

*Teen Mentoring Youth Outreach with a Focus on Families.*

# **Vincent James Mentoring Business Plan**

17 July 2020

**Waukesha, Wisconsin**

*Vincent James Mentoring is here to show love to individuals that are in need of hope, faith, love, and family, and to encourage and instill hope into the hearts of teens and families within our community, to provide new perspectives.*



## VINCENT JAMES MENTORING

*Teen Mentoring Youth Outreach with a Focus on Families.*

Vincent James Mentoring is a teen mentoring outreach with a focus on families.

### **VJM Mission Statement:**

“VJM is here to show love to individuals that are in need of hope, faith, love, and family, and to encourage and instill hope into the hearts of teens and families within our community, to provide new perspectives.”

### **The Mission and Heart of Vincent James Mentoring:**

The Heart and Mission of Vincent James Mentoring is to show hope and understanding to the people of Waukesha that are needing help in their lives. We are here to stand with and for the people we serve in our community.

We are not the only outreach in Waukesha, but we are the only outreach serving at-risk teens *and* families. Vincent James Mentoring is an outreach that serves not just our clients but also partners with churches, outreaches, and nonprofits in our community. We are a catch-all for the Waukesha County Social System.

At VJM we know that this is hard, but we also know in our hearts and minds that our work is worth it. We know what can be done when we act with our hearts and serve with a helping hand for all Waukesha.



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# VINCENT JAMES MENTORING

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Our staff is the passion and heart of Vincent James Mentoring,  
Unwavering, undying passion to see all of this through.

## **Staff**

### Administration:

Director: Matt Stafford

Accounting/Personnel: Jane Doe

Administrative Assistant: John Doe

Media Producer: John/Jane Doe

### Outreach Staff:

Counselors (Clinical Staff)

Mentors

Leaders

School/Youth Programs

### Oversight:

#### Board of Directors:

TBD (5 to 9 individuals)

Two-Year Terms

Board is managed according to the incorporation bylaws.



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## Facilities

Vincent James Mentoring serves all of Waukesha County.

The Vincent James Mentoring offices are centrally located in downtown Waukesha in the Fischer Creative Arts Center at 223 Maple Ave, Unit 205, Waukesha, WI 53186.

VJM is proud to be located in the revitalized Fischer Creative Arts Center. This project represents a physical rejuvenation in Waukesha that emulates our goals of emotional and life-skills rejuvenation of our at-risk teens and families. Our partnership with the FCAC helps us reach more of our community to instill hope back into at-risk teens and families.

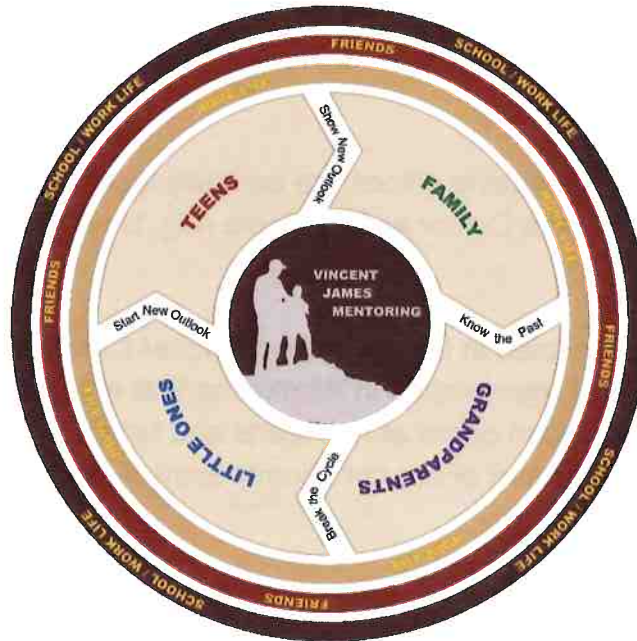
The Fischer Creative Arts Center is centrally located to serve our clients and allow for expansion, both in office space and in larger activity spaces.



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## Programs



With a variety of programs designed to reach a multi-generational audience, Vincent James Mentoring does not seek to break the family cycle, but to positively influence the families, leadership, and community in Waukesha to create a new cycle. A cycle that will not hinder a new generation, but will bring a strong foundation to future generations.



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## Programs (cont'd)

### Teen Program:

Our Teen Crest Program brings new and thought-provoking perspectives to young minds. Together we seek insight into their own lives and into how they treat others. We give them the skills to be a leader and a servant. The program inspires an understanding in each participant that they are worth so much more than they believe.

