WASHTENAW COUNTY

MY BROTHER’S KEEPER
Vision:
Washtenaw County will be a place where boys and young men of color thrive—having full access and support to educational and economic opportunities, strong support and care from an intergenerational community of men of color and are positively acknowledged by the community at large.

Mission:
Washtenaw County My Brother’s Keeper (WMBK) exists to impact boys and men of color by changing narratives, practices, and policies, resulting in transformation of self and community.

Constituency WMBK Serves:
Boys and Men of Color

Core Values:
• Controlling our narrative and shifting mindsets
• Brotherhood
• Transformation
• Intergenerational Work
Goal 1

**WMBK Goal 1**
Transform communities of color by growing and transforming ourselves as men of color

**Approach (Strategy)**
Hold spaces where intergenerational groups of men of color can come together, educate one another, and foster a welcoming environment for engaging men of color within the community

**Measurables**
- Perception of self/sense of belonging
- Expansion of thought
- Development of cultural Identity

**Action Items**
- Host a monthly breakfast
- Formalize networks of support
- Learn about different ways to support BYMOC from other communities
- Develop trained and committed youth ambassador

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**Goal 2**

**WMBK Goal 2**
Positively change the communities perception of the contribution made by boys and men of color

**Approach (Strategy)**
Create a positive image of BYMOC through asset-based images, marketing, conversations, and research

**Measurables**
- Perception of self
- Engagement
- Expansion of thought
- Change in practices and policies that are harmful to boys and men of color

**Action Items**
- Marketing campaign (KingMe, WMBK Video Campaign)
- Fold in See the Vision Be the Vision Follow UP
- Local Action Summit(s)
- Brown bag educational series
- More training and implementation of asset-framing
- Develop trained and committed youth ambassador

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**Goal 3**

**WMBK Goal 3**
Ensure that boys and men of color have spaces that are financially sustained and responsive to historical and present barriers to success and self-determination

**Approach (Strategy)**
Advocate for both WMBK financial sustainability and boys and men of color having increased representation/participation in decision-making processes

**Measurables**
- Engagement
- Transference of information/wisdom
- Understanding issues related to race / racism
- Change in practices and policies that are harmful to boys and young men of color

**Action Items**
- Lobbying key stakeholders
- Garnering funding support from community institutions, philanthropic institutions, & communities of color
- Pursue presence at decision-making tables
- Develop trained and committed youth ambassador
# Theory of Change

## Goal 1

**Action Items & Areas of Focus**
- 1. WMBK Saturday Breakfasts
- 2. Formalized networks of support
- 3. Steering Committee/Planning Committee learning about different ways to support BYMOC from other communities
- 4. Develop trained and committed youth ambassador for **Goal 1**

**Mediators/Drivers**
- Inter-generational engagement
- Sharing of information
- Safe space
- Racial belonging
- Informational mentorship (peer-to-peer/intergenerational)

**Intermediary Outcomes (Social Metrics)**
- Transference of information/wisdom
- Engagement
- Development of cultural identity
- Meaningful connections

**Long Term Outcomes**
- Work stability and valuable work connections
- Consistent attendance to school (if relevant) and community related events due to stronger relationships built
- Satisfactory progress made with terms of probation where applicable
- #50Strong and WMBK men are equipped to lead and support youth in creating and achieving personal and educational goals
- Community-based education and economic opportunity for a W. County young person

## Goal 2

**Action Items & Areas of Focus**
- 1. Marketing Campaign (i.e. KingMe, WMBK-AAAFC Video Project, folding in more See the Vision/Be the Vision Follow-up)
- 2. Local Action Summits
- 3. Brown bag series
- 4. More training, implementation, and answerability (i.e. professional networks) on asset-framing
- 5. Develop trained and committed youth ambassador for **Goal 2**

**Mediators/Drivers**
- Critical reflection and assessment of individual beliefs, assumptions, and practice
- Inspiration and exposure to alternative narratives on boys and young men of color in our community
- Direct connection and relationship with the young men/men of color here in W. County
- Challenging intra and interracial dialogue
- Trusted accountability paired with will to change practice

**Intermediary Outcomes (Social Metrics)**
- Engagement
- Meaningful connections to people, history, and alternative data
- Understanding issues related to race and racism
- Perception of self
- Expansion of thought
- Change in practices and policies that are harmful to boys and men of color

**Long Term Outcomes**
- Increase in positive interactions with youth of color across county
- Deliberate change in language and mindsets
- Positive change in schooling indicators if applicable (attendance, grades, etc.)
- Increased quality of youth engagement for those working within youth-serving spaces
- Positive changes in human capital indicators for those working with boys and young men of color (i.e. retention rates, performance, quality, trust)
- Community-based education and economic opportunity for a W. County young person

## Goal 3

**Action Items & Areas of Focus**
- 1. Lobbying key stakeholders
- 2. Garnering funding support from community institutions, philanthropic institutions, & communities of color
- 3. Pursue presence and influence at decision-making tables
- 4. Develop trained and committed youth ambassador for **Goal 3**

**Mediators/Drivers**
- Men of color representation creating conversation shift
- Direct connection and relationship with the young men/men of color here in W. County
- Consistent and leading presence of WMBK keeping policy impact on boys/men of color at center of discussions
- Sharing of information
- Value of work for and with men of color affirmed and illustrated by amplified financial support
- Belief and action of communities of color investing in themselves

**Intermediary Outcomes (Social Metrics)**
- Engagement
- Transference of information/wisdom
- Understanding issues related to race / racism
- Change in practices and policies that are harmful to boys and young men of color

**Long Term Outcomes**
- Culture shift where decisions impacting boys/men of color are always made with them
- Decision-making tables are reflective of the community
- Consistent and amplified funding to support efforts led and sustained by boys and men of color
- Changed and sustained policy and practices that previously implicated boys and men of color
- Elimination of negative disproportional data across multiple sectors (education, health, criminal justice)
- Community-based education and economic opportunity for a W. County young person