

**COMMUNITY DEVELOPMENT GRANTS ADMINISTRATION
APPLICATION EXECUTIVE SUMMARY – FUNDING YEAR 2017**

Milwaukee Youth Council – Youth Services Proposal
Total Funds Available: \$99,845

Total Amount Requested (CDBG FUNDS) \$ \$20,000

(Note: Minimum Allocation is \$15,000)

Applicant Organization Name: Neu-Life Community Development

Organization Address: 2014 W North Avenue City Milwaukee Zip 53205

Contact Person: Jody Rhodes Title Executive Director

Contact Person's

Telephone Number: 414-933-3924 Fax Number: 414-933-3932

E-Mail Address: neulife1@sbcglobal.net

Is applicant a 501 (C)(3) organization? Yes No

Is applicant a faith-based organization? Yes No

Federal Employer Identification Number 39-1805861

Executive Director: Jody Rhodes

Phone Number 414-933-3924

Board President: William Robbins, Sr

Phone Number 414-933-3929

Proposal submission(s) must be authorized and signed by an official of the Board of Directors.

Name and title of Board Official: Joann Harris Commodore, Board Member

Signature of Board Official: 

NOTICE:

A false statement or misrepresentation in the proposal to obtain grant funds and if funds are awarded, the funds and contract will be in default and the City may declare all of any part of the funds paid out immediately due and repayable to the City and the contract voided.

PART 1: PROGRAM DESIGN & SPECIFICATIONS

If you need more space in any section, you may attach additional pages

1) HOUSEHOLDS/CLIENTS SERVED

a) Describe the specific target population to be served, including target low income level and special needs populations, as applicable.

Neu-Life Community Development's ARTREACH program serves middle and high school age youth from Milwaukee's near north side (primarily the 53205 and 53206 zip codes), including the Amani and Lindsay Heights neighborhoods. Families residing in these neighborhoods are some of the most economically disadvantaged in the City of Milwaukee, with rates of low/moderate income exceeding 70%. The ARTREACH program serves youth who are African American (70%), Hispanic/Latino (13%), Multi-racial (7%) and Asian (3%). Neu-Life serves and welcomes youth of all backgrounds, religions, abilities, needs and gender identification.

b) Specify the total number of youth to receive direct services by your program.

In 2018, with support from the Youth Council, Neu-Life's ARTREACH program will expand to serve 150 more participants for a total of 300 youth. In addition to youth served at Neu-Life's main site and after school programs, ARTREACH will partner with other local youth-serving organizations and schools to bring its sex trafficking prevention education, art activities and exhibits to a broader audience on Milwaukee's north side and beyond.

DO NOT WRITE BELOW
(For CDGA Use Only)

Comments:

2) OUTREACH:

a) Describe in a narrative, your agency's outreach and all of the methods that will be used to inform youth about your program.

Neu-Life currently serves 1,400 youth annually through programs that include life skills classes in many MPS and charter schools, after school programs at two Milwaukee Public Schools sites and main site activities such as sports, health/wellness and communication arts. Neu-Life has also established an extensive network of relationships with more than 20 youth-serving and community-based organizations.

Neu-Life will use this network of relationships to identify at least 5 schools and organizations to host ARTREACH activities for the youth they serve in 2018. The main form of outreach will be direct communication to youth program providers through in-person, email and phone contact. Neu-Life will additionally post and distribute flyers and other informational resources at partner organizations so youth learn about the program and develop an interest in participating.

Perhaps Neu-Life's strongest form of outreach is the testimony of the youth who have previously participated in the program and the artwork they have created. Neu-Life will ask these former participants to share their experiences through group presentations, video and other communications tools to inform other youth in Milwaukee about the ARTREACH program.

Neu-Life has already received interest from a number of schools and organizations through this outreach and will continue to grow its participation with the leadership of a devoted ARTREACH Coordinator and its close partnership with Zonta Club of Milwaukee.

DO NOT WRITE BELOW
(For CDGA Use Only)

Comments:

Describe in detail ALL OF THE FOLLOWING:

3) The specific ACTIVITY to be performed:

ARTREACH is an interactive creative arts program developed by Human Trafficking Awareness Partnerships (and adapted by Neu-Life Community Development) to instill a sense of awareness about human/sex trafficking in our community's youth and to empower them to become peer spokespersons.

