

Access to Resources A1: Targeted Services

Agency	Program Name	2010 Funding	2011 Request	\$ change	% change	2012 Request
ABC for Health Inc	A. Program A	\$ -	\$ 51,605	\$ 51,605	n/a	\$ 51,605
AIDS Network Inc	A. Case management	\$ -	\$ 26,000	\$ 26,000	n/a	\$ 26,000
AIDS Network Inc	Dental services	\$ -	\$ 25,000	\$ 25,000	n/a	\$ 25,000
Allied Wellness Center	A. Wellness Center	\$ 15,000	\$ 21,000	\$ 6,000	40.00%	\$ 21,000
ARC Community Services	A. RESPECT	\$ 46,803	\$ 47,271	\$ 468	1.00%	\$ 47,271
Bridge Lake Point Waunona Neighborhood Center	D. Latino Family Resource Center	\$ 15,844	\$ 16,564	\$ 720	4.54%	\$ 16,564
Centro Hispano	A. General Support	\$ 67,163	\$ 69,179	\$ 2,016	3.00%	\$ 71,254
Community Coordinated Child Care (4-Cs)	D. Latino Child Care Referral Project	\$ -	\$ 16,420	\$ 16,420	n/a	\$ 16,670
East Isthmus Neighborhoods Planning Council	B. Back to Work	\$ -	\$ 5,000	\$ 5,000	n/a	\$ 5,000
Freedom Inc	C. Referral	\$ -	\$ 20,279	\$ 20,279	n/a	\$ 20,279
Independent Living	Health Advocate	\$ -	\$ 8,000	\$ 8,000	n/a	\$ 8,240
Kennedy Heights Neighborhood Assoc	D. Asian Outreach Prgm	\$ 5,148	\$ 10,000	\$ 4,852	94.25%	\$ 10,000
Literacy Network	B. Program B	\$ 21,008	\$ 21,008	\$ -	0.00%	\$ 21,008
Lutheran Social Services	A. Off the Square Club	\$ 41,323	\$ 40,914	\$ (409)	-0.99%	\$ 40,914
Madison Metro School District	A. Open Schoolhouse at Four Elementary schools	\$ -	\$ 42,992	\$ 42,992	n/a	\$ 42,992
OutReach	A. Resource Identification/Advocacy/Education & Outreach	\$ 24,869	\$ 24,869	\$ -	0.00%	\$ 24,869

Agency	Program Name	2010 Funding	2011 Request	\$ change	% change	2012 Request
Porchlight Inc	C. Transit for Jobs & Economic Self Sufficiency	\$ 80,000	\$ 80,000	\$ -	0.00%	\$ 80,000
T.J.'s Support Brokerage	B. Tax Service	\$ 10,000	\$ 10,000	\$ -	0.00%	\$ 10,000
Tenant Resource Center	A. Housing Counseling, Outreach and Education	\$ 45,933	\$ 54,521	\$ 8,588	18.70%	\$ 55,526
United Asian Services of Wisconsin	A. Refugee and Asian Community Access	\$ 31,053	\$ 33,000	\$ 1,947	6.27%	\$ 33,000
Vera Court Neighborhood Center	D. Latino Resource Center	\$ 4,257	\$ 14,119	\$ 9,862	231.67%	\$ 14,119
Wil-Mar Neighborhood Center	D. Community Assistance	\$ 1,634	\$ 500	\$ (1,134)	-69.40%	\$ 500
YWCA of Madison	B. Third Street Family Resource Program	\$ 17,969	\$ 31,500	\$ 13,531	75.30%	\$ 31,500
YWCA of Madison	C. YW Transit Day Program	\$ 19,285	\$ 20,250	\$ 965	5.00%	\$ 20,250
YWCA of Madison	L. Driver's License Recovery	\$ -	\$ 20,000	\$ 20,000	n/a	\$ 20,000
TOTALS		\$ 447,289	\$ 709,991	\$ 262,702	58.73%	\$ 713,561

ORGANIZATION:

ABC for Health, Inc.

PROGRAM/LETTER:

A Program A

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	51,605	45,455	4,150	2,000	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	51,605	45,455	4,150	2,000	0

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	ABC for Health, Inc.
PROGRAM/LETTER:	A Program A

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (w ith spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	ABC for Health, Inc.
PROGRAM/LETTER:	A Program A
PRIORITY STATEMENT:	CDBG: X Access to Community Resources - Informational Services

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

Families affected by health disparities lack sophisticated, coordinated, community-based, or culturally competent assistance to access and retain state health coverage programs. Our mission of helping health care consumers has guided us to the level of growth and success we experience today. Yet, the economy continues to tailspin. Many people in our own backyard need help connecting to health care coverage and services. With the City's help, our project will target partnerships and training opportunities, as direct knowledge of the rich resources available in Madison and surrounding communities helps foster a sense of participating in a larger, more encompassing team of agencies and individuals dedicated to serving and improving the health of our communities. In Wisconsin, nearly 11% of the 2,976,000 residents were uninsured. Last year, 68% of the uninsured went without needed care, missed necessary doctor visits and ignored tests and treatments.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

Direct knowledge of the rich resources available in Madison and surrounding communities helps improve the health of our communities. Therefore, Family Practice residents during their community medicine rotations will meet with ABC. To enhance the advocacy competence, residents will learn appropriate steps to advocate for their patients' coverage and care needs, community resources, and advocacy strategies for physicians including, but not limited to: cultural competency, health literacy, patient navigation, etc. discuss resources for obtaining or maintaining health coverage, and identify referral options. ABC will prepare a binder of publications and materials for each Resident to ensure access to timely, accurate, and complete benefits information for advocates, physicians, and patients. In addition, ABC will produce a series of "on demand" Web trainings targeted to the professional needs of the lay health worker/ public health community. ABC will generate five new web-casts. Training programs include health literacy, cultural competency, access to care and coverage for both public and private programs, and barriers specific to underserved populations, including Spanish-speaking, Hmong, American Indian and African American populations. In conjunction with training, ABC will distribute in-kind, educational tools on health care coverage enrollment, eligibility and financing and will publish electronic bi-weekly newsletter with technical assistance.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

This project will increase awareness and understanding of community health coverage resources that support the broader, ongoing care of patients. Project Goal 1: Create specialized training for approx. 20 Medical Residents, (10 female, 10 male); Project Goal 2: Develop innovative, on-demand web content for individuals visiting the ABC website. From our experience, we anticipate the audience to be approximately 250 members of the greater Madison community, including individuals in our target client population (low-income, under 125% FPL), healthcare professionals and interested community members

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

The training provided to medical residents will be once a month for approximately 1.5 hours. The web cast, online training content will be available 24/7, on demand on the ABC website. Client services and technical assistance to medical residents and community members is available during business hours: ABC is open 8:30am-5:00pm, Monday through Friday.

ORGANIZATION:

ABC for Health, Inc.

PROGRAM/LETTER:

A Program A

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

While we prioritize assistance for families with children with disabilities seeking to access health care coverage, all individuals requesting help receive some service. These include low-income families navigating the new and bureaucratic coverage programs, assessments of birth cost recovery, Latino families with language barriers, clients with high amounts of medical debt, and those facing collection and garnishment actions. Most clients are female (86%) married individuals (40%) in nuclear family settings (32%). Fewer than 50% of our clients are Caucasian, though 76% are English-speaking.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

The project will be administered through the ABC for Health offices, 32 N. Bassett, Madison, WI, serving the greater Madison community. Census Tract: 16.01.1

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

ABC is fortunate to have a wonderful community-academic partnership with the University of WI in Madison. With this foundation, ABC will easily be able to accomplish the objectives of recruiting medical residents in the family practice rotation serving Madison provider sites. A more detailed marketing plan will benefit our second approach, attracting individuals to the ABC webpage. ABC benefits from high visibility in the media and community through our involvement at St. Mary's hospital, UW Madison, and our work with the public health workforce. This provides ample opportunity to advertise the publications, web-based training materials, and news alerts featured on our website. Also, our email newsletter "The Update" is disseminated to over a thousand individuals on a bi-monthly basis with information and links to our WebPages. ABC will strive to maintain personal interactions with community stakeholders as a means of sharing our wealth of web-based information.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

In developing materials, training content, and marketing of this project, ABC will seek input from the Literacy Network (ABC sits on the Health Literacy Task Force), State Minority Health Officer, Dane County HealthWatch Coalition, and local public health. ABC has a wealth of intellectual resources at its disposal, and will call upon them throughout the project period. ABC is a trusted referral source for over 5,000 agencies, medical providers, and county offices across Wisconsin. HealthWatch Wisconsin, nurtured by ABC, has nearly 300 members statewide. Through HealthWatch, ABC communicates more than monthly with public health, health care providers, school districts, HMOs, community groups, advocacy organizations, head start, interfaith coalitions, and more. In addition, ABC's attorneys are members of the Public Interest Law Section of the State Bar, the Delivery of Legal Services Committee of the Dane County Bar Association and the Healthcare Council of Dane County, and more...

14. VOLUNTEERS: How are volunteers utilized in this program?

ABC will rely on students and volunteers to perform aspects of advocacy and education. Volunteers are trained to conduct client intakes, draft publications, and provide the necessary outreach activities. ABC trains its volunteers to provide outreach and education to populations across the age and disability spectrum.

15. Number of volunteers utilized in 2010?

9

Number of volunteer hours utilized in this program in 2010?

0

ORGANIZATION:

ABC for Health, Inc.

PROGRAM/LETTER:

A Program A

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

We are disheartened by the number of Madison residents who have few resources to turn to with their health care financing questions and problems. The uninsured, underinsured and those receiving Medicaid/BC+ face barriers and red tape in their quest to access care. Language barriers range from lack of understanding of English to medical jargon and health insurance contract language. There is a lot of misinformation on using health insurance benefits that leads many qualified and non-qualified immigrant families to forgo necessary medical care. Similarly, individuals with disabilities must navigate the benefits process on their own or forgo medications, appointments or life-saving care. Despite accelerating need, no other services agency assists low-income clients across the spectrum of both public and private coverage issues. ABC through this project will serve as the navigator for these individuals and families so they know of and can receive the benefits that will meet their needs.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

In 2009, ABC celebrated 16 years of successful, client-focused health benefits advocacy, counseling and representation. Our all-inclusive client intake procedure, benefits screening tools, interactive case management database, and innovative coverage plan technology provide each client with comprehensive, efficient, and needs-focused advocacy. Our case work provides the critical "ground level" or client centered view and translate family experiences into strategies for change. The ABC model of health benefits counseling with legal backup, direct legal representation and systems advocacy addresses individual concerns, resolves issues quickly, and advocates for change. Families benefit from ABC's expertise as attorneys and advocates resolve disputes with private and public benefits, from demand letters and grievance processes, to fair hearings and federal court. ABC ensures high quality services through a team approach, with attorneys and lay advocates working together. In many instances, ABC's successful coalition building activities pave the way for informal problem solving measures. The connections made through HealthWatch Wisconsin help ABC translate client issues into policy ideas and solutions to access care. ABC's in-house studio furthers our agency's mission of outreach, education and client advocacy. A review of client satisfaction reports, generated from client evaluations, indicated 100% satisfaction and proved no loss of effectiveness in becoming more efficient.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

As a law firm, staff strictly abide by WI Supreme Court rules for licensing in addition to ethical, confidential representation of each client. ABC's tools guarantee a competent and current workforce.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Associate Director	0.1	Yes	JD, licensed attorney
Staff Attorney	0.2	Yes	JD, licensed attorney
Health Benefits Councilor	0.35	Yes	B.S. Business and Spanish, bilingual health benefits counselor
Administrative Director	0.05	Yes	B.S. Statistics, A.S. Computer Networking

ORGANIZATION:

ABC for Health, Inc.

PROGRAM/LETTER:

A Program A

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

600 characters (w ith spaces)

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

[illegible]

ORGANIZATION:

ABC for Health, Inc.

PROGRAM/LETTER:

A Program A

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

This project is an Evidence-Base, implementation project that will be evaluated. In addition to practices mentioned in the above objectives, our evidence base will include regular analysis of the Family Health survey and other national reports generated by Robert Wood Johnson Foundation, the Kaiser Foundation, and other sources to help frame and compare the access to care and coverage issues faced by disenfranchised Madison families. The project will collect baseline competency and capacity data from program participants and track progress and improvements. We will compile a sustainable framework to address our methods for building capacity, competency in program participants.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

100.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

X

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

ABC's relational database collects all relevant client demographic and relevant personal information. This information is stored and used to help low-income clients map out past and current health care coverage and furthers ABC's efficiency in serving clients and documenting client trends.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

While ABC represents the majority of clients pro bono, ABC has the capacity to charge fees on a sliding fee scale based on the Client's gross annual income: Income: 0-125% of Federal Poverty Level (FPL) - no fee, no retainer fee; 125-200%-Attorney \$65/hr., clerk \$15/hr., \$100 retainer fee; 200-250%-Attorney \$75/hr., clerk \$20/hr., \$150 retainer fee; 250-300%-Attorney \$85/hr., clerk \$25/hr., \$200 retainer fee; 300-400% of FPL-Attorney \$95/hr., clerk \$30/hr., \$250 retainer fee; Above 400% of FPL-market rate fees to be negotiated with client on a case-by-case basis.

ORGANIZATION:

ABC for Health, Inc.

PROGRAM/LETTER:

A Program A

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	250	100%	AGE		
MALE	100	40%	<2	0	0%
FEMALE	150	60%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	50	20%
			30 - 59	150	60%
			60 - 74	50	20%
			75 & UP	0	0%
			TOTAL AGE	250	100%
			RACE		
			WHITE/CAUCASIAN	200	80%
			BLACK/AFRICAN AMERICAN	20	8%
			ASIAN	5	2%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	25	10%
			Black/AA & White/Caucasian	25	100%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	250	100%
			ETHNICITY		
			HISPANIC OR LATINO	100	40%
			NOT HISPANIC OR LATINO	150	60%
			TOTAL ETHNICITY	250	100%
			PERSONS WITH DISABILITIES	200	80%
			RESIDENCY		
			CITY OF MADISON	200	80%
			DANE COUNTY (NOT IN CITY)	50	20%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	250	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:	ABC for Health, Inc.
PROGRAM/LETTER:	A Program A

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	250
Total to be served in 2011.	

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	Outcome 1: ABC meets with pairs of family medicine residents during their community medicine rotations approximately every month, meeting with 20 residents each year. In a focused setting, ABC presents on advocacy strategies for physicians including, but not limited to: cultural
Performance Indicator(s):	ABC will reach no fewer than 20 medical residents, providing information and resources.

Proposed for 2011:	Total to be considered in	0	Targeted % to meet perf. measures	0%
	perf. measurement		Targeted # to meet perf. measure	0
Proposed for 2012:	Total to be considered in	0	Targeted % to meet perf. measures	0%
	perf. measurement		Targeted # to meet perf. measure	0

Explain the measurement tools or methods:	ABC evaluates the impact of providing in person, small group trainings to the Residents through verbal and written feedback. ABC staff will evaluate the competence gained from the educational materials by conducting efficient pre- and post-training questionnaires.
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Outcome Objective # 2:	ABC produces a series of "on demand" Web trainings targeted to the professional needs of the lay health worker/ public health community. ABC generates five new web-casts. Training programs include health literacy, cultural competency, access to care and coverage for both
Performance Indicator(s):	ABC reaches no fewer than 250 community members through web based, on demand training.

Proposed for 2011:	Total to be considered in		Targeted % to meet perf. measures	0%
	perf. measurement		Targeted # to meet perf. measure	0
Proposed for 2012:	Total to be considered in		Targeted % to meet perf. measures	0%
	perf. measurement		Targeted # to meet perf. measure	0

Explain the measurement tools or methods:	ABC evaluates the success of the webcast presentation by conducting pre-and post webcast training competency questionnaires.
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PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** Program A
2. **Agency Name:** ABC for Health
3. **Requested Amounts:** 2011: \$ 51065
 2012: \$51065 **Prior Year Level: \$0**
4. **Project Type:** New x Continuing
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
X III. Access to Resources A 1

6. **Anticipated Accomplishments (Proposed Service Goals)**

Agency will create specialized training for 20 Medical residents in the UW Medical school in order to increase awareness and understanding of community health coverage resources. Agency will also create specialized web content for individuals visiting the ABC for Health website. This website is expected to reach approximately 250 members of the greater Madison community, including members of the target client population (low income under 125% FPL) healthcare professionals and interested community members..

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments: This program as an end result may meet Program Area III-Priority B-1: Provide systemic solutions which address barriers and improve access to services which meet basic needs for low to moderate income and/or marginalized groups. However, in order to benefit city residents the medical residents would have to be placed and practicing in Madison.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments: It seems likely that this program might have a positive impact on individuals seeking services from the trained residents, and potentially the clinics and settings in which they will practice, even if all it accomplishes in increased sensitivity to access issues. However, it is unclear how extensive the training the residents receive will be (in terms of hours spent in training and supervision of integration of this information into practice) and the extent to which they will have the ability to work with patients or clients on these issues. Currently, in most clinics health care access issues are not addressed by the physicians but by medical social workers, and designated liaison and support staff. It seems a training model targeted at workers in these roles, and community and neighborhood based case managers, or outreach workers might be a more effective model if the goal is to help citizens access health care.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments: See above. Service goals and outcome objectives needs work.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments: Current Board membership numbers are small, but in compliance with agency by-laws. Agency has extensive experience providing advocacy and support on health care issues.

11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments: City only funder, which means costs seem excessive given limited scope.

12. To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

Staff Comments: Agency utilizes volunteers in direct service roles, and reports volunteer involvement as such, but it is not clear, what role if any volunteers will have with the proposed program. Agency seems to have appropriate and necessary partnerships and collaborations in place.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments: Proposed program is new and targeted toward the training of medical residents. Agency volunteers demographic information on a pool of 250 people, but it is unclear what service population they are. It may be the current service population of the agency, not this proposed program. .

Questions:

1. What percentage of clients affected by this program do you expect to be residents of the City of Madison?
2. What is the rationale for targeting this training at medical residents and not outreach/case management/neighborhood based staff?
3. Could this model/program be adapted for that shift in focus?

14. **Staff Recommendation**

☐ Not recommended for consideration

☐ Recommend for consideration

x **Recommend with Qualifications**

Suggested Qualifications: Clarify structure or training in terms of actual training hours and integration into existing resident oversight structures. Those clarifications should be reflected in outcomes.

Consider shift in targeted training population.

ORGANIZATION:
PROGRAM/LETTER:

AIDS Network, Inc.
A Case Management

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	26,000	22,500	1,250	2,250	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	5,000	5,000	0	0	0
OTHER GOVT	763,442	469,665	131,364	58,438	103,975
FUNDRAISING DONATIONS	15,548	11,975	2,247	1,326	0
USER FEES	61,292	11,267	0	0	50,025
OTHER	0	0	0	0	0
TOTAL REVENUE	871,282	520,407	134,861	62,014	154,000

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	26,000	22,500	1,250	2,250	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	5,000	5,000	0	0	0
OTHER GOVT*	772,400	478,900	130,500	59,000	104,000
FUNDRAISING DONATIONS	17,495	10,000	4,250	3,245	0
USER FEES	62,000	12,000	0	0	50,000
OTHER**	0	0	0	0	0
TOTAL REVENUE	882,895	528,400	136,000	64,495	154,000

*OTHER GOVT 2011

Source	Amount	Terms
State of Wi/Life Care Grant	569,000	July through June contract year
State of Wi/Ryan White Grant	203,400	April through March contract year
	0	
	0	
	0	
TOTAL	772,400	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	AIDS Network, Inc.
PROGRAM/LETTER:	A Case Management

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

Not applicable

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

Not applicable

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	26,000	22,500	1,250	2,250	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	5,000	5,000	0	0	0
OTHER GOVT*	772,400	478,900	130,500	59,000	104,000
FUNDRAISING DONATIONS	17,925	10,300	4,250	3,375	0
USER FEES	62,000	12,000	0	0	50,000
OTHER**	0	0	0	0	0
TOTAL REVENUE	883,325	528,700	136,000	64,625	154,000

*OTHER GOVT 2012

Source	Amount	Terms
State of WI/Life Care Grant	569,000	July through June contract year
State of WI/Ryan White Grant	203,400	April through March contract year
	0	
	0	
	0	
TOTAL	772,400	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

AIDS Network, Inc.
A Case Management
OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

Many people living with HIV experience fear related to their HIV status. Specific fears that clients have identified include fear of disclosure of their HIV status, fear of treatment and treatment side effects, fear of acknowledging and dealing with their HIV status. The primary role of case management is to facilitate and coordinate access to medical care and support services. Case managers have a unique opportunity to help clients improve their self-esteem and develop a sense of control in their lives. People living with HIV have experienced discrimination because of their HIV status or because of other socioeconomic demographics (gender, race, ethnicity, sexual orientation). Empowering clients reduces a client's reliance on their case managers, and increases their active participation in care. In a 2009 assessment a need was identified: to increase access to services in small communities (small towns, rural communities, communities of color in larger cities).

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

Case management is a multi-step process to ensure timely access to and coordination of medical and psychosocial services for a person living with HIV/AIDS. Case management includes the following processes: intake, assessment of needs, service planning, service plan implementation, service coordination, monitoring and follow-up, reassessment, case conferencing, crisis intervention, and case closure. Case management activities are diverse. In addition to assisting clients to access and maintain specific services, case management activities may include negotiation and advocacy for services, consultation with providers, navigation through the service system such as; find and maintain permanent housing, access to the food pantry, psycho-social support, supportive counseling, and general client education. Case managers will use this participatory process to develop a plan to increase access to services in small communities.

The impact of HIV/AIDS case management for persons living with HIV/AIDS includes: early access to and maintenance of comprehensive health care and social services; improved integration of services provided across a variety of settings; enhanced continuity of care; prevention of disease transmission and delay of HIV progression; increased knowledge of HIV disease; reinforcement of positive health behaviors; personal empowerment; an improved quality of life and increased access to services in small communities and optimal use of the health and social service system.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

Maintain access to quality HIV case management services: provide an initial assessment within 30 days of contact; develop a completed service plan; provide a reassessment within every 12 month period or as needed; provide referrals and follow-up to case managed clients.

Increase access to services in small communities: case managers will convene meetings with clients to get input into a plan to increase access to services; case managers will implement the plan in order to increase use of service. 2010 estimated unduplicated clients: 407. Expected service hours: 15,680.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

Case Management services are available during regular office hours: Monday, Tuesday, Thursday and Friday from 8:30 through 5:00 and Wednesday from 8:30 through 6:30. Services are available by appointment during non-business hours.

ORGANIZATION:

AIDS Network, Inc.

PROGRAM/LETTER:

A Case Management

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

AIDS Network's clients are 75% men, 24% women, 1% other. 96% of clients fall within the 18-59 age category. 64% white and 19% of those are Latino, 28% African American. 59% fall below the federal poverty guidelines and another 29% are within 100-200% of the federal poverty guidelines. The UWHC HIV Clinic estimates that 50% of HIV clients have mental health and drug abuse challenges. There is also an increasing number of HIV+ individuals returning to society after incarceration. Total demographics are actual, the breakdown by age is estimated, our system collects age stats differently.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

AIDS Network provides community-driven HIV prevention and comprehensive life care services throughout 13 counties in South Central Wisconsin with offices in Madison, Beloit and Janesville.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

Our outreach and prevention department are in the community providing education, testing and providing safer sex materials to the at-risk population. Through this service those who test positive or indicate they are positive are referred to our case management program. Information on all of our services and contact information is provided on our website. The HIV Hotline provides information on our services as well. Our case management, prevention and legal staff provide presentations on our organization's services to community-based organizations, health professionals and educational and correctional facilities throughout our service area. Besides this, the UW HIV Clinic, Dean Clinic, and other area medical clinics as well as health departments refer HIV+ individuals to AIDS Network for services.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

Throughout our history, AIDS Network has formed collaborative partnerships to address the evolving and changing HIV prevention and care needs of our community. To ensure competency and address cultural, racial and ethnic disparities of HIV infection, a culturally diverse AIDS Network staff successfully partners with other agencies to design programs that are appropriate and effective. Some of the community based organizations AIDS Network works closely with includes: United Way of Dane County, Briarpatch, OutReach, the Greater Madison Urban League, the Methadone Clinic, Access Community Health Centers, Community Action of South Central WI, Salvation Army, Community Health Systems, Inc., United Migrant Opportunity Services, Latino Health Council, La Sup, House of Infinity, UW Hospital and Clinics, Dean Clinics, the Public Health Departments of Dane and Rock Counties and the State of Wisconsin AIDS/HIV Program.

14. VOLUNTEERS: How are volunteers utilized in this program?

Volunteers can be matched with any interested client. These matches are long-term and on-going, providing friendship and support and allowing the volunteer to become an advocate for the client. Volunteers also respond to the immediate needs of clients. Such needs include, but are not limited to, rides to appointments and stores, housecleaning, yard work, moving, tutoring and computer support.

15. Number of volunteers utilized in 2010?

97

Number of volunteer hours utilized in this program in 2010?

416

ORGANIZATION:

AIDS Network, Inc.

