

Application: 0000000183

My P.R.O.C.E.S.S INC - myprocess2009@gmail.com
Violence Prevention Grant Program

Summary

ID: 0000000183

Last submitted: Nov 14 2025 10:48 PM (CST)

SECTION 1: GENERAL INFORMATION

Completed - Nov 14 2025

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

My PROCESS INC

Fiscal Agent (If Applicable)

(No response)

EIN:

27-0431521

Organization Address:

P.O. Box 7221

Contact Person:

Roderquita Moore

Contact Email:

myprocess2009@gmail.com

Contact Phone Number:

404-849-9178

Program Information

Program Name:

Madison Eastside "Violence Prevention Through Songwriting and Performing Arts and Music"

Program Category

Teen Engagement

Please Select Service Area

Both

Total Amount Requested:

\$ 50,000

Brief Summary of your Program:

**150 Words Limit*

My PROCESS. Inc. (My Potter's radical opportunity to clarify, edify and sanctify for service) was established in 2009 and is recognized as a non-profit organization with 501 c(3). Our mission is to create programs to assist our community and young people to maximize their true potential while going through their life processes. In this Performing Music and Arts program, students will learn how to dance and sing as one voice with different ranges of sound and pitch, develop lyrics for choir songs, and rearrange and arrange choir music. But most important we will become a youth community choir that uses their voices as instruments to ease our souls through music.

SECTION 2: PROGRAM INFORMATION

Incomplete

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- Scope of the program's services and activities
- Specific details on how your project meets the needs of selected program category
- Details on how your project incorporates elements that address root causes of violence, including support protective factors.
- Any relevant data, research, best practices and/or evidence-based practices that inform the programs design
- Provide details on experience providing the proposed project

(No response)

B. SERVICE AREA AND TARGET POPULATION

- Provide an estimate of the number of individuals your program can reach
- Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?
- Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve
- Describe how language access will be ensured for your program

(No response)

C. IMPLEMENTATION

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.			
B.			
C.			
D.			
E.			
F.			
G.			

D. PROGRAM OBJECTIVES AND EVALUATION

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			
Objective 2			
Objective 3			
Objective 4			

E. PARTNERSHIPS AND COLLABORATION

- Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.
- Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.
- Please complete this table below regarding program collaboration with community partners

(No response)

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				
Community Partner #2				
Community Partner #3				

SECTION 3: BUDGET PROPOSAL

Completed - Nov 14 2025

Please complete the budget proposal template: [Budget Template](#)

Do not attach any other documents for the budget unless specifically asked to do so.

[Budget Violence Performing Arts and Music](#)

Filename: Budget_Violence_Performing Arts and Music.pdf Size: 906.2 kB

SECTION 4: REQUIRED ATTACHMENTS

Completed - Nov 14 2025

Please submit as attachments with application form, the following documents:

- IRS Determination Letter
- Organizational Budget (For most recent fiscal year)
- Collaborative Agreements or MOUs (If applicable)
- Designation of Confidential and Proprietary Information (If applicable)
- [Fiscal Agent Form \(If applicable\)](#)

[Final Violence Prevention Songwriting and Performing Arts and Music 111425](#)

Filename: Final_Violence Prevention Songwriting and Performing Arts and Music_111425.pdf Size: 925.2 kB

Application: 0000000172

Lorrie Forde Hurckes - lfordehurckes@operationfreshstart.org
Violence Prevention Grant Program

Summary

ID: 0000000172

Last submitted: Nov 13 2025 10:55 AM (CST)

SECTION 1: GENERAL INFORMATION

Completed - Nov 13 2025

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

Operation Fresh Start, Inc.

Fiscal Agent (If Applicable)

(No response)

EIN:

23-7108090

Organization Address:

2670 Milwaukee St., Madison, WI 53704

Contact Person:

Greg Miller

Contact Email:

gmler@operationfreshstart.org

Contact Phone Number:

608-244-4721

Program Information

Program Name:

Operation Fresh Start Outreach and Engagement

Program Category

Child/Youth Engagement

Please Select Service Area

Both

Total Amount Requested:

\$ 50000

Brief Summary of your Program:

**150 Words Limit*

Operation Fresh Start (OFS) will launch a year-long, community-centered outreach initiative connecting residents of Kennedy Heights, Parks-Cedar, Harmony, and Madison Estates to OFS's nine wraparound programs in education, employment, and supportive services. From May through September, OFS will participate in at least ten outdoor neighborhood events, offering food and small incentives to foster informal conversation and trust. Each interaction will be logged through a brief digital needs-assessment survey to identify interests and barriers, followed by personalized follow-up. Winter and early spring efforts will focus on postering and social-media promotion to build awareness of upcoming community events. By providing transportation assistance and linking residents to education, workforce, and mental-health resources, OFS strengthens protective factors—connection, stability, and opportunity—that are proven to reduce community violence. This approach builds trust and access without making unsustainable program promises.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 13 2025

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

i. Scope of the program's services and activities

OFS will conduct a year-round, relationship-based outreach and recruitment campaign in four high-need Dane County neighborhoods. Activities include:

- Warm-weather outreach (May–Sept): Participation in at least 10 outdoor community events, offering food and small incentives (e.g., hot dogs, ice cream) to create welcoming, family-friendly spaces for engagement.
- Winter/early-spring outreach: Postering and social-media campaigns to raise awareness and promote the summer outreach series.
- Data-driven follow-up: Use of tablets to collect short needs-assessment surveys; outreach staff will follow up with respondents to connect them with relevant OFS or community resources.
- Barrier reduction: Distribution of bus passes and small emergency funds to remove immediate access barriers.

ii. Meeting the needs of the selected program category (Youth Engagement)

This project builds awareness and access to proven education and employment pathways for youth and young adults (ages 16–24)—key protective factors against violence. Outreach increases community connection, encourages participation in positive opportunities, and amplifies the reach of PHMDC's existing violence-prevention network.

iii. Addressing root causes of violence and supporting protective factors

The project tackles underlying risk factors—unemployment, school disengagement, trauma, and mobility barriers—by connecting residents to opportunities that foster economic stability, belonging, and hope. Each outreach event becomes a point of contact where young people can connect with trusted adults, access transportation supports, and learn about training or mental-health resources. Research shows that strong social connection and access to opportunity are directly correlated with lower rates of violence involvement and improved overall health outcomes.

iv. Data, research, and best practices informing program design

This approach is informed by public-health and CDC violence-prevention frameworks emphasizing protective environments, connectedness, and opportunity access. OFS's evidence-based model—education completion plus

paid work experience—aligns with PHMDC’s Roadmap strategies for prevention. Local data show concentrated youth unemployment and disconnection in the target neighborhoods, and research confirms that youth employment and mentorship reduce risk of violence. Relationship-based, consistent presence—rather than one-time events—reflects best practice in community health outreach.

v. Organizational experience

For over 50 years, OFS has supported Dane County youth through high school completion, industry training, and holistic support. The organization’s staff have extensive outreach experience, including resume workshops and neighborhood engagement efforts that informed this project. Lessons learned—particularly that trust-building and consistent presence yield stronger engagement than transactional events—shape this program’s intentional design.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

a. Provide an estimate of the number of individuals your program can reach

- Direct engagement (face-to-face): \approx 300 residents across 10 outdoor events
- Brief needs-assessment surveys completed: \approx 150-200
- Follow-up contacts (text, call, or email): \approx 150-200
- Passive reach (postering and online awareness): \approx 1,000 residents

OFS will report on outreach events and follow-up activity rather than enrollment outcomes.

b. Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?

- Participate in biweekly outdoor events (May–Sept) in collaboration with local neighborhood associations and partner agencies.
- Provide food and small incentives to foster conversation and trust.
- Use tablets for short needs-assessment surveys to capture resident interests and barriers.
- Conduct personalized follow-up to share information and referral options.
- In winter and early spring, distribute posters in high-traffic areas (schools, community centers, local businesses) and use social media to promote summer outreach opportunities.
- Maintain a quarterly outreach calendar shared with PHMDC and partners to coordinate coverage and avoid duplication.

c. Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve

OFS serves a participant population that is approximately 80% people of color and 93% low-income, reflecting the communities most impacted by systemic barriers and violence disparities in Dane County. Cultural relevance is embedded across all OFS programming and outreach through an ongoing feedback loop that includes regular one-on-one check-ins, participant surveys, and focus groups. Insights from current and former participants are used to shape outreach messaging, imagery, and event design so they authentically represent community voices and values. Outreach staff are reflective of the neighborhoods served and trained in trauma-informed and strengths-based engagement. This continuous feedback and representation ensure outreach efforts remain respectful, inclusive, and trusted by residents.

d. Describe how language access will be ensured for your program

OFS ensures equitable access by providing outreach materials in multiple languages. Bilingual staff are available to assist community members during events and follow-up communications, and translation services are used as needed for other languages. All digital and printed materials are reviewed for clarity and accessibility to ensure residents can fully understand available opportunities and resources, regardless of language or literacy level.

C. IMPLEMENTATION

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.	Jan–Mar 2026	Outreach Coordinators; Program Director	Develop outreach calendar, assign staff, design posters and digital materials
B.	Apr 2026	Outreach Team	Distribute posters and online content; confirm event partnerships and logistics
C.	May–Sept 2026	Outreach Team	Conduct 10 outdoor events; engage ~300 residents; complete ~150- 200 digital surveys; conduct follow up communication, distribute bus passes as needed
D.	Jul 2026	Outreach Team	Mid-year review with PHMDC; adjust outreach schedule based on feedback
E.	Oct-Dec 2026	Outreach Team	Continue follow-ups; analyze outreach data; prepare final report and recommendations
F.			
G.			

D. PROGRAM OBJECTIVES AND EVALUATION

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	Complete a minimum of 10 outdoor community outreach events in the four priority neighborhoods by Dec 31, 2026.	Event logs, photos, outreach calendar	10 events completed
Objective 2	Engage ≈300 residents through direct conversation and collect ~150-200 digital needs-assessment surveys.	iPad survey data; attendance logs	~300 residents engaged; ~150-200 surveys completed
Objective 3	Conduct ~150-200 follow-up contacts (calls, texts, or emails) to share information or referrals by Dec 2026.	Outreach Tracking Sheet	~150-200 follow up communications completed
Objective 4	Reach ≈1,000 residents through winter/spring poster and digital awareness campaigns.	Poster distribution and social-media metrics	Posters distributed in all 4 neighborhoods and hung in prominent places. Social media impressions.

E. PARTNERSHIPS AND COLLABORATION

- **Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.**
- **Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.**
- **Please complete this table below regarding program collaboration with community partners**

a. Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.

OFS will maintain consistent coordination with PHMDC through monthly email updates, shared outreach calendars, and participation in quarterly Violence Prevention partner meetings. The Outreach Coordinator will provide event data and debrief summaries to PHMDC staff and collaborate on evaluation planning.

b. Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.

OFS will work closely with:

- Neighborhood Associations, Neighborhood Centers, and area Alders (Kennedy Heights, Parks-Cedar, Harmony, Madison Estates) to co-host events, align messaging with local needs, and support promotion of events.
- Madison Metropolitan School District (MMSD) to distribute information and referrals through school liaisons.

These collaborations leverage trusted relationships and existing networks to strengthen protective community factors.

Application: 0000000161

Rachel Rogers - rogers@urbantriage.org
Violence Prevention Grant Program

Summary

ID: 0000000161
Last submitted: Nov 14 2025 08:35 PM (CST)

SECTION 1: GENERAL INFORMATION

Completed - Nov 14 2025

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

Urban Triage Inc.

Fiscal Agent (If Applicable)

(No response)

EIN:

84-3297905

Organization Address:

2312 South Park St

Contact Person:

Brnadi Grayson

Contact Email:

bgrayson@urbantriage.org

Contact Phone Number:

608-520-3062

Program Information

Program Name:

Supporting Healthy Families

Program Category

Adult Engagement

Please Select Service Area

Dane County (Refers to areas outside of the city of Madison)

Total Amount Requested:

\$ 200000

Brief Summary of your Program:

**150 Words Limit*

Supporting Healthy Families (SHF) is Urban Triage's core violence-prevention and family-stabilization program serving the priority neighborhoods of Kennedy Heights, Parks Cedar, Harmony, and Madison Estates. SHF strengthens protective factors—stable housing, financial security, emotional regulation, and social connectedness—while addressing root causes such as trauma, isolation, and economic stress. Through peer-led workgroups, case management, landlord mediation, healing circles, and leadership development, adults and caregivers gain the skills and support needed to build safer, more stable households. SHF also provides on-site programming, drop-in services, and community engagement, ensuring resources are accessible and culturally grounded. The program reduces risk factors for violence while strengthening families and neighborhoods.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 14 2025

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

Urban Triage, Inc. is a Dane County nonprofit founded in 2014 and incorporated as a 501(c)(3) in 2019. Our mission is to transform culture, institutions, and communities to ensure a humane and equitable future for all. We provide trauma-informed, culturally grounded, and low-barrier services for individuals and families who are often overlooked or disconnected from traditional systems of support, including vulnerable caregivers, LGBTQIA+ adults, and low-income households navigating instability.

Supporting Healthy Families (SHF) is our primary violence-prevention and family-stabilization program. SHF strengthens the protective factors that research shows are tied to long-term safety: stable housing, financial stability, emotional regulation, communication skills, and strong community connections. At the same time, the program works directly on root causes of conflict and violence, such as economic stress, trauma, and social isolation.

This proposal focuses SHF in four neighborhoods identified by PHMDC as priority communities: Kennedy Heights, Parks Cedar, Harmony, and Madison Estates. These neighborhoods face high eviction rates, concentrated poverty, and significant disconnection from formal systems. Dane County experienced a 45% increase in eviction filings in 2023, with Kennedy Heights showing especially high turnover and limited economic buffer. These conditions are closely associated with increased risk of violence. Urban Triage has long-standing relationships in these areas through direct outreach, on-site services, and partnerships with landlords and resident leaders, making them ideal locations for focused prevention work.

Program Components

Family Education & Empowerment Workgroups

Peer-led workgroups help adults build communication, conflict-resolution, emotional regulation, and parenting skills. These tools strengthen household stability and reduce escalation during stressful moments.

Housing Stability & Landlord Support

Staff intervene early to mediate tenant–landlord issues, prevent evictions, and support families in maintaining safe, stable housing—one of the strongest protective factors against violence.

Economic Stability & Case Management

Participants receive individualized support with employment, benefits, budgeting, childcare access, and behavioral-health needs. Increased financial stability reduces stress-based conflict.

Healing Circles & Community Building

Weekly circles and community gatherings reduce isolation, create belonging, and build shared accountability. These connections are essential for early de-escalation and community resilience.

Peer Leadership Development

Graduates are trained as community ambassadors who model healthy coping and help support neighbors navigating conflict or instability.

Target Population & Implementation

SHF serves adults and caregivers in the four designated neighborhoods, prioritizing low-income, BIPOC, and LGBTQIA+ residents. Each year, SHF runs 3–4 cohorts of 25–30 participants. Sessions meet weekly for 12 weeks at 2.5 hours each, with ongoing healing circles and peer groups.

Organizational Capacity

SHF has operated for over five years and engages more than 120 adults yearly, with another 150–200 residents reached through drop-ins and outreach. Participants consistently report improved communication, stronger relationships, and increased financial and housing stability.

By concentrating SHF within Kennedy Heights, Parks Cedar, Harmony, and Madison Estates, Urban Triage deepens place-based prevention strategies and ensures that families most affected by structural inequities have reliable access to the supports that help them remain safe, stable, and connected.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

The Supporting Healthy Families (SHF) program will operate within the four PHMDC priority neighborhoods: Kennedy Heights, Parks Cedar, Harmony, and Madison Estates. These communities experience some of the highest levels of poverty, housing instability, and social isolation in Dane County. Around one-third of residents live below the federal poverty line, eviction filings occur at two to three times the city average, and reported interpersonal and domestic violence rates are consistently higher. Urban Triage has worked in these neighborhoods for years, building trusted relationships with tenants, landlords, and community partners, which allows us to deliver prevention services that reflect local needs and lived experiences.

Over the 12-month project period, SHF will engage 90–120 adult caregivers through structured workgroups. Each cohort includes approximately 30–35 participants and meets weekly for 12 weeks. An additional 150 residents will be reached through drop-ins, outreach events, and informal engagement. While the program is designed for adults, improvements in communication, stability, and problem-solving naturally extend benefits to children and other household members.

Our outreach model is relationship-driven and culturally grounded. A full-time Outreach Coordinator, alongside peer specialists and community ambassadors, connects with residents weekly through door-to-door outreach, phone calls, and on-site engagement. Engagement is tracked through sign-in sheets, referral logs, and follow-up notes. Households facing eviction, conflict, or other major stressors are prioritized for early outreach and individualized support.

Key outreach strategies include:

Landlord Partnerships: Property managers notify staff when tenants face challenges, allowing early, non-punitive intervention.

Community Ambassadors: Program graduates use their lived experience and local trust to encourage participation.

On-Site Programming: Holding sessions within apartment complexes, schools, and community centers eliminates transportation barriers.

Referral Partnerships: PHMDC, Journey Mental Health, Our Generations, and faith-based organizations refer residents, and staff follow up within 3–5 days.

Culturally Relevant Promotion: Outreach includes flyers, door-to-door engagement, social media outreach to over

100,000 followers, email lists of 10,000 subscribers, and bilingual promotion.

SHF is trauma-informed and culturally grounded. Peer specialists—many of whom are Black, queer, or people of color—bring shared lived experience that builds trust and connection. Language access is supported through bilingual staff, translated materials, and individualized assistance.

Urban Triage's ongoing presence has helped dozens of families secure housing, access financial resources, and remain connected to supportive networks. Continued check-ins, coaching, and alumni engagement help families maintain progress over time.

C. IMPLEMENTATION

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.	February 2026	Brandi Grayson – CEO & Program Director	Finalize formal partnerships with landlords and property managers in Kennedy Heights, Parks Cedar, Harmony, and Madison Estates. Complete workshop schedule and outreach plan.
B.	April 2026	Jenis Judon – Program Manager, SHF	Launch on-site SHF workgroups in all four neighborhoods. Begin family engagement sessions, tenant–landlord mediation, and resource navigation activities
C.	June 2026	Peer Support Specialists – Kim Waller & Narik Riak	Conduct mid-year review. Ensure 90–120 adults are actively enrolled in workgroups. Collect early evaluation data on participation, engagement, and progress toward protective factors.
D.	September 2026	Landlord Liaison & Peer Specialists – Kim Waller & Narik Riak	Train 10 peer leaders and establish a community ambassador network to sustain neighborhood-based prevention and engagement beyond workgroups
E.	December 2026	Brandi Grayson – CEO	Complete program year with 250 unduplicated participants served. Submit the final evaluation report to PHMDC,

			including outcomes on family functioning, housing stability, economic stress reduction, and community connection
F.			
G.			

D. PROGRAM OBJECTIVES AND EVALUATION

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 use the SMART approach:

- **Specific:** includes the “who”, “what”, and “where”
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- **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	Strengthen caregiver skills and family functioning	Pre- and post-workgroup surveys; facilitator observation checklists; family self-report	Indicator- % of participants demonstrating improved communication, conflict resolution, and emotional regulation. Target 85% of workgroup participants
Objective 2	Increase housing stability	Housing status tracked via case management logs, landlord reports, and participant follow-ups	Indicator- % of participants maintaining stable housing over 12 months. Target- 90% of participants engaged in landlord partnership support
Objective 3	Reduce economic stress	Pre- and post-assessments; goal-setting completion tracking; case notes	Indicator- % of participants who report improved financial literacy, resource navigation, and income management. Target- 80% of workgroup participants
Objective 4	Build social cohesion and reduce isolation	Attendance logs for Healing Circles, drop-in events, social network mapping surveys, and qualitative interviews	Indicator- % of participants reporting increased connection to neighbors, peer networks, and

E. PARTNERSHIPS AND COLLABORATION

- **Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.**
- **Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.**
- **Please complete this table below regarding program collaboration with community partners**

Urban Triage maintains structured, evidence-based partnerships to ensure SHF programming is coordinated, culturally relevant, and effective.

Coordination with PHMDC Violence Prevention Team

The SHF team participates in quarterly planning and review meetings with PHMDC, supplemented by biweekly check-ins and shared digital communication channels for case-level coordination and urgent issues.

Data sharing includes real-time reporting on workgroup attendance, housing stabilization outcomes, and economic support metrics, enabling PHMDC staff to monitor progress and inform community-wide strategies.

Staff participate in PHMDC-led convenings and multi-agency violence prevention sessions to align SHF programming with county priorities, share lessons learned, and ensure accountability.

Collective Impact & Evidence-Based Collaboration

SHF operates within a collective-impact framework, coordinating across housing, behavioral health, education, faith-based, and community organizations. This framework—supported by research from the CDC and SAMHSA—demonstrates that multi-sector partnerships reduce risk factors for violence by addressing economic stress, housing instability, and social isolation simultaneously.

Partnerships are data-driven, with shared goals, clear roles, and measurable outcomes. For example:

Landlords & property managers: Identify at-risk families, coordinate early conflict mediation, and track housing retention rates.

Behavioral health partners (Journey Mental Health, Our Generations): Provide culturally grounded, trauma-informed mental health support, with referral tracking and co-management of high-risk households.

Faith-based and community organizations (Nehemiah, Black Men Coalition, Healing Our Hearts, local churches): Host workgroups and healing circles, contributing to social cohesion metrics and attendance tracking.

Education and workforce partners (Madison College, local employers): Offer financial literacy, job-readiness, and career support, which are linked to reduced family stress and a lower risk of violence.

Metrics and Accountability

Partnership outcomes are measured through:

Number of referrals completed

Housing stabilization and eviction prevention success rates

Co-served participants tracked across agencies.

Peer ambassador and community engagement activities monitored for reach and fidelity

These metrics allow Urban Triage and partners to adapt services in real time, ensuring targeted support for the families at most significant risk.

Sustainability and Community Integration

Peer leaders and ambassadors, trained within the SHF program, extend partner capacity by providing ongoing neighborhood-level support, mentorship, and engagement.

Relationships with landlords, faith-based groups, and behavioral health providers are formalized through MOUs and regular coordination, ensuring services remain embedded in these neighborhoods beyond the grant period.

Local data support the need for these partnerships: in Kennedy Heights, Parks Cedar, Harmony, and Madison Estates, poverty rates exceed 25%, eviction filings are 1.5–2x the county average, and exposure to community violence is elevated, highlighting the importance of multi-sector interventions.

Through structured, evidence-based partnerships, SHF ensures that families in the four priority neighborhoods receive timely, culturally grounded, and trauma-informed support. This multi-sector collaboration enhances housing stability, economic resilience, social cohesion, and ultimately reduces the risk of interpersonal and community violence, demonstrating alignment with PHMDC priorities and best practices in violence prevention.

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	Healing Our Hearts Foundation	Felica Turner-Walton	Yes	Provide up to 12 one on one grief services to participant enrolled in Supporting Healthy Black Families (SHBF), Supporting Black Youth workgroups and other clients as identified by Urban Triage.
Community Partner #2	Our Generation Inc	Ruchita Ervin	Yes	OG and UT agree to work together to deliver comprehensive mental health services, including counseling, therapy, support groups, and educational programs.
Community Partner #3	Echo Suites Extended Stay by Wyndham Madison	Sandra	Yes	Echo Suites to provide transitional housing units for individuals and families who are unable to secure stable housing on their own.

SECTION 3: BUDGET PROPOSAL

Completed - Nov 14 2025

Please complete the budget proposal template: [Budget Template](#)

Do not attach any other documents for the budget unless specifically asked to do so.

[PHMDC Budget Template completed](#)

Lead Name of Organization:

Anesis Foundation for Mental Health

Fiscal Agent (If Applicable)

N/A

EIN:

93-2296543

Organization Address:

815 Forward Dr, Madison, WI 53711

Contact Person:

Myra McNair

Contact Email:

myra@anesistherapy.com

Contact Phone Number:

608-268-6530

Program Information

Program Name:

Community-Based Mental Health & Healing Drop-In Clinics for High-Need Neighborhoods

Program Category

Mental Health

Please Select Service Area

Both

Total Amount Requested:

\$ 50000

Brief Summary of your Program:

****150 Words Limit***

Anesis Foundation for Mental Health will expand its culturally responsive Drop-In Clinic model to serve residents of Kennedy Heights, Parks Cedar, Harmony, and Madison Estates with accessible, community-centered mental health support. The program provides brief mental health services, crisis stabilization, youth and adult engagement activities, and warm handoffs to longer-term therapy, peer support, and family services. Monthly, one Drop-In Clinic day will be dedicated to residents from each priority neighborhood, rotating through Anesis' three clinic locations which are all located on major bus routes and supported by transportation assistance, including bus passes and BadgerCare ride coordination. Monthly neighborhood-based outreach events will offer wellness activities, coping tools, family strengthening supports, and resource navigation. Services are delivered by a diverse, trauma-informed team and grounded in culturally relevant practices that reflect the experiences of the communities served. The program strengthens protective factors, reduces barriers to care, and promotes healing to prevent future violence.

SECTION 2: PROGRAM INFORMATION

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

Anesis Foundation for Mental Health proposes a trauma-informed, culturally responsive mental health program that expands our existing Drop-In Clinics to intentionally serve the four PHMDC priority neighborhoods: Kennedy Heights, Parks Cedar, Harmony, and Madison Estates. The program will deliver accessible mental health support, crisis stabilization, wellness education, youth and adult engagement, and community-based healing activities through a rotating, neighborhood-specific service model.

