



Kate Harrison  
Councilmember, District 4

CONSENT CALENDAR

November 7, 2023

To: Honorable Members of the City Council

From: Councilmember Harrison, Councilmember Taplin

Subject: Budget Referral: Refer \$6,000 to the November 2023 AAO #1 for Two Pilot Special Mentoring and Violence Prevention Events for Berkeley Youth

RECOMMENDATION

Refer \$6,000 to the November AAO #1 to fund two pilot special mentoring and violence prevention events for Berkeley youth as organized by the Berkeley Jr. Jackets and the Young Lives Matter Foundation.

BACKGROUND

The Berkeley Junior Jackets was founded in 2017 and is a division of the Young Lives Matter Foundation, an all-volunteer-supported nonprofit 501(c)3 NorCal American Youth Football and Cheer sanctioned football and cheer program. These programs serve more than 150 Black and Latino underserved youth through competitive football and cheerleading—the majority of whom attend school within Berkeley Unified School District (BUSD). The Jr. Jackets is the largest organized gathering of Black students and parents across the district.

Jr. Jackets community events are used as an opportunity to (1) bring in a wide range of services and activities to meet the needs of the families and (2) listen to the families and help organize the desired changes they wish to see within BUSD and the wider community. Their programs are open to everyone regardless of gender, sexual orientation, gender identity, or ability to pay. The collective power of the Jr. Jackets community has only begun to be realized to leverage the changes that Berkeley needs to implement to bring peace to our streets, schools, homes, and families.

Berkeley Jr. Jackets and the Young Lives Matter Foundation are requesting funding from the City of Berkeley to support two additional special mentoring and violence prevention events for Berkeley youth. Both organizations have a proven track record of delivering critical mentoring and violence prevention events throughout the year, such as football and cheer program practices and games. Their use of the Berkeley Unified School District fields is currently subsidized by the City of Berkeley.

While existing sports programs deliver mentoring and violence prevention throughout

the year, these two special events underscore the deeper mission of the organization: to support underserved youth with life skills and culturally attuned relationships that teach life skills and promote positive development.

The two annual events are described below and will be piloted next year. In the future, Jr. Jacket and the Young Lives Foundation would like to provide ongoing dedicated programming in these areas in support of the City’s violence prevention and community building programs.

**Boys2Men** is an evening dinner event designed to inspire and instruct the boys in Berkeley Jr. Jackets and Young Lives Matter to grow into healthy, strong, purposeful men. The boys and their parents dress up for the event, enjoy a catered meal, and hear from a range of speakers on the topics of: conflict resolution, childhood trauma and mental health, violence prevention, and emotional intelligence. The coaches and leaders of Jr. Jackets and the guest speakers model healthy manhood while teaching the young men the life skills to grow into their best selves.

Space rental: \$250
Catered meal: \$2000
DJ: \$300
2 guest speakers, 1 singer: \$600 (\$200 each)
Decorations (table clothes, balloons, etc.): \$500
<b>Total: \$3,650</b>

**Girl Talk** is a girls empowerment program for the girls in Berkeley Jr. Jackets cheer program. The event is designed to empower girls to become the strong leaders they can be. Through speakers and a presentation, art journal processing, and small group discussion, leaders address topics such as conflict resolution, violence prevention, mental health, childhood trauma, and emotional intelligence.

Space rental: \$150
Catered meal: \$1000
Art supplies and journals: \$150
Trainers: \$300
DJ: \$300
Singer: \$200
Decorations (table clothes, balloons, etc.): \$100
<b>Total: \$2,200</b>

It is in the public interest to ensure that underserved youth in Berkeley receive the support they need to thrive and prevent violence.

FISCAL IMPACTS OF RECOMMENDATION

\$6,000 in General Funds for two community events to provide youth with training in conflict resolution, childhood trauma and mental health, violence prevention, and emotional intelligence.

Budget Referral: Refer \$6,000 to the 2023 AAO #1 for Pilot Special Mentoring and Violence Prevention Events for Berkeley Youth

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ENVIRONMENTAL SUSTAINABILITY

No identifiable impact.

CONTACT PERSON

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