Soiree program is a transformative initiative designed to empower Black girls and women aged 14-21 in Madison, WI. By hosting bi-weekly, community-based sessions, the program fosters an environment that shifts mindsets, heals trauma, enhances self-esteem and identity, and strengthens community and family. The program provides diverse activities such as networking events, wellness activities, and opportunities for participants to create and host their own programs. Through these efforts, HERSpace: Sisterhood Soiree aims to build a supportive community that enables Black girls and women to write their own narrative for social and economic advancement.

**SECTION 2: SCOPE OF PROPOSED WORK**

Completed - Jun 2 2023

**SECTION 2: SCOPE OF PROPOSED WORK**

**A. PROGRAM DESCRIPTION**

Provide a detailed description of your proposed program that includes:

- 1. Scope of the programs services and activities**
- 2. Specific needs for services/activities this program addresses in the target community this program reaches**
- 3. An explanation of how your program directly addresses the selected Roadmap Objective**
- 4. How health and racial equity will be incorporated into the proposed initiative**
- 5. Relevant data, research, best practices and/or evidence based practices that inform the programs design**

#### Scope of the Program

The HERSpace: Sisterhood Soiree program is designed to foster empowerment and personal growth for Black girls and women aged 14-21 in the Madison area. Our bi-weekly, community-based sessions will be the core of our program. These sessions will cover strategic topics such as community, sisterhood, laughter, love, strength, communication, success, wealth, and more, providing a well-rounded experience for each participant.

Our activities will include networking events, wellness activities, and job fairs, among others. We will also offer participants the opportunity to serve on a programmatic advisory committee, allowing them to plan and host their own programs related to topics they are passionate about. This approach not only provides relevant, engaging programming but also encourages ownership, leadership, and voice among participants.

The program draws from evidence-based practices and research in the field of youth development and empowerment. One such model is the Positive Youth Development (PYD) model, which emphasizes the importance of providing supportive environments and empowering experiences for young people. Research has shown that programs based on the PYD model can lead to improved mental health, increased self-esteem, and better academic outcomes.

Additionally, the program is influenced by the principles of trauma-informed care, recognizing that many of the participants may have experienced various forms of trauma. We aim to create a safe, supportive space where participants can learn, grow, and heal.

HERSpace: Sisterhood Soiree aligns with the goal of fostering strong neighborhoods by promoting connections to a sense of cultural identity and advancing individual and community connection and resilience. Through our program, participants engage in a range of activities that celebrate their cultural heritage, explore their identity, and build connections with peers and mentors who share similar experiences. By nurturing a strong sense of cultural identity and fostering community connections, the program empowers participants to navigate challenges, overcome barriers, and contribute positively to their communities.

**Incorporating Health and Racial Equity:**

Health and racial equity are integral components of HERSpace: Sisterhood Soiree. We recognize the interconnectedness of these factors in shaping the overall well-being and life outcomes of Black girls and women. Our program incorporates a holistic approach to wellness, providing resources and support to address physical, mental, and emotional health needs. We also prioritize racial equity by addressing the systemic barriers and inequities that affect the lives of our participants, creating an inclusive and affirming space where they can thrive.

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## **B. SERVICE AREA AND TARGET POPULATION**

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**Provide an estimate of the number of participants populations to be served in the areas below:**

City of Madison	20
Dane County (Excluding Madison Numbers)	10

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Provide an explanation of the service area and population your program will serve include:

- *Details about the targeted geographic area and the population this program seeks to serve*
- *How you will ensure that all the activities conducted are culturally relevant to the populations you serve*
- *How you language access will be ensured for your program*

The HERSpace: Sisterhood Soiree program aims to serve high school-aged Black girls and women between the ages of 14-21, with a particular focus on those residing in the underserved communities of Balsam Russet, Darbo Worthington, Hammersley/Theresa Terrace, Park Edge, Park Ridge, Allied Drive, Bram/burr Oaks, Owl Creek, Leopold, and Brentwood/Northport in Madison, Wisconsin. These communities are predominantly populated by Black individuals who face a myriad of socio-economic challenges including multigenerational homes, housing instability, homelessness, mental health illness, high crime rates, substance abuse, food insecurities, transportation access issues, and increased health concerns.

Dear Diary, Inc. has been working within these communities since our inception with intentional programmatic design that facilitates an environment of communal program development and youth voice and choice. We continuously engage community leaders, partners, and participants in preliminary discussions to understand their specific needs, aspirations, and the barriers they face. This feedback has been instrumental in shaping our program objectives, strategies, and activities to ensure that they are culturally sensitive, relevant, and responsive to the unique needs and experiences of our target population. Specifically, this program is a redesign of our original HERSpace program in response to feedback from the 200+ youth currently involved in that program. They asked for additional hands-on experiences, opportunities to take part in program planning and implementation, unstructured time together, and evolving mental health experiences. We used their input to update our HERSpace program to our new HERSpace: Sisterhood Soiree program aimed to directly meet the needs of participants and future participants. Additionally, this ongoing engagement will continue throughout the program's implementation and evaluation to ensure that it remains grounded in the lived realities of the Black girls and women it seeks to serve.