The program uses Anesis' three Drop-In Clinic locations: Mt. Zion (2019 Fisher St.), Anesis West Side (815 Forward Dr.), and 2206 University Ave as community access points. Each month, one drop-in clinic day will be designated specifically for residents of each priority neighborhood, ensuring consistent access to mental health support close to home. Services will include brief individual mental health support, parent and youth coaching, crisis intervention, safety planning, warm handoffs to long-term therapy, and facilitated healing and wellness circles. Our team will also conduct monthly neighborhood-based outreach events that focus on rotating themes such as youth emotional regulation, conflict de-escalation, coping skills, family communication, adult stress management, and resource connection.

This program directly addresses the mental health needs of communities experiencing persistent stress, isolation, and barriers to culturally relevant care. Many residents in these neighborhoods are families, youth, working adults, and immigrant households who face transportation challenges, long waitlists, or services that do not reflect their lived experiences. By bringing culturally relevant mental health access directly into their neighborhoods through rotating clinic availability and onsite outreach, the program reduces structural barriers and provides immediate, relationship-based support that fits daily life routines.

The program is designed around well-established research showing the connection between untreated trauma, chronic stress, economic hardship, and increased violence risk. Our approach strengthens protective factors by improving emotional regulation, supportive relationships, family stability, and safe conflict resolution which reduces isolation, hopelessness, and crisis escalation. Youth and teen support promotes school engagement and healthy peer interactions; adult services build coping capacity, workplace stability, and mental health resilience. Culturally

grounded wellness circles and peer support reduce stigma and build community connectedness, both strong predictors of lower violence prevalence.

The model integrates elements of community-based mental health, trauma-informed care, Violence Interruption principles, and evidence-aligned practices from SAMHSA, CDC, and other public health frameworks that emphasize early intervention, accessible support, and culturally attuned services. Drop-in models are recognized as effective early-access points that redirect individuals away from crisis systems and law enforcement contact. Community-based engagement, especially when delivered by staff who reflect participants' identities, is associated with increased trust, decreased crisis escalation, and improved long-term outcomes.

Although Anesis Foundation for Mental Health was established two years ago, it is the nonprofit arm of Anesis Therapy, one of Dane County's longest-standing and most trusted providers of culturally responsive mental health services. For more than a decade, Anesis Therapy has delivered trauma-informed, community-centered care to thousands of youth, adults, and families across Madison. Building on this history, Anesis Foundation already operates successful Drop-In Clinics, crisis response services, parent peer support, and youth/family engagement programs that reflect the same culturally grounded, relationship-based approach. The Foundation draws from the clinical framework, infrastructure, and experienced staff within the broader Anesis ecosystem, allowing it to expand and target these services toward the four PHMDC priority neighborhoods without delay. This ensures residents receive consistent, accessible, and culturally attuned mental health support throughout 2026.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

Anesis Foundation anticipates serving approximately 250 individuals across Kennedy Heights, Parks Cedar, Harmony, and Madison Estates throughout the 2026 program year. This estimate reflects participation in neighborhood-specific Drop-In Clinic days, monthly on-site outreach events, brief mental health support encounters, and ongoing engagement through crisis response, parent peer support, and youth and family services.

Our outreach and engagement strategy is centered on meeting residents where they already are and building trust through consistent presence. Each month, Anesis will designate one Drop-In Clinic day exclusively for residents of each of the four priority neighborhoods, rotating through our Mt. Zion location near Parks Cedar and Harmony, our West Side and Bilingual Services clinics close to Madison Estates, and our University Avenue location accessible to Kennedy Heights residents. All locations are situated along major bus routes, and Anesis will provide bus passes to residents who need them. In addition, because Anesis is a state-certified clinic, individuals with BadgerCare are eligible for free transportation to drop-in clinics through their managed care provider; staff will help coordinate these rides to eliminate transportation barriers.

These clinics will offer brief mental health support, crisis stabilization, youth and adult engagement activities, and warm handoffs to longer-term services. To deepen engagement, staff will conduct monthly neighborhood-based outreach events, including pop-up wellness tables, youth activities, resource navigation, and culturally grounded conversations about stress, coping, family communication, and community safety. Outreach will be promoted through partnerships with neighborhood associations, resident leaders, property managers, local schools, and faith institutions, as well as through flyers, social media, and direct engagement during community events. Because Anesis staff already work across these neighborhoods and are known for culturally responsive care, residents often recognize and trust our team.

Cultural relevance is central to Anesis' model. The Foundation already operates Drop-In Clinics, crisis response, parent peer support, and youth and family engagement programs using a trauma-informed, community-centered framework designed around the lived experiences of Black, Latino, Hmong, East African, and other communities disproportionately impacted by violence and trauma. Activities will be shaped with community voice, delivered by a diverse staff reflective of the communities served, and grounded in practices that honor cultural strengths and reduce stigma.

Language access will be ensured through bilingual clinicians and case managers, translated materials, and interpretation services when needed. Residents will be able to receive services and communicate in their preferred language without barriers.

C. IMPLEMENTATION

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.	December 2025	Program Manager	Finalize program launch plan; confirm monthly rotation schedule for Drop-In Clinic days serving all four priority neighborhoods.
B.	January 2026	Program Manager and Peer Specialist	Launch neighborhood-specific Drop-In Clinic days and begin transportation coordination (bus passes and BadgerCare ride scheduling).
C.	February 2026	Program Manager, Peer Specialist, and Clinician	Begin monthly on-site outreach events in each neighborhood with rotating themes (youth wellness, adult stress, coping skills, family communication).
D.	June 2026	Program Manager	Complete mid-year evaluation of participation, engagement, and community feedback; adjust outreach and clinic strategies as needed.
E.	December 2026	Program Manager	Complete full-year evaluation and final program report summarizing individuals served, outcomes achieved, and recommendations for continued impact.
F.			
G.			

D. PROGRAM OBJECTIVES AND EVALUATION

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 use 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	By December 2026, Anesis Foundation will provide mental health support, crisis stabilization, or resource navigation to at least 250 residents from Kennedy Heights, Parks Cedar, Harmony, and Madison Estates through monthly neighborhood-focused Drop-In Clinic days and outreach events.	Attendance logs; clinic sign-in sheets; engagement tracking database	≥ 250 individuals reached across the four priority neighborhoods
Objective 2	By December 2026, at least 75% of participants who receive brief mental health support during Drop-In Clinics will report increased coping skills, reduced stress, or improved emotional regulation immediately following the interaction.	Participant feedback forms; post-interaction surveys; clinician notes documenting participant-reported outcomes	≥ 75% of surveyed participants report positive emotional or coping improvements
Objective 3	By December 2026, Anesis will conduct a	Outreach attendance logs; short survey cards; QR-	≥ 48 outreach events conducted; ≥ 60% of

	<p>minimum of 48 neighborhood-based outreach engagements (approximately one per neighborhood per month), with at least 60% of participants indicating increased awareness of mental health resources and how to access ongoing services.</p>	code feedback forms	<p>participants report increased resource awareness</p>
Objective 4			

E. PARTNERSHIPS AND COLLABORATION

- **Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.**
- **Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.**
- **Please complete this table below regarding program collaboration with community partners**

Anesis Foundation views collaboration as a core component of effective violence prevention and mental health access. Because our Drop-In Clinics operate at the intersection of community wellness, crisis stabilization, and culturally responsive care, ongoing communication with Public Health Madison & Dane County (PHMDC) is essential to ensuring our work is aligned with their Violence Prevention Roadmap and the needs of the four priority neighborhoods. Anesis will maintain consistent communication with PHMDC's Violence Prevention staff through monthly check-ins, quarterly data reviews, and real-time coordination during neighborhood outreach and community events. These touchpoints will allow PHMDC staff to help shape rotating outreach themes, share emerging neighborhood priorities, and collaborate on community engagement strategies. Additionally, Anesis will provide PHMDC with quarterly summaries of engagement, attendance, participant feedback, and warm handoffs to help assess progress and identify opportunities for expanded collaboration.

Beyond PHMDC, Anesis has a long history of working closely with community partners across Dane County. Our mental health programming is strengthened through coordinated relationships with Dane County Human Services, neighborhood-based organizations, schools, faith institutions, and service providers who support the broader social determinants of health. For example, Anesis maintains long-standing partnerships with YWCA Madison, Urban League of Greater Madison, the Dane County Job Center and FSET Program, and Dane County Human Services. These collaborations ensure rapid access to shelter, permanent housing navigation, employment readiness supports, and basic needs resources that often intersect with mental health crises. Our mental health staff frequently coordinate with these partners to stabilize families, reduce environmental stressors, and support long-term safety.

Anesis also collaborates with organizations that offer culturally grounded and family-centered support. UNIDOS provides linguistically responsive advocacy and safety planning for survivors experiencing family instability, a frequent underlying factor contributing to trauma and violence exposure. Additional partnerships with the Center for Black Women's Wellness and C-CSRS enhance our ability to offer peer-led wellness circles, mutual aid groups, and community-based resilience-building supports. These collaborations deepen the cultural relevance of our Drop-In Clinics and expand access to trusted, identity-affirming spaces for youth, adults, and families.

Faith-based collaboration is also a key community anchor. Mt. Zion Church provides consistent space, visibility, and community credibility for our Drop-In Clinics located near the Parks Cedar and Harmony neighborhoods. Their role in outreach and community connection is vital in reducing stigma and encouraging families to seek mental health

[2025 Foundation Budget](#)

Filename: 2025 Foundation Budget.pdf Size: 12.1 kB

Application: 0000000173

Mark Cash - mcash@focusedinterruption.org
Violence Prevention Grant Program

Summary

ID: 0000000173

Last submitted: Nov 14 2025 11:54 AM (CST)

SECTION 1: GENERAL INFORMATION

Completed - Nov 13 2025

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

Focused Interruption, Inc.

Fiscal Agent (If Applicable)

(No response)

EIN:

87-3784685

Organization Address:

2820 Walton Commons Lane, #136, Madison, WI 53718

Contact Person:

Anthony Cooper Sr.

Contact Email:

acooper@focusedinterruption.org

Contact Phone Number:

608-395-7092

Program Information

Program Name:

Focused Interruption Violence Prevention Initiative

Program Category

Child/Youth Engagement

Please Select Service Area

City of Madison

Total Amount Requested:

\$ 200000

Brief Summary of your Program:

**150 Words Limit*

Focused Interruption, Inc. (FI) is Madison’s only hospital- and community-based gun violence intervention agency, delivering trauma-informed services that address both immediate crises and the root causes of violence. FI maintains a trusted presence across the city—including ongoing work in the Harmony neighborhood—through on-site engagement, monthly events, and year-round recovery and prevention services. The proposed Violence Prevention Initiative expands FI’s proven model into additional PHMDC priority areas: Kennedy Heights, Parks Cedar, and Madison Estates.

The initiative aligns with PHMDC’s Adult and Teen Engagement priorities by integrating five interconnected program areas: Outreach, Community Safety Work, Mentorship, Aftercare & Recovery Services, and Support Groups. FI provides crisis response, case management, and school-based mentorship at Leopold, Blackhawk, La Follette, and West High Schools. In 2024, FI served more than 350 individuals and hosted over 35 events. Expanded investment will deepen outreach and strengthen safety, healing, and resilience in high-need neighborhoods.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 14 2025

SECTION 2: PROGRAM INFORMATION
A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

Focused Interruption, Inc. (FI) is Madison's only hospital- and community-based gun violence intervention and prevention agency, providing trauma-informed services that address both immediate impacts and root causes of violence. FI operates citywide and within long-standing neighborhood partnerships, including ongoing work in Harmony. Through on-site engagement, crisis response, mentorship, monthly community events, and long-term recovery supports, FI has built a trusted presence across Madison. The proposed Focused Interruption Violence Prevention Initiative expands these proven approaches with targeted engagement in the four priority communities identified by Public Health Madison & Dane County (PHMDC): Kennedy Heights, Parks Cedar, Harmony, and Madison Estates.

Scope of Services and Activities

The initiative deploys FI's five interconnected program areas—Outreach, Community Safety Work (CSW), Mentorship, Aftercare & Recovery Services, and Support Groups—to deliver coordinated prevention and intervention. Outreach responds immediately after violent incidents, providing mediation, safety planning, and connection to resources. CSW staff conduct daily neighborhood engagement, safety checks, and real-time de-escalation within community centers and apartment complexes. Mentorship programs for youth and teens operate in Leopold, Blackhawk, La Follette, and West schools and extend into priority neighborhoods with after-school leadership development and life-skills support. Aftercare & Recovery Services provide trauma-informed case management, resource navigation, and long-term stabilization for adults and families. Support Groups offer gender-specific circles for individuals navigating reentry, chronic trauma, or system involvement.

Alignment with Funding Categories

The initiative directly supports PHMDC's Adult Engagement and Teen Engagement categories. Adults receive personalized support related to safety, mental health access, housing stability, employment, and family needs. Teens benefit from structured mentorship, conflict resolution, leadership development, academic support, and skill-building that strengthen protective factors and reduce risk. All services occur within the four target neighborhoods, leveraging FI's trusted relationships and ongoing presence.

Addressing Root Causes and Strengthening Protective Factors

FI's model addresses root factors linked to violence, including exposure to trauma, economic instability, systemic inequity, and limited access to mental health care. Services incorporate the Social Determinants of Health

framework and emphasize emotional regulation, stable housing pathways, workforce connections, reliable adult support, and positive peer networks. FI's dual-generation approach supports both parents and youth, reducing isolation and reinforcing community resilience. This targeted strategy promotes safety, stability, and protective factors that prevent violence before it occurs.

Evidence Base and Best Practices

The initiative is grounded in nationally recognized practices, including Hospital-Based Violence Intervention Program (HVIP) models shown to reduce re-injury and retaliation; trauma-informed care principles addressing ACEs and toxic stress; and research demonstrating that mentorship improves academic engagement, decision-making, and long-term stability. FI's approach aligns with CDC violence prevention guidance emphasizing root-cause interventions and community-level relationship-building.

Organizational Experience

FI brings nearly a decade of violence-interruption experience in Madison. In 2024, FI served more than 350 individuals and hosted over 35 community engagement events. Its culturally responsive staff—many with lived experience—operate hospital-based intervention at UW Health, mentorship across MMSD, and recovery and crisis services throughout Dane County. FI maintains consistent engagement in Harmony, Meadowlands, and other high-need neighborhoods, demonstrating its capacity to implement expanded work in PHMDC's priority areas. Through expanded staffing, targeted neighborhood engagement, and strengthened coordination with PHMDC's Violence Prevention Unit, this initiative will deepen FI's impact in Kennedy Heights, Parks Cedar, Harmony, and Madison Estates—reducing violence, strengthening protective factors, and building safer, more connected communities.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

The project will continue to engage residents across Madison, with a focused emphasis on the neighborhoods of Kennedy Heights, Parks Cedar, Harmony, and Madison Estates—communities identified by PHMDC as disproportionately impacted by violence and inequity. Focused Interruption (FI) staff already operate within these areas, particularly in Harmony, where ongoing outreach, mentorship, and aftercare services have built strong trust with residents. Through these established relationships, FI provides consistent, trauma-informed support and violence prevention services for individuals and families. Target populations include: (1) adults and families affected by gun violence seeking safety planning, recovery, and resource navigation; and (2) youth and teens facing academic, behavioral, or trauma-related challenges that place them at risk of justice involvement. FI's culturally responsive team reflects the racial, linguistic, and socioeconomic diversity of the communities they serve, ensuring accessibility, credibility, and deep community engagement across all four neighborhoods.

FI estimates that this initiative can directly reach 350–450 individuals over the grant period, including approximately 150 adults and families through Outreach, Community Safety Work, and Aftercare Services, and 150–250 youth through in-school and community-based mentorship and engagement activities. Because FI maintains a daily presence in these neighborhoods, additional indirect reach through community visibility, informal engagement, and neighborhood events is expected to exceed 500 residents.

Approach to Outreach and Engagement

FI employs a layered outreach strategy using daily ride-arounds, neighborhood walk-ups, embedded relationship-building at community centers, school-based mentorship sessions, and presence at neighborhood events. Existing partnerships with community centers, MMSD schools, apartment management, and PHMDC staff help identify high-need individuals and facilitate warm hand-offs. Staff with lived experience serve as credible messengers, enabling rapid trust-building and high engagement among residents who may be disconnected from traditional services.

Cultural Relevance

All programming is grounded in trauma-informed, culturally responsive practice. Staff reflect the demographics of the communities served and draw on lived experience to ensure services align with residents' cultural norms, communication styles, and community expectations. Mentorship, support groups, and aftercare services are tailored to community-identified needs rather than pre-set curricula, ensuring relevance and authenticity.

Language Access

To ensure access across linguistic backgrounds, FI offers interpretation and translation support through bilingual staff, contracted interpreters, and translated materials for key languages represented in the four neighborhoods.

Staff check comprehension, adapt communication styles, and provide one-on-one support for residents with limited English proficiency to ensure full participation in all program activities.

C. IMPLEMENTATION

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.	January - February	Anthony Cooper Sr- CEO and Founder; Paul Vandervelde - Director of Programs	Program review and alignment with FI's strategic framework; refinement of data collection systems and evaluation tools to ensure program fidelity and accountability
B.	March - October	Paul Vandervelde - Director of Programs; Tiffany Dixon - Team Lead, Aerial Baily - Team Lead; Ron Buford - Team Member	Full implementation of adult aftercare services, community outreach, mentorship programs, and support group activities; continuous data collection and progress monitoring
C.	November - December	Paul Vandervelde - Director of Programs; Mark Cash - Director of Development; Yanika Davis - Program Evaluator; Tiffany Dixon - Team Lead	Program evaluation, community feedback review, and final data analysis to inform 2027 service planning and sustainability strategies.
D.			
E.			
F.			
G.			

D. PROGRAM OBJECTIVES AND EVALUATION

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 use 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	FI Outreach and CSW teams will provide crisis response, conflict mediation, and follow-up support to residents in Kennedy Heights, Parks Cedar, Harmony, and Madison Estates to prevent retaliation and reduce harm.	<ul style="list-style-type: none"> -- Crisis response logs – Mediation documentation – Case follow-up notes – Monthly engagement tracking 	<ul style="list-style-type: none"> – 120 individuals engaged – 60 mediations/interventions completed – 75% of cases show reduced retaliation risk (based on follow-up assessments)
Objective 2	FI's Aftercare & Recovery Services team will provide trauma-informed case management and connect adults and families to mental health, housing, and basic-needs resources to improve stability and well-being.	<ul style="list-style-type: none"> – Case management database (Notehouse) – Referral tracking logs – Participant surveys at intake and follow-up (Alchemy) 	<ul style="list-style-type: none"> – 100 participants served – 70% access at least one stabilizing resource (mental health, housing, food security, employment)
Objective 3	FI mentors will support youth from the four priority neighborhoods enrolled in MMSD schools through weekly sessions to	<ul style="list-style-type: none"> – Mentor session logs – School engagement feedback from staff – Behavior/attendance 	<ul style="list-style-type: none"> – 60 youth mentored – 65% demonstrate improvement in at least one area (attendance, academics, or behavior)

	increase trust, school engagement, and educational outcomes.	indicators – Youth self-assessments	
Objective 4	FI will host community events, support groups, and neighborhood engagement sessions in Kennedy Heights, Parks Cedar, Harmony, and Madison Estates to increase trust and awareness of violence-prevention resources.	– Event sign-in sheets – Participant surveys – CSW neighborhood engagement logs	– 24 engagement events delivered – 300 residents reached – 70% report increased trust or awareness of FI and PHMDC resources

E. PARTNERSHIPS AND COLLABORATION

- Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.
- Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.
- Please complete this table below regarding program collaboration with community partners

Focused Interruption maintains strong partnerships with PHMDC, Madison Metropolitan School District, UW Health, Madison Police Department, The River Food Pantry and numerous community organizations. These partners provide referral pathways, co-facilitate workshops, and collaborate on violence prevention and recovery strategies. Under this grant, FI will coordinate with PHMDC's Violence Prevention Unit to align outreach and engagement efforts within the priority neighborhoods. Regular coordination meetings will ensure shared learning, data exchange, and collaboration across service providers. Together, this partnership network will create safer, healthier neighborhoods through community-based, trauma-informed engagement that supports both immediate needs and long-term healing.

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 Metro School District	Dr. Joe Gothard	Yes	School Superintendent - responsible for the overall leadership and management of a school district's educational programs and operations
Community Partner #2	Madison Police Department	Chief John Patterson	No	The Madison, WI Police Chief - responsible for managing the police department, which includes directing daily operations, developing policies and strategies, and overseeing all departmental activities and administration.
Community Partner #3	UW Hospital	Ms. Mary Lauby	Yes	Adult Trauma Injury Prevention & Outreach Coordinator - coordinates injury prevention, community and professional outreach education, and program development activities.

SECTION 3: BUDGET PROPOSAL

Completed - Nov 14 2025

Please complete the budget proposal template: [Budget Template](#)

Fiscal Agent (If Applicable)

(No response)

EIN:

85-3835062

Organization Address:

1500 west Main Street

Contact Person:

Brittany Neal

Contact Email:

bneal@flatherapyeducationalcenter.com

Contact Phone Number:

608-207-4135

Program Information

Program Name:

Freedom Wellness Pathways

Program Category

Mental Health

Please Select Service Area

Both

Total Amount Requested:

\$ 50,000

Brief Summary of your Program:

**150 Words Limit*

Freedom Wellness Pathways supports families in the Harmony Apartments community by addressing social, emotional, and mental health needs for both children and adults. Over 10 weeks, we offer youth and adult therapy groups, parent sessions, and family enrichment activities like cooking, art, and dance/movement. Participants also have access to individual therapy at no cost through the program. Our wellness navigators provide guidance, outreach, and support to help families build coping skills, strengthen relationships, and connect with community resources. By focusing on trust, communication, and resilience, the program helps families reduce stress, improve well-being, and grow stronger together—creating healthier households and a more connected community.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 14 2025

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

Freedom Wellness Pathways is a family-centered program designed to address unmet social, emotional, and mental health needs within the Harmony Apartments community. Programming focuses on family enrichment, youth development, and adult support, ensuring that services reach all members of the household.

Grounded in a family systems approach, Freedom Wellness Pathways recognizes that stress, trauma, and conflict within one member of a family affect the entire household. The program provides a coordinated continuum of support—helping families, children, youth, and adults build coping skills, emotional regulation, and relational resilience. This integrated approach helps prevent family and community conflicts from escalating into violence and promotes overall wellness.

Freedom Wellness Pathways offers a mix of family enrichment activities, youth and teen therapy groups, an adult therapy group, individual and family therapy, case management, and a 10-week self-care curriculum. The 10-week self-care program focuses on building self-awareness, reflective thinking, emotional regulation, coping strategies, and resilience. Participants are guided to strengthen their sense of identity, manage stress, and practice skills that improve overall wellbeing. These lessons are applied both in daily life and during program activities, helping participants develop lasting self-care habits. Family meals and cooking activities are included in enrichment sessions to encourage collaboration, strengthen communication, and build practical life skills while improving nutrition.

Freedom Wellness Pathways builds on the foundation of impactful community work led by Freedom Love Acceptance Therapy & Educational Center LLC. Over the years, the organization has provided individual therapy services addressing trauma, stress, and emotional regulation for adults, youth, and families; youth group programming promoting leadership, communication, and emotional expression; a 10-week self-care class that enhances self-awareness, resilience, and stress management; and educational programs offering workshops on boundaries, coping skills, self-awareness, and relationship health.

An important part of this work is the Youth JAM Program, a six-week enrichment initiative funded by the United Way, which brought families and youth together for play-based learning and community connection. The JAM Program offered youth opportunities to engage in play of all kinds—creative, physical, and social—emphasizing that play is a vital part of child development, self-discovery, and emotional growth. Families joined in these activities, creating shared experiences that strengthened bonds and reduced isolation. The success of the Youth

JAM Program showed the power of joy, connection, and family participation as tools for healing and growth. The lessons from that program directly inform the design of Freedom Wellness Pathways, ensuring that family engagement and experiential learning remain central. Freedom Wellness Pathways aims to create lasting impact across multiple areas of family and community wellbeing.

Strengthened Family Relationships:

Families will show improved communication, collaboration, and problem-solving through participation in enrichment and therapeutic activities.

Improved Emotional Regulation and Coping:

Youth and adults will learn and apply coping skills to manage stress, anxiety, and conflict, reducing family crises.

Reduction in Violence and Conflict:

By addressing the root causes of family stress and building emotional awareness, the program will help prevent interpersonal and community violence.

Increased Access to Mental Health Services:

Families facing barriers to care will gain access to therapy, case management, and wellness education, improving continuity of care and overall mental health.

Enhanced Community Connection and Support:

Through shared meals, group sessions, and collaborative activities, residents of Harmony Apartments will experience greater belonging, trust, and support within their community.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

Freedom Wellness Pathways anticipates serving approximately 50 families, 40 youth, and 30 adults over the course of the year. This estimate accounts for participants in family enrichment activities, therapy groups, self-care programming, and individual/family therapy sessions.

Outreach and Engagement Approach:

Outreach will focus on creating trust and accessibility within the community:

1. Hosting open community events at apartment complexes and local partner organizations to introduce the program.
2. Distributing flyers and program information in communal areas, schools, and local businesses.
3. Engaging residents through social media, word-of-mouth, and existing networks to encourage participation.
4. Partnering with local faith-based organizations, community centers, and housing managers to provide direct invitations, registration support, and reminders.

Wellness Navigators and staff will conduct personal outreach, leveraging lived experience to build rapport and encourage consistent participation.

Cultural Relevance:

All program activities are designed to be culturally responsive. Staff will:

Incorporate family values, traditions, and culturally meaningful activities into programming.

Seek feedback from participants to ensure content aligns with their experiences and needs.

Provide flexible program delivery that honors diverse parenting practices, family structures, and community norms.

Continuously evaluate materials and activities to ensure they reflect the cultural diversity of participants, including ethnicity, religion, and community identity.

