ANNUAL DATA REPORT

Ujamaa Place provides holistic transformation for young African-American men experiencing inequity at the intersection of race and poverty. We help them achieve brotherhood, stability and personal success.

Report by: Monique Linder • Report Date: March 1, 2021
A MESSAGE FROM OTIS ZANDERS, CEO OF UJAMAA PLACE

Ujamaa Place, in its advocacy mission for social justice, is focused on disrupting poverty and combating racist systems, which threaten the health and welfare of the population Ujamaa Place serves, African American men ages 18-30. As a data-centric organization, an investment in research and data has enabled Ujamaa Place to be more efficient operationally and programmatically, by forecasting needs and strategically mapping out a path forward beyond the COVID-19 pandemic.

Ujamaa Place continues to operate under its COVID-19 emergency preparedness plan, which was implemented on March 23, 2020. The uncertainty of COVID-19, increased unemployment, low wages, extreme poverty and inequality continues to influence programming, operations and decision-making. As we review 2020 data, we remain hopeful that the post-COVID world will be a better place for the men Ujamaa Place serves.

Ujamaa Place serves on the front lines of the war on injustice by helping men navigate systemic poverty and racism, connection to the criminal justice system, homelessness and unemployment. I still see the ways in which the legacy of slavery lives on through systemic racism and plays out in the everyday lives of the Ujamaa men. The world witnessed George Floyd take his last breath as the knee of a white police officer lay on his neck restricting his airways, with members of the community looking on and pleading with the officer to stop. We are hopeful that the solidarity we witnessed from around the world in the aftermath of Mr. Floyd’s killing is a sign that we are collectively ready to pluck the ugly root of systemic racism for good. The institution of slavery and its byproducts – racism, inequality, poverty and injustice are still alive and well in our society today. This is why at Ujamaa Place, we focus on teaching our men how to navigate systemic racism and eliminate roadblocks that perpetuate inequality.

The purpose of this 2020 Annual Data Report is to give you a rearview look at the past year through a quantitative and qualitative analysis. After reading, our staff, Board of Directors, volunteers and partners hope that you will see the value of Ujamaa Place’s services and programs that serve the most marginalized population in society.

Otis Zanders, CEO
Ujamaa Place

UJAMAA PLACE HISTORY

Founded in 2010, today Ujamaa Place continues to advance its original mission of holistically stabilizing and transforming the lives of young African American men, ages 18-30. Through participation in its trademarked Theory of Transformation™ (ToT) logic model, Ujamaa men achieve brotherhood, stability, and personal success.

FOUNDING FATHERS

Rick Heydinger
John Harrington
Bill Sands
Bill Svruga
## DATA SUMMARY

### ANNUAL ENROLLMENT (CUMULATIVE):

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
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<td>2019</td>
<td>1,164</td>
</tr>
<tr>
<td>2020</td>
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### DATA METHODOLOGY

It took Ujamaa Place approximately four years to make the shift to a data-centric organization. Today, Ujamaa high-context coaches use data to support Ujamaa men throughout their transformation journey. Ujamaa coaches track all activities, tasks, milestones and services used in the ClientTrack data system that is customized to measure performance based on completion of program requirements outlined in each participant’s Individual Transformation Plan (ITP).

Ujamaa Place data is analyzed on a quarterly basis. Success is measured in five ultimate outcomes. They are:

- Stable Housing Situation
- Increased Educational Attainment
- Securing/Retaining Employment
- Connection with Family/Children
- Eliminating Contact with the Criminal Justice System

Based on data, we know that

- Ujamaa men enrolled are unemployed, homeless and have a connection to the criminal justice system
- There is a direct correlation between level of education attained and homelessness
- Ujamaa men test at a 4th – 8th grade reading, writing and math academic level at the time of enrollment
- 100% of the men enrolled enter with basic skills deficiency
- 17% were in the foster care system

