



## Youth, Young Adult and Adult Employment APPLICATION FORM

Submit Application to: [cddapplications@cityofmadison.com](mailto:cddapplications@cityofmadison.com)

Deadline: 12:00 pm CST (noon) on **August 19, 2022**

*Official submission date and time will be based on the time stamp from the CDD Applications inbox. Late applications will not be accepted*

Please limit your proposal and responses to spaces provided in this form. Responses to this RFP should be complete and comprehensive but succinct. Materials submitted in addition to this application form will not be considered in the evaluation of the proposal. If you are applying for multiple program or activity areas you must fill out this application for each program or area. **Do not attempt to unlock or alter this form.** Font should be no less than 11 pt.

If you have any questions **related to the content of the application**, please contact: Hugh Wing – [hwing@cityofmadison.com](mailto:hwing@cityofmadison.com) or Yolanda Shelton-Morris – [yshelton-morris@cityofmadison.com](mailto:yshelton-morris@cityofmadison.com)

If you have any questions or concerns that are related to **technical aspects** of this document, including difficulties with text boxes or auto fill functions, please contact Jen Stoiber – [jstoiber@cityofmadison.com](mailto:jstoiber@cityofmadison.com)

Legal Name of Organization:	Mentoring Positives, Inc.	Total Amount Requested:	\$ 124,099
Program Name:	Off the Block Enterprises		
Program or Activity are you Applying for:	<input checked="" type="checkbox"/> Youth Employment Services (ages 14-21) <input checked="" type="checkbox"/> Youth Employment & Training <input type="checkbox"/> Wanda Fullmore Youth Internship Program <input type="checkbox"/> Young Adult Employment Services (ages 18-26) <input type="checkbox"/> Adult Employment Services (18+)		
Contact Person:	Will Green	Email:	will.g@mentoringpositives.org
Full Address:	414 Rethke Ave, Madison WI 53714	Telephone:	608-819-6200
501 (c) 3 Status:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Fiscal Agent (if applicable)	

## **Organizational Qualifications:**

1. Describe your organization's experience implementing services relevant to the services described in the Youth, Young Adult and Adult Employment RFP, including to those who are furthest from resources and opportunities and who face systemic barriers to employment.

Will & Becky Green have been providing support and mentoring to vulnerable youth in Wisconsin their entire adult lives. He studied psychology and she, social work, both at UW Eau Claire where they met, and they did their required field work with disadvantaged and adjudicated youth in that city. After moving to Madison, they continued work with this audience through the juvenile justice system, while also providing treatment foster care, and they were both employed by the non-profit now known as Briarpatch. In 2004, Will founded Mentoring Positives (MP) to honor his mother who died the previous year from breast cancer. One of the primary ways that Will initially engaged African American boys, especially, is through a discussion and skills development group, using basketball as a hook. For the past 18 years, he and Becky have run the organization out of a unit of public housing in the Darbo Neighborhood. Until 2017, they also had free access to the basketball gym and classrooms in the Salvation Army Community Center (SACC) located in the heart of Darbo. Their work with youth in the community gained them the respect of parents and other adults, and they began hosting events and services to support residents of all ages.

Throughout these first 13 years, they accumulated many plaques and other recognition for mentoring at-risk, mostly African American kids, and for their leadership in Darbo. However, they were initially passed over for public and philanthropic funding and were forced to do their work on a shoestring budget, and in 2017 they lost access to the gym at SACC. Finally, in May 2018 they were rewarded for their hard work and persistence with a \$175,000 grant from CUNA Mutual Foundation, and 7 months later they were grateful to receive their first Youth Employment (YE) grant from the City. Unfortunately, a year and four months into the 4-year cycle of YE grants, Covid-19 hit, forcing them and all other youth programs across the city to dramatically adapt their methods of engaging young people. Without access to a gym, and with much of the city in lockdown, the Greens adapted by expanding their social enterprise, Off the Block (OTB). One reason this worked out well was because, as a licensed food manufacturer of frozen pizza, their OTB staff, including over 20 more youth, than the 12 the YE grant required, aged 14-18, were considered "essential workers" by public health authorities. That meant they could work in the kitchen--under strict safety conditions--while most kids their age were sheltering at home.

While Covid restrictions have been largely lifted, a busted water main in the SACC recently destroyed the gym floor, leaving Will Green once again without his best platform to attract and mentor vulnerable kids. Having seen the great potential of Off the Block to provide another "hook" to attract and engage African American youth, he and Becky made the decision to pool their resources and take on the risk of a 10-year lease on a new commercial kitchen about two blocks away from the heart of Darbo. We anticipate moving into the space on November 1, 2022. While we plan a very "slow open" for the general public, we are ready to shift our pizza and salsa production for wholesale and corporate events immediately.

We share this history because it clearly reveals the dedication, persistence, and creativity of MP's support for Madison's most disadvantaged youth, through the obstacles of Covid-19. What may be less clear is that there is a vision, a coherent strategy, and an essential ingredient guiding their work.

2. Describe how your agency builds relationships and authentically engages with individuals and households served. Specifically include information on previous strategies used to authentically engage with BIPOC, LGBTQ+, immigrant and/or low-income households and individuals.

Let us begin with that essential ingredient: we believe that supporting vulnerable youth and their communities must begin with love. That means seeing the beauty and potential in everyone, being empathetic, and treating others with respect, patience, and forgiveness. Will Green created MP in his mother's memory because for him, Muriel Pipkins exemplified this kind of love for others. In 2012, he found another inspiration when he visited Homeboy Industries in Los Angeles, founded by a Catholic priest who led with love in neighborhoods traumatized by gang violence. The "Homeboy model" features a social enterprise at the center of its work with former gang members and released prisoners. On the ground floor of their building is a large bakery and full-service breakfast and lunch café; upstairs a wide array of social services and job training are offered, primarily to adults. When Will took his board president and two staff to visit Homeboy again in 2019, he left with greater confidence in his vision for Mentoring Positives and its role in Madison. After presenting this vision as "The Dreams of Darbo" to a group of supporters and community leaders in October 2018, Will and his team spent the next nine months developing a strategic plan to achieve it. It involves four strategic priorities: (1) Develop our organizational capacity to achieve the vision; (2) Build, align and evaluate our youth programs; (3) Grow Off the Block Enterprises to engage more youth; and (4) Engage with our neighbors to achieve our "Dreams of Darbo." We also wrote a Vision Statement: "Working with our Darbo neighbors, holding our ground in the wave of commercial development, we'll continue mentoring hundreds of Madison's youth with empathy and love, and we'll build a beautiful campus, where art, gardens, exercise, entrepreneurship and education will enable youth and their parents to achieve their fullest potential." Three year later, it still captures our vision. We connect our community work in Darbo with our youth programs because from our experience, it works. While kids come to us from throughout Dane County, they are made to feel at home in Darbo, where so many residents are African American or African immigrants. Youth who may not be ready to take on tasks in our commercial kitchen can gain basic employment skills by helping us do outreach and host meals and events in Worthington Park or the SACC. By signing a 10-year lease for our own commercial facility just a 5-minute walk away, we will continue to weave these community-youth connections, by holding community meals in our new multi-purpose room, by training and employing additional Darbo youth, and to continue to advocate for more resources for the neighborhood.

To expand further on our approach to providing job training and employment to vulnerable African American youth, we always begin with an assessment of their social-emotional development. For the past year we have implemented a new software designed for this purpose, called Aperture. It helps us guide youth through a self-evaluation across eight critical life skills: Self-Awareness; Self-Management; Social Awareness; Relationship Skills; Goal-Directed Behavior; Personal Responsibility; Decision-Making; and Optimistic Thinking. Many youth who come to us lack these skills but we believe in their capacity to grow and we focus on their strengths. We provide each child a positive path through a progression of development that we call our "White, Red, and Black Zones." Youth in the White Zone are usually the least ready for formal job training and employment. They participate in our group mentoring sessions to gain leadership skills and it is an ideal setting to address fundamental social-emotional needs through our Aperture program. Once youth participants have developed their leadership skills, and have achieved various benchmarks, we invite them to practice their acquired leadership skills with simple, closely supervised tasks that we can reward them with incentives and job opportunities in our Red Zone. There, we ask them to spend more time with us using Aperture to set and track personal goals. We also encourage them to go through our Basic Employment Training program, we track their hours toward earning an Employability Certificate and H.S. credits, and we invite them to join us in discussions and tours about career and college options. All of these activities begin in the Red Zone and carry over into the Black Zone, which a youth enters when they have displayed advanced leadership skills, and they achieve formal part-time employment, where they will work primarily in our food enterprise, Off the Block. Even in the Black Zone, we know many will still need to continue to develop their social-emotional skills, such as cooperative behavior and good communication, which we continue to support. Though youth may struggle, we encourage them with continued patience and guidance.