Language Access:

Language access will be ensured by:

1. Providing materials and program resources in multiple languages based on the community's needs.
2. Offering bilingual staff or interpreters for group sessions, therapy, and parent informational sessions.
3. Using plain language and visual supports to ensure clarity for participants with limited English proficiency or varying literacy levels.

4. Partnering with community organizations to bridge communication gaps and support families who need additional language assistance.

C. IMPLEMENTATION

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.	January–March 2026 (Q1)	Brittany Neal Lead projector manager, Administrative Coordinator, Wellness Navigator, therapies	Staff Training, Preparation, and Outreach: training in trauma-informed care, conflict resolution, and community engagement; community outreach events and registration
B.	March 2026 (Q1)	Domonique, Wellness Navigators, Therapist, Project lead	Kick off 4 weeks enrichment activities
C.	April 2026 (Q2)	Brittany project lead Gena and Elliot Wellness Navigators	two informational for parents
D.	June 2026 (Q2)	Krya, Bobbie Brittany, Elliot, Antoria	two 4 week therapy session
E.	June–September 2026 (Q2–Q3)	Brittany, Gena, Elliot	Adult Therapy Groups: Three separate 10-week self-care groups
F.	March–December 2026 (Q1–Q4)	Brittany, Kyra, Bobbie, Antoria Clinical Therapist	Individual Therapy session offered
G.			

D. PROGRAM OBJECTIVES AND EVALUATION

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 use 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	. Strengthen Family Relationships and Build Trust	By the end of Quarter 3, 50 families participating in Freedom Wellness Pathways at Harmony Apartments will engage in family enrichment activities and parent informational sessions, building trust with the agency and program staff while strengthening relationships within their households.	At least 75% of participating families will demonstrate improved communication, collaboration, problem-solving, and trust in the program and staff. Pre- and post-program surveys, facilitator observations, and participation logs. 50 families reached; ≥75% report improved communication and trust.
Objective 2	Improve Youth Emotional Regulation and Coping Skills	By the end of Quarter 2, 40 youth participating in two 4-week therapy cycles will learn and apply trauma-informed coping strategies.	Attendance logs, session reflections, pre- and post-group surveys. Outcome: 40 youth reached; ≥75% report improved coping skills and emotional regulation.
Objective 3	Enhance Adult Self-Care and Resilience	By the end of Quarter 3, 30 1 men, 1 women, open to all adult participants will complete one of three 10-	Pre- and post-program surveys, facilitator observations, attendance records.

		week self-care therapy groups focused on self-awareness, coping skills, mindfulness, and identity development	Outcome: 30 adults reached; ≥75% report improved self-care and emotional regulation.
Objective 4	Increase Access to Mental Health Services for Families	: By the end of Quarter 4, all interested families and individuals at Harmony Apartments will have access to individual and family therapy fully funded by the grant.	Therapy attendance logs, enrollment of therapy session; Outcome: 50 families reached; ≥90% attend at least one therapy session.

E. PARTNERSHIPS AND COLLABORATION

- **Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.**
- **Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.**
- **Please complete this table below regarding program collaboration with community partners**

Freedom Love Acceptance Therapy & Educational Center LLC will maintain a structured and collaborative partnership with Public Health Madison & Dane County (PHMDC) Violence Prevention staff to ensure alignment with countywide violence prevention priorities. This partnership is built on regular communication, shared accountability, and coordinated planning to support families, youth, and community wellness. The Program Lead (Brittany Neal, LCSW) and Administrative Coordinator will meet with PHMDC staff every two weeks to review progress toward program goals, discuss participant engagement, identify emerging community needs, and adjust strategies as needed. These meetings provide real-time coordination and shared accountability. Each quarter, PHMDC staff and the program team will participate in strategic review meetings to evaluate outcomes, assess program fidelity, address safety concerns, and identify opportunities for broader community partnerships. Internally, therapists, Wellness Navigators, and the Administrative Coordinator will meet bi-weekly to review program data, prepare for PHMDC check-ins, identify operational needs, and ensure consistent implementation of program activities. Secure, HIPAA-compliant documentation—including attendance, engagement records, pre/post surveys, and safety updates—will support shared decision-making and keep PHMDC informed. Outreach and engagement plans will be co-developed with PHMDC to identify priority populations, coordinate materials, share event schedules, and align programming with countywide violence prevention campaigns. Program activities will intentionally map to PHMDC's Violence Prevention Roadmap, ensuring trauma-informed practices, family engagement, and youth development strategies support roadmap priorities. A rapid communication process will allow for quick responses to safety concerns or emerging community needs.

Sustainability planning is central to long-term impact. By the end of the grant year, PHMDC and Freedom Love Acceptance Therapy & Educational Center LLC will conduct a formal review of program impact, successes, and areas for growth. Sustainability strategies will include using insurance billing for ongoing therapy and group services, building long-term partnerships with Harmony Apartments, Door Creek Church, and other community agencies to secure space and volunteers, and training Wellness Navigators and community members to facilitate peer-led activities. A community advisory group will guide programming to ensure relevance to residents' needs, and program models and curricula will be documented for replication and scaling in other neighborhoods. This structured approach ensures that PHMDC and Freedom Love Acceptance Therapy & Educational Center LLC maintain strong collaboration, responsive programming, and long-term sustainability, ultimately supporting families, youth, and the broader Harmony Apartments community well beyond the grant period.

Summary

ID: 0000000174
Last submitted: Nov 13 2025 05:12 PM (CST)

SECTION 1: GENERAL INFORMATION

Completed - Nov 13 2025

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

Dane Arts Mural Arts

Fiscal Agent (If Applicable)

(No response)

EIN:

81-4784610

Organization Address:

5004 Allis Av Madison WI 53716

Contact Person:

Mayela Murillo

Contact Email:

Info@damaei.org

Contact Phone Number:

608-904-5199

Program Information

Program Name:

DAMAAfter School Art Labs

Program Category

Child/Youth Engagement

Please Select Service Area

Both

Total Amount Requested:

\$ 50,000

Brief Summary of your Program:

**150 Words Limit*

DAMA's After School Art Labs is a trauma-informed, after-school program for up to 15 youth ages 10–18 at Madison Estates Apartments. Meeting three times weekly for ten months, participants work with professional artists to create visual art, and collaborative projects that encourage self-expression and build community pride. The program fosters conflict resolution, emotional coping, and leadership skills, aiming to prevent violence and support healthy youth development. Family Art Nights and a community Gallery Night deepen family and neighborhood bonds, while incentives and culturally responsive activities ensure engagement and accessibility for every participant. Art Labs create a safe, supportive space where young people can heal, connect, and grow together.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 13 2025

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

Scope of Program's Services and Activities

DAMA's After School Art Labs will deliver weekly art labs to up to 15 youth, ages 10-16, living at Madison Estates Apartments. Sessions will include collaborative mural-making, visual and mixed-media arts workshops, poetry/spoken word, and semi-annual showcase events. Activities will take place onsite, after school, and will be supplemented by occasional virtual art and empowerment sessions to provide access and flexibility.

Meeting Needs of Program Category

Our project directly addresses the Violence Prevention program category by using art as a proactive tool for conflict resolution, self-expression, and positive youth engagement. We fill a gap in safe, constructive, supervised after-school enrichment for youth at Madison Estates—an apartment complex where residents face barriers to participating in traditional arts or recreation due to finances, transit, and language.

Addressing Root Causes/Supporting Protective Factors

Our After School Art Labs tackle the root causes of community violence by reducing social isolation, supporting trauma recovery, and building key social-emotional skills. We intentionally design each session to strengthen protective factors: promoting belonging, cultural pride, team skills, emotional regulation, and supportive peer/adult relationships through consistent group structure and mentorship.

Data, Research, and Best Practices

Best-practices research from the CDC and the National Endowment for the Arts shows that out-of-school art programs improve youth self-esteem and social skills, reducing the likelihood of interpersonal violence and risky behavior (CDC's Youth Violence Prevention Resource Center; Harvard's Project Zero). We use a trauma-informed, evidence-based curriculum drawing from restorative justice and social-emotional learning (SEL) principles.

Experience Providing This Program

Our staff has led successful youth arts and violence prevention programming in Madison for 15+ years, including mural residencies in public housing, mentorships, and virtual empowerment events. We've partnered with schools,

community centers, neighborhood association, city and county government and social service agencies—consistently reaching marginalized youth and supporting positive behavioral change.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

Individuals Program Can Reach

The core program will serve up to 15 individual youth (ages 10–16) living in the Madison Estates Apartments during the grant period.

Outreach and Engagement Approach

To recruit and engage participants, we will use onsite flyers, tabling, partnership with property management and Public Health staff on site, and direct communication with families. For broader engagement, we'll coordinate with local schools, social service providers, and host pop-up art activities during community gatherings. Bilingual outreach materials in Spanish ensure cultural and language access.

Cultural Relevance

Our facilitators are trained in culturally responsive practice and reflect the diversity of the Madison Estates community. Youth and families co-design activities and select project themes, ensuring content is respectful and relevant. We celebrate cultural events/heritage months and invite guest artists from similar backgrounds.

Language Access

We offer all materials and program information in English and Spanish. Interpretation is available for other languages as needed. Virtual sessions use accessible technology platforms to minimize barriers.

C. IMPLEMENTATION

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.	January 2026	Program Director, Lead Teaching Artist	Finalize curriculum, recruit participants
B.	February 2026	Teaching Artist, Artist Assistant	Launch first weekly Art Lab session at Madison Estates
C.	February 2026	Program Director, Community Liaison	Mid-program art showcase, family engagement event
D.	November 2026	Lead Teaching Artist, Artist Assistant	Host Gallery Night: public exhibition of youth artwork, inviting families, community members, and local partners
E.	December 2026	Program Director, Evaluator	Program evaluation and final youth/family showcase
F.			
G.			

D. PROGRAM OBJECTIVES AND EVALUATION

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 use 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	Enroll and retain 15 youth (ages 10-18) from Madison Estates in regular Art Lab sessions by December 2026	Attendance Logs	≥13 youth consistently participate throughout the program
Objective 2	75% of participants report increased sense of belonging and safety by end of program year	Pre/Post-Program Surveys	≥11 youth with positive gains on self-reported feedback
Objective 3	80% of participants demonstrate improved conflict resolution/coping skills via self and staff assessment	Staff Checklists/Reflections	≥12 youth show measurable positive change
Objective 4			

E. PARTNERSHIPS AND COLLABORATION

- [Fiscal Agent Form \(If applicable\)](#)

[DAMA 2025 Annual Budget A](#)

Filename: DAMA 2025 Annual Budget A.xlsx Size: 10.5 kB

[H_Tax_DAMA](#)

Filename: H_Tax_DAMA.pdf Size: 493.0 kB

Application: 0000000182

Dominique Christian - sondercove@gmail.com
Violence Prevention Grant Program

Summary

ID: 0000000182

Last submitted: Nov 14 2025 11:09 PM (CST)

SECTION 1: GENERAL INFORMATION

Completed - Nov 14 2025

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

Sondercove Foundation

Fiscal Agent (If Applicable)

N/A

EIN:

33-2763677

Organization Address:

5315 Long St. Ste 94 McFarland, WI 53558

Contact Person:

Dominique Christian

Contact Email:

dominique@sondercovewellness.com

Contact Phone Number:

608-332-7750

Program Information

Program Name:

SAFE Neighborhood Wellness Initiative (Supporting Awareness, Family, and Emotional Wellness)

Program Category

Mental Health

Please Select Service Area

Both

Total Amount Requested:

\$ 50000

Brief Summary of your Program:

**150 Words Limit*

The SAFE Neighborhood Wellness Initiative is a resident-guided, peer-led mental health program serving Kennedy Heights, Parks Cedar, Harmony Grandview, and Madison Estates. Led by Certified Peer Specialists and Parent Peer Specialists, SAFE provides Community Care Circles, one-on-one peer support, and monthly neighborhood wellness activities shaped directly by resident input. The initiative begins with listening sessions in each neighborhood to ensure program themes, formats, and healing activities reflect what residents say they need, not what organizations assume they need. SAFE strengthens protective factors by helping residents process trauma, build coping skills, improve emotional regulation, and foster connection and belonging. All programming is culturally responsive, trauma-informed, and delivered in trusted neighborhood spaces to reduce barriers to participation. SAFE partners with PHMDC's Violence Prevention Unit and other funded organizations to ensure smooth cross-referrals and coordinated support, creating a resident-driven network that promotes healing, safety, and long-term violence prevention.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 14 2025

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

Sondercove Foundation proposes the SAFE Neighborhood Wellness Initiative (Supporting Awareness, Family, and Emotional Wellness), a peer-led mental health and healing program serving four high-need communities identified by Public Health Madison & Dane County: Kennedy Heights, Parks Cedar, Harmony Grandview, and Madison Estates. Designed for the 2026 project year, SAFE is grounded in lived experience, cultural responsiveness, and trauma-informed practice to strengthen protective factors and address root causes of violence in neighborhoods disproportionately impacted by inequity, stress, and trauma. A defining feature is programming shaped by residents. Rather than introducing predetermined activities, SAFE engages residents in naming the issues they want to address, the topics they want to explore, and the healing practices that feel most meaningful. This keeps programming culturally relevant, community-driven, and grounded in neighborhood voice.

The initiative includes three core components. Weekly SAFE Community Care Circles, facilitated by Certified Peer Specialists and Parent Peer Specialists, offer safe spaces for residents to explore identity, trauma, stress, and relationships. SAFE provides trained facilitation and structure, while residents determine themes through listening sessions and continual feedback. One-on-one peer support helps participants develop wellness plans, coping tools, relapse-prevention strategies, and approaches for navigating exposure to violence or instability. A Parent and Family Peer Support track assists caregivers navigating systems such as child welfare, juvenile justice, or education, helping them strengthen communication, reduce conflict, and reinforce family-based protective factors.

Monthly SAFE Community Care Extended Sessions such as story-sharing gatherings, art or mindfulness workshops, or community walks are shaped by resident input. These activities build belonging, reduce isolation, and strengthen intergenerational connection. Evaluation is built into the model through feedback loops, attendance tracking, and wellness surveys, allowing the program to evolve based on community-identified needs rather than organizational assumptions.

SAFE aligns with PHMDC's Mental Health funding priority by offering accessible, neighborhood-based mental health support where formal services may be limited or stigmatized. Peer-led circles and individualized supports help residents process trauma and strengthen emotional regulation and coping skills, key protective factors

associated with reduced violence risk. The initiative also complements PHMDC's Violence Prevention Unit by grounding healing within neighborhood networks and coordinating with organizations funded in the Child/Youth, Teen, and Adult Engagement categories. SAFE will ensure smooth cross-referrals, continuity of care, and a resident-guided ecosystem of services that reflects community priorities.

PHMDC's Violence Prevention Roadmap stresses that violence is preventable when trauma, inequity, and disconnection are addressed through strong relationships, belonging, and engagement. SAFE advances these goals by pairing trauma-responsive peer support with resident-led, neighborhood-centered programming. Circles and family supports cultivate trust and model healthy relationships, while resident-shaped activities strengthen neighborhood identity and resilience.

Local data underscore the urgency of this work. Nearly half of Dane County adults have been directly or indirectly affected by gun violence, and firearm-related deaths average nearly forty per year, most linked to suicide, highlighting the connection between trauma exposure and unmet mental health needs. Research consistently shows that peer-led, culturally responsive, community-driven interventions improve engagement, strengthen emotional regulation, and reduce violence risk.

Sondercove Foundation brings extensive experience delivering peer-led, trauma-informed, culturally responsive services throughout Dane County. With a foundation in lived experience and a commitment to healing-centered community care, Sondercove is well positioned to partner with PHMDC's Violence Prevention Unit and contribute to a coordinated, resident-led neighborhood network that promotes safety, wellbeing, and long-term violence prevention.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

The SAFE Neighborhood Wellness Initiative will serve an estimated 80 unduplicated residents across Kennedy Heights, Parks Cedar, Harmony Grandview, and Madison Estates during the 2026 project period. This includes adults, parents and caregivers, teens, and older youth who participate in Community Care Circles, one-on-one peer support, and neighborhood wellness activities shaped in partnership with residents. Participation estimates reflect staffing capacity, anticipated circle frequency, and referrals from organizations funded under other engagement categories.

Outreach and engagement efforts will rely on strategies that meet residents where they already gather while establishing consistent opportunities for them to guide program direction. SAFE staff will collaborate with community centers, resident leaders, onsite property management, school liaisons, and violence prevention partners to host listening sessions and introductory wellness conversations within each neighborhood. These sessions allow residents to identify priority topics, preferred formats, and the types of supports they want available. Door-to-door outreach, flyering in high-traffic locations, pop-up engagement tables, and presence at existing community activities will continue throughout the year to ensure residents have opportunities to enroll, provide feedback, and shape programming. A low-barrier referral process, supported by PHMDC's Violence Prevention Unit and other funded organizations, will help residents move easily between youth, teen, adult, or mental health supports based on their needs.

All SAFE activities are designed to be culturally relevant and affirming. Sondercove Wellness was founded on lived experience and serves communities often marginalized or underserved by traditional systems. Staff identities reflect the cultural, racial, and linguistic backgrounds of the populations in these neighborhoods, and services are grounded in practices rooted in cultural humility, trauma-informed care, and community-defined healing. Because residents help guide themes and approaches, programming naturally reflects the cultural norms, communication styles, and lived realities of Black, Latine, immigrant, and system-impacted families. Storytelling, identity exploration, and intergenerational dialogue remain central components, while content and facilitation methods adapt continually based on resident feedback.

Language access will be provided through bilingual staff, interpretation supports, and translated materials. SAFE employs bilingual peer specialists and partners with trusted interpreters when additional languages are needed. Flyers, consent forms, and wellness tools will be available in English and Spanish at minimum, with other

languages added as neighborhoods identify them. Interpretation will be offered during Community Care Circles and individual sessions to ensure all residents can participate fully. Through these approaches, the SAFE Initiative remains accessible, culturally grounded, and deeply connected to the residents in the four priority communities.

C. IMPLEMENTATION

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.	January 2026	Dominique Christian, Founder & Executive Director & Lead Peer Specialist, Quinnteria Spates	Launch outreach in all four neighborhoods; conduct listening sessions with residents to identify priorities, barriers, and preferred program formats.
B.	February 2026	Program Manager (to be assigned internally), Parent Peer Specialist, Rebecca Friday	Analyze resident feedback; refine initial program structure and themes for Community Care Circles and family supports based on resident-identified needs.
C.	March 2026	Program Manager, Peer Specialists, Dominique Christian	Finalize program design; develop circle curriculum outlines, engagement activities, and extended session concepts shaped by resident input.
D.	April 2026	Program Manager, Peer Support Team, Community Liaison, Marlisha Wilbourn	Begin Community Care Circles and one-on-one peer support; initiate ongoing resident feedback loops to continuously refine programming.
E.	May 2026	Program Manager, Evaluation Lead, Sakara Wages	Launch monthly extended sessions; activate ongoing evaluation tools (attendance tracking, surveys, listening circles); make program adjustments based on resident feedback.
F.			

G.			
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D. PROGRAM OBJECTIVES AND EVALUATION

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 use 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	By December 2026, at least 70% of SAFE programming themes, circle topics, and extended session activities will be selected or influenced by residents through listening sessions, surveys, and ongoing feedback loops.	Resident feedback forms; listening session notes; quarterly review logs	Documentation showing ≥70% of activities directly reflect resident-identified priorities.
Objective 2	By December 2026, SAFE will engage at least 80 unduplicated residents across the four neighborhoods through Community Care Circles, one-on-one peer support, and extended sessions.	Program attendance sheets; referral logs	≥80 unduplicated residents reached across Kennedy Heights, Parks Cedar, Harmony Grandview, and Madison Estates.
Objective 3	By December 2026, at least 75% of participants will report improved emotional regulation, coping skills, or feelings of connection, as measured by pre/post wellness	Pre/post wellness surveys; participant self-report; circle reflection notes	≥75% participants reporting improved wellness indicators related to emotional regulation, coping, or connection.

	surveys and circle reflections.		
Objective 4	By December 2026, SAFE will establish and maintain cross-referral pathways with at least three Violence Prevention-funded partners (Child/Youth, Teen, Adult Engagement categories), ensuring coordinated services based on resident needs.	Partner referral logs; communication records; quarterly coordination check-ins	Active collaboration with ≥3 partners and documented cross-referrals supporting holistic, resident-guided care.

E. PARTNERSHIPS AND COLLABORATION

- **Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.**
- **Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.**
- **Please complete this table below regarding program collaboration with community partners**

The SAFE Neighborhood Wellness Initiative is built on consistent communication, collaboration, and shared accountability with Public Health Madison & Dane County's Violence Prevention staff. Because the initiative is resident-led, ongoing coordination with Violence Prevention staff is essential to ensure alignment with PHMDC priorities, responsiveness to emerging neighborhood needs, and integration with the broader violence prevention ecosystem. Sondercove will establish a structured communication plan that includes monthly check-in meetings, standing email updates, and real-time communication channels for time-sensitive needs. These monthly meetings will include updates on outreach progress, themes emerging from resident listening sessions, shifts in program design requested by residents, and any neighborhood-specific concerns that may require joint problem-solving. Violence Prevention staff will also be invited to attend early listening sessions and periodic circles to observe programming, offer insight, and participate in relationship-building with residents when appropriate. Sondercove will share attendance data, feedback summaries, and evaluation findings throughout the year to ensure mutual understanding of trends and to adjust programming collaboratively. This communication approach ensures PHMDC staff remain informed partners—not only in compliance, but in supporting the ongoing evolution of a resident-guided program.

Sondercove will also engage in meaningful collaboration with other organizations across Madison and Dane County, particularly those funded in the Child/Youth Engagement, Teen Engagement, and Adult Engagement categories of the Violence Prevention Grant. Because SAFE focuses on mental health and emotional wellbeing, strong partnerships with organizations supporting youth activities, mentoring, education, workforce development, and community cohesion are essential to creating a full continuum of neighborhood supports. Sondercove will participate in all coordination meetings convened by PHMDC, maintain shared referral pathways, and use warm handoffs to connect residents with services that complement their mental health needs. For example, when caregivers identify a need for youth engagement opportunities, SAFE staff will directly connect families to the appropriate partner organization rather than simply offering a list of resources. Likewise, SAFE will accept referrals from partners who identify mental health or emotional support needs among their participants.

A key element of collaboration will be joint participation in resident listening sessions. Instead of organizations working in isolation, Sondercove will encourage partners to attend these sessions so residents can articulate their needs across program types. This ensures the ecosystem of violence prevention programming is shaped not only by funder priorities but also by the lived experiences of the people most affected. When residents express needs that fall outside of mental health, such as after-school engagement, mentorship, employment readiness, or adult

- Designation of Confidential and Proprietary Information (If applicable)
- [Fiscal Agent Form \(If applicable\)](#)

[EIN33-2763677 SONDERCOVEFOUNDATION INC 501c3](#)

Filename: EIN33-2763677_SONDERCOVEFOUNDATION_INC 501c3.pdf Size: 322.0 kB

Application: 0000000171

Christine Benedict - info@girlsontherunscwi.org
Violence Prevention Grant Program

Summary

ID: 0000000171

Last submitted: Nov 14 2025 08:42 AM (CST)

SECTION 1: GENERAL INFORMATION

Completed - Nov 12 2025

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

Girls on the Run of South Central Wisconsin

Fiscal Agent (If Applicable)

(No response)

EIN:

11-3732108

Organization Address:

901 Deming Way Suite 11 Madison, WI 53717

Contact Person:

Christine Benedict

Contact Email:

christine.benedict@girlsontherun.org

Contact Phone Number:

608-831-4687

Program Information

Program Name:

Free Girls on the Run Positive Youth Development Programming

Program Category

Child/Youth Engagement

Please Select Service Area

City of Madison

Total Amount Requested:

\$ 8000

Brief Summary of your Program:

**150 Words Limit*

Girls on the Run (GOTR) is a girl-centered afterschool empowerment program for 3rd-8th grade youth that uses movement and dynamic discussions to build social, emotional, and physical skills inspiring healthy habits for life. Our 9-week/30-hour wellness programming directly addresses the social and community context social determinant of health by building sustainable social and community support. Supporting the physical and psychosocial health of youth in our community and helping them to develop tools to support their holistic wellbeing as they grow into contributing members of society, especially young girls from underserved backgrounds, is critical to addressing and eliminating health disparities in Madison/Dane County. GOTR would use these resources to fully support and underwrite Girls on the Run program participation for 40 youth from the Kennedy Heights, Parks Cedar, Harmony, and Madison Estate communities in 2026.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 14 2025

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

Program Description

In 2026, Girls on the Run will provide free programming to 40 girls in grades 3 through 8 from the Kennedy Heights, Parks Cedar, Harmony, and Madison Estates neighborhoods. Participants will be referred through Public Health Madison and Dane County's Violence Prevention unit. Each girl will be guaranteed a space at a nearby program site such as her school or a local community center. Teams of about 15 participants will meet twice weekly for nine weeks, for about 30 hours of direct programming.

The Girls on the Run curriculum is research-based and delivered in three parts. In Part One, participants identify personal strengths and learn to recognize emotions as comfortable or uncomfortable rather than good or bad. In Part Two, they build strategies to manage strong emotions such as anger or jealousy and to communicate effectively. In Part Three, they explore empathy, community connection, and responsible decision-making. Each 90-minute session includes at least 45 minutes of physical activity and concludes with a celebratory, noncompetitive 5K event that reinforces confidence and goal. Coaches are trained adult mentors from neighborhood schools and community centers who emphasize inclusion, empathy, and physical activity.