PROGRAM/LETTER:

A Case Management

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

The economic status for the majority of the people AIDS Network serves is below the 200% poverty level. Poverty is a barrier because individuals who are in need of safe, stable, and affordable housing, transportation, and food for themselves and their families are less likely to access and adhere to their care appointments and treatment regimens. From a provider perspective, poverty is a barrier, because it increases the intensity with which services must be provided. For people who do not speak English, language can be a barrier to care and treatment services. Instructions on prescriptions are generally not in the patient's primary language and pharmacy personnel may not be able to speak the patient's primary language. In addition, whether actual or perceived, fears and concerns related to medication side effects are a barrier to medical care and treatment. HIV medication side effects range from mild headaches to liver damage. Side effects can last days or weeks or they may continue as long as a person is on the drug. High client caseloads have been identified as a barrier to care in Wisconsin's 2004 Needs Assessment of Case Management Services and by clients and providers in focus groups. As caseloads increase, case managers are unable to provide the same level of services that they used to provide their clients. Despite increasing costs, 2005 marked the eighth year of flat or decreased funding for State funded HIV programs. A final barrier that AIDS Network clients face is the risk of their status becoming known in smaller communities and towns.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

Established in 1985, AIDS Network provides community-driven HIV prevention and comprehensive life care services throughout 13 counties in South Central Wisconsin with offices in Madison, Beloit and Janesville. Our vision statement reflects our philosophy of service: "... to remain well respected by our clients, community and financial partners, while providing comprehensive HIV/AIDS services facilitating the enhanced well-being and quality of life of people affected and living with HIV/AIDS and related illnesses".

The Board of Directors meets monthly and is integrated into the activities of AIDS Network through several committees, including the Executive Committee, the Finance and Development Committees, and ad hoc committees that are initiated as needed. The Board sets AIDS Network policy with the input of the Executive Director and the management team. The Executive Director has over 15 years in administrative and/or consultant experience with HIV/AIDS service organizations and providers. The Director of Client Services has a law degree and has been with AIDS Network for over 8 years. Our two lead case managers both have their master's degree in social work and one is a licensed social worker (APSW). All case managers have a bachelor degree and at least one year of experience. Our Finance Director has been with our organization for 15 years and has her master's in Business Administration and is a Certified Management Accountant. Our case management program has annual site visits by the state's HIV program and we have successfully met all program requirements.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

Case managers are required to have the Professional HIV Case Manager Certification administered by the Wisconsin HIV Program. AIDS Network is also a certified Medical Assistance Provider

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Case Manager	6	Yes	Bachelor Degree in Social Work or related field with 1 yr experience
Lead Case Manager	2	No	Bachelor Degree in Social Work or related field with 2 yrs experience
Dietician/Treatment Adherence	0.5	No	Registered Dietician with certification in Wisconsin
Program Assistant	1	No	3 yrs of professional administrative experience, High School Diploma

ORGANIZATION:

AIDS Network, Inc.

PROGRAM/LETTER:

A Case Management

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

In 2009, the research firm of Urban Anthropology Inc. performed an assessment of AIDS Network services. The assessment included document review and a series of focus groups in all service areas and among different demographic communities. The assessment was generally favorable.

"The strongest finding from the focus groups was the positive impact that the AIDS Network had made in the lives of the participants. Although some participants recalled a time when they had inadequate caseworkers, all participants praised their current caseworkers." (P. 32)

The assessment found that case management services at AIDS Network were effective in (a) providing direction to clients through advice and service plans, (b) providing access to a wide range of services, and (c) decreasing the spread of HIV.

The main critique among clients came from those in small communities. They asked that AIDS Network find a way to keep them from being "outed." Some clients were afraid to go to support groups or special programs because they feared being recognized by people in their communities, going to a known AIDS Network site or running into someone they knew. Clients described the issues:

"..... Once something gets out here, you're done. A friend of mine was in the same predicament that I'm in, and we just had to be honest and tell people. It got so bad—he got ostracized, he had to move. Friends just quit. And that scared me. I got grandkids and my children. And it took a lot of courage for me to come here today. But, like I said, this is a really close community. (G3#1)

A lot don't show up because people will know each other. We then don't want to show up because this is such a tight knit area. (G3#1)" (P. 16)

Because of these evaluation results, AIDS Network would like to develop a participatory plan to increase services in small communities with the long term goal of increasing clients using services.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

88.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

The Provide Case Management Software is used by case managers to collect data on client contacts, and details of those contacts, including client needs and services provided in order to aid case managers in more effectively providing service to clients and to provide information on services provided to funders.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

Case Management services are available to all HIV+ individuals without charge, however, according to state and federal regulations, all support services require that an HIV+ individual be within 300% of the federal poverty level.

ORGANIZATION:

AIDS Network, Inc.

PROGRAM/LETTER:

A Case Management

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	407	99%	AGE		
MALE	306	75%	<2	0	0%
FEMALE	96	24%	2 - 5	1	0%
UNKNOWN/OTHER	5	1%	6 - 12	1	0%
			13 - 17	5	1%
			18 - 29	108	27%
			30 - 59	279	69%
			60 - 74	13	3%
			75 & UP	0	0%
			TOTAL AGE	407	100%
			RACE		
			WHITE/CAUCASIAN	260	64%
			BLACK/AFRICAN AMERICAN	114	28%
			ASIAN	1	0%
			AMERICAN INDIAN/ALASKAN NATIVE	2	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	8	2%
			Black/AA & White/Caucasian	8	100%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	22	5%
			TOTAL RACE	407	100%
			ETHNICITY		
			HISPANIC OR LATINO	49	12%
			NOT HISPANIC OR LATINO	358	88%
			TOTAL ETHNICITY	407	100%
			PERSONS WITH DISABILITIES	407	100%
			RESIDENCY		
			CITY OF MADISON	261	64%
			DANE COUNTY (NOT IN CITY)	20	5%
			OUTSIDE DANE COUNTY	126	31%
			TOTAL RESIDENCY	407	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:	AIDS Network, Inc.
PROGRAM/LETTER:	A Case Management

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	407
Total to be served in 2011.	425

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	Clients in small communities, such as communities of color, will participate in meetings/surveys to develop plan to increase access to services in these communities.			
Performance Indicator(s):	2011-a minimum 20 clients will participate in meetings to develop a plan to increase access to services. 2012-a minimum of 40 clients will evaluate the effectiveness of plan.			
Proposed for 2011:	Total to be considered in	40	Targeted % to meet perf. measures	50%
	perf. measurement		Targeted # to meet perf. measure	20
Proposed for 2012:	Total to be considered in	80	Targeted % to meet perf. measures	50%
	perf. measurement		Targeted # to meet perf. measure	40
Explain the measurement tools or methods:	Case managers will convene meetings and count the number of people participating in the meetings or responding to surveys. An outside program evaluator will create a questionnaire to be circulated by case managers and will analyze the results.			
Outcome Objective # 2:	Clients will increase their use of AIDS Network services, particularly in the target area.			
Performance Indicator(s):	2011-Case management records will reflect an increase in service use. 2012-75% of those filling out the questionnaire will state they have increased their use of services.			
Proposed for 2011:	Total to be considered in	40	Targeted % to meet perf. measures	50%
	perf. measurement		Targeted # to meet perf. measure	20
Proposed for 2012:	Total to be considered in	60	Targeted % to meet perf. measures	70%
	perf. measurement		Targeted # to meet perf. measure	42
Explain the measurement tools or methods:	Case managers will keep records of clients' use of services. The outside program evaluator will create a questionnaire to be circulated by case managers and will analyze results.			

12. To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

Staff Comments: Agency utilizes volunteers in appropriate roles, although structure for training and supervision of volunteers is unclear. Appears to have appropriate and necessary partnerships and collaborations in place, although nothing with Hospice?

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments: Proposed program accessible to low income populations. Program demographics indicate relatively high potential service usage by African American and Latino population. Staff demographics report some cultural diversity, however it is unclear how the available programs have responded to any potential language barriers.

Questions:

1. Please explain sources of \$ 62000 in user fees.
2. Outcome #2 is focused on service use by clients. It is unclear what is driving the need for this outcome, i.e does the program have a large number of clients that access the service, complete a care plan and not return?
3. Please describe typical service usage for your client population ie case management issues and volunteer utilization.
4. You do not mention a partnership with hospice care. What percentage of your clients are in the endstages of AIDS?
5. Please describe your volunteer screening, training and support.

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

x **Recommend with Qualifications**

Suggested Qualifications: Clarification of service numbers, definition of case management and outcomes.

COMMUNITY DEVELOPMENT DIVISION**PROGRAM DESCRIPTION****CITY OF MADISON**

ORGANIZATION:
PROGRAM/LETTER:

AIDS Network, Inc.**B Dental Services****PROGRAM BUDGET****1. 2010 BUDGETED**

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	354,300	33,264	14,316	6,720	300,000
FUNDRAISING DONATIONS	11,350	11,000	350	0	0
USER FEES	0	0	0	0	0
OTHER	12,500	426	5,074	7,000	0
TOTAL REVENUE	378,150	44,690	19,740	13,720	300,000

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	25,000	17,500	3,500	4,000	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	25,000	17,500	3,500	4,000	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	77,500	39,426	28,074	10,000	0
FUNDRAISING DONATIONS	6,878	6,878	0	0	0
USER FEES	0	0	0	0	0
OTHER**	25,000	15,074	26	9,900	0
TOTAL REVENUE	159,378	96,378	35,100	27,900	0

*OTHER GOVT 2011

Source	Amount	Terms
State of WI/Life Care	14,000	July through June
State of WI/Ryan White	51,000	April through March
State of WI/Dental Grant	12,500	July through June
	0	
TOTAL	77,500	

**OTHER 2011

Source	Amount	Terms
Medicaid Billing	15,000	Will be billed on a monthly basis
Commercial Insurance	10,000	Will be billed on a monthly basis
	0	
	0	
	0	
TOTAL	25,000	

ORGANIZATION:	AIDS Network, Inc.
PROGRAM/LETTER:	B Dental Services

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

Not applicable.

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

The State of Wisconsin dental grant is a two year grant and will not be available after June, 2011.

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	25,000	17,500	3,500	4,000	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	25,000	17,500	3,500	4,000	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	65,000	41,426	16,074	7,500	0
FUNDRAISING DONATIONS	11,526	7,526	0	4,000	0
USER FEES	0	0	0	0	0
OTHER**	25,000	574	12,026	12,400	0
TOTAL REVENUE	151,526	84,526	35,100	31,900	0

*OTHER GOVT 2012

Source	Amount	Terms
State of WI/Life Care	14,000	July through June
State of WI/Ryan White	51,000	April through March
	0	
	0	
TOTAL	65,000	

**OTHER 2012

Source	Amount	Terms
Medicaid Billing	15,000	Will be billed on a monthly basis
Commercial Insurance	10,000	Will be billed on a monthly basis
	0	
	0	
	0	
TOTAL	25,000	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

AIDS Network, Inc.
B Dental Services
OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

In 2007, AIDS Network conducted a Needs Assessment Survey of Consumers using Case Management Services to determine the need for targeted services. The Dental Assistance Findings indicated that a large percentage felt that they needed a dental referral, but did not receive it. In separate interviews a large percentage of consumers stated that they had the highest needs for case management and dental services. According to the PHMDC 2007 Executive Summary Health at a Glance, access to dental health care is a major challenge in our community and is a key health priority to ensure overall health among Dane County residents. Further, the assessment documented that many of the service providers who offer dental care to the uninsured and high-risk populations are simply overstretched and unable to meet the demand. Good oral health care is important for people living with HIV/AIDS because oral lesions may herald a decline in immune function, and also can decrease systemic infections.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

AIDS Network's dental clinic is designed to ultimately improve the quality of life and health outcomes for HIV+ individuals. The clinic will provide services that are: accessible, acceptable, accountable, comprehensive, coordinated and continuous and will fill a much needed void as it will replace the now closed dental clinic that was previously operated by the UW Hospital and Clinics (UWHC) HIV Clinic. Comprehensive oral health primary care services will be systematically integrated with the targeted case/care management service. In collaboration with the UWHC HIV Clinic and with Dean Clinic, which utilize an interdisciplinary approach, beginning with prevention and early intervention and continuing through the course of illness. An increase in HIV-positive consumers accessing dental care will be achieved by: processing referrals to the dental clinic in a timely manner, with 90% of referrals being seen within two weeks of referral; provision of reminders one week and one day before dental appointments; outreach at community events, providing dental care to "drop-ins", particularly if the patient has no-showed for previous appointments; emergency slots available at the dental clinic each day; continue with follow-up of "no show" patients, including notification of case managers, contacting patient to check on the status of each patient; and continued transportation support with gas and bus vouchers. The impact for patients would be an increase in good dental hygiene and timely care for any potential health concerns.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

Establish a state-of-the-art dental clinic for HIV/AIDS patients.
Ensure that all AIDS Network & UWHC and Dean Clinic HIV/AIDS patients have access to dental care services.
Implement outreach strategies to recruit additional patients to create "no missed opportunities".
Improve awareness of the integral relationship between oral health care and overall good health.
Evaluate clinic regarding cultural competency, sustainability, quality of care and continuity.
Unduplicated clients in 2011: 400, Service hours in 2011: 832.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

The dental clinic will be open one day per week, probably on Monday, during the first months of operation. After that it will be open two days per week. The clinic will begin operations in late July.

ORGANIZATION:

AIDS Network, Inc.

PROGRAM/LETTER:

B Dental Services

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

The target population includes HIV/AIDS patients in AIDS Network's 13 county service area. AIDS Network's clients are 64% white and 19% of those are Latino, 28% are African American. 59% fall below the federal poverty guidelines and another 29% are within 100-200% of the federal poverty guidelines. 96% of clients fall within the 18-59 age category. It is estimated that the patients seen at UWHC HIV Clinic and Dean Clinic have similar demographics. Since this is a new program no actual demographics for dental patients are available for # 28 demographics for 2009.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

The dental clinic will be located in Madison, WI close to the primary AIDS Network office but will serve our 13 county service area which includes Dane County.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

AIDS Network will rely heavily upon our case managers, the UWHC HIV Clinic and Dean Clinic to identify those patients who are most likely to need dental services. These individuals include but are not limited to the homeless, those who do not have an identified medical home and those who live in rural areas. As these populations are often hard to reach and face many barriers to care, case managers are critical to reaching the population. Case managers will provide comprehensive care coordination, linkage to primary care and community partners and will establish a solid trust relationship with the patients which translates to an increased likelihood for compliance and follow-up. Inasmuch as the clinic will integrate oral health care with primary medical care, physicians will also provide information and support for patients during their scheduled appointments and will utilize a no-missed opportunity approach to either initially link or re-establish linkages with the dental clinic.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

As a Program Partner of the United Way of Dane County's initiative to provide low-income and uninsured/underinsured residents with access to preventive and primary care services, AIDS Network will provide a focused and coordinated outreach to HIV+ individuals. This focused and coordinated outreach will also be facilitated through some of the local groups AIDS Network works closely with which includes: Briarpatch, OutReach, the Greater Madison Urban League, the Methadone Clinic, Access Community Health Centers, Community Action of South Central WI, Salvation Army, Community Health Systems, Inc., United Migrant Opportunity Services, Latino Health Council, La Sup, House of Infinity, the Public Health Departments of Dane and Rock Counties, UWHC HIV Clinic, Dean Clinic and the State of Wisconsin AIDS/HIV Program.

14. VOLUNTEERS: How are volunteers utilized in this program?

Since this is a new program no volunteers have been utilized, however, we plan to pursue dentists, dental hygienists and dental assistant volunteers to assist with dental services.

15. Number of volunteers utilized in 2010?

0

Number of volunteer hours utilized in this program in 2010?

0

ORGANIZATION:

AIDS Network, Inc.

PROGRAM/LETTER:

B Dental Services

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

According to the PHMDC 2007 Executive Summary Health at a Glance, access to dental health care is a major barrier in our community and is a key health priority to ensure overall health among Dane County residents. Further, the assessment documented that many of the service providers who offer dental care to the uninsured and high-risk populations are simply overstretched and unable to meet the demand. These findings echoed the 2001 Health Quest community health improvement process findings that designated access to dental care as a major unaddressed health problem for Madison. Summarily, community dental resources have insufficient capacity to meet the demand for dental care for low-income and vulnerable populations. There are long waiting times for appointments, limitations on dental services and on the numbers of patients that can be served. Although there is an ample supply of dental providers to serve Madison residents, there is an inadequate supply of dentists serving underinsured/uninsured and Medical Assistance (MA) patients. In 2005 Access Community Health Centers (ACHC) of Madison conducted a review of existing community needs assessment data for Dane County and determined that more than 83,000 dental visits were needed annually to address the needs of the low income uninsured and underserved. Currently, ACHC is unable to provide appointments for approximately 100 requests for dental services each week.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

Established in 1985, AIDS Network provides community-driven HIV prevention and comprehensive life care services throughout 13 counties in South Central Wisconsin with offices in Madison, Beloit and Janesville. We are sustained in these efforts by the resources, expertise and passion of hundreds of donors and volunteers. The Board of Directors meets monthly and is integrated into the activities of AIDS Network through several committees, including the Executive Committee, the Finance and Development Committees, and ad hoc committees that are initiated as needed. The Board sets AIDS Network policy with the input of the Executive Director and the management team. The Executive Director has over 15 years in administrative and/or consultant experience with HIV/AIDS service organizations and providers and has been with AIDS Network for over 2 years. The Dental Director has over 14 years in providing dental services and has 4 years of providing dental services on the state's mobile van. The Director of Client Services has a law degree and has been with AIDS Network for over 8 years. Our two lead case managers both have their master's degree in social work and one is a licensed social worker (APSW). All case managers have a bachelor's degree and at least one year of experience. Our Finance Director has been with our organization for 15 years and has her master's in Business Administration and is a Certified Management Accountant.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

The dentist and dental hygienist employed by AIDS Network will have licenses to practice in Wisconsin as will any volunteer dental staff. AIDS Network is also a certified Medical Assistance provider.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Dentist	0.2	Yes	Certification allowing Dentist to practice in Wisconsin
Dental Hygienist	0.2	Yes	Certification allowing Dental Hygienist to practice in Wisconsin

ORGANIZATION:

AIDS Network, Inc.

PROGRAM/LETTER:

B Dental Services

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

The standards of care that will be utilized in at AIDS Network's Dental Clinic are in concert with those set forth by the American Dental Association, the American Academy of Oral Medicine and the HRSA/NIH-sponsored project, Dental Management of the HIV-Infected Patient. AIDS Network's dental clinic is designed to ultimately improve the quality of life and health outcomes for HIV+ individuals in our 13 county service area. The model we will use embodies three principles that will guide its implementation and which also serve to unite the community: Collaboration and involvement; Prevention and treatment; and Problem-oriented approach.

AIDS Network will use The National Guideline Clearinghouse (NGC) - a program of the Agency for Healthcare Research and Quality (AHRQ) - evidence-based clinical practice guideline to increase access to dental services. The guideline is titled: Prevention of secondary disease: preventive medicine: VIII. Oral health care. Specifically, the guideline recommends that clinicians should ascertain whether their patients have a regular oral health provider and should refer all human immunodeficiency virus (HIV)-infected patients for annual hygiene and intraoral examinations, including dental caries and soft-tissue examinations. Clinicians should promptly refer patients who present with oral mucosal, gingival, or dental lesions to an oral healthcare provider for appropriate diagnostic evaluation and treatment (Source: New York State Department of Health. Prevention of secondary disease: preventive medicine. Oral health care. New York (NY): New York State Department of Health; 2008 Jul. 2 p).

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

88.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

All data will be retrievable through the clinic's computerized database using the Eaglesoft dental software and PROVIDE case management software. This database will generate various reports for medical and dental home providers to use in clinical decision support, as care and treatment guides and for AIDS Network to use as frameworks.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

Services provided to Medicaid/BadgerCare Plus clients will be billed consistent with AIDS Network's current Medicaid/BadgerCare Plus electronic billing practices. Services will be provided to the underinsured/uninsured on a fee scale based on current Medicaid/BadgerCare Plus reimbursement rates. Ryan White Title II funds will subsidize care to HIV/AIDS clients who do not have any means to pay for services. Based upon AIDS Network's 25 year history in Dane County and the lack of MA dental providers, it is projected that the demand for services will exceed our capacity within one year.

ORGANIZATION:

AIDS Network, Inc.

PROGRAM/LETTER:

B Dental Services

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	0	0%	AGE		
MALE	0	0%	<2	0	0%
FEMALE	0	0%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	0	0%
			30 - 59	0	0%
			60 - 74	0	0%
			75 & UP	0	0%
			TOTAL AGE	0	0%
			RACE		
			WHITE/CAUCASIAN	0	0%
			BLACK/AFRICAN AMERICAN	0	0%
			ASIAN	0	0%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	0	0%
			ETHNICITY		
			HISPANIC OR LATINO	0	0%
			NOT HISPANIC OR LATINO	0	0%
			TOTAL ETHNICITY	0	0%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	0	0%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	0	0%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

AIDS Network, Inc.

PROGRAM/LETTER:

B Dental Services

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	0
Total to be served in 2011.	450

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	To ensure that all AIDS Network, UW Hospital and Clinic and Dean Clinic HIV/AIDS patients have access to oral health care services.			
Performance Indicator(s):	2011-25% of HIV/AIDS patients linked with clinic as new dental home through integration of care plan. 2012-increase percentage to 50%.			
Proposed for 2011:	Total to be considered in	225	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	168.75
Proposed for 2012:	Total to be considered in	450	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	337.5
Explain the measurement tools or methods:	The Eaglesoft database will generate various reports for medical and dental home providers to use in clinical decision support, as care and treatment guides for AIDS Network to use as frameworks for the required written reports as delineated in the workplan and timeline.			
Outcome Objective # 2:	Implement outreach strategies to recruit additional patients to re-establish linkages between oral health care services and primary care.			
Performance Indicator(s):	2011-25% of HIV/AIDS patients engaged and informed about the importance of good oral health and linked to the dental clinic as dental home of record. 2012-Increase to 50%.			
Proposed for 2011:	Total to be considered in	225	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	202.5
Proposed for 2012:	Total to be considered in	450	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	405
Explain the measurement tools or methods:	The clinic program will be evaluated to determine whether the stated objectives were met, what impact the dental clinic has had on the unmet needs of HIV/AIDS patients. It will also be valuated regarding the manner by which problems are addressed and resolved and how unmet objectives are corrected.			

**PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees**

1. **Program Name:** Case Management
2. **Agency Name:** AIDS Network
3. **Requested Amounts:** 2011: \$26000
 2012: \$26000 **Prior Year Level: \$26000 (Through City Public health)**
4. **Project Type:** New ☐ Continuing X
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
X II. Access to Resources A-1

6. **Anticipated Accomplishments (Proposed Service Goals)**

Agency proposes to serve 407 unduplicated clients through 15680 service hours. Clients will each receive an initial assessment and service plan, a reassessment every 12 months, and referrals and follow ups to case managed clients. Agency proposes to increase access to these services in small communities (identified as either geographic or cultural communities in which clients have privacy concerns) through a series of information gathering meetings and modification of agency outreach plan.

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments: This program clearly meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments: It seems likely that this program will have a positive impact on individuals seeking this service. There is a strong outreach component that provides the referral base for case management services. Services provided seem both comprehensive and specialized in regards to the needs of this population. The agency's specialized focus and knowledge base is responsive to client need. Agency recently conducted an assessment with outside contractor of AIDS network services and their focus on program development for clients in "smaller communities is a response to the findings of that assessment.

9. **To what extent does the proposal include service goals and outcome objectives that are and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments: Need clarification of services numbers as to the percentage of clients that are city of Madison residents (it may be 100 %). Service goals seem realistic given resources and structure.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments: Current Board membership is low in relation to stated bylaws (8/13). Additionally, the availability of Board support in terms of financial oversight is not readily apparent. Diversity could also be improved given client population. Agency has been providing this service since 1985.

11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments: Budget costs seem appropriate; City, United Way and State other funders. \$62000 in user fees noted and not explained. It was mentioned in 2010 City budget (Public Health section) that this organization and program should apply for 2011-12 funding under the CDD application process.

12. To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

Staff Comments: Agency utilizes volunteers in appropriate roles, although structure for training and supervision of volunteers is unclear. Appears to have appropriate and necessary partnerships and collaborations in place, although nothing with Hospice?

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments: Proposed program accessible to low income populations. Program demographics indicate relatively high service usage by African American and Asian population.

Questions:

1. Please explain sources of \$ 62000 in user fees.
2. Please describe typical service usage for your client population ie case management issues and volunteer utilization.
3. You do not mention a partnership with hospice care. What percentage of your clients are in the endstages of AIDS?
4. Please describe your volunteer screening, training and support.

14. **Staff Recommendation**

☐ Not recommended for consideration

☐ Recommend for consideration

x **Recommend with Qualifications**

Suggested Qualifications: Clarification of service numbers, definition of case management and outcomes.