The program is a year-long commitment. Teens meet two to three times per week with Vincent James staff members. We use one-on-one sessions and small group sessions to work through challenges and ideas. The program also includes several outdoor excursions designed to test each individual and help them believe in themselves. Teens are required to fulfill community service hours as part of their development in the program.



### Family Program:

Our Family Crest Program brings new and thought-provoking perspectives to each family member. Together we seek insight into their own lives and into how they treat each other. We give them the skills to be a leader and a servant. The program inspires an understanding in each participant that they are worth so much more than they believe.

A year-long commitment, families meet two to three times per week with Vincent James staff members. We use individual sessions and family sessions to work through challenges and ideas. The program also includes several outdoor excursions designed to test each individual and help them believe in themselves.





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## Programs (cont'd)

### Mentoring Program:

Our Mentoring Crest Program develops partners in struggle. Our mentors aren't meant to be guides or maps, they are meant to walk beside the individual they are mentoring as they work through challenges together. We can give you tools to be a mentor, but you cannot really own the title until a teen or a family embraces you as their mentor.

The program is approximately six months long of emotionally intense meetings and experiences. The would-be mentors will go through the soul-searching and self-reflection that participants in the Teen, Family, and Leadership Crest Programs do. They will learn to bring these suffering individuals to their highest, best self through kindness, sacrifice, and understanding of the struggle each individual feels.



### Leadership Program:

Our program starts with you and those things you do not want to see. We will be starting with your failures, your downfalls, your fear, AND your hope, love, and faith in yourself.

A six-month commitment, future leaders meet two to three times per week with VJM staff members. We use individual sessions and small group sessions to work through challenges and ideas. The program also includes several outdoor excursions designed to test each individual and help them extend their horizons.



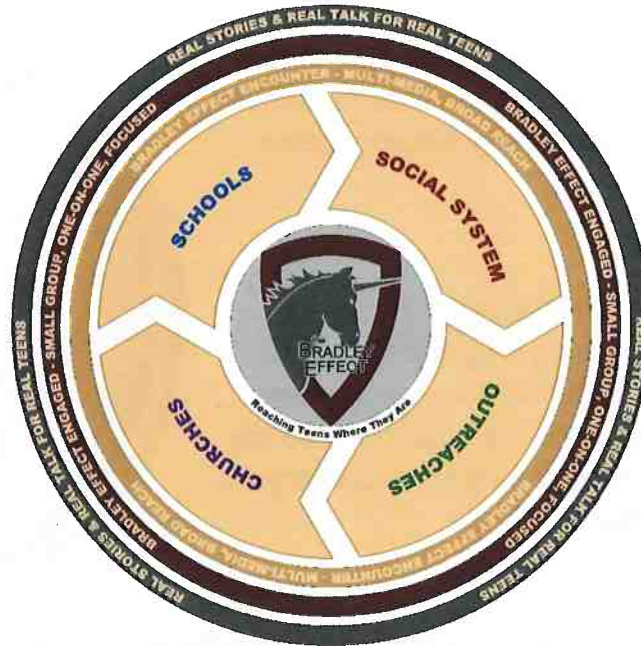




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## Programs (cont'd)



### Bradley Effect Program:

The Bradley Effect Encounter is a Vincent James production put on for junior highs, high schools, colleges, and churches in Waukesha County. The program will teach our audiences a new perspective, especially for those in need of VJM mentoring. This production is based on one teen that I knew through another outreach where I was a staff member. Through that work and our connection, I had a significant role in his life and his death. The Bradley Effect Encounter is geared toward a large audience setting with inspirational leaders and multimedia elements.

The Bradley Effect Engaged runs parallel to the Bradley Effect Encounter. The intended audience is similar, but more commonly presented in junior and senior high school settings. The Bradley Effect Engaged program is a small group or one-on-one activity utilizing the ideas and imagery of the Encounter but working with more targeted youth.

The Bradley Effect Encounter and Engaged are presented in partnership with the Waukesha School District to help identify and serve at-risk teens.



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## VJM Partner Businesses

VJM Partner Businesses offer a variety of ways for clients to learn job skills, confidence, independence, and financial literacy while also developing future trade skills.

### Pitbull Barbeque –

VJM's Pitbull Barbeque caters events throughout Waukesha County. A passion for great barbeque combined with solid work ethics lifts young people and families into careers skills they can use into the future. We love to serve tasty barbeque to everyone in our Waukesha community.