Specific Needs in the Target Community

The 2024 Dane County Youth Assessment highlights persistent disparities in health and well-being among girls, transgender or nonbinary youth, youth of color, and those from lower income households. Among seventh and eighth graders, 8 percent reported being forced into sexual activity, 12 percent seriously considered suicide, and 23 percent felt sad or hopeless almost every day for two weeks or more. Over 26 percent reported racial discrimination. These findings show the urgent need for preventive, strengths-based programs that help young people manage emotions, build belonging, and develop resilience. Neighborhoods such as Kennedy Heights, Parks Cedar, Harmony, and Madison Estates face higher rates of trauma and fewer safe after-school options. This project will directly reach girls who face a higher risk of violence or victimization.

Innovative Approach to Violence Prevention

This program uses Girls on the Run as a proactive tool for violence prevention. By combining physical activity with social and emotional skill development, participants strengthen self-regulation, empathy, and communication. Movement supports mental health while coaching relationships promote self-worth, peer support, and connection. Girls who feel valued and confident are less likely to engage in or tolerate aggressive behavior. The partnership

with the Violence Prevention unit connects participants to additional community-based supports.

Equity Integration

Equity is central to the program. Registration, transportation, uniforms, and materials will be provided at no cost.

Coaches will reflect the racial and cultural diversity of participants and receive training in culturally responsive mentorship. The curriculum centers racial equity, inclusive identity development, and access across gender identities and income levels. Lessons address accepting differences, advocacy, using one's voice, and belonging.

Research, Best Practices, and Program Design

Girls on the Run is evidence-based. Research from the Positive Youth Development Lab at the University of Minnesota found that 97 percent of participants learned essential life skills such as emotion management and conflict resolution. The program aligns with the Search Institute's Developmental Assets Framework, which links strong relationships and self-esteem to reduced risk behaviors. Combined with local data showing elevated stress, discrimination, and exposure to violence among girls, this program offers a well-supported, timely, and effective prevention strategy.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

Girls on the Run will deliver free, wellness-focused afterschool programming to approximately 40 girls from four high-need neighborhoods in 2026. Participants will be identified through referral partnerships with Public Health Madison and Dane County, as well as through school and community-based outreach. The program is designed to build confidence, resilience, and connection by combining physical activity, social-emotional learning, and mentorship. Each 9-week season will culminate in a 5K event that celebrates goal setting, teamwork, and achievement.

Our outreach and engagement strategy centers on building trust and accessibility. Girls on the Run staff will collaborate with schools, community centers, and family advocates to identify eligible participants. We will host in-person information sessions for families at familiar neighborhood sites and share materials through schools and social service partners. By including caregivers early in the process, we strengthen understanding of program benefits and help ensure consistent participation. Program staff and mentor coaches will also attend local events and community gatherings to share information and recruit volunteers from within the neighborhoods served.

To ensure all activities are culturally relevant, Girls on the Run's national curriculum and local implementation both reflect a strong commitment to inclusion and equity. Lessons include opportunities for participants to explore their individual strengths and cultural identities while learning to appreciate the perspectives and traditions of others. Training for mentor coaches includes strategies for creating belonging, using inclusive language, and responding to cultural differences with respect and empathy. Our organization actively recruits mentor coaches who reflect the racial, cultural, and linguistic diversity of the communities we serve.

Language access is an essential component of engagement and inclusion. All program materials, registration forms, and family communications are available in English, Spanish, and French. When families speak additional languages, we coordinate translation or interpretation services to ensure clear communication. Program updates and event information are also shared through multiple channels, including email, printed flyers, and personal outreach from bilingual staff and volunteers.

By removing cost barriers, recruiting diverse mentors, and ensuring full language access, Girls on the Run creates

an environment where every participant feels seen, supported, and valued. Through this holistic approach, we help build stronger families, safer neighborhoods, and a more connected Dane County community.

C. IMPLEMENTATION

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.	February, 2026	Kimi Duke, Programming Coordinator	Connect with Violence Prevention Unit to seek referrals
B.	March, 2026	Kimi Duke, Programming Coordinator	Process Program Registration for Spring Programming
C.	April-May, 2026	Kimi Duke, Programming Coordinator	Spring 2026 Programming
D.	May, 2026	Christine Benedict, Executive Director	Spring 2026 Culminating 5K Run/Walk
E.	August, 2026	Kimi Duke, Programming Coordinator	Connect with Violence Prevention Unit to seek referrals
F.	September, 2026	Kimi Duke, Programming Coordinator	Process Program Registration for Fall Programming
G.	September-November, 2026	Christine Benedict, Executive Director	Fall 2026 Programming and Culminating 5K Run/Walk

D. PROGRAM OBJECTIVES AND EVALUATION

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 use 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	40 participants that have been referred by the Violence Prevention Team will receive free Girls on the Run programming in 2026	Number of individuals reached	Number of participants served matches goal of 40 referrals from the Violence Prevention Team
Objective 2	Caregivers indicate increased participant confidence levels	Stakeholder Survey	85% of caregivers indicate increased confidence levels for participants
Objective 3	Participants indicate that they feel like they belong at Girls on the Run	Stakeholder Survey	90% of participants indicate that they felt like they belonged at Girls on the Run
Objective 4			

E. PARTNERSHIPS AND COLLABORATION

- **Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.**
- **Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.**
- **Please complete this table below regarding program collaboration with community partners**

Girls on the Run plans to partner closely with the Public Health Madison and Dane County Violence Prevention Coalition to support program implementation whenever possible. Our Executive Director, Christine Benedict, currently serves on the Dane County Youth Commission and has attended every Violence Prevention Coalition meeting over the past year. This involvement has strengthened our understanding of community priorities and has helped us align Girls on the Run programming with countywide prevention goals. We welcome the opportunity to continue participating in Coalition meetings and to contribute to shared learning across initiatives. We also plan to collaborate directly with the Violence Prevention Team to understand the unique needs of the individual apartment complexes included in this project. These conversations will help us tailor outreach, adjust program supports, and ensure that our services respond to the lived experiences of youth and families in each community. If helpful, we are also ready to bring optional adult programming to the apartment complexes to support caregiver engagement and family well-being.

Girls on the Run collaborates meaningfully with organizations throughout Madison and Dane County to deliver high-quality, accessible programming. While the Madison Metropolitan School District is listed as a primary partner, our reach extends across nearly every school district in the county. We coordinate with administrators, social workers, and family engagement teams to design schedules that fit each school day, align with district calendars, and meet the needs of students and families. Schools often partner with us to provide healthy snacks, to store shoes for participants who need them, and to host special program components such as our Community Impact Project and Practice 5K. These practices ensure that each site receives a program experience that reflects its culture and community strengths.

Our school partners consistently describe Girls on the Run as a valuable resource that strengthens their learning environments. They report increases in student confidence, stronger peer relationships, and notable improvements in school engagement. Mendota Elementary, for example, has shared that Girls on the Run helps scholars build friendships, feel a greater sense of belonging, and become positive role models within the school community. Administrators often tell us that our hands-on support, including onsite shoe fitting and family communication, reduces barriers for participation and enhances student success.

Through these collaborative practices, Girls on the Run builds lasting relationships with schools, community organizations, and prevention partners. These connections strengthen our shared efforts to support youth well-being and contribute to safer and more connected neighborhoods in Madison and Dane County.

Summary

ID: 0000000157
Last submitted: Nov 13 2025 05:07 PM (CST)

SECTION 1: GENERAL INFORMATION

Completed - Nov 12 2025

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

Kennedy Heights Neighbourhood Association

Fiscal Agent (If Applicable)

(No response)

EIN:

39-1519846

Organization Address:

199 Kennedy Heights Madison WI 53704

Contact Person:

Elsa Caetano

Contact Email:

director@khcommunitycenter.org

Contact Phone Number:

608-244-0767

Program Information

Program Name:

Violence Prevention Grant Program

Program Category

Teen Engagement

Please Select Service Area

City of Madison

Total Amount Requested:

\$ 95,000

Brief Summary of your Program:

**150 Words Limit*

The Building Resilient & Peaceful Communities initiative is a late-night teen engagement program designed to reduce youth violence, build conflict resolution skills, and strengthen community belonging on Madison's North Side.

Operating Thursdays (5–8 PM) and Fridays/Saturdays (6 PM–12 AM), the program offers a safe, supervised environment where middle and high school students can connect, learn, and grow.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 12 2025

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

Core Activities

Conflict Resolution & Leadership Training: A structured curriculum teaching nonviolent communication, emotional regulation, and restorative problem-solving. Each participant receives a \$300 stipend upon completion.

Recreational & Social Engagement: Safe, youth-led activities such as sports at Warner Park, movie and game nights, creative workshops (paint nights, open mics), and "safe parties."

Community-Building Circles: Weekly facilitated conversations on respect, safety, and accountability.

As a culminating celebration, the program will conclude with a collaborative mural project designed and painted by youth participants.

The program will serve approximately 60 youth annually, supported by a Teen Program Coordinator (\$26/hour) and a Teen Program Assistant (\$20/hour), both working 20 hours weekly.

This project directly addresses the "Prevention Services and Activities: Building Community & Stabilization (Youth)" category by:

Providing safe evening spaces in a neighborhood where most community-based programming ends by 8 PM and 12 AM two days of the week.

Reducing isolation and exposure to violence by offering meaningful engagement during high-risk hours for youth (identified by Public Health Madison & Dane County).

Building protective factors through mentoring, belonging, and youth leadership opportunities.

Creating pathways to resilience that connect teens to caring adults, peers, and community partners in positive, structured environments.

The program is intentionally designed to disrupt cycles of disengagement and mistrust that contribute to youth conflict and neighborhood tension.

Addressing Root Causes of Violence & Supporting Protective Factors

KHCC's approach recognizes that youth violence is rarely about "bad behavior"—it stems from unaddressed trauma, lack of opportunity, and absence of safe, affirming spaces.

This program addresses root causes through:

Social-Emotional Skill Development: Teaching self-awareness, empathy, and nonviolent communication to replace reactive behaviors with reflective ones.

Positive Peer and Adult Relationships: Staff act as consistent, caring mentors—helping youth rebuild trust with adults and peers.

Cultural Connection: Programming reflects participants' diverse backgrounds and validates their lived experiences.

Access to Basic Needs: By providing meals, transportation, and consistent structure, the program reduces stressors that often lead to conflict.

Protective factors include improved coping skills, greater sense of belonging, stronger family communication, and increased youth leadership.

This initiative integrates evidence-based and evidence-informed models widely recognized in youth development and violence prevention research:

Social-Emotional Learning (SEL) – Shown by the Collaborative for Academic, Social, and Emotional Learning (CASEL) to increase academic achievement, reduce aggression, and enhance well-being.

Restorative Justice Practices (IIRP, 2019) – Proven to reduce school suspensions, improve empathy, and foster accountability in youth.

Nonviolent Communication (Marshall Rosenberg, PhD) – Builds empathy and emotional literacy; KHCC staff have

received direct NVC training.

Public Health Framework for Violence Prevention (CDC, 2022) – Focuses on early intervention, addressing structural inequities, and strengthening protective community bonds.

Over the past three years, KHCC has:

Implemented Nonviolent Communication (NVC) and Restorative Circles with youth and adults.

Collaborated with Public Health Madison & Dane County on monthly community safety meetings and monthly Teen meetings through GRIT/Public Health Connection.

Trained staff through the Kevin Love Fund's mental health curriculum, promoting vulnerability and resilience in young people.

Maintained 100% staff retention for four consecutive years—demonstrating a stable, committed, and compassionate team culture.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

Estimated Number of Individuals Served

The Teen Late Night Program will directly serve approximately 60 middle and high school students annually, with an estimated 8–15 youth participating each night.

Indirectly, through family engagement, community events, and cross-collaboration with nearby complexes such as Ridge Crest, the program will positively impact over 200 residents annually, including parents and younger siblings.

Outreach and Engagement Approach

Our outreach strategy builds on Kennedy Heights Community Center's trusted relationships with families, schools, and partner agencies across Madison's North Side.

Outreach strategies include:

School partnerships: Collaboration with Black Hawk Middle School, Lindbergh Elementary, and MMSD engagement specialists to identify and invite youth who would benefit most.

Resident networks: Word-of-mouth outreach through KHCC families, youth ambassadors, and resident leaders, including Ridge Crest connections.

Community events: Using block parties, food distributions, and monthly safety meetings to promote enrollment.

Social media & text outreach: Sharing information through Facebook, WhatsApp groups, and SMS reminders for accessibility.

Engagement will focus on building trust first—our staff and youth workers maintain consistent, warm presence in the community, making participation feel relational, not transactional.

Cultural Relevance

KHCC's programming is designed by and for the diverse community we serve. Over 80% of our youth identify as

Black, Latine, Asian, or African immigrant, and our staff reflect those same cultures and languages.

To ensure activities are culturally relevant:

We integrate cultural pride through art, lived experiences, and food.

Facilitation methods draw on restorative practices, African-centered pedagogy, and community dialogue circles rather than punitive or top-down approaches.

Youth guide program design through advisory input—ensuring music, activities, and conversations reflect their lived experiences and cultural identities.

Partnerships with local mentors and artists reinforce representation and belonging.

Our focus on mutual respect, shared learning, and cultural affirmation helps youth see themselves as leaders and contributors to a thriving, multicultural community.

Language Access

To ensure full inclusion and accessibility:

KHCC staff collectively speak English, Spanish and have access to resident volunteer who is fluent in Hmong and Laotian, allowing for natural communication with multilingual families.

All outreach materials and registration forms are translated in Spanish and Hmong as needs arise.

Interpretation support is available during key events.

Language access is treated not as a compliance issue, but as part of our core value of dignity and inclusion.

C. IMPLEMENTATION

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.	January–March 2026	Subcontractors and Center Staff	Program Planning & Staff Training Phase Completed - Recruit and onboard Teen Program Coordinator and Assistant. Conduct staff training on conflict transformation, restorative practices, and youth conflict resolution. Finalize late-night program design, activity calendar, safety procedures, and partnership logistics with Public Health, Madison Schools, and local law enforcement. Begin targeted outreach to youth (ages 12–18) from Kennedy Heights and Ridge Crest communities.
B.	April–June 2026	Program Coordinator and Assistant	Pilot Implementation & Youth Conflict Resolution Training Completed - Launch the Teen Late Night Program with weekly sessions on Thursdays (5–8 PM) and Fridays/Saturdays (6 PM–12 AM). Deliver core conflict resolution workshops integrating evidence-based practices such as Nonviolent Communication (NVC) and social-emotional learning (SEL). Provide dinner and snacks at each session. Offer a \$300 stipend for

			youth who complete the training. Begin concurrent recreational and enrichment activities—sports at Warner Park, art, music, movie nights, and community-building events.
C.	July–September 2026	Local Artist and staff	<p>Community Art Mural & Reflection Phase</p> <p>Completed - Collaborate with local artists to design and paint the “Mural of Peace & Belonging” as a culminating community art project. Host a youth-led showcase and community gathering to celebrate the mural unveiling and program achievements. Conduct post-program surveys, focus groups, and evaluation. Review lessons learned, adjust program structure, and plan for ongoing sessions into late 2026 and beyond.</p>
D.	<p>The Building Resilient & Peaceful Communities: Teen Late Night Program will be implemented over a nine-month period, beginning with intensive staff preparation, followed by a pilot phase emphasizing youth leadership and restorative practice, and culminating in a community art project that symbolizes transformation and connection. Each milestone builds</p>		

	progressively— strengthening protective factors, promoting youth engagement during high- risk evening hours, and fostering a sense of belonging through creative collaboration. The timeline ensures that both program outcomes and community relationships are developed sustainably and with measurable impact.		
E.			
F.			
G.			

D. PROGRAM OBJECTIVES AND EVALUATION

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 use 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	1. Strengthen youth emotional regulation and conflict resolution skills.	Pre- and post-program surveys using validated SEL and NVC scales.	At least 80% of participating youth report increased confidence in resolving conflicts peacefully and using positive communication.
Objective 2	Increase youth engagement in safe evening activities.	Attendance logs and participation tracking.	60 youth enrolled annually with an average 70% weekly attendance rate, reflecting consistent engagement and reduced idle time during high-risk hours.
Objective 3	oster stronger relationships between youth and caring adults.	Focus groups, reflection journals, and post-program surveys.	75% of youth participants report feeling more supported and connected to positive adult mentors at KHCC.
Objective 4	Promote sense of safety and belonging among teens. 5. Build youth leadership through completion of	Participant satisfaction surveys and “I feel safe” perception scales. 5. Completion tracking and	85% of youth indicate feeling safer and more included within KHCC and the community by program’s end.

	conflict transformation training.	stipend disbursement records.	5. 100% of youth completing training earn their \$300 stipend; at least 10 graduates take on mentorship or peer-leader roles.
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E. PARTNERSHIPS AND COLLABORATION

- **Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.**
- **Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.**
- **Please complete this table below regarding program collaboration with community partners**

Kennedy Heights Community Center (KHCC) will maintain regular, transparent, and reciprocal communication with the City of Madison's Violence Prevention staff through monthly coordination meetings, shared reporting, and collaborative problem-solving.

Our Executive Director and Teen Program Coordinator will serve as primary points of contact, attending quarterly check-ins hosted by Violence Prevention staff and contributing to citywide coalition efforts.

KHCC will share data, program updates, and outcome stories to ensure alignment with the city's violence prevention goals. We will also participate in community safety planning sessions, ensure KHCC's programs reflect the city's framework, and invite Violence Prevention representatives to attend youth sessions and community dialogues for feedback and visibility.

By maintaining this consistent communication loop, KHCC helps strengthen Madison's overall ecosystem of violence prevention — ensuring strategies are coordinated, evidence-informed, and community-driven.

Collaboration is central to KHCC's work. We partner with organizations across Dane County that share our commitment to safety, belonging, and youth development.

Our key collaborations include:

Public Health Madison & Dane County: Co-hosting monthly Community Conversations on Safety and sharing data on community well-being and youth engagement.

Madison Metropolitan School District (MMSD) — particularly Black Hawk Middle School and Lindbergh Elementary: Joint support for youth referrals, restorative conversations, and behavioral support coordination.

Mosaic: Providing restorative justice and conflict transformation training for youth and families.

Ridge Crest Apartments Management: Exploring a Resident Advisory Committee model to align safety goals across neighboring communities.

Local organizations such as CORE/MPD, Dane County Parks, Wheels for Winners, Madison Food Pantry

Gardens, Rooted and Summit Credit Union: Supporting youth activities, nutrition programs, and financial literacy workshops.

These collaborations ensure a wraparound approach, where prevention, education, and access to opportunity intersect to strengthen community safety and resilience.

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	Mosaic	Abha Thakkar	Yes	Leads staff training on Conflict Transformation restorative practices, and targeted workshops workshops on self emotional regulation, and conflict transformation.
Community Partner #2	Greater Madison Wisconsin Conscious Communication Communities of Practice	Mary Kay Reinemann	No	Will train KHCC Staff to lead Middle and high school students on engaging in social-emotional learning, civil discourse, and restorative circles at KHCC and in partnership with Black Hawk Middle School (MMSD). This track is the cornerstone of the primary prevention effort. It will consist of weekly Social-Emotional Learning (SEL) and Nonviolent Communication (NVC) circles
Community Partner #3	Black Hawk Middle School	Community Engagement Coordinator	No	Refers students, shares aggregate attendance/behavioral data, and supports

Fiscal Agent (If Applicable)

(No response)

EIN:

04-3766268

Organization Address:

6602 Grand Teton Plaza

Contact Person:

Jeanne F Erickson

Contact Email:

jeanne.todaynottomorrow@gmail.com

Contact Phone Number:

608-770-2049

Program Information

Program Name:

Place Matters: Family Support Services

Program Category

Child/Youth Engagement

Please Select Service Area

City of Madison

Total Amount Requested:

\$ 49,500

Brief Summary of your Program:

**150 Words Limit*

The 2018 United Nations Report “Violence Prevention Must Start in Early Childhood” addresses the Agenda 2030 for Sustainable Development vision and recognizes the crucial role played by early childhood development in creating peaceful and prosperous societies. The report realizes the right of every child to grow up in a safe, nurturing environment through two specific targets. The second target highlights our program: “Ensure all children have access to quality early childhood development, care and pre-primary education.”

Place Matters: Family Support Services supports, promotes, and provides the tools to create these environments for infants/toddlers through age 4, in the family unit and also in neighborhoods and comm-Unity. By offering concrete supports (diapers, wipes, toiletries, etc.) through Project Babies Baby Closets; and emotional supports from age appropriate brain-based play times; Play, Learn, Grow! Interactive parent/caregiver educational sessions and varied support groups in the designated communities, advances will be made in violence prevention.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 14 2025

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

Place Matters: Family Support Services is entrenched in the principles and lens of early childhood brain development. Embracing the philosophy that "Place Matters" allows for meeting the individuals and families where they are, and creating safe spaces for them. TNT currently provides concrete supports for the Harmony and Kennedy Heights neighborhoods and is excited to expand those to include emotional supports. Each neighborhood will have at least monthly Project Babies Baby Closets and pop-up clothing giveaways. During these times, items for imaginative play are available for infants through age 4. Organized age appropriate play groups will be held at least twice monthly. Interactive educational sessions will be held quarterly. From these scheduled gathers and activities, it is anticipated that support groups will organically develop. The Over The Rainbow Family Resource Center will be a site for activities open to all 4 neighborhoods.

Brain-based parent/caregiver interactive educational sessions will be held highlighting behaviors; child development and parenting skills.

The program category of Place Matters: Family Support Services is child/youth engagement. While we recognize the extreme importance of youth after school programming and activities, the importance of early childhood brain development cannot be forgotten or dismissed. As an infant and toddler grow in age and development, their brains are shaped by external factors and experiences. Those synaptic connections, positive or negative are hardwired and will carry them through their lifespan. Programs and activities that focus on positive factors and awareness of positive development will reduce and eliminate the negative impacts of stress and serve as violence prevention. Concrete supports reduce the financial stressors which will reduce and eliminate violence and trauma against children.

The 2018 United Nations Report "Violence Prevention Must Start in Early Childhood" addresses the Agenda 2030 for Sustainable Development vision and recognizes the crucial role played by early childhood development in creating peaceful and prosperous societies. The report realizes the right of every child to grow up in a safe, nurturing environment through two specific targets. The second target highlights our program: "Ensure all children have access to quality early childhood development, care and pre-primary education."

Place Matters: Family Support Services supports, promotes, and provides the tools to create these environments

for infants/toddlers through age 4, in the family unit and also in neighborhoods and community. By offering concrete supports (diapers, wipes, toiletries, etc.) through Project Babies Baby Closets; and emotional supports from age appropriate brain-based play times; Play, Learn, Grow! Interactive parent/caregiver educational sessions and varied support groups in the designated communities, advances will be made in violence prevention

The Director of Operations of TNT and the community outreach and engagement director have combined approximately 30 years of experience working in community and with neighborhoods from a strength based approach. The Director of Operations has been an early childhood brain development specialist since 1987, has written curriculum trained over 3000 professionals and spoken nationally on EC brain development. All programs of Place Matters and the Over the Rainbow Family Resource Center are brain based.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

• We are anticipating that we will reach a minimum of 25 individuals monthly for each of the 4 neighborhoods. Many of these will be duplicated as the grant period progresses. We are anticipating that we will reach a combined minimum of 400 unduplicated individuals.

• Today Not Tomorrow, has a successful community outreach and engagement process and plan, through the current community presence and programming. We believe in investing in the community, and to do so we provide incentives for community members to attend activities, such as the Play, Learn, Grow! Sessions, and also for select community members to assist with the outreach, by passing flyers, and personal word of mouth invitations. We will also use social media tools, (Facebook, Etc.) but also texting programs to spread the visibility of the activities.

*TNT will use the services of translators for spoken language, and on written materials, designed for the needs of each of the 4 communities.

C. IMPLEMENTATION

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.	January, 2026	Jeanne F Ericson(JFE), Director	Neighborhood meeting leaders and locations
B.	March 2026	Jeanne F Erickson, Director	Schedules of activties proposed
C.	April 2026	LaTrease Hibbler, (LH)Community outreaach and engagement Coordinator	Outreach and engagement for schedules
D.	May 2026	JFE & LH	Implementation of activities
E.	August 2026	JEanne F Erickson	Impact of Toxic Stress
F.			
G.			

D. PROGRAM OBJECTIVES AND EVALUATION

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 use 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	Concrete supports will be provided	Data will be kept on number of participants in each neighborhood	Participants in Baby Closets will be recurring at least 90%
Objective 2	A minimum of 20 individuals will participate in Age Appropriate play times	Self satisfaction surveys, written and oral will be used. Data will be kept on participant numbers and ages of children	Return participation will be at 90%. Participants will report positive experiences.
Objective 3	Play, LearnGrow Sessions will have a minimum of 15 participants per session	Pre and post surveys will be used as well as self-satisfaction surveys.	85% of participants will provide positive feedback and will present a change in behaviours within the family units
Objective 4			

E. PARTNERSHIPS AND COLLABORATION

- **Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.**
- **Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.**
- **Please complete this table below regarding program collaboration with community partners**

** Today Not Tomorrow (TNT) Will begin communication with VP Staff with a meet and greet at the Over The Rainbow Family Resource Center, so they are aware of the main offices for the programs. In addition an open invitation will be extended for a site visit at the neighborhood locations. TNT will provide staff, with flyers, program announcements ,etc of all activities. On programming such as the brain development sessions on the Impact of Stress, the VP Staff will be invited to attend, but also assist with outreach to the other grantees. TNT will assure all required documentation is completed, and in addition will provide updated quarterly schedules.

*TNT believes that an organization or individual can not work alone to truly achieve comm-Unity. To successfully collaborate with other organizations it is necessary to understand their work and priorities and be sure they understand those of TNT. An open line of Communication is the key to a successful collaboration. A clear and precise work plan will be created and shared for each area, so representatives of collaborative partners can access whenever needed. In addition regular face to face conversations will be held. Most importantly, TNT will be flexible and fluid to the ideas and needs of the organizations we will be collaborating with.