### Program Services, Activities and Other Related Assistance

Q2 shows a sharp decrease in services used due to the mandated shut-down of Ujamaa Place related to the coronavirus, which required Ujamaa Place to close its doors. During this time, an emergency plan was activated. Ujamaa Place lost contact with the majority of its day-programming homeless population, despite efforts from coaches to locate the men through phone, text, email and emergency contacts. The emergency plan included redirecting meals to the scattered housing sites, the purchasing of PPE materials and supplies to protect the men living in Ujamaa housing and development of a distance learning model and the rollout plan, which required the purchasing of computer hardware, laptops and hotspots. All Ujamaa housing was equipped with technology to allow for regular programming to continue. Additionally, Ujamaa contracted with an emergency alert service provider to notify men of any program schedule changes or closures.

![Graph showing data for Q1 to Q4 2020](image)

**RECEIVED:**

- Support Services
- Mentoring Services
- Community Involvement and Leadership Development Activities
- Work Experience Activities
- Education or Job Training Activities
Age Demographics

Ujamaa Place serves primarily African American men ages 18-30. In 2020, enrollment ebbed and flowed according to the mandated government shut-down related to the coronavirus pandemic. In Q4 2020, a shift in demographics is attributed to the Ujamaa Place stipend program, which employed 75 men and paid over $63,000 to offset a loss in wages for the men, as a result of increased unemployment.

Race/Ethnicity Demographics

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
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<th>Q2 2020</th>
<th>Q3 2020</th>
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Other Demographics

The following table is a quarterly snapshot of “other demographics” that Ujamaa coaches review as they develop an ITP with Ujamaa men to begin their journey through the ToT.

<table>
<thead>
<tr>
<th>Category</th>
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<th>Q4 2020</th>
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<td>100</td>
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<td>Homeless or Runaway Youth</td>
<td>144</td>
<td>128</td>
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<td>Basic Skills Deficient</td>
<td>301</td>
<td>345</td>
<td>273</td>
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<td>Pregnant or Parenting Youth</td>
<td>171</td>
<td>158</td>
<td>167</td>
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<td>Youth Offender</td>
<td>121</td>
<td>187</td>
<td>134</td>
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<td>High School Drop-Out</td>
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<td>Youth with a Disability</td>
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<td>46</td>
<td>27</td>
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<tr>
<td>Foster Youth</td>
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<td>64</td>
<td>34</td>
<td>58</td>
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<tr>
<td>Youth from Families Receiving Public Assistance</td>
<td>92</td>
<td>77</td>
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</table>
Ujamaa men achieve stabilization through ToT programming — seven core programs, which integrate cultural values of brotherhood, family and taking care of one another:

1. Housing
2. Education
3. Employment
4. Wellness
5. Criminal Justice
6. Culture
7. Community

Upon enrolling, each participant goes through intake and evaluation with a high context coach, who develops an ITP designed to meet the transformation needs of each participant. Mentoring is provided to participants by high-context coaches to assist and support participants every step of the way.

In most cases, participants have experienced trauma as a result of extreme poverty, therefore, every step forward, no matter how small, is celebrated and the men are recognized for their self-determination. This is brotherhood.

Walking through the doors of Ujamaa Place is a courageous step in its own right for men who are typically homeless, jobless, and hopeless. A critical first step is getting the men to trust the process. Under the seven core programs are thirty-seven wraparound services, which have a successful track record of saving the lives of men starting with stabilization and resulting in the transformation of the lives of the most marginalized population in society.
The ToT and evaluation framework were developed in 2012 by Muneer Karcher-Ramos at Wilder Research, a division of the Amherst H. Wilder Foundation.

The ToT and evaluation framework was informed by Ujamaa Place participants, staff, and Board through a series of interviews, talking circles, and meetings.

The ToT is a proprietary trademark of Ujamaa Place and its use is not permitted without written approval from an authorized officer of the organization or Board of Directors.
HOUSING

Housing is the most critical stabilizer for Ujamaa men. It is difficult to achieve success in employment, education and health without stable housing. Ujamaa men have experienced chronic homelessness and extreme poverty throughout most of their life.

