

**Proposal for RFP #8807
Community Development Division
Building Human Capital: Early Childhood Funding
Deadline: 12pm, Wednesday, March 13th, 2019**

Applicant:

Dane County Parent Council, dba Reach Dane

Contact: Jen Bailey, Luann Williams

2096 Red Arrow Trail, Madison, WI 53711

608-275-6740

jbailey@reachdane.org, lwilliams@reachdane.org

Federal EIN: 39-1418945

Legal Status: 501(c)3

We will present on March 14th, between 230-430 pm to the Early Childhood Care and Education Committee Meeting, RM 215 in the Madison Municipal Building, 215 Martin Luther King, Jr. Blvd., Madison, WI.

Organizational Capacity:

Dane County Parent Council (DCPC), dba Reach Dane, is a community based, non-profit umbrella agency for the delivery of a variety of child development and family support programming designed to enhance the well-being and future success of participants. Founded in 1969, Reach Dane is headquartered in Madison, WI and serves over 1,000 children in 16 locations through the following programs: Early Head Start, Head Start, 4K collaborations, child care, homebased and center-based programming and Satellite Family Child Care Accreditation Services. Additionally, Reach Dane provides support services for families including family literacy classes and parenting classes. Reach Dane's mission is to change the lives of underserved children and families through education and supportive services. Reach Dane is dedicated to enhancing the quality of life for children and families through advocacy, exemplary child development programming, meaningful family support, community partnerships and strong, effective leadership. This proposal to collaborate with the City of Madison is a way to champion for and to strengthen families and expand access to high quality, comprehensive child care options for low income infants and toddlers residing in Madison, specifically on Madison's South side on Park Street and in the Arbor Hills neighborhood.

The Reach Dane's Infant and Toddler Early Care and Education Program is founded on an infant mental health approach that provides 52 children with exemplary child development programming, mental health, and disabilities services. The funds will support high quality City of Madison Accredited child care with well qualified teaching and support staff. Research and best practices in early education demonstrate the importance of quality child care partnership to support a family's path to self-sufficiency, breaking the cycle of poverty. Our strong relationship with the Wisconsin Shares Child Care subsidy program is key to the success of these childcare programs. In addition, we contract with the Dane County Human Services to have an Economic Support Specialist in house to ensure that our enrolled families maintain their child care subsidy for the success of the program. Being part of an agency serving early Head Start families, we want to provide parents a similar model of support delivered through a wide array of services that will increase access to affordable, high quality, nurturing care for

infants and toddlers; provide infant/toddler child development resources; and comprehensive family support. City of Madison funding will help support this model.

Reach Dane has developed effective, and highly recognized early education strategies that weave their way through our community and our families known to the South side of Madison. The exemplary child development models create high-quality child-care options for low income families. The demographic that our agency supports are all low-income families utilizing the Wisconsin Shares Subsidy program.

Reach Dane currently has over 500 Infant and Toddler age eligible siblings of currently enrolled Head Start children who are unable to access services due to a lack of program slots and possible funding sources. Not all families need full day, full year services; however, this number demonstrates the need for quality infant and toddler care in the Madison community.

According to a 2012 study by 4 C's, cost was a major deterrent to using regulated child care indicated by parents. Even with the recent increase in Wisconsin Shares Subsidy reimbursement rates, center-based programs, including Arbor Hills and South Madison Childcare, still see a gap in what families are funded for versus the rate to provide high quality care. Parents often struggle to afford their co-pays or parent share associated with child care and must make difficult decisions on their very limited budgets.

As an agency serving Head Start and Early Head Start eligible children and families, it is part of the standards that the agency encourages parents of enrolled children apply and work in our programs for positions they may be qualified for. We want to support families in all ways possible, especially with employment opportunities. Reach Dane is continuously recruiting and hiring staff that match the demographics of families we serve. Currently the agency as a whole has within our teaching staff 58% white, 27% Hispanic, 12% Black, and 3% Asian employees. The specific demographics of the two locations we are focusing on for the proposal for teaching staff have 55% white, 20% Hispanic, 15% black, 5% Asian and 5% Native American employees. The staff at our Arbor Hills and South Madison Infant Toddler classrooms are highly qualified staff. Some either are parents of current enrolled children or may have been in the past. Other staff are hired from outside of this option. We have a diverse staff serving in different positions

