

# Application: 0000000028

Linda Ketcham - linda@justdane.org  
Violence Prevention Grant Program

## Summary

ID: 0000000028

Last submitted: Jun 2 2023 11:19 AM (CDT)

## SECTION 1: GENERAL INFORMATION

Completed - Jun 2 2023

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### Lead Name of Organization

Moms on a Mission

### Fiscal Agent (If Applicable)

Madison-area Urban Ministry, Inc. DBA JustDane

### Unique Entity ID (UEI):

FHF3kMJMMK39

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

(No response)

### Organization Address:

2115 S. Park St.

**Contact Person:**

Linda Ketcham

**Contact Email:**

[linda@justdane.org](mailto:linda@justdane.org)

**Contact Phone Number:**

608-256-0906

**Program Information**

**Program Name:**

Moms on a Mission (MOMs)

**Total Amount Requested:**

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

\$ 46,138

**Roadmap Goal and Objective**

Goal 3: Foster Strong Neighborhoods: Identify and increase resources—including support for community organizers and leaders—to respond and connect people to services when residents feel unsafe in their neighborhoods

**Please Select Service Area:**

City of Madison

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

*\*Total Must Equal 100%*

City of Madison:	100
Dane County:	(No response)

**Brief Summary of your Program:**

*\*150 Words Limit*

MOMs is a grassroots, community based group founded in 2021 in response to student fights occurring over the lunch hour at East High School. The MOMs provide community-responsive, trauma informed violence prevention and interruption services among students during the lunch hour with the goal of increasing student safety. Approximately 250 students are served daily, with MOMs providing food for students, a listening ear, mediation between students and de-escalation support. MOMs have also assisted students with obtaining needed personal items like a winter coat, hygiene items and help with food over school breaks. MOMs volunteers are on site at East High five days per week over the lunch hour to support students. Police calls have decreased and their work praised by MMSD Special Assistant to the Superintendent David Hart.

**SECTION 2: SCOPE OF PROPOSED WORK**

Completed - Jun 2 2023

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**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***

Moms On a Mission, (MOMs), is a grassroots, community-based group of mothers and volunteers who show up to Madison East High School every single school day to help foster the school community our kids deserve and provide students with snacks and support. MOMs creates a nonviolent environment by being present, creating relationships, de-escalating conflict, and bringing community volunteers together to make a difference, right away, on the ground. While there are other organizations focused on violence reduction and intervention, their focus is not on high school aged youth, leaving MOMs as the lead and only organization regularly addressing violence prevention and intervention at East High School.

We formed this group during the 2021-22 school year in response to student fights occurring at lunch time. Our presence is a low-cost, community led, community-responsive means of providing genuine school safety, one that has already reduced police contact with our children. We have quickly and effectively harnessed the collective power of dozens of volunteers to support up to 600 students every day. In addition, we are advocates for long-term, positive social change, equity, and conflict resolution.

To ensure there is racial equity within our organization we routinely interview students for snack options and to ask for ideas about what else is needed within their school community and/or through MOMs. We provide free juice, water, and healthy snacks for all East High School students and sometimes organize free lunch days (such as our recent "Grill n Chill") with other community partners. Our efforts have been widely covered by local and state media, and praised by leaders within the Madison Metropolitan School District (MMSD).

MOMs uses a trauma informed, Peer Support approach to interacting with youth and sometimes with their parents. Our Coordinator, Kaziah Anderson is a Certified Peer Support Specialist and a Parent Peer Support Specialist. Our interactions are youth centered and designed to support youth as they work to resolve conflict while providing a supportive adult presence during what is often a chaotic part of the school day. We use a Critical Mentoring approach with the youth, that approach provides space and place for youth to express themselves, to talk about difficult personal and social challenges and encourages the youth to use their voice in helping direct the initiative - hence the youth feedback interviews about the program.

Out of surveyed youth, two-thirds had engaged with and received food from MOMs most days or everyday. One youth said that before MOMs, lunch time at East High School had a lot of problems. One said the environment was "chaotic" and several noted that kids were hungry and unable to eat because they lacked money and the school food was undesirable. Since MOMs creation and presence at East High, youth say they can get something to eat and the environment is more calm. They appreciate having adults they trust outside. People come outside and they respect the space, clean up after themselves, are getting along better, and there are less fights. One youth noted it was helpful when gloves were given out in the winter. Several youth noted that better school lunches would help by providing more hungry kids with food.

## B. SERVICE AREA AND TARGET POPULATION

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

City of Madison	1700
Dane County (Excluding Madison Numbers)	0

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 targeted geographic area is the East Side of Madison students who attend East High School. East High School has 1700 students. We serve up to 600 students daily with a goal of being able to serve all 1700 students on a daily basis. Our volunteers come from Madison's East Side as well with most of the volunteers are parents of current or former East High students.

