



July 26, 2018

Ben Williamson, MPA, PMP
Assistant to the City Manager
City of Farmers Branch
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O. 972-919-2505

Dear Mr. Williamson,

Per the request of the Farmers Branch City Council, I am re-submitting a proposal for approval to aid in the advancement of *The Mentor & Men-tee Initiative* (referred from this point as *The M & M Initiative*) launched by Stand 4 Sisterhood.

Stand 4 Sisterhood headquartered in Farmers Branch is commissioned to serve as a catalyst of change to catapult our society into pro-active solutions via mentor-ship empowerment. It is crucial for the residents of Farmers Branch to know they have a dependable community resource available to them in this capacity.

Stand 4 Sisterhood seeks to operate an efficient program on a limited budget, aligning it with broad organizational strategies to increase mentoring programming in Farmers Branch for corporations and at-risk female students. The goal is to serve a minimum of 25 girls (ages 14-18) each year utilizing women in the corporate and/or entrepreneurial field as volunteer mentors .

Stand 4 Sisterhood hopes that the City of Farmers Branch will consider standing with us by favorably funding our plan of action to better serve the citizens of Farmers Branch.

Sincerely,

Marguritte S. Johnson
Executive Director & Advocate

SUMMARY

The M & M Initiative's primary purpose is to make a positive impression in the city of Farmers Branch by providing effective resources and efficient support in the areas of mentoring.

It is proposed that funding in the amount of **\$50,000** is provided for this initiative to ensure the development of a solid infrastructure essential to the success and stability of this program.

The **M & M Initiative** will be conducted under close supervision of third party evaluation agency that will be responsible for quarterly monitoring.

The future maintenance of ***The M & M Initiative*** will be made possible through collaborations with The National Mentoring Center, volunteer fund-raising efforts carried out by supporters of Stand 4 Sisterhood and via appropriations secured from grants, community partners and corporate sponsors.

INTRODUCTION

Stand 4 Sisterhood, formerly known as the Godly Girlfriend Movement, which was founded Jan. 2012 is a nonprofit 501(c)(3) advocacy agency committed to bringing solutions to unwelcoming or harmful situations that impacts the lives of girls and women via mentor-ship, take-action initiatives and preventive intervention.

Furthermore, Stand 4 Sisterhood empowers girls and women to collaborate vs. compete by uniting to fight- not each other as females; but to join forces to champion for social change in the areas of bullying, domestic violence, human trafficking and gender inequality. To address these platforms, S4S host pro-active community events every 6-8 weeks in Farmers Branch to ensure citizens are aware, informed and equipped with the knowledge to make a difference.

Moreover so, August of 2017, S4S launched ***Operation: LifeSavers*** that provides assistance, resources and outreach in support of single mothers and active duty/veteran females.

In summary, S4S is commissioned to “fight for right” by any means necessary. Our means is being pro-active vs. reactive. Mentoring provides pro-active resources via professional stabilization and personal support to facilitate success in graduate school and beyond.

“Tell me and I forget. Teach me and I remember. Involve me and I learn.” Benjamin Franklin

In partnership with the City of Farmers Branch, Stand 4 Sisterhood is willing and ready to invest time, money and dedication to a minimum of 25 at risk female men-tees desperately in need of a corporate/entrepreneurial mentor to listen, support and show them the way both personally and professionally. We are simply on a mission to make a difference through the power of mentor-ship. Brad Henry stated it well, *“A good teacher can inspire hope, ignite the imagination, and instill a love of learning.”*

PROBLEM STATEMENT

Unfortunately, there's a massive mentoring gap exist in the USA that must be filled immediately. Furthermore, at-risk youth are simultaneously more likely to have academic struggles and less likely to have naturally occurring mentors. Although formal mentoring has substantially increased in recent years, millions of young people – especially those who could most benefit from a mentor – still do not have a supportive adult in their life.

According to today's statistics...

- 1 in 3 young people do not have a mentor.
- 57% of high school students do not recall ever having a mentor.
- 80% of youth who struggle with attendance, behavior and course performance do not have a structured mentor.
- Not enough mentors are professionally trained to handle the demand of youth in need of mentoring.

OBJECTIVES & PROJECT DESCRIPTION

Given the importance of making steady, incremental progress towards filling the gap of mentoring in our community, The M & M Initiative will ensure to identify current challenges of the men-tee that possibly served as an life experience for the mentor which could serve as a foundation for building a lasting and effective mentoring relationship.

To assess the extent to which the proposed project remedies the problems noted above, it will be necessary to quantify the results to measure the project's effectiveness. The following are the project objectives:

A. To ensure the young girls most in need have a quality mentoring relationship.

S4S will connect with CFBISD and Juvenile Centers in the area to ensure the at-risk girls ages 14-18 are receiving an opportunity to obtain a quality mentoring relationship.

B. Facilitate effective connections between the mentor and men-tee.

Taking the time to recruit, screen and properly match mentors with men-tees will be a crucial component to The M & M Initiative. It is very important to bridge men-tees with mentors that identify like interest and career paths for students and are willing to support the student's personal growth as they learn to implement both life skills and professional networking skills with the opportunity to pursue employment related to their career/degree choice.

Furthermore, an effective mentoring program is an incredibly valuable asset for many large/medium sized corporations. Mentoring provides employees with a channel for developing their skills, confidence and progress while giving back to the community at the same time. The ROI is priceless.