The ARTREACH program is presented to middle school and high school aged youth in after school and summer programs. The participants learn about modern day slavery, human trafficking, sex trafficking and how art can be used to raise awareness and address social issues so people in their communities do not become victims. The students are taught about the risk and vulnerability factors associated with human and sex trafficking. The program works with participants to create art by discussing ideas, putting them on paper and creating a finished work of art. The artwork may be in the form of a painting, photography, poetry or even a dramatic performance. The youth have full artistic freedom to express the knowledge they have acquired about human trafficking and the volunteers' and instructors' role is to provide guidance and help.

We have found that working with youth to create art is an effective way to reach them and give them a way to express and teach others what they have learned about human trafficking. The program aims to empower youth by building their self-esteem and wariness if approached by someone who offers a quick fix to their problems. It also works to prevent trafficking and educate those who view the art, including the students' peers.

4) The GOALS of the program:

The goal of the ARTREACH program is to increase awareness about the issue of human/sex trafficking and prevent youth in Milwaukee from becoming victims of this epidemic. According to the Human Trafficking Awareness Partnerships, "Youth between the ages of 11 and 15 are especially at risk for becoming victims of human trafficking because they are a vulnerable target for the traffickers. Most of these victims are girls, but boys can be entrapped as well." Through the program, youth are able to identify how traffickers approach their targets and are equipped with strategies to avoid and obtain help so they do not become a victim.

ARTREACH additionally helps Milwaukee youth develop their self-esteem and contribute to the improved quality of life in their community. Through the ARTREACH program, youth become a force for good while developing positive relationships that will help them remain safe and identify/achieve their goals as they become young adults.

5) Outcomes:

- a. Describe the expected outcomes, (results, impact or change) expected to come about as a result of your program and describe how these contribute to one or more of CDGA's long term outcomes which are: 1) Reduce Crime; 2) Increase Property Values; 3) Increase Economic Vitality; and, 4) Improve Quality of Life.**

ARTREACH reduces crime and increases the quality of life of youth and their families in some of Milwaukee's most disadvantaged neighborhoods by:

- 1) Increasing the number of youth who are educated on the issues surrounding human trafficking, the sex trade and sexual violence. (Serve a total of 300 youth).
- 2) Having students showcase what they have learned through the creation of art medium pieces that can be displayed or used for a media campaign.
- 3) Increasing the knowledge of 300 youth in the area of human/sex trafficking as measured by a pre/post survey. 90% of youth will show an increase in knowledge from the administration of the pre to the post survey

BUDGET & RESOURCES LEVERAGED

Include a proposed budget for your program utilizing the enclosed budget forms.

The budget forms are on pages 23-24.

See attached budget forms.

DO NOT WRITE BELOW
(For CDGA Use Only)

Comments:

AGENCY BUDGET: EXPENSES

Organization: Neu-Life Community Development

Program Name: ARTREACH

Show a proposed budget for the program for which you are applying. Include all committed and pending funds for your program.

CATEGORY	Requested CDBG Funds	Committed Funds (list source)	Pending Funds (list source)
Personnel	\$17,000		
Fringe Benefits	\$3,000		
Occupancy/Utilities	0		
General Services (training, travel, printing, advertising, memberships)	0	\$1,000 (United Way)	
Supplies (office products, postage, computer and cleaning supplies, etc.)	0	\$2,500 (United Way)	
Contractual Services (accounting, legal, consulting, insurance)	0	\$1,000 (United Way)	
Equipment(Purchase/Rental)	0	0	
Other Costs(Describe)	0	1,000 (United Way) Marketing Materials	
TOTAL COSTS	\$20,000	\$5,500	

TOTAL AGENCY BUDGET: REVENUE

(inclusive of all programs operated by your agency)

Organization Neu-Life Community Development

Show a three year history of actual revenue received by your agency for the three year period shown.
If more space is needed continue with another page.