We routinely interview students for input on food options making sure we are getting what is most desirable for the students we serve while also providing healthy options. By partnering up with diverse food truck vendors during lunch provides food ethnicity as well. MOMs have built relationships with the East High students and, just as adults, they too have their bad days. We pay attention to their comments, questions and reassure them that we're there to listen. Showing support, respect and having a good sense of humor can go a long way or maybe it is just giving them the space they may need and letting them know it's okay to not be okay. We tend to meet them where they are at with no judgment. We know that many just need supportive adults who respect and acknowledge the challenges they are facing whether at school or in their home or neighborhood.

The MOMs presence at lunch is familiar to the students and they know where we are located at their lunch hour. We have been doing this for 2 years and students look for us during the lunch hour, they trust the group and find comfort and support in our presence. The snacks provided are set up for the students to freely take what they would like to reduce stigma and to encourage participation.

Our team at MOMs is culturally diverse and reflective of the student body at East High School. We have bilingual/bicultural volunteers and are actively engaged in conversations with Freedom Inc. to expand out ability to provide culturally relevant support to students.

We have multiple bilingual volunteers that we can rely on if we run into a language barrier. We also have the support of staff within the school if we need additional assistance. When we are able to fund special snack days, (BBQ's, Hot CoCoa, Pizza days, etc.) we post on social media platforms to access the East High Community to spread the excitement.

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 1, 2023	Kaziah Anderson, Coordinator	Purchase of food for distribution when school starts.
B.	August 15, 2024	Kaziah Anderson, Coordinator	Schedule staff and volunteers for first lunch time support and outreach
C.	Sept. 5, 2023	All staff	Begin provision of supportive services at East High School through MOMs
D.	Ongoing	Kaziah Anderson, Coordinator	Fundraising, volunteer recruitment and training.
E.			
F.			
G.			

## 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**

Moms on a Mission (MOMs) has been providing support to students at East High School since 2021 when students returned to school post-pandemic. There is only one lunch hour at East High and the cafeteria cannot hold all of the students. When students returned to in-person school we found that many students didn't know each other, many were struggling with mental health challenges and trauma related to the pandemic as well as other life challenges. With only one lunch hour and a cafeteria that cannot hold all of the students, students found themselves outside the building, sometimes experiencing conflict with other students or conflicts that had started in the school building were routinely spilling out into the surrounding neighborhood over the lunch hour. Police calls increased and students were being subjected to physical fights over the lunch hour outside of the building. The MOMs group formed to intervene in those altercations during the lunch hour and has, since the 2021 school year been providing support, de-escalation, violence prevention and interruption services along with food for the students. As a result, police calls to East High over the lunch hour have declined dramatically. Students are receiving food over the lunch hour and are receiving trauma informed support for mental health challenges they may be facing. Our Coordinator, Kaziah Anderson is a Certified Peer Support Specialist and a Parent Peer Specialist. She has had specific training in organizing and running what has become a valued safety program for youth. This proposal seeks to provide additional funding to build capacity for the group to continue to provide services and to increase their sustainability through funding for a Coordinator and lead staff to help maintain services while building the capacity to raise funding to better support the initiative.

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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	Reduce police contact with EHS students	Number of times Madison police are called	Less than one interaction between students and police contact with EHS students occurring off school grounds during lunch hour in the last semester
Objective 2	De-escalate potential violence between students at EHS	Observation of volunteers and tracking of student altercations during lunchtime.	Less than one physical altercation between students per month off school grounds during lunch hours
Objective 3	Provide support to students at EHS	Client surveys	$\frac{2}{3}$ of students surveyed have used our services and found them helpful.
Objective 4	Increase total volunteer hours	Volunteer logs	A 10% increase in total volunteer hours served, through a combination of increasing the number of volunteers and/or increasing the number of lunches one volunteer

## E. PARTNERSHIPS AND COLLABORATION

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.*

In addition to the three collaborations listed in the table below, we also partner with Families for Justice which provides fundraising support and helps provide food for the youth. James Reeb Unitarian Church is our fifth collaborating partner offering storage space for the purchased food so that we have easy access to food.

MOMs will partner with the Madison Dane County Prevention Coalition to support implementation of the program and RoadMap strategies. Our Coordinator will be our designated contact person for that partnership and will attend meetings or assign a designee of one of the two paid Outreach staff to attend and engage.

MOMs collaborates with numerous community organizations as seen through our list of community partners, five formal partners: JustDane (Madison-area Urban Ministry), Families for Justice, Feeding the Youth, Freedom Inc. and James Reeb Unitarian Church. Our volunteers and proposed staff have connections with many organizations across the City and County and we communicate regularly and work to be partners with MMSD and the staff of East High School.

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	Madison-area Urban Ministry	Linda Ketcham	Yes	Fiscal Sponsor/Agent providing bookkeeping support and guidance.
Community Partner #2	Freedom Inc	Shaquella Johnson	No	Helps provide food and information on social justice issues
Community Partner #3	Feeding The Youth Please also see the above question for additional partners	Jazzman Brown	No	Provides meals and snacks for specific events

## F. SUSTAINABILITY