Organization Address:

1400 E Washington Ave, Suite 227. Madison, WI 53703

Contact Person:

Robin Dalton

Contact Email:

rdalton@endabusewi.org

Contact Phone Number:

608-256-1015

Program Information

Program Name:

RISE Law Center of End Domestic Abuse WI, Violence Prevention through Legal Representation

Program Category

Adult Engagement

Please Select Service Area

Both

Total Amount Requested:

\$ 75,000

Brief Summary of your Program:

**150 Words Limit*

We aim to increase safety, stability, and long-term economic security for residents of Kennedy Heights, Parks Cedar, Harmony, and Madison Estates by providing trauma-informed, culturally humble legal workshops, consultations, and representation in restraining order, family law, and immigration matters. Legal support directly strengthens financial outcomes for survivors: obtaining employment authorization enables stable income; securing child and family support ensures consistent financial resources; and workplace-related protective orders safeguard survivors' ability to remain employed. Our training programs for domestic violence advocates and community agencies will reinforce these efforts by expanding accurate legal knowledge and strengthening referral pathways.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 14 2025

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

End Domestic Abuse Wisconsin ("End Abuse"), through its project RISE (Refugees and Immigrants Seeking Empowerment) Law Center ("RISE") provides services to survivors of violence and uses a holistic advocacy approach for survivors seeking critical legal protections to move to a place of self-sufficiency. The scope of our programming includes the pro bono provision of legal services, centering immigrant and refugee survivors of violence, in family law, immigration matters, and protective orders, to residents in the Kennedy Heights, Parks Cedar, Harmony, and Madison Estates communities.

Our activities will include direct legal services and outreach within the target communities, using multilingual signage and partnering with local organizations to advertise free services for survivors. At these workshops, RISE staff will provide legal information, identify legal needs, and offer follow-up legal support. We will enter representation agreements for family law, restraining order, and immigration cases as appropriate. We plan to reach at least 24 residents through workshops and provide full consultations for at least 8 cases, including filing a minimum of three Employment Authorization Document applications.

Programming is designed to address root causes of violence and strengthen protective factors by increasing safety, stability, and economic opportunity. RISE's representation in family law, restraining order, and immigration matters helps remove legal barriers that limit employment and household income. Family law orders that protect parents and children support parents' ability to work outside the home, while child support ensures basic needs are met. Restraining orders protect survivors from abuse or harassment, enabling safer participation in the workforce. Filing Employment Authorization Document petitions allows immigrants to access lawful employment, and screening for humanitarian petitions (U, T, or VAWA self-petitions) provides pathways to lawful permanent residence and stability. By addressing safety, legal, and financial barriers, families can fully participate in their communities, which in turn decreases risks of violence.

Our approach is informed by social science research and best practices showing that increasing civil legal protection reduces violence and promotes economic mobility, producing ripple effects across families, schools, and communities. Unlike in the criminal justice system, those engaging with the civil justice, including immigration, system have no right to legal representation. Thus, survivors and in particular survivors with lower income or less

access to financial supports are most likely to attempt navigation of these complex systems alone. The 2022 Legal Service Corporation Justice Gap Report supports our experience: 75% of low-income Midwestern households faced one or more civil legal problems in the past year, and 92% received no or insufficient legal help. Families report civil legal problems have substantial impacts on their lives, including mental and physical health, safety, and finances.

RISE's programming provides targeted, trauma-informed, and culturally responsive legal support to address these inequities and strengthen protective factors for survivors and their families. RISE has represented crime victim survivors in family law, restraining order, and immigration cases for over two decades. 85% of clients at RISE are immigrants and refugees. Our organization focuses on responsive, culturally humble service delivery to empower survivors and support communities. We have successfully provided targeted legal representation based on grant priorities to communities including Afghan immigrants, lawful permanent residents, and rural survivors of sexual violence. Our experience executing these grants has informed our best practices for reaching target communities where they are to ensure access to our services.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

This grant will support services to a minimum of 24 individuals through legal workshops, individualized consultations, and ongoing representation, with the expectation that outreach will allow us to reach well above 24 residents in Kennedy Heights, Park Cedar, Harmony, and Madison Estates. Workshops often generate a “snowball effect,” as participants schedule follow-up consultations and refer friends and family. From these connections, we will prioritize at least 8 survivors for in-depth representation, including filing at least 3 immigration applications for employment authorization. Legal staff will provide legal education locally and directly residents of these neighborhoods as well as indirectly to programs serving survivors.

Outreach and engagement will be community-centered. We will post multilingual signage in high-traffic neighborhood locations highlighting the availability of free workshops and consultations. Culturally attuned social media content will be developed, and shared with allied community partners, and we will leverage existing collaborations with advocates. Our efforts will target the unique composition of each community: Kennedy Heights hosts a large North and East African diaspora, a long-standing Hmong community, and a growing Afghan population; Harmony has strong African and Latinx immigrant populations; Park Cedar is home to a sizable Latinx community; and Madison Estates includes Latino, African diaspora, and Middle Eastern families. Several immigrant survivors from these communities are current clients.

Cultural humility is central to our approach, including integrating clients’ cultural norms and religious practices into representation. Staff routinely schedule appointments around religious observances and research cultural practices related to marriage, vaccines, and financial support. We center clients as experts of their own experiences to ensure their priorities guide our legal strategies. RISE was founded and has consistently been led by women of color whose backgrounds reflect those of the communities we serve.

Language access is ensured through our bilingual team of whom 83% of the direct service team is bilingual, as well as through trusted interpreters and translators. This structure allows us to provide accessible consultations, workshops, and representation in the languages spoken across the four target communities, ensuring survivors and families can fully understand and participate in legal processes.

Through these integrated strategies, RISE not only removes legal barriers and increases access to employment

and family support but also promotes safety, stability, and long-term community engagement for immigrant and survivor populations.

C. IMPLEMENTATION

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.	February 2026	Robin Dalton, Director of Legal Services Elizabeth Díaz, Outreach & Client Services Specialist Kelsey Mullins, Associate Attorney	Establish community contacts for providing signage and determining locations to host legal clinics
B.	March & April 2026	Elizabeth Díaz, Outreach & Client Services Specialist Kelsey Mullins, Associate Attorney Kari Niesen-LaScala, Staff Attorney Grace O'Meara, Staff Attorney	Legal Workshop at Community 1, connect with at least 6 residents & Provide training to community-based organizations about legal protections available for the target communities
C.	May 2026	Elizabeth Díaz, Outreach & Client Services Specialist Abigail Lezama-Duran, Bilingual Legal Assistant Kelsey Mullins, Associate Attorney Grace O'Meara, Staff Attorney	Legal Workshop at Community 2, connect with 12+ (cumulative) residents
D.	June 2026	Hannah Ferry, Associate Attorney Samantha Guzman, Associate Attorney Elizabeth Díaz, Outreach & Client Services Specialist	Provide legal consultation in 4 cases
E.	July 2026	Elizabeth Díaz, Outreach & Client Services Specialist Abigail Lezama-Duran, Bilingual Legal Assistant Kelsey Mullins, Associate Attorney Kari LaScala, Staff Attorney	Legal Workshop at Community 3, connect with 18+ (cumulative) residents
F.	September 2026	Elizabeth Díaz, Outreach & Client Services Specialist Abigail Lezama-	Legal Workshop at Community 4, connect with 24+ (cumulative) residents

		Duran, Bilingual Legal Assistant Kelsey Mullins, Associate Attorney Grace O'Meara, Staff Attorney	
G.	November 2026	Hannah Ferry, Associate Attorney Elizabeth Díaz, Outreach & Client Services Specialist Samantha Guzman, Associate Attorney	Provide legal consultation in 8 (cumulative) cases

D. PROGRAM OBJECTIVES AND EVALUATION

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 use 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	Increase knowledge of community-based organizations serving the target communities.	Survey	Survey respondents will show increased confidence in their knowledge of legal protections available to survivors of violence.
Objective 2	Provide legal workshops to 24 residents of the target community.	24 individuals served	24 individuals reached.
Objective 3	Provide 8 legal consultations to residents of the target community.	8 individuals served	8 individuals reached
Objective 4	File 3 applications for Employment Authorization Documents for residents of the target communities.	3 individuals served and 3 applications filed	3 individuals reached; receipt notices indicating successful pending application filed.

E. PARTNERSHIPS AND COLLABORATION

- **Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.**
- **Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.**
- **Please complete this table below regarding program collaboration with community partners**

RISE has provided legal services in Dane County for over 20 years, during which time we have built strong, collaborative relationships with domestic violence agencies, legal services providers, immigrant support organizations, and community-based programs serving immigrant and refugee survivors of domestic and sexual violence. We routinely uplift, share, and participate in events and services hosted by these agencies, strengthening connections across the county and ensuring coordinated support for survivors. Under this award, we are committed to maintaining consistent communication and partnership with Violence Prevention Staff, including participating in regular meetings, workgroups, and coordinated responses as needed. This ongoing dialogue will ensure alignment of services, timely referral pathways, and a shared understanding of the needs of survivors in the neighborhoods targeted by this grant.

Meaningful collaboration with other organizations in Madison and Dane County will continue to be central to our work. While no formal MOUs are proposed under this award, RISE has a history of collaboration with several agencies under prior grant programs, and we maintain strong co-collaborative relationships with aligned partners. We actively connect with other programs serving survivors to share resources, exchange best practices, and identify opportunities for joint service delivery. This collaborative approach ensures survivors in Kennedy Heights, Park Cedar, Harmony, and Madison Estates have access to a network of culturally responsive services, including legal, social, and community-based supports. We are enthusiastic about leveraging these connections and working closely with Violence Prevention Staff to best support the neighborhoods under this award, ensuring that survivors receive holistic, coordinated care.

SECTION 1: GENERAL INFORMATION

Completed - Nov 14 2025

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

Freedom, Inc.

Fiscal Agent (If Applicable)

N/A

EIN:

43-2023570

Organization Address:

2110 Luann Ln

Contact Person:

Zon Moua

Contact Email:

zmoua@freedom-inc.org

Contact Phone Number:

608-716-3842

Program Information

Program Name:

Free To Be: Family Strengthening Project

Program Category

Mental Health

Please Select Service Area

Both

Total Amount Requested:

\$ 200,000

Brief Summary of your Program:

**150 Words Limit*

The Free to Be project will provide comprehensive victim-survivor-centered DV/SA wrap-around direct services and advocacy, culturally age-specific group programming, and leadership development for self-sufficiency to Black and Southeast Asian, primarily Hmong, Queer, Trans, Intersex (QTI), women, girls/children in the Madison and Dane County Area. We offer wrap-around direct services (including case management, court support, immigration/refugee support, legal advocacy, and crisis intervention/prevention).

FI has a 20+ year proven track record of providing holistic and trauma -informed services and programs that met the hyper-specialized needs of victims and survivors within Black, Hmong, and QTI+ communities. We face the complex cultural and systemic obstacles our clients struggle with head on, focused on a holistic approach to victim services that seeks to support the whole person and their safety network, rather than zero in on their victimhood or circumstances.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 14 2025

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

This funding will be used to support Freedom, Inc's (FI) survivor-centered domestic violence/sexual assault (DVSA) direct services to meet the needs of Black, Southeast Asian, QTI, women, and teen victims and survivors, as well as their families/children. We offer wrap-around direct services (including case management, court support, immigration/refugee support, legal advocacy, and crisis intervention/prevention), cultural programming, and leadership development for survivors and victims. Our holistic services are hyper-specialized to meet the needs of the most impacted.

Our gender-based violence prevention and intervention (GBV) programs are modeled after our Theory of Change Leadership Model, which is deeply rooted in moving victims of violence into survivors, then to being community leaders in preventing and interrupting existing systems of GBV. Additionally, our leadership model informs our hiring process, which reflects our mission to build power among the most impacted members of the Black, SEA, QTI, and youth victim/survivor communities.

We are intentional about meeting the immediate safety needs of DVSA victims and providing life-saving services and advocacy. Victims need goal-oriented case management and 1:1 assistance that provides some form of immediate relief and stabilization from the crisis they are experiencing. Our ultimate goal is to support clients through their transformation from victim to survivor and, eventually, to develop them into community leaders and advocates.

In 2026, FI will continue to provide our existing services and programming, as well as expand our spaces for QTI folks and women to form connections beyond their cultural groups. We have plans to expand our leadership development pathway by offering additional training, hiring, and support opportunities for cultural education/healing and mass engagement to intentionally develop all of the core leadership skills of our members, according to their identified priorities. Throughout the next year, we plan to develop 65 youth (middle through hs

age youth, 11 - 18), 20 Black and Hmong adult/elder, 5 Black and SEA QTI adult/elder.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

Our staff is made up of 100% Black and Southeast Asian women and QTI+ folx, a reflection of the communities we serve. Our direct services ensure that victims and survivors of gender-based violence receive comprehensive and culturally specific care. We tailor our services to meet the age, language, and cultural needs of community members. Queer/Trans, immigrant, and refugee populations especially face heightened risk of domestic and interpersonal violence and come to us with intersecting (often unmet) needs around housing and financial stability, food, and legal support, among others. In addition to our support groups, the Love Closet, provides clothing, hygiene supplies, and a shower for QTI folks surviving homelessness, amongst other victimizations. The Love Closet expects to provide 20 QTI members with new gender-affirming items that transgender and gender-expansive community members may not be able to access elsewhere. These life-saving efforts reduce everyday stressors for families and create pathways toward stability. We see over 250 program members a month. At full capacity, we expect to see twice this amount, as programs are operating at half capacity, due to funding and staff restrictions. Our advocates have over 200 open cases with clients, and we expect to increase that number by hiring additional support staff.

Program members are recruited after they've engaged with FI as a client or recommended by a family member already engaged in a program. One of our advocates or programs staff members will also reach out to conduct an initial intake. We then follow up to provide an individualized plan of action and provide further support and information. Oftentimes, clients and/or members will share with us other services and resources that they are seeking or in need of. This feedback gives us a better understanding of our organizational, programmatic, and critical community needs. Many of the clients and members who come through are referred by other local agencies or by other community members who were or are currently involved with FI to come capacity.

We notify our community partners which include domestic violence and sexual assault programs, food centers, community centers, healing centers, and other religious sites, homeless advocacy services, youth and QTI+ service providers. Our website and social media accounts share information regarding our services and contact information. We share this information at our organizational events where allies and potential members of our

agency can come and learn more about our work.

C. IMPLEMENTATION

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.	Monthly (February 2026 to December 2026)	Hope Vang, Gender Justice Director & Cecelia Thao, Gender Justice Coordinator, TBD Support StaffMilcah Rimmer, Youth Justice Manager; Ariel Merritt Youth Justice Coordinator, Mt Yanf Youth Justice Coordinator	Cultural programs are Conducted at this time: Cultural meal Kits will be distributed each month, leaders will be identified and developed to facilitated future program meetings
B.	Ongoing daily (February 2026 to December 2026)	Hope Vang, Gender Justice Director; Cecelia Thao, Gender Justice Coordinator; & Joyce Hall, Gender Justice Advocate, TBD Support Staff(s)	1:1 case management 25 Hmong and 25 Black individuals 35 individuals will receive at least 2 DV/SA services 30 will report feeling safer
C.	February 2026	Hope Vang, Gender Justice Director;& Joyce Hall, Gender Justice Advocate	Still We Rise: Black Survivors' Banquet event takes place (intergenerational event held for Black women, QTI+, and youth survivors of violence) Launch Pre Black Youth Survivors' Convening 100 victims and survivors will attend event 25 children will attend
D.	April 2026 to May 2026	Milcah Rimmer, Youth Justice Manager	Summer Programing (Books and Breakfast/Youth Leadership Camp): youth members are recruited 25 Teens and children will attend 10 group sessions 15 will receive at least 2 direct services 15 will

			report feeling less isolated and more connected
E.	Twice a week (June 2026 to August 2026)	Milcah Rimmer, Youth Justice Manager; and Youth Intern	Books and Breakfast/Youth Leadership Camp are conducted throughout this time. 25 Teens and children will attend 10 group sessions 15 will receive at least 2 direct services 10 will report feeling less isolated and more connected
F.			
G.			

D. PROGRAM OBJECTIVES AND EVALUATION

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 use 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	Sustain programs for QTI+, Black, Hmong, SEA/African immigrants/refugees to provide direct services to meet the immediate needs/service gaps of sexual violence victims/survivors in targeted communities of color.	Retain and train staff (Black/Hmong/SEA/African) who will document each sexual violence survivor who accesses services. Intake forms, surveys, sign-in sheets. The record created will include demographic information cultural background, along with information about secondary impacted individuals (children/partners/family members)	At least 110 (55 Black, 55 SEA Hmong) new sexual violence victims/survivors and their families (secondary impact 300 children/partners/family members) will participate culturally relevant bi-weekly programming
Objective 2	Provide linguistic/culturally specific sexual violence services (support groups, counseling, treatment) that reach targeted communities of color (Black/Hmong/SEA/African) in Madison, WI and surrounding areas.	Program coordinators will complete monthly reviews of cases to document the services that program participants have accessed, including referrals for mental wellness treatment to	At least 50% of the 110 persons will receive referrals for at least 1 of these services: mental wellness treatment, healing, or counseling, or support group gatherings.

		partnering groups/organizations.	
Objective 3	Provide intergenerational opportunities for engagement to help women and young adults/children build support and learn from each other.	justice advocates will meet with the sexual assault program coordinator to review all of the cases from the programs and make an assessment of how the programs are meeting their goals with the following targets: 50% served within the first 6 months of the program's start. 100% served within the year.	Hold at least three intergenerational activities targeting 15-30 attendees per event for each culturally specific group.
Objective 4			

E. PARTNERSHIPS AND COLLABORATION

- Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.
- Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.
- Please complete this table below regarding program collaboration with community partners

FI works with several national and local partners and coalitions to ensure work alignment and best practices and build gender-based anti-violence networks for our communities of victims and survivors, youth survivors, and their families. We believe that these partnerships and relationships will help our services and programs successfully achieve our outcomes and keep our victims and survivors safe. At the state and local level. For example, representatives from FI sit on Public Health's Violence Prevention Workgroup, to develop, expand, and refine best practices in services, programs, and opportunities that best serve our diverse communities.

ID: 0000000158

Last submitted: Nov 11 2025 04:09 PM (CST)

SECTION 1: GENERAL INFORMATION

Completed - Nov 11 2025

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

Literacy Network

Fiscal Agent (If Applicable)

(No response)

EIN:

51-0180488

Organization Address:

701 Dane St. Madison WI 53713

Contact Person:

Autumn Jackson

Contact Email:

autumn@litnetwork.org

Contact Phone Number:

608-999-4124

Program Information

Program Name:

Literacy for a Thriving Community

Program Category

Adult Engagement

Please Select Service Area

Both

Total Amount Requested:

\$ 40000

Brief Summary of your Program:

**150 Words Limit*

Literacy Network provides free classes and personalized tutoring for Dane County adults who want to improve their English, reading, and writing skills to reach their goals. Literacy for a Thriving Community includes language and literacy classes and tutoring sessions to support adults advancing skills so that they can access new education and employment opportunities.

Adult education is an impactful way to address the root causes of violence. Education equips adults with the skills they need for better employment opportunities (thereby reducing the economic pressures that may lead to crises and violence), fosters critical thinking skills, encourages positive parenting and involvement in children's academics, reduces social isolation, and connects and empowers marginalized individuals and communities. Literacy Network's programs empower individuals so that they can reach their own goals and get on pathways out of poverty. Their participation strengthens their lives and leads to a safer and more stable community.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 11 2025

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

An adult's literacy level is linked to economic mobility, social connectedness, and health outcomes. Education opportunities empower community members and open doors to new opportunities. With the support of a Violence Prevention Grant, our ongoing Literacy for a Thriving Community project will serve at least 400 adults in 2026. Participants will improve their language and literacy skills so they can progress toward their personal goals, which include better employment and wages, healthier families, and personal enrichment.

Adult education is directly linked to household income, individual and family well-being, community connectedness, family health, and children's educational success. The National Assessment of Adult Literacy has found that the lower an individual's literacy skills are, the more likely they are to live in poverty. Adult education is a catalyst for economic mobility and social improvement; a benchmark study shows that adults who participate in 100+ hours of education programs increase their annual incomes over time by an average of nearly \$10,000 more than those who don't participate. Parental education is also key to engagement in children's education. Literacy Network's programs have a holistic, multigenerational positive impact. Our programs also reduce social isolation and provide an opportunity for participants with communication barriers to form meaningful connections. Our students often tell us about the importance of belonging, and report that they experience an increased sense of connection and social acceptance in programs. In our 2025 student survey, comments included: "I love the community;" "[I like] the connections I make with others;" and "Literacy Network is a good place that feels like being at home, like being part of something good (belonging)."

We will hold at least 12 classes per semester, with capacity for 25 participants per class, and at least 10 group tutoring sessions, with capacity for 8 participants per session. Programming is offered once or twice a week, with each semester lasting 12 to 15 weeks. We offer English classes across at least five levels. All tutoring lessons are individually tailored to meet the needs of our students who are advancing their English or basic literacy skills. We offer programs at the most-requested times; participant input not only informs program curricula, but helps us determine schedules, locations, and formats. This grant will provide funding for three semesters (one year) of programming; the funds will be used to support instructional and staff time over the course of the year for two of these classes and one tutoring session.

Typically, more than half of participants in a semester re-enroll to continue their studies into the next semester. We support our adult students in continuing enrollment for multiple semesters or even years, as research shows that it

takes at least 100 hours of study to advance one language or literacy level. Given the lack of educational opportunities many of our students previously faced – and the fact that they are now studying 2 to 3 hours each week as they also juggle employment and family responsibilities – most have a long path ahead to make up for missed years of schooling. Participants go on to succeed in the workforce, transition into higher education, participate more confidently in the community, and support their families. By building their English language, basic literacy, employability, and study skills, they transform their lives and help shape a more stable community.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

Literacy Network serves adults in Dane County who have goals related to literacy, language, citizenship, and high school completion. Each year, we work with more than 1,500 adults from communities disproportionately impacted by poverty and systemic inequities. Literacy for a Thriving Community will serve at least 400 people in 2026. Our agency serves adults with diverse backgrounds; last year, our students came from 88 countries. About 90% of program participants in Literacy for A Thriving Community are English-language-learning immigrants or refugees, while 10% are native or high-level English speakers with literacy and digital skill goals. Over 90% identify as BIPOC, and around two-thirds are women. About half of participants are parents to school-age children.

Most Literacy Network students learn about us through word-of-mouth, a testament to the strong programs we deliver. Other participants are referred via local partner organizations. Occasionally, we promote programs on local news outlets relevant to our students (e.g. La Movida radio). Literacy Network is also active on Facebook, Instagram, and YouTube (the most-used social media outlets among our learning community, according to student surveys). The demand for programming is at an all-time high, with waitlists for classes and tutoring sessions, and as such we are not planning to add outreach strategies in the coming year. We will also offer programming at the Reindahl Imagination Center when it opens in 2026; we have been involved in a partnership conversation since the early planning stages of the new library.

The communities listed in the RFP are high-need communities where many of our students already live. For example, of all participants in the program in 2025, 32% reside in the Parks Cedar area (by zip code), about 10% in the Madison Estates area (with 12% more in adjacent neighborhoods), and 11% in the Kennedy Heights area. Language access is at the center of what Literacy Network does; our programs empower participants with the English and literacy skills needed to navigate life in Dane County. All staff are trained to use Plain English, (a language form accessible to speakers of any first language). Many of our staff are also multilingual; current staff include speakers of Spanish, Arabic, Persian (Farsi), French, Dutch, Mandarin, and Portuguese. Staff are trained to ensure that curricula are culturally- and individually-relevant, and we provide holistic wraparound services, including referrals and advising, to ensure that students have everything they need to succeed.

C. IMPLEMENTATION

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.	January 2026	English language instructors (various); Student Services staff (various); Bex Fabrizio, Director of ESL Group Instruction; Leanne Chan, Director of ESL Tutoring; Laura Hametta, Essential Literacy Program Manager	Conduct spring semester enrollment to place new and ongoing participants in classes appropriate to their level or tutoring sessions that fit their schedules. Begin spring semester.
B.	May 2026	English language instructors (various); Student Services staff (various); Bex Fabrizio, Director of ESL Group Instruction; Leanne Chan, Director of ESL Tutoring; Laura Hametta, Essential Literacy Program Manager	Conduct end-of-semester surveys to assess impact of spring semester instruction. Conduct summer semester enrollment. Begin summer semester.
C.	August 2026	English language instructors (various); Student Services staff (various); Bex Fabrizio, Director of ESL Group Instruction; Leanne Chan, Director of ESL Tutoring; Laura Hametta, Essential Literacy Program Manager	Conduct end-of-semester surveys to assess impact of summer semester instruction.
D.	September 2026	English language instructors (various); Student Services staff (various); Bex Fabrizio, Director of ESL Group Instruction; Leanne Chan, Director of ESL Tutoring; Laura Hametta, Essential Literacy Program Manager	Conduct fall semester enrollment; begin fall semester.

E.	December 2026	English language instructors (various); Student Services staff (various); Bex Fabrizio, Director of ESL Group Instruction; Leanne Chan, Director of ESL Tutoring; Laura Hametta, Essential Literacy Program Manager	Conduct end-of-semester surveys to assess impact of fall semester instruction. Assess year-end results.
F.			
G.			