3. Describe your organization's experience, education and training requirements for program staff and management staff.

We have touched on Will & Becky Green's background, which represents 60 combined years of mentoring and supporting vulnerable youth of color. One thing to add is that Will served as the Community Center Director at the Darbo Salvation Army from 2015-17, where he developed an extensive and varied slate of programs for all ages on a thin budget, largely by tapping talents from the Madison community who wanted to support his vision. He has also served the past six years as the Head Coach of the girls basketball team at LaFollette H.S..

Like Will, Becky Green brings love to her work with youth, and she has developed, facilitated and managed positive mentoring programming for youth in Darbo for 18 years. Due to the long-term commitment to Darbo youth, some of the kids on our payroll now have been with us most of their young lives, starting in the White Zone and advancing to the Red and Black Zones. Because of the continued leadership development of these Darbo youth, she and MP's youth have established a small arts enterprise years ago called ReJeweled, and we're excited to grow that in our new retail space.

As we build our organization, we have clearly seen the need for new positions, but we hold off filling them until sufficient funding is secured AND we find the right person. Work experience and education credentials are certainly considerations, but as we have said, the "essential ingredient" in our work with youth and communities is LOVE, and that is not something we find on a candidate's resume. It is something that emanates from a person, and something we feel from them. We are not a religious organization, but it is a heartfelt belief and a commitment we make to bring love to all of our work with youth, community members, partners, even our customers. We make this effort because we know it works. Young people and adults who face constant discrimination, hostility, disenfranchisement, neglect, and degradation, are very sensitive to insincere or ulterior motives, which they experience too often from the staff of public agencies, universities, and nonprofit organizations who want to "help them." We also find that having love in our hearts is not enough; we also need to have a continuous presence. It may take dozens of interactions with a person before they choose to participate with us. Will and Becky Green patiently convey these understandings to their staff through their words and actions. In addition, time is spent at regularly scheduled staff meetings to train and guide all MP staff in creating this as the agency's culture.

Greg Lawless was hired in 2020 to manage OTB for MP. Prior to that, he worked for 25 years at UW-Madison and Cooperative Extension, where he wrote, received, and managed 75+ grant projects supporting cooperative development, agricultural entrepreneurship, and food system change, partnering with several hundred organizations, agencies, and businesses along the way. His last 10 years at UW were focused largely on working in low-income communities of color in Milwaukee. In 2016, he and Will partnered together with UW-Madison's renowned PEOPLE Program to introduce a new food system curriculum to their summer program for low-income and minority high school students. The 8-week curriculum ended with the kids creating pizza products from scratch. That exercise eventually evolved into the launch of OTB's line of frozen pizzas in 2019.

In 2022 we hired two part-time staff to help us with community outreach and organizing, and basic employment training and kitchen supervision. Our new Community Mentor has lived in Darbo for 11 years, and she has prior experience as a teaching assistant at a local community center. In her first six months with us, she has brought critical support to the Darbo Council, which had largely come to a halt under Covid-19, and she's increased our neighbors' participation in events and community meals in Darbo considerably. More recently, we hired an OTB Assistant

Manager where in her past jobs, she managed youth-led activities and food-related youth programs. She has also worked with youth in our target demographic for the past 9 years.

### **Partnerships, Collaboration & Coordination**

1. Describe your current and recent collaboration and partnerships with the following groups, specifying organization names, collaboration/partnership dates, and information about your shared work and accomplishments.

a. Organizations and groups that work with youth, young adults and/or adults.

Our collaboration with the Salvation Army over the past 18 years has ebbed and flowed under different leadership there and neighborhood residents have shared that they would like to see much expanded services and greater access to the Community Center. By fostering good relations with several SACC staff we have been able to access the building for positive youth and community programs. We have been grateful to have been able to utilize their commercial kitchen, classroom and meeting space, gym and computer lab which has been beneficial to all Darbo residents.

FEED Kitchens has been an enormous asset to us over the past 3 years: it's not only a tenant-landlord relationship. Both sides have benefited, and there is genuine camaraderie between FEED leadership, other vendors, and our manager and youth workers. The vendors at FEED are truly diverse, and FEED staff provides valuable support to us all. Apart from us, the vendors and their workers are all adults. Interacting respectfully with diverse adults in a crowded, shared facility has been a growth experience for our youth, and their boundless energy has become part of the culture there

We have also gradually built and expanded a collaboration with CLIMB, an non-profit founded by a retired African American man to teach adults and kids the benefits of saving and investing early, and other financial knowledge and skills.

One pleasant surprise this year has been some "one-off" collaborations with other nonprofits. One staff member at Project Fresh Start, who we met and got to know at Youth Employment Network meetings, graciously connected us with the Parent Organization at Lowell Elementary, where we held an OTB pop-up sale event. And we were approached by REAP Food Group this summer to partner in a public event at Brittingham Park. Our youth employment youth joined their staff in distributing our pizzas to local residents from their mobile food truck. At the end of this event we decided together to donate 30 OTB frozen pizzas to the River Food Pantry (RFP), who distributed them to families just last week!

In fact, we entered into a fabulous informal partnership with RFP in late 2020 that lasted a full year. Jointly, we reached out to our respective partners asking for donations to pay for serving hot slices of our pizzas through their mobile lunch program for school children. We raised 250% more than our goal, RFP became our biggest customer in 2021, and hundreds of kids got their first taste of Off the Block pizza. Collaborations like these show the unique way MP youth in our employment program have enhanced their lives as well as others. Please see our attached MOU's as we look forward to new collaborations and partnerships.

b. Organizations that provide pre-employment/career preparation, employment services, and/or training and education.

For most of our history, this is not something that we have outsourced or done in coordination with other organizations. For Off the Block, most of our training comes in house and "on the job" as Red Zone participants are gradually given more tasks to perform in the kitchen or at sales events. Initial employment training related to basic job and "soft skills" as well as the curriculum "Skills to Pay the Bills" are given to all employed youth. For the career exploration portion we have partnered with a private company called Uniek, for the past two years, to bring our youth to their production and marketing facility in Waunakee. Youth have

been able to see product development from conception-to-production-to-sales. They have learned about that wide variety of jobs in such a company, the education and training they require, and the salaries, benefits, and work environment they offer.

- c. Organizations and groups that focus on working with, or have a history of working with, low-income households, women, and those that are Black, Indigenous, People of Color (BIPOC), immigrants, and/or individuals who identify as Lesbian, Gay, Bisexual, Transgender, and Queer + (LGBTQ+).

As a Black-led organization, we are always looking to partner with other organizations led by men and women of color. We mentioned Bob Wynn above. We have participated for 3 years running in the annual Black Restaurant Week, organized by the Madison Black Chamber of Commerce. Will Green has already established a good relationship with the new superintendent of Madison Metropolitan School District, Dr. Carlton Jenkins. MP has worked with Aaron Perry of the Rebalanced Wellness Foundation and Lisa Peyton-Caire from the Foundation for Black Women's Wellness. That said, we look for the same elements in every potential partnership, regardless of race or ethnicity: a strong and stable organization, mutual trust, and compatible interests. We are excited to continue some past collaborations and begin new ones in 2023.

2. Describe your plans to partner, collaborate, and coordinate services with organizations and groups, including names and partnership details. Please explain why and how these collaborations benefit the participants served. Organizations that identify key partnerships must provide written documentation of agreement/commitment from each listed partner.

At Mentoring Positives, we are still in the long process of building our internal capacity, but we have made some good progress by connecting and collaborating with other agencies and businesses.

Will Green and Linda Ketchum, of JustDane have been in discussions for about a year. We're optimistic about collaborating with them in a major new development in Darbo in the years ahead. But for now, we have inked an agreement to refer clients to each other from 2023-2026. They will direct the parents who get vocational training from them to send their kids to us, and we will alert the parents of our kids to their adult programs. For more details, see our attached MOU.

We have been fortunate to learn about DANenet this year, and we followed up. As a result we have an agreement with them to connect their information technology knowledge and resources with our kids, and their parents. For more details, see our attached MOU.