ORGANIZATION:
PROGRAM/LETTER:

Allied Wellness Center		
A	Program A	Allied Wellness center

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	15,000	15,000	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	34,755	20,880	7,035	4,440	2,400
USER FEES	0	0	0	0	0
OTHER		0		0	0
TOTAL REVENUE	49,755	35,880	7,035	4,440	2,400

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	21,000	21,000	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	16,635	2,400	7,385	4,450	2,400
USER FEES	0	0	0	0	0
OTHER**		0		0	0
TOTAL REVENUE	37,635	23,400	7,385	4,450	2,400

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Allied Wellness Center		
PROGRAM/LETTER:	A	Program A	Allied Wellness center

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (w ith spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	21,000	21,000	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	16,635	2,400	7,385	4,450	24,000
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	37,635	23,400	7,385	4,450	24,000

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

Allied Wellness Center		
A	Program A	Allied Wellness center
OCS: Access to Resources A1: Targeted Services (CSC)		

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

Many of Madison's poorest families live on or near Allied Drive. Unemployment & underemployment is common. Private health insurance is rare. Many residents distrust health care providers or have difficulty navigating the health care system. Literacy levels, transportation options, confusion about eligibility requirements, stigmas associated with mental health needs, and lack of information about services limit this population's access to and appropriate use of health and social services. The need for the Wellness Center's services is evidenced by the growing number of residents who have used its services each year since 2005. Many return for follow-up services or new needs. Needs addressed in 2009 include (by frequency) acute physical health issues, transportation, case management, assistance with unmet basic needs, health/ social service system mediation, emotional or mental health, chronic physical health, housing/jobs, health education, relationship, substance abuse, dental health.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

This program will have two prime focuses. 1. Access to care and 2. Community capacity building in relation to wellness. The community health liaison will address barriers to using health and social services encountered by the low-income, low-literacy residents of the Allied Drive area. Assistance will include: providing information and referral to medical and social services, help understanding medical information and instructions; basic screening and prevention services; advocacy with health and social service providers; system navigation; assistance with transportation to appointments and other unmet basic needs such as medication procurement; as well as being a liaison between providers and the residents for follow up care management. This will occur in consultation with a pool of volunteer nurses. Additionally, support and counseling services will be offered to strengthen individuals and families and help them through crises and link them to community resources, this will occur in collaboration with the Joining Forces for Families team. Health promotion and education programs will be offered, in collaboration with a wide variety of organizations in the community that have a health and wellness focus. By building on work already done with a group of resident leaders in the Welcome Program, a natural neighborhood resource will be developed for peer education and support. The community health liaison will provide leadership and support to this group of residents who in time will become a lay health worker pool.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

1. 200 clients will be served by community health liaison 2. 20 hours a week of service provided by community health liaison 3. 100% of clients seeking health support, will receive needed information, referral or resource connection 4. 10-12 health promotion programs/activities will be offered to the welcome program participants a year

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

Service availability will be on Tuesdays, and Wednesdays 8am-4pm and Fridays 8am-12 noon. Some hours will be exchanged to accommodate special programming schedules during evenings and weekends.

ORGANIZATION:

Allied Wellness Center

PROGRAM/LETTER:

A

Program A

Allied Wellness center

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

Primarily Low -income, minority adults and seniors with low functional literacy. The majority being in the 30-50 year age range. The population served has a disproportionate number of people with disabilities. The neighborhood has a high density of post-incarceration residents.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

In the Joining Forces for Families building at 2225 Allied Drive, #2, Madison, WI.
Intended service area is Allied Drive and surrounding streets, in census Tract 6.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

Because of our 6 year history in Allied, many residents are already aware of our services. New residents often learn of them from another service provider in the JFF building, or family, friends or neighbors. We also have a group of 18 outreach volunteers called Welcomers who help spread the word to new residents in their respective apartment buildings. Our new community health worker to start in 7/2010 has been volunteering with JFF providers and the AWC for several months and is already familiar to many residents, and she attends many community functions, and will continue to do so to spread the word. We are holding a small event on June 28th to introduce her to the community as well.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

AWC staff conduct bi-weekly meetings with the on site JFF team members in addition to ongoing communication as needed. We also provide nursing level care coordination with other agencies, including direct referrals, collaborative conferencing with other care providers, and follow up post referral to ascertain if needs were met.

14. VOLUNTEERS: How are volunteers utilized in this program?

Resident volunteers assist with health education program and outreach. Medical students design and conduct health education programs. Board members write grants and plan and conduct programs. Volunteers help with data entry, running errands, and program assistance. Resident volunteers are mostly middle-aged Black women. Other volunteers have diverse backgrounds. Actual numbers are estimated.

15. Number of volunteers utilized in 2010?

30

Number of volunteer hours utilized in this program in 2010?

200

ORGANIZATION:

Allied Wellness Center

PROGRAM/LETTER:

A

Program A

Allied Wellness center

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

The main barrier to service is for Spanish speaking clients. While our staff do not speak Spanish, JFF staff in the next office are fluent Spanish speakers, and they provide translation services if needed. We have our literature translated into Spanish and written resources are always sought in both English and Spanish. A JFF team member also speaks Hmong and can be used for translation purposes. Our building is handicapped accessible for those using wheelchairs. We create a welcoming atmosphere for residents and clients regardless of cultural background or disability.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

By having a culturally competent staff, a history based on trust, proven fiscal responsibility, and a vision for a sustainable model of service, the AWC is well poised to continue based on the successes already accomplished. The holistic needs of the neighborhood have been well met by the parish nurse for the past five plus years, and she has earned respect and trust of Allied residents and many professionals in the broader community. The AWC is known as a generous, caring, knowledgeable, reliable, accessible, and non-judgmental resource that residents have come to rely on. There is a strong history of community and personal capacity building activities and numerous examples of collaboration with a wide variety of agencies and groups.

The parish nurse has been working with and training Gloria Farr since September 2009. Ms Farr has 15 years of experience providing and supervising health and mental health services to underserved and low-income African-American populations. Her experience includes outreach and education, training HIV trainers, counseling for trauma and conflict, and conducting support groups for users. She is a licensed clinical substance abuse counselor, has case management experience, and has supervisory and administrative experience as well as direct services. She has been volunteering in the Allied neighborhood to support the work of JFF staff and the Wellness Center since September of 2009, and has worked with residents here in other capacities throughout her career.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

There are no certification standards required for our staff. However the community health liaison is a certified AODA counselor and has many years of community service experience

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
community health liaison	0.5	Yes	5 years of human services in underserved communities

ORGANIZATION:

Allied Wellness Center

PROGRAM/LETTER:

A

Program A

Allied Wellness center

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

Community Health Workers have a long documented history of assisting African-American and other underserved communities to become active participants in improving their health through outreach and education (1) The Community Health Worker model is increasingly recognized nationally and internationally as one of the most promising approaches to improving health in underserved populations like the ones represented in Allied Drive. (2,5) A review by the Robert Wood Johnson Foundation (3) of hundreds of interventions intended to improve the health of racial and ethnic minority groups found that multi-factorial interventions that addressed multiple components of care are more effective than interventions focusing on single factors, like clinical care alone. Researchers have also found that individualized care plans and cultural tailoring of care improved outcomes for underserved populations. (4) CHWs have repeatedly demonstrated a positive impact on access to and use of services, and patient knowledge and behavior. (2) The use of CHWs in health intervention programs has been associated with improved health care access, prenatal care, pregnancy and birth outcomes, client health status, health- and screening-related behaviors, as well as reduced health care costs. (6) A graduate public health intern who also has substantial community health experience is working to develop our practice model based on nationally recognized best practices for CHW programs. (7)

(Please see Agency Overview Section 5 for complete citations.)

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

100.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

X

Individuals or families that report 0-50% of Dane County Median Income

X

Individual or family income in relation to Federal Poverty guidelines

Other

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Currently we have not collected this data. Based on census tract data, the MSCR free and reduced lunch numbers for families living in this neighborhood, and the types of issues that people are coming for help, are consistent with people living at or below poverty. Almost all clients meet at least one criteria: medical assistance, food stamps, SSI, no employment or underemployment.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

We have no user fee, all services are offered for free.

ORGANIZATION:

Allied Wellness Center

PROGRAM/LETTER:

A

Program A

Allied Wellness center

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	262	100%	AGE		
MALE	96	37%	<2	0	0%
FEMALE	166	63%	2 - 5	13	5%
UNKNOWN/OTHER	0	0%	6 - 12	4	2%
			13 - 17	0	0%
			18 - 29	20	8%
			30 - 59	205	78%
			60 - 74	20	8%
			75 & UP	0	0%
			TOTAL AGE	262	100%
			RACE		
			WHITE/CAUCASIAN	24	9%
			BLACK/AFRICAN AMERICAN	217	83%
			ASIAN	1	0%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	20	8%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	262	100%
			ETHNICITY		
			HISPANIC OR LATINO	20	8%
			NOT HISPANIC OR LATINO	242	92%
			TOTAL ETHNICITY	262	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	257	98%
			DANE COUNTY (NOT IN CITY)	5	2%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	262	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

Allied Wellness Center

PROGRAM/LETTER:

A

Program A

Allied Wellness center

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	262
Total to be served in 2011.	250

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	100% of individuals served will verbalize or demonstrate improved positive indicators of holistic health after encounter(s) with community health liaison, in at least 1 area			
Performance Indicator(s):	1. Appropriate use of health resources 2.Improved emotional stability 3.Improved physical health or health knowledge 4.Enhanced spiritual wellbeing 5.Improved safety			
Proposed for 2011:	Total to be considered in	250	Targeted % to meet perf. measures	100%
	perf. measurement		Targeted # to meet perf. measure	250
Proposed for 2012:	Total to be considered in	250	Targeted % to meet perf. measures	100%
	perf. measurement		Targeted # to meet perf. measure	200
Explain the measurement tools or methods:	Narrative documentation will identify descriptors that indicate improvement in at least one health domain. Descriptors are based on parish nursing measures of holistic outcomes. Verbal and behavioral cues that indicate improvement in such things as motivation, understanding, self care, initiative, planning and problem solving will be reflected in documentation. Some examples of these descriptors include words like: calmer, hopeful, less pain, safer; and objective measures like lower blood pressure, weight, made appt.			
Outcome Objective # 2:	Core group of health lay workers developed			
Performance Indicator(s):	10 people demonstrating commitment to being a wellness resource to the neighborhood by attending 8 trainings, participating in neighborhood activities, return demonstrations (role playing or teach-back sessions or direct observation)			
Proposed for 2011:	Total to be considered in	10	Targeted % to meet perf. measures	100%
	perf. measurement		Targeted # to meet perf. measure	10
Proposed for 2012:	Total to be considered in	15	Targeted % to meet perf. measures	100%
	perf. measurement		Targeted # to meet perf. measure	15
Explain the measurement tools or methods:	Training attendance will be tracked. Participation in neighborhood association activities like meetings, community meal, and safety walks will be observed. Specific skill trainings will be demonstrated to the community health liaison or nurse through role playing, teach back or direct observation.			

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** Program A
2. **Agency Name:** Allied Wellness
3. **Requested Amounts:** 2011: \$ 21000
2012: \$ 21000 Prior Year Level: \$15000
4. **Project Type:** New Continuing X
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
x II. Access to Resources B-1
6. **Anticipated Accomplishments (Proposed Service Goals)**
200 Clients will be served by the Community Health Liaison, 10-12 health promotion programs/activities will be offered to the welcome program participants each year.
7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments: This program clearly meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments: It seems highly likely that this program might have a positive impact on individuals seeking services.

This program model has qualities of the lay worker health model that has been identified as a promising practice in emerging research. This model utilizes trained residents from the neighborhood in community education regarding health concerns, and provision of information and referrals to other residents. Use of these volunteers allows this program to operate with one .5 FTE as staff.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments: Service goals and outcome objectives are clearly stated and relevant.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments: Current Board membership numbers are small, but in compliance with agency by-laws. Agency has experience providing advocacy and support on health care issues, in this neighborhood. Board membership is strong on residential input, less on professional expertise in financial oversight.

11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments: City only funder besides fundraising. Fundraising goal seems realistic given history of last few years.

12. **To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?**

Staff Comments: Agency utilizes volunteers in direct service roles, and works closely with the JFF neighborhood workers. Agency staff have also been active in the Allied Task Force. Program has a connection with the UW med school and utilizes med students in health education programs.

13. **To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?**

Staff Comments: 100% of clients served in this program are low income, 8% are Latino/Hispanic and 83% are African American. Program serves Spanish and Hmong clients through an informal relationship with the JFF site they share a building with. Materials are translated, program is accessible to the target populations.

Questions:

1. No Questions

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☒ **Recommend for consideration**

Recommend with Qualifications
Suggested Qualifications

ORGANIZATION:
PROGRAM/LETTER:

ARC Community Services, Inc.
A Project RESPECT

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	12,987	12,987	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	46,803	36,274	6,285	3,744	500
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	27,500	26,556	841	0	103
FUNDRAISING DONATIONS	11,438	11,438	0	0	0
USER FEES	0	0	0	0	0
OTHER	13,312	13,312	0	0	0
TOTAL REVENUE	112,040	100,567	7,126	3,744	603

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	12,987	12,987	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	47,271	36,637	6,348	3,781	505
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	27,500	26,556	841	0	103
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	13,312	13,312	0	0	0
TOTAL REVENUE	101,070	89,492	7,189	3,781	608

*OTHER GOVT 2011

Source	Amount	Terms
DHFS HIV Prev	27,500	All funds must be spent on HIV prevention
	0	
	0	NOTE: City of Madison funds to address local prostitution are the core
	0	funds upon which the other funding is built.
	0	
TOTAL	27,500	

**OTHER 2011

Source	Amount	Terms
AAPTR	13,312	All United Way funds must be spent on Allied Area Partnership
	0	Toward Recovery
	0	
	0	
	0	
TOTAL	13,312	

ORGANIZATION:	ARC Community Services, Inc.
PROGRAM/LETTER:	A Project RESPECT

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (w ith spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	ARC Community Services, Inc.
PROGRAM/LETTER:	A Project RESPECT
PRIORITY STATEMENT:	OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

RESPECT is a City-County initiated & funded project addressing local prostitution. Originally set up as an alternative to reduce the costs of arrest, prosecution and jail, a 1985 evaluation, found that diversion services in the community would be even less costly & more successful than law enforcement response alone. It was opened by ARC in 1986, by request of the City/District Attorney's offices where the project was housed since 1981. The move successfully increased prevention/intervention efforts. Today, 77% served self-refer. Madison led in recognizing the systemic barriers to accessing services faced by these victims of abuse/violence who are channeled into a dangerous criminal subculture. RESPECT's outreach, case management, & coordinated response model improves utilization of essential services by this vulnerable population. The need for service is high & RESPECT exceeds its goal of serving 65 women annually & 23 women at a time by an average of 40%.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

RESPECT provides case management, counseling, crisis intervention & referrals to help women leave prostitution. Client's lives are characterized by sexual assault, domestic violence, homelessness, poverty & incarceration. It has developed an intensive case management & peer support model promoting safety & successful utilization of community resources through: outreach/motivational counseling; development/implementation of individualized service plans (including obtaining safe housing, lawful source of income/vocational training, trauma recovery, substance abuse treatment, parenting support, health care); & education/advocacy. A client is usually seen twice weekly for periods of 6-18 months. RESPECT is located in a 2 story house with reception area suited for informal support & a community computer & telephone available for making appointments & working on individual activities. Space is available for confidential meetings with clients; free food pantry; kitchen where 2 community meals are served monthly; group room for formal group support/ educational activities; & donations where women can receive free clothing/household/hygiene items. Assistance with transportation is provided when needed & financial assistance for fees to obtain I.D. cards, GED, or medications while funds last. A peer group of former prostituted women assists with program design & functions as an advanced program activity. All activities focus on building self-worth, awareness, empowerment & pride in accomplishments by offering viable alternatives to prostitution in order to build healthier lives.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

65 unduplicated individuals will be served annually; with ongoing caseload of 23; 3,660 service hours 2009. The following are minimums; 1) 2 hours/week case management sessions for each client; 2) 4 hours per episode individualized service plan with updated revisions for each client; 3) 2.5 hours/weekly peer support group on prostitution; 4) 2-4 hours per month case plan follow-up for each client; 5) 5-10 hours per month crisis intervention; 6) 8 hours per month outreach activities; 7) 8 hours per month networking.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

Intensive case management services & individual counseling are provided weekly & more often as needed. Appointments are scheduled during regular business days/hours or at times that meet client needs. Sessions may be 1-3 hrs each depending upon goal to be accomplished. A peer support group meeting is held weekly in the evening. Crisis intervention services are available 24 hrs/7days per week.

ORGANIZATION:

ARC Community Services, Inc.

PROGRAM/LETTER:

A Project RESPECT

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

Prostitution involved adults some of the most marginalized/disadvantaged/vulnerable in society, characterized by poverty level income (90%), chemical dependency (95%), childhood sexual abuse (85%), domestic abuse (80%), sexual assault (82%). Lives are further complicated by homelessness, lack of job skills & incarceration, when compared with general adult jail populations have dropped out of school & begun substance use an average of 2 years earlier. 35% may have post-traumatic stress disorder or HIV qualifying for disability benefits. 75% are mothers & primary caretakers of children.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

City-wide service provided at program office at 832 E. Johnson St., Allied Wellness Center, 2225 Allied Dr., Joining Forces for Families, 838 W. Badger Rd., in the street or other locations as needed.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

Peer based outreach is utilized & service model is developed & provided in a survivor informed intervention context. A peer advisory group comprised of formerly prostituted persons assists with program design & implementation. The group includes: young women, persons of color, transgendered women & gay men. This group emerges from the client pool. This group helps design outreach message, materials & service delivery methods. This group has developed an effective social networks outreach plan, & is developing web-based outreach tools. Respect employs a peer outreach worker who emerges from this group. The peer outreach worker serves as a motivational role model. Staff provides outreach at community centers, treatment facilities and transitional housing programs, street & jail. Staff meets clients "where they are at" & often will provide counseling, case management, crisis intervention & referral services where those involved in prostitution may gather & provides outreach function.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

Two coordinated community response groups are facilitated by program staff. One responds to adult prostitution in South Madison, the other youth sexual exploitation. Participants include city & county law enforcement (neighborhood officers, community policing team members, sensitive crimes detectives and prosecutors). Others include: community social workers, public health nurses, school social workers, youth service providers, victims advocates, offender treatment providers. Also, a network is maintained that includes: emergency room nurses, psychiatric hospital-based social workers, publicly-funded AODA & mental health service providers, emergency shelter providers, jail-based school district teachers, jail-based chaplains, parish nurses, outreach workers/staff at other agencies providing services to marginalized persons. RESPECT regularly coordinates with all these to move a client out of prostitution, to crisis services, to stabilization & into long-term functionality & change.

14. VOLUNTEERS: How are volunteers utilized in this program?

Volunteers assist with fundraising, & special events planning & implementation. Some assist with chaperoning program participants to other events in the community. Volunteers help maintain the donation room by organizing clothing, household & personal care items. Peer advisory group/social networking outreach group members volunteer time & sometimes receive stipends for their service.

15. Number of volunteers utilized in 2010?

11

Number of volunteer hours utilized in this program in 2010?

420

ORGANIZATION:

ARC Community Services, Inc.

PROGRAM/LETTER:

A Project RESPECT

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

To provide effective services to survivors of prostitution, programs must understand the unique multiple needs & life contexts of those who trade sex. Many fear stigmatization & will not openly disclose involvement in prostitution to traditional service providers due to the very real risk disclosure poses. She may distrust traditional service providers due to past negative experiences. Many distrust law enforcement & avoid outreach efforts. Some are forced into prostitution by an abusive partner and may be isolated by the abuser from services. She may possess a dual identity as both victim and offender and feels she does not deserve help. She may not view herself as a victim but rather doing what it takes to get through her life. Meanwhile due to growing poverty, the decline in social services, and the increasing need for safe affordable housing, women have become increasingly more vulnerable to exploitation and victimization. This group is disproportionately represented by women who are low-income, of color, and brought up in households impacted by family violence. Prostitution is a system that depends on a supply of marginalized people to continue. While its victims are in need of sexual assault and domestic violence services, it is the systemic barriers to services that marginalized persons face that RESPECT is designed to address. RESPECT provides a specialized safe place that is culturally-competent and experienced using an interdisciplinary social science-based intervention specifically designed to address the multiple needs of victims in this sub-culture.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

ARC was selected to assume operation of the City/County Prostitution Project due to its reputation for successful delivery of services to women offenders. Since then, it has a successful track record of faithfulness to the original intentions of the project by increasing community referrals/access/utilization & networking with local resources, including the development of satellite service sites & late night street outreach to help address neighborhood concerns, providing direct services in affected neighborhoods & by adapting the project to current realities. In 2002, RESPECT was selected by the Federal CDC as a demonstration site for HIV education/testing due to its success with accessing women in prostitution. In 2004, clients participated in dissertation research done at the U.W. School of Social Work. Participants described their experiences at RESPECT as transformative, affecting their sense of self & their worthiness to receive care. In 2007, with the Madison Police Department they founded the Coordinated Community Response to Prostitution which initiated the first deferred prosecution program to educate those arrested for buying sex about the impact of their behavior. The director brings 25 years of service provision to marginalized persons & has been recognized by the Madison Community Foundation & the Wisconsin Women of Color Network for individual excellence, & service to women of color. The outreach worker brings inspirational, motivating life experience & demonstrated recovery to her work and has received numerous scholarships to continue her education.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

Certified Federal Centers for Disease Control, State of Wisconsin Division of Public Health HIV/AIDS counseling, testing and referral site since 2000.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Program Manager	1	Yes	Attorney w/18 yrs. of program management
Case Manager	1	Yes	Masters Level Social Work with at least 2 years experience
Peer Outreach Worker	0.5	No	Life experience in target group w/demonstrated life recovery plan
Program Support	0.03	Yes	*City pays 50% of the Program Manager
			*City pays 5% of the Case Manager
			*City pays 0% to the Peer Outreach Worker
			*City pays 3% of the Program Support

ORGANIZATION:

ARC Community Services, Inc.

PROGRAM/LETTER:

A Project RESPECT

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

PROVISION OF SAFE PLACE Respect clients participating in dissertation research to study what services are helpful identified the need for safe, nonjudgmental place. Prostituted individuals need to be dealt with separately/differently from other criminal justice populations. (Sallman 2004) DEVELOP ROUTES OUT Frequent convictions, anti-social behavior, perpetrators of abuse may disrupt links to services compounding social exclusion & presents a difficult challenge for those seeking to address underlying issues. Improving access to services is an element of this strategy. (Crime Reduction Program 2006) PROMOTE ACCESS TO ESSENTIAL SERVICES Provide dedicated services to broker the provision of mainstream services. Prostituted women frequently are disengaged from the usual service infrastructures making it difficult for them to access mainstream services without some form of signposting or advocacy. (Mayhew & Mossman 2007) UTILIZE MOTIVATIONAL APPROACH Meet individuals "where they are at" & enhance their motivation to change. (Martin & Downing 2008) PROVIDE CASE MANAGEMENT & HOLISTIC INTERVENTION IN MULTIPLE DOMAINS This approach is a departure from the punitive approach that strengthens continuing cycles of sexual exploitation. These efforts must address needs for housing, safety, health, economic stability, vocational needs. (SAMHSA TIP 23) PROVIDE TRAUMA INFORMED APPROACH To be trauma informed does not mean treat trauma onsite rather understand the manifestations of trauma. (Farley 1998) PROVIDE GENDER/CULTURALLY SENSITIVE EDUCATIONAL CONTEXT Empowerment is necessary for women to be able to respond to risk & take appropriate action. (Raffaelli 1998) Culture should be viewed as a strength, greater understanding of cultural strengths helps women empower themselves (Crenshaw 1991) USE PEER BASED SURVIVOR INFORMED INTERVENTION CONTEXT (Kelly 1991) PROVIDE ALTERNATIVES TO INCARCERATION (Crime Reduction Program 2006)

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

100.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

X

Individuals or families that report 0-50% of Dane County Median Income

X

Individual or family income in relation to Federal Poverty guidelines

X

Other

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Client self-reporting on initial intake assessment tool. Case manager tracking on client functionality assessment tool, service tracking forms, client activity, referral and progress reports.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

Due to the economical marginalization of the target population, all services are provided free of charge.

ORGANIZATION:
PROGRAM/LETTER:

ARC Community Services, Inc.
A Project RESPECT

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	77	100%	AGE		
MALE	0	0%	<2	0	0%
FEMALE	73	95%	2 - 5	0	0%
UNKNOWN/OTHER	4	5%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	29	38%
			30 - 59	48	62%
			60 - 74	0	0%
			75 & UP	0	0%
			TOTAL AGE	77	100%
			RACE		
			WHITE/CAUCASIAN	43	56%
			BLACK/AFRICAN AMERICAN	27	35%
			ASIAN	0	0%
			AMERICAN INDIAN/ALASKAN NATIVE	4	5%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	3	4%
			Black/AA & White/Caucasian	2	67%
			Asian & White/Caucasian	1	33%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	77	100%
			ETHNICITY		
			HISPANIC OR LATINO	3	4%
			NOT HISPANIC OR LATINO	74	96%
			TOTAL ETHNICITY	77	100%
			PERSONS WITH DISABILITIES	27	35%
			RESIDENCY		
			CITY OF MADISON	66	86%
			DANE COUNTY (NOT IN CITY)	11	14%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	77	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

ARC Community Services, Inc.

