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PHILLY
TRUCE

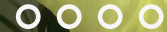
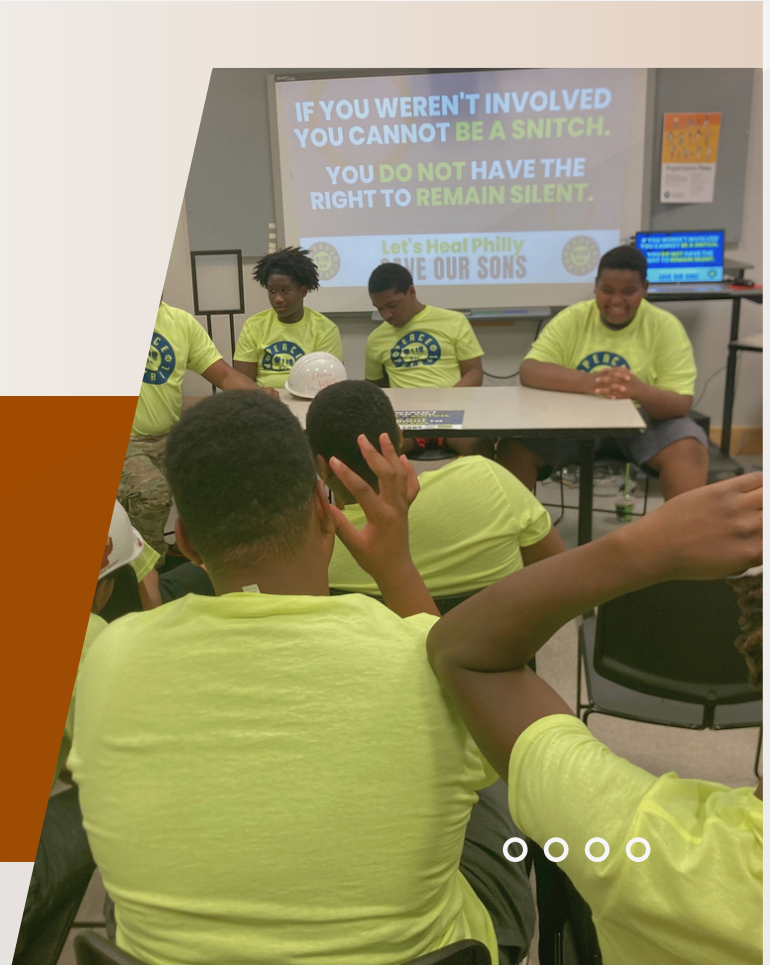


STRATEGIC PLAN 2024

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THE PROBLEM

Between 1973 and 2023, a 50-year stretch, Philadelphia averaged 350 homicides per year, with 85 percent of victims and offenders being men of color, primarily Black men.

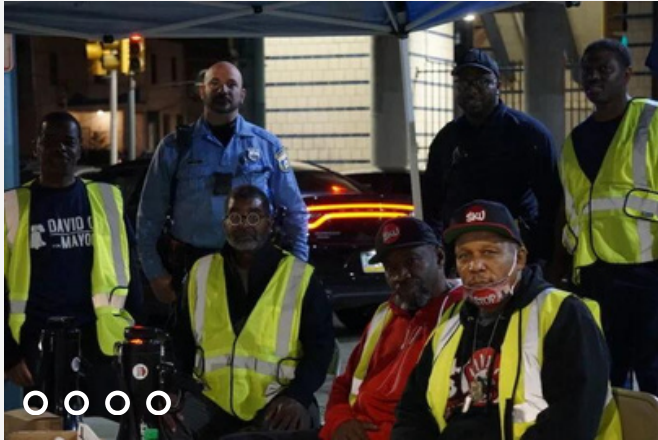
The issue at the forefront is the inadequate preparation of African American males for manhood within the Philadelphia community. This challenge is characterized by a discrepancy where large numbers of African American males undergo physical maturation but lack corresponding development in psychological, emotional, and intellectual dimensions.

The primary individuals affected by this problem include African American males themselves, those who currently depend on them, and future generations that would come to rely on them. The consequences of this insufficient preparation extend to families, communities, and the broader societal context, impacting the overall well-being and potential of these individuals and their communities.

The phenomenon of African American males maturing physically without adequate psychological, emotional, and intellectual development hinders their ability to navigate the complexities of adulthood. Concurrently, the high rate of premature deaths among African American males intensifies the urgency of addressing this issue.