Program materials can be made available in various languages as necessary. Currently, Dear Diary Inc. 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 also 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 willing to hire outside services.

Using the table below, describe implementation plan and timeline for the program (Complete at least 3)

	Estimated Benchmark Date (Month, Year)	Key Staff (Name and Title)	Milestone (Program development phase completed)
A.	August 2023	Diamond Pikulyk, Program Manager	Confirm location of program and begin recruitment
B.	September 2023	Diamond Pikulyk, Program Manager	Begin hosting the program
C.	September-June 2024	Jazzman Brown, Program Coordinator	Host bi-weekly program with youth
D.	September 2023	Jazzman Brown, Program Coordinator	Initial Evaluation
E.	December 2023	Diamond Pikulyk, Program Manager	Mid-Point Evaluation
F.	June 2024	Jazzman Brown, Program Coordinator	Final Evaluation
G.	July 2024	Diamond Pikulyk, Program Manager	Write Final Report

## C. IMPLEMENTATION

**Describe your organization experience implementing community-based programs that specifically focus on using violence prevention and intervention methods to reduce violence activities and improve safety**

Dear Diary, Inc. is a Black girl-centered organization that is continuously evolving to meet the needs of the community. Our organization is dedicated to creating programs and opportunities that empower Black girls to write their own narrative for social and economic advancement. Dear Diary, Inc. has extensive experience implementing services relevant to youth at risk of engaging in violence and or youth violence prevention programming. As a program whose services target Black girls, our youth are systemically at-risk simply for their mere existence, so our programming has had to provide significant services and structure to meet their needs. We started our organization with grant funding from the Community Based Crime Reduction (CBCR) Grant on the west side of Madison in partnership with Commonwealth Development, City of Madison, and Madison Police Departments. Through this partnership, we successfully created programming that supported Black girls on the west side of Madison with a goal of reducing youth violence and promoting community stewardship. Following this program, we served as a member of the Opportunity Youth Coalitions, which was a group of community leaders (school board officials, police, juvenile judges, city officials, and other community organizations) to strategize about how we could reduce crime and address the car thefts in Madison. We created an individual mentoring program to support youth already involved in criminal activity to build positive support systems for youth and their families. Additionally, we have held several contracts with Madison Metropolitan School District's Office of Youth Re-Engagement where we host programming for youth currently in JRC and or DOC as well as those in other alternative schooling within the district. Lastly, we are the only mentoring organization contracted with the juvenile division of the Wisconsin Department of Corrections that serves girls. We have continued to stand at the forefront with various task forces to tackle youth violence and violence prevention. We are committed to serving our girls and our community by continuing this work.

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## **D. PROGRAM OBJECTIVES AND EVALUATION**

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Provide 3-4 objectives for your program that connect both to measuring the success of program activities, as well as to the progress towards addressing the selected Roadmap Objective

*Objectives should us the SMART approach:*

- *Specific: includes the “who”, “what”, and “where”*
- *Measurable: focuses on “how much” change is expected*
- *Achievable: realistic given program resources and planned implementation*
- *Relevant: relates directly to program/activity goals*
- *Time-bound: focuses on “when” the objective will be achieved*

	Describe Objective	Evaluation Tool (i.e. client surveys, program hours or number of individuals reached)	Outcome (i.e. # of individuals reached, % of positive feedback from surveys)
Objective 1	80% of participants will report increase in self-esteem and personal development	Participants are expected to experience a positive change in self-esteem and personal development, allowing them to confidently express themselves, set goals, and make informed decisions in various aspects of their lives. We will measure this through pre- and post-program surveys assessing self-perceived levels of self-esteem and personal growth. We will also factor staff and family evaluations into the evaluation of this objective.	80% of participants report positive feedback
Objective 2	85% of participants will demonstrate increased empowerment, leadership, and self-efficacy.	The program's activities and resources will empower participants to believe in their abilities and take control of their lives. Participants will develop essential life skills and gain confidence in	85% of participants will respond positively to surveys, focus groups, and interviews

		<p>their capacity to achieve their goals, overcome challenges, and advocate for themselves and their communities. We will measure this through pre- and post- program surveys, focus groups, and interviews assessing self-perceived levels of mental and emotional well-being.</p>	
Objective 3	<p>75% of participants will report improved relationships within their community and family.</p>	<p>The program seeks to foster a sense of sisterhood and unity among participants, leading to stronger connections within the community and family. Participants will also be encouraged to take on leadership roles and engage in community-building activities, further enhancing their sense of belonging and social connectedness. As participants become more engaged in their communities and take on leadership roles, they may influence community development policies and practices. This could include advocating for better resources, facilities, and services in their neighborhoods, as well as promoting policies that foster social connectedness and overall well-being. Additionally, the emphasis on family engagement and supportive systems of</p>	<p>75% positive feedback through survey and focus groups</p>

dependent care can contribute to raising awareness of the importance of strong family support systems. This may influence policymakers to develop and implement policies that provide resources and services to support Black families, including accessible childcare, parenting education, and family counseling services. To measure this, we will use pre- and post- surveys assessing quality of community and family relationships as well as focus groups and individual interviews.