PROGRAM/LETTER:

A Project RESPECT

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	77
Total to be served in 2011.	65

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	Prostituted individuals will discontinue prostitution & develop more constructive lifestyles by accessing & successfully utilizing essential community services to address their economic, health, family needs.			
Performance Indicator(s):	At least 60% of all participants will successfully complete 85% of their case plan goals & objectives (obtain safe housing, legal source of income, address family needs, etc.)			
Proposed for 2011:	Total to be considered in	65	Targeted % to meet perf. measures	60%
	perf. measurement		Targeted # to meet perf. measure	39
Proposed for 2012:	Total to be considered in	65	Targeted % to meet perf. measures	60%
	perf. measurement		Targeted # to meet perf. measure	39
Explain the measurement tools or methods:	Individual Services Tracking Forms; Client Functioning Assessment Tool (CFAT); Change Assessment; case files/case plan goals/objectives; case plan completion activity record keeping. Please reference Best Practices on file with OCS #2 <u>Develop Routes Out</u> ; #3 <u>Provide Dedicated Services to Broker Provision of Mainstream Services</u> ; #5 <u>Provide Case Management/Holistic Intervention; Treatment of Multiple Domains</u> .			
Outcome Objective # 2:	Individuals involved in prostitution will bypass the arrest process & the corresponding personal social/financial costs of criminal justice involvement.			
Performance Indicator(s):	At least 65% of all participants from this difficult to reach target population will self-refer to the RESPECT diversion program.			
Proposed for 2011:	Total to be considered in	65	Targeted % to meet perf. measures	65%
	perf. measurement		Targeted # to meet perf. measure	42.25
Proposed for 2012:	Total to be considered in	65	Targeted % to meet perf. measures	65%
	perf. measurement		Targeted # to meet perf. measure	42.25
Explain the measurement tools or methods:	Outreach activities, peer advisory group, collaboration with law enforcement, client participation and referral source record keeping. Please refer to Best Practices on file with OCS: #1 <u>Provide a Safe Place</u> ; #6 <u>Provide Trauma Informed Approach</u> ; #7 <u>Provide Gender/Culturally Sensitive Educational Context</u> ; #8 <u>Use Peer Based/Survivor Informed Outreach/Intervention Context</u> ; #9 <u>Shift Paradigm/Provide Alternative to Incarceration</u> .			

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** Project Respect
2. **Agency Name:** ARC Community Services

3. **Requested Amounts:** 2011: \$ 47271
 2012: \$ 47271 **Prior Year Level: \$46,803**

4. **Project Type:** New Continuing **X**

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
X II. Access to Resources A-1

6. **Anticipated Accomplishments (Proposed Service Goals)**

65 unduplicated individuals will be served annually; with ongoing caseload of 23; 3,660 service hours 2009. The following are minimums; 1) 2 hours a week case management sessions for each client; 2) 4 hours per episode individualized service plan with updated revisions for each client; 3) 2.5 hours/weekly peer support group on prostitution; 4) 2-4 hrs per month case plan follow up for each client; 5) 5-10 hours per month crisis intervention; 6) 8 hours per month outreach activities; 7) 8 hours per month networking.

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments: This program clearly meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments: It seems highly likely that this program might have a positive impact on individuals seeking services.

This program model is based on research in multiple areas which is reflective of the complexity of the issue of prostitution and the challenges of working with this issue. Research includes criminal justice research, research on trauma, case management, domestic violence and sexual exploitation, diversion programs and motivational approaches. This program is well placed geographically to be accessible to the target population, emphasizes meeting clients where they are and building trust and relationship. In that context they are able to provide intensive support and case management when the client is ready to access it. Additionally, they utilize peer support both in a direct service capacity and as an advisory group to program design and outreach. This program sometimes provides stipends to peer advisors which is consistent with research done locally by the Women in Mental Health Partnership, through the UW.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments: Service goals and outcome objectives are clearly stated and relevant.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments: Current Board membership seems adequate to provide oversight. Agency and program have consistently met service goals and reports have been complete and on time. Staff qualifications and experience have contributed to the success of this program.

11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments: City is the core of the funding for this program which is appropriate given extensive work with MPD and potential impact on neighborhoods. Fundraising goal seems realistic given history of last few years.

12. To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

Staff Comments: Agency utilizes volunteers in fundraising, special events planning and implementation. Agency plays key role in two community coordinated response teams that address prostitution and youth sexual exploitation. Also networks with health professionals AODA and mental health service providers.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments: 100% of clients served in this program are low income, 4% are Latino/Hispanic and 35% are African American. Capacity for services to non English speakers is unclear.

Questions:

1. Capacity for services to non English speakers is unclear, as is ability to work with male prostitutes.
2. Does the agency work with people under the age of 18? In what capacity?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

Recommend for consideration

X Recommend with Qualifications

Suggested Qualifications: See above questions, and some adjustment to Outcome #2

ORGANIZATION:
PROGRAM/LETTER:

Bridge Lake Point Waunona Neighborhood Center
D Latino Family Resource Center

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	4,938	3,500	1,438	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	15,844	15,844	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	15,000	7,990	7,010	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	35,782	27,334	8,448	0	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	4,938	4,938	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	16,564	16,564	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	12,000	4,698	4,362	0	2,940
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	33,502	26,200	4,362	0	2,940

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:

Bridge Lake Point Waunona Neighborhood Center

PROGRAM/LETTER:

D Latino Family Resource Center

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (w ith spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	4,938	4,938	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	16,564	16,564	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	12,000	4,698	4,362	0	2,940
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	33,502	26,200	4,362	0	2,940

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Bridge Lake Point Waunona Neighborhood Center
PROGRAM/LETTER:	D Latino Family Resource Center
PRIORITY STATEMENT:	OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

TO RESPOND TO THE INCREASE OF THE LATINO POPULATION IN DANE COUNTY: Since 2000, annual growth has averaged about 1,250 people (7%) per year. By 2007, Latinos comprised 4.9% of Dane County's population. LACK OF RESOURCES AND SERVICES: There is a lack of resources and services in Spanish and a need for culturally sensitive programming in which participants feel welcomed. It is challenging for Latino parents to navigate through the school, government and healthcare systems. Many parents rely on their children for language interpretations in very sensitive issues.

LACK OF EDUCATIONAL SKILLS: Some Latino adults lack basic education and English proficiency. This demonstrates the need for opportunities to increase skills and access referral services required to become a member of the Madison community.

LIMITED ACCESS TO PUBLIC ASSISTANCE PROGRAMS: Barriers exclude some Latino residents from accessing public assistance programs such as healthcare, housing subsidies & unemployment benefits.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

The overall anticipated impact of the LFRC is to improve the quality of life for Latino families through enhancing opportunities for participation & leadership the Lake Point Community and city-wide. LFRC connects Latino residents to programs and services such as after school programming, summer camps & child development programs. LFRC's main expectation for participants increase accessibility of available services and resources in the City of Madison. LFRC is a source of comprehensive services for our Latino community. Needs are met directly or through referral. Services are offered in person or by phone. Direct services include:

CASE MANAGEMENT: LFRC offers case management in a variety of avenues that include monthly home visits, parental support, childhood development, parent-teacher communication, document translations, job placement assistance & referral services.

INTERPRETATION SERVICES: LFRC offers these services for a wide scope of needs.

SOCIAL ACTIVITIES: LFRC offers a way out from isolation through our community events.

FOOD PANTRY: This is offered the third Wednesday of every month.

EDUCATIONAL WORKSHOPS: These include instruction in topics such as parenting, childhood development, child protection, health, finance management, housing, & consumer protection.

ACADEMIC OPPORTUNITIES: This includes class instruction & individual consultations within topic areas such as resume writing, basic computer skills & job search strategies.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

LFRC's programming consists of well designed service opportunities. Services are implemented year-round through office hours, workshops, classes and other activities. 1,190 service hours will serve a total of 1,520 unduplicated Latino adults annually.

LFRC'S PROGRAM INCLUDES • Basic and Intermediate Computer Classes • Finance and Housing Education Workshops • Child Protection and Parenting Workshops • Health Related Seminars • Haircut classes • Cultural Fieldtrips • Case Management

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

LFRC office hours are Monday - Friday from 9:00 am – 1:00 pm

Home visitations are scheduled once a month the first week of each month.

Educational workshops and training opportunities take place an average of 8 hours weekly, including two Saturdays a month.

ORGANIZATION:

Bridge Lake Point Waunona Neighborhood Center

PROGRAM/LETTER:

D Latino Family Resource Center

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

LFRC serves low income, Latino families. The majority of these families are immigrants aspiring for a better life. A large number of these individuals arrive in Madison with little or no basic education and limited job skills. In many cases, members of these families speak little or no English. Many of the parents rely on their children as translators despite the sensitive nature of content. Currently some of these Latino families are unable to access healthcare, housing benefits, or secure a job with a fair wage. These factors contribute to their marginalization and discrimination.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

Services take place at BLW Center, located at 1917 Lake Point Drive in Madison. As a primary source of services for Latino residents and families, LFRC's service area extends city-wide.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

LFRC has utilized a variety of effective avenues to reach out to Latino families in the Bridge Lake community and other areas.

PRIMARY STRATEGIES INCLUDE: • A strong word-of-mouth endorsement from Latino residents • BLW's staff and residents • Communication with local community groups, public libraries and local businesses • Collaborations with new papers such as La Comunidad News, La Voz Latina, The Capitol City Hues, Madison Times, and the Simpson Street Free Press • Regular appearances on Latino radio stations that include La Movida, La Gruperia & WORT • Continuous promotion of services by "El Barrio" TV program.

SECONDARY STRATEGIES INCLUDE:

• Center's website • Utilization of social networks such as Facebook and YouTube • Promotion of programs and services in La Sup (Latino Support Network) • Electronic Newsletters

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

LFRC serves as a bridge between the following groups and its clients. LFRC continues working with clients until their need is met by a particular agency and performs follow-up interviews to ensure service delivery.

HUMAN SERVICES AGENCIES: Dane County Human Services, Access Community Health Centers, United Way, Joining Forces for Families, the Community Action Coalition and the Community Immigration Law Center

EDUCATIONAL GROUPS: UW-Extension, MATC GED dept., MMSD, Mendota School, Sherman and Black Hawk Middle Schools & Literacy Network

ADVOCACY GROUPS: WI Dep. of Agriculture Trade and Consumer Protection, The State of WI Public Defenders & Equal Opportunity Commission of Dane County

OTHER GROUPS: Vera Court Neighborhood Center, General consulates, Planned Parenthood, Centro Hispano, Latino Chamber of Commerce & Multicultural Center

BLW RESIDENTS: Residents become valued collaborators through promoting our services among peers & families

14. VOLUNTEERS: How are volunteers utilized in this program?

Volunteers have a vital role within the LFRC. The network of volunteers is composed of Latino residents, community leaders, business owners, members of the media. Volunteers provide office help, childcare, tutoring, and help with community events and fundraising. While services are offered without charge, many residents become volunteers to demonstrate their appreciation for the LFRC.

15. Number of volunteers utilized in 2010?

180

Number of volunteer hours utilized in this program in 2010?

1,340

ORGANIZATION:

Bridge Lake Point Waunona Neighborhood Center

PROGRAM/LETTER:

D Latino Family Resource Center

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

Barriers faced by the LFRC and strategies to combat these barriers include:

1. UNAWARENESS OF AVAILABLE SERVICES: LFRC prioritizes informing Latino residents of the many services offered through the city. It relies on extensive outreach efforts to distribute this information.
2. CULTURAL DIFFERENCES: LFRC is founded in the beliefs, values, and experiences of the community it serves. It is a community-based program that provides culturally appropriate services and opportunities for program participants and their families. LFRC creates an environment in which participants feel welcomed and appreciated for their unique cultural backgrounds. The key to initial participation and willingness to return to program is a shared cultural connection between participants and LFRC staff.
3. LANGUAGE: LFRC refers its community members to the various agencies that offer ESL classes such as Literacy Network and MATC. LFRC encourages participants to enroll in these ESL classes to increase their participation in community life.
4. LACK OF BASIC EDUCATION & JOB SKILLS: LFRC works in partnership with agencies to ensure an increase in the education and training of its Latino residents. This has been established as a priority as classes and trainings are offered regularly.
5. IMMIGRATION STATUS: Immigration status is not solicited by center staff as a requirement for any services. In addition, the LFRC has become a source of information to the Latino residents regarding immigration issues.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

BLW Center established the Latino Family Resource Center six years ago to respond to the rapid increase of the immigrant Latino community in the City of Madison. Since this time, the LFRC has become a primary point of access for many Latinos residents including newly arrived immigrants. LFRC has the experience of empowering the most vulnerable individuals in this community. In 2009, LFRC served a total of 1,338 unduplicated Latino residents. LFRC has already achieved incomparable success in the areas of recruitment and retention with Latino services and programming in the City of Madison. Participants not only access programming, but they become valued partners and volunteers. LFRC relies on a strong word-of-mouth endorsement from program participants and community members. This is the most successful avenue that guarantees program's success and stability. The confidence program participants have in LFRC is such that they become its number one advocates among their employers, peers, Latino leaders and families. LFRC is coordinated by Juan Carlos Reyes, who is also BLW's Facility Manager. He is a member of the Equal Opportunity Commission of Dane County, member of the Latino Support Network, and previous leader of the Latino Chamber of Commerce. He is currently working, in collaboration with agency staff, on the creation of the Latino Academy of Workforce Development (LAWD).

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

Does not apply.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Program Coordinator	0.5	Yes	5 years experience with Bachelor's degree; bilingual

ORGANIZATION:	Bridge Lake Point Waunona Neighborhood Center
PROGRAM/LETTER:	D Latino Family Resource Center

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	100
Less than 30% of county median income	300
Total households to be served	400

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

This program solely pays for direct program staff and operating costs. All indirect expenses are subsidized by BLW Center's Neighborhood Support Program. Indirect expenses include administrative time, administrative office supplies and equipment, space costs including rent and utilities, technology, insurance, and accounting services. This allows program funding to be used directly toward achievement of program goals, expanding overall program capacity. Funds intended for program are not diverted to subsidize administrative salaries.

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

Activity Benchmark	Est. Month of Completion
Basic Computer Classes	Jan - Nov
Intermediate Computer Classes	Jan - Nov
Financial Seminars	Mar & Nov
Housing Education	Apr & Dec
Child Protection Seminar	Jan & Dec
Haircut Classes	Weekly, ongoing
Baking Classes	Sept - Dec
Cultural Field Trips	Jun - Aug
Home Visit	Monthly, ongoing
Flu Prevention Workshops	Jan
Volunteer Appreciation Dinner	Mar & Nov
Cooking Classes	Jun - Sept

ORGANIZATION:

Bridge Lake Point Waunona Neighborhood Center

PROGRAM/LETTER:

D Latino Family Resource Center

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

The following are best practice framework recommendations as outlined by the City of Madison. These also resonate with the research done by Erin Mader in Paper Project 10: Connecting Immigrant Population to Resources.

1. **CHILDCARE PROVISION:** This service has become one of the key essentials of this program. Unlike other similar program providers in the city of Madison, child care is offered at no cost. Participants have reported that childcare provision allows them to access programming and services. Participants are grateful for the efforts LFRC makes to offer this service which sets it apart from other agencies that offer similar programs in the City of Madison. LFRC serves an average of 15 – 20 children per session.

2. **CULTURALLY SENSITIVE PROGRAMS:** LFRC thrives for keeping with the beliefs, values, and experiences of the community it serves. LFRC is a community-based program that provides cultural interactions for participants and their families. The key to initial participation and the willingness to return to the center is their cultural connection with the agency and its staff.

3. **SPANISH PROGRAMS:** LFRC has experienced that Latino adults respond well to programming when it is in their own language.

4. **PERSONALIZED SERVICES:** A strong connection between staff and participants is created by individual case management, one-on-one services and follow-up services.

5. **EMPOWERMENT:** LFRC thrives to make sure participants are given the tools to gain the capacity and self-efficacy to deal with a particular issue. Once participants have gained those tools, we encourage them to pass them onto the next person.

6. **HOME VISITATIONS:** LFRC provides home visitations once a month. These services are aimed to provide families with information on the wide range of services and resources available in the Center and City of Madison.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

100.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

X

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Information on income and family size is collected on each participant at the end of each activity using center surveys.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

No user fees.

ORGANIZATION:

Bridge Lake Point Waunona Neighborhood Center

PROGRAM/LETTER:

D Latino Family Resource Center

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	1338	100%	AGE		
MALE	595	44%	<2	0	0%
FEMALE	743	56%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	50	4%
			13 - 17	20	1%
			18 - 29	215	16%
			30 - 59	995	74%
			60 - 74	34	3%
			75 & UP	24	2%
			TOTAL AGE	1338	100%
			RACE		
			WHITE/CAUCASIAN	1338	100%
			BLACK/AFRICAN AMERICAN	0	0%
			ASIAN	0	0%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	1338	100%
			ETHNICITY		
			HISPANIC OR LATINO	1338	100%
			NOT HISPANIC OR LATINO	0	0%
			TOTAL ETHNICITY	1338	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	1338	100%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	1338	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

Bridge Lake Point Waunona Neighborhood Center

PROGRAM/LETTER:

D Latino Family Resource Center

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	1338
Total to be served in 2011.	1520

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:

Latino families will increase access to city wide resources.

Performance Indicator(s):

95% of program participants will report having established connections with needed city wide resources.

Proposed for 2011:

Total to be considered in 300
perf. measurement

Targeted % to meet perf. measures 95%
Targeted # to meet perf. measure 285

Proposed for 2012:

Total to be considered in 300
perf. measurement

Targeted % to meet perf. measures 95%
Targeted # to meet perf. measure 285

Explain the measurement
tools or methods:

Participants will complete an intake form and continuous communication with client will be maintained to provide information regarding success in accessing needed resources.

Outcome Objective # 2:

Latino families will improve their quality of life.

Performance Indicator(s):

85% of Latino residents who participate in the program's academic opportunities and educational workshops will report an improvement in their quality of life.

Proposed for 2011:

Total to be considered in 300
perf. measurement

Targeted % to meet perf. measures 95%
Targeted # to meet perf. measure 285

Proposed for 2012:

Total to be considered in 300
perf. measurement

Targeted % to meet perf. measures 95%
Targeted # to meet perf. measure 285

Explain the measurement
tools or methods:

Participants will complete an after program survey and participate in a one-on-one follow-up interview to assess improvement.

Community Services, Early Childhood and Senior Services Committees

- [illegible]

Program will provide 1,190 hours of service for 1,520 unduplicated Latino adults annually.

- 7. To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments:

This program clearly meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.

8. To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?

Staff Comments:

It seems likely that this program will have a positive impact on individuals seeking this service. There is some overlap between this program and the Latino Academy of Workforce Development.

- 9. To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments:

Service goals seem realistic and measurable based on this application. However, because the Latino Academy of Workforce Development is an offshoot of this program, we need clarification as to whether any of unduplicated numbers reported for 2009 included numbers that would be duplicated in the LAWD proposal. This will provide information as to whether or not the proposed unduplicated numbers to be served are accurately reflected here.

Is there any overlap in these unduplicated numbers and those shown in the Vera Court proposal?

Outcome Objectives are realistic and measureable.

10. To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?

Staff Comments:

Staff, volunteers and Board have experience with this type of program as it has been successfully operating for a few years. Program staff have the appropriate qualifications and experience to indicate probable success.

11. To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?

Staff Comments:

There is some overlap with the Latino Academy of Workforce Development which was submitted as a separate agency. In the LAWD budget, all staffing costs are indirect with no programming staff. It appears that the program staff from this proposal are the program staff for the LAWD program. Need clarification from agency on separation of budgetary costs.

Question # 22 on cost allocation indicates that all indirect costs associated with this program are contained in the agency's Neighborhood Center Support budget. That does not appear to be the case when compared with the LAWD proposal.

Program projects more clients but has fewer staff than the Vera Court proposal. Please explain.

In addition, what is the reason the agency is projecting less fundraising dollars for this program?

12. To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

Staff Comments:

Program utilizes a significant number of volunteers/hours that seem appropriate. Agency has established partnerships that are relevant to the program. Agency is well respected by the city-wide Latino community.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments:

100% of program participants are low/moderate income. Program provides staff who are bilingual. All participants are Hispanic/Latino.

Questions:

Need clarification from agency on separation of budgetary costs (see question 11 above)

Question # 22 on cost allocation indicates that all indirect costs associated with this program are contained in the agency's Neighborhood Center Support budget. That does not appear to be the case when compared with the LAWD proposal. Please explain.

In addition, what is the reason the agency is projecting less fundraising dollars for this program?

14. **Staff Recommendation**

☐ Not recommended for consideration

☐ Recommend for consideration

X ☒ **Recommend with Qualifications**

Suggested Qualifications:

Based upon answers to questions.

ORGANIZATION:
PROGRAM/LETTER:

Centro Hispano of Dane County
A General Support

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	67,163	54,300	4,556	6,922	1,385
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	38,923	34,651	1,600	2,250	422
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	106,086	88,951	6,156	9,172	1,807

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	69,179	55,929	4,693	7,130	1,427
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	40,092	35,691	1,648	2,318	435
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	109,271	91,620	6,341	9,448	1,862

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Centro Hispano of Dane County
PROGRAM/LETTER:	A General Support

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (w ith spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	71,254	57,607	4,834	7,343	1,470
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	41,295	36,762	1,697	2,388	448
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	112,549	94,369	6,531	9,731	1,918

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

Centro Hispano of Dane County
A General Support
OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

Madison has a talented and resilient Latino community yet basic needs exist that require the services of Centro Hispano's General Support program. The failure of our elected officials to reform immigration combined with regressive measures like the Real ID Act and E-verify have caused many Latinos to fall on hard times. The current devastating economic situation has caused many to abandon the lives they have built here. We are a resource for the community and a first step for those seeking help no matter the size of the problem. We often find that members of the Latino community are unsure of where to go when they have a problem so they come to a place with which they are more familiar. Few places in Madison offer language assistance or meet the need for advocacy during a crisis. Language barriers and immigration status cause many of our clients to be particularly vulnerable to those who would take advantage of their situation.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

The General Support program provides case management, employment assistance, advocacy and language assistance to the Latino community in Madison. The intensity of services required varies widely depending on the case. Often we are able to meet the clients needs during one visit by translating a letter, filling out a form or printing a map. However many times follow up is required; for instance when correspondence is required with a insurance company after a car accident or with a hospital to request financial assistance after an emergency room visit. The majority of services help to overcome barriers related to language and lack of understanding related to legal, financial and other systems in the United States. We also supplement our General Support work with a weekly food pantry that serves over 100 families each Wednesday. The pantry is staffed by volunteers and is a wonderful way for us to reach new clients and help the community to supplement their incomes by not spending as much at the grocery store. Other services we provide through the program include housing assistance for those seeking affordable housing or requiring advocacy assistance related to their current housing situation. We also assist individuals looking for employment by helping them to prepare professional resumes and assisting in job searches. We serve over 2000 individuals each year with the General Support program and believe that it is possibly the most essential service Centro Hispano provides to families in the Latino community.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

We will serve approximately 2500 clients for 10,000 service hours.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

The General Support program is available from 8am to 5pm Monday through Friday with additional hours available by appointment on Tuesdays and Thursdays from 5pm-8pm. Duration of services depends on the needs of the case but we will work with a client until the issue is resolved or until they are successfully referred to another agency that specializes in their specific area of need.

ORGANIZATION:

Centro Hispano of Dane County

PROGRAM/LETTER:

A General Support

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

The majority of the individuals we serve are between the ages of 25 and 40 and are low income. The majority of our clients are Latino and have limited proficiency in English.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

All of our services are performed at Centro Hispano at 810 West Badger Road in Madison. Centro is conveniently located directly next to the Madison Metro South Transfer Point in a diverse neighborhood.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

Centro Hispano is fortunate to have a 27 year history of work with the Latino community to assist in our outreach efforts. Though most people in the community are very aware of our work we still strive to ensure that our services are known and understood by all who may wish to access them. To do this we make sure to share our work with other service providers through groups such as the Latino Support Network (Lasup). We also promote aspects of our work through appearances on Spanish language radio station "La Movida". Another important outreach tool is Centro Hispano's very own television program "Conexión Latina" which is recorded monthly for Madison City Channel 12. Conexión Latina is hosted by Centro Hispano staff and often features our own programs as well as interviews with important leaders in the community to highlight topics of interest. We also perform outreach through flyers, brochures and our website.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

Several key partnerships that contribute to the success of the General Support include:

-Immigration services provided by Jewish Social Services with interpretation and follow up provided by General Support staff/volunteers.

-Mortgage refinancing provided by Greenpath with interpretation and follow up provided by General Support staff/volunteers.

-Food provided for our food pantry by Community Action Coalition.

-Well qualified interns are provided each year by the UW-Madison School of Social Work.

We also collaborate with other agencies in town both formally and informally. We are active in several networks of service providers including the Latino Support Network.

14. VOLUNTEERS: How are volunteers utilized in this program?

General Support utilizes volunteers through the UW School of Social Work and other service learning programs. Our food pantry is completely volunteer driven and utilizes volunteers from the community and is also an option for individuals needing to complete mandatory community service.

15. Number of volunteers utilized in 2010?

59

Number of volunteer hours utilized in this program in 2010?

879

ORGANIZATION:

Centro Hispano of Dane County

PROGRAM/LETTER:

A General Support

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

The biggest barrier to service we experience is that many of our program participants are extremely busy and may have trouble finding time to come in and seek help. For this reason we try to be very flexible and make every effort to serve the individuals immediately and not send clients away with an appointment to come back later. This can be very difficult because many do not call ahead and with limited staff it is a challenge. Still we have found that many families are willing to wait until the next available staff can see them and appreciate the effort being made to attend to them immediately.

Another barrier encounter are the difficulties of immigration status that leave our program participants without many options in some situations. We often find ourselves working against a broken system that does not allow many in our community to get a drivers license or legally work to support their families and our economy.