### VJM Landscaping –

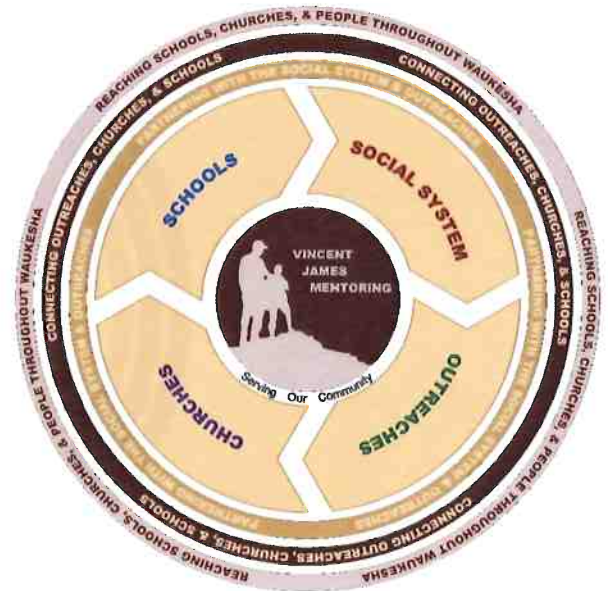
VJM Landscaping teaches pride in work, professionalism, and the value of hard work. Starting with basic skills and growing an understanding of plant care, lawn care, and maintenance, VJM landscapers prepare for future work while beautifying Waukesha.

### VJM Auto Repair –

Auto repair teaches skills and fosters independence. Working on mechanical problems and light autobody, VJM technicians learn valuable job skills while keeping Waukesha rolling forward. Learning professional behavior and technical know-how, young people and families create a financial foundation and gain confidence in their futures.

### VJM Remodeling –

Remodeling brings several trades together and teaches future skills. As young people learn electrical work, carpentry, plumbing, finish work, etc., VJM teams are improving homes in our community. As with all VJM businesses, the employees are learning trade skills and general jobs skills. Most importantly, the young people and families are learning independence and confidence in themselves.





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### Partnerships

#### **Social System:**

At Vincent James Mentoring, we hold an optimistic view of the Waukesha County Social System as a critical component of our community wellness. VJM sees multiple areas in which to assist and serve the social system. Addressing at-risk teens and family units as whole, we work with the Waukesha County Social System to give teens hope, life skills, and love; to improve and enrich family relationships now and for generations to come.

#### **Outreaches:**

Vincent James Mentoring is an outreach for at-risk teens and families. Because the need for services is so great in Waukesha and there are a number of outreaches providing care and comfort to our community, VJM is a proud partner to these outreaches. We provide services where others cannot, overlap where the need is deepest, and offer our clients expanded services from our partners. Together we are stronger and our social safety net is woven tighter.



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### Partnerships (cont'd)

#### **Churches:**

Vincent James Mentoring is a non-religious outreach. However, we see area churches as important partners in a broad community coalition. We partner with churches to provide expanded services for our clients, to assist churches with counseling and mentoring needs, and to support our clients' individual faith choices.

#### **Schools:**

Vincent James Mentoring serves youth throughout Waukesha. Schools are often the first point of contact for our clients and the first place to recognize potential difficulties in a child's life. We work through schools to offer our programs and services to at-risk teens and rely on schools to help us make a connection with struggling teens and families in Waukesha County.



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### Funding

#### **Funding Sources:**

##### **Private, Direct Donation**

We are honored to accept donations from generous community members who share our vision of reaching teens and families throughout Waukesha County with a new point of view and life direction.

##### **Private, Organizational Donations**

Organizational donors include local community organizations, i.e. the Lions/Lionesses, and larger grant foundations. VJM provides knowledge, effort, man-hours, and programming—boots on the ground—to make community and foundation dollars reach the people in most need.

##### **Private, Partner Organizations**

Our partner organizations provide outreach to Waukesha and utilize VJM services to extend their reach. By working together we support our organizations financially and fill gaps in services.

##### **Religious Organizations**

Similar to our non-governmental partner organizations, churches and other religious organizations support VJM's outreach to Waukesha County at-risk teens and families. Churches provide financial support directly and through their members. Vincent James Mentoring is non-religious, but our outreach includes many people of faith.

##### **Governmental Organizations**

As our programs become accredited, much of our funding will come from the Waukesha County Social Services authorities, including state-funding administered by county authorities.