Objective 4

80% of participants will report improvement in mental and emotional well-being.

By providing safe spaces for participants to express themselves and engage with others, the program aims to improve their overall mental and emotional health. Participants will learn healthy coping mechanisms and gain access to supportive resources, leading to increased resilience and emotional stability. The program's focus on mental and emotional well-being could help raise awareness about the mental health disparities faced by Black girls and women. This increased awareness could drive changes in mental health policies and practices,

80% of participants

	encouraging mental health care providers to adopt more culturally sensitive and accessible services tailored to the needs of Black girls and women. We will measure this through pre- and post- program surveys, focus groups, and interviews assessing self-perceived levels of mental and emotional well-being.	
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## **E. PARTNERSHIPS AND COLLABORATION**

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**Provide a detailed description of your proposed program that includes:**

- 1. Describe how your organization is plans to partner with the Madison Dane County Prevention Coalition to support program implementation when possible***
- 2. Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.***

Dear Diary, Inc. is committed to fostering strong partnerships and collaborations with key organizations in Madison and Dane County to support the implementation of our programs. As part of our strategic approach, we actively seek opportunities to collaborate with the Madison Dane County Prevention Coalition, recognizing the importance of collective efforts in addressing community needs.

Through our partnership with the Madison Dane County Prevention Coalition, we aim to align our violence prevention and intervention efforts with the broader community initiatives. This collaboration allows us to tap into a network of like-minded organizations, government agencies, and community stakeholders who are dedicated to promoting safety and well-being in our community. By participating in coalition meetings, sharing best practices, and leveraging available resources, we can amplify our impact and ensure a coordinated approach to violence prevention.

In addition to our partnership with the Madison Dane County Prevention Coalition, we actively seek opportunities to collaborate with other organizations in Madison and Dane County. We recognize the power of collective action and the value of sharing knowledge and resources to maximize the effectiveness of our programs. We engage in regular communication with other organizations working in the field of violence prevention, attending collaborative meetings, and seeking opportunities for joint programming and shared advocacy efforts. Currently, we partner with MMSD, VASD, Madison Police Department, City of Madison, City of Fitchburg, and multiple businesses and organizations with Madison and Dane County.

Through these collaborative efforts, we aim to build a strong network of organizations committed to violence prevention and intervention. By working together, we can pool our resources, share knowledge, and collectively create a safer and more resilient community. We firmly believe that collaboration is key to achieving lasting impact and transformative change, and we are dedicated to forging meaningful partnerships in Madison and Dane County.

Please complete this table below if your program will include collaboration with community partners

	Partner Organization	Contact Person	Signed MOU?	Role and Responsibility
Community Partner #1	Department of Corrections	Amy Rodriguez	Yes	Referrals of Youth
Community Partner #2	Madison Metropolitan School District	Roxanne Amundson	Yes	Programming at all middle and high schools
Community Partner #3	Verona Area School District	Tamera Stanley	Yes	Programming at all middle and high schools

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## F. SUSTAINABILITY

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**Provide a detailed description of your proposed program that includes:**

- 1. Please describe a sustainability plan if you anticipate your program continuing beyond this project period***
- 2. Describe any barriers or challenges you foresee in being able to continue programming past the project period***

Dear Diary, Inc. recognizes the importance of long-term sustainability in ensuring the continued impact of our programs beyond the project period. To address this, we have developed a comprehensive sustainability plan that encompasses several key elements.

Firstly, we are actively seeking diversified funding sources to support our programs. While this current project provides funding for a specific period, we are exploring additional grant opportunities, corporate sponsorships, and individual donations to sustain our programs in the long run. We are also working on building relationships with potential funding partners who share our mission and values.

Secondly, we are committed to building strong community partnerships and collaborations. By forging relationships with other organizations, community stakeholders, and local agencies, we can tap into shared resources, leverage expertise, and create a network of support. This collaborative approach not only enhances the sustainability of our programs but also allows us to explore joint funding opportunities and share best practices.

Thirdly, we prioritize the cultivation of relationships with volunteers, mentors, and supporters who are passionate about our mission. By nurturing these connections, we can establish a dedicated network of individuals who can contribute their time, skills, and resources to sustain our programs. This includes establishing mentorship programs, engaging volunteers in program delivery, and fostering a sense of ownership and pride among our stakeholders.

While we are committed to ensuring the long-term sustainability of our programs, we acknowledge that there may be barriers and challenges that could impact our ability to continue programming beyond the project period. These challenges may include changes in the funding landscape, shifts in community priorities, and unforeseen economic circumstances. To address these potential barriers, we remain flexible, adaptable, and proactive in seeking new opportunities and adjusting our strategies as needed. We also prioritize ongoing evaluation and assessment to measure the impact and effectiveness of our programs, allowing us to make informed decisions and adjustments to ensure their long-term viability.

In summary, our sustainability plan focuses on diversifying funding sources, building community partnerships, and cultivating relationships with stakeholders and volunteers. By implementing these strategies and remaining responsive to changing circumstances, we are confident in our ability to sustain our programs and continue making