We have also solidified our collaborations with Uniek and CLIMB, establishing agreements with both organizations to provide career exploration and financial literacy, respectively to our youth. For more details, see our attached MOUs.

We have also established a commitment to explore a career exploration effort with our marketing consultant, Lisa Wilkens, CEO of TwoFold Marketing. We built a relationship with Lisa over this past year and she has absorbed a lot about our organization and mission, as we work with her on how to spread the word when our new commercial space officially opens. It was her idea to go beyond our marketing contract to voluntarily develop a program, something like what we have with Uniek, to expose our youth to rewarding careers in marketing, involving skills like graphic arts, writing, social media, video editing, public relations, and advertising. For more details, see our attached MOU.

### **Program Design**

1. Describe the organization's program and proposed service delivery plan including recruitment and selection of participants, individual assessment process, anticipated number to be served, who will be served, duration, location, and goals.

We organize our youth activities into a 3-phase personal growth program called the White, Red, and Black Zones. In the White Zone we focus on the social-emotional needs and leadership development of our young participants through our mentoring groups. We track and monitor White Zone youths' participation, social-emotional needs, and personal goals in our assessment tool, Aperture. Besides our mentoring groups another means of attracting youth has been the prospect of earning some income. When they express interest, we give them their first taste of that in our Red Zone, where we pay stipends for small, defined tasks tied to two major areas of focus at Mentoring Positives throughout our history: social entrepreneurship and community- building in the Darbo-Worthington Park Neighborhood. Work tasks for the latter include distributing leaflets to promote our community events and helping us host and clean up afterwards. We have also spent the past two-plus years of Covid-19 restrictions investing staff time and other resources into growing our Off the Block food enterprise. This enabled us to engage youth during that period in "stipend work" in the Red Zone. We have learned which tasks in our business are more suitable for youth struggling with social-emotional issues. Some of our choices of food processing methods are made to create more of these suitable tasks. Other jobs, like canning salsa or customer service, require more attention, confidence, or experience. About half of the youth who began in the Red Zone advanced to the Black Zone at which point we put them on our payroll and provide them consistent hours of work each week, on the significant risk of a 10-year lease in a new commercial space because we believe in the effectiveness of this approach to youth development. We've seen how youth in the Red and Black Zones develop critical skills like following recipes, paying attention to detail, customer service, accurate measurement, teamwork, and good workplace communication. We believe the attractive new space, just two blocks from Darbo, led by an African American man who experienced poverty and discrimination, will persuade many more youth to give our program a try. For the benefit of kids in all three zones, we've set aside 400 sq ft for a multipurpose room to host mentoring, job training, guest speakers, financial literacy lessons, tutoring, arts & crafts, and other enrichment activities. We are intentionally creating a culture that is sympathetic and oriented to the kids we recruit. We anticipate moving into the facility on November 1, 2022. To supplement what we offer in our new space, we have developed partnerships to offer additional programming offsite, including visits to other businesses.

Adding to that, our recruitment will target youth of color, ages 14-18 who live within the East and La Follette school districts. Our goal is to achieve a balance of gender. Over the years, we have utilized job fairs to recruit youth participants. Most new youth come to us via their friends and referrals from local social workers and school officials. In terms of the selection process, there is really no definite limit to the number of youth we will accept into the White Zone, and the main criteria is that they want to be there. In our new space, visible from the street via large windows, we will open our multi-purpose room several nights a week for our group mentoring sessions. We will serve free pizza with a minimum of organized activity until we build enough trust with the youth to speak of our programs and benefits. If they show interest and accept our requirement to create a profile in our Aperture software, we will invite them to return another day for a short shift in our kitchen across the hall. They will then have entered the Red Zone

This is our intentional process: slow, no pressure, small steps, and patient. Youth may like the stipends and the easy tasks we give them initially. But we also explain that Off the Block is a Black-led business, built in the spirit of Black pride and empowerment, with a vision of improving the lives of people of color in Madison. In our Logic Model we say that we will make initial contact with 30 youth by June 30 and with 60 by December 31, and that 50% of these kids (15 by June 30, 30 by Dec 31) will continue with us by completing in our Basic Employment Training, our Employability Certificates for HS credits, and our Career and Education Tours. Our goal is to move at least 15 into the Red Zone and earn stipends to complete basic kitchen tasks. We anticipate needing at least that many to proceed to the Black Zone by the end of 2023 in order to open our commercial space a number of times per week for the general public or private events. In other words, we will grow our business only at the pace that our youth advance through our program.

2. Describe the outreach/marketing methods the organization intends to employ to generate participation in the program and to reach the targeted populations considered priority for this funding.

In 2022 we contracted with TwoFold Marketing to support outreach to customers, funders, and the Madison community. This was a first for us, and we have not been disappointed. Our social media traffic has grown considerably, and we are upgrading our OTB product labels, brochures, and other materials to communicate our mission, vision, programs, and our products. We will gladly participate in more appearances at East and La Follette High Schools, as organized earlier this year by our peers in the Youth Employment Network, and our relationship with the MMSD superintendent will give us additional access. Our partnership with JustDane will produce new contacts with parents. Our ongoing community engagement in Darbo will lead to more contacts. All of these efforts will put us in contact with the population this funding is intended to serve.

In addition, we are counting on receiving significant "free press" when we publicize our lease on the new commercial space. But frankly, we are most hopeful about the prospect of kids coming to us, especially from East High School, when they see Mentoring Positives in lights out front and an OPEN sign in our window. The fact is, our goal of 60 initial contacts is probably an underestimate. We may just be flooded with interest, and if that's the case, we will make sure that half the spots or more will be reserved for those youth who need mentoring and love the most.

3. Describe how your program includes input or suggestions from target population served in your program design and operation.

Throughout the long period of Covid-19, we had a very constant core of youth stick with us, and we turn to them often for input on everything from their opinion of the activities that Uniek prepared for them, to the changes and improvement to our recipes, to the design of the new kitchen and multi-purpose room in our new facility.

We also believe it's important to present youth with structure and expectations. Our processes for making pizzas and salsa, for instance, were designed to ensure food safety, consistent product quality, and efficiencies to keep our costs under control. To make it to our Black Zone and go on our payroll, it's critical that they buy into our approach. We will always encourage their feedback, and their creative ideas.

### **Theory of Change & Logic Model**

1. Describe how your proposed services are based on evidence of success, and how you will meet performance outcomes while maintaining quality services customized to each participant's needs. Please include the following in your response:

- a. Past service outcomes and other accomplishments that validate your approach.
- b. Best practices and proven resources for youth, young adults, and/or adults you will utilize.
- c. How you will incorporate past experience with performance tracking and reaching outcomes, including challenges overcome.

a.) Past service outcomes and accomplishments include mentoring, training and employing numerous youth of color, in our Off the Block youth employment program since 2016 . Youth have stayed with our programs for years thus we have created a trusting relationship with them, and their parents. Youth commit to Mentoring Positives because we create a culture of accepting the youth as they are, but also encouraging their growth and development. We have worked with many youth who have worked other jobs yet have returned to OTB as they know what we expect of them, and we give them more than just a paycheck. We have insightful discussions and intentional activities related to leadership development, healthy relationships, increasing their social skills, on top of how to save and manage their money, financial empowerment, investing in stocks and bonds, and marketing and selling our OTB products. In



addition, youth have visited local colleges and have been exposed to numerous businesses and agencies that opened their eyes to where their career and post high school plans could develop. MP has given youth the opportunity to earn school credits through the Madison Metro School District, and have earned Employability Skills Certificates from the State of Wisconsin-Department of Instruction. We understand the importance of building our next generation of quality workers for the job market, but also our upcoming community leaders and influencers.

b.) Best practices we have utilized to engage youth include a great deal from the Madison's Out of School Time (MOST) Effective Practices' "Building Blocks" such as "Supportive Relationships with Youth", "Environment and Safety", "Community and Family Engagement", "Intentional Program Design", but more specifically "Youth Voice and Leadership". Because we have our own products that we produce, market and sell with our "Off the Block" salsa and pizza, we are able to include the employed youth in all aspects of the business. Youth are not only taught and mentored in marketing, sales, and developing healthy food products, but they are included in the processes of running the business, taught entrepreneurial skills, and are encouraged to lead new youth employees in learning the many aspects of the business. In fact, our current employed youth have brainstormed how to best organize and plan out our new commercial space at Ella's but also how they believe the space should look, and especially feel, to those who work there and those who we believe empowering the youth to be a part of the business, not only shows youth that they are positive contributors, but that their opinions matter and that they are seen and heard. MP creates this unique culture through our mentoring groups, youth employment trainings, and throughout their employment with our OTB enterprises.