Of course culture and language are key to our ability to serve the Latino community and we ensure that our staff are fully bilingual and culturally competent.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

Centro Hispano has served the Latino community in Madison since 1983. From the agency's inception the goals of the General Support program have been central to our mission. The trust we have built up over the years is key to our ability to successfully reach the community. Our lead General Support Coordinator has been with the program for over 5 years. The current Interim Executive Director began working at Centro Hispano as a General Support Coordinator in 2005. The main qualification that we focus on for our staff is that they be fully bilingual and culturally competent. For the General Support program we also place an emphasis on our staff's ability to work through difficult problems and to be resourceful when they may not immediately know the solution to an issue. We regularly invite staff from area agencies to share information about their work at our staff meetings. This helps to ensure that our staff is fully aware of available resources in the community.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

none

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
General Support Coordinator	1	Yes	Bilingual, Bicultural, experience in case management
Deputy Director	0.1	Yes	Bilingual, Bicultural, experience in program administration
Executive Director	0.03	Yes	Bilingual, Bicultural, experience in non-profit administration
Receptionist	0.25	Yes	Bilingual, Bicultural, experience in case management
Employment Coordinator	1	Yes	Bilingual, Bicultural, experience in case management

ORGANIZATION:

Centro Hispano of Dane County

PROGRAM/LETTER:

A General Support

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

The National Council of La Raza (NCLR) reports that Latino households now more than ever are facing economic difficulties. According to the U.S. Consumer Expenditure Survey, from 2000-2005, Latino families faced an increase of 13.5% in food costs, with a 12.1% increase in public services, fuel and utilities. Actual food purchases for Latino families in the same time frame decreased on average by 15.8%. In their report on food security, NCLR says, "Access to nutritious food is key in addressing these conditions, which, if left unchecked, could negatively affect the health of entire households." Centro Hispano's food pantry provides families with a 3 day supply of food each week, allowing clients to save money and pay for their housing.

Unemployment rates across the country have soared, with a disproportionate amount of Latino's affected by economic recession. The NCLR reports that Latino's, more than any group, have seen the largest increase in unemployment rates. General Support offers job seekers basic training in computer skills and provides assistance in creating resumes and job search. We are exploring a popular education model, encouraging students to take initiative in their job search while exploring the factors that brought them to their current situation. The Worker's Center at Casa de Maryland has a successful model that combines English Classes, skills courses, and community organizing in outreach to job seekers. Centro Hispano, using this model, plans to continue building the General Support program, giving employment clients a greater voice in the process and empowering them to become economically stable.

With Latino's facing food insecurity and high unemployment rates, the need for other services, such as translation and advocacy, has also soared. Especially now in this economic recession, Centro Hispano's General Support program is key to meeting the needs of Latino clients across Dane County.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

97.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

We ask income information from clients accessing the program during the month of June each year to give us a sample.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

All of our services are free of charge.

ORGANIZATION:

Centro Hispano of Dane County

PROGRAM/LETTER:

A General Support

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	3229	100%	AGE		
MALE	1498	46%	<2	0	0%
FEMALE	1731	54%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	50	2%
			18 - 29	787	24%
			30 - 59	2253	70%
			60 - 74	139	4%
			75 & UP	0	0%
			TOTAL AGE	3229	100%
			RACE		
			WHITE/CAUCASIAN	203	6%
			BLACK/AFRICAN AMERICAN	645	20%
			ASIAN	165	5%
			AMERICAN INDIAN/ALASKAN NATIVE	79	2%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	1554	48%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	1554	100%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	583	18%
			TOTAL RACE	3229	100%
			ETHNICITY		
			HISPANIC OR LATINO	1554	48%
			NOT HISPANIC OR LATINO	1675	52%
			TOTAL ETHNICITY	3229	100%
			PERSONS WITH DISABILITIES	76	2%
			RESIDENCY		
			CITY OF MADISON	2844	88%
			DANE COUNTY (NOT IN CITY)	366	11%
			OUTSIDE DANE COUNTY	19	1%
			TOTAL RESIDENCY	3229	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

Centro Hispano of Dane County

PROGRAM/LETTER:

A General Support

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	3229
Total to be served in 2011.	3200

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:

Program participants gain support needed to improve their situation and access resources existing in the community.

Performance Indicator(s):

The indicator will be to determine whether the services provided met the need of the program participant and improved their situation.

Proposed for 2011:

Total to be considered in 200
perf. measurement

Targeted % to meet perf. measures 85%
Targeted # to meet perf. measure 170

Proposed for 2012:

Total to be considered in 200
perf. measurement

Targeted % to meet perf. measures 85%
Targeted # to meet perf. measure 170

Explain the measurement
tools or methods:

A sample of program participants will be interviewed through a phone survey to determine whether the services received effectively improved their situation and met their needs.

Outcome Objective # 2:

Performance Indicator(s):

Proposed for 2011:

Total to be considered in
perf. measurement

Targeted % to meet perf. measures 0%
Targeted # to meet perf. measure 0

Proposed for 2012:

Total to be considered in
perf. measurement

Targeted % to meet perf. measures 0%
Targeted # to meet perf. measure 0

Explain the measurement
tools or methods:

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** A. General Support
2. **Agency Name:** Centro Hispano
3. **Requested Amounts:** 2011: \$69179
 2012: \$71254 Prior Year Level: \$67163
4. **Project Type:** New ☐ Continuing ☒
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
X II. Access to Resources A 1

6. **Anticipated Accomplishments (Proposed Service Goals)**
Agency proposes to serve 2500 clients utilizing 10,000 service hours.

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments: This program clearly meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments: It seems likely that this program will have a positive impact on individuals seeking this service. Program is primarily a case management/info and referral model. Location is accessible to a metro transfer point and has evening hours. Contributing research cited focuses on identifying need rather than program design. It appears that staff qualifications for general support coordinator does not include social work or human service experience or training.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments: Service goals seem realistic and possibly modest given past reports. Outcome measurement could be improved. These issues could be addressed during the contracting phase by CDD staff.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments: Current Board membership numbers, experience and diversity of expertise or representation seem adequate to provide appropriate oversight to organization. Agency has extensive history providing services in Madison. Agency is currently in process of finding a new Executive director. Interim Director is in place.

11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments: Budget costs seem appropriate; City and United Way are funders. Note: agency requested an increase in second year with no cost explanation. This should not be granted.

12. **To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?**

Staff Comments: Agency utilizes volunteers in appropriate roles, appears to have appropriate and necessary partnerships and collaborations in place.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments: Proposed program accessible to low income populations. Program addresses language access barriers experienced by targeted population.

Questions:

1. Please describe your volunteer screening, training and supervision.

14. **Staff Recommendation**

☐ Not recommended for consideration

☐ Recommend for consideration

x **Recommend with Qualifications**

Suggested Qualifications: Clarification of outcome measurements.

ORGANIZATION:
PROGRAM/LETTER:

Community Coordinated Child Care, Inc. (4-C)
D Latino Child Care Referral Project

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	16,420	10,725	2,495	500	2,700
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	16,420	10,725	2,495	500	2,700

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Community Coordinated Child Care, Inc. (4-C)
PROGRAM/LETTER:	D Latino Child Care Referral Project

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

We anticipate an increase in travel expense as we will be expanding the services in the second year to include more outreach to the Latino community (attend meetings, offer presentations).

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	16,670	10,725	2,745	500	2,700
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	16,670	10,725	2,745	500	2,700

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Community Coordinated Child Care, Inc. (4-C)
PROGRAM/LETTER:	D Latino Child Care Referral Project
PRIORITY STATEMENT:	OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

In 2001 there were 366 Latino children in kindergarten and first grade in Madison; today it is over twice that. Birth data indicate there are 3,068 Latino children under the age of six born as legal residents in Dane County. While Latinos have the lowest per capita income, only 303 under age 6 are on state subsidies. Including Head Start and the 50 family child care providers serving 275 children started by 4-C's Latino Child Care Project, there are 906 Spanish-speaking children in care (762 on some form of subsidy), far less than the probable 1,800-2,000 estimated to need care. Latino families often do not understand the system of US child care and its regulations. While it is easy to identify Spanish-speaking family child care providers and Head Start sites, navigating the rest of the child care system as well as understanding how to select quality care outside the regulated system, is difficult for a parent who does not speak the language and is unfamiliar with the culture.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

The goal of the Latino Child Care Referral Project is to better assist Spanish-speaking families in addressing the challenging issues in finding child care by offering personalized child care referrals, education and training on selecting quality child care. 4-C recognizes the growing size and unique needs of the Spanish-speaking population within Madison and see the need for both bilingual and culturally appropriate child care referral services. In order for 4-C to attend to this effectively, the agency will need to translate current written materials and the 4-C website into Spanish. It will be critical to keep the website and the materials up-to-date. 4-C will develop additional resource materials for use with families. These methods, particularly in-person trainings and personal communications through a Spanish-speaking Referral Specialist, are considered best practices in reaching parents with limited English proficiency. The more information 4-C can make available to Spanish-speaking parents, the better their knowledge base. These resources in turn empower them to make an informed decision regarding the best child care for the child. This will also help them to understand better how to access the state subsidy system to pay for care for their children and provide a positive economic impact within Madison's low income communities.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

The goal is to translate 4-C print materials and website into Spanish so that 4-C can better serve Spanish-speaking families looking for child care. Year one will focus on translation of existing materials and the website. Year two will focus on providing outreach to the Latino community regarding the program; keeping the materials and website up-to-date; and developing new materials to be used with families. As a result, we will be able to assist a larger part of the Spanish-speaking community through these efforts.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

4-C office hours are Monday – Friday, 8:00 am – 4:30 pm. The Referral department offers on-line referrals 24/7 through the 4-C website. If the website was translated into Spanish, it would give Spanish speaking parents the option of searching for child care at a time convenient to them as well.

ORGANIZATION:

Community Coordinated Child Care, Inc. (4-C)

PROGRAM/LETTER:

D Latino Child Care Referral Project

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

The focus of this project will be to assist Spanish-speaking (LEP) parents between the age of 18 - 45. A small percentage of referrals may also be completed with extended family members (i.e. grandparents). 4-C anticipates assisting families from a range of income levels, but the majority would be considered low-income.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

4-C child care referral services are available via telephone, email, fax, walk-ins or website. 4-C offers a "Selecting Quality Child Care" workshop once a month at the Dane County Job Center.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

Information regarding 4-C referral services will be shared within the Latino community through the website, PSA's and in collaboration with the 4-C Latino Child Care Project. Program details will be distributed by 4-C via fliers written in Spanish. Information will be forwarded to other community groups (such as Satellite and LaSup) to be disseminated. In addition, word of mouth and referrals are key with this program. Based on similar 4-C programs, it is expected that parents who have utilized the Latino Referral service will share the information with other parents. The LaSup connection is critical as it links the project to other programs in the community including Centro Hispano, Centro Gaudalupe and bilingual staff working at the JFF sites in Spanish-speaking areas. Outreach will be a specific area of focus during the second year of the program.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

4-C has several resources that work to assist families, child care providers and the community. 4-C views this project as a way to expand on the work that takes place within the established 4-C Latino Child Care Project and reinforce it. The Latino Child Care Project has been implemented by 4-C for the past ten years. Over these years, 4-C has been able to integrate bilingual staff into the Certification Department and translate materials. 4-C has also been able to establish themselves in the Latino community as a trusted resource. The Latino Child Care Referral program will work with the 4-C Latino Child Care Project to share written information on selecting quality child care with parents and connect Latino families with quality child care options, particularly Spanish-speaking family child care providers. Presentations and information in Spanish will be shared with the Latino community and at the Dane County Job Center.

14. VOLUNTEERS: How are volunteers utilized in this program?

Volunteers will be used to assist in outreach efforts. 4-C will collaborate with regulated Latino providers through the 4-C Child Care Latino project and community groups to help promote services 4-C has to offer families.

15. Number of volunteers utilized in 2010?

N/A

Number of volunteer hours utilized in this program in 2010?

N/A

ORGANIZATION:

Community Coordinated Child Care, Inc. (4-C)

PROGRAM/LETTER:

D Latino Child Care Referral Project

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

Spanish-speaking parents looking for child care encounter language barriers and cultural differences while trying to gain knowledge and learn about what to look for when selecting child care. By offering resource materials written in Spanish, 4-C will be able to reach out to the Latino community and assist families with their search for quality child care options.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

4-C serves a variety of constituents, including: parents searching for child care, families with child care related questions, regulated family child care providers and group centers, and the community (employers, community leaders and the public). The work of 4-C has helped to increase the availability of child care and the level of quality of child care providers. 4-C is a state leader in the child care resource and referral (CCR&R) movement and helped create a statewide standard of operation for CCR&R's. Carrie Volenberg, Referral Manager, has a BS-Child Development and Family Studies and 27 years of early childhood experience including as a center director and the last 19 years with 4-C. Ruth DeNure is a Referral Specialist, holds a BS-Education degree, and has 37 years of early childhood experience, including the last 15 years with 4-C. The program, if funded, would hire a part-time qualified bilingual Latino Referral Specialist with cross-cultural experience. Through the demonstrated expertise of the 4-C Referral department, part of a statewide network of Resource and Referral agencies, this program will reach out to Spanish-speaking families throughout Madison in order to provide personalized child care referrals, educational materials, and training on selecting quality child care in their native language. In collaboration with the 4-C Latino Child Care Project, the Latino Child Care Referral Project will help to connect Latino families with quality child care, particularly with Spanish-speaking family child care providers.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

4-C is a member of Supporting Families Together Association, a statewide network of Resource & Referral agencies; as well as a member of NACCRRA, a nationwide network of Resource & Referral agencies.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Referral Dept. Manager	0.2	No	Bachelor's Degree + 1 yr experience
Bilingual Referral Specialist	0.25	Yes	Bachelor's Degree + cross-cultural experience
Referral Specialist	0.2	No	Bachelor's Degree + 1 yr experience

ORGANIZATION:

Community Coordinated Child Care, Inc. (4-C)

PROGRAM/LETTER:

D Latino Child Care Referral Project

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

According to a report put out by the CLASP Charting Progress for Babies in Child Care Project, "current research, coupled with the growing diversity of the infant/toddler population, suggests a need to increase the multilingual and multicultural capacity of the birth to three workforce" ("Support a Diverse and Culturally Competent Workforce", 2008). This need is reflected in an additional report by the CLASP Charting Progress for Babies in Child Care Project which reports that "one in seven children under age 3 has a parent who is limited English proficient (LEP) or has difficulty reading, speaking or understanding English" ("Provide Information on Infant/Toddler Care", 2009).

Through the demonstrated expertise of the 4-C Referral department, part of a statewide network of Resource and Referral agencies, this program will reach out to Spanish-speaking families throughout Madison in order to provide personalized child care referrals, education, and training on selecting quality child care. In collaboration with the 4-C Latino Child Care Project, the Latino Child Care Referral Project will help to connect Latino families with quality child care, particularly with Spanish-speaking family child care providers. Research demonstrates that cultural and linguistic continuity between the home and child care settings helps support healthy early child development ("Support a Diverse and Culturally Competent Workforce", 2008). The 4-C Latino Child Care Referral Project will support this research by increasing the accessibility of Spanish-speaking family child care providers to Latino families in Madison. Additionally, this project will conduct outreach to parents through translated website and print materials and through in-person trainings. These varied methods, particularly in-person trainings and personal communications through the Bilingual Referral Specialist, are considered best practices in reaching parents with limited English proficiency.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

75.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Those requesting child care referrals are asked their annual, combined family income and whether or not they receive child care subsidies.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

The referral service is free to families with a combined family income of less than \$24,000 per year or if the family is receiving a subsidy for child care. For families with a combined annual family income of \$24,000, and not receiving a subsidy for child care, the fee is \$20 per year.

ORGANIZATION: **Community Coordinated Child Care, Inc. (4-C)**
 PROGRAM/LETTER: **D Latino Child Care Referral Project**

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	125	94%	AGE		
MALE	6	5%	<2	0	0%
FEMALE	111	89%	2 - 5	0	0%
UNKNOWN/OTHER	8	6%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	62	50%
			30 - 59	58	46%
			60 - 74	5	4%
			75 & UP	0	0%
			TOTAL AGE	125	100%
			RACE		
			WHITE/CAUCASIAN	0	0%
			BLACK/AFRICAN AMERICAN	0	0%
			ASIAN	0	0%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	125	107%
			TOTAL RACE	125	100%
			ETHNICITY		
			HISPANIC OR LATINO	125	100%
			NOT HISPANIC OR LATINO	0	0%
			TOTAL ETHNICITY	125	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	65	52%
			DANE COUNTY (NOT IN CITY)	50	40%
			OUTSIDE DANE COUNTY	10	8%
			TOTAL RESIDENCY	125	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

Community Coordinated Child Care, Inc. (4-C)

PROGRAM/LETTER:

D Latino Child Care Referral Project

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	125
Total to be served in 2011.	125

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1: 125 Spanish-speaking families will increase their child care knowledge for use in selecting quality child care

Performance Indicator(s): 20% of families will be surveyed. 80% of surveyed families will indicate increased knowledge based off the information provided by 4-C.

Proposed for 2011:	Total to be considered in	24	Targeted % to meet perf. measures	80%
	perf. measurement		Targeted # to meet perf. measure	19.2
Proposed for 2012:	Total to be considered in	24	Targeted % to meet perf. measures	80%
	perf. measurement		Targeted # to meet perf. measure	19.2

Explain the measurement tools or methods: Users of the referral service are sent a follow-up survey approximately one month after their request for referral information. (This will also be translated in Spanish). Note this is the first year for the program so there are no service numbers for 2009.

Outcome Objective # 2:

Performance Indicator(s):

Proposed for 2011:	Total to be considered in		Targeted % to meet perf. measures	0%
	perf. measurement		Targeted # to meet perf. measure	0
Proposed for 2012:	Total to be considered in		Targeted % to meet perf. measures	0%
	perf. measurement		Targeted # to meet perf. measure	0

Explain the measurement tools or methods:

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** D. Latino Child Care Referral Project
2. **Agency Name:** Community Coordinated Child Care
3. **Requested Amounts:** 2011: \$16420
 2012: \$16670 Prior Year Level: \$0
4. **Project Type:** New ☒ Continuing
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
X III. Access to Resources A 1

6. **Anticipated Accomplishments (Proposed Service Goals)**

Translation of 4-c materials and website into Spanish so that 4-C can better serve Spanish speaking families looking for child care. Year two will focus on providing outreach to the Spanish speaking community utilizing the new materials and updating the website. Proposal also includes funding for a .25 Bilingual referral specialist, although service numbers for this position and it's functions are not identified.

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments: This program clearly meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments: It seems likely that this program will have a positive impact on individuals seeking this service. 4C also operates the Latino child care project which supports Latino child care sites. This will be an important link in the proposed service.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments: Service goals and outcomes need more definition. Measurement outcomes are based on 125 Spanish speaking families.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments: Current Board membership numbers, experience and diversity of expertise or representation seem adequate to provide appropriate oversight to organization. Agency has extensive history providing services in Madison.

11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments: Budget costs seem appropriate; City only funder. Note: agency requested an increase in second year citing increased travel expenses as outreach efforts intensify. .

12. **To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?**

Staff Comments: Agency utilizes volunteers in appropriate roles, appears to have appropriate and necessary partnerships and collaborations in place.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments: Proposed program accessible to low income populations, and accessible to Spanish Speakers.

Questions: 1. Can we assume that the service goal is to serve 125 families per year?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

x **Recommend with Qualifications**

Suggested Qualifications: Clarification of service goals and outcomes.

ORGANIZATION:
PROGRAM/LETTER:

East Isthmus Neighborhoods Planning Council	
B	Access to Community Resources (Back to Work)

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	5,000	0	5,000	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	5,000	0	5,000	0	0

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	East Isthmus Neighborhoods Planning Council
PROGRAM/LETTER:	B Access to Community Resources (Back to Work)

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (w ith spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

East Isthmus Neighborhoods Planning Council
B Access to Community Resources (Back to Work)
OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

Several residents in the Truax, Worthington, Carpenter-Ridgeway, and Mayfair have higher levels of low-income minority groups (African-Am., Latinos, and SE Asians). A growing number of Hmong & Latinos who are LEP have limited knowledge or access to employment resources due to language, cultural and educational barriers. With CDA applying for HOPE VI funds to redevelop several housing complex and Capitol E. Dist Proj. desire to bring tech based businesses along E. Wash mean jobs for workers with advance degrees but few jobs for residents who live in the neighborhood w/o degrees. Limited knowledge or access to employment resources due to language, cultural and educational barriers results in high unemployment.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

EINPC seeks to increase knowledge or access to employment resources. EINPC will implement its goals by providing culturally specific services to organize residents to increase access to basic services, resources and increase participation in community life. Assist residence to advocate for mechanisms that ensure low-income residents will have access to newly created jobs, living wage, apprenticeship opportunities. The impact is to remove barriers and improve access to services and employment.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

Increase residence knowledge or access to employment resources through neighborhood organizing and advocacy through door-to-door, small group meetings, and forums. Provide training and mentoring residents of low-income neighborhood to be informed and engaged. Provide technical support about advocacy and organizing methods to neighborhood assoc and residence. Service area represent 35,000 residents and service hours a min of 40 h/wk by staff and additional time through volunteers.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

Office open from 8-5, M-F. However, we conducts, participates in meetings or other activities that occur throughout the community in such places as community centers, the library, public spaces, churches and people's homes and businesses. A min. of 40 hours per week of service is provided through one staff with additional time through volunteers.

ORGANIZATION:

East Isthmus Neighborhoods Planning Council

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B Access to Community Resources (Back to Work)

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

We support, connect and organize people with disabilities, low-income, working-class, LEP, and seniors. Minority groups, including African-Am., Latinos, and SE Asians, are also concentrated in the lower-income neighborhoods. Our participants represent a growing number of LEP residents (Hmong & Latino) with little knowledge of how to be civically engaged or advocate due to cultural differences. Minority groups make up between 11-14% of the population in service area. Over 61% of the students receive free or reduced lunches in service area.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

1321 E. Mifflin St. serving 11 neighborhood assoc that has low-income populations with pockets of poverty interspersed throughout the area's working- and middle-class neighborhoods.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

Identify potential leaders that reflect the diversity of the residents to ensure access of underrepresented groups. Develop leaders and organizational capacity by providing ongoing leadership training, tech. support, and mentoring to increase their knowledge or access to employment resources to build long-term sustainable partnerships with community. Provide cultural specific services in Hmong and Spanish to overcome barriers and increase self-sufficiency through small group meetings. Improve access by working with employers to remove barriers to employment residence with language, cultural, educational, and past criminal records.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

EINPC citizen leaders and staff organizes residents to implement strategies and achieve community goals through community process or other community mechanisms in partnership with the neighborhood based org, business groups, CDA, City and other stakeholders. Volunteers will organize culturally specific small workgroup and community gathering with identified diverse leaders to increase knowledge or access to employment resources. Culturally specific information will be shared by going door-to-door, phone calls, and through neighborhood assoc list serves and new settlers.

14. VOLUNTEERS: How are volunteers utilized in this program?

EINPC leaders and staff organizes residents to implement strategies through community process in partnership with the NBO's, business groups, CDA, City and other stakeholders. Organize culturally specific small workgroup and community gathering with diverse leaders. Share culturally specific information by going door-to-door, phone calls and through neighborhood assoc list serves and new settlers.

15. Number of volunteers utilized in 2010?

1

Number of volunteer hours utilized in this program in 2010?

50

ORGANIZATION:

East Isthmus Neighborhoods Planning Council

PROGRAM/LETTER:

B Access to Community Resources (Back to Work)

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

Several residents in the Truax, Worthington, Carpenter-Ridgeway, and Mayfair have higher levels of low-income minority groups (African-Am., Latinos, and SE Asians). A growing number of Hmong & Latinos who are LEP have limited knowledge or access to employment resources due to language, cultural and educational barriers. Many residents have past history with the criminal system which creates barriers. Program will provide cultural specific services in Hmong and Spanish to overcome barriers and increase self-sufficiency through small group meetings. Improve access by working with employers to remove barriers to employment with language, cultural, educational, and past criminal records. Identifying potential leaders that reflect the diversity of the residents to ensure access of underrepresented groups. Develop leaders and organizational capacity by providing ongoing leadership training, tech. support, and mentoring to increase their knowledge or access to employment resources to build long-term sustainable partnerships with community.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

Established in 2000, EINPC leaders have led the planning council with the support of staff to build a grassroots coalition of east Madison neighborhood-based organizations by helping create new neighborhood assoc. EINPC brought east Madison neighborhoods together to build consensus and express a unified voice in large development projects, quality of our drinking water, city budget priorities, land use planning decisions, grassroots training needs, importance of neighborhood schools & youth services, and public safety issues. In the process, EINPC have developed invaluable relationships and trust with residents. With the guidance of professional organizing staff who is bi-lingual in Hmong and English, with over 10 years of community organizing and is well known in both the minority and majority community, combined with experienced bi-lingual community leaders, strong relationships across neighborhood boundaries, and partnerships with government agencies and other non profit groups to make a significant impact in engaging residents.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

200 characters (with spaces)

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Executive Dir	0.1	Yes	Organizer, Administrator, Facilitator, bi-lingual in Hmong

ORGANIZATION:

East Isthmus Neighborhoods Planning Council

PROGRAM/LETTER:

B Access to Community Resources (Back to Work)

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

EINPC started in 2000. Over those years, volunteer community leaders have led the planning council with the support of staff organizer(s) to build a grassroots coalition of east Madison neighborhood-based organizations. In the process, residents have developed invaluable leadership skills and developed relationships with one another across neighborhood boundaries which we will build on to continue to make a difference in areas of common concern and shared vision. EINPC brought east Madison neighborhoods together to build consensus and express a unified voice in large development projects, quality of our drinking water, city budget priorities, land use planning decisions, grassroots training needs, importance of neighborhood schools & youth services, and public safety issues. Through a process of community organizing we have identified best practice models on ways to engage minority, low income, working class, and middle class residents.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

100.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

X

Individuals or families that report 0-50% of Dane County Median Income

X

Individual or family income in relation to Federal Poverty guidelines

X

Other

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Participants will indicate on forms collected.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

No fee is charged. Service is brought to the residents and meetings are held at time they are able to attend.