C. Offer certification training for both the mentor and mentee to ensure they both understand the commitment and needs of the relationship.

Mentoring Certification for both the mentor and the men-tee will provide each of them with communication skills and an attitude to commit and connect to build their mentoring relationship on a solid foundation.

D. Because our desire is for the students in the mentoring program to also be efficient in their coursework, as well as professionally; 10 hours of tutoring annually will be included in the program.

Because our desire is for these girls not only to be transformed via mentoring; however, we want to ensure their education is revolutionized also. Therefore, 10 hours of tutoring will be offered annually per girl in any subject that she may be experiencing challenges; this will also include STARR Testing and SAT/ACT Test Prep if necessary.

EVALUATION

To determine whether project objectives are being met, Stand 4 Sisterhood will collaborate with the National Mentoring Partnership, Mentoring USA and other experts in the field of mentoring. The evaluation proposed consists of two strategies for assessing project success:

A. Process Evaluation

It is necessary to first determine the at-risk girls ages 14-18 in Farmers Branch that would positively benefit from a formal mentoring structure. Secondly, we must determine the corporations/small businesses operated by women that would be interested in volunteering time to pay it forward by building a mentor-ship relationship. Once interests are confirmed - both mentor and men-tee must be screened and also attend a formal mentoring certification e-course.

B. Outcome Evaluation

For the men-tee, variables will include sex, race, age, history of attendance or behavior challenges, specific life interests, career choices, attendance, monitoring participation during mentoring. For the mentor, variables will include sex, race, age, specific life interest, current career, attendance and monitoring mentoring during session.

Every quarter, Stand 4 Sisterhood will analyze and record the above data.

FUTURE FUNDING

Despite the fact that most of the costs involve research and study, it will be necessary to plan for future funding of certain aspects of the project. These costs include sustainability of the network, growth and expansion, increased certifications and trainings, with advancement in program development and technology.

Considering The M & M Initiative will be funded in collaboration with the City of Farmers Branch, Stand 4 Sisterhood will appropriate maintenance and future sustainability via collaborations with The National Mentoring Center, volunteer fund-raising efforts carried out by supporters of Stand 4 Sisterhood and via appropriations secured from grants, community partners and corporate sponsors.

To date our funders are as follows:

Panera Bread: \$52,168.89

Desoto Cultural Arts Commission: \$2,500

Walmart: \$3,100.00

Enterprise: \$1,200.00

Allstate: \$1,000.00

American Airlines: \$770.00

Chipotle: \$1,500.00

Kroger: \$350.00

Target: \$250.00

In-Kind Donations: \$25,000 Supplies, Raffles, Volunteer Hours & Vendors

TOTAL: \$87,068.89

The City of Farmers Branch will fund 60% of The M & M Initiative; however, it will serve 100% of the FB Community. The remaining 40% will be funded from above resources.

BUDGET/NARRATIVE

Personnel

Salaries and Wages

Project Director: Marguritte S. Johnson

\$50,000 X 12% X 1 year: **\$6,000**

Fringe Benefits: (Travel & Gas, Lunch Meetings, etc...)

\$50,000 X 5% X 1 year: **\$3,500**

Mentoring & Tutoring Program for 25 Girls/25 Mentors:

\$50,000 X 60% X 1 year: **\$30,000**

100 P/M Avg. Cost Per (25) Mentor/Men-tee Partnerships: \$25,000

Checkpoint Events: 3 Per Year (Recruitment Meeting, Mentor Mixer, End of Year Celebration)

\$50,000 X 10% X 1 year: \$5,000 (\$1667 Avg. Per Event)

Curricula Development & Printing

\$50,000 X 7% X 1 year: **\$3,000**

Certifications & Scholarship Fund

\$50,000 X 15% X 1 year: **\$7500**

(50) Mentor/Men-tee Mentoring Certifications: \$89 PP = \$4450

(5) Program Managers Mentoring Certifications: \$199 PP = \$995

(4) Executive Mentors Certifications: \$225 PP = \$900

Scholarship Fund: \$1155

PROJECT TOTAL: \$50,000

Budget Analysis

Personnel

Marguritte S. Johnson is committed to devote 40% of her time serving as Executive Director for for *The M & M Initiative*. Her basic salary will be \$500 p/month + additional \$300 for travel, lunch and networking expenses associated with corporate recruitment.

Mentoring & Tutoring Program

The cost of the initiative is \$100 Per Girl for 12 Months = \$1200 x 25 Girls = **\$30,000**

These cost includes recruitment operations, background screening and mentor matching along with hosting 3 Checkpoint events annually.

Curricula & Printing

The listed cost of the curricula and printing was determined for the printing cost of 50+ binders at \$60 per binder with approximately 30-40 pages = Total Cost of **\$3000.00**.

Certifications & Scholarship Fund

The costs of e-certification for 59 Mentoring Certificates for Mentor/Mentee via MentoringComplete.com. Total Cost for Mentoring Cerifications: **\$6345.00**

- Basic Certification: \$89 x 50
- Program Managers: \$199 Each x 5
- Executive Mentors: \$225 Each x 4

\$1155.00 will be reserved a Scholarship fund to help further the education of an at-risk girl in the mentoring initiative with plans to attend college.

REFERENCES

www.mentoringcomplete.com

www.grantexperts.com

www.mentoring.org

www.air.org

www.artofmentoring.net

www.mentoringusa.org