The importance of addressing this problem is highlighted by the crucial role that African American men play as leaders within their families and communities. Without sufficient preparation and development, these individuals may struggle to provide the necessary familial and community leadership, perpetuating a cycle of underdevelopment that places the African American population in Philadelphia at risk of languishing in second-class status.

IMPACT STORIES



Operation Hug The Block,

A 77-night PEACE PATROL Campaign visited the blocks most impacted by gun violence (10 or more shootings since 2015) beginning at 10 pm. Though we faced some criticism, by and large, residents of those blocks welcomed PHILLY TRUCE. We organized 680 volunteers and 77 police officers to work together.

“I know y’all prevented something, just by being here...”

-Resident, 6000 Block of Reinhard St.
Southwest Philly

Beef Squashed: Teens Sign Truce

A simmering beef developed between Romar. And Z.M. over a stolen bike. The teenagers had been friends as boys. After not seeing one another for some time, they crossed paths at an amusement park and got into a fistfight. Romar got the better of Z.M., who took to social media where he lodged threats “to shoot up” R.B.’s house. Romar’s mother reached out to PHILLY TRUCE for mediation. Watch the video below to see how it turned out.



“It felt good to know that I was okay, didn’t have no more trouble; don’t gotta worry too much about fighting...” -Romar Berry, 16

PROGRAMS

PEACE PATROL

Community-Led
Visible Deterrence

- Launched 2021
- Four Major Campaigns
- 1000+ volunteers engaged
- Significant Contribution to Reduction in Shootings
- 64% Reduction in Shootings 24th Police District
- 26% Reduction in Homicides 19121, 31, 33, 38, 40
- 64% Reduction in Shootings 16th & 19th Police Districts



SAFE CITY SOLUTIONS

Incentive based SEL
& prevocational skills

- Launched 2023
- Established Partnership with Free Library of Philadelphia
- Reached Capacity (24) Young Men Served in Year 1
- 91% Learned how to Identify Developing Conflicts
- 75% Learned Skills to Keep Themselves Safe
- 67% Learned How to Assess Peer Conflicts (akin to Mental Health First Aid)



PHILLY TRUCE APP

Technology-assisted
conflict mitigation

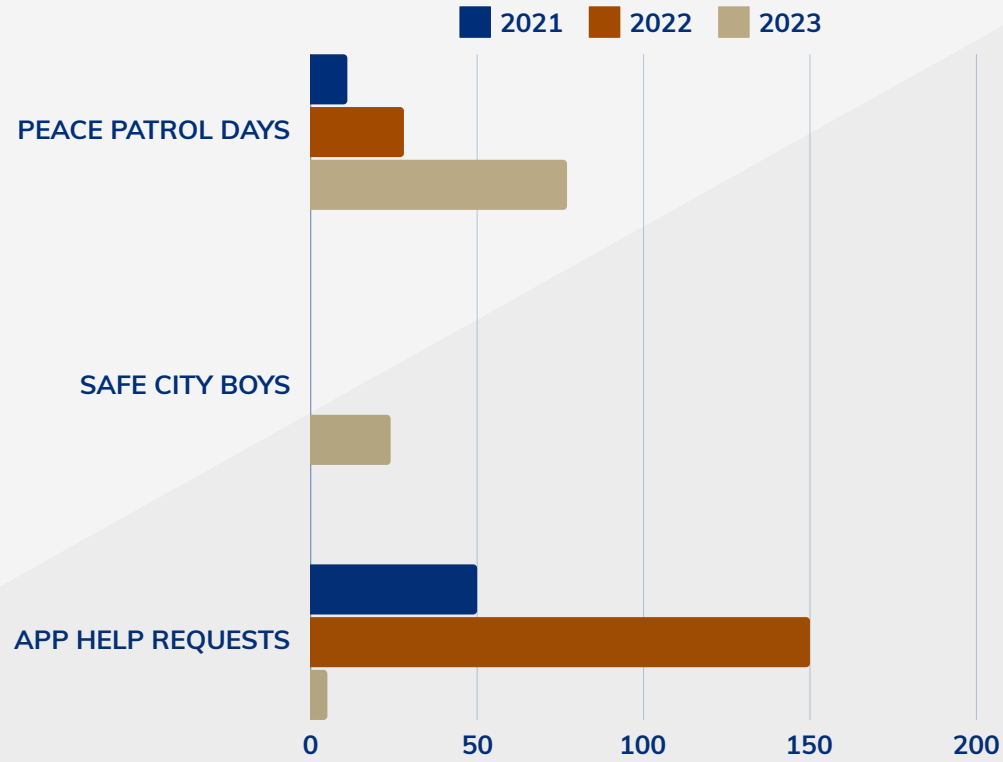
- Launched 2021
- 1500+ Downloads
- 200+ Help Requests in 18 months
- 37 De-escalations
- Rebuilding app in partnership with SDP