D. PROGRAM OBJECTIVES AND EVALUATION

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 use 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	enroll adults in English and literacy classes and tutoring and serve them with individualized instruction.	Number of participants reached; enrollment and attendance records.	At least 400 adults will be served in the program over the year.
Objective 2	As they advance their skills, participants master literacy or communication competencies that help them reach the goals they have set.	One-on-one interviews with students, conducted by staff and/or tutors at program intake, semester re-enrollment, and/or program exit. Instructors and tutors also assess individual progress and report competency mastery to staff each semester.	At least 85% of participants will master a language or literacy competency that is relevant to their personal goals.
Objective 3	Participants will maintain their employment or improve their employment as fits their goals through a new job, promotion, or raise.	One-on-one interviews with students, conducted by staff and/or tutors at program intake, semester re-enrollment, and/or program exit.	At least 85% of program participants will maintain or improve their employment.

E. PARTNERSHIPS AND COLLABORATION

- **Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.**
- **Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.**
- **Please complete this table below regarding program collaboration with community partners**

Literacy Network develops and maintains program partnerships to create a strong support network for participants and make the most of our community's resources. Most Literacy for a Thriving Community classes and tutoring sessions are offered on-site at our learning center in the heart of South Madison. However, we also leverage strong partnerships with local organizations to offer programs at locations around the community, reaching more community members. Current program hosts include Good Shepherd Lutheran Church, Madison College Goodman South Campus, and Vera Court Neighborhood Center, all of which are near one of the identified neighborhoods in the RFP, as well as Lussier Community Education Center. We also offer virtual class sections to meet our learning community's demand and help participants mitigate barriers to in-person participation, which include transportation, childcare, or cultural discomfort.

We also maintain programmatic partnerships with a wide variety of area organizations including Madison College, Centro, Urban League, Latino Academy, Just Dane, YWCA, local libraries, and schools throughout Dane County. Additionally, Literacy Network maintains an extensive referral network to connect participants with community resources. Our staff conduct regular needs surveys with all participants at least twice a year to understand challenges and barriers they may face. Each time a need is expressed, we follow up with a warm referral to essential area resources, including to organizations offering support with housing, jobs, childcare, transportation, healthcare, mental health, food assistance, legal services, and basic supplies.

As a recipient of a PHMDC grant, Literacy Network would be glad to collaborate with additional partner agencies to create a richer support network for our participants, and to receive referrals to our classes from other agencies in the coalition.

Our agency manages more than 20 grants per year, many of which include partnership components; Literacy Network is skilled in maintaining consistent and productive conversations with grantors such as PHMDC. We track program and student data in a secure cloud-based database which allows us to quickly generate impact reports, and we regularly invite students to share their success stories – allowing Literacy Network to provide both quantitative and qualitative data to grant partners.

As we have not yet confirmed 2026 partnerships for the Literacy for a Thriving Community classes and tutoring sessions, we did not complete the table below. However, we would be happy to provide more information on programmatic partnerships once they are secured if awarded a grant.

SECTION 1: GENERAL INFORMATION

Completed - Nov 14 2025

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

My Process Inc

Fiscal Agent (If Applicable)

(No response)

EIN:

27-0431521

Organization Address:

P.O. Box 7221

Contact Person:

Roderquita Moore

Contact Email:

rkmw20@gmail.com

Contact Phone Number:

404-849-9178

Program Information

Program Name:

Eastside Hands-On STEM Activities and Mentorship.

Program Category

Teen Engagement

Please Select Service Area

Both

Total Amount Requested:

\$ 50000

Brief Summary of your Program:

****150 Words Limit***

This proposal seeks to address youth violence and social disconnection in our community by providing hands-on, interactive STEM (Science, Technology, Engineering, Mathematics) activities. The program aims to engage youth in meaningful, professional pursuits that build skills, strengthen community ties, and reduce violent behaviors by promoting protective factors and reducing risk factors.

SECTION 2: PROGRAM INFORMATION

Incomplete

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- Scope of the program's services and activities
- Specific details on how your project meets the needs of selected program category
- Details on how your project incorporates elements that address root causes of violence, including support protective factors.
- Any relevant data, research, best practices and/or evidence-based practices that inform the programs design
- Provide details on experience providing the proposed project

(No response)

B. SERVICE AREA AND TARGET POPULATION

- Provide an estimate of the number of individuals your program can reach
- Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?
- Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve
- Describe how language access will be ensured for your program

(No response)

C. IMPLEMENTATION

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.			
B.			
C.			
D.			
E.			
F.			
G.			

D. PROGRAM OBJECTIVES AND EVALUATION

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			
Objective 2			
Objective 3			
Objective 4			

E. PARTNERSHIPS AND COLLABORATION

- Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.
- Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.
- Please complete this table below regarding program collaboration with community partners

(No response)

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

Tehmina Islam

Fiscal Agent (If Applicable)

(No response)

EIN:

332420232

Organization Address:

1213 N Sherman Ave. #297

Contact Person:

Tehmina Islam

Contact Email:

tehminal@harambeedoulacare.org

Contact Phone Number:

608-445-5385

Program Information

Program Name:

Pathways to Support and Sustainability

Program Category

Mental Health

Please Select Service Area

Dane County (Refers to areas outside of the city of Madison)

Total Amount Requested:

\$ 99,425

Brief Summary of your Program:

**150 Words Limit*

Our Support and Sustainability program will reach out to communities outlined in the Grant Application (Kennedy Heights, Parks Cedar, Harmony, and Madison Estates) to provide pregnancy doula services. Research shows that doula support can reduce anxiety and stress while also empowering clients to advocate for themselves and high quality medical care.

We plan to provide sister circle groups for mothers and parents looking for connection and facilitated dad groups to include mental health conversations. These support groups help equip parents with coping skills, psychosocial support, and improve parenting strategies.

We have learned through the years of service that housing instability is impacting our communities and increasing vulnerabilities and violence. Our program aims to provide rental assistance for pregnant individuals the last month of pregnancy, the month of delivery, and the first month postpartum to help create stable families and environments where parents and their newborns can thrive and bond.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 10 2025

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

Harambee will provide doula support for anyone requesting services during the childbearing year. Doula support includes at least three prenatal home visits, labor and birth support, and three postpartum home visits, along with ongoing phone and text support to residents and clients. The National Institutes of Health has published research indicating that trained doulas

when sharing culture, language, and lived experiences of their clients are able to better identify perinatal mental health problems and assist clients in engaging in perinatal mental health treatments and support. Doulas also provide a sense of physical and emotional safety, reducing stress related to experiences of discrimination in health care, and amplify the voice of the pregnant person.

Harambee will host facilitated monthly support groups for parents to join in person and remotely to increase accessibility. The location of these groups will vary from the four outlined communities in addition to hosting at our office on Grand Teton Plaza. These parent groups will last an hour and 15 minutes and will be an opportunity for families to connect with each other and discuss a topic relevant to parenting. We hope to include ten parents per month either in person or virtually. Parent support groups reduce violence and improve mental health by decreasing parental stress and isolation, promoting positive coping mechanisms, and increasing social support networks. Research shows these groups help parents develop better communication skills, use non-violent discipline, and strengthen the parent-child relationship.

Harambee will also provide ten expectant parents working with a Harambee doula with rental assistance stipends the month before they are due, the month they are due, and the month after they give birth to provide some financial stress reduction and mental health buffer as expectant parents don't often get paid time off to bond with their newborn. Research shows that rental assistance can lead to less anxiety and increased housing stability during a time of deep transition for expectant families.

Our codirectors and doulas have decades of knowledge and experience working with low-income families, BIPOC families, and families who are extremely vulnerable in our county. Our services have resulted in less preterm birth, higher birth weight, increased bonding, and increased breastfeeding rates compared to families who are not

working with a doula. Please see attached our Q3 Impact Report for more information.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

We estimate providing doula services for ten clients in the service areas during a fiscal year after significant outreach has been made. We intend to create flyers for families and help table at community and resident health fairs and events to inform residents of our services and this program. If funded, we intend to facilitate monthly parent groups that have at least ten parents included per month, in-person and virtually. Rental assistance will be provided for at least ten families who are concurrently working with a doula.

Our doulas, staff, and co-directors represent diverse backgrounds of ethnicity and race, and provide culturally relevant and culturally humble care. Harambee is also set up with Language Line if language access is required for any interactions with residents. We will also solicit feedback from community residents and participants to consistently pivot and adapt to local needs.

C. IMPLEMENTATION

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.	January 2026	Chandra Lewis, Director of Doula Services	Create outreach materials and establish timeline for tabling at community and neighborhood events
B.	February 2026	Uchenna Jones, Director of Education and Programming	Create and start to facilitate monthly parent groups and relevant topics
C.	March 2026	Tehmina Islam, Director of Clinical Services	Assist expectant parents in enrolling for doula services
D.	April 2026	Tehmina Islam, Director of Clinical Services	Work with landlords to assist with rental assistance stipends
E.	Jan-Dec 2026	Chandra Lewis & Tehmina Islam	Connect doulas with clients, track services rendered and outcomes
F.	June 2026	Uchenna Jones	Conduct mid-year surveys of program and whether program is meeting parent needs
G.			

D. PROGRAM OBJECTIVES AND EVALUATION

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 use 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	Provide doula services for ten residents among four targeted communities by December 2026	Number of individuals referred and number of individuals served	At least 15 families referred and 10 families follow through with doula services by December 2026.
Objective 2	Provide monthly virtual and in-person support groups for at least ten expectant parents per month	Client surveys mid-year to evaluate mental health and anxiety, and whether parent groups have reduced anxiety or improved mental health	At least 10 parents join per month for facilitated parent support groups by December 2026
Objective 3	Provide rental assistance to ten families who work with a doula surrounding their birth month	Number of individuals served	At least 10 families receive rental assistance stipends for three months by December 2026
Objective 4			

E. PARTNERSHIPS AND COLLABORATION

- Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.
- Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.
- Please complete this table below regarding program collaboration with community partners

Our staff meet regularly and we communicate effectively for past and current grant programs. We will continue to practice this level of transparent communication with Violence Prevention staff as well.

We have collaborative relationships with Public Health and the Fetal Infant Mortality Review Committee; Today Not Tomorrow Family Resource Center, SSM Health, Dean Health Plan and Medica, and the ASTAC Hypertension Program run by Dr. Kara Hoppe. We will work with these partners to spread the word of our program and invite them to refer patients and clients for services.

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	Today Not Tomorrow	Jeanne Erickson	No	We rent space from Today not Tomorrow and Jeanne may be able to join us in tabling and community events for Project Babies to have baby items, pop up giveaways, etc. to help conduct outreach
Community Partner #2				
Community Partner #3				

SECTION 3: BUDGET PROPOSAL

Completed - Nov 10 2025

Please complete the budget proposal template: [Budget Template](#)

Fiscal Agent (If Applicable)

(No response)

EIN:

39-1422626

Organization Address:

831 E WASHINGTON AVE

Contact Person:

Sara Flynn

Contact Email:

financial@therainbowproject.net

Contact Phone Number:

608-234-1374

Program Information

Program Name:

Strengthening Communities Together (SCT)

Program Category

Mental Health

Please Select Service Area

Both

Total Amount Requested:

\$ 50,000

Brief Summary of your Program:

**150 Words Limit*

The Rainbow Project partners with families and communities to strengthen caregiver mental health and resilience as powerful protective factors against violence. Inspired by CDC research on nurturing family environments, youth skills, and community safety, and building on 40 years of trusted service in Dane County, this program creates safe spaces for caregivers to connect, share, and build coping skills. Modeling successful programs like De Mujer a Mujer and Grandparents and Others as Parents, and responding to the Harmony Apartments shooting, it emphasizes cultural relevance, accessibility, and belonging. Using community assessments, Parent Café circles, and Reflective Practice Sessions for Staff and Partners, the project enhances stakeholders’ protective factors while understanding neighborhood strengths and challenges. Rooted in trauma-informed, equity-driven practice and guided by a mission to promote safe, healthy, and nurturing environments, it advances the Violence Prevention Roadmap by fostering resilience, connection, and healing across Dane County communities.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 14 2025

SECTION 2: PROGRAM INFORMATION
A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

The Rainbow Project (RP) proposes the STRENGTHENING COMMUNITIES TOGETHER (SCT) program, a community-based initiative focused on strengthening caregiver wellbeing, family resilience, and stakeholder preparedness as key protective factors against violence. Building on more than four decades of trauma-informed, family-centered care across Dane County—including work in Kennedy Heights, Allied Drive, and Harmony Apartments communities and partnerships with the Goodman Community Center—this program deepens Rainbow Project's ongoing violence-prevention work. Through needs assessments, caregiver engagement, and reflective practice for community partners, the program reduces stress, fosters connection, and strengthens the systems that help families heal and thrive.

Scope of Services and Activities

The program centers on three interconnected strategies:

1. **Community Needs Assessment:** Rainbow Project will conduct listening sessions and structured interviews with caregivers, neighborhood leaders, and partner agencies to understand community-specific stressors, strengths, and barriers to well-being. Findings will inform the design and facilitation of Parent Café—style circles tailored to each community.
2. **Parent Café—Style Circles:** These guided gatherings will offer safe, inclusive spaces where parents and caregivers can share experiences, learn coping and communication strategies, and strengthen mutual support networks. Each circle will focus on topics such as stress management, emotional regulation, trauma recovery, and positive parenting, integrating mindfulness and self-care practices.
3. **Reflective Practice Sessions for Staff and Partners:** To sustain trauma-informed care across systems, Rainbow Project will facilitate sessions for local service providers, educators, and community staff to build reflective capacity, reduce burnout, and strengthen coordination in responding to family stress and violence risk.

Together, these activities create a cycle of healing and growth—supporting caregivers directly while building the capacity of those who serve them.

Addressing Root Causes and Supporting Protective Factors

This program targets the mental-health and social conditions that underlie community violence, particularly caregiver stress, isolation, and systemic inequities. Research and practice consistently show caregiver well-being and strong family relationships reduce the likelihood of violence and adverse outcomes. By promoting emotional

regulation, connection, and access to resources, Rainbow Project's approach strengthens individual, family, and community resilience. These protective factors directly align with the Violence Prevention Roadmap goals to bolster healing and coordination across Dane County.

Evidence-Based and Best Practices

The SCT program builds on Rainbow Project's long-standing use of evidence-based, trauma-informed, and culturally competent models demonstrated through more than four decades of practice. While models such as Trauma-Informed Child-Parent Psychotherapy (TI-CPP), Trauma-Focused Cognitive Behavioral Therapy (TF-CBT), Protective Factors, and Reflective Supervision inform our clinical work, the program adapts this expertise for community settings by applying core principles—establishing safety, emotional regulation, co-regulation, trauma psychoeducation, and strengths-based engagement—at the group level. Programs such as Bounce Back, CBITS, and Coach's Corner demonstrate Rainbow Project's ability to translate evidence-informed frameworks into skills-building and resilience-promoting supports that address key violence risk factors. The SCT program continues this work by fostering protective factors, social connection, and sustained healing across families and communities, and expand community capacity to prevent violence, reduce trauma impact, and foster long-term safety and resilience.

Experience and Organizational Capacity

RP is a State-Licensed Outpatient Mental Health Clinic with 45 years of experience serving more than 27,000 children and families who have experienced trauma, violence, or loss. Rainbow Project's multidisciplinary team includes licensed therapists, bilingual/bicultural clinicians, and trained facilitators with expertise in early-childhood trauma, domestic and community violence, suicide prevention, and grief support.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

The Rainbow Project will serve caregivers and families living in the four priority communities identified by Public Health Madison & Dane County—Kennedy Heights, Allied Drive, Harmony Apartments, and Madison Estates. These neighborhoods have experienced higher levels of community stress, economic hardship, and exposure to violence, and are home to racially and culturally diverse populations.

Across 2026, Rainbow Project anticipates engaging approximately 60 caregivers and 4-5 community partners (per site) through eight Parent Café–style circles and four reflective-practice sessions. The program will focus on parents and caregivers of young children, with attention to families affected by domestic violence, gun violence, and intergenerational trauma. Participants will be referred through trusted local partners, such as community centers, schools, and housing programs, as well as Rainbow Project’s existing clinical network.

Outreach and Engagement

Rainbow Project has decades of experience building trusted relationships in these communities, including through programs such as FACE, the Early Childhood CORE Program, and Rapid Response. Outreach will leverage those established partnerships to coordinate family-friendly event times, provide onsite childcare, and use culturally familiar locations such as community centers, housing common spaces, and schools. Recruitment will combine warm referrals from partners, targeted flyers and social media, and direct outreach by Rainbow Project clinicians and coordinators who already have relationships in these areas.

To sustain engagement, participants will receive consistent communication, reminder calls, and opportunities to share input on future session topics. Rainbow Project’s trauma-informed approach ensures that sessions remain voluntary, strengths-based, and responsive to participants’ lived experiences.

Cultural Relevance and Language Access

Cultural humility is embedded in Rainbow Project’s mission, values, and staffing practices. Clinicians and facilitators will draw on trauma-informed, family-centered, and culturally responsive methods that reflect each community’s norms and strengths. Materials will be co-developed with input from community partners to ensure relevance and inclusivity.

Rainbow Project maintains bilingual staff and an established process for securing qualified interpreters through local vendors when needed. Written materials will be translated into Spanish, and interpretation will be available for all group sessions upon request. These steps ensure equitable access for caregivers and partners across all four neighborhoods.

Expected Outcomes

This initiative will increase caregiver coping skills, social support, and access to mental-health resources while

improving coordination among local partners serving families. In the long term, it will contribute to reduced caregiver stress and increased resilience—two foundational conditions for preventing violence and fostering safer, healthier communities across Dane County.

C. IMPLEMENTATION

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.	December 2025	Executive Director; Program Coordinator	Finalize community partnership agreements, confirm host sites, and complete program orientation with Violence Prevention staff.
B.	January 2026	Program Coordinator; Lead Therapist	Conduct outreach planning and launch recruitment campaign with community partners across all four neighborhoods.
C.	February–March 2026	Lead Therapist; Clinician	Complete neighborhood-specific needs assessment and refine Parent Café discussion themes based on caregiver input.
D.	April–September 2026	Facilitators; Program Coordinator	Deliver eight Parent Café–style circles (two per neighborhood), providing caregiver engagement, connection, and resource linkage.
E.	May–November 2026	Lead Therapist; Community Partners	Facilitate four quarterly reflective-practice sessions for local staff and partners to support sustainability and shared learning.
F.	October–November 2026	Program Coordinator; Evaluation Consultant	Collect feedback and conduct program evaluation, including caregiver surveys, attendance data, and partner debriefs.
G.	December 2026	Executive Director; Lead Therapist	Collect feedback and conduct program

		evaluation, including caregiver surveys, attendance data, and partner debriefs.
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D. PROGRAM OBJECTIVES AND EVALUATION

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 use 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	Objective 1: By December 2026, RP will engage at least 60 caregivers across four high-need neighborhoods through eight Parent Café–style circles that build peer connection, coping skills, and awareness of local resources.	Attendance logs; participant sign-in sheets; session notes	Minimum of 60 caregivers reached; 75% of participants attend at least two sessions.
Objective 2	Objective 2: By December 2026, at least 80% of caregiver participants will report increased confidence in managing stress and supporting their children's emotional well-being.	Pre/post session surveys using 5-point self-assessment scales	80% of survey respondents indicate improvement (4 or 5 on Likert scale).
Objective 3	Objective 3: RP will facilitate four reflective-practice sessions for approximately 25–30 community partners to strengthen trauma-	Attendance records; qualitative feedback forms	90% of attendees report the sessions were relevant and useful to their work.

	informed collaboration and reduce burnout among providers.		
Objective 4	Objective 4: By December 2026, RP will compile and share an evaluation summary with the Violence Prevention Team outlining participation data, lessons learned, and recommendations for sustainability and system coordination.	End-of-year report; meeting summary with PHMDC	Final report submitted on time; Public Health staff confirm receipt and alignment with Roadmap goals.

E. PARTNERSHIPS AND COLLABORATION

- **Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.**
- **Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.**
- **Please complete this table below regarding program collaboration with community partners**

The Rainbow Project has a long history of effective collaboration with Madison and Dane County partners in advancing trauma-informed prevention, early intervention, and family well-being. As a licensed outpatient clinic with more than four decades of community engagement, Rainbow Project operates within established referral and communication networks that include neighborhood centers, schools, and family support agencies.

Coordination with Violence Prevention Staff

Rainbow Project will maintain consistent and transparent communication with the Violence Prevention team through:

- Quarterly coordination meetings to share updates, review progress toward Roadmap goals, and identify opportunities for alignment.
- Data sharing and reporting in accordance with PHMDC's evaluation framework, including pre/post surveys and participation data.
- Rapid consultation channels (phone and email) for emerging needs in neighborhoods served by both Rainbow Project and the Community Violence Intervention team.
- Joint participation in quarterly Violence Prevention Coalition meetings to exchange lessons learned and strengthen cross-agency capacity.

These structures ensure that program activities remain well-coordinated, responsive to community needs, and fully integrated into the countywide violence-prevention ecosystem.

Community Collaboration

Collaboration is integral to Rainbow Project's service model. For the Strengthening Communities Together program, Rainbow Project will engage local schools, family resource centers, and neighborhood-based organizations to host Parent Café—style circles and recruit caregivers. Partnerships will emphasize shared trust, cultural relevance, and localized outreach.

Discussions with Madison Police Department's Neighborhood Resource and Community Outreach Officers further underscored the program's importance. Officers reported consistent challenges across priority neighborhoods—including rising youth conflict, caregiver stress, and persistent trust and communication barriers—conditions that mirror established risk factors for community violence. They also noted gaps in youth engagement and the need for consistent programming that supports both children and caregivers.

Reflective-practice sessions will include staff from community centers, housing initiatives, and youth-serving programs to enhance cross-sector understanding and reduce provider burnout. Rainbow Project's approach builds

on decades of partnerships through initiatives such as FACE, GORP and the Early Childhood CORE Program, ensuring smooth coordination and mutual accountability.

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				
Community Partner #2				
Community Partner #3				

SECTION 3: BUDGET PROPOSAL

Completed - Nov 14 2025

Please complete the budget proposal template: [Budget Template](#)

Do not attach any other documents for the budget unless specifically asked to do so.

[PHMDC Budget Template kwRVGpD \(2\)](#)

Filename: PHMDC_Budget_Template_kwRVGpD (2).xlsx Size: 19.7 kB

SECTION 4: REQUIRED ATTACHMENTS

Completed - Nov 14 2025

Please submit as attachments with application form, the following documents:

- IRS Determination Letter
- Organizational Budget (For most recent fiscal year)
- Collaborative Agreements or MOUs (If applicable)
- Designation of Confidential and Proprietary Information (If applicable)
- [Fiscal Agent Form \(If applicable\)](#)

[Attachments](#)

Filename: Attachments.pdf Size: 350.6 kB

Application: 0000000181

Tara Wilhelmi - TaraW@eotocps.com
Violence Prevention Grant Program

Summary

ID: 0000000181

SECTION 1: GENERAL INFORMATION

Completed - Nov 19 2025

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

EOTO

Fiscal Agent (If Applicable)

Center for Community Stewardship (C4CS)

EIN:

68-0501459 (C4CS)

Organization Address:

116 N. Few St., Madison, WI 53704

Contact Person:

Tara Wilhelmi

Contact Email:

taraw@eotocps.com

Contact Phone Number:

000-000-0000

Program Information

Program Name:

Mental Health and Community Stabilization

Program Category

Mental Health

Please Select Service Area

Both

Total Amount Requested:

\$ 76,500

Brief Summary of your Program:

**150 Words Limit*

Our program provides a healing-centered Mental Health and Community Stabilization initiative grounded in the H.E.A.R.T. (Healing Ethno And Racial Trauma) model, aligned with Public Health's Violence Prevention strategy. As an established Violence Prevention Network partner, we will expand services in Kennedy Heights, Parks Cedar, Harmony, and Madison Estates by offering weekly on-site mental health support, crisis stabilization, emotional-regulation coaching, and group wellness sessions for adults, parents, and youth. Core activities include men's wellness circles, parent and caregiver groups, stress and grief recovery groups, individualized one-on-one or family stabilization support.

Staff trained alongside the Violence Prevention Unit in the HEART model integrate trauma-responsive and culturally affirming practices that strengthen protective factors and reduce stress. Through our CCS contract with Dane County DHS, eligible residents may access Medicaid-reimbursed behavioral health and peer-support services. The program also includes quarterly community healing events, monthly partner collaboration, and continuity of support.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 14 2025

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

Our program provides a comprehensive, healing-centered mental health and stabilization model grounded in the H.E.A.R.T. (Healing Ethno And Racial Trauma) framework and aligned with Public Health's Violence Prevention priorities. We plan to deliver weekly on-site services in Kennedy Heights, Parks Cedar, Harmony, and Madison Estates, offering accessible mental health support, crisis stabilization, emotional-regulation skills, and group-based wellness sessions for adults, caregivers, and youth. Core services include men's wellness circles, caregiver and parent support groups, stress and grief recovery groups, individualized one-on-one sessions, and family stabilization support.

This program is designed to address root causes of violence by reducing chronic stress, building coping skills, strengthening protective factors, and creating early intervention pathways for individuals experiencing trauma or instability. Staff trained alongside the Violence Prevention Unit in the HEART model integrate trauma-responsive, identity-affirming, and relationship-centered strategies that improve mental health outcomes and decrease risk factors associated with violence. These practices align with public health research showing that consistent support networks, safe spaces for expression, and trauma-responsive approaches reduce isolation, increase emotional regulation, and lower the likelihood of harm.

Program activities are informed by evidence-based and community-endorsed approaches including healing-centered engagement, restorative communication practices, culturally congruent peer support, conflict de-escalation, and community-based wellness strategies. We prioritize belonging, safety, and self-expression as essential components of mental well-being and violence prevention. Our approach is also flexible: our program development and peer-support staff can design support groups, discussion circles, and healing activities tailored to the unique needs of each neighborhood. This adaptability ensures that programming remains responsive, relevant, and informed by resident voice.