ORGANIZATION:

East Isthmus Neighborhoods Planning Council

PROGRAM/LETTER:

B Access to Community Resources (Back to Work)

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	4	100%	AGE		
MALE	4	100%	<2	0	0%
FEMALE	0	0%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	0	0%
			30 - 59	4	100%
			60 - 74	0	0%
			75 & UP	0	0%
			TOTAL AGE	4	100%
			RACE		
			WHITE/CAUCASIAN	0	0%
			BLACK/AFRICAN AMERICAN	4	100%
			ASIAN	0	0%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	4	100%
			ETHNICITY		
			HISPANIC OR LATINO	0	0%
			NOT HISPANIC OR LATINO	4	100%
			TOTAL ETHNICITY	4	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	4	100%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	4	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

East Isthmus Neighborhoods Planning Council

PROGRAM/LETTER:

B Access to Community Resources (Back to Work)

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	4
Total to be served in 2011.	20

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:

EINPC will increase knowledge or access to employment resources due to language, cultural and educational barriers by utilizing the network of relationships that we have developed with ~~community, business, and institutional organizations~~

Performance Indicator(s):

Host culturally specific neighborhood wide meetings to increase knowledge or access to employment resources. Go door-to-door meeting with residence to increase knowledge or access to employment resources.

Proposed for 2011:

Total to be considered in
perf. measurement

Targeted % to meet perf. measures
Targeted # to meet perf. measure 1.5

Proposed for 2012:

Total to be considered in
perf. measurement

Targeted % to meet perf. measures
Targeted # to meet perf. measure 1.5

Explain the measurement tools or methods:

75% of residence will report increase in knowledge or access to employment resources. 50% of residence will find employment

Outcome Objective # 2:

EINPC will increase knowledge or access to employment resources due to language, cultural and educational barriers so assist residence to advocate for mechanisms that ensure low-income ~~residents will have access to newly created jobs, living wage, apprenticeship opportunities~~

Performance Indicator(s):

Work with NBO to identify potential leaders that reflect the diversity of the residents. Develop, support, and mentor new leaders to build capacity go they can effectively advocate and engage in decisions affecting their neighborhood.

Proposed for 2011:

Total to be considered in
perf. measurement

Targeted % to meet perf. measures
Targeted # to meet perf. measure 1.5

Proposed for 2012:

Total to be considered in
perf. measurement

Targeted % to meet perf. measures
Targeted # to meet perf. measure 1.5

Explain the measurement tools or methods:

75% of NBO's and residents will report that EINPC effectively organized to increase knowledge or access to employment resources due to language, cultural and educational barriers so assist residence to advocate for mechanisms that ensure low-income residents will have access to newly created jobs, living wage, apprenticeship opportunities through assistance from EINPC.

**PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees**

1. **Program Name:** Access to Community Resource (Back to Work)
2. **Agency Name:** East Isthmus Neighborhoods Planning Council
3. **Requested Amounts:** 2011: \$5,000
 2012: \$5,000 Prior Year Level: \$0
4. **Project Type:** New ☒ Continuing ☐
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
☐ I. Youth Priority ☐ VI Child(ren) & Family
☒ II. Access A1 ☐ VII Seniors
☐ III Crisis

6. **Anticipated Accomplishments (Proposed Service Goals)**

Increase resident knowledge of or access to employment resources through neighborhood organizing and advocacy. Provide training and mentoring of resident of low-income neighborhood to be informed and engaged. Provide technical support about advocacy and organizing methods to neighborhood associations and residents. Service area represents 35,000 residents. Program will provide a minimum of 40 hours/week by staff and additional time through volunteers.

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments:

This program seems to meet Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.

However, there also seems to be considerable overlap with EINPC Community Building proposal. Need to clarify distinction of two programs.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments:

The program design is not clear, especially as to how it is different or distinct from Community Building proposal we have been funding. Number of residents from service area to specifically benefit from this program is not indicated. Proposal indicates they assisted 4 people in 2009.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments:

Service goals are not specifically stated. Outcome Objectives are cut off but first one appears reasonable and relevant. However, number to participate in measures is too small to make sense. Second Outcome Objective seems duplicative of that listed in the Agency's Community Building proposal. Would need to negotiate these during the contracting process if funded.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments:

The agency and Board seem to possess the experience and qualifications to indicate probable success with the outreach and organizing component of the program. Staff person is former small business owner and long-time community organizer and activist. Not sure of staff experience in the field of employment training and preparation.

11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments:

Agency is seeking \$5,000 from City and that is the total proposed budget for this program. No other funding sources are proposed. In budget, all costs are associated with operating expenses. However, in answer to Question 19, it indicates that .1 of the staff is included in the budget request. It appears in Agency Overview personnel schedule that the one staff person will be working more than 1 full time job.

Need to have better understanding of the differences between this proposal and that of the Agency's Community Building proposal.

12. **To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?**

Staff Comments:

Proposal indicates only 1 volunteer for 50 hours. Much of what this agency does is based on the work of volunteers. Why is the allocation of volunteers for this program so low?

Other in-kind support and partnership are not clear in this proposal.

13. **To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?**

Staff Comments:

Proposal indicates 100% of participants are low/moderate income and that it is tracked using forms. How does this happen when Outcome Objectives talks about hosting neighborhood wide meetings

One staff person is bilingual in Hmong and English with over 10 years of community organizing experience. Program indicates past participants are all African American while entire service area is made up of 11-14% minority population

Questions:

Proposal indicates 100% of participants are low/moderate income and that it is tracked using forms. How does this happen when Outcome Objectives talks about hosting neighborhood wide meetings

14. **Staff Recommendation**

- ☐ **Not recommended for consideration**
- ☐ **Recommend for consideration**
- X ☒ **Recommend with Qualifications**

Suggested Qualifications:

Based upon answers to questions.

ORGANIZATION:
PROGRAM/LETTER:

Freedom, Inc

C Program C

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	20,279	18,839	1,440	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	20,279	18,839	1,440	0	0

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Freedom, Inc
PROGRAM/LETTER:	C Program C

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (w ith spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Freedom, Inc
PROGRAM/LETTER:	C Program C
PRIORITY STATEMENT:	OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

Freedom Inc. is a core service provider for much of the Southeast Asian community (mostly Hmong and Cambodian, including many refugee families) in Madison. Because of needs in terms of cultural and linguistic specificity, these communities experience gaps in accessing social services because they lack connections with both providers and referral services that are culturally and linguistically appropriate. Freedom, Inc current staffs provide referral services on an ad hoc basis for two reasons: Clients and program participants and their family members come to trust them and rely on them as sources of trusted information. Freedom, Inc staff are aware of the critical gap in these referral services for Southeast Asian families and refugee families in the following areas: housing information/referrals to housing programs, interpretation and translation services, medical appointments, teacher meetings/economic support. These services are not included in their job and beyond our capacity.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

Program D in this City of Madison application is a proposed community resource program that will be a formalization of our ad hoc referral program.

The services that we will provide include:

Hmong/Cambodian Translations/interpretation services
Housing referrals, search, information, rights education
Medical Appointment assistant

Economic support, referrals, and education

Refugee and citizenship information, assistance, and referrals
Family services

Part of the process of doing so will be documentation of the social services and community programs in the City of Madison with respect to cultural appropriateness for Hmong and Cambodian individuals and families, as well as linguistically-specific services.

We expect that the impacts of this community resources program will be that:

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

We are proposing to serve at least 100 Southeast Asian people. Goal #1 provide services to SEA people who need basic social services. Translations, interpretation, medical appointment scheduler/assistance, economic support, referral and services. We will hire a part time outreach person to provide at least 20 hours of work on a weekly basis.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

This person will provide services for 5 hours a day for 52 weeks a year.

ORGANIZATION:

Freedom, Inc

PROGRAM/LETTER:

C Program C

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

The population served is young adults and adults ages 18-80 (mostly women), low - or no income, low or no literacy, many non-English speakers/English language learners. Some have mental and/or physical disabilities – diagnosed or not. Refugees, immigrants, elders, women, children, men.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

The community resource program will take place at Freedom, Inc's office. Freedom, Inc is currently in the process of seeking and establishing satellite offices, and so the location may rotate.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

Freedom, Inc's outreach strategy has been an organic one of establishing authentic and trusting relationships with leaders—especially among women—in Southeast Asian communities, as well as with former and current clients who refer others, and youth, who refer their relatives as clients. That is to say, Freedom, Inc has an intentional word-of-mouth outreach and marketing strategy. However, this is supported by other forms of more formalized outreach and marketing to reach those outside the networks directly engaged by Freedom, Inc. We will attend cultural events, gatherings and family gatherings.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

Freedom, Inc. has good relationships with other service agencies, both via our work in victim advocacy for Southeast Asian community members and youth programs, and via the ad hoc work that victims advocates have been doing in the past toward a community resource program.

14. VOLUNTEERS: How are volunteers utilized in this program?

400 characters (with spaces)

15. Number of volunteers utilized in 2010?

Number of volunteer hours utilized in this program in 2010?

ORGANIZATION:

Freedom, Inc

PROGRAM/LETTER:

C Program C

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

Barriers to accessing services include ; their specific position as immigrant/refugees, such as limited host-language skills, isolation from and contact with family and community, lack of access to dignified jobs, uncertain legal statuses, post-traumatic stress syndrome and negative experiences with authorities in their origin countries. Generally, Southeast Asian are more likely to be in poverty, much more likely to be foreign born, and much more likely to be classified as "linguistically isolated" than any other ethnic minority population.

There are many barriers for SEA. These barriers include: language, religion and culture, immigration status, family dependency, emotional and mental issues, transportation, poverty and distrust of authorities. Often they do not read or write in their own languages and therefore will not be able to understand brochures that aim to help them. Many can't obtain citizenship without family or outside help. Many may still fear deportation to the homelands. Seniors minimize personal problems and do not want to cause problems within the family.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

All of our staffs have extensive experience working with SEA communities. Freedom, Inc's team has years of experience working within the SEA community. Kabzuag Vaj. 15 years working in this community. Mee Vang-Mee is bilingual and bicultural. In her three years of working with FI, she has helped more hundreds of SEA people. She provides assistance to women who need legal, economic, social, and emotional advocacy. She is well respected by Hmong women and elders because of her unconditional commitment. Bophia So- Bophia is bilingual and bicultural; she is a Khmer Rouge survivor and came to this country as a refugee. She is a domestic violence survivor and advocate for Cambodian women. Bophia has provided services for the Cambodian community for the past 6 years. All of our SEA staffs have worked in this community for over 15 years.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

200 characters (with spaces)

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications

ORGANIZATION:	Freedom, Inc
PROGRAM/LETTER:	C Program C

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

Freedom, Inc is a small non-profit organization. We currently do not have a structured method used for cost allocation across all our programs. Grants obtained to support our programs have been from various resources with awards ranging from \$600 to 121,814. Indirect costs are usually charged to our bigger grants based on FTE. The organization's youth programming is funded from smaller awards; therefore, indirect costs allocated are nominal or none.

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

Activity Benchmark	Est. Month of Completion
Hire parttime person	1-2 months
provide on going social services to SEA communities	1-12 months
provide trainings for social service agencies about SEA issues	month 3,6,9,

ORGANIZATION:

Freedom, Inc

PROGRAM/LETTER:

C Program C

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

Due to restricted budgets and community resources we haven't been able to do official research but our domestic violence program is based on years of experience working and building a strong trust amongst our people. Throughout the years we have gathered surveys and data but nothing has been published. Our best practice framework we utilize for developing this program comes directly from our lived experiences as survivors of domestic violence, knowledge of our culture, and lived experiences of being Southeast Asian people. Our work is heavily guided by the people we serve.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

0.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

We currently collect income information on clients through an intake survey.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

Services are provided to all people in need. All our services are free of charge. Our services are provided near accessible locations so that people with limited access to transportation and financial means can access our services. Our staffs travel to homes and different locations in Madison to insure these that there are no barriers to accessing our services.

ORGANIZATION:

Freedom, Inc

PROGRAM/LETTER:

C Program C

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	0	0%	AGE		
MALE	0	0%	<2	0	0%
FEMALE	0	0%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	0	0%
			30 - 59	0	0%
			60 - 74	0	0%
			75 & UP	0	0%
			TOTAL AGE	0	0%
			RACE		
			WHITE/CAUCASIAN	0	0%
			BLACK/AFRICAN AMERICAN	0	0%
			ASIAN	0	0%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	0	0%
			ETHNICITY		
			HISPANIC OR LATINO	0	0%
			NOT HISPANIC OR LATINO	0	0%
			TOTAL ETHNICITY	0	0%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	0	0%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	0	0%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:	Freedom, Inc
PROGRAM/LETTER:	C Program C

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	0
Total to be served in 2011.	100

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	Provide direct services to SEA individuals			
Performance Indicator(s):	At least 75% of the proposed number of people will be served. Of those 75% at least 50% will receive at least 2 different types of services from Freedom, Inc. Of those 50% 25% will receive on going case management.			
Proposed for 2011:	Total to be considered in	100	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	75
Proposed for 2012:	Total to be considered in	100	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	75
Explain the measurement tools or methods:	Each participant is assessed and interviewed at the beginning of the project, mid-term, and at the end of the project. The coordinator will conduct an oral exit interview and or follow up interview. All progress will be tracked by the coordinator. Due to language barriers, interviews will be done orally and conducted in the preferred language of the client.			
Outcome Objective # 2:	Increase in culturally appropriate services provided to SEA communities			
Performance Indicator(s):	At least 75% of the proposed number of people will be served. Of those 75% at least 50% will receive at least 2 different types of services from Freedom, Inc. Of those 50% 25% will receive on going case management.			
Proposed for 2011:	Total to be considered in		Targeted % to meet perf. measures	0%
	perf. measurement		Targeted # to meet perf. measure	0
Proposed for 2012:	Total to be considered in		Targeted % to meet perf. measures	0%
	perf. measurement		Targeted # to meet perf. measure	0
Explain the measurement tools or methods:	Each participant is assessed and interviewed at the beginning of the project, mid-term, and at the end of the project. The coordinator will conduct an oral exit interview and or follow up interview. All progress will be tracked by the coordinator. Due to language barriers, interviews will be done orally and conducted in the preferred language of the client.			

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** C. Program C
2. **Agency Name:** Freedom Inc
3. **Requested Amounts:** 2011: \$20279
 2012: \$20279 **Prior Year Level: \$0**
4. **Project Type:** New x Continuing
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
x II. Access to Resources A 1

6. **Anticipated Accomplishments (Proposed Service Goals)**

Provide information and referral services to 100 South East Asian people in order to assist them in addressing basic needs. Services will include translation/interpretation services, housing referrals- search, information and rights education, medical appointment assistance, economic support referrals and education, refugee and citizenship information assistance and referrals.

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments: This program clearly meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments: It seems likely that this program will have a positive impact on individuals seeking this service. Proposal cites no research. Proposal states they will hire a 20 hour a week outreach person that will work 5 hours a day for 52 weeks. Proposed program hours are greater than staff availability. Staffing will need to be clarified. Staff qualifications were not given, nor FTE.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments: Service goals and outcomes need work. Measurement outcomes repeat and seem more labor intensive than this program and proposed staffing levels can accomplish.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments: Current Board membership numbers, experience and diversity of expertise or representation seem adequate to provide appropriate oversight to organization. Service reports have not always been on time in other programs. Small organization and staff wear many hats. Agency has extensive history providing services in Madison.

11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments: Budget costs seem appropriate; City only funder. Board does not appear to have someone with expertise in financial oversight.

12. **To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?**

Staff Comments: Agency reports no volunteers or volunteer hours. Appears to have appropriate and necessary partnerships and collaborations in place.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments: Proposed program accessible to low income populations, and accessible to Spanish Speakers.

Questions:

1. What do you expect the impact of your services to be? (those lines were cut off when PDF printed)
2. Proposed program hours are greater than staff availability. Please clarify.

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

x **Recommend with Qualifications**

Suggested Qualifications: Clarification of service goals and outcomes.

ORGANIZATION:

Independent Living, Inc

PROGRAM/LETTER:

D Health Advocate

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	2,500	2,118	332	50	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	2,500	2,118	332	50	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	8,000	6,776	1,064	160	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	8,000	6,776	1,064	160	0

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Independent Living, Inc
PROGRAM/LETTER:	D Health Advocate

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces) N/A

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (w ith spaces) N/A

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	8,240	6,979	1,096	165	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	8,240	6,979	1,096	165	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Independent Living, Inc
PROGRAM/LETTER:	D Health Advocate
PRIORITY STATEMENT:	OCS: Seniors A1: Case Management (SCAC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

A simple visit to the doctor's office can feel overw helming for everyone, especially an older adult. Not able to comprehend terms; the fast pace of medical personnel; and instructions not completely understood could all result in non-compliance with physician orders. Patient advocacy is primal in client / physician relationships. The Health Advocate program is the only program like this in Dane County.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

Independent Living's Health Advocate program matches older adults with volunteer health care professionals to provide wellness support as well as accompany the older adult to physician's appointments. The Health Advocate meets with the older adult prior to the medical visit to discuss issues or concerns they hope to have resolved at the appointment. With the permission of the older adult and the physician, the health Advocate goes along to the doctor's visit, listens, takes notes, and advocates for the older adult to ensure they understand and will comply with the physician's directives in order to receive optimum benefit from their visit.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

Our goal is to match 30 volunteer health professionals with an equal number of older adults (15 matches each in 2011/2012), our objective would be to reduce the number of hospitalizations related to non-compliance to MD directives. Health Advocates and Independent Living administration staff would provide approximately 1500 hours per year within this program.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

Staff available for intake calls Monday through Friday, regular business hours.

ORGANIZATION:

Independent Living, Inc

PROGRAM/LETTER:

D Health Advocate

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

Participants receiving services through the health Advocate program are older adults, many of whom are low income, who are then matched with volunteer health care professionals offering wellness support as well as provide communication and follow up assistance at physician appointments. Clients may have any level of English proficiency and be of any race or ethnicity. Clients with hearing, speech or vision related challenges may especially benefit from the assistance of the health advocate when dealing with their physicians.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

Service area for Health Advocate would be older Adults in the Madison city limits, but physician's offices could be anywhere within Dane county.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

Health Advocate volunteers will be recruited through outreach fairs, websites and public service ads in professional journals such as "Nursing Matters". Clients are recruited through referrals from the senior services network, health fairs, our website and long distance family members.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

The volunteer Health Advocate program is a "value added" component to other fee based services provided in the City of Madison. We work with advocacy groups, senior centers, case managers, coalitions, health plans, hospitals, medical offices and home health agencies as a way to stretch the ever decreasing health care dollar.

14. VOLUNTEERS: How are volunteers utilized in this program?

Independent Living, Inc staff work with Health Advocate volunteers, who are all health care professionals. Volunteers are matched with an older adult to provide wellness support and to accompany the older adult to physician's appointments. All volunteers are screened (including background checks and references) and trained in the program and its expectations.

15. Number of volunteers utilized in 2010?

2

Number of volunteer hours utilized in this program in 2010?

119

ORGANIZATION:

Independent Living, Inc

PROGRAM/LETTER:

D Health Advocate

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

The two barriers to expand our program are 1) client referrals as it is often difficult for someone to share personal health information, gaining trust on these private matters is of critical importance, and 2) recruitment of health professionals. With additional financial resources we would be able to have more staff time to actively market and promote this program, which would be an excellent return on the initial investment. Our Volunteer Manager utilizing 5 hours to recruit one Health Advocate match, would pay back approximately 50 - 60 health care hours. Our goal is to complement appropriate ethnic matches.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

Independent Living's history with Health Advocate services dates back to 2000 when we started the program with the UW Medical School, matching older adults with first year medical students. The learnings from this partnership continues to this day and we believe there is a unique opportunity to extend our program more broadly into the community.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

N/A

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Volunteer Service Manager	0.2	Yes	2 year Associates degree in human services or equivalent degree

ORGANIZATION:	Independent Living, Inc
PROGRAM/LETTER:	D Health Advocate

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	5
Between 30% to 50% of county median income	5
Less than 30% of county median income	5
Total households to be served	15

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	
Between 30% to 50% of county median income	
Less than 30% of county median income	
Total households to be served	0

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

ILI uses a separate cost center, administration, to record shared (indirect) costs. On an annual basis, administrative staff allocate their time spent working with various program departments and this is the basis for allocating shared (indirect) costs. An overall allocation percentage to each program department is determined by using each administrative staff salary and his/her allocation percentage. Each month, actual shared (indirect) costs are charged to the program departments based on the allocation percentages.

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

Activity Benchmark	Est. Month of Completion
Increased Marketing and community promotion of the Health Advocate Program	3/1/2011
2 Health Advocacy matches complete	4/1/2011
4 Health Advocacy matches complete	7/1/2011
4 Health Advocacy matches complete	10/1/2011
5 Health Advocacy matches complete	1/1/2012
4 Health Advocacy matches complete	4/1/2012
4 Health Advocacy matches complete	7/1/2012
4 Health Advocacy matches complete	10/1/2012
3 Health Advocacy matches complete	12/31/2012

ORGANIZATION:

Independent Living, Inc

PROGRAM/LETTER:

D Health Advocate

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

Much research has been done related to hospital re-admission rates of the elderly indicating that a high percentage of re-admissions are due to missuse of medications as well as falls w ith injuries. Clear direction, follow-up at home, and reinforcement of physicians instructions could reduce incidents resulting in harm to patients. Nationally, only 10% of Medical Schools require course work or rotations in geriatric medicine; only 5 out of 145 medical colleges have full geriatric medicine departments. the Health Advocate program is in essence an extender to physicians, helping their patients by w riting dow n questions, upating medication lists, taking notes at appointments as well as reminders for upcoming appointments. Additionally the Archieves of Internal medicine report that patients w ho w ere accompanied on physician visits w ere 15% more satisfied w ith the doctor's technical skills, 19% more satisfied w ith MD information given and 18% more satisfied w ith their personal skills as compared w ith unaccompanied patients.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

100.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

X

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Intake assessment

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

There is a small annual fee (\$50 or \$100) or no fee charged to clients based on their income, this covers a portion of the administration expense to ensure quality matches are made.

ORGANIZATION: **Independent Living, Inc**
 PROGRAM/LETTER: **D Health Advocate**

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	2	100%	AGE		
MALE	0	0%	<2	0	0%
FEMALE	2	100%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	0	0%
			30 - 59	1	50%
			60 - 74	1	50%
			75 & UP	0	0%
			TOTAL AGE	2	100%
			RACE		
			WHITE/CAUCASIAN	2	100%
			BLACK/AFRICAN AMERICAN	0	0%
			ASIAN	0	0%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	2	100%
			ETHNICITY		
			HISPANIC OR LATINO	0	0%
			NOT HISPANIC OR LATINO	2	100%
			TOTAL ETHNICITY	2	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	2	100%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	2	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

Independent Living, Inc

PROGRAM/LETTER:

D Health Advocate

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	2
Total to be served in 2011.	15

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1: 94% or 14 clients (per year) would not be hospitalized due to non-compliance with MD directives after being matched with a Health Advocate.

Performance Indicator(s): 94% of clients will not miss a scheduled MD appointment and will have contact with their Health Advocate volunteer in order to reinforce MD directives.

Proposed for 2011:	Total to be considered in	15	Targeted % to meet perf. measures	94%
	perf. measurement		Targeted # to meet perf. measure	14.1
Proposed for 2012:	Total to be considered in	15	Targeted % to meet perf. measures	94%
	perf. measurement		Targeted # to meet perf. measure	14.1

Explain the measurement tools or methods: Contact will be made with both clients and Health Advocate volunteers to verify compliance with physician orders.

Outcome Objective # 2:

Performance Indicator(s):

Proposed for 2011:	Total to be considered in		Targeted % to meet perf. measures	0%
	perf. measurement		Targeted # to meet perf. measure	0
Proposed for 2012:	Total to be considered in		Targeted % to meet perf. measures	0%
	perf. measurement		Targeted # to meet perf. measure	0

Explain the measurement tools or methods:

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** Case Management- Health Advocate
2. **Agency Name:** Independent Living, Inc
3. **Requested Amounts:** 2011: \$8000
 2012: \$8240 Prior Year Level: \$0
4. **Project Type:** New ☐ Continuing X
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
X III. Access to Resources A-1

6. **Anticipated Accomplishments (Proposed Service Goals)**

Serve 15 unduplicated Seniors a year by providing a volunteer health care advocate to accompany the older adult to health care appointments. Agency estimates that Volunteers and staff would provide approximately 1500 hours of service per year in this program.