within these two locations. At our South Madison location, the programming is funded strictly childcare, and enrolls only families who receive a state child care subsidy. Due to limited grant funding, Early Head Start funds are not available to support this location, although most families would be income eligible for the program. The two classrooms at this location each have lead teacher, one with an Associate's degree and the other with a Bachelor's degree in Early Childhood Education. There are two Teacher Assistants that have the two 40-hour course work and the 20-hour Infant Toddler course based on licensing requirements. At Arbor Hills, we have been fortunate to apply for and receive the Early Head Start Childcare Partnership grant from the federal government back in 2015. In receiving this grant award, there are higher qualifications needed for Early Head Start teachers. We had time initially to provide training need for those staff that did not have the Infant Toddler Credential/CDA or higher. Now, since 2016, all the teaching staff have the Infant Toddler Credential/CDA, Associate's Degree in Early Childhood, or a Bachelor's degree in Early Childhood or related degree. Both Site Directors for each location have at least a Bachelor's degree in early Childhood or a related field with Infant Toddler course work. Our Education Support Manager who support both sites has a Bachelor's degree in Education and the Child and Family Programming Director supporting all of our education programming has a Bachelor's degree in Early Childhood Special Needs.

Reach Dane conducts a Community Needs Assessment every five years, which aligns with our Head Start grant cycle. As part of this assessment, data is gathered from a variety of sources including the City of Madison, Dane County, school districts, and 4C's. The data is then analyzed to determine which neighborhoods and communities are most in need of Early Head Start/Head Start services. Both the Arbor Hills and South Madison neighborhoods have high percentages of families live in poverty and demonstrate a significant need for Head Start programming and supportive services.

Children who are minorities are disproportionately likely to be living in poverty. Currently 55% of children served in Reach Dane's Head Start and Early Head Start programs are black or Hispanic. In our South Madison and Arbor Hills locations more specifically, 77% of enrolled children at Arbor Hills are Black or Hispanic and 75% of enrolled children at South Madison are black or Hispanic. Reach Dane is currently participating in a regional Community of Practice on

Supporting the School Readiness of African American Boys with the goal of improving agency services to this vulnerable population of children and their families. Also, last year the agency worked with DLL consultant, Ruth Reinl, in order to assess and strengthen current program practices which support dual language learners in our programs. Reach Dane is committed to closing the achievement gap in our community by providing high-quality child-development services and parent engagement opportunities.

In the City of Madison, only 21% of infants and toddlers whose care is funded by a child care subsidy are in 5 star rated child care sites, which is the highest rating in Wisconsin's quality rating system. Both the Arbor Hills and South Madison locations are City of Madison Accredited, DCF licensed, and Youngstar rated as 5 stars. All families enrolled in these full day/full year programs must be eligible for and receive a child care subsidy from the state or city. Our programs dually impact the family and the child to provide education and supportive services to enable them to achieve success both within our programs and later in life.

Proposed Programs/Services

The proposed program/services that Reach Dane will provide is direct provision of care for children ages birth to five years old. Our primary focus for our programming is providing a healthy social emotional environment for our youngest children. We adhere to all licensing, City of Madison Accreditation and Head Start Standards. We strictly monitor our learning environments to meet teacher-child ratios and have appropriate materials and equipment for a positive daily experience for each child. We provide three meals a day, plus snacks. We encourage parents to be part of the child's day by volunteering in the classroom to the extent possible. We have indoor and outdoor experiences, and engaging activities with the child's primary caregiver each day. We ensure that all staff are trained and receive continuing education in the early childhood field, specifically for infants and toddlers. This programming along with supported funding for Arbor Hills and South Madison will continue our efforts to provide access for families to high quality early care and education, and supportive services.

Our programs will increase access to high quality care for children who face multiple barriers to success, including but limited to, children and families who are homeless, living in poverty, and

children with special needs. Our mental health consultants provide ongoing support for children who have experienced trauma or need extra support with their social emotional development. The consultants also provide a reflective space for staff to process the ongoing challenges in their work with at risk children and families. The agency's Disability Specialist provides follow up support for children with potential developmental delays and facilitates referrals to Birth to Three as needed. With the supportive services our agency can provide, we also address and work with families whose children may have been expelled from other childcare centers. We do not suspend or expel a child for any reason. We have many supports in place for the staff to increase their skills and capacity for working with children who have experienced trauma and need extra support.

For our Arbor Hills location, we receive Early Head Start funding that has increased the support for the families and created great success for the children. Early Head Start programming is an evidence-based governmental funded program. The emphasis is on prevention and promotion at an early age for children and to enrich family relationships that in turn promote positive child outcomes. We want to be able to continue that practice and reach even more families at Arbor Hills. Also this funding support will allow South Madison families to receive similar supportive services when families enroll. We would like to increase our mental health consultants support for the staff, children and families of South Madison, so there are increased outcomes for those participants.

