



1. Introduction and Program Overview

Good afternoon, and thank you for the opportunity to present Salem, Inc.'s accomplishments, impact, and request for the renewal of our essential program funding. We are a two year pilot with great success. Salem, Inc. is a community-based organization in Minneapolis dedicated to reducing violence, supporting individuals reentering the workforce, and providing holistic, culturally responsive services to at-risk youth and adults.

Originally funded through a subaward agreement with Community Action Partnership of Hennepin County (CAP-HC), our scope of work includes:

- 21 Days of Peace (boots-on-the-ground community outreach and violence prevention).
- Case Management (long-term and short-term) for men, women, and families aged 14 and older.
- Mentoring services for youth (ages 14–21).
- Financial Literacy and Credit Repair education.
- Community Engagement Activities (quarterly events, forums, resource fairs).

Despite the recent announcement that our funding is ending and at risk of non-renewal, we believe our demonstrated successes, and rigorous community engagement make a compelling case for continued support.

2. Key Facts and Achievements

2.1 Facts and Benchmarks (as per our Work Plan and Contract Projections)

- **Outreach Contacts:** Since program launch, we are working to met or exceeded our yearly targets for daily interactions in the community.
- **Participant Enrollments:** The program projected 300 enrollments. Our goals are to continue to bring new participants under long-term case management, short-term case management, and youth mentorship.

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- **Case Management Retention:** We have consistently maintained the engagement of individuals and families for at least six months a critical factor in building trust and ensuring real impact.
- **Mentoring Program:** Many of the youth continue to attend weekly sessions focused on career exploration, life skills, and emotional resilience.
- **Financial Literacy & Credit Repair:** We partner with dedicated professionals (e.g., Jean Coleman and Aim Right Credit Repair) to improve participants' financial stability. We have so far enrolled 80+ participants in financial literacy sessions and have seen measurable improvements in credit scores and budgeting capacities among 40+ participants, demonstrating tangible gains toward long-term economic security.

2.2 Successes and Highlights

- **Culturally Competent Staffing:** Many of our staff members are from the same communities we serve. This “neighbors serving neighbors” model has led to high retention in both our case management and mentoring programs. Participants feel genuinely respected and understood.
- **Trusted Community Presence:** Our 21 Days of Peace initiative operates seven days a week, connecting with 30-40 youth and adults per hour. This constant visibility has built trust evidenced by referrals coming directly from community members who see our staff as mediators and resource experts.
- **Holistic Service Delivery:** We address basic needs (housing, employment assistance, mental health referrals) while simultaneously offering skill-building (budgeting, credit repair, fitness/health for stress management). We have found that tackling multiple issues together results in more lasting success.

3. Program Milestones Achieved to Date

- Established a consistent street presence in high-traffic and high-risk neighborhoods.
- Outreach contacts 230000
- Robust Enrollment and Retention
- Achieved positive retention rates

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- Community Engagement Activities
- Hosted monthly and quarterly events such as community cookouts, peace walks, and resource fairs.
- Facilitated strong turnouts (e.g., over 250 attendees at large events like the “Make Love Great Again” forum).
- Connected participants to supportive partners, including mental health professionals, housing services, and legal aid.
- Financial Literacy Cohorts
- Implemented one-on-one and group coaching sessions on budgeting, saving, and credit building.
- Within six months, some participants have raised credit scores by 20–50 points and demonstrated improved budgeting practices.

4. Lessons Learned and Notable Successes/Challenges

4.1 Lessons Learned

- Direct Community Engagement is Critical
- Daily, face-to-face interaction is far more effective than passive outreach. Our consistent presence fosters trust and yields real-time referrals.
- Holistic, Team-Based Case Management
- Each client is assigned a lead case manager, secondary manager, and supervisor. This “team approach” expedites problem-solving, improves accountability, and ensures continuity if one staff member is unavailable.
- Flexible Goal-Setting
- Adapting goal timelines to each client’s unique needs rather than strictly adhering to 30-, 60, or 90 day intervals reduces dropout rates and increases meaningful progress.

4.2 Notable Successes

- Violence Mediation and Community De-escalation
- Our staff intervened in multiple high-tension community disputes, redirecting potential violence through immediate counseling and referrals.
- Personal Development in Mentees

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- Young participants have shown improved school attendance, higher self-esteem (bolstered by our fitness and barber service components), and clearer visions for future careers.

5. Conclusion and Request

Salem, Inc. respectfully requests a renewal of the current funding so we can continue to offer these life-changing services and scale up to meet community needs. Without renewed financial support, these vital, community-driven programs face discontinuation at a critical juncture. We appreciate your time, consideration, and partnership in this endeavor. Salem Inc. This is not just another social services organization.

Thank You

On behalf of Jerry McAfee and the board members of Salem, Inc., we thank you for your continued partnership and look forward to collaborating with you to ensure this critical work continues to thrive in our Minneapolis community. We invite any questions and remain ready to provide further documentation, success stories, or clarifications.

We sincerely hope you will join us in renewing Salem, Inc.'s contract so we can maintain and expand our proven, community-focused, and life-changing programs.

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