SERVICE DELIVERED

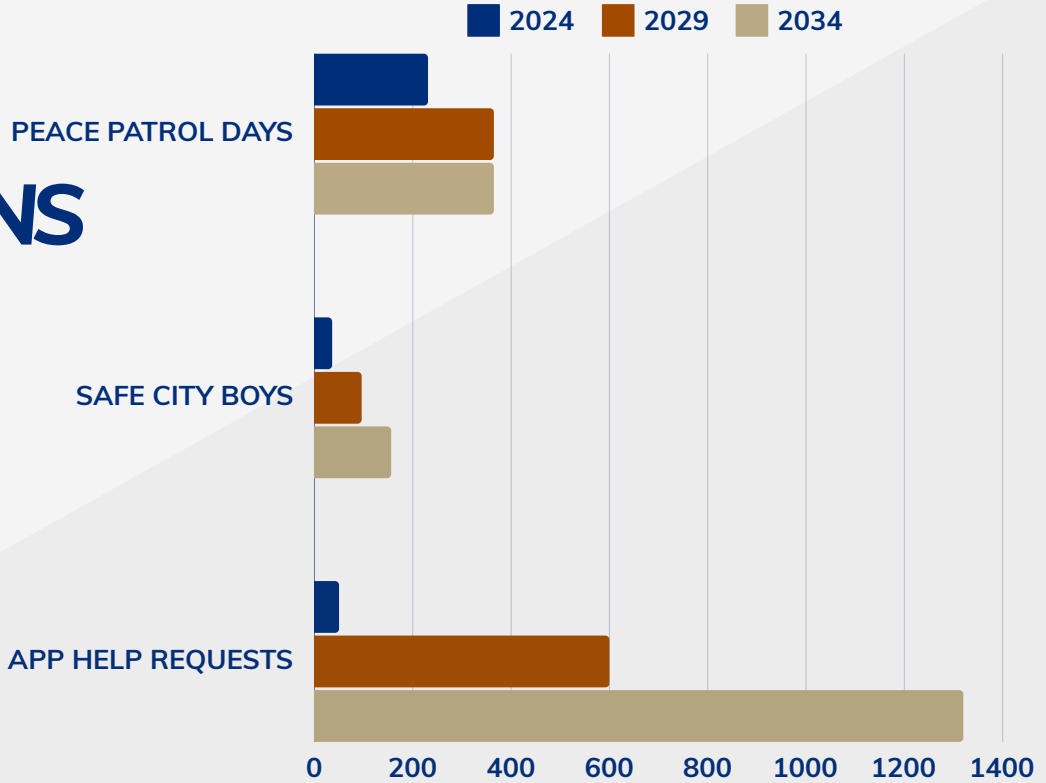
2021-2023





SERVICE PROJECTIONS

2024-2034



THEORY OF CHANGE

Sustainable Black Manhood achieved through community-led interventions in municipal service delivery, for the psychological safety and economic mobility of the average Black Man in Philadelphia.

INPUT

- Staff
- Salaries
- Partners
- Stipends/Incentives
- Spaces
- Supplies
- Curriculum

PARTICIPANTS

OHTB: PEACE PATROL

Justice involved men
14-34

Neighborhoods where they are patrolling as peacekeepers

SAFE CITY SOLUTIONS

Male Youth of Color
11-17

PHILLY TRUCE APP

Peace Patrollers, Safe Path Monitors
Students, Neighbors and Community around SPM schools

ACTIVITIES

OHTB: PEACE PATROL

Community-Led Visible Deterrence

- Recruit justice-involved men through courts
- Compensated for their time
- Visible deterrence: being present as a peacekeeper
- Training for justice-involved men to learn skills and confidence
- Engage with community members to understand resource needs and connect them to the resources
- Building a plan for peace patrol members to find post-program

SAFE CITY SOLUTIONS

Incentive-based SEL and prevocational skills

Safe City Boys Clubs (Semester) in schools: 2 sessions/week. 1 session / weekend. Paid to learn socio-emotional skills

Safe City Summit: Bring participants together. Conference in expanding their horizons, prepare them for Safe City Summer.