Some of the resources we use to engage youth we've employed over the years is to introduce the youth to working with the City of Madison staff with the "Benefits of Banking" project where we have educated the youth on savings and checking accounts, how banks work and assisting youth participants in opening their own bank accounts versus using payday loan services. In addition, youth have been integral in planning and participating in the many community based activities and projects to encourage residents in the Darbo neighborhood to remain engaged and committed to a family-orientated and positive neighborhood. Youth participants have flyer'd the neighborhood, served food and helped set up and clean up after these events. MP encourages the youth to take part in these events to take ownership of their neighborhood, to teach them the importance of community organizing and to role-model positive and uplifting interactions among their neighbors. Most importantly, MP has utilized the resources the City of Madison has committed to our youth employment program over the past four years. We have grown throughout this time and have developed a unique model of employing youth but also providing them additional opportunities, especially with the opening of our own commercial and retail space.

c.) We plan to incorporate our past experiences and performance tracking and reaching outcomes, including challenges overcome by continuing to provide quality programming to youth. We understand that youth are at a vulnerable state in which they can connect and commit to participating in positive programming, or they can choose to engage in negative behaviors in our community. At MP, we take pride in how we have created relationships with youth and have provided them with caring adult role models and staff who truly want to help and develop the youth. We also know that youth who have experienced trauma and have had hardships often do not follow through or show up to their work shifts, for instance. We have clear expectations for youth to communicate when they cannot attend work but we also understand sometimes they may have to take care of a sibling or cannot work as they are emotionally not able to work that day. Because we mentor, train and employ these youth in our own business, we have more leeway to connect with them and not only provide emotional support and assistance, but can often find the underlying cause of them not making it to their scheduled work shift that day. Other employers may terminate the youth's job if they miss their work shifts. At MP, we are intentional in our program design and understand that 100% attendance rate for disadvantaged youth is not our outcome goal. Perhaps the end goal will be to develop a

youth who understands that communicating to their employer, and understanding they are a valuable part of "the team" is an excellent job skill to have, wherever they are employed. Lastly, though we employ youth to produce, market and sell OTB products, we understand that most of these youth may not go into the culinary industry. We, in turn, hope to employ youth who learn how to be a good person, how to improve their social and relationship skills, how to be financially secure, and how to navigate and succeed in their own career, post high school endeavors, and ultimately, their life.

2. Please describe current and past success in engaging community members and service recipients in developing and improving services.

As stated in question 1, above, we have had past and current success in engaging community members and service recipients in developing and improving services by truly incorporating the Darbo neighborhood residents and our youth in making their neighborhoods a more safe and enjoyable place to live. Though some believe Darbo is a "bad" neighborhood, we know both adult and youth residents love their small community and take pride in it. Because MP has been dedicated to, and has advocated for resources and improvements in the neighborhood, for over 19 years, we have earned the trust of the neighborhood residents. They know we are sincere in our efforts. We have worked with the City of Madison's Neighborhood Resource Teams, the Worthington Neighborhood Association, the Darbo Joining Forces for Families' (JFF) social workers, and the City of Madison Police Department's Darbo Neighborhood police officers to not only provide quality, "boots on the ground" mentoring, community engagement and youth employment services, but have partnered with these agencies, and more, to bring community meals and meet-n-greets, Family Fun Nights in Worthington Park, The Darbo Block Party and Annual Peace Walk, as well as the Darbo Leadership Institute, in collaboration with the Sustainability Leadership Program at Edgewood College.

One of the newly developed services we have introduced to our mentoring and employed youth participants is the gamified on-line program called "Aperture". With this new service to the youth, they can not only take the DESSA assessment that measures their social and emotional levels, but it can develop a personalized growth plan for each youth to set their goals to develop their skills. Another important aspect of the Aperture program is that youth are asked to select adult "advocates" to support their growth and encourage them in setting and completing their goals. MP acknowledges that youth have many supports such as teachers, coaches, parents and older siblings that can assist us in keeping the youth focused on their short-term goals and ultimately achieving a magnitude of long range dreams for their future.

3. Please describe your plan to meaningfully involve service recipients, including past, present and potential recipients, in ongoing design, flexing and improvement of proposed youth, young adult, and/or adult employment services.

As stated above, we have been extremely intentional in our program design in that we continually invite and encourage the youth to use their voice and their leadership skills in designing and improving our services. Youth have been with us for our journey in developing our Off the Block program and have been our best critics and collaborators. This program is for, and about them! We plan to continue to involve youth especially in the acquisition of our new commercial, training and retail space at Ella's. Each time we introduce the youth participants to partners and collaborators, for example; incorporating the financial literacy, career and post high school exploration, and even the marketing and selling our of our OTB products, we have discussions about what the youth liked, disliked, or wished was different in that experience. A great example of including youth in our design and programming is this summer we asked our 3 graduating seniors, who have been employed with OTB since 2016, to facilitate a presentation and a discussion with their younger peers on tips they learned while deciding on the college they planned to attend in the fall, how to navigate college applications, how to best complete a college essay and suggestions for exploring post high school education financial assistance and scholarships. With little guidance from MP staff, these young leaders

were able to present to their peers and answered all of the questions their peers had for them during and after their slides were shared.

**Budget** - Complete the Budget Worksheet, including all costs for which you request funding through this RFP. All costs included must be reasonable, allowable, necessary, and allocable among the stated cost categories.

**YOUTH, YOUNG ADULT AND ADULT EMPLOYMENT BUDGET APPLICATION FORM**  
**AGENCY AND PROGRAM REVENUES**

**Legal Name of Organization:** Mentoring Positives, Inc.

**Total Amount Requested:** 124099

**Contact Name and Email for Budget Info:** Will Green, will.g@mentoringpositives.org

**\*\*Instructions: Complete this workbook in tab order, so the numbers will autofill correctly. Only fill in the yellow cells. Only use whole numbers, if using formulas or amounts with cents, convert to whole number before submitting to CDD.**

Please fill out all expected revenues for the programs you are requesting funding for in this application. All programs not requesting funding in this application, should be combined and entered under NON APP PGMS (last column)

REVENUE SOURCE	AGENCY 2023	PROGRAM A	PROGRAM B	PROGRAM C	PROGRAM D	PROGRAM E	NON APP PGMS
DANE CO HUMAN SVCS	0	0	0				
UNITED WAY DANE CO	0	0	0				
CITY CDD-This Application	144,099	124,099					20,000
OTHER GOVT*	0						
FUNDRAISING DONATIONS**	300,916	113,431					187,485
USER FEES	0	0					
<b>TOTAL REVENUE</b>	<b>445,015</b>	<b>237,530</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>207,485</b>

\*OTHER GOVERNMENT: Includes all Federal and State funds, as well as funds from other counties, other Dane County Departments, and all other Dane County cities, villages, and townships.

\*\*FUNDRAISING: Includes funds received from foundations, corporations, churches, and individuals, as well as those raised from fundraising events.

**YOUTH, YOUNG ADULT AND ADULT EMPLOYMENT BUDGET APPLICATION FORM**  
**AGENCY AND PROGRAM REVENUES**

Enter all expenses for the programs in this application under the PGM A-D columns. Enter the amount you would like the City to pay for with this funding under the CITY SHARE column next to the PGM column. Enter all other programs in your agency under NON APP PGMS (last column).