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments: Although this program was originally proposed under Senior Case management, upon staff review it was recommended that this program meets the objectives of Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life. The Director of Independent Living was consulted and concurred.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments: It seems likely that this program will have a positive impact on individuals and families seeking this service. The agency has worked with the UW Medical School matching older adults with first year medical students. It is unclear how many matches were made, what the functions of those matches were or how closely this model mirrors the proposed model. They report they have 2 active health care volunteers that have provided 119 hours of service in 2010, and that a .2 FTE portion of the Full Time volunteer service manager will staff the program. It also seems that potential issues around client confidentiality, and self-determination need to be acknowledged both as training issues for the Health Advocates and data collection issues on the effectiveness of the program.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments: Service goals and outcomes are focused on avoiding hospitalization and clients not missing their doctor's appointments. Other health and/or empowerment indicators could be explored. Measurement tools or methods are not adequately spelled out.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments: Current Board membership numbers, experience and diversity of expertise seem adequate to provide appropriate oversight to organization. Agency does not demonstrate cultural or ethnic diversity on Board. Agency has extensive history providing services in Madison. Community Resources has not in recent history contracted with Independent Living Inc.

11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments: Budget is clear; costs appropriate, fundraising goals seem realistic. Although agency revenue is diverse, City is only funder for this program. This seems appropriate for a new service. If this service is funded and continues or expands in next funding cycle additional funders should be solicited. Agency requests an increase for second year but does not indicate an expansion or change in service so increase should not be considered.

12. **To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?**

Staff Comments: Service model is based on extensive use of volunteers and little or no direct service by staff. Agency proposes to use volunteers to assist with clients with hearing speech or vision difficulties, but there is no mention of existing service networks that address these issues for patients in health care settings. It is unclear whether this program proposal and services design has the support of the focal point agencies, or health care providers which would be crucial in coordination of service delivery and development of a client base.

13. **To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?**

Staff Comments: Proposed program proposal states it is financially accessible to low income populations. However also reports small annual fee based on income, but does not give detail. Additionally, language access issues are not adequately addressed, nor any mention of the mental health AODA issues we know to be present in this population.

Questions:

- How would this agency demonstrate support of this proposal, and intent to collaborate and coordinate with other Senior Services Providers?
- How will the service be provided or contract be adjusted if agency is not able to secure identified volunteer commitment?
- How will you address transportation challenges? Will volunteers drive patients to appointments? How will this differ from transportation to appointments service? How will you limit access to this service?
- Why are all your positions asterisked on the Personnel schedule?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

☒ **Recommend with Qualifications**

Suggested Qualifications:

The cost per participant seems high, adjustment of service goals may be in order.

ORGANIZATION:

Kennedy Heights Neighborhood Association, Inc. dba Kennedy Heights Community Center

PROGRAM/LETTER:

D Asain Outreach Program

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	5,925	5,925	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	8,148	8,148	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	10,000	5,167	4,833	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	4,468	0	2,330	2,138	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	28,541	19,240	7,163	2,138	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	5,925	5,925		0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	10,000	10,000	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	10,000	5,000	5,000	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	5,079	2,157	522	2,400	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	31,004	23,082	5,522	2,400	0

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Kennedy Heights Neighborhood Association, Inc. dba Kennedy Heights Community Center
PROGRAM/LETTER:	D Asain Outreach Program

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

NA

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

NA

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

Kennedy Heights Neighborhood Association, Inc. dba Kennedy Heights Community Center
D Asain Outreach Program
OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

Southeast Asian community members (mostly Hmong) make up more than 50% of the residents in the Kennedy Heights townhouses. As fairly recent immigrants to Wisconsin many families have multiple barriers to accessing community resources, participating in community center programs and engaging in their communities. Language barriers, lack of formal education among adults, a higher prevalence of chronic health conditions and cultural differences often prevent families from fully engaging their community and accessing resources that can improve their quality of life. A number of other agencies and programs that target and support Hmong community members have been cut and reduced staff and services in the past few years. As other programs reduce and eliminate services the demand for the Kennedy Heights Asian Outreach Program has grown, the number of clients served each year and the number of workshops our agency hosts has continued to increase.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

The program provides translation, interpretation, and referral services for Southeast Asian community members to help them access community resources and improve their quality of life. Staff provides case management and support for parent-teacher conferences, medical appointments, housing concerns, access to food pantries, assistance with securing employment, enrolling in community center programs, school registration and many other life activities. Asian Outreach staff provides translation for community center literature, letters to parents, program handbooks, and other communication. The Asian Outreach staff provides interpretation services during parent meetings, community events, and for outside service providers as needed. The coordinator helps enroll and support participants in community center programs.

Each month the Asian Outreach Program sponsors at least one community workshop. As needed the Asian Outreach program staff coordinates with outside agencies and other community organizations to provide the necessary expertise for the workshops. Past workshop topics have included parenting skills, getting to know your child's school, community safety forums, financial planning, using the public library, first time home buyers fair, cooking and nutrition and encouraging literacy at home. The workshops support clients to gain the skills to decrease their reliance on program staff and to independently access resources. Childcare is always provided and childcare attendance frequently surpasses adult workshop attendance by two-fold.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

The Asian Outreach program provides outreach, translation referral and advocacy services to Southeast Asian community members to improve their access to resources and quality of life. The program will serve 400 unduplicated clients per year. The program will provide 900 hours of drop-in case management service hours and 40 hours of community workshops per year.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

The program will offer drop in support Monday - Friday for four hours per day at the community center. The program will offer at least two workshops per month during evening or weekend hours.

ORGANIZATION:

Kennedy Heights Neighborhood Association, Inc. dba Kennedy Heights Community Center

PROGRAM/LETTER:

D Asain Outreach Program

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

The program provides services to Southeast Asian community members who reside on Madison's east and north sides. 52% of the residents in the Kennedy Heights townhouses are Hmong. The average household income of a Kennedy Heights resident in 2009 was \$9,634. Most of the clients that access the program are low income. The majority of participants have limited English proficiency. A disproportionate number of Hmong clients have chronic health conditions. Correct demographic information was collected for 292 of 385 participants the remainder is estimated based on client name.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

The service location is the Kennedy Heights Community Center, staff provides support and assistance to families throughout the north and east sides. The center is located in census tract 23.01

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

The Kennedy Heights Community Center is located in the heart of our service area. The community center has a long history in the community and is well known among our service population. When a new resident moves into the Kennedy Heights townhouses they receive a neighborhood welcome packet that includes information about the community center, program enrollment information and they get a tour. The community center publishes a quarterly newsletter with Hmong articles and a monthly programming calendar. Both documents are distributed door to door in the Kennedy Heights neighborhood and available at the community center. As needed, the community center translates documents into Hmong and often a bi-lingual staff person makes contact with Hmong speaking families and provides information about our programs and services. The Joining Forces for Families social worker refers clients. Program staff have relationships with local Hmong clan leaders who refer clients to the program.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

The Asian Outreach Program frequently coordinates with other agencies and groups to host regular workshops. These include UW-Extension, Madison College, Department of Natural Resources, area libraries and schools. The Asian Outreach Program also helps families to access other community programs and such as Koats for Kids, Toys for Tots, 100 Black Men School Supply Giveaway, Volunteer Income Tax Assistance and the low-income bus pass program. Staff helps to connect families to their children's school by helping to register students, assisting with parent teacher conferences, and helping the school to communicate with parents. The program coordinates with a variety of community garden programs to help families register for community garden spaces throughout the city. The program staff works with county social workers to help families understand their benefits and responsibilities. Most service coordination is based on individual client need.

14. VOLUNTEERS: How are volunteers utilized in this program?

Volunteers are utilized to assist with workshops, they may provide childcare, cook food for workshop participants, and assist workshop presentors by translating materials. Volunteers also teach and assist during the weekly English as a Second Language Class. Most volunteers are native Hmong speakers.

15. Number of volunteers utilized in 2010?

10

Number of volunteer hours utilized in this program in 2010?

80

ORGANIZATION: **Kennedy Heights Neighborhood Association, Inc. dba Kennedy Heights Community Center**

PROGRAM/LETTER: **D Asain Outreach Program**

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

The Kennedy Heights Community Center has a variety of methods and systems to reduce barriers to service and ensure that our programs are accessible to all those in our service area. Our agency is committed to recruiting and hiring people of color, bi-lingual staff, and staff with experience with diverse populations. 58% of our agency staff members are people of color and 25% of our agency staff members are bi-lingual English-Hmong. All of our staff participate annually in cultural competency training. The Asian Outreach program helps to provide translation and cultural-brokering to ensure that Southeast Asian families can fully participate in community center programs. The community center has published policies and procedures to prevent discrimination, provide equal opportunity for program participants, and to provide a grievance procedure for clients. This information is posted, distributed to families upon enrollment and available upon request. Each year as part of our annual community needs assessment the community center compares the demographics of our current enrolled participants with the townhouse resident demographics. The agency uses this data to identify gaps in service and measure if there may be barriers for any group and then we address these barriers. Our agency is centrally located in our service area; transportation and childcare are provided as needed; Hmong, Lao, Thai, and Spanish translation is available. Our agency has a system for comprehensive outreach.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

The Kennedy Heights Community Center has been providing the Asian Outreach program on Madison's northside for over 15 years. The program has a long history of providing free, high quality services for Southeast Asian families. The program has consistently achieved the intended program outcomes and has shown measurable achievement in assisting families to access resources and learn new skills. The program serves almost every Southeast Asian family in the Kennedy Heights townhouses and families from throughout the city access the program. Word of mouth in the Hmong community has grown the program. The Executive Director has 6 years tenure in the position, a bachelor's degree, a master's degree in progress and is a Wisconsin Certified Public Manager. The program coordinator has been in the position for ten years, has a bachelor's degree and is a native Hmong speaker who is fluent in English and comfortable speaking Lao and Thai. The program coordinator was recently awarded a Northstar award for his commitment to families on the northside. The program staff lives in the Kennedy Heights neighborhood and has deep connections to the northside and has substantial knowledge of and relationships within the Dane County Hmong community.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

NA

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Executive Director	0.06	Yes	Bachelors degree in relevant field, Administrator Credential, advanced degree
Janitor	0.018	Yes	
Asian Outreach Coordinator	0.63	Yes	Bi-lingual English-Hmong, knowledge of local Hmong community, post secondary

ORGANIZATION:

Kennedy Heights Neighborhood Association, Inc. dba Kennedy Heights Community Center

PROGRAM/LETTER:

D Asain Outreach Program

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	100
Less than 30% of county median income	150
Total households to be served	250

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

Indirect costs are allocated to programs based on the number of hours the program uses the facility for direct service per year. Each program is assigned a percent allocation, each year the allocation plan is reviewed.

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

Activity Benchmark	Est. Month of Completion
Daily drop-in support and case management provided 20 hours per week	Dec-11
Monthly workshops that increase community members living skills and access to resources	each month
Program administers community skills assessment tool to 75 clients	Dec-11
Program identifies childcare providers and arranges care during monthly workshops	Jan-11
Staff participate in ongoing professional development to ensure up to date knowledge of community resources	Dec-11
Staff continue to build relationships with other agencies and local schools	Dec-11

ORGANIZATION: Kennedy Heights Neighborhood Association, Inc. dba Kennedy Heights Community Center

PROGRAM/LETTER: D Asain Outreach Program

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

The Kennedy Heights Community Center's Asian Outreach Program utilizes a number of promising practices and the many years of program experience in developing the program model. The program is accessible, the service location is within easy walking distance for many families and our staff member is easily reachable on the phone. The program provides drop-in support so clients do not need to make appointments. As needed staff provide home visits as particular circumstances merit. The staff member is a native Hmong speaker. The program is flexible and supports a wide variety of client needs from access to health care, to getting a drivers license, to enrolling in childcare, to registering for community garden plot. The staff works to meet all the reasonable needs of clients and support them to access services. The staff member works well with many agencies and services throughout the county and is in regular contact with area schools and UW-Extension. Staff from other agencies access our program on behalf of their clients. Our program staff is qualified and culturally competent. Our program staff has a bachelors degree, ten year experience in the position, is a native Hmong speaker and has the trust and respect of many southeast Asian families. The community center is committed to ongoing professional development and our staff continue to receive training regarding case management, ethics, and resources in the community.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

100.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

X

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

X

Other

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Clients that attend a workshop submit household income information. Many families enroll their children in programming and complete a household income statement for the food program.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

The program is free, there are no fees to participate

ORGANIZATION:

Kennedy Heights Neighborhood Association, Inc. dba Kennedy Heights Community Center

PROGRAM/LETTER:

D Asain Outreach Program

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	385	100%	AGE		
MALE	161	42%	<2	0	0%
FEMALE	224	58%	2 - 5	23	6%
UNKNOWN/OTHER	0	0%	6 - 12	52	14%
			13 - 17	28	7%
			18 - 29	98	25%
			30 - 59	149	39%
			60 - 74	26	7%
			75 & UP	9	2%
			TOTAL AGE	385	100%
			RACE		
			WHITE/CAUCASIAN	19	5%
			BLACK/AFRICAN AMERICAN	1	0%
			ASIAN	346	90%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	1	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	18	5%
			TOTAL RACE	385	100%
			ETHNICITY		
			HISPANIC OR LATINO	1	0%
			NOT HISPANIC OR LATINO	384	100%
			TOTAL ETHNICITY	385	100%
			PERSONS WITH DISABILITIES	22	6%
			RESIDENCY		
			CITY OF MADISON	370	96%
			DANE COUNTY (NOT IN CITY)	15	4%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	385	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

Kennedy Heights Neighborhood Association, Inc. dba Kennedy Heights Community Center

PROGRAM/LETTER:

D Asain Outreach Program

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	385
Total to be served in 2011.	400

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	Increase participants community living skills including increased knowledge of resources, increased access of resources, increased ability to access resources independently
Performance Indicator(s):	75% of surveyed program participants will indicate increased knowledge of, access to, or ability to access community resources.

Proposed for 2011:	Total to be considered in	75	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	56
Proposed for 2012:	Total to be considered in	75	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	56

Explain the measurement tools or methods:	The program staff will administer a community living skills and knowledge assessment tool to clients who regularly use the program to measure increases in knowledge, access or abilities. From past experience we know that the most effective way to collect the survey tool is through one on one interviews. It is cost prohibitive and too time consuming to survey all 400 clients.
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Outcome Objective # 2:	
Performance Indicator(s):	

Proposed for 2011:	Total to be considered in		Targeted % to meet perf. measures	0%
	perf. measurement		Targeted # to meet perf. measure	0
Proposed for 2012:	Total to be considered in		Targeted % to meet perf. measures	0%
	perf. measurement		Targeted # to meet perf. measure	0

Explain the measurement tools or methods:	
---	--

PROPOSAL REVIEW: Individual Staff Review for 2011-2012

For Community Resources Proposals to be Submitted to the

Community Services, Early Childhood and Senior Services Committees

- Program Name:** D. Asian Outreach Program

- 2. Agency Name:** Kennedy Heights Neighborhood Association

- | | | | |
|-----------|---------------------------|----------------------|---|
| 3. | Requested Amounts: | 2011: \$10000 | |
| | | 2012: \$10000 | Prior Year Level: \$8148
(\$5148 CR + \$3000 Supplemental) |

4. **Project Type:** ☐ New ☒ Continuing X

5. Framework Plan Objective Most Directly Addressed by Proposed by Activity:
X III. Access to Resources A-1

- 6. Anticipated Accomplishments (Proposed Service Goals)**
The Asian Outreach Program provides outreach, translation referral and advocacy services to South East Asian community members to improve their access to resources and quality of life. The program will serve 400 unduplicated clients per year, and provide 900 hours of drop in case management service hours and 40 hours of community workshops per year.

7. To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?

Staff Comments: This program clearly meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.

8. To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?

Staff Comments: It seems likely that this program will have a positive impact on individuals seeking this service. The program is accessibly located within the Kennedy Heights community center, and 52% of the population of the Kennedy Heights townhouses is Hmong. The Asian Outreach coordinator has been in this position for 10 years and is a native Hmong speaker and is comfortable speaking Lao and Thai. Staff can make home visits as needed, and are flexible in responding to various needs for translation, interpretation and cultural brokering. Additionally, due to the placement of this program within a community center, and within a very accessible neighborhood, the approach to clients and families has the opportunity to be very holistic and inclusive. Note: Asian Outreach coordinator is currently proposed at .63 FTE although there seems to be enough demand to justify a full time position.

- 9. To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments: Service goals and outcomes although appropriate may warrant some discussion. Current service reports reflect # of unduplicated participants in monthly workshops, and number of families served both within Kennedy heights and “outside”. Service goals may be more helpful if they reflect contract goals or vice versa. Program consistently surpasses reported service goals.

10. To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?

Staff Comments: Current Board membership numbers, and diversity of expertise or representation seem adequate to provide appropriate oversight to organization. This organization seem one of the strongest in engaging residents in Board membership, and the board seems to reflect the cultural diversity of the neighborhood. However it is not readily apparent that the Board has the capacity to provide support and /or oversight in the arenas of HR and Financial management.

- 11. To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments: Budget costs seem appropriate; City , County and United Way provide funds, fundraising goals seem realistic.

11. To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

Staff Comments: Agency utilizes volunteers in appropriate roles, appears to have appropriate and necessary partnerships and collaborations in place.

12. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments: Proposed program accessible to low income populations, and accessible targeted population.

Questions:

1. Asian Outreach coordinator is currently proposed at .63 FTE although there seems to be enough demand to justify a full time position. Is the FTE sufficient to meet the demands of the proposed service goals?

14. **Staff Recommendation**

☐ Not recommended for consideration

☐ Recommend for consideration

x **Recommend with Qualifications**

Suggested Qualifications: Clarification of service goals and outcomes.

ORGANIZATION:
PROGRAM/LETTER:

Literacy Network

B Program B

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	21,008	20,308	700	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	14,000	7,000	7,000	0	0
UNITED WAY DESIG	6,937	6,937	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	75,242	55,242	0	20,000	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	117,187	89,487	7,700	20,000	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	21,008	20,308	700	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	14,000	7,000	7,000	0	0
UNITED WAY DESIG	7,000	7,000	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	70,000	50,000	0	20,000	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	112,008	84,308	7,700	20,000	0

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:

Literacy Network
B Program B

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

--

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (with spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	21,008	20,308	700	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	14,000	7,000	7,000	0	0
UNITED WAY DESIG	7,000	7,000	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	70,000	50,000	0	20,000	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	112,008	84,308	7,700	20,000	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

Literacy Network
B Program B
OCS: Children and Families A2: Parent Education (ECCEC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

Parental literacy is one of the most important indicators of a child's success. The National Assessment of Education Progress (NAEP) has concluded that youngsters whose parents are functionally illiterate are twice as likely to be functionally illiterate themselves. Additionally, minority students in Madison schools dropout at alarmingly higher rates than white students.

Literacy education is vital to removing the intergenerational cycle of low literacy and poverty. We are dedicated to the support of families through literacy education. Our Family Literacy Partnerships provide Adult ESL education to strengthen parents' verbal and written language skills, allowing them to become literacy leaders in the home and support the participation of their families in the larger community. We encourage adults to work with children to reinforce the language skills they've learned and become confident and successful in interactions with the school system, on the job, and in the community.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

The Literacy Network Family Literacy partnership provide Adult ESL education in schools and in the community to strengthen parents' verbal and written language skills allowing them to become literacy leaders in the home and better integrate their families into Madison schools. The curriculum allows adults to work with children to reinforce the language skills they've learned and become better able to communicate with their children's teachers. Family Literacy is comprised of two programs: English in the Schools and Family Literacy Partnership in the community. Emphasis is placed on making parents feel comfortable interacting with their children's teachers and school administration. Parents gain an understanding of school programs, lunch menus, field trip protocol and other school-related topics. They also improve the language skills needed to accomplish such goals as calling a child in sick, filling out a permission slip, asking questions and expressing opinions in parent-teacher conferences, and fostering a "school-positive" environment in the home. Both programs focus on specific English skills required for Limited English Proficient parents to help their children succeed at school.

Classes will be held in coordination with daytime family literacy programming at the Catholic Multicultural Center, and with after-school programming in the Madison Metropolitan School District.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

Goal #1: 125 parents with limited English proficiency will learn both school and community-related English to support the literacy skills of their children. Parents will connect directly with the schools and become more familiar with language and strategies for connecting with school principals and teachers.

Goal #2: 125 parents with limited English proficiency will be more active in their children's literacy activities at home. As a result of the program, parents will support early literacy skills, reading in the home and create a positive learning environment.

Total program hours: 310/yr.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

Programs will occur after school during the week and dates will be coordinated with individual schools. 90 minute classes will be held twice weekly, and may be flexible, depending on the needs of schools and families. Community classes will occur during the day at the Catholic Multicultural Center.

ORGANIZATION:

Literacy Network

PROGRAM/LETTER:

B Program B

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

Literacy Network serves adult learners of all ages. More than 80% of our learners are low-income, and all have low literacy and/or limited English proficiency. Many learners have struggled with undiagnosed learning disabilities. We anticipate that this project will serve a similar population in coordination with our program partners.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

We will identify areas with a high population of LEP families. Locations are chosen with school staff. We project to serve: 13, 14.01, 14.02, 14.03 and 15.02, depending on the needs of the community.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

We will work with our program partners at Madison Metropolitan School District and the Catholic Multicultural Center to collaboratively market our program to adults with low literacy and limited English proficiency. School staff, including principals and bilingual resource specialists, are in charge of recruiting directly with parents and teachers for the program. However, our staff play a critical role in sharing information about the programs with the community as well. We will also work with partner agencies throughout Madison, including the Catholic Multicultural Center, Boys and Girls Club, and community centers. We will participate in community outreach events at the schools and in neighborhood festivals. We will promote our program on La Movida radio in cooperation with Madison Schools. Because of our excellent learning programs, we have developed a very strong reputation among our learners. Therefore, word-of-mouth tends to be our best marketing tool.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

Our program inherently requires close collaboration with the Madison schools to ensure that services are meaningful and relevant to the lives of families in the Madison community. Parents will be supported with the tools needed for better participation in community learning programs.

Instructors use a wide range of supplementary materials from the MMSD school district such as menus and alphabet charts to meet their goals. Parents take home a reading chart and record how many minutes they spent reading on their own and with their children each day.

We place a special emphasis on dealing with illness and how it relates to school and work attendance. Students work on understanding the "When to stay home from school" guidelines from MMSD. Other resources that helped parents apply what they learned in class to the home were articles such as "Parents as Partners in Reading" and a "10 Best Ways to Help Your Child Succeed in School" list.

14. VOLUNTEERS: How are volunteers utilized in this program?

While this program is taught by professional paid staff, some family literacy learners also participate in our volunteer tutoring program. These volunteers provide learners the opportunity to practice their basic reading, writing and language skills in a supportive environment. Our tutors also serve as mentors to learners, helping them with a wide variety of reading, writing and language tasks.

15. Number of volunteers utilized in 2010?

5

Number of volunteer hours utilized in this program in 2010?

95

ORGANIZATION:

Literacy Network

PROGRAM/LETTER:

B Program B

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

Our project is unique in Madison, and serves adult learners who need more support services to connect with the school system and community learning resources..

Challenge that face participants include:

- Cultural and language differences create a barrier to active participation in schools. We provide a vital link to the school, introducing parents to key school staff and increasing their comfort level with school participation.
- Balancing family, work, and childcare. We encourage learners by maintaining an active presence with them to help improve attendance. Our family literacy programs offer childcare.
- Transportation. By holding programs at the schools close to where parents live, we make it easier for parents to attend classes.
- Health concerns. We encourage healthy habits in eating and practicing better connections to health care professionals by sharing community resources like community clinics which we have promoted in our health literacy class.
- Changes in work hours. Because parents' connection to the workforce is typically tenuous, positions tend to be temporary and constantly changing. Therefore, when parents are unable to attend because of work, we share information about other community classes and programs which may meet their schedule.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

Literacy Network is the only not-for-profit organization solely dedicated to improving literacy in our community. Literacy Network has been a community asset for over 36 years and has provided quality family literacy programming for more than eight years. We have helped thousands of learners reach their functional literacy goals such as communicating with a child's teacher. The experienced staff is uniquely qualified to provide effective and efficient instruction.

Literacy Network staff are professionals with degrees in English as a Second Language, Applied Linguistics, Adult Education, and reading instruction. Key staff members each have more than 10 years' experience in planning and teaching adults and have thorough knowledge of second language acquisition theory and teaching methodology. Literacy Network staff perform assessments and evaluate student outcomes, and have developed and managed many community and workplace partnerships. We have developed curricula in coordination with our program partners, and provided excellent volunteer training and supervision. Our program coordinator and interns are skilled in working with adults of diverse cultural, social, economic and linguistic backgrounds. The coordinator and interns will be trained to conduct language and skill assessments by the Wisconsin Technical College System.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

Staff members are trained and certified to administer BEST Plus, TABE and other standardized tests. Literacy Network is a member agency of state and national coalitions, including ProLiteracy America

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Family Literacy Coordinator	0.5	Yes	ESL instruction background, program development experience
Group Instruction Director	0.25	Yes	ESL program planning, management experience
ESL Instructors	1	Yes	ESL instruction, curriculum development
Executive Director	0.2	No	Adult education program management experience

ORGANIZATION:

Literacy Network

PROGRAM/LETTER:

B Program B

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

Parents are a child's first teacher. With clearly defined goals, we help parents to better connect to schools and supportive resources that will aid them in their drive to make a better life for their families through education. Limited English proficient adults face the challenges of balancing family, work, and childcare needs to learn English. Our training model provides the much needed "wrap-around" services of childcare by collaborating with Madison school staff to help parents attend class consistently and manage the numerous scheduling conflicts and demands on their time. We get involved with adult learners with the help of our school site partner coordinators, and make regular telephone calls to parents and help them connect to additional supportive services to create conditions that are conducive to learning.