Our program is strengthened by our long-standing work with youth and families across systems, including our partnership with MMSD Metro School and the Juvenile Reception Center (JRC). Through our Lyrics & Leaders emotional-intelligence and youth empowerment program, we have gained meaningful insight into youth

experiences, family stressors, and the importance of consistent emotional support. This understanding informs our neighborhood-based approach, ensuring that our wellness groups, parent supports, and stabilization services are responsive to the real challenges families face. While services remain community-based, our experience with system-involved youth helps us design programming that reduces stress, increases coping skills, and promotes stability for residents across all four neighborhoods.

Our CCS (Comprehensive Community Services) contract through Dane County DHS strengthens the program's direct-service behavioral health foundation by allowing Medicaid reimbursement for eligible participants. This support makes one-on-one, family, and group services sustainable through peer support, parent peer support, mentoring, and licensed behavioral health staff. This blended funding model expands capacity and supports continuity of care across behavioral health, community systems, and neighborhood-based services. It also ensures that participants can continue receiving support beyond the scope of this grant, strengthening long-term impact.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

1. Estimate of the number of individuals the program can reach

Based on weekly on-site presence across all four neighborhoods and the capacity of our group and one-on-one services, we estimate serving ****250–325 residents annually**** through direct mental health, stabilization, and wellness supports. This includes approximately 150 residents engaged in group-based services and 100–175 residents engaged in one-on-one or family support sessions. Additional residents will be reached through quarterly community healing events and monthly partner-led engagements, expanding indirect impact to an estimated 500–600 individuals.

2. Approach to outreach and engagement

Our outreach approach prioritizes relationship-building, trust, and consistent presence. We plan to provide weekly scheduled hours where residents know staff will be available for support. Engagement strategies include: tabling and visibility at neighborhood events; partnering with property management, resident councils, and onsite staff; door-to-door introductions; flyers and resource sheets; and leveraging our existing reputation through the Violence Prevention Network. Staff will also coordinate with youth-serving providers, school staff, and local service organizations to identify individuals who may benefit from emotional-regulation coaching, stress recovery groups, or stabilization support. Because our team already works in JRC, schools, and community settings, we are familiar and trusted faces to many families, supporting deeper engagement.

3. Ensuring cultural relevance of activities

Our program is grounded in the H.E.A.R.T. (Healing Ethno And Racial Trauma) model and healing-centered engagement practices co-developed with the Violence Prevention Unit. Staff are trained in trauma-responsive, identity-affirming, and culturally congruent approaches, ensuring that programming respects residents' lived experiences, cultural backgrounds, and community histories. Residents will help shape group topics, identify stressors, and guide content so programming reflects emerging community needs. Our team includes peer specialists, parent peer specialists, and facilitators with lived experience connected to the populations we serve, ensuring activities are relatable, accessible, and rooted in real-world understanding rather than prescriptive service delivery.

4. Language access

Language access will be provided through translated materials, interpreter coordination, and partnerships with

organizations serving multilingual residents. Written outreach materials will be available in **English, Spanish, and Hmong**, with additional languages added based on identified need. For group sessions or one-on-one support requiring interpretation, staff will coordinate with Dane County's CCS-approved interpretation partners or neighborhood-based service organizations. Materials are also designed using plain-language principles to ensure accessibility for residents with varying literacy levels.

C. IMPLEMENTATION

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.	January 2026	Program Director (Tara Wilhelmi)	Finalize neighborhood schedules and weekly availability. Program launch readiness; weekly on-site hours established across all four neighborhoods
B.	Feb 2026	LCSW, CPS, CPPS, Mentor Staff	Direct services initiated, including one-on-one sessions and group programming. Begin weekly on-site mental health support, peer support sessions, and crisis stabilization
C.	Mar 2026	CPS, CPPS, Male Engagement Staff	Group curriculum launched; HEART-informed practices integrated into all sessions. Implement first round of wellness groups (men's wellness, caregiver circles, stress/grief recovery)
D.	Apr 2026	Program Director (Tara Wilhelmi), Mentor Staff	Neighborhood-level community healing event completed, partners engaged. Host first quarterly community healing event.
E.	Monthly, 2026	Program Director (Tara Wilhelmi), Mentor Staff	Ongoing coordination; shared strategies, cross-referrals, and integrated support. Participate in monthly collaboration with

			Violence Prevention Network partners.
F.	Jul 2026	Program Director, Evaluation Support	Mid-year assessment of program participation, engagement, and service delivery. Adjustments implemented as needed.
G.	Dec 2026	Program Director, Evaluation Support	Complete year-end evaluation and prepare final reports

D. PROGRAM OBJECTIVES AND EVALUATION

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 use 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	(Roadmap Goal 4, Objective 3): Strengthen referral systems and coordination among agencies that provide support to victims, perpetrators, and individuals at risk by offering weekly on-site mental health and stabilization services and maintaining active communication with partner agencies.	Referral logs; partner meeting notes; service coordination records.	Improved cross-agency coordination with at least 30 successful referrals and increased resident access to stabilization services.
Objective 2	(Roadmap Goal 2, Objective 3): Support parent–child connectedness by offering caregiver support groups, parent coaching, and peer support sessions that strengthen family communication and emotional stability.	Pre/post caregiver surveys; attendance records; facilitator observations.	At least 70% of participating caregivers report improved communication, reduced stress, and stronger connection with their children.

Objective 3	(Roadmap Goal 3, Objective 1): Build neighborhood capacity by creating accessible weekly supports, men's wellness groups, and community-led healing circles that encourage resident leadership and engagement.	Group attendance sheets; participant feedback forms; neighborhood engagement logs.	Residents demonstrate increased participation in neighborhood programming, with 30% engaging in multiple sessions and 10+ residents taking active leadership roles.
Objective 4	(Roadmap Goal 4, Objective 5): Address service access barriers caused by housing instability by offering flexible, mobile, and neighborhood-based services, ensuring residents can access mental health and support options without transportation or paperwork barriers.	Service access tracking; demographic intake data; participant self-reporting.	At least 120 residents facing housing or financial instability successfully access stabilization or support services.

E. PARTNERSHIPS AND COLLABORATION

- **Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.**
- **Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.**
- **Please complete this table below regarding program collaboration with community partners**

Our agency maintains consistent, structured communication with Violence Prevention Unit staff through regular attendance at quarterly Violence Prevention Coalition meetings, monthly partnership check-ins, and weekly contact as needed. We also coordinate immediately around any emerging concerns identified in the neighborhoods. The Program Director will serve as the primary liaison to PHMDC and will provide timely updates on participation, referrals, service needs, and shifts in community dynamics. All program staff will follow shared communication protocols, including standardized reporting templates, partner feedback loops, and warm-handoff referrals to ensure that Violence Prevention staff are consistently informed and engaged.

Meaningful collaboration with other Madison and Dane County organizations is central to our approach. We will participate actively in monthly partner meetings, co-facilitate community events, and integrate our services with existing programs that support youth, adults, and families. Our role includes offering on-site mental health support, peer support, crisis stabilization, and HEART-aligned healing practices that complement the strengths of partner organizations rather than duplicate their services. We will collaborate with youth-serving agencies, neighborhood centers, housing partners, and culturally specific organizations to ensure residents experience seamless access to coordinated support.

We prioritize transparency, shared problem solving, and accountability. Our team will maintain open communication channels with partners through consistent email updates, phone contact, collaborative planning, and participation in joint training opportunities. When appropriate, we will complete signed MOUs with partner agencies to define roles, responsibilities, referral pathways, and expectations for communication. This collaborative structure ensures residents receive reliable, coordinated, and culturally responsive support across all four neighborhoods while keeping the Violence Prevention Unit informed about progress, challenges, and emerging needs.

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

Seein' is Believin'

Fiscal Agent (If Applicable)

Center for Community Stewardship

EIN:

68-0501459

Organization Address:

6580 Monona Drive

Contact Person:

Prenicia E Clifton

Contact Email:

info@seein-is-believin.com

Contact Phone Number:

816-309-9300

Program Information

Program Name:

The Peace Within Project: Healing Hearts, Strengthening Futures with Seein' is Believin'

Program Category

Mental Health

Please Select Service Area

City of Madison

Total Amount Requested:

\$ 50,000

Brief Summary of your Program:

**150 Words Limit*

The Peace Within Project, led by Seein' is Believin', is a six-week violence prevention and emotional wellness program designed to break cycles of harm by addressing emotional wounds before they turn into aggression. Facilitated by two licensed therapists, art therapists, community specialists, and a mental health educator, the program transforms after-school hours into interactive healing spaces where youth and families build trust, empathy, and communication.

Throughout the six-week journey, youth are individually and collectively supported through art, mindfulness, and therapy. Participants are pulled out for small-group and one-on-one sessions with licensed clinicians, since research shows that individuals who complete at least six therapy sessions are significantly more likely to continue care and experience lasting improvement.

Each cohort concludes with a graduation celebration honoring youth growth and resilience, while the WriteBreatheBe web app extends support beyond the program through digital journaling, mindfulness tools, and ongoing wellness resources.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 2 2025

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

The Peace Within Project, led by Seein' is Believin', is a six-week, trauma-informed emotional healing initiative that helps youth and families build the emotional tools needed to stop harm before it starts. Facilitated by a multidisciplinary team of two licensed therapists, an art therapist, a mental health educator, and community specialists, the program transforms after-school hours into safe, interactive spaces for reflection, resilience, and growth. Each cohort includes art and journaling workshops that help participants process emotions and express identity; mindfulness, yoga, and Tension & Trauma Release Exercises (TRE) to reduce stress and promote self-regulation; and individual and small-group therapy pull-outs with licensed clinicians. Research shows that individuals who complete at least six sessions of therapy are significantly more likely to continue care and experience long-term emotional improvement (Howard et al., 1986; Lambert, 2013). Family storytelling circles strengthen empathy and communication at home, while graduation ceremonies celebrate youth commitment to healing. After completion, participants continue their growth through the WriteBreatheBe web app, which provides journaling prompts, mindfulness videos, and coping tools to sustain emotional wellness. Sessions are delivered in familiar community spaces—housing sites, libraries, and parks—during critical after-school hours when youth are most vulnerable to stress and conflict. The program is designed to be inclusive and bilingual, ensuring accessibility and representation for families who often face barriers to traditional mental health services due to cost, transportation, stigma, or systemic mistrust. By embedding therapy within culturally grounded creative spaces, the program transforms neighborhoods into gateways for healing rather than harm.

The Peace Within Project is built on the understanding that emotionally hurt children often hurt others, and that early intervention and emotional healing are essential for long-term community safety. It addresses the root causes of harm by teaching emotional regulation, self-awareness, and communication skills; building connection and belonging—two of the strongest protective factors against aggression and isolation; and reinforcing family relationships so that emotional tools extend beyond the program into daily life. The program's structure aligns with CDC and SAMHSA frameworks, which highlight coping skills, connectedness, and emotional literacy as key protective factors for long-term wellness. Evidence-based practices such as art therapy and expressive journaling (Malchiodi, 2020) improve self-awareness and mood regulation, while mindfulness and TRE (Berceli, 2008) reduce physiological stress and improve focus. Seein' is Believin', founded by Prenicia Clifton, brings over 20 years of

experience in youth development, trauma-informed care, and holistic program design. Its previous initiatives—Healing in the Outdoors, The Brain Superheroes, and Make Them Hear You—have reached thousands of youth statewide and trained nearly 1,000 community members in youth mental health first aid and protective behavioral frameworks. This foundation uniquely positions Seein' is Believin' to implement The Peace Within Project effectively and sustainably while creating a replicable model of emotional safety and collective healing across Wisconsin communities.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

Estimated Reach

The Peace Within Project, led by Seein' is Believin', is projected to reach 400 individuals directly and up to 2,000 residents indirectly through neighborhood events, family engagement, and outreach. Each six-week cohort serves 40–60 youth and caregivers through small-group therapy, art, and mindfulness sessions. Large celebration events at program milestones attract hundreds of residents—our most recent in the Harmony Apartments and Galaxy Park area drew over 2,000 participants. This upcoming series marks our third initiative in that community, demonstrating consistent presence and trust-building with families who often feel unseen by traditional service systems.

Outreach and Engagement Strategy

Our outreach model is rooted in the belief that we must have conversations with community, not about community. We intentionally hire and train community mothers and trusted neighborhood residents to lead outreach, knock on doors, and personally invite families. This approach is especially critical in communities where residents have less trust in outside programs due to immigration fears, loss of resources, and over-policing.

By showing up consistently, listening first, and honoring lived experiences, we build authentic relationships that open the door to healing. We collaborate with property managers, schools, and resident organizations to distribute flyers, host information sessions, and connect families who may otherwise remain isolated from care. Each target neighborhood identified in the RFP will have a local outreach liaison to ensure trust, consistency, and cultural alignment.

Cultural Relevance

The Peace Within Project is led by a diverse team of licensed therapists, art therapists, and community specialists whose backgrounds mirror the families served—predominantly Black, Latine, and immigrant households. All facilitators are trained in trauma-informed and culturally sustaining practices that center safety, dignity, and empowerment.

Programming integrates culturally familiar art forms, languages, and storytelling traditions, helping participants process experiences of loss, fear, and systemic trauma such as food insecurity, economic stress, and community surveillance. Families and youth are engaged as co-creators through ongoing feedback, community art displays, and storytelling circles that celebrate resilience and hope.

Language Access

To ensure full participation, the program provides bilingual facilitation, translation of materials, and language services as needed for additional languages. The WriteBreatheBe web app extends accessibility through multilingual journaling and mindfulness tools, allowing participants to continue emotional regulation practices beyond in-person sessions.

C. IMPLEMENTATION

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.	February '26 Program Launch First Wellness Day and Recruitment	Entire Team	100–150 families contacted and registered for Cohort 1. Community Listening & Outreach Design — Conduct listening sessions with residents, community mothers, and partner organizations to identify needs and barriers. Develop bilingual materials and outreach plan.
B.	April – May 2026	Prenicia Clifton - Program Director Keena Atkins - Stress Management Specialist Monica Mims - Healing Through Art Facilitator	Cohort 1 Program Delivery (Youth Ages 8–12) — Implement six-week after-school sessions (art, therapy, mindfulness). Integrate small-group and individual therapy pull-outs.
C.	June 2026	Qiana Holmes - Assistant Director & Family Mediation Specialist Prenicia Clifton - Program Director	Cohort 1 Graduation & Evaluation — Host family celebration and community resource fair. Collect pre/post survey data and facilitator evaluations.
D.	July 2026	Entire Team	Outreach & Recruitment Phase II — Re-engage families through summer community events. Conduct targeted outreach to underrepresented areas using door-to-door and social media campaigns. 100–150 new participants recruited for Cohort 2.

E.	August – September 2026	Entire Team	Cohort 2 Program Delivery (Teens Ages 13–18) — Facilitate art-based therapy, journaling, and storytelling. Include family reflection and coping strategy sessions. Cohort 2 completion; increased youth retention and participation.
F.	October 2026	Entire Team	Cohort 2 Graduation & Community Showcase — Public event featuring youth art and storytelling; connect families with ongoing resources. Registration in webapp and continued connection with therapist through insurance, CHIP, or private funding
G.	November-December 2026	Prenicia Clifton	Evaluation & Community Feedback Sessions — Host bilingual family discussions to assess outcomes, gather testimonials, and identify community-led adaptations. Sustainability & Expansion Planning — Use findings to plan for expansion to additional communities listed in the RFP. Identify funding streams and train new facilitators.

D. PROGRAM OBJECTIVES AND EVALUATION

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 use 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	Strengthen Emotional Regulation and Coping Skills	Pre- and post-program surveys, facilitator observation rubrics, and WriteBreatheBe app analytics.	75% of participants show improved emotional regulation; 65% reduction in stress-induced or aggressive behaviors; 60% continue using mindfulness tools.
Objective 2	Increase Emotional Awareness and Expression	Journaling reflections, art project analysis, weekly check-in surveys, and therapist documentation.	70% increase in emotional vocabulary; 65% more confident sharing emotions; 25% reduction in peer conflicts reported by facilitators and families.
Objective 3	Strengthen Family and Community Connection	Family feedback surveys, observation rubrics for peer interaction, and attendance logs for events.	70% of families report improved communication; 60% of youth identify trusted adults; 75% family participation in reflection events.
Objective 4	Foster Continued Engagement in Mental Wellness Practices	30-day follow-up surveys via WriteBreatheBe app, therapist follow-up forms,	60% maintain engagement through WriteBreatheBe; 50% continue journaling or

		and digital analytics tracking engagement.	mindfulness after 30 days; 40% seek additional mental wellness or conflict-resolution resources.
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E. PARTNERSHIPS AND COLLABORATION

- **Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.**
- **Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.**
- **Please complete this table below regarding program collaboration with community partners**

Collaboration, Communication, and Partnership Summary

Seein' is Believin' believes that healing communities begins with collaboration rooted in trust, respect, and presence. Through The Peace Within Project, we intentionally unite licensed clinicians, community specialists, local residents, and city partners to bring emotional wellness and trauma recovery directly to families who have historically been overlooked or underserved.

Consistent Communication with Violence Prevention Staff

Our partnership with the Violence Prevention team is anchored in consistency, transparency, and accountability. We maintain biweekly coordination meetings to discuss outreach strategies, review participation data, and respond to emerging community needs. The program team also submits quarterly reports summarizing evaluation findings, youth outcomes, and family feedback.

To ensure transparency and collaboration, Violence Prevention staff are invited to observe sessions, retreats, and graduation events. This open-door approach encourages shared learning, trust, and alignment with the City of Madison's broader community safety framework. We also maintain shared online communication tools, including calendars and reporting folders, to streamline data exchange, updates, and event coordination in real time.

This communication model builds mutual accountability between Seein' is Believin' and Violence Prevention staff, ensuring that city-level goals are implemented with fidelity at the community level.

Collaboration Philosophy and Community Engagement

The Peace Within Project functions on the principle of "working with community, not on community." Our outreach and programming are designed by and with those most impacted by trauma, displacement, and systemic inequities.

We intentionally hire and train community mothers and neighborhood leaders to conduct door-to-door outreach, serve as cultural liaisons, and personally connect families to resources. Their relationships, visibility, and credibility make participation possible in areas where residents have less trust in external institutions due to immigration fears,

food and income loss, and over-policing.

This grassroots model allows Seein' is Believin' to meet families where they are—physically, emotionally, and culturally—turning apartment courtyards, parks, and community centers into healing spaces. At our largest event in the Harmony Apartments and Galaxy Park area, over 2,000 residents participated, illustrating both our reach and our community's trust in the programs we deliver.

We also embed healing in joy. Our wellness retreat days, for example, invite ParksAlive Madison to co-host outdoor recreation, art, and movement activities that celebrate community unity while reinforcing mental wellness. By combining structured therapy, creative expression, and recreation, we build spaces where healing feels safe, familiar, and empowering.

Sustainability and Collective Impact

Seein' is Believin's model is sustainable because it is community-anchored and relationship-driven. Through ongoing partnerships with Violence Prevention staff, local schools, housing managers, and resident leaders, we continue to expand emotional safety networks across Madison and Dane County.

Every collaborator—whether a licensed therapist, art facilitator, or resident mother—shares a collective goal: to restore safety, belonging, and hope in neighborhoods often defined by hardship rather than healing.

The result is not just a program, but a movement of emotional restoration, where communities rebuild from within.

- **IRS Determination Letter**
- **Organizational Budget (For most recent fiscal year)**
- **Collaborative Agreements or MOUs (If applicable)**
- **Designation of Confidential and Proprietary Information (If applicable)**
- [Fiscal Agent Form \(If applicable\)](#)

[C4CS Budget 2025](#)

Filename: C4CS Budget 2025.xlsx Size: 19.1 kB

[C4CS IRS 501c3 Letter](#)

Filename: C4CS IRS 501c3 Letter.pdf Size: 47.0 kB

[Fiscal Agent form](#)

Filename: Fiscal Agent form.pdf Size: 132.9 kB

Application: 0000000167

Michaela Paukner - mpaukner@wrtp.org
Violence Prevention Grant Program

Summary

ID: 0000000167

Last submitted: Nov 14 2025 04:46 PM (CST)

SECTION 1: GENERAL INFORMATION

Completed - Nov 14 2025

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

WRTP | BIG STEP

Fiscal Agent (If Applicable)

(No response)

EIN:

39-1838210

Organization Address:

3841 W Wisconsin Ave.

Contact Person:

Lindsay Blumer

Contact Email:

lblumer@wrtp.org

Contact Phone Number:

414-937-3613

Program Information

Program Name:

Community Career Connection (C3)

Program Category

Adult Engagement

Please Select Service Area

Both

Total Amount Requested:

\$ 200000

Brief Summary of your Program:

**150 Words Limit*

WRTP | BIG STEP's Community Career Connection (C3) program will provide individualized career guidance to Kennedy Heights, Parks Cedar, Harmony, and Madison Estates residents with the goal of connecting people to skilled trades careers. C3 services include outreach and orientation at residents' community centers to introduce the apprenticeship pathway, hands-on skill-building activities, testing required for entry into apprenticeships, application assistance, resume workshops, interview practice, and job coaching.

C3 increases employment and workforce development opportunities for adults by educating individuals about the stable, family-sustaining careers available in construction and manufacturing. Research shows that access to quality jobs may be critical to breaking cycles of high unemployment, high crime, and low growth in communities. The median salary for people who complete an apprenticeship is \$96,733, according to a 2025 report from the Wisconsin Technical College System. Apprenticeships lead to careers that can lift people out of poverty and build generational wealth.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 14 2025

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

The Wisconsin Regional Training Partnership | Building Industry Group Skilled Trades Employment Program (WRTP | BIG STEP)'s Community Career Connection (C3) program increases employment and workforce development opportunities for adults by exposing individuals to stable, family-sustaining careers in construction and manufacturing. C3 introduces Kennedy Heights, Parks Cedar, Harmony, and Madison Estates residents to the earn-and-learn apprenticeship pathway, prepares them to start an apprenticeship, and uses hands-on activities to teach basic construction skills.

The scope of activities includes outreach and orientation at Kennedy Heights, Parks Cedar, Harmony, and Madison Estates to make residents aware of construction and manufacturing career opportunities; five cohorts of a hands-on training program that teaches basic construction skills for residents interested in pursuing an apprenticeship; tutoring and Accuplacer testing required for entry into apprenticeships; trades application assistance; resume workshops; interview practice; and job coaching.

C3 addresses the need for workforce development and employability skills training for adults at the Kennedy Heights, Parks Cedar, Harmony, and Madison Estates communities. Residents will have access to no-cost career guidance and training programs as well as individualized career planning to help them map their future.

An April 2022 report from The Center for Law and Social Policy states that a functioning labor marketing, in which everyone who wants to work has a quality job, may be critical to breaking cycles of high unemployment, high crime, and low growth in communities. C3 provides access to quality jobs with fewer barriers to employment. Upon completion of their apprenticeship, construction apprentices make a median salary of \$99,840 and industrial apprentices make a median salary of \$84,240, according to a 2025 report from the Wisconsin Technical College System. These are careers that can lift people out of poverty and build generational wealth.

C3 also contributes to preventing violence and promoting positive outcomes by equipping justice-involved individuals with the skills and support systems needed for successful reentry. People in the care of the Wisconsin Department of Corrections who completed career technical education had lower rearrest, reconviction, and

reincarceration rates after one, two, and three years, compared to their peers. Individuals who work with WRTP | BIG STEP gain industry-aligned training and certifications that directly support job placement and retention, in addition to soft skills, financial literacy, and workforce readiness to set them up for hire and reduced likelihood of recidivism.

For the last 50 years, WRTP | BIG STEP has been providing no-cost career services and training to address skills gap and employment needs in construction, manufacturing, and other emerging sectors of the regional economy. Our south central office, located in Madison, has been serving Dane County residents for seven years. In 2024, we served 267 people, attended 177 outreach events, and administered 196 tests, a prerequisite for starting an apprenticeship in the skilled trades. Most of the participants we serve are low- and moderate-income populations. C3 expands our already-existing services, which have been successfully executed for years, to a new, targeted population.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

C3 will reach an estimated 300 individuals. The program coordinators at our Madison office will hold outreach events and orientations at the Kennedy Heights, Parks Cedar, Harmony, and Madison Estates communities to make the information easily accessible for residents. Staff will be available throughout the duration of the C3 program for one-on-one conversations to explain the process of starting a career in the skilled trades. In addition, our staff will accompany the Violence Prevention Unit staff at events to discuss our available career services and potential employment pathways in construction and manufacturing.

Print and digital marketing will be used to reach prospective participants. We will create flyers that inform individuals about potential career paths, no-cost training opportunities, eligibility criteria for training, and the date and location of upcoming orientations and trainings. Flyers will be distributed at the Kennedy Heights, Parks Cedar, Harmony, and Madison Estates communities as well as to community partners to reach people where they are seeking information. Social media posts and advertisements, press releases, job board postings, and/or radio ads are other strategies that we'll use to reach potential participants.

Our outreach efforts and programming are inclusive, culturally sensitive, and responsive to the unique challenges faced by individuals seeking employment in the skilled trades.

WRTP | BIG STEP makes an effort to be representative of the people served by our organization. Staff is 47% minority and 79% female, and women of color are represented in every level of the organization. This is especially important as the construction and manufacturing industries are predominantly male and white. The WRTP | BIG STEP board of directors includes three people of color. Executive leadership has been strategically selecting board members in the last three years to ensure people of color are represented, along with choosing industry representatives who exemplify WRTP | BIG STEP's commitment to diversity.

WRTP | BIG STEP partners with HANNA Interpreting Services to provide interpretation services and translated marketing materials for participants who speak limited English. Participants use the "I Speak" poster to identify their language, and a WRTP | BIG STEP manager or director will call HANNA Interpreting Services to assist the participant and/or schedule video services. For marketing materials, staff uploads the text that needs to be

translated to the HANNA Interpretation Services platform and fills out the order information to request the translated text.