**\*\*Use whole numbers only, please.**

ACCOUNT CATEGORY	AGENCY 2023	TTL CITY REQUEST	PGM A	CITY SHARE	PGM B	CITY SHARE	PGM C	CITY SHARE	PGM D	CITY SHARE	PGM E	CITY SHARE	NON APP PGMS
<b>A. PERSONNEL</b>													
Salary	202,384	40,976	67,787	40,976									134,597
Taxes/Benefits	44,918	8,671	15,623	8,671									29,295
<b>Subtotal A.</b>	<b>247,302</b>	<b>49,647</b>	<b>83,410</b>	<b>49,647</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>163,892</b>
<b>B. OTHER OPERATING</b>													
Insurance	4,796	480	2,398	480									2,398
Professional Fees/Audit	20,036	2,004	10,018	2,004									10,018
Postage/Office & Program	501	50	250	50									251
Supplies/Printing/Photocopy	21,510	2,151	10,755	2,151									10,755
Equipment/Furnishings/Depr.	3,000	300	1,500	300									1,500
Telephone	250	25	125	25									125
Training/Conferences	500	50	250	50									250
Food/Household Supplies	3,984	398	1,992	398									1,992
Travel	1,000	100	500	100									500
Vehicle Costs/Depreciation	7,738	774	3,869	774									3,869
Other	1,870	187	935	187									935
<b>Subtotal B.</b>	<b>65,185</b>	<b>6,519</b>	<b>32,592</b>	<b>6,519</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>32,593</b>
<b>C. SPACE</b>													
Rent/Utilities/Maintenance	47,000	36,000	36,000	36,000									11,000
Mortgage Principal/Interest	0	0	0										0
Depreciation/Taxes	0	0	0										0
<b>Subtotal C.</b>	<b>47,000</b>	<b>36,000</b>	<b>36,000</b>	<b>36,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>11,000</b>
<b>D. SPECIAL COSTS</b>													
Assistance to Individuals	0	0	0										
Participant Wages	40,000	29,664	40,000	29,664									
Participant Taxes/Benefits	3,060	2,269	3,060	2,269									
Other	42,468	0	42,468										
<b>Subtotal D.</b>	<b>85,528</b>	<b>31,933</b>	<b>85,528</b>	<b>31,933</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>TOTAL (A.-D.)</b>	<b>445,015</b>	<b>124,099</b>	<b>237,530</b>	<b>124,099</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>207,485</b>

**YOUTH, YOUNG ADULT AND ADULT EMPLOYMENT BUDGET APPLICATION FORM**  
**AGENCY AND PROGRAM REVENUES**

Mentoring Positives, Inc.

**\*\*List all staff positions related to programs requesting funding in this application, and the amount of time they will spend in each program.**

Title of Staff Position*	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023
	Program A FTE**	Program B FTE**	Program C FTE**	Program D FTE**	Program E FTE**	Total FTE	Annualized Salary	Payroll Taxes and Fringe Benefits	Total Amount	Hourly Wage***	Amount Requested from the City of Madison
Executive Director	0.15					0.15	58,240	22,820	81,060	28.00	0
Assistant Director	0.15					0.15	46,529	3,564	50,093	22.40	0
OTB Manager	0.70					0.70	46,529	14,635	61,164	22.40	30,614
OTB Assistant Manager	0.50					0.50	17,680	1,353	19,033	17.00	19,033
Community Mentor	0.05					0.05	17,680	1,353	19,033	17.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
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						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
<b>TOTAL:</b>	1.55					1.55	186,658	43,725	230,383	106.80	49,647

\*List each staff position separately. Indicate number of weeks to be employed if less than full year in parentheses after their title.

\*\*Full Time Equivalent (1.00, .75, .60, .25, etc.) 2,080 hours = 1.00 FTE

**YOUTH, YOUNG ADULT AND ADULT EMPLOYMENT BUDGET APPLICATION FORM**  
**AGENCY AND PROGRAM REVENUES**

Please name each program you are requesting funding for next to each funding request.

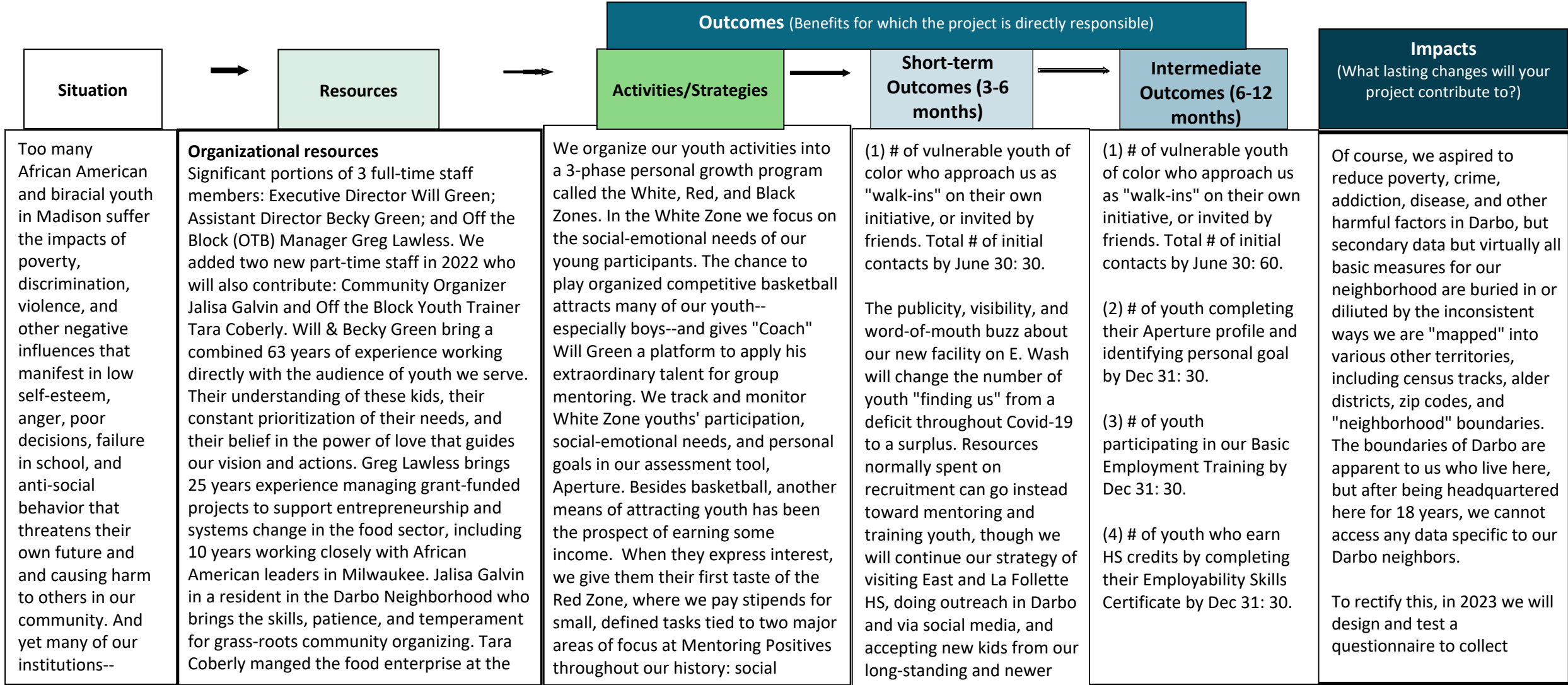
\*\*Only use whole numbers, if using formulas or amounts with cents, convert to whole number before submitting to CDD.

<b>Pgm Letter</b>	<b>Program Name</b>	<b>Program Expenses</b>	<b>2023 City Request</b>
A		PERSONNEL	49,647
		OTHER OPERATING	6,519
		SPACE	36,000
		SPECIAL COSTS	31,933
		<b>TOTAL</b>	<b>124,099</b>
B		PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		<b>TOTAL</b>	<b>0</b>
C		PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		<b>TOTAL</b>	<b>0</b>
D		PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		<b>TOTAL</b>	<b>0</b>
E		PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		<b>TOTAL</b>	<b>0</b>
<b>TOTAL FOR ALL PROGRAMS</b>			<b>124,099</b>

# Appendix B: Logic Model

**Logic Model Template:**

The following logic model template should be used by applicants applying for funds to support youth, young adult & adult employment and training initiatives. Any content over the 3 page limit will not be considered by reviewers. Below is a brief definition of each required logic model component.