Through enrollment in the ToT, Ujamaa men have access to the following educational programming related to housing: financial management education, financial literacy education, Rentwise curriculum, and tenant training.

Program housing is available in the form of emergency shelter, Single Room Occupancy (SRO) units, independent units, and home ownership opportunities. Support services include assistance with furniture and other household items, bridging services, and moving assistance.

EDUCATION

21% of the men who enroll at Ujamaa Place do not have a high school diploma or equivalent. All of the programs under the ToT are critical to a Ujamaa man’s personal success, but Ujamaa Place places added emphasis on its Education program, because participants must be educated in order to compete in today’s job market.

The Education program offers two tracks, GED and higher education, in order to meet each Ujamaa man where they are in terms of their level of education attained at the time of enrollment. For those participants who have not received a high school diploma or equivalent at the time of enrollment, Ujamaa Place offers GED prep courses and tutoring. Ujamaa Place is proud to partner with the Ronald Hubb Center, where its participants can receive assistance preparing for their GED test as well as take the actual test.

For participants who have already attained their high school diploma or equivalent, Ujamaa Place offers opportunities for them to learn about the college application and admission process through lectures, one-on-one coaching, and college tours.
EMPLOYMENT

Most participants are unemployed or underemployed and have not held a consistent job due to housing instability or incarceration. Securing and retaining a job is a critical step in the transformation journey. Ujamaa Place helps its participants secure and retain jobs through program activities, services, support, and job certification training.

Ujamaa Place prepares its participants to enter the workforce through mock interviewing, cover letter and resume building, topic discussions, guest speakers, employment partner tours (i.e. EcoLab, 3M, White Bear Lake Superstore, MN State Fair), and job certification training in construction, automotive, welding, forklift, entrepreneurship, financial literacy, and more.

Once participants are mentally ready to work (as unhealed trauma is a barrier to unemployment for many of the Ujamaa men), they can access the following offerings: job fair visits, job application assistance, transportation assistance to get to and from interviews, reference letters, professional attire for interviews, and miscellaneous expense support, i.e., cell phone to communicate with potential employers.

Thanks to its employment partners, Ujamaa Place also offers in-house interviews (employers on-site conducting interviews with the Ujamaa men). Once participants secure employment, Ujamaa Place continues to support them to help them be successful and retain their jobs, such as transportation assistance, clothing assistance, and miscellaneous expense support.

Ujamaa Place has built a small (yet ambitious and growing) social enterprise, which supports its Stipend Program. Ujamaa Place hires Ujamaa men to work at various community events and pays them competitive wages for their labor in the form of a stipend. Launched in 2018, Film Class at Ujamaa Place, taught by area professionals, teaches the fundamentals of film production. Ujamaa men, who demonstrate proficiency, are hired to do small film production jobs in the community. For example, employment partner OMG Digital Media Solutions contracts with Ujamaa Place to employ its men on entertainment production projects paying living wages.

Employment data remains a key performance metric in the stability of Ujamaa men enrolled in the ToT. In Q3 (June-August), the unemployment rate dropped to 37% with an average hourly wage of $11.90. The unemployment rate increased significantly in Q4 to 76%, with an increase in hourly wage of $14.25. The data informed the need for employment partners to make up for this loss of income for Ujamaa men due to increased unemployment. Ujamaa Place mobilized partnerships that provided over $63K in employment development and training stipends in Q4.

<table>
<thead>
<tr>
<th>Employment Data</th>
<th>Q1 2020</th>
<th>Q2 2020</th>
<th>Q3 2020</th>
<th>Q4 2020</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Enrollment</td>
<td>301</td>
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<td>273</td>
<td>287</td>
<td>1,206</td>
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<tr>
<td>Unemployed</td>
<td>233</td>
<td>259</td>
<td>100</td>
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<td>811</td>
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<tr>
<td>Unemployment Rate</td>
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<td>75%</td>
<td>37%</td>
<td>76%</td>
<td>66%</td>
</tr>
<tr>
<td>Employment Rate</td>
<td>23%</td>
<td>25%</td>
<td>63%</td>
<td>24%</td>
<td>34%</td>
</tr>
</tbody>
</table>
212 men successfully completed certification training out of the 412 enrolled, representing a 51% success rate.

