



"The City of Newark will reach its full potential when all of our mighty residents, including our young men, realize theirs."

Ryan Haygood, President & CEO
New Jersey Institute for Social Justice

Taj Atkinson speaks at State of the City on the challenges facing BYMoC and opportunities being created in Newark

MY BROTHER'S KEEPER NEWARK

Since 2015, My Brother's Keeper Newark (MBKNewark) has been building a movement to improve the lives of young men in the city of Newark. Our mission is to address the persistent opportunity gaps faced by boys and young men of color (BYMoC) and ensure that all young people can reach their full potential, regardless of who they are, where they come from or the circumstances in which they are born.

With input from more than 50 community leaders and youth serving organizations, MBKNewark set goals to:

- Increase BYMoC graduating from high school and completing post-secondary degrees or certificates
- Decrease youth detention and recidivism rates for BYMoC
- Increase BYMoC attaining full-time employment at a livable wage

MBKNewark is focused on breaking down silos, challenging long-held practices of our educational, criminal justice and health systems, that have contributed to racial and gender disparities, and forge collaborations that will drive improved outcomes for BYMoC well into the future.



MBKNEWARK KEY PRIORITIES

	MENTORING Integrate culturally competent practices in mentoring and expand ways to connect BYMoC with positive male role models
	VIOLENCE REDUCTION & SECOND CHANCES Advocate for alternatives to arrests for juveniles (under age of 18) and increase access to re-entry supports for young adults (ages 19-30)
	LIVING WAGE JOBS Connect BYMoC to career pathways in high growth job sectors and expand wraparound supports as they enter the workforce

MY BROTHER'S KEEPER NEWARK

LETTER FROM MAYOR RAS J. BARAKA

Greetings,

In 2015, I joined the Prudential Foundation and a host of community partners to start My Brother's Keeper Newark, responding to then President Barack Obama's national call to action to address opportunity gaps for boys and men of color. While crime is at record lows in the city of Newark, almost all murders are committed by men and 90% of the suspects are African-American with an average age of 26. More than 7,000 young people between the ages of 16-24 are out of school or not working. And 95% of young men say they want to go to college but only 8% actually do.

My administration has worked to ramp up how the City invests in the potential of BYMoC. Last year, I started hosting Men's Meetings to get men more actively involved in their community and to help them take part in the city's renaissance. We have expanded programs like Summer Youth Employment to keep young people actively engaged during the summer and expose them to careers that will inspire them to make better life choices. Together with Newark's anchor institutions and local businesses, we set a 20/20 vision for connecting 2,020 unemployed Newark residents to work by 2020.

As My Brother's Keeper Newark moves forward, we will double down on our efforts to bring attention to the crisis in our village and engage young men in our City as a positive force for good.

Sincerely,
The Honorable Ras J. Baraka



STATEMENT OF BELIEFS

- ✓ Young men of color in the City of Newark are filled with unlimited potential and are essential to our city's continued growth.
- ✓ Structural racism has created opportunity gaps and intergenerational disadvantage for far too many men and young men of color in our community.
- ✓ Policies and practices must change for systems that knowingly, and unknowingly, perpetuate racial inequality.
- ✓ Young men of color have agency and the power to improve their life course.
- ✓ Our work is to give young men the tools – guidance, support and opportunity – to beat the odds.
- ✓ No one organization can do this work alone -- we must work together.
- ✓ We will hold ourselves, and the community, accountable for deep and meaningful change.

HIGHLIGHTS OF OUR WORK

MENTORING

- Signed Executive Order for City of Newark staff to mentor in schools for two hours a week
- Launched Occupy the Schools to bring positive male role models into schools each month
- Partnered with Newark Public Schools to train guidance counselors to recognize signs of trauma and connect youth with mental health services

VIOLENCE REDUCTION & SECOND CHANCES

- Started Operation Conversation: Cops & Kids program with All Stars Project
- Worked with Greater Newark Health Care Coalition to engage youth leaders as Peer Resiliency Educators

LIVING WAGE JOBS

- Partnered with Sprint and Prudential Financial to launch Connect Newark to increase access to the internet for families
- Collaborated with Opportunity Youth Network to gather data and develop a report on barriers to employment for BYMoC

MY BROTHER'S KEEPER NEWARK OUR THEORY OF ACTION

KEEPING OUR PROMISE TO BOYS AND YOUNG MEN OF COLOR IN NEWARK

VISION

Create opportunities for BYMoC to realize their full potential, regardless of who they are, where they come from or the circumstance in which they are born

What will MBKNewark do to make a difference?