Services will be provided to Great Beginnings Arbor Hills, located at 2821 Todd Drive, Madison WI, 53713 and to South Madison Infant and Toddler Childcare Classrooms, located at 2202 S Park St, Madison, WI 53713. The number of children impacted by the funding would be 52 children, ages 0-3 years. As stated previously, 77% and 75% respectively are of black and Hispanic ethnicity. These programs serve children and families 130% below the poverty level in underserved areas of the city. Our two programs run full time, full year, open 6 am to 6 pm to support families who are working or seeking employment. We will assess children three times per year utilizing Teaching Strategies GOLD, a play-based curriculum. In addition, the Pyramid Model TPITOS assessment and ASQ screeners are used to monitor children's development. The ASQ screening system has been tested extensively and is based on child development and

assessment principles. Backed by almost 40 years of rigorous research, ASQ questionnaires are highly accurate in identifying children with developmental delays with excellent sensitivity and specificity. High validity and reliability have been demonstrated through detailed studies. Data from those sources will be used for individualized programming for children and supporting families.

Measurement of Success

The System Level Indicator our proposal will address is to support reducing the expulsion rate of children in childcare. Reach Dane's policy in all our childcare centers is that we do not expel children for any reason. Within our proposal, the focus is to support children's social emotional development, providing direct provision of care. Research has shown that children who are able to regulate their emotions are more successful in learning executive functions and developing higher level cognitive skills needed to be school ready by age 5. A research synthesis developed by The Center on the Social and Emotional Foundations for Early Learning, Child Care Bureau and the Office of Head Start, supports the understanding on the practice of Infant Mental Health, IMH, and the importance of providing social emotional support in the first three years of life. According to the research synthesis, 'IMH is the developing capacity of the child from birth to 3 to experience, manage, and express emotions; form close and secure interpersonal relationships; and explore their environment and learn - all in the context of family, community, and cultural expectations for young children.'

Connected to this synthesis is the implementation of Pyramid Model training for staff. The Pyramid Model practices, an evidence-based and research tested approach, were identified through a systematic review of research on classroom promotion, prevention, and intervention that have been associated with positive social emotional outcomes which helps to decrease challenging behaviors in young children with and without disabilities. Understanding and approaching behavior through strategies that support social emotional growth supports future academic success and ensures children are ready to learn.

The Population Level Indicator our proposal will address is to increase the number of children who are meeting developmental milestones and who are prepared to enter school socially,

emotionally and academically. We will use information and data collected from our enrollment process, data from on the ASQ screener, and data from our child outcomes data from Teaching Strategies GOLD. This data will be used to monitor growth and development in the areas of social emotional and cognitive skills, we will assess these skills four times per year with the children and set goals set with the families.

Our agency has chosen evidence-based screening and assessment tools for analyzing child outcomes and monitoring children's development. We have used the ASQ and the ASQ SE screener at enrollment with families to provide a foundation for individualized programming, as well as to identify children who may need a referral to evaluate potential developmental delays and build in additional supports. Through the screening and assessment process, staff work collaboratively with caregivers to develop individualized goals to support their child's development. Our teaching staff utilizes the Teaching Strategies GOLD assessment, observing the child through play and assessing skills. Through the assessment process, staff work collaboratively with caregivers to develop individualized goals to support their child's development. The data from GOLD is analyzed to plan for individualization for children's growth and development in all domains of early care and education.

As an additional layer of support for children's social emotional development, Reach Dane has implemented Pyramid Model practices program wide. In infant/toddler classrooms an assessment tool called TPITOS (Teaching Pyramid Infant Toddler Observation System) is used to measure how well the teacher and the classroom environment supports children's social emotional development. Based on the results of the TPITOS, teachers identify areas for professional growth and development. Teaching staff also have the opportunity to participate in the agency's infant/toddler social emotional training modules, which highlight infant mental health practices and strategies from Pyramid Model and Conscious Discipline.

Budget

The budget will be submitted in a separate excel spreadsheet.

Early Childhood Funding RFP Total Budget

Name of Agency: Dane County Parent Council, Inc. DBA Reach Dane

Name of Proposal: Building Human Capital: Early Childhood Funding # 8807

Instructions

Complete the table below by filling in the yellow cells. Formulas within this spreadsheet will autofill into the white Total Revenue cells.

Proposals for a Single Program/Service: If you are proposing one program, for example, direct child care programming at a single location, you will only need to fill in columns B and C.

Proposals for Multiple Programs/Services: If you are proposing to include multiple methods of services or programs, for example, on-site child care programming and separately provide consultation services for other programs, two proposals (each with a separate budget) should be submitted separately. If you are proposing to do the same service at multiple locations, for example, child care at two different locations, one proposal and budget may be submitted. In this case, use columns C, D and E below to delineate the budget for each program within your proposal. You may insert more columns, if needed.

Please contact Coral Manning (cmanning@cityofmadison.com) for any questions about clarifications regarding joint or singular proposals.

