Cover Sheet

Name:  
We Push For Peace

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Planned Service Area:  
North

Requested Amount:  
$175,000
Agency Overview

We Push for Peace is a nonprofit organization founded by Trahern Pollard to be a resource and advocate to those in need.

Our mission statement: Making a difference in the lives of our youth and community.

Trahern Pollard is the founder and CEO with 20+ years of experience mentoring youth; navigating issues with gangs and the juvenile justice system; and providing violence intervention and violence prevention work by way of community engagement.

Direct services to those at-risk are offered and provided through the We Push for Peace Employment and Training Center located at:

1406 W Lake Street, Suite 201, Minneapolis, MN 55408

Direct services provided:

1. Boots on the Ground Program (Violence Intervention/Prevention)
2. Employment Assistance (resume development, mock interviews, job placement)
3. Pre-Employment Training and Certifications
4. Victims of Violence/Mental Health (Trauma Support)
5. Educational Support

Our experience, ranges from assisting the police with crowd management and patrols of hard hit, crime areas. For example, our Boots on the Ground team was present on Lagoon & Hennepin Ave in Minneapolis, on June 21, 2020 when 11 people were shot; it was present at the 3300 block of Logan Ave N. intersecting with West Broadway Ave in Minneapolis, on June 14, 2020 when there was a potential active shooter and we had to help clear the building(s); it was present at the make shift homeless encampment at the Sheridan Hotel, in Minneapolis, making sure all parties involved were safe.

We have worked closely with the Critical Response team that had clearance by Minneapolis Police Chief Medaria Arradondo and Mayor Jacob Frey of Minneapolis; assisting law enforcement every which way in the summer of 2020.

In addition, our experience goes beyond Boots on the Ground to help make concrete changes in lives. For example, we partner with Brooklyn Avenues Youth Shelter and Minneapolis Avenues Youth Shelter. As youth are placed in the shelters, we work with the program director to offer our services to each youth. Each youth is brought into our Employment and Training Center where we provide a mental health assessment; speak to the youth to assess the level of assistance that is needed; have group and individual mentoring sessions; provide job skills
training courses and develop resumes and assist in job placement by working with our local business partners.

In the time period of November 2020 – February 2021, We Push for Peace has worked with 23 youth from Brooklyn Avenues Youth Shelter and Minneapolis Avenues Youth Shelter. We were able to place all the youths with employment, regardless of their criminal record and background. We were able to personally bring in the manager from Target into our office to meet and speak to the youth. We have fantastic business partners, such as with Cub Foods and Target, that are willing to give opportunities to those who have struggled and whom may have criminal records.

During the time period of September – December 2020 we were able to place 16 adults with employment all of whom had various levels of a criminal history.

To address the issue surrounding violence within the community, specifically, North Minneapolis, our goal has been to provide guidance and mentoring, which includes community engagement and providing employment services and opportunities. A big part of our program includes a current partnership with Cub Foods. We have a contract with 3 Cub Foods locations, one being on Broadway in North Minneapolis. Our Boots on the Ground team is stationed there from 6am to 6am, 7 days per week performing community engagement and outreach services. In addition, our partnership with Cub Foods gives us the ability to help struggling individuals find employment. On January 5th and January 14th, 2021, we held a job fair from 12-4pm each day, with interviews onsite at the Cub Foods in Minneapolis on Broadway. From these two events we were able to place 3 youth and 12 adults with employment. In addition, we were able to assist 10 youth with services, such as resume development after the fact.

Program Plan:

We will use our team of Community Engagement and Outreach staff to provide community-based, on the ground outreach and violence interruption work, including de-escalation, non-physical conflict resolution, and informal mediation.

Planned Service Area: North

Budget: $175,000

Program Length: 4/1 – 12/31/21

Our planned service area is North Minneapolis due to our existing 24-hour presence we have in the area. Because of our contract with Cub Foods, I have men stationed at Cub Foods on Broadway Ave, 24 hours per day, from the hours of 6am to 6am.
The plan would be to expand on this coverage with my existing Boots on the Ground team which allows for quick mobilization as it’s already in existence.

Part of the community engagement, violence prevention approaches my team takes is to try to eliminate barriers to a more productive life; which often leads to the rate of violence decreasing. Which is why throughout this project, I will offer all the services of the We Push for Peace Employment and Training Center to any individual we encounter in need.

Services will include:

1. **Patrolling the assigned service zones:** Anticipating staffing will be our team of 35 deployed on average 5 shifts per week at 5 hours each. Exact shift times and the number of men on patrol will fluctuate as needed.
2. **Community Engagement:** We will use our existing knowledge and relationships in the area of North Minneapolis and/or the assigned zone to continue to engage with the community, mentor and guide those who want to commit violence to make better choices.
3. **Conflict Resolution:** We will use our violence de-escalation experience to help provide a cooler head when we encounter issues.
4. **Mental Health Assessment and Services:** Through my experience I have the knowledge base needed to be more aware of mental health issues as I encounter them in individuals. As I encounter individuals suffering, I will make sure they are offered services such as mental health assessment.
5. **Employment Services:** Those individuals we encounter through our mentoring whom we find our unemployed, will be offered employment services, such as resume development, mock interviews, job search/job placement assistance through my Employment Center.
6. **Job Placement:** We have partnerships with organizations such as Cub Foods, Target, and Tri-City Construction, that we will use to place clients in jobs when a match seems favorable.
Staffing:

We have an established Boots on the Ground program with a full team, made up of 31 men; 4 managers; an administrator; and the Founder/CEO, Trahern Pollard. We recently increased our team as we have so many applications flooding in to be apart of our work in the community. This provides an added benefit as we would have the ability to increase our team if needed and quickly. Combined we log over 756 community engagement and outreach hours per week. We have an existing application; interview process and training program in place; timesheets that are logged by the employee and signed by a manager to track hours; and paychecks are produced weekly. All employee hours and payments are tracked internally for documentation and reporting purposes.

Fiscal Responsibility:

We Push for Peace has managed several federal, state, city, and county grants and contracts across its service area. Experience includes contracts with Hennepin County, the City of Minneapolis as well as the Department of Public Safety. We are familiar with the necessary tracking, documentation, reporting and attention to detail that is required with grant management. We have in the past provided tracking, documentation, invoicing, and reporting to Hennepin County, the City of Minneapolis, and the Department of Safety. We currently hold a contract with Cub Foods that require hourly/weekly tracking of time as well as invoicing.

Insurance Requirement:

We carry the necessary insurance requirements for our organization, and we have a current Certificate of Insurance on file with the City of Minneapolis.

Evaluation:

Every youth receiving services will have a Client Intake Form. This document contains all pertinent individual details; the scope of what’s needed; as well as the outcome (i.e. employment obtained). Our fiscal responsibility experience has made us well equipped with the necessary tracking, documentation, reporting and attention to detail that is required with grant management.
Budget:

Boots on the Ground:
35 Men
5-hour shifts; average of 5 per person per week at $25 per hour
Estimated for the program length of 4/1 – 12/31/21
= $634,375 Total Cost
= $150,000 Cost Charged to Project

Supplies:
Most of the supply cost will need to be spent on Uniforms and other outdoor wear gear the men will need.
= $2,000 Cost Charged to Project

Printing:
Ink Cartridge $50
Paper $6
Total Per Month = $56
= $500 Cost Charged to Project

Administrative Services:
Updating, filing, reviewing applications & hiring duties
Creating and updating the training programs
Client Tracking, Reporting and Documentation
Payroll
= $22,500 Cost Charged to Project

Total Budget = $175,000