**WELLNESS**

At the time of enrollment, participants undergo an assessment for substance use disorders and mental illness. Ujamaa Place provides individual counseling for substance use disorders and mental health illness. Ujamaa men attend psychoeducational groups that consist of meditation, yoga, nutrition, and personalized fitness training. They also attend process groups on twelve-step facilitation, cognitive restructuring, co-occurring disorders, trauma-informed, gender-specific, cultural pain, music therapy, and coping skills. Ujamaa Place provides social services and referrals to community partners.

**Music Therapy Program Spotlight**

No stranger to adversity, the pandemic inspired the men in Ujamaa’s Music Therapy program to start their very own music group, Ujamaa Music Group (UMG). Finding music to be a cathartic way to tell their stories, UMG went to work on their first single, “On A Mission”, which debuted on January 25, 2021. The “On A Mission” music video has over 7.3K views (as of 2/26).

**CRIMINAL JUSTICE**

One of Ujamaa Place’s primary focuses with respect to its criminal justice programming is teaching the men about the criminal justice system, social justice advocacy, their rights and more, as well as empowering the men to be change agents in their community. For example, Ujamaa men advocated alongside 15Now for a $15 minimum wage.

The Ujamaa men are frequently present at the State Capitol, City Hall, and in the community advocating on issues that impact them and the communities in which they live.

Ujamaa men, who were enrolled at the time, had the opportunity to take Nonviolence365 Certification Education and Training in October 2017 facilitated by Dr. Bernice A. King, the youngest daughter of the late Civil Rights leader Rev. Dr. Martin Luther King, Jr. and the entire team from The King Center.
In 2011, Minnesota led the nation with a 61% recidivism rate. Recently, Minnesota experienced a dramatic decrease in rates of recidivism, with a range from 35-37% the past three years, according to the Minnesota Department of Human Rights. Ujamaa Place has consistently maintained a recidivism range of 4-6% for the past 6 years.

Increasing its capacity is critical to Ujamaa Place being able to serve more participants, and subsequently continue to reduce rates of recidivism. The average annual cost per Ujamaa man is $8,000, compared to the average cost per inmate in the Minnesota prison system of $41,366 (Source: Vera survey of state prison expenditures). Ujamaa Place is the better investment.

Research from the Prison Policy Initiative shows the crossroads of poverty and racism connect to form a pipeline to prison, where the annual income of the prison population prior to incarceration was $19,185, which is 41% less for non-incarcerated people.

Prison reform experts believe reducing the prison population in Minnesota in half is reasonable and will save taxpayers over $200 million annually. Through its innovative solutions that provide transformational wraparound services in employment, housing, health and education, Ujamaa Place has a proven track record of reducing contact with the criminal justice system.
**CULTURE**

Pride in culture is a foundational element under the ToT that is integrated through every aspect of the Ujamaa Place experience.

Journey 2 Africa in 2018 took Ujamaa men to Ghana to be immersed in African culture and to learn about their historical roots. Many cultural programs take place throughout the year, such as Rights of Passage, Cultural Financial Literacy and Healing Circles.

**COMMUNITY**

Ujamaa Place leadership and coaches understand there are many systemic roadblocks that exist that are beyond their control.Navigational resources and tools are critical through partnerships with corporations, healthcare providers, policy makers, law enforcement, clergy and the community. Without these alliances, these programs are not sustainable over time and result in repeated chronic bouts of homelessness, joblessness and criminal justice system involvement.