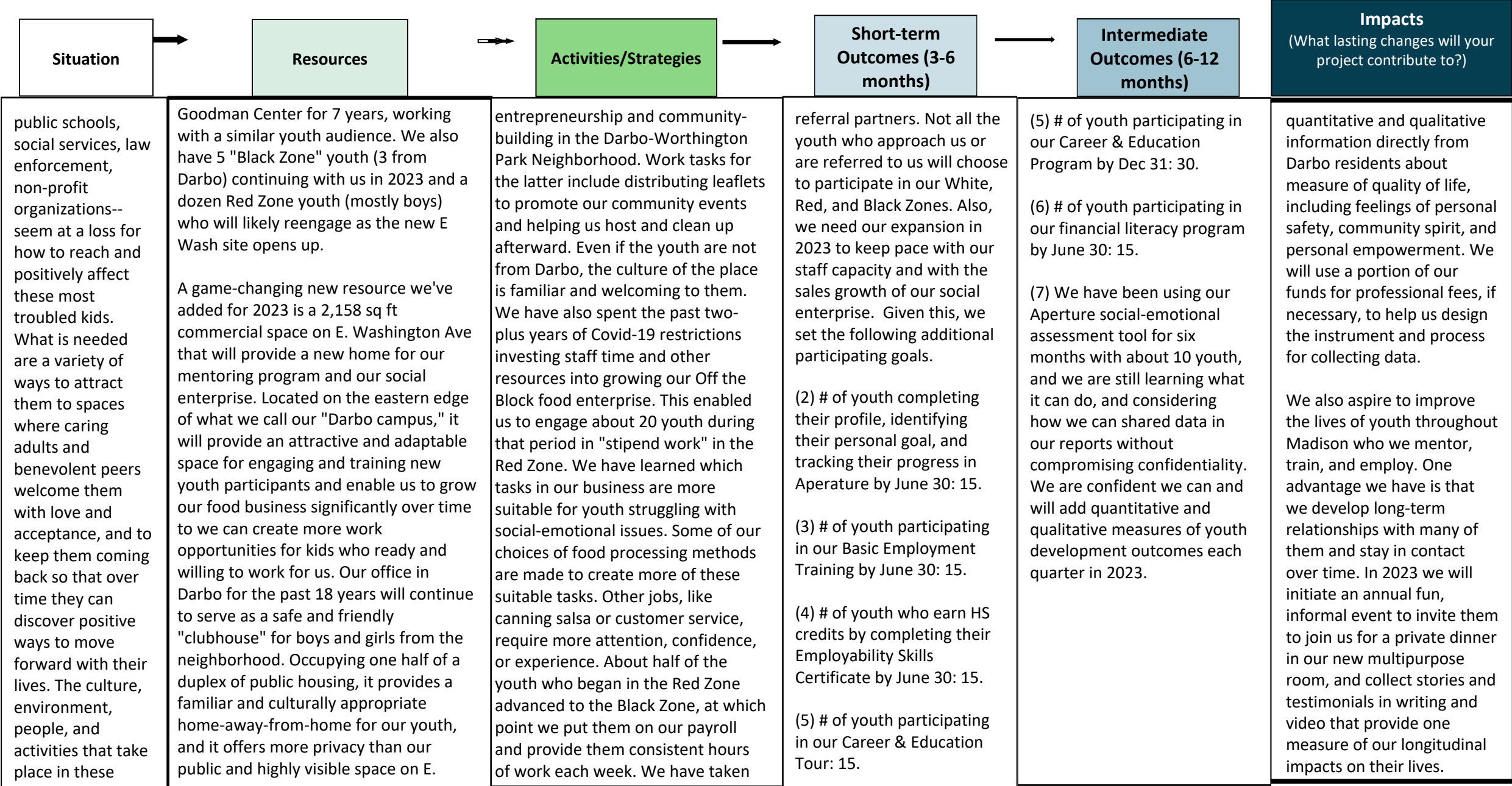
<b>Possible Sources of Evidence</b>	<b>Survey Data?</b>	<b>School Data?</b>	<b>Crime Data?</b>	<b>Family Reports?</b>	<b>Focus Group Data?</b>	<b>Data?</b>	<b>Interview Data?</b>
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Other

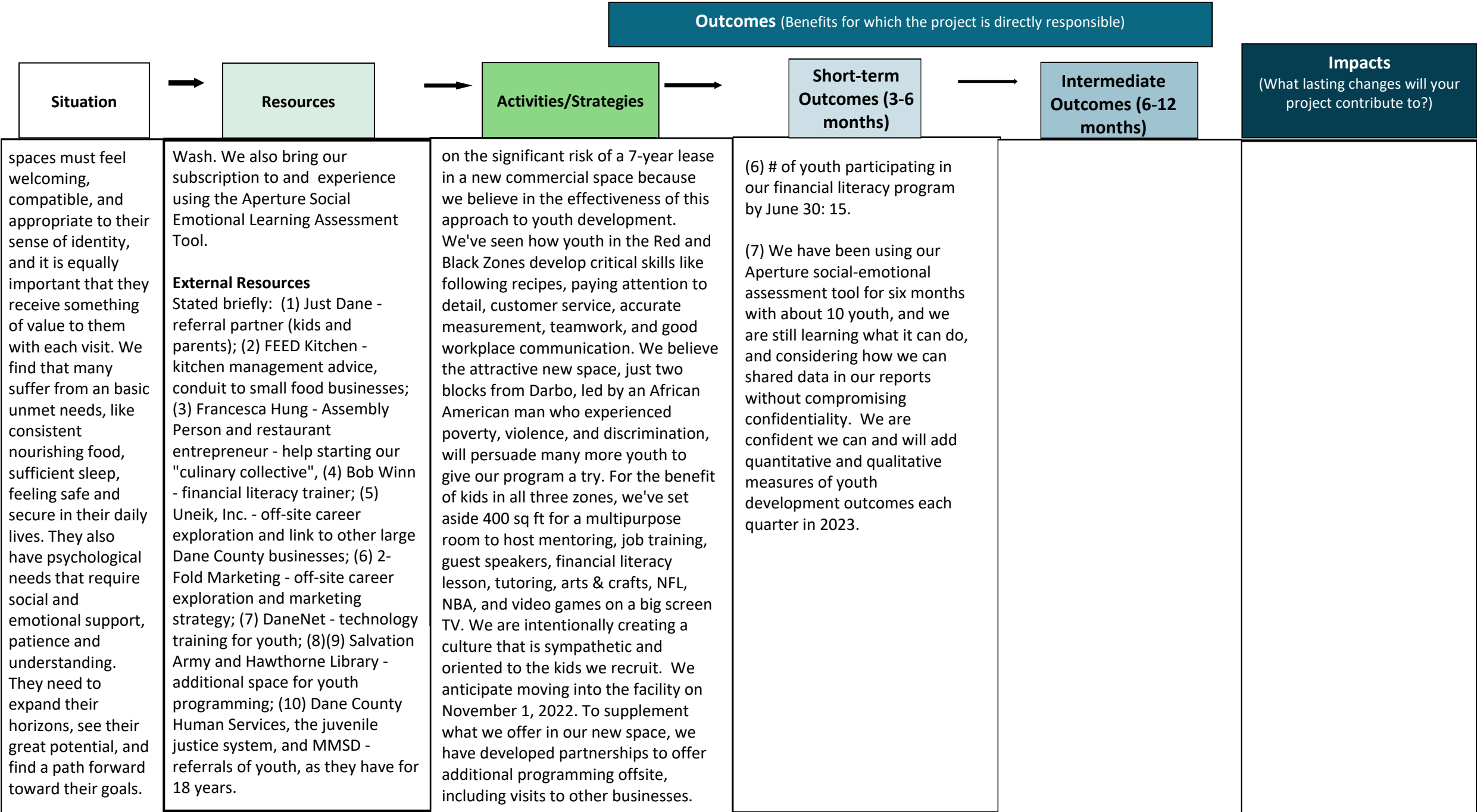


# Appendix B: Logic Model

**Outcomes** (Benefits for which the project is directly responsible)



# Appendix B: Logic Model





Memorandum of Understanding  
Between Madison-area Urban Ministry D/B/A JustDane and Mentoring Positives  
January 1, 2023 – December 31, 2026

**SUMMARY & PURPOSE**

This Memorandum of Understanding (MOU) outlines the mutually agreed upon elements of the partnership between Mentoring Positives and JustDane's Just Bakery and Just Hospitality programs related to the delivery of supportive services for justice involved families with minor children.

The purpose of Just Bakery is to provide vocational training, mentoring, case management/job placement & retention services for individuals experiencing significant barriers to vocational and employment training programs. Those barriers include: homelessness; criminal conviction history; former incarceration; lack of high school diploma or equivalency, mental illness and/or addiction; and a history of significant trauma.

The purpose of Mentoring Positives is to build strong, trusting relationships, positive attitudes, and life skills in youth through mentoring and social youth entrepreneurship. Mentoring Positives, Inc. has three components; (1.) Specialized Mentoring, (2.) Off the Block Enterprises, and (3.) Training/Professional Development.

The purpose of this MOU is to create a more seamless, two generation focused, wraparound support network for families impacted by the justice system, including youth who are currently or at risk of involvement in the justice system, and parents of minor children who are justice involved or facing other significant barriers to employment training and employment. Through this MOU Mentoring Positives and JustDane seek to expand employment training opportunities and supportive services to families with minor children offering employment training, supportive services and for parents of minor children, as well as increasing access to college for parents.