CATEGORY	2015	2016	2017
Government Grants (list sources)			
A. Stay Strong Milwaukee	25,000	50,000	50,000
B. Milwaukee Public Schools/DPI	268,000	268,000	268,000
C. City of Milwaukee Block Grant	30,000	50,000	30,000
C. Milwaukee Brighter Futures	150,000	145,000	175,000
Subtotal	473,000	513,000	523,000
Foundation Grants (list sources)			
A. Bradley Foundation	55,000	55,000	55,000
B. Zilber Family Foundation	0	50,000	100,000
C. Bader Philanthropies	20,000	30,000	30,000
D. Zonta Foundation Milwaukee	5,000	5,000	5,000
Subtotal	80,000	140,000	190,000
Other Revenue (list sources)			
A. United Way Healthy Girls	25,000	25,000	50,000
B. Mini-Grants	20,000	25,000	37,000
C. Donations	15,000	18,000	22,000
D.			
Subtotal	60,000	68,000	109,000
TOTAL REVENUE	613,000	721,000	822,000

PART 2: EXPERIENCE

1. AGENCY EXPERIENCE:

Describe your agency's specific experience in providing the service for which funding is requested.

The mission of Neu-Life Community Development is to empower children and youth with the skills and strategies to make better life choices. Since opening in 2000, Neu-Life has built a strong reputation in the community as a youth-driven set of programs that help make Milwaukee a better place and put children on a path to becoming successful young adults.

Recent Neu-Life accomplishments include:

- Growing our “student advocate” preventative case management program to assist more than 100 teens in making life choices that lead to self-sufficiency.
- Employing teens in our work-study program to build responsibility and connect them to careers, including youth development work at Neu-Life—over half of our staff members are former youth program participants.
- Supporting life skill development of youth through innovative programs such as Neu-Life's Farmfork (culinary and urban agriculture); Making Proud Choices (sex education) and CommArts (graphic design) programs.

Through these and other programs, Neu-Life has established a track record of managing successful programs that are valued by the community.

Neu-Life has worked with program partners to operate the ARTREACH program for more than two years and has successfully reached 500 youth. The program was recently recognized for its successes by receiving a \$25,000 grant from the United Way of Greater Milwaukee and Waukesha County that will help to expand the program's impact.

In sum, Neu-Life's 1) expertise on the issue of human/sex trafficking, 2) experience in program management, 3) committed and skilled staff and 4) partnerships in the community will ensure the success of ARTREACH as it continues to grow.

Comments:

2. STAFF EXPERTISE:

Describe your agency's specific staff experience in providing the service for which funding is requested. (Include education, years of experience etc.)

Neu-Life is unique in Milwaukee for its focus on "growing our own" staff members and retaining experienced, well-respected leaders over the long term. Both Joann Harris Comodore (CEO) and Jody Rhodes (Executive Director) have served as leaders of Neu-Life for more than 14 years and bring extensive experience in program development and administration. Ms. Rhodes has a Bachelor's degree in Education and a Masters degree in Education Administration from the University of Wisconsin Milwaukee. She also serves as the President of the National Association for Child and Youth Care Practice (ACYCP).

At the program level, Neu-Life employs a highly skilled and committed group of staff members with ties to the community to facilitate ARTREACH group programming. In many cases, these facilitators are alumni of Neu-Life, which gives them an advantage in making the program relevant to current youth participants. All ARTREACH facilitators receive training to ensure their understanding of program content and are coached to help them successfully lead group sessions with youth.

For 2017-18, Neu-Life will be hiring a new ARTREACH Program Coordinator position to manage the training and support of facilitators, continue developing the curriculum for new age groups and form additional partnerships to bring the program to more youth. Over its initial two years, Neu-Life leadership staff members and volunteers from the Zonta Club of Milwaukee coordinated the ARTREACH program. These volunteers and staff members will remain engaged to support and guide the Coordinator through the existing ARTREACH program committee. The Coordinator will join the Neu-Life team in Jan of 2018.