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## Budgets:

<b>Vincent James Mentoring: Budgets, Tiers 1-2 (Years 0-2 and 3-7)</b>				
Tier 1	<b>Years 0-2</b>			
	Office/Admin		\$12,640	
	Personnel		\$21,840	
	Contract Personnel		\$33,800	
	Insurance/Licensing		\$9,600	
			<b>Annual Total</b>	<b>\$77,880</b>
Tier 2	<b>Years 3-7</b>			
	Office/Admin		\$24,400	
	Personnel		\$101,920	
	Contract Personnel		\$52,000	
	Insurance/Licensing		\$12,000	
			<b>Annual Total</b>	<b>\$190,320</b>



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## Budgets (cont'd):

<b>Vincent James Mentoring: Budgets, Tiers 3-4 (Years 8-12 and 13-20)</b>				
Tier 3	<b>Years 8-12</b>			
	Office/Admin		\$62,900	
	Personnel		\$203,840	
	Contract Personnel		\$104,000	
	Insurance/Licensing		\$18,000	
			<b>Annual Total</b>	<b>\$388,740</b>
Tier 2	<b>Years 13-20</b>			
	Office/Admin		\$141,500	
	Personnel		\$515,424	
	Contract Personnel		\$213,200	
	Insurance/Licensing		\$42,000	
			<b>Annual Total</b>	<b>\$912,124</b>



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## Market

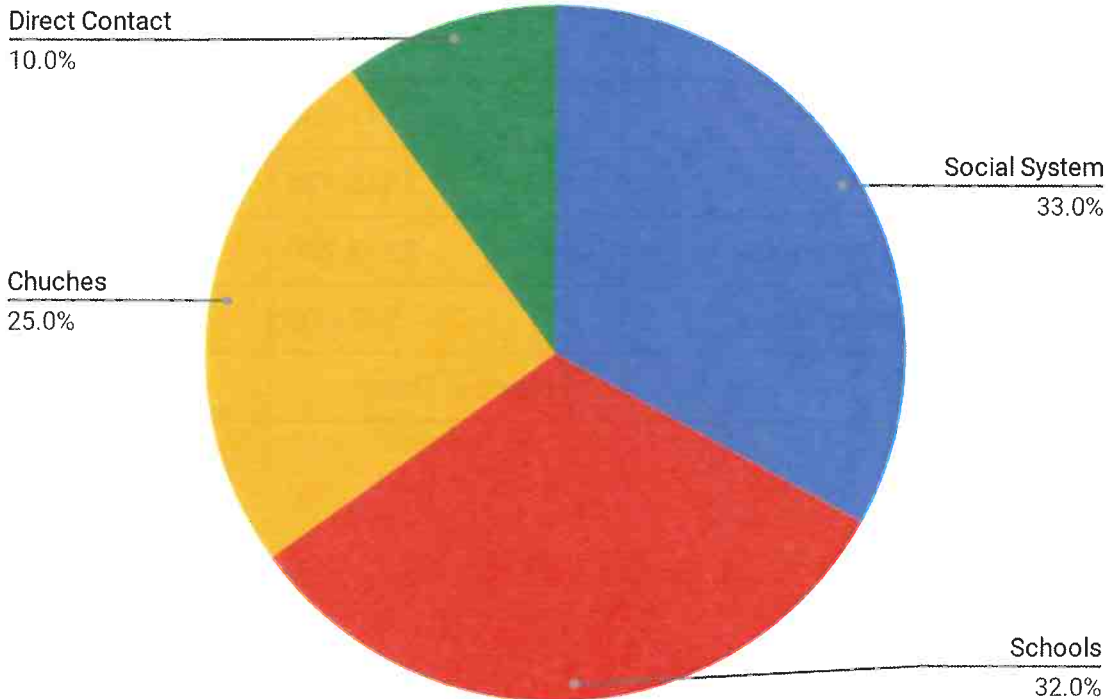
### Target Market - Social system and schools in Waukesha County.

VJM works directly with the social system and courts in Waukesha County to support their efforts to provide mentoring, youth and family programming, and activities for teens and families. VJM programs, especially the Bradley Effect, present in schools and reach teens and families through those presentations.

### Secondary Markets - Partner outreaches (outreaches, churches, etc).

VJM provides youth and family mentoring and programs to individuals involved in other outreaches or other programs that do not have the full-range needed for that specific situation. VJM also benefits from services and programs that other outreaches maintain where VJM does not have coverage.

## Client Connections







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## Reach

Vincent James Mentoring reaches across Waukesha County, through the social system, churches, schools, and other partner outreaches, to teens and families.