Safe City Summer: Summer job that incorporates community service work (youth peace patrols, block cleanups, elder support) and socio-emotional learning

Safe City Scouting: Recruit new participants to start clubs via school assemblies

Safe City Staffing: For adults 18+ who have dropped out of high school to learn soft skills and close the education gap. Prepare them to hold a job and connect them to employment opportunities.

PHILLY TRUCE APP

Technology-assisted conflict mitigation

For students, administrators, and community members near schools with Safe Path Monitors (23 total) to report information and receive real-time response support.

SHORT TERM OUTCOMES

OHTB PEACE PATROL

Justice-impacted men employed

- Increased community engagement via restorative practices
- Increased employment opportunities
- Healing between the men and law enforcement

Neighborhoods

- Increase in the sense of safety
- Increase in the belief that they matter and that people care
- Increase in hope for a better future
- Increase in their needs being addressed

SAFE CITY SOLUTIONS

Male Youth of Color

- Increase in socio-emotional well-being
- Increase in the belief that they can have a thriving future
- Increase in community support and allies outside of family and friends (via mentors)
- Increase in the sense of security
- Increase in viable paths to employment

PHILLY TRUCE APP

- Allows for a safe & anonymous way for community members to report violent conflicts
- Reduction in fear of reprisal
- Allows for non-law enforcement, non-school administration intervention
- Strengthens relationship between communities and schools

INTERMEDIATE OUTCOMES

PHILLY TRUCE APP

- Increases sense of community, belonging, and ownership
- Reduction in incidents of community conflict spilling into school and school conflict spilling into the community
- Increase in disputes being resolved peacefully
- Increase in the sense of safety

OHTB: PEACE PATROL

Justice-involved men feel functional, safe, and well-served by the institutions in their communities that impact their ability to realize their potential.

Neighborhoods will see a radical reduction in violence and these communities will step up to make sure their members are well-served and feel safe & functional.

SAFE CITY SOLUTIONS

- Reduced incidents of fighting/physical violence in participating schools by 25%

SAFE CITY SUMMIT & SAFE CITY SUMMER Male Youth of Color

- Increased confidence
- Decrease in peer pressure, to make your own decisions instead
- Increased horizons of career options, and the belief of pursuing them
- Increased confidence to know their life path, and following it
- Creating a network effect for their peers to do the same

SAFE CITY SOLUTIONS

Male Youth of Color will feel functional, safe, and well-served by the institutions in their communities that impact their ability to realize their potential. Simultaneously, their neighborhoods will see a radical reduction in violence and an increase in community engagement, led by male youth of color.

OHTB PEACE PATROL

Migrates Peace Patrollers into SPM service to reduce the opportunity for violence in public spaces by 25%

- Reduce the incidence of community conflict spilling into school and school conflict spilling into the community

Justice-involved men

- Transforms mindset's to community-focused
- Increase in stepping into leadership in their communities to bring change
- Increased confidence to support their families and find employment
- Less prone to criminal enterprises and violent conflict resolution

Neighborhoods

- Increased localized efforts to bring / advocate for change
- Increase in ownership, responsibility of their community, stepping up to take action on the issues present

LONG TERM OUTCOMES

PHILLY TRUCE APP

Neighborhoods will see a radical reduction in violence and increase community engagement, and students will feel functional, safe, and well-served by their schools to achieve their potential.





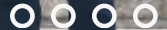
STRATEGIC PRIORITIES

SHORT TERM

- Increase PEACE PATROL
- Evolve SAFE CITY CURRICULUM

INTERMEDIATE - LONG TERM

- Psychological Safety of Black Men
- Strategic Partnerships for Apprenticeships
- Civic Education & Engagement for Black Men



STRATEGIC PRIORITIES THRU 2029

	PEACE PATROL	SAFE CITY CURRICULUM
BACKGROUND	PEACE PATROL evolved out of a need for community engagement around building brand trust. We hit the streets to promote the PHILLY TRUCE app and discovered an unmet need.	SAFE CITY SOLUTIONS emerged as we first found regular mediation success working with middle school students. This happened while planning the first Safe City Summit for men aged 18-34 involved in group violence. Struggling to gain traction with that audience, we pivoted to youth aged 11-15.
KPI #1	300 Justice-impacted men employed as PEACE PATROLLERS.	K-Postsecondary Curriculum Developed Specifically for Black Men
KPI #2	50 PEACE PATROL Bases	First Phase of Curriculum Implemented in a Primary School Setting
Budget	\$39.4MM	\$9.8MM