Mobilize community for policy change

Scale best and promising practices

Incubate innovative youth programming

IMPACTS

Changing the Life Course for BYMoC

Promise of GUIDANCE

Mentoring

Integrate culturally competent practices in mentoring and expand ways to connect BYMoC with positive male role models

Increase BYMoC graduating from high school and completing post-secondary degrees or certificates

Promise of SUPPORT

Violence Reduction & Second Chances

Advocate for alternatives to arrests for juveniles (under age of 18) and increase access to re-entry supports for young adults (ages 19-30)

Decrease youth detention and recidivism rates for BYMoC

Promise of OPPORTUNITY

Living Wage Jobs

Connect BYMoC to career pathways in high growth job sectors and expand wraparound supports as they enter the workforce

Increase BYMoC attaining full-time employment at a livable wage

CONVENERS

THINK TANK

INVESTORS

COMMUNITY ACCOUNTABILITY

PRIORITIES FOR THE NEXT THREE YEARS

In partnership with Newark's existing collective impact tables and key partners, MBKNewark will work to:

MENTORING

- Expand opportunities to expose youth to positive male role models
- Strengthen bonds between fathers and sons
- Promote principles of manhood
- Foster peer mentoring opportunities

VIOLENCE REDUCTION & SECOND CHANCES

- Change school practices that contribute to the achievement gap
- Improve system of re-entry supports for juveniles and young adults
- Increase use of restorative justice programs and alternatives to arrest
- Engage and develop BYMoC as leaders for social change

LIVING WAGE JOBS

- Create career pathways for high growth job sectors
- Remove barriers to post-secondary education and employment
- Provide wraparound supports for young adults entering the workforce



Co-hosted policy roundtable on 'Black Male Achievement' with the Chad Foundation



Donated 1,000 mobile Internet 'hotspots' to close the digital divide in partnership with Sprint



Brought youth voices to the NJ Institute for Social Justice '150-years is Enough Campaign' to close Jamesburg prison



Facilitated the Trauma Learning Network to explore the impacts of trauma on BYMoC

MY BROTHER'S KEEPER NEWARK

GOVERNANCE TEAM

EXECUTIVE COMMITTEE

Hon. Ras J. Baraka, Mayor, City of Newark

Ronald Chaluísán Batlle, Executive Director, Newark Trust for Education

Robert Clark, Executive Director, Opportunity Youth Network

Shané Harris, Vice President, Corporate Giving, Prudential Financial

Ryan Haygood, President & CEO, NJ Institute for Social Justice

ADVOCATING FOR POLICY CHANGES TO KEEP OUR PROMISE TO BOYS AND YOUNG MEN OF COLOR IN NEWARK

MBKNEWARK.ORG

At the root of opportunity gaps for BYMoC are the vestiges of structural inequality. This means that our young people are not inherently flawed but instead experience the byproduct of a series of unfair, unjust systems. To disrupt this intergenerational cycle of disadvantage for BYMoC, MBKNewark will boldly challenge systems whose policies and practices contribute to outsized disparities, specifically in the areas of educational attainment, economic mobility and criminal justice.

MBKNewark will focus on changes within key systems that have the greatest potential to impact the more than 65,000 BYMoC, under the age of 30, living in Newark. Those changes are long and hard fought. To build proof points for more immediate impact, MBKNewark will identify neighborhoods throughout the city with high risk factors (high poverty, low educational attainment, high crime, low employment) layer our programming and investments, and build collaborative partnerships with stakeholders on the ground to take action.

COMMUNITY ADVISORY BOARD



Marcus Allen

BRICK Avon Academy

Robert Gregory

Newark Public Schools

Imani Moody

I Have a Dream Foundation

Mateus Baptista

Victoria Foundation

Jason Grove

Urban League Young Professionals

Middy Murdock

Newark Street Academy

Mark Comesanas

Opportunity Youth Network

Raul Hernandez

Newark Community Solutions

Charles Payne

Rutgers Cornwall Center

Dan DeNose

Newark Public Schools

Timothy Jones

Bethany Baptist Church

Rasheen Peppers

Newark Police Department

Khalid Didier

Abbott Leadership Institute Youth Media Symposium

Carlos Lejneiks

Big Brothers Big Sisters

Pablo Pizzaro

Lighthouse Assembly of God

Rodney Fuller

Boys and Girls Club Newark

Marquise Lewis

Newark Board of Education

Darrin Sharif

Urban League of Essex County

Steven Gomez

Greater Newark Enterprises Corporation

Reggie Lewis

Newark City of Learning Collaborative

Al-Tarik White

Leaders for Life

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GET INVOLVED

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