**TIME FRAME**

The term of this agreement shall be from January 1, 2023 to December 31, 2026. Renewal of this MOU is contingent upon satisfactory progress toward the goals and outcomes outlined in this MOU and continued funding through the City of Madison.

**SUMMARY OF ANNUAL GOALS FOR MENTORING POSITIVES AND JUSTDANE PARTNERSHIP**



- 1) Up to 15 parents of minor children will be referred to Just Bakery and Just Hospitality from Mentoring Positives.
- 2) Up to 15 children of parents with minor children participating in Just Bakery or Just Hospitality will be referred to Mentoring Positives.

**DO WE WANT TO PUT ANY OTHER GOALS FOR THIS IN HERE? LIKE #% WILL OF THOSE REFERRED PARTICIPATE FOR A SET AMOUNT OF TIME OR COMPLETE THE PROGRAMS?**

### **SERVICES TO BE PROVIDED**

#### **Just Bakery/Just Hospitality**

- 1) Just Bakery and Just Hospitality will provide vocational training for parents of Mentoring Positives participants who have significant barriers to employment and have an interest in baking, culinary arts and or hospitality management. Just Bakery and Just Hospitality will also provide case management and job placement/retention support for students in the program.
- 2) Just Bakery and Just Hospitality will refer the minor children of Just Bakery and Just Hospitality students to Mentoring Positives for mentoring life skills development, employment skills training through Off the Block Enterprises.

#### **Mentoring Positives:**

- 1) Mentoring Positives will provide supportive employment skills training and support services (mentoring) for eligible children of Just Bakery/Just Hospitality participants with a priority for youth enrolled in schools that feed into East High School and LaFollette High School on the north and east sides of Madison.
- 2) Mentoring Positives will refer parents of Mentoring Positive participants who are interested in a career pathway in baking or hospitality management and who face significant barriers to employment training and placement to Just Bakery or Just Hospitality.

### **COMMUNICATON AND REPORTING**

- 1) Just Bakery, Just Hospitality and Mentoring Positives staff will develop a mutual referral form and release of information to use when referring parents and youth to the respective programs for employment training and supportive services.



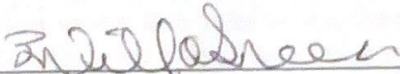
- 2) Just Bakery, Just Hospitality and Mentoring Positives staff will maintain at minimum monthly communication regarding program participant families receiving employment training and supportive services through both programs.
- 3) Upon job placement, the Just Bakery/Just Hospitality Resource Specialist and Mentoring Positives will maintain regular contact to track challenges the youth or parents may be facing related to basic needs, mental health supports, employment and for the purposes of supporting the individual in their job placement.
- 4) Just Bakery/Just Hospitality and Mentoring Positives staff will work collaboratively to track the employment retention of participants receiving trauma informed services.

#### CHANGES & TERMINATION OF AGREEMENT

Any changes to the terms of this agreement must be mutually agreed to in writing. Either party has the right to exit the terms of this agreement through a 90-day written notification.

#### SIGNATURES

By signing below, each person hereby represents that she/he has the authority to sign this MOU and bind the agency they represent to adhere to its terms.

  
\_\_\_\_\_  
Mentoring Positives

  
\_\_\_\_\_  
JustDane



Memorandum of Understanding  
Between Uniek and Mentoring Positives  
January 1, 2023 – December 31, 2026

**SUMMARY & PURPOSE**

This Memorandum of Understanding (MOU) outlines the mutually agreed upon elements of the partnership between Mentoring Positives (MP) and Uniek related to the delivery of career exploration and support services for youth involved in MP's mentoring & youth employment programs.

The purpose of Uniek is to take a thoughtful and educated approach to our development process, utilizing our cross-functional team to design and curate on-trend collections. Our passionate team analyzes profitable opportunities in the marketplace while taking advantage of emerging décor trends.

The purpose of Mentoring Positives is to build strong, trusting relationships, positive attitudes, and life skills in youth through mentoring and social youth entrepreneurship. Mentoring Positives, Inc. has three components; (1.) Specialized Mentoring, (2.) Off the Block Enterprises, and (3.) Training/Professional Development.

The purpose of this MOU is to create a partnership as part of Uniek's corporate commitment to support local organizations and demonstrate a social responsibility, Uniek has partnered with Mentoring Positives of Madison. As a supporting business, Uniek will provide time and resources to help enable their mission and directly impact programs such as Mentoring Positives' Off the Block Pizza and Salsa Youth Employment/Entrepreneurial Program.

**TIME FRAME**

The term of this agreement shall be from January 1, 2023 to December 31, 2026. Renewal of this MOU is contingent upon satisfactory progress toward the goals and outcomes outlined in this MOU and continued funding through the City of Madison.

**SUMMARY OF ANNUAL GOALS FOR MENTORING POSITIVES AND UNIEK**

- 1) Up to 10 youth will be referred to Uniek from Mentoring Positives to participate in a career exploration series

**SERVICES TO BE PROVIDED**

**Uniek**

- 1) Uniek will provide an 8-week series of career exploration topics to facilitate to MP youth



- 2) Uniek will offer youth the ability to design and create unique art pieces during this 8-week career exploration series.

**Mentoring Positives:**

- 1) Mentoring Positives will provide referrals to Uniek with a priority for youth enrolled in schools that feed into East High School and LaFollette High School on the north and east sides of Madison, to participate in an 8-week career exploration series.
- 2) Mentoring Positives will accompany and supervise youth while participating in the 8-week career exploration series at Uniek.

**COMMUNICATON AND REPORTING**

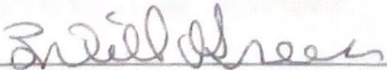
- 1) Uniek and Mentoring Positives staff will develop a mutual referral process for youth to participate in this collaborative programming.
- 2) Uniek and Mentoring Positives staff will maintain at minimum monthly communication regarding program participants and programming topics.
- 3) Uniek and Mentoring Positives staff will work collaboratively to track the attendance of participants receiving career exploration series programming.

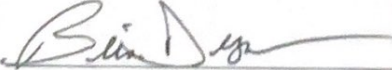
**CHANGES & TERMINATION OF AGREEMENT**

Any changes to the terms of this agreement must be mutually agreed to in writing. Either party has the right to exit the terms of this agreement through a 90-day written notification.

**SIGNATURES**

By signing below, each person hereby represents that she/he has the authority to sign this MOU and bind the agency they represent to adhere to its terms.

  
Mentoring Positives

  
Brian Duzan – VP Operations  
Uniek Inc.



Memorandum of Understanding  
Between DANEnet and Mentoring Positives  
January 1, 2023 – December 31, 2026

**SUMMARY & PURPOSE**

This Memorandum of Understanding (MOU) outlines the mutually agreed upon elements of the partnership between Mentoring Positives (MP) and DANEnet related to technology assistance and resources for MP's "Off the Block" youth employment program.

The purpose of DANEnet is to make information technology accessible and affordable through education and services for nonprofit organizations and individuals with barriers.

The purpose of Mentoring Positives is to build strong, trusting relationships, positive attitudes, and life skills in youth through mentoring and social youth entrepreneurship. Mentoring Positives, Inc. has three components; (1.) Specialized Mentoring, (2.) Off the Block Enterprises, and (3.) Training/Professional Development.

The purpose of this MOU is to create a partnership as part of DANEnet's commitment to support local organizations and improving social and economic equity by providing Mentoring Positives' Off the Block Pizza and Salsa Youth Employment/Entrepreneurial Program with digital equity programming, including computer skills classes, free tech repair, assistance identifying affordable home internet, and refurbished laptops.

**TIME FRAME**

The term of this agreement shall be from January 1, 2023 to December 31, 2026. Renewal of this MOU is contingent upon satisfactory progress toward the goals and outcomes outlined in this MOU and continued funding through the City of Madison.

**SUMMARY OF ANNUAL GOALS FOR MENTORING POSITIVES & DANEnet**

- 1.) DANEnet will provide MP with \$6,000 of digital equity programming, particularly for youth employed with Mentoring Positives and for the youths' parents.

**SERVICES TO BE PROVIDED**

**DANEnet**

- 1) Each year of this MOU, DANEnet will provide 5 weekly basic computer skills classes to MP youth and their parents, covering: Computer Basics, Using Word, Internet Basics, Intro to Email, and Basic Tech Troubleshooting. (All handouts are included with each class.)



