

Sustaining Your Gang Prevention Efforts



What Works in Anti-Gang Strategies?

PREVENTION

- Limiting the abundance of free and unstructured time for youth
- Alternative activities for youth: sports leagues, interest clubs, life-skills training, afterschool programs
- Spending quality time with youth
- Targeted, culturally sensitive alternative programs for youth
- Bullying prevention programs
- Positive youth development programs

INTERVENTION

- Community service opportunities for youth
- Mentoring for youth
- Providing opportunities for legitimate earnings for youth
- Wraparound family services, multi-systemic therapy

SUPPRESSION

- Community civil injunctions against gangs
- Mobilizing the community and partnering with law enforcement

Young people of all socioeconomic and ethnic backgrounds have been known to participate in gangs. A gang can exist in the inner city, the suburbs, even in rural counties. They often share a common purpose; engage in criminal or violent activities like drug dealing, graffiti, property crime, and gun violence; and often have a common name, symbol, or color.

SOME TOOLS TO HELP

The Community Capacity Development Office website has some terrific FREE resources to help you with your sustainability plan. Check out: www.ojp.usdoj.gov/ccdo/pub/welcome.html for a full list of resources and publications, especially the *Developing a Sustainability Plan for Weed and Seed Sites* publication at www.ojp.usdoj.gov/ccdo/pub/pdf/ncj210462.pdf.

Here's a user-friendly free online course to help your Weed and Seed site with its approach and a few excellent toolkits for sustaining your program.

- *Building Your Case for Support*: www.campaignconsultation.com/GIZMOs/case/index1.swf
- *Sustaining Grassroots Community-Based Programs: A Toolkit for Community- and Faith-Based Service Providers*: <http://download.ncadi.samhsa.gov/prevline/pdfs/SMA08-4340.pdf>
- *Establishing Partnerships*: www.acf.hhs.gov/programs/ocs/ccf/about_ccf/gbk_pdf/ep_gbk.pdf.
- *Using Media as an Ally* is a free resource from NCPC that leads you through the process of creating a valuable partnership with the media with insight on how to leverage mass communications vehicles—newspapers, magazines, radio, television, and cable. Search at www.ncpc.org for more information.
- A good comprehensive free publication is *A Guide to Working with the Media*: www.national.service.gov/pdf/Media_Guide.pdf

HOW DO YOU SUSTAIN YOUR ANTI-GANG STRATEGY?

When seeking funding, a steering committee must communicate the impact it will deliver and inform potential supporters of ways they can help make your vision a reality. Don't focus on the problems the community is facing—paint a picture of the outcome of the program being successful. Engage local merchants, community foundations and leaders on how the community will be transformed and strengthened as a result of your site's efforts. When a potential funder can envision the result—they'll invest!

Learn who the philanthropic leaders are in your community and find a way to speak with them—usually it helps to have someone who knows you both to facilitate the introduction. Have a solid plan for what you would like to do, create a funding goal based on a realistic budget, and start a conversation. Look for opportunities where businesses can get exposure for doing a good deed. And keep building the relationships.

Here are some steps to help you get a Sustainability Action Plan in place to continue the great progress you've made.

- **Assess Your Organization's Capacity for Sustainability**—*What's in place and what's missing in your organization for this resource development plan to work?*
- **Develop a Vision, Mission, and Case for Support**—*Develop or revisit your mission and reaffirm why your anti-gang effort is needed in the community.*
- **Identify Goals and Objectives**—*Be sure about priorities and put a timeline to them. A goal is a dream with a deadline.*
- **Assess Funding Gaps**—*Estimate the need, estimate the status of what's in place, and identify additional sources. Don't forget "in-kind." Clarify the financing that will be needed for the effort.*
- **Research and Identify Potential Stakeholders and Develop Targeted Marketing Strategies**—*Seek input and ideas from varied sources to determine your target entities and individuals who may be ready to help your effort. Develop a statement of support that can be individualized to different potential supporters.*
- **Initiate and Establish Strategic Relationships With Potential Stakeholders**—*Determine the ideal strategic partnerships and leaders you want linked to your effort. Determine the realistic levels of support expected. Don't overlook individuals and the community as a whole, local foundations, government, and established agencies and businesses. Be sure to diversify potential funding streams. Engage "champions" who know and support your effort to serve as gateways to new potential partners. Execute your plan and don't forget the timeline.*
- **Follow Up**—*Document relationships formed with Memoranda of Understanding.*
- **Nurture Sustainable Relationships and Encourage Continuous Involvement**—*Use regular meetings and other opportunities to involve*

stakeholders and partners in your effort. Share credit and celebrate successes; look for "win-win" outcomes for you and your partners.

Adapted from *Sustaining Grassroots Community-Based Programs: A Toolkit for Community- and Faith-Based Service Providers*. Center for Substance Abuse Treatment, HHS Publication No. (SMA) 08-4340. Rockville, MD: Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services, 2008.

WHO WILL SUPPORT MY ANTI-GANG STRATEGY?

Most support for community initiatives comes from local sources. Here are additional free resources to help you find local supporters of your Weed and Seed Site's community vision.

- The Foundation Center, Finding Funders: <http://foundationcenter.org/findfunders>
- Council on Foundations, Community Foundation Locator: www.communityfoundationlocator.com

OTHER RESOURCES FOCUSED ON GANG PREVENTION

- The G.R.E.A.T Program: www.great-online.org
- National Youth Gang Center: www.iir.com/nygc
- Gang units or squads at your local police department may also have pertinent information about gangs in your community. Call your station's non-emergency number, and ask for the officer who deals with gangs.
- *Mobilizing Communities to Address Gang Problems*: www.iir.com/nygc/publications/NYGC-bulletin-4.pdf
- The National Crime Prevention Council's *Community Works* curriculum combines education and action to reduce teen victimization and gang involvement. *Community Works* is available through the National Crime Prevention Council: (www.ncpc.org)

Web-enabled versions of this fact sheet may be found at
www.weedseeditn.net and
www.ncpc.org



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