- Mitchell Hamline School of Law provides a legal clinic to assist the Ujamaa men with legal matters
- The King Center, Nonviolence365 has provided training on Dr. Martin Luther King, Jr.’s nonviolence methodology and education to the Ujamaa men and coaches
- Community housing partners including Union Gospel Mission, PPL, Common Bond, and Catholic Charities provide emergency, transition, and long-term housing
- The Ramsey County JAG Diversion Program helps men ages 18-30 exit the criminal justice system and re-enter society; Ramsey County Bail Reform, Birth Equity, and the City of St. Paul Criminal Justice Re-entry Partnership also provide support in these areas
- Wilder Foundation is a research partner on homelessness and ToT evaluation
THE EXPERIENCES OF UJAMAA MEN WITH COVID-19, POLICE BRUTALITY, AND SOCIAL UNREST BY WILDER RESEARCH

A summary of findings from key informant interviews (January 2021)

ABOUT THE STUDY

In 2020, Ujamaa Place partnered with Wilder Research to learn about the experiences of men in their programs (“Ujamaa men”) related to COVID-19, police brutality, and the social unrest following the killing of George Floyd by Minneapolis police officers. The majority of Ujamaa men are Black and underemployed, so they have a higher likelihood of experiencing police brutality and being negatively affected by COVID-19 (Centers for Disease Control and Prevention, 2020; Graham et al., 2020; Parker et al., 2020). This study illuminates the ways in which Ujamaa men have been affected by these health and safety crises, with a particular focus on their experience as Black men, some with a criminal background, who are systemically barred from numerous income generation opportunities.

METHODS

Wilder Research completed nine semi-structured interviews with Ujamaa men in November and December 2020. Five out of nine respondents said they have been an Ujamaa man for more than a year; the other respondents had been attending Ujamaa Place programming for a few months.

The interview protocol that Wilder used during the interview was developed in consultation with Ujamaa Place. Ujamaa Place selected program participants to be interview respondents and provided Wilder staff with their contact information to schedule interviews. Interview respondents received an incentive from Ujamaa Place as a thank you for their participation.

FINDINGS

Goals to work on with Ujamaa Place

Respondents were asked about their needs and goals they have worked on with Ujamaa Place. All respondents said that meeting their basic needs, such as having stable housing and employment are particularly important to them. More than half (n=5) of respondents discussed their progress toward their goals by taking financial literacy classes and other technical skills classes, such as photography or music production classes. Additionally, two respondents plan to get a driver’s license or open a bank account.

My goals are getting my license back, opening a bank account, and looking for some stable jobs.

My goal is to get my own housing and get a new job or start a new business… The financial literacy class I took has been very helpful. I know how to budget and know where to spend my money.

Some of the goals I have are becoming a photographer and developing my own business. The instructor is a film producer who trains me. We make music videos and take trips to see all the ‘behind the scenes.’ I hope to take more classes in the future. It is a great experience and opportunity.

IMPACTS OF THE COVID-19 PANDEMIC FOR UJAMAA MEN

When asked about ways that their life has been affected by the COVID-19 pandemic, interview participants offered a variety of answers. Five out of nine respondents either lost their employment or had their hours reduced. A few respondents (n=3) discussed limited social interaction and physical contact with loved ones, saying that this has taken a toll on their emotional and mental health. One respondent shared that they know a lot of people who have died because of COVID-19.

It makes me make less money. I love the job. I am working now, but at the beginning [of COVID-19] I was laid off. Emotionally I am affected too because I cannot do certain things. I feel a bit more isolated.
I lost a lot of people to COVID-19. I lost employment. I lost money. The biggest way it affects me is more or less the [lack of] contact and communication with my friends, and peers and staff in Ujamaa Place. Without having the physical contact, it took a hit on my mental health.