- 2.) Each year of this MOU, DANEnet will provide one 2-hour tech repair clinic, allowing MP youth and their parents to bring in their computers, tablets, or phones to be assessed and repaired for free by a paid professional technician.
- 3.) Each year of this MOU, DANEnet will provide 10 refurbished laptops running licensed copies of Windows 10 and Office 2019 to MP youth and their households that do not already have a computer.
- 4.) DANEnet will provide information and applications for federal broadband assistance programs to all DANEnet program participants at Mentoring Positives so that they have access to affordable internet options in their homes.

**Mentoring Positives:**

- 1) Mentoring Positives will coordinate with DANEnet staff to reserve space for DANEnet's programs serving MP youth participants and their families
- 2) Mentoring Positives will accompany and supervise youth while participating in all DANEnet programming.

**COMMUNICATON AND REPORTING**

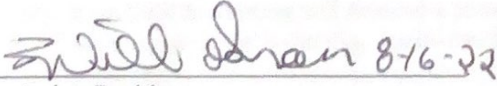
- 1) DANEnet and Mentoring Positives staff will maintain regular communication while coordinating, scheduling and facilitating DANEnet programs.
- 2) DANEnet and Mentoring Positives staff will complete all necessary written documents, if needed, for tracking and reporting purposes for each of their agencies.


**CHANGES & TERMINATION OF AGREEMENT**

Any changes to the terms of this agreement must be mutually agreed to in writing. Either party has the right to exit the terms of this agreement through a 90-day written notification.

**SIGNATURES**

By signing below, each person hereby represents that she/he has the authority to sign this MOU and bind the agency they represent to adhere to its terms.

  
Mentoring Positives

  
DANEnet

8/16/2022



Memorandum of Understanding  
Between TwoFold Marketing and Mentoring Positives  
January 1, 2023 – December 31, 2026

**SUMMARY & PURPOSE**

This Memorandum of Understanding (MOU) outlines the mutually agreed upon elements of the partnership between Mentoring Positives (MP) and TwoFold Marketing related to the delivery of career exploration and marketing services for youth involved in MP's mentoring & youth employment programs .

TwoFold Marketing is a full-service marketing agency that utilizes a coordinated network of marketing professionals, each of them experts in their fields, to provide leading-edge, strategic solutions designed for the specific needs of each client we work with.

The purpose of Mentoring Positives is to build strong, trusting relationships, positive attitudes, and life skills in youth through mentoring and social youth entrepreneurship. Mentoring Positives, Inc. has three components; (1.) Specialized Mentoring, (2.) Off the Block Enterprises, and (3.) Training/Professional Development.

The purpose of this MOU is to create a partnership as part of TwoFold Marketing corporate commitment to support local organizations and demonstrate their strong commitment to giving back to our community. TwoFold Marketing will provide time and resources to help enable their mission and directly impact programs such as Mentoring Positives' Off the Block Pizza and Salsa Youth Employment/Entrepreneurial Program.

**TIME FRAME**

The term of this agreement shall be from January 1, 2023 to December 31, 2026. Renewal of this MOU is contingent upon satisfactory progress toward the goals and outcomes outlined in this MOU and continued funding through the City of Madison.

**SUMMARY OF ANNUAL GOALS FOR MENTORING POSITIVES & TwoFold Marketing**

- 1) TwoFold Marketing will contract with Mentoring Positives to market the agency as well as providing additional branding and marketing for the "Off the Block" (OTB) products that provide youth with employment opportunities with Mentoring Positives to increase awareness about programming and to increase OTB sales..
- 2) Two Fold Marketing will explore a possible career exploration series for MP youth to learn more about marketing, social media, branding, etc. in relation to their Off the Block products.



## **SERVICES TO BE PROVIDED**

### **TwoFold Marketing**

- 1) TwoFold Marketing will provide Mentoring Positives with marketing, social media, and branding services.
- 2) TwoFold Marketing will explore a pilot program related to career exploration to provide up to 15 youth in MP's youth employment program to learn more about marketing, social media content and branding.

### **Mentoring Positives:**

- 1) Mentoring Positives will provide referrals to TwoFold Marketing with a priority for youth enrolled in schools that feed into East High School and LaFollette High School on the north and east sides of Madison, to participate in pilot program related to career exploration around marketing, social media and branding.
- 2) Mentoring Positives will accompany and supervise youth while participating in a pilot career exploration series with TwoFold Marketing.

## **COMMUNICATON AND REPORTING**

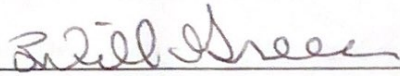
- 1) TwoFold Marketing and Mentoring Positives staff will develop a mutual referral process for youth to participate in this collaborative programming.
- 2) TwoFold Marketing and Mentoring Positives staff will maintain at minimum monthly communication regarding program participants and programming topics.
- 3) TwoFold Marketing and Mentoring Positives staff will work collaboratively to track the attendance of participants receiving career exploration series programming.
- 4) TwoFold Marketing and Mentoring Positives will meet regularly to increase the awareness and marketing of Mentoring Positives programming and the "Off the Block" products and program.

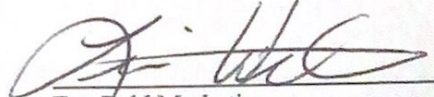
## **CHANGES & TERMINATION OF AGREEMENT**

Any changes to the terms of this agreement must be mutually agreed to in writing. Either party has the right to exit the terms of this agreement through a 90-day written notification.

## **SIGNATURES**

By signing below, each person hereby represents that she/he has the authority to sign this MOU and bind the agency they represent to adhere to its terms.

  
Mentoring Positives

  
TwoFold Marketing



Memorandum of Understanding  
Between CLIMB and Mentoring Positives  
January 1, 2023 – December 31, 2026

**SUMMARY & PURPOSE**

This Memorandum of Understanding (MOU) outlines the mutually agreed upon elements of the partnership between Mentoring Positives (MP) and CLIMB related to the delivery of financial literacy services for youth involved in MP's youth employment programs.

The purpose of CLIMB (Communities Learning to Invest and Mobilize for Business) is to create and coordinate a regenerative economic empowerment ecosystem in which underserved youth, families, and communities can learn, grow, and thrive.

The purpose of Mentoring Positives is to build strong, trusting relationships, positive attitudes, and life skills in youth through mentoring and social youth entrepreneurship. Mentoring Positives, Inc. has three components; (1.) Specialized Mentoring, (2.) Off the Block Enterprises, and (3.) Training/Professional Development.

The purpose of this MOU is to create a partnership as part of CLIMB's commitment to support, educate and empower low and moderate income youth and families. CLIMB has partnered with Mentoring Positives to provide financial capability and economic empowerment to help enable their mission and directly impact programs such as Mentoring Positives' "Off the Block" Youth Employment/Entrepreneurial Program.

**TIME FRAME**

The term of this agreement shall be from January 1, 2023 to December 31, 2026. Renewal of this MOU is contingent upon satisfactory progress toward the goals and outcomes outlined in this MOU and continued funding through the City of Madison.

**SUMMARY OF ANNUAL GOALS FOR MENTORING POSITIVES AND CLIMB**

- 1) Up to 30 youth will be eligible to participate in CLIMB's programming related to financial capability and economic empowerment

**SERVICES TO BE PROVIDED**

**CLIMB**

- 1) CLIMB will provide programming and training related to financial empowerment to MP youth
- 2) CLIMB will offer resources and support to MP staff who may co-facilitate/facilitate CLIMB financial empowerment programming.



**Mentoring Positives:**

- 1) Mentoring Positives will provide referrals to CLIMB with a priority for low and moderate income youth enrolled in schools that feed into East High School and LaFollette High School on the north and east sides of Madison, to participate in financial empowerment programs.
- 2) Mentoring Positives will accompany and supervise youth while participating in CLIMB programming.

**COMMUNICATON AND REPORTING**


- 1) CLIMB and Mentoring Positives staff will develop a mutual referral process for youth to participate in this collaborative programming.
- 2) CLIMB and Mentoring Positives staff will maintain at minimum monthly communication regarding program participants and programming topics.
- 3) CLIMB and Mentoring Positives staff will work collaboratively to track the attendance of participants receiving financial empowerment programming.


**CHANGES & TERMINATION OF AGREEMENT**

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\_\_\_\_\_  
Mentoring Positives

  
\_\_\_\_\_  
CLIMB