DO NOT WRITE BELOW
(For CDGA Use Only)

Comments:

3. FINANCIAL/ORGANIZATIONAL/BOARD & ADMINISTRATIVE STRUCTURE

Describe all of the following about your agency:

a. Financial structure:

The financial structure of Neu-Life is sound, stable and highly monitored. We contract with an outside accounting firm, Anick and Associates, that specializes in accounting for non-profits in Milwaukee. We have used them for the past 10 years. They handle all accounts payable and receivable, all check requests, payroll, audit and grant cost reports. They are knowledgeable and experienced. Having an outside source handle all your accounting adds a level of reliability and it's great that a set of outside eyes can help us keep on track. We have a comprehensive yearly audit done every year, and we have never had any findings.

b. Organizational & Administrative structure:

The organization and administrative structure of Neu-Life can be best explained by organizational chart, which is a tree. The ROOTS provide support for the entire tree- the roots are the board, Founder and Executive Director. The branches are the different program sites we operate, and the leaves are all the great, diverse and talented staff we have. We also have a few people in the TRUNK part- providing support for all the branches and leaves. The ARTREACH coordinator will serve as a branch support.

Neu-Life Community Development



c. Board structure:

Our board structure is very active and reflective of the community we serve. All board members are of the same ethnicity as the majority of the participants we serve (African America). Most of the board also live within a 5-mile radius of Neu-Life. We are proud that we have (and always have had) a board reflective of the program. Our board is active in helping us grow, be responsive to the needs of the neighborhoods we serve, and innovative in our approaches.

DO NOT WRITE BELOW
(For CDGA Use Only)

Comments:

4. ACCOMPLISHMENTS

A) Existing Agencies (Currently Funded by CDGA):

Please summarize your performance during the past two years including stated goals and actual accomplishments realized to date. Accomplishment numbers are subject to verification by CDGA.

NOTE: If you are currently funded and are applying for a new activity for which you are not currently funded, you must provide THIRD PARTY documentation of your accomplishments for the new activity for which you are applying. This may include written statements from current funding sources, agency annual reports, etc.

NOTE: A written narrative alone by the applicant does not qualify as documentation of accomplishments.

ARTREACH Accomplishments (since 2015; past 3 years)

Outcome/Output	2015	2016	2017 (through Oct 1 st)
#youth served in ARTREACH Program	75	123	158
% who showed a gain in knowledge from Pre- to Post test survey	90%	94%	97%
% who showed a gain in empathy and understanding for the issue from Pre to Post test survey	85%	89%	91%
# of art works completed	14 full canvas paintings 1 PSA 1 Poem/Spoken Word Piece		

DO NOT WRITE BELOW
(For CDGA Use Only)

Comments:

REVIEWER'S SUMMARY

NOTES:

Board of Directors Roster for Agencies with Grants Administered by Community Development Grants Administration

Date Completed: December 31st 2016

DUNS #: 168786650

Program Year: 2017-2018

NAME & TITLE	RACE	ADDRESS-INCLUDE CITY, STATE & ZIP	TERM EXPIRATION
NAME: Rev William Robbins (pastor)	black	2612 N 9 th Street Milwaukee, WI 53205	12/31/2017
TITLE: President			
NAME: Ernestine Hill (Nurse)	black	2227 W Galena Street Milwaukee, WI 53205	12/31/2017
TITLE: Treasurer			
NAME: Willie Simmons (community member)	black	3068 N 27 th Street Milwaukee, WI 53210	ongoing
TITLE: board member			
NAME: Denise Wooten (community member)	black	3118 N Teutonia Ave Milwaukee, WI 53210	ongoing
TITLE: board member			
NAME: Glennie Pickett (business owner)	black	2130 N 19 th Street Milwaukee, W 53205	ongoing
TITLE: board member			
NAME: Joann Harris- Comodore (business owner)	black	2121 N 4 th St Milwaukee, WI 53212	ongoing
TITLE: Board Member			
NAME: Cordelia Taylor (nonprofit administrator)	black	3269 N 11 th Street Milwaukee, WI 53212	ongoing
TITLE: board member			
NAME:			
NAME:			

The Slate of Officers of the Board Shall Commence on **1/1/2017** and End on **12/31/2018**

NOTE: THIS FORM MUST BE SUBMITTED WHENEVER THERE ARE BOARD CHANGES.