C. IMPLEMENTATION

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.	January 2026	<ul style="list-style-type: none"> • Toni White, Chief Operations Officer • • Johanna Wiltse, South Central Region Manager • • Stacy Tran, Outreach & Program Coordinator 	<ul style="list-style-type: none"> • Develop project management plan • • Review program requirements and hold kickoff meeting • • Develop outreach plan and marketing materials • • Develop outcome tracking documents • • Review tracking dashboard with staff • • Submit monthly financial report and reimbursements
B.	February-March 2026	<ul style="list-style-type: none"> • Johanna Wiltse, South Central Region Manager • • Stacy Tran, Outreach & Program Coordinator 	<ul style="list-style-type: none"> • Distribute C3 marketing materials to community centers at Kennedy Heights, Parks Cedar, Harmony, and Madison Estates • • Conduct door-to-door outreach at Kennedy Heights, Parks Cedar, Harmony, and Madison Estates • • Meet with community partners to identify potential program referral candidates • • Submit monthly financial report and reimbursements • Submit quarterly narrative report
C.	April-May 2026	<ul style="list-style-type: none"> • Johanna Wiltse, South Central Region Manager • • Stacy Tran, Outreach & Program Coordinator 	<ul style="list-style-type: none"> • Hold outreach event at one of four community centers for residents • • Hold C3 Cohort 1 • • Continue outreach and education about careers in the skilled trades • • Submit

			monthly financial report and reimbursements
D.	June-July 2026	<ul style="list-style-type: none"> • Johanna Wiltse, South Central Region Manager • Stacy Tran, Outreach & Program Coordinator 	<ul style="list-style-type: none"> • Hold second outreach event at one of four community centers • Hold C3 Cohort 2 • Submit monthly financial report and reimbursements • Submit quarterly narrative report
E.	August-September 2026	<ul style="list-style-type: none"> • Johanna Wiltse, South Central Region Manager • Stacy Tran, Outreach & Program Coordinator 	<ul style="list-style-type: none"> • Hold third outreach event at one of four community centers • Hold C3 Cohort 3 • Submit monthly financial report and reimbursements • Submit quarterly narrative report
F.	October-November 2026	<ul style="list-style-type: none"> • Johanna Wiltse, South Central Region Manager • Stacy Tran, Outreach & Program Coordinator 	<ul style="list-style-type: none"> • Hold fourth outreach event at one of four community centers • Hold C3 Cohort 4 • Begin planning second year of C3 programming • Submit monthly financial report and reimbursements
G.	December 2026	<ul style="list-style-type: none"> • Toni White, Chief Operations Officer • Johanna Wiltse, South Central Region Manager • Stacy Tran, Outreach & Program Coordinator 	<ul style="list-style-type: none"> • Hold C3 Cohort 5 • Evaluate results of C3 program • Complete final reporting requirements • Seek feedback from partners about C3 program • Submit final financial and narrative reports

D. PROGRAM OBJECTIVES AND EVALUATION

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 use 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	By December 31, 2026, WRTP BIG STEP will expose 300 people from the Kennedy Heights, Parks Cedar, Harmony, and Madison Estates communities to careers in the skilled trades through community outreach and events.	Number of individuals reached; tracked and recorded in Efforts to Outcomes database	300 individuals reached
Objective 2	By December 31, 2026, 100 people from the Kennedy Heights, Parks Cedar, Harmony, and Madison Estates communities will engage with WRTP BIG STEP career services.	Number of individuals reached; tracked with Efforts to Outcomes database	100 individuals reached
Objective 3	By December 31, 2026, 70% of C3 participants will report an increase in confidence with job searching, as measured	Pre- and post-evaluation surveys	70% of survey takers respond that they are confident about their next steps to employment

	by our pre/post survey at program intake and exit.		
Objective 4			

E. PARTNERSHIPS AND COLLABORATION

- **Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.**
- **Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.**
- **Please complete this table below regarding program collaboration with community partners**

Toni White, chief operations officer at WRTP | BIG STEP, is the designated point of contact for Violence Prevention staff throughout the delivery of C3. She will maintain ongoing and collaborative communication with Public Health Madison Dane County and attend required monitoring meetings.

WRTP | BIG STEP will monitor the progress toward the C3 project objectives listed in Part D of our application using Efforts to Outcomes, the database software that we use to securely store and track participant information. Our in-house data compliance coordinator will run monthly reports for Madison staff to track progress toward stated objectives. Staff will use these reports as the basis of the detailed program reports required for this grant award. We will submit monthly financial reports with invoices for reimbursement, quarterly narrative-based program reports, and a final report with a project evaluation and final expense report.

As the oldest workforce intermediary in the U.S., WRTP | BIG STEP maintains a network of nearly 300 high-road employers, more than 70 labor partners, and more than 100 community-based organizations. 100% of our programs are executed with a community partnership in place, allowing us to connect participants with the comprehensive, wraparound services that they need to be successful in the workplace. Community partners provide everything from driver's license recovery to childcare to work apparel and tools at no cost to our participants.

Employer and labor partners work with us to develop programming tailored to current workforce needs, ensuring our training is relevant and beneficial for participants. In fact, our participants receive priority hiring consideration from and direct referrals to our employer partners, increasing their chances of hire. Local labor unions have been referring people to WRTP | BIG STEP for pre-apprenticeship training since 1975, and they financially support our programming by contributing industry funds.

Please submit as attachments with application form, the following documents:

- IRS Determination Letter
- Organizational Budget (For most recent fiscal year)
- Collaborative Agreements or MOUs (If applicable)
- Designation of Confidential and Proprietary Information (If applicable)
- [Fiscal Agent Form \(If applicable\)](#)

[IRS Determination Letter](#)

Filename: IRS Determination Letter.pdf Size: 113.5 kB

[2025 WRTP BIG STEP Budget](#)

Filename: 2025 WRTP BIG STEP Budget.pdf Size: 61.7 kB

Application: 0000000178

Tracy Herold - herold@dcls.info
Violence Prevention Grant Program

Summary

ID: 0000000178
Last submitted: Nov 14 2025 04:22 PM (CST)

SECTION 1: GENERAL INFORMATION

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

Dane County Library Service, Department of Dane County

Fiscal Agent (If Applicable)

(No response)

EIN:

39-6005684

Organization Address:

1874 S Stoughton Rd, Madison, WI 53716

Contact Person:

Tracy Herold

Contact Email:

herold@dcls.info

Contact Phone Number:

608-266-6388

Program Information

Program Name:

Mobile literacy engagement project

Program Category

Child/Youth Engagement

Please Select Service Area

City of Madison

Total Amount Requested:

\$ 46780.00

Brief Summary of your Program:

**150 Words Limit*

Dane County Library Service aims to use Violence Prevention Grant funding to engage youth in neighborhoods visited by the Dream Bus in literacy and library activities. The grant will fund literacy mentors to work directly with children in the Park Cedar, Madison Estates, Kennedy Heights and Harmony neighborhoods to engage children in literacy through group reading, read-alouds, book discussions, and other supportive activities.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 14 2025

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

Project seeks to hire two BiPOC literacy mentors who will work with youth in each of the four neighborhoods. Candidates will have some undergraduate education in literacy and/or reading specialization and are bilingual. Mentors will establish relationships with youth at each location and foster a love of reading through reading aloud to youth, empowering children to choose books of interest to them, and exploring various formats.

The project is comprised of spring, summer and fall cycles. At the beginning of each cycle, literacy mentors will meet with youth at each site to identify themes, titles, and authors for that cycle. Mentors will visit neighborhoods during the weekly Dream Bus stop and engage with participating youth through read-alouds, discussion and reflection. At the end of each cycle, an event will help the neighborhood celebrate the efforts of the participants and invite others to do so. Participants will participate in a brief pre- and post-cycle survey to assess their comfort level with literacy and reading.

Madison Estates/Wisconsin Youth Company, Kennedy Heights and Harmony are regular Dream Bus service stops. Staff reduce and eliminate barriers to public library access through fine and fee forgiveness, working with patrons to restore their library records to good standing.

The Dream Bus provides a 3rd space in the communities it visits. Staff connect with children by greeting them, asking how they are, and inquiring about their topics of interest. Occasionally, staff need to speak to kids who have extra energy; they employ their training in the skills of restorative justice. The Dream Bus has fostered a sense of community, connection and trust in the neighborhoods it serves. This project aims to take those protective factors and deepen them by strengthening the engagement with literacy.

The Strong Cities Network presented a webinar on the role of public libraries in the prevention of hate and violence, stating that libraries possess unique credibility that make them strengthen the social fabric of communities. The Urban Libraries Council sees libraries as "engines of civic renewal" that have the ability to connect people and ideas in non-partisan, human ways. <https://strongcitiesnetwork.org/news/north-america-regional-hub-introduction-to-prevention-the-role-of-libraries-in-preventing-hate-and-targeted-violence-and->

[maintaining-social-cohesion/](#)

Libraries are in a position of unique community connection. The Dream Bus specifically brings the library into a community in a consistent, safe and reliable way and connects books with children and their supporting adults. As stated by the Minnesota Reformer, "If we want safer communities, we should focus on increasing literacy skills. We need to see literacy as a form of violence prevention." <https://minnesotareformer.com/2023/03/10/literacy-as-an-anti-violence-strategy/>

DCLS and Dream Bus staff have established relationships with youth and families in the identified neighborhoods; they know and trust the Dream Bus and its staff.

DCLS and Dream Bus staff are library service professionals trained in material selection for the target aged children. Characters, stories and authors from a wide range of backgrounds and experiences are represented in the Dream Bus collection.

DCLS has experience managing grants and programs for service to underserved populations, including grants from Madison Community Foundation, Roots & Wings and the Packers Foundation.

DCLS staff take a restorative justice approach in all aspects of their work, engaging with individual children to reduce barriers to use, such as identifying and encouraging the return of lost items. Dream Bus staff take an engagement approach, rather than a punitive approach, to lost library items.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

The project is estimated to reach 120 children by the end of year.

DCLS staff will connect with the community center and/or property management staff at each location to share information about the project through their lines of communication and help identify youth who would benefit from this support. Dream Bus staff will share information directly with the children and families who visit the bus. DCLS will work with Madison Public Library Staff at Goodman South Madison Branch to collaborate on messaging to the youth at that location. DCLS staff will share program information with the Neighborhood Resource Teams in each service location.

Literacy mentors will be BiPOC, preferably bilingual, who are studying or have training in literacy or as reading specialists. Mentors will undergo cultural sensibility training as part of the onboarding process.

Mentors will work with children at each stop to identify themes, titles and authors of interest. These discussions will guide the purchase of multiple copies of books for read-aloud, personal reading and discussion. Book selection will include those that have characters of color, are written by authors of color, Spanish/bilingual books, and books in a variety of formats. The focus groups will also steer decision making around the special art, music and dance events to enhance the program and attract more participants.

Spanish speaking staff and Spanish language collections already established as part of Dream Bus service. Staff will modify collection selection based on other languages represented. The project budget allows for language translation.

C. IMPLEMENTATION

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.	January 2026	Tracy Herold, Director & Amy Winkelman, Librarian	Hire/onboard literacy mentors
B.	February 2026	Literacy mentors	Meet w/youth; pick themes & books
C.	Cycle 1: Feb-May 2026	Literacy mentors	Weekly visits to 3 locations & engage youth around selected materials; engage at least 10 children in discussion; grow site visits by 3% overall
D.	Cycle 2: Jun-Aug 2026	Literacy mentors	Engage with youth around summer reading program; grow participation 3% from June to August
E.	Cycle 3: Sep-Nov 2026	Literacy mentors	Weekly visits to 3 locations & engage youth around selected materials; engage at least 10 children in discussion; grow site visits by 3% overall
F.	December 2026	Herold, Winkelman, mentors	Evaluate data; final report
G.			

D. PROGRAM OBJECTIVES AND EVALUATION

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	Engage 10 children in literacy activities per stop, per cycle; total 120 youth	# participants	# participants
Objective 2	Increase visitors by 10 per stop, per cycle; 120 youth	#participants	#participants
Objective 3	25% of children are more confident readers at the end of each cycle	Participant surveys	25% of youth feedback is positive from exit surveys
Objective 4	25% of children are more comfortable with using the library	Participant surveys	25% of youth feedback is positive from exit surveys

E. PARTNERSHIPS AND COLLABORATION

SECTION 4: REQUIRED ATTACHMENTS

Completed - Nov 14 2025

Please submit as attachments with application form, the following documents:

- IRS Determination Letter
- Organizational Budget (For most recent fiscal year)
- Collaborative Agreements or MOUs (If applicable)
- Designation of Confidential and Proprietary Information (If applicable)
- [Fiscal Agent Form \(If applicable\)](#)

[2026 BudgetDraft](#)

Filename: 2026 BudgetDraft.pdf Size: 52.1 kB

[2025 MPD LoS VPG](#)

Filename: 2025 MPD LoS VPG.pdf Size: 899.8 kB

[2025 MadPubLib LoS VPG](#)

Filename: 2025 MadPubLib LoS VPG.pdf Size: 708.6 kB

Application: 0000000169

tatiana dennis - tatiana@bmcdc.org
Violence Prevention Grant Program

Summary

ID: 0000000169
Last submitted: Nov 14 2025 04:05 PM (CST)

SECTION 1: GENERAL INFORMATION

Completed - Nov 14 2025

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

Black Men Coalition

Fiscal Agent (If Applicable)

(No response)

EIN:

88-1460629

Organization Address:

5 N Pinckney, Madison, Wiscosin, 53703

Contact Person:

Tatiana Dennis

Contact Email:

tatiana@bmcdc.org

Contact Phone Number:

608-957-3470

Program Information

Program Name:

Adult Workforce Pathways

Program Category

Adult Engagement

Please Select Service Area

Both

Total Amount Requested:

\$ 50000

Brief Summary of your Program:

**150 Words Limit*

Black Men Coalition's (BMC) Adult Workforce Pathways program supports at-risk and justice-involved adults in Dane County through small-group Financial Literacy cohorts, access to professional certificates, job placement, and workplace retention support. Delivered both inside Dane County Jail and in the community, the program helps participants move from surviving to stability.

Participants are referred through jail social workers, reentry navigators, and community partners. BMC connects individuals to guaranteed interviews with second-chance employers, 30/60/90-day retention coaching, and wraparound services like transportation and housing support. We collaborate with local businesses to help people stabilize through education, income, and secure housing, protective factors proven to reduce violence.

Through trauma-informed learning and direct employer connections, we turn short-term training into long-term safety and opportunity. Founded in 2020, BMC now supports over 1,000 adults annually through reentry, case management, transportation, and workforce services—building lives rooted in dignity and security, reducing violence in neighborhoods often left behind.

SECTION 2: PROGRAM INFORMATION

Completed - Nov 14 2025

SECTION 2: PROGRAM INFORMATION

A. PROGRAM DESCRIPTION

Provide a detailed description of your proposed program this include:

- **Scope of the program's services and activities**
- **Specific details on how your project meets the needs of selected program category**
- **Details on how your project incorporates elements that address root causes of violence, including support protective factors.**
- **Any relevant data, research, best practices and/or evidence-based practices that inform the programs design**
- **Provide details on experience providing the proposed project**

BMC uses a multi-pronged approach to address the root causes of violence—poverty, incarceration, unemployment, and education gaps. Our free Adult Workforce Pathways program is trauma-informed, culturally responsive, and grounded in lived experience. It helps adults 17+ stabilize and move forward through education support, employment navigation, and coordinated wraparound services.

A RAND meta-analysis found that correctional education reduces recidivism by 43% and increases employment by 13%. At Dane County Jail, BMC works alongside Summit Credit Union to deliver four-week, small-group Financial Literacy cohorts. Through a partnership with Ascendium Education Group, we also offer a jail-based eCornell's Frontline Skills certificate, covering workplace navigation, conflict resolution, and emotional regulation. All participants are provided with laptops and webcams. BMC coordinates referrals with jail social workers and parole officers, prioritizing those near release. A steady waitlist of 50 people reflects strong demand, deep community trust, and a deep desire for a brighter future.

In the community, Ascendium supports access to a broader catalog of 21 eCornell professional certificates. Courses are free to eligible learners earning under \$70,000 annually and require only a high school diploma or GED and a commitment to completion. BMO Bank supports our community-based six-week Financial Literacy cohorts, which have no income restriction. All Financial Literacy participants receive \$40 per class (\$120 total in jail, \$240 in the community). Community participants also receive BMC transportation assistance and access to a 10-station computer lab for coursework and job searching.

Federal data shows that individuals at or below the poverty line face more than twice the rate of nonfatal violent victimization, with significantly higher exposure to firearm violence. Women in our cohorts often report that financial dependence on abusive partners contributed to domestic violence and incarceration. Many cite Financial Literacy as a protective factor that builds confidence, independence, and long-term safety. BMC coordinates with DAIS and the Salvation Army's DAWNS program for crisis response and safety planning; Hearts of Hope for survivor-centered case management; and St. Vincent de Paul for essential furnishings and rental assistance. These partnerships allow us to help individuals find safety, stabilize quickly, and reduce the risk of victims returning to violent

environments.

As research from the Center for Employment Opportunities shows that rapid job placement with coaching can reduce recidivism by 16–22%, BMC's intake process often connects eligible reentry participants to a job within 2–4 weeks. As individuals reenter the community, they join our employment programming—resume labs, mock interviews, coaching on workplace conduct, and accountability.

Our second-chance employer partners, including Findorff, YMCA, Main Point Logistics, Agrace, UW Health, Meriter, and more, offer guaranteed interviews and a \$20/hour wage floor. Our FSET caseworker supports job retention, food security, and emergency needs for 90+ days post-hire. BMC also provides work attire and transportation assistance (Uber, bus passes, gas cards) for up to one year after placement.

“I didn't know these things were available to me... It motivated us to be better,” shared one jail-based participant. BMC's founder, Corey Marionneaux, built this program from his own reentry journey—starting with anger management, peer-led cognitive groups, and financial literacy. Today, BMC walks alongside people as they rebuild their lives, linking education to income, and rooting out the conditions that drive violence across Dane County.

B. SERVICE AREA AND TARGET POPULATION

- **Provide an estimate of the number of individuals your program can reach**
- **Provide details on your approach to outreach and engagement. What strategies would be used to reach and engage residents in the four communities listed in the RFP?**
- **Describe how you will ensure that all the activities conducted are culturally relevant to the populations you serve**
- **Describe how language access will be ensured for your program**

BMC has a record of success. Since 2024, 161 individuals have enrolled in eCornell, 75 have completed Financial Literacy cohorts, and over 100 participants have secured family-sustaining jobs through BMC's employer partners. Of those served, 72% identified as Black and 19% as Hispanic/Latinx, with nearly all navigating barriers like limited education, housing insecurity, or justice involvement.

In 2026, BMC will serve approximately 300 additional adults, enrolling 100 in eCornell certificates, 100 in Financial Literacy cohorts, while placing 125 into stable employment and supporting 30 residents with housing navigation. 2026 outreach will prioritize Kennedy Heights, Parks Cedar, Harmony, and Madison Estates, where the need is greatest.

Neighborhood-based intervention is a critical piece of violence prevention. BMC will host pop-up and listening sessions at trusted neighborhood locations (tenant lounges, community centers, churches), and utilize our partnerships to expand employment, course access, workplace, and housing navigation to neighborhood residents. BMC referral pathways will remain strong. We'll work with parole officers, reentry navigators, jail social workers, and nonprofit partners to identify adults returning to these neighborhoods. All participants receive basic workplace attire and essentials, while transportation to and from the four areas will be provided to residents for up to one year to support retention.

All activities are culturally responsive and grounded in lived experience. Over 70% of BMC staff identify as Black, 60% are women, and many have personally navigated incarceration, poverty, or community violence. Financial Literacy cohorts use real-world scenarios—like managing debt, rebuilding credit, and opening a bank account—to build financial confidence and long-term safety. eCornell certificates are selected to align with participant goals and local hiring demand, helping connect learning to tangible opportunities. We regularly gather feedback through listening sessions and post-cohort surveys to adapt curriculum, adjust pacing, and strengthen participant support.

In-jail and community Financial Literacy cohorts are available with bilingual facilitators upon request. Internally, BMC uses translated materials and visual tools to meet different literacy levels and language needs. As part of our 2026 expansion, flyers, interest forms, and reminders will be translated into Spanish and other languages based on neighborhood demographics.

By bringing workforce pathways directly into neighborhoods most impacted by violence and exclusion, we make it easier for people to access a network of support. Our team shows up consistently so participants know they're not alone. With the right tools and someone in their corner, we address root causes and help communities grow safer and more stable.

C. IMPLEMENTATION

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.	Jan 2026	Laura Ford-Harris, Education & Learning Officer; Ian Carter (co-founder, OWN IT), Director of Housing & Financial Empowerment	Distribute intake forms; Initiate referral outreach in Kennedy Heights, Parks Cedar, Harmony, and Madison Estates; Launch eCornell and Financial Literacy.
B.	Feb–Mar 2026	Caitlin Baush, Jail eCornell Facilitator; Hiba Echchahboui, Bilingual Facilitator; Ian Carter	Confirm jail cohort schedule with Sheriff's Office; begin weekly coordination with jail staff and parole officers; Focus on target neighborhood reentry; monitor early trends and engagement from target neighborhoods, revise to meet community needs.
C.	Apr–Jun 2026	Travis Brown, Case Manager; Sedrick Page, COO	Ramp up outreach through pop-up and listening session; support community participants with resume labs, mock interviews, and workplace coaching; continue housing navigation; COO establishes bi-monthly tracking cadence (enrollments, completions, placements).
D.	Jul–Sep 2026	Monechia Washington, Director of Employment Services; Travis Brown; Sedrick Page, COO	Refresh and execute employer MOUs; schedule interviews and placements; continue 30/60/90-day retention coaching; apply mid-year

			feedback to refine course pacing and support tools.
E.	Oct–Dec 2026	Corey Marionneaux, Founder & ED (high-level correspondence); Sedrick Page, COO; All Program Leads	Conduct year-end program summary based on employer, participant, neighborhood engagements and input; revisit housing collaborations with SVdP and Housing Authority; finalize 2027 calendar; compile outcome data and success stories; submit final report to PHMDC.
F.			
G.			

D. PROGRAM OBJECTIVES AND EVALUATION

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 use 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	Enroll at least 300 justice-involved and under-resourced adults in core pathways (Financial Literacy or eCornell), with priority given to residents of Kennedy Heights, Parks Cedar, Harmony, and Madison Estates.	Enrollment database; intake forms; ZIP codes; reentry/referral source tracking	≥300 adults enrolled (200 in Financial Literacy, 150 in eCornell, with ~50 overlap); ≥70% BIPOC; ≥60% justice-involved
Objective 2	Support participants to complete Financial Literacy and eCornell cohorts, and demonstrate learning or skill development.	Attendance logs; eCornell credential reports (≥80% passing score); Financial Literacy pre/post surveys; participant exit interviews	≥75 eCornell certificates earned; ≥85 Financial Literacy completions
Objective 3	Facilitate job placement and early retention by connecting participants to second-chance employers and providing ongoing supports like transportation, attire, and 30/60/90-day check-ins.	Placement tracker; retention logs; wage verification reports	≥125 participants placed in jobs paying ≥\$20/hour with ≥10 second-chance employers. ≥70% retained at 90 days. At least 100 participants receive transportation and/or attire

			support.
Objective 4	Neighborhood engagement: bring access points directly to Kennedy Heights, Parks Cedar, Harmony, and Madison Estates.	Outreach tracking sheets; sign-in logs; referral-source tags	≥12 outreach touchpoints across 4 neighborhoods; ≥100 new residents onboarded

E. PARTNERSHIPS AND COLLABORATION

- **Describe in detail how your agency will ensure consistent communication and partnership with Violence Prevention staff.**
- **Provide information on how your organization will meaningfully collaborate with other organizations in Madison and Dane County.**
- **Please complete this table below regarding program collaboration with community partners**

BMC is committed to maintaining transparent, consistent communication with the PHMDC Violence Prevention team. Our Grant Manager and Chief Operating Officer will serve as the primary points of contact and lead all program and financial reporting, data-sharing, emails, and coordination efforts. They will participate in scheduled check-ins, provide quarterly progress updates, and remain available for ad hoc conversations and site visits. BMC is open to participating in future learning cohorts, citywide strategy sessions, and shared measurement discussions that further the goals of this funding initiative.

Our violence prevention work is made possible through deep collaboration with partners across Dane County. BMC actively coordinates with Dane County Jail staff, employer partners, and community organizations to ensure the best possible outcomes for our clients. On the ground, we work within low-income neighborhoods to host informational pop-up events that engage residents. Concentrating efforts in Kennedy Heights, Parks Cedar, Harmony, and Madison Estates—four neighborhoods with high rates of exclusion and housing instability—allows us to expand our successful track record to more communities in need.

We maintain long-standing relationships with employers like UW Health, who rely on BMC to reach candidates that traditional systems often overlook. Our team helps prepare resumes, schedule interviews, and provides transportation not only for newly hired employees but for all workers shuttled to and from employer sites like UW Health. Because BMC leads from experience, we are able to swiftly reinforce workplace expectations and troubleshoot issues as they arise. This level of wraparound support leads to better attendance, stronger retention, and long-term stability—outcomes that matter for families and for community health.

BMC is uniquely positioned as a “for the community, by the community” organization, and our approach is grounded in access, accountability, and lived experience. We will maintain alignment with fellow grantees and PHMDC’s violence prevention goals by sharing program insights, neighborhood feedback, and learning from peers. Our commitment is to meet deliverables and actively support a shared vision for safety, dignity, and opportunity across Madison and Dane County.

[UW MOU](#)

Filename: UW MOU.pdf **Size:** 377.0 kB