**IMPACT OF THE KILLING OF GEORGE FLOYD AND FOLLOWING SOCIAL UNREST FOR UJAMAA MEN**

Interview respondents were asked about how the death of George Floyd and following social unrest affected them. All respondents expressed concerns about the risks of being a Black man; most respondents personally related to this event because they have first-hand experience with police brutality or they have known others who have been brutalized by the police. Two respondents shared that the killing of George Floyd influenced the conversations that they had with their kids about the role of police in their life. Some respondents said that the killing of George Floyd negatively impacted their mental health, and others said that it inspired them to get involved with community efforts to bring about police reform.

My daughter wonders if the police is here to protect us or hurt us. It is hard to have a conversation [about racism and police brutality] with a 5-year-old. I joined a march and it empowered me—that was a bittersweet moment.

I am a Black man. I do not really know how to untangle it. All of it stressed me out but I do not know what to say. I am not shocked. It happened to me recently when I was doing Door Dash. The police pulled me over because my car was previously owned by a pastor. The police pointed the gun at me. It was a very stressful situation for me. I was shocked by the uproar [in response to George Floyd’s murder]. The police was in jail but not convicted. When George Floyd died, it was not just him dying. It makes me think about my life.

**RESOURCES THAT UJAMAA MEN RECEIVED FROM UJAMAA PLACE DURING THE PANDEMIC AND SOCIAL UNREST**

All interview respondents said that Ujamaa Place has been supportive of their needs during the pandemic and social unrest. The respondents have received a wide range of resources and services such as housing, meals, classes, job search help, job skill training, and social support. When asked what has been the most useful or helpful to them among all the resources they received from Ujamaa Place, respondents most frequently mentioned housing and food as most helpful.

Housing right now is the most important. I am there now [in Ujamaa Place housing] and I do not know where it will lead. I could be living on the street right now, but they let me stay there.

Some respondents also appreciated access to protective gear, such as masks and sanitizer. Other respondents said that they appreciated being able to visit with staff and other Ujamaa men at Ujamaa Place, and to receive mental health resources. Overall, interview respondents shared the important role that Ujamaa Place plays in providing them with social and mental health resources.

The most useful or helpful, especially during COVID-19, is that they have free masks. I was fired from my job because of my background so I was not in a situation to buy anything. They gave me hand sanitizer, masks for my daughter and myself. They gave us lunches, dinners, and bus passes. Being able to go there and talk to somebody is very useful. I used their mental health resources. It is helpful for me to unwind and have someone listen to me. For me, the main focus is the mental health. I take it seriously for myself. I am super grateful for them offering the mental health service. They do it with open arms, without judgement. They are accepting of who you are.
PLANS FOR FUTURE INVOLVEMENT WITH UJAMAA PLACE

Interview respondents were asked about how they plan to be involved with Ujamaa Place moving forward. All respondents have plans to stay connected with Ujamaa Place to varying degrees. Many respondents plan to pay-it-forward by engaging and sharing their life experiences with other Ujamaa men and by helping to connect their friends and acquaintances with Ujamaa Place. Some respondents intend to help expand the current programming and others said that they want to coach or teach classes. There were a few respondents who plan on taking more classes to continue building their skills.

They help me and I will always speak highly of them and help recruit other people to come to them.

I want to work with a recreation center and to form a Ujamaa Place basketball team. I want to have my own program and run all those programs with youth. Honestly, I am 28. From 21 to 27 I was in prison. You can turn the negative to positive.

My buddy and I are talking to [Ujamaa Place] on how we can enhance the curriculum and on how they can improve. I know that they are shifting and continuing to grow. I want to help the organization to do that and to expand. I want to be involved with that by giving input.

Once I have everything together, I would like to come back and help in whatever capacity I can be helpful—with the music group or the entrepreneur class. When I first came to Ujamaa, I got into an automobile class. Because of that, I knew how to take care of a car before having my own car. They gave me a community and family. Ujamaa means family. I just feel like I will always have a place to go back. It is a pick-me-up place.

ISSUES TO CONSIDER

The information gathered from interviews indicated that Ujamaa men have been deeply affected by the COVID-19 pandemic, police brutality, and the social unrest following the murder of George Floyd. The data also showed that Ujamaa Place has played a vital role in supporting these individuals during these health and safety crises.