Revenue Source	Agency 2020 Total	(A) GBAH	(B) SM I/T	Program C
Dane County	-	-	-	-
United Way of Dane County	-	-	-	-
City of Madison-This program	75,000	40,000	35,000	-
City of Madison-Other Funding	-	-	-	-
Other Government*	383,620	370,327	13,293	-
Fundraising/Donations**	-	-	-	-
User Fee	588,857	400,863	187,994	-
Total Revenue	1,047,477	811,191	236,287	-

*Other Government: includes all federal and state funds, as well as funds from other counties (outside Dane County), other cities, villages or townships

**Fundraising: includes funds received from foundations, corporations, churches and individuals, as well as those raised from fundraising events

Early Childhood Funding RFP Program Budget Breakout

Name of Agency: Dane County Parent Council, Inc. DBA Reach Dane

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Account Category	Agency 2020	GBAH Budget	GBAH City Request	SM I/T Budget	SM I/T City Request	Program C Budget	Program C City Request	Total City Request
A. Personnel								
Salary	\$ 557,050.59	\$ 425,611.68	\$ 21,084.82	\$ 131,438.91	\$ 19,610.10			\$ 40,694.92
Taxes/Benefits	\$ 201,792.79	\$ 138,297.75	\$ 6,851.28	\$ 63,495.04	\$ 9,473.18			\$ 16,324.45
Subtotal	\$ 758,843.38	\$ 563,909.43	\$ 27,936.09	\$ 194,933.95	\$ 29,083.28			\$ 57,019.37
B. Other Operating								
Insurance	\$ 4,703.51	\$ 3,836.52	\$ 190.06	\$ 866.99	\$ 129.35			\$ 319.41
Professional Fees/Audit	\$ 30,348.61	\$ 25,795.41	\$ 1,277.91	\$ 4,553.20	\$ 679.32			\$ 1,957.22
Postage/Office & Program	\$ 2,399.47	\$ 1,833.57	\$ 90.84	\$ 565.90	\$ 84.43			\$ 175.26
Supplies/Printing/Photocopy	\$ -	\$ -	\$ -	\$ -	\$ -			\$ -
Equipment/Furnishings/Depr.	\$ -	\$ -	\$ -	\$ -	\$ -			\$ -
Telecommunications	\$ 5,159.13	\$ 5,159.13	\$ 255.58	\$ -	\$ -			\$ 255.58
Training/Conferences	\$ 261.02	\$ 100.83	\$ 5.00	\$ 160.19	\$ 23.90			\$ 28.89
Food/Household Supplies	\$ 61,265.31	\$ 49,743.39	\$ 2,464.29	\$ 11,521.92	\$ 1,719.02			\$ 4,183.31
Travel	\$ 34.05	\$ -	\$ -	\$ 34.05	\$ 5.08			\$ 5.08
Vehicle Costs/Depreciation	\$ 690.59	\$ 589.58	\$ 29.21	\$ 101.01	\$ 15.07			\$ 44.28
Other*	\$ 5,458.27	\$ 3,762.86	\$ -	\$ 1,695.41	\$ -			\$ -
Subtotal	\$ 110,319.96	\$ 90,821.29	\$ 4,312.88	\$ 19,498.67	\$ 2,656.17			\$ 6,969.04
B. Space								
Rent/Utilities/Maintenance	\$ 178,314.11	\$ 156,459.85	\$ 7,751.03	\$ 21,854.26	\$ 3,260.56			\$ 11,011.59
Mortgage Principal/Interest	\$ -	\$ -	\$ -	\$ -	\$ -			\$ -
Depreciation/Taxes	\$ -	\$ -	\$ -	\$ -	\$ -			\$ -
Subtotal	\$ 178,314.11	\$ 156,459.85	\$ 7,751.03	\$ 21,854.26	\$ 3,260.56			\$ 11,011.59
D. Special Costs								
Assistance to Individuals	\$ -	\$ -	\$ -	\$ -	\$ -			\$ -
Payment to Affiliate Orgs.	\$ -	\$ -	\$ -	\$ -	\$ -			\$ -
Service/Program Subcontrs.	\$ -	\$ -	\$ -	\$ -	\$ -			\$ -
Other*	\$ -	\$ -	\$ -	\$ -	\$ -			\$ -
Subtotal	\$ -	\$ -	\$ -	\$ -	\$ -			\$ -
Total	\$ 1,047,477.45	\$ 811,190.57	\$ 40,000.00	\$ 236,286.88	\$ 35,000.00			\$ 75,000.00

*If costs are included in Other rows, please provide an explanation of those costs below:

Other Operating: \$ 807,427.71
Other Special Costs: \$ 234,591.47
0.17