Based on the information we received from these interviews, the following are a few points for Ujamaa Place to consider for future planning and programming:

• Continue offering temporary housing and meals programs to participants when it is possible during these crises. Participants mentioned that housing and meal supports have been the most helpful service they received from Ujamaa Place during this time.

• Continue to provide access to the Ujamaa Place office location as well as the services that occur there, such as help with resume building and mental health supports.

• Consider ways for participants to get more involved with program planning or curriculum design. Some participants were interested in designing new classes or social groups.

References


THE CONSTELLATION FUND BENEFIT-COST RATIO ANALYSIS

Reprinted from The Constellation Fund Quantitative Analysis Report (June 2020)

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<td>Employment</td>
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ORGANIZATION OVERVIEW

**Organization Description:** Ujamaa Place serves African American men between the ages of 18 and 30 experiencing barriers to employment, including undereducation (no high school degree or GED), criminal history, homelessness, mental health, and substance abuse. Ujamaa provides academic, employment skill development, as well as life skill development including financial management, and maintaining healthy relationships. Ujamaa Place also fulfills basic needs such as housing, transportation, food and access to health care services.

**Grant Purpose:** Funding from Constellation would be used for general operations including organizational capacity and staffing.

BENEFITS

**Analysis Of Benefit-Cost Ratio:** The program generates $4.92 for every dollar invested. This return comes from approximately $1 million in increased wages that 275 participants in 2018 and 148 participants in 2019 would earn in three years after graduating from the program. Returns also come from mental health referrals and assistance achieving GEDs. The cost of generating these additional earnings, health and education benefits is $2.2 million. Based on current data, we know that employment training programs impact future earnings at a minimum of three years after participation. All earnings are estimated taking into account employment and wage rates of sub-populations served by the program (e.g. previously incarcerated, disability, and race). Estimates also account for expected or observed duration of employment and hours worked. Benefits are also derived from mental health care services and educational programming leading to increased earnings and improved health.
RECRUITMENT STRATEGY

The largest recruitment source is referrals. In 2020, there were 152 new enrollments (a monthly average of 13), in spite of the mandated shutdown from March 23 to the end of June related to the coronavirus pandemic. 2020 new enrollment was 7% less than 2019 new enrollment, which was 163.

The pandemic shifted the recruitment strategy to video-conferencing and telephonic consultations. Social media and email communication is used to highlight services and programs offered at Ujamaa Place.

The data map below shows the zip codes the Ujamaa men come from. Ujamaa Place is aware of the need in the community that is not being reached. The goal is to increase funding in order to have staff physically present in extreme poverty concentrated areas, actively recruiting throughout the Twin Cities.

CONCLUSION

The inequalities that have existed for 400 years reached a boiling point in communities around the world. In 2020, the killing of George Floyd made the world stop and take a serious look at racial injustice in this country and the urgent need for criminal justice and policing reform. People gathered in the streets all over the world to protest, making it the largest civil rights movement in history.

With the understanding that many systemic roadblocks exist in society that are beyond our control, navigational resources and tools are critical through partnerships with corporations, healthcare providers, policy makers, law enforcement, clergy and the community. Without these alliances, Ujamaa Place would not be able to provide the services and programs necessary to keep participants out of the criminal justice system.

Areas of concentrated poverty continue to be a major health concern disproportionately impacting communities of color. Studies show that living in high-poverty neighborhoods negatively impact physical and mental health and decreases cognitive abilities in children, making them more likely to have lower incomes as adults and more likely to live in poverty across generations. The estimate population of people living in areas of concentrated poverty in the Twin Cities is 370,000.

Sending men to prison with low levels of education and skills and releasing them penniless and left to navigate systemic racism and discrimination in employment and housing is cruel and unjust. Ujamaa Place is in the business of disrupting poverty and injustice of all forms.
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