As changes in work hours and a greater focus on short-term employment remain a consistent issue in this difficult economy, we will need to remain diligent in supporting the needs of learners by remaining flexible in our approach to their education.

We always connect learning to the rich knowledge and experience of adult learners, include work-related activities, family responsibilities, and previous education.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

95.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

X

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Literacy Network uses Matrix, run on an ACCESS database to collect statistics. We gather income, race, ethnicity, gender, and W-2 participation data on learners and generate regular reports to our funders and program partners.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

600 characters (with spaces)

ORGANIZATION:

Literacy Network

PROGRAM/LETTER:

B Program B

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	202	100%	AGE		
MALE	34	17%	<2	0	0%
FEMALE	168	83%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	35	17%
			30 - 59	165	82%
			60 - 74	2	1%
			75 & UP	0	0%
			TOTAL AGE	202	100%
			RACE		
			WHITE/CAUCASIAN	187	93%
			BLACK/AFRICAN AMERICAN	0	0%
			ASIAN	15	7%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	202	100%
			ETHNICITY		
			HISPANIC OR LATINO	191	95%
			NOT HISPANIC OR LATINO	11	5%
			TOTAL ETHNICITY	202	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	202	100%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	202	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

Literacy Network

PROGRAM/LETTER:

B Program B

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	202
Total to be served in 2011.	125

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	Families will foster a positive educational environment by increasing literacy activities in the home or parental involvement in the children's school.			
Performance Indicator(s):	The indicator is a direct reporting of the number of learners that will participate more fully in the school or increase literacy activities in the home.			
Proposed for 2011:	Total to be considered in	125	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	112.5
Proposed for 2012:	Total to be considered in	130	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	117
Explain the measurement tools or methods:	Teachers survey learners twice each year to obtain information on attainment of performance standards. Ongoing interaction between students and teachers is used to augment survey results.			
Outcome Objective # 2:	Learners will better integrate and become more active in their community. Families will use improving literacy skills to obtain, retain, or advance in employment or achieve other community objectives such as obtain a driver's license or a library card.			
Performance Indicator(s):	The number of learners who will be more active in their community.			
Proposed for 2011:	Total to be considered in	125	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	112.5
Proposed for 2012:	Total to be considered in	130	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	117
Explain the measurement tools or methods:	The indicator is a direct reporting of the number of learners that will become more active in their community and use literacy skills to meet employment and other goals.			

Community Services, Early Childhood and Senior Services Committees

- | | | |
|------------------------------|-----------------------|--|
| 3. Requested Amounts: | 2011: \$21,008 | Prior Year Level: \$21,008 (\$13008 in Support to Families
+ \$8,000 in 2010 Supplemental Allocation) |
| | 2012: \$21,008 | |

Staff Comments: New program to Access to Resources Program Area . Previously funded in Community Resources - Program Area Support to Families. No performance concerns. Agency has provided literacy services in Madison for over 36 years. Current Board membership numbers, experience and diversity of expertise seem adequate to provide oversight to organization.

11. To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?

Staff Comments: MMSD is not supporting this service. However, Madison schools support the agency for "school based programming" for \$34,000. Budget is based on increases from United Way and Fundraising.

12. To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

Staff Comments: Programming is hosted at Catholic Multicultural Center, agency has worked with a number of community agencies through their outreach efforts.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments: Estimate 95% of participants to be low-income. Program is accessible to Spanish speaking families, and report working with Asian families also.

Questions: 1. Are all referrals to the program made by MMSD?

2. What is your capability to serve the Asian populations of Madison?

3. Please describe your fundraising plans.

14. Staff Recommendation

☐ Not recommended for consideration:

☐ Recommend for consideration

☒ Recommend with Qualifications

Suggested Qualifications: Outcome measurements need work.

ORGANIZATION:

Lutheran Social Services of Wisconsin & Upper Michigan, Inc.

PROGRAM/LETTER:

A Off The Square Club

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	28,414	18,856	5,963	3,596	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	40,913	27,150	8,586	5,177	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	46,047	30,557	9,663	5,827	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	61,661	40,918	12,940	7,803	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	177,035	117,480	37,153	22,402	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	28,410	19,348	5,801	3,260	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	40,914	27,864	8,354	4,695	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	34,000	23,156	6,943	3,902	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	97,366	66,311	19,882	11,174	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	200,689	136,679	40,980	23,031	0

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION: **Lutheran Social Services of Wisconsin & Upper Michigan, Inc.**

PROGRAM/LETTER: **A Off The Square Club**

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (w ith spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Lutheran Social Services of Wisconsin & Upper Michigan, Inc.
PROGRAM/LETTER:	A Off The Square Club
PRIORITY STATEMENT:	OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

Madison needs a social venue where people with mental illness can congregate, socialize, enjoy the programs we offer and eat nutritional meals. Off the Square Club (OTSC) provides this and much more. Those who wish to volunteer around the Club may do so; those who wish to just watch TV or rest may do. It is a safe haven, without stigma, where friendships are formed and social interaction is encouraged. OTSC has a vocational rehabilitation program where members may apply for jobs as they open in the areas of janitorial, kitchen service and clerical. This on the job training provides members with skills and confidence to prepare them for work in the outside community. The people of Madison who are homeless as well as mentally ill also benefit greatly from our services, providing them with an alternative to the streets. Many within our population are homeless, or lose their housing at different intervals, and the club meets their need for day time shelter.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

OTSC offers two free nutritional meals a day. It offers a compassionate staff who are skilled in active listening. Staff also works at finding housing, working with clients on their applications to obtain SSI, providing training in volunteer activities and resume building. Members enjoy group activities such as a poetry circle, painting, collage, beading, and a horticulture program with our many plants and outdoor flower garden. Our art sessions have produced many canvases that we intend to exhibit in a show. We have a washer and dryer for members to do laundry and it's constantly in use. We have a computer and fax that many members find invaluable. With access to these items they are able to search the internet for work, which is one of the most important avenues for the people to get back into the community. We currently have a large supply of donated clothing, some of which can be used for job interviews. We provide hygiene products to the extent they are donated. We have quiet spaces where people can be alone. We have comfortable furniture for resting; medication often induces the need for rest. Our dining hall serves also as a social setting for people to sit and chat or play games. This kind of social involvement leads to an amiable, normal club environment. There is also a TV room for daytime shows and movies. A healthy meal, rest, computer access, case management for jobs, housing and medical needs, a phone and an address can make all the difference between someone being isolated or hospitalized OR being a productive citizen in the community.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

Of the 245 members on paper, about 165 are active participants and about 40 individuals come in each day. In order to obtain pertinent information, staff must observe, do crisis stabilization, and provide support to help with the member's most basic needs as well as their mental health.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

OTSC is open Monday through Friday 9a-4p and Saturdays 10a- 2p. All the services listed above are available during the week and Saturdays offer 2 meals and social activities.

ORGANIZATION:

Lutheran Social Services of Wisconsin & Upper Michigan, Inc.

PROGRAM/LETTER:

A Off The Square Club

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

OTSC offers services to adults with serious and persistent mental illness, as well as homelessness. To become a member of the program, one must have a diagnosed mental illness. Our population comes from all social ranks, but most live now at the poverty level. We have both young and middle aged individuals in the core group. They vary widely in cognitive level. The majority are literate. Physical disabilities include respiratory problems, heart problems, diabetes, arthritis, skin problems and issues resulting from substance abuse.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

All members are residents of Dane County. Most, if not all, live in the city of Madison.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

We intend to reach out to the following groups: Hispanics, Hmong, new refugees (via our LSS Refugee program) and veterans returning from Iraq and Afghanistan. Each would likely involve a different marketing strategy, depending on their mental health needs. Current members and our partner agencies will be involved. Letters, posters, new fliers, telephone calls, and meetings are all part of our plan. This demands sensitivity to our outreach efforts and knowledge of the cultures involved. We also intend to attract more women members. The Salvation Army director is already familiar with our program and makes referrals on a regular basis. We are always here for the homeless and work closely with Porchlight to process their applications as expediently as possible, providing there is a mental illness involved. We would like to reach out to members who stopped coming when we moved, starting with a memo to Dane County Human Services to spread the word of our new home and expanded program.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

OTSC coordinates with most service agencies, especially those under the umbrella of Dane County Mental Health, whose case workers, therapists, and psychiatrists serve our clients. We work with Port St. Vincent, Salvation Army, VA, Tellurium and Safe Haven for referrals of temporary housing. We coordinate closely with Porchlight, one of whose outreach workers comes to the Club every Tuesday to meet with our homeless clients. We work with the Homeless Service Consortium, attending their meetings to stay updated on what is available in housing. We are part of the Dane County crisis stabilization program where we offer coordination of treatment plans of identified members of the club. We have a good working relationship with the Madison Police Dept. and EMS and have a mutual respect during occasional instances where their intervention is needed. We coordinate clothing drives and donations with St. John Lutheran Church and other churches in the Madison area.

14. VOLUNTEERS: How are volunteers utilized in this program?

In 2009 OTSC had 80 volunteers totalling 1597 hours. Anytime there is a volunteer, they are interviewed based on their interests, time available etc. Volunteers often help in the kitchen, socialize with members, run groups such as are, music, mental health, etc. We work with UW Madison interns for specialized groups and fundraising. Also we have a contract with Experience Works for reception.

15. Number of volunteers utilized in 2010?

100

Number of volunteer hours utilized in this program in 2010?

2,125

ORGANIZATION:

Lutheran Social Services of Wisconsin & Upper Michigan, Inc.

PROGRAM/LETTER:

A Off The Square Club

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

We serve people of varying ethnic origins, including Native American and African American. Our Hispanic population is minimal at this time. We are lacking in members of Asian or Arab descent and this may be because these communities have developed their own services or they do not feel comfortable going outside their language groups. However, from research done it appears that both Latinos and Hmong could benefit from our services as they do not have a comprehensive mental health program. Part of our OTSC program is to reach out to everyone with a mental illness no matter what their origin. The only barrier to this mission would be the inability of current staff to speak the language. We would need different volunteers and perhaps one staff person who speaks Spanish to draw in this growing population. Part of the LSS mission is that we do not make distinctions between ethnicities and religions. However, an outreach campaign to these groups would involve the need for interpreters to serve and make them feel welcome. Another barrier is that we are not equipped to serve people with developmental disabilities. Our staff are not trained in this speciality, nor do we have the equipment necessary to serve all their physical needs. We plan to do an outreach to returning vets from Iraq and Afghanistan through coordination with the VA. This will be an ongoing process as their needs for assistance and mental health support becomes more obvious to them. We already serve many Viet Nam vets who could help mentor.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

OTSC management takes great care in maintaining the continuity of current staff and their growing expertise in working in the club environment. Turnover is rare among both staff and member staff. All of our current staff (non member) have college degrees in the field of human services and related fields. As a result we have increasing ability to handle referrals, outreach, case management, crisis management, group sessions (AODA and mental health), monthly newsletters, and recreation (arts and crafts). The latter is expanding into an important activity that is reaching more and more artists within our membership. We have "therapy" sessions weekly and recently exhibited member art at the NAM exhibition at the UW Red Gym. We intend to have our own exhibition as we gather more pieces, which is in the planning stages. We were cited in the Wisconsin State Journal for our group generated mural recently. We continue to be a safe haven for people with mental illness who can enjoy their club without encountering the stigma they are accustomed to in the outside community. Our membership is growing and there is a noticeable number of younger intakes, which is an encouraging sign indicating the attractiveness of our program. We still maintain a solid core of older members who have been with the Club since its inception. Since our move from Gorham St. (next to Reilly's Liquor) to our present location in the lower level of St. John's Lutheran Church, we have improved the safety and appeal of the environment. A safety support position has been added to help with crisis intervention.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

We are a COA Accredited agency and program.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Supervisor	1		Bachelors Degree and Supervisory experience
Safety Support	0.5	Yes	Bachelors Degree and Crisis Intervention training
Community Services Specialist (2)	.875	Yes	Bachelors Degree
Kitchen Manager	0.35	Yes	Club Member
Cook	0.25	Yes	Club Member
Dishwasher	0.25	Yes	Club Member
Janitor (2)	0.125	Yes	Club Member

ORGANIZATION:

Lutheran Social Services of Wisconsin & Upper Michigan, Inc.

PROGRAM/LETTER:

A Off The Square Club

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

When this program opened 20 years ago, access to resources and overcoming the barriers that keep people from achieving successful daily living skills was seen as a big need. That need, although different in a lot of ways, is still the underlying issue for the individuals at OTSC. Basic resources of food, housing, clothing and transportation can still be very difficult for people with mental illness and those that are homeless, to attain if they don't have a safe place free from stigma to get supportive services based on their needs and where they are at with their mental illness. All of the individuals that become part of the program have little to no income, have a mental illness and don't necessarily have all the skills to maneuver through the services of Madison. Over the years and most recently, case management and crisis stabilization has been lifted up in order to help each individual. LSS has best practice frameworks in regards to member staff and how to balance performance issues with someone that is actively mentally ill or having other difficulties in their life, that maybe a non-member staff wouldn't have as a barrier. We have best practices in regards to admission of clients in order to keep the program safe, but also again balance it so we can allow as many people in knowing that many of the individuals we see do have a criminal background of some sort. From the time of intake to thirty days of membership, a person has been evaluated by staff, a doctor for mental health, provided access to resources in job development, medical resources, social resources, housing possibilities, food, helped with SSI and other areas of income, help with navigating the system and provided with clothing resources. The development of this program and the continuation over the years has evolved because the staff and dedication of the LSS Foundation believes in staying on top of the needs and the resources in the city will have a greater impact on the clients mental health.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

100.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Intake form.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

There is no fee for the members.

ORGANIZATION:

Lutheran Social Services of Wisconsin & Upper Michigan, Inc.

PROGRAM/LETTER:

A Off The Square Club

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	165	100%	AGE		
MALE	134	81%	<2	0	0%
FEMALE	31	19%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	4	2%
			30 - 59	147	89%
			60 - 74	14	8%
			75 & UP	0	0%
			TOTAL AGE	165	100%
			RACE		
			WHITE/CAUCASIAN	135	82%
			BLACK/AFRICAN AMERICAN	28	17%
			ASIAN	0	0%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	2	1%
			TOTAL RACE	165	100%
			ETHNICITY		
			HISPANIC OR LATINO	0	0%
			NOT HISPANIC OR LATINO	165	100%
			TOTAL ETHNICITY	165	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	165	100%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	165	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

Lutheran Social Services of Wisconsin & Upper Michigan, Inc.

PROGRAM/LETTER:

A Off The Square Club

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	165
Total to be served in 2011.	200

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	Obtain satisfaction results based on service areas of meals served, group attendance and reliability and crisis intervention.
Performance Indicator(s):	95% of the people surveyed will respond either in a positive or negative way to eight questions.

Proposed for 2011:	Total to be considered in	50	Targeted % to meet perf. measures	95%
	perf. measurement		Targeted # to meet perf. measure	47.5
Proposed for 2012:	Total to be considered in	50	Targeted % to meet perf. measures	95%
	perf. measurement		Targeted # to meet perf. measure	47.5

Explain the measurement tools or methods:	Survey 45 to 50 core members on a scale of 1-5 regarding club members' satisfaction. Negative responses to specific questions will be followed up by on-on-one discussions, town hall meetings and staff meetings to improve services.
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Outcome Objective # 2:	Increase outreach efforts for more membership diversity to include more Vets, women, Hmong and Hispanic populations, refugees, and members that haven't returned in many years in order to reach a broader population base in need of mental health support and advocacy.
Performance Indicator(s):	OTSC will incorporate two outreach activities to expand membership.

Proposed for 2011:	Total to be considered in	25	Targeted % to meet perf. measures	95%
	perf. measurement		Targeted # to meet perf. measure	23.75
Proposed for 2012:	Total to be considered in	25	Targeted % to meet perf. measures	95%
	perf. measurement		Targeted # to meet perf. measure	23.75

Explain the measurement tools or methods:	Letters will be generated to Dane County and other partner organizations reminding them of what we offer and what's new at the program. This will bring back members and get the word out. Focusing on ethnic groups in Madison and having meetings to advocate for mental health will be a start. Staff will attend trainings on diversity and mental health.
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PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** A. Off the Square Club
2. **Agency Name:** Lutheran Social Services
3. **Requested Amounts:** 2011: \$40914
 2012: \$40914 Prior Year Level: \$40913
4. **Project Type:** New Continuing X
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
 X III. Access to Resources A-1
6. **Anticipated Accomplishments (Proposed Service Goals)**
 The off the Square club will serve 165 unduplicated participants annually with an average attendance of 40 individuals each day. This program will provide a safe social venue for people with Mental Illness to congregate, socialize, gain access to community resources and participate in programs and meals.
7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

 Staff Comments: This program clearly meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.
8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

 Staff Comments: It seems likely that this program will have a positive impact on individuals seeking this service. Staff are qualified and experienced in providing this program, and it seems well attended. No research was cited.
9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

 Staff Comments: Service goals and outcomes need more definition.
10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

 Staff Comments: Current Board membership numbers, experience and diversity of expertise seem adequate to provide appropriate oversight to organization. Board and staff demographics are given for the statewide organization. Agency has extensive history providing services in Madison.
11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

 Staff Comments: Budget costs seem appropriate; Funding diversified and fundraising goal realistic based on past history. Note: Agency budget detail incomplete and contains multiple error messages.
12. **To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?**

Staff Comments: Agency utilizes volunteers in appropriate roles, appears to have appropriate and necessary partnerships and collaborations in place.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments: Proposed program accessible to low income populations, not currently accessible to non English speaking clients. Outreach and accommodation efforts are being planned.

Questions: 1. Please describe your volunteer screening, training and support.
2. Please resubmit agency budget detail with corrected numbers.

14. **Staff Recommendation**

- ☐ Not recommended for consideration
- X ☐ Recommend for consideration
- x Recommend with Qualifications
Suggested Qualifications:

ORGANIZATION:
PROGRAM/LETTER:

Madison Metropolitan School District	
A	Open Schoolhouse at Four Elementary Schools

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	4,312	3,312	1,000	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER	5,688	5,688	0	0	0
TOTAL REVENUE	10,000	9,000	1,000	0	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	42,992	28,496	7,196	0	7,300
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	84,500	84,500	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	127,492	112,996	7,196	0	7,300

*OTHER GOVT 2011

Source	Amount	Terms
fed/state grants	84,500	Funds will support MMSD staff who manage the Open Schoolhouses.
	0	
	0	
	0	
	0	
TOTAL	84,500	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Madison Metropolitan School District
PROGRAM/LETTER:	A Open Schoolhouse at Four Elementary Schools

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

N/A

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

N/A

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	42,992	28,496	7,196	0	7,300
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	84,500	84,500	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	127,492	112,996	7,196	0	7,300

*OTHER GOVT 2012

Source	Amount	Terms
fed/state grants	84,500	Funds will support MMSD staff who manage the Open Schoolhouses.
	0	
	0	
	0	
	0	
TOTAL	84,500	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

Madison Metropolitan School District
A Open Schoolhouse at Four Elementary Schools
OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

Open Schoolhouse will facilitate access to resources at 4 high-needs elementary schools: Falk, Leopold, Lincoln, and Orchard Ridge, where 68%, 68%, 72%, and 58% of students, respectively, qualify for free/reduced lunch. English Language Learners comprise 31% and 41% of Leopold's and Lincoln's students, respectively, compared to 19% across MMSD. The 4 schools have high internal (students move from one MMSD school to another) and external (students move in or out of MMSD) transfers with 121 at Falk, 225 at Leopold, 124 at Lincoln and 91 at Orchard Ridge in 2009-10; 84% - 93% of transfers were by economically disadvantaged children. The Leopold neighborhood is comprised primarily of high density, low-income housing with no community center nearby, thus increasing the need for an Open Schoolhouse at Leopold. Orchard Ridge is near Meadowood Neighborhood Center; the 2 entities are collaborating on this project. Families need an ongoing opportunity to access community resources.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

The proposed Open Schoolhouse project aims to help families overcome barriers to basic resources, increase participation in school community life and maintain or increase the positive bond between children and their families. Specifically, each school will open its doors one night per week so families can utilize school resources for academic, social and fitness activities. In addition, each school has partnered with a variety of community service providers including Joining Forces for Families, Meadowood Neighborhood Center, Literacy Network and Urban League to offer case management, English classes and employment information and outreach. The program builds on an Open Schoolhouse at Falk that effectively connects families to school and community resources. Falk's Open Schoolhouse serves 20 – 120 people weekly and has grown from providing access to the library, computer lab and gymnasium to also hosting neighborhood association meetings, English classes for adults, community garden meetings and community forums. The expected impacts, described further in responses to items 8 and 29, are increased connection to community resources, increased participation in school community life, and increased positive experiences between children and their families for approximately 672 children and 288 adults targeting people who are economically disadvantaged, English Language Learners, people of color and/or highly mobile.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

Goal 1: Connect economically disadvantaged, highly mobile or isolated families to services that will facilitate overcoming barriers to basic resources.
Goal 2: Increase participation in school community life among economically disadvantaged, highly mobile or isolated families.
Goal 3: Maintain or increase the positive bond between children and their families.
Process Objectives: Each calendar year, A) serve 672 children and 288 adults (unduplicated); B) provide 210 service hours; C) partner with at least 4 community service providers.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

Open Schoolhouse will be offered one night per week for 1.5 - 2 hours per night throughout the school year at each of the 4 schools as follows: Falk, Tuesdays, 5:30 – 7:30 PM; Leopold, Tuesdays 6 – 8 PM; Lincoln, Tuesdays 6 – 7:30 PM; Orchard Ridge Thursdays, 6 – 7:30 PM. The Open Schoolhouse will be provided 1.5 – 2 hours per week for 30 weeks per year for a total of 210 hours per year.

ORGANIZATION:

Madison Metropolitan School District

PROGRAM/LETTER:

A Open Schoolhouse at Four Elementary Schools

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

The target population is children ages 5-11 and their families with a focus on people who are economically disadvantaged, English Language Learners, people of color and/or highly mobile. Test data show that children from these groups struggle. At Falk, 32% of economically disadvantaged students score proficient/advanced (p/a) in reading compared to 100% of economically advantaged peers, 12% of English Language Learners score p/a compared to 68% of English proficient peers, while 41% of African-American students score p/a compared to 100% of White students. Gaps are similar at all four schools

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

Locations: Falk, 6323 Woodington Way; Leopold, 2602 Post Rd; Lincoln, 909 Sequoia Trail; Orchard Ridge, 5602 Russett Rd. Service area: school attendance areas which cover South / Southwest Madison

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

The 4 participating schools will employ a variety of outreach strategies. School to home communication will include information in backpack newsletters, Parents & Friends Organization newsletter, and classroom communication. A banner on the building exterior will advertise the Open Schoolhouse. The program will be described on school websites and promoted at an information table at extra-curricular events at the school throughout the school year. The parent resource teacher (Lincoln) or school social worker (Leopold) will make personal visits to targeted families through Lincoln's parent outreach program and Leopold's existing Knock and Talk outreach program. Orchard Ridge will work through "All Parents on Deck", a parent advocacy group that works to increase school participation of all families including African-Americans and English Language Learners. Participating community service providers will have print information to share with families about the Open Schoolhouse program

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

Open Schoolhouse will coordinate with Joining Forces for Families (JFF), Urban League, Literacy Network and Meadowood Neighborhood Center to provide information, referral and services at the schools. JFF's community social worker will provide resource information and referral services and an ongoing opportunity for rapport building, an approach that has proven very effective at Falk. UL staff will provide job information and training, homeownership counseling and middle school and high school education program information. The Literacy Network will provide a series of English classes for adults. To avoid duplication of services, Orchard Ridge will coordinate with Meadowood Neighborhood Center. Meadowood lacks a gym space, so Orchard Ridge will provide access to their gymnasium and a Meadowood worker will oversee those activities. The schools recognize the importance of, and all will assign, a school staff member to interface with community groups and agencies to coordinate services.

14. VOLUNTEERS: How are volunteers utilized in this program?

Volunteers will work with program staff to greet families and children, explain and assist with program activities, support families as needed (e.g., doing activities with children when multiple siblings attend the program), help serve meals/snacks, and other functions as appropriate (e.g., helping develop publicity materials if a volunteer desires to do so).

15. Number of volunteers utilized in 2010?

10

Number of volunteer hours utilized in this program in 2010?

40

ORGANIZATION:

Madison Metropolitan School District

PROGRAM/LETTER:

A Open Schoolhouse at Four Elementary Schools

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

As shown throughout the proposal, the target population has characteristics (poverty, mobility, low school performance) that tend to marginalize families and create discomfort around participation in school community life. The Open Schoolhouse design facilitates an environment in which the target population can feel safe taking the risks of coming to school and developing a positive attachment—steps that must take place to overcome the barrier of marginalization. Bilingual staff and/or volunteers will support the program with translation services for print media used to advertise the program, first language support to answer family and community questions about the program during the regular school day and language needs of participants attending the evening program. Every effort will be made to have program staff and volunteers that are culturally and linguistically similar to the target population. We will seek input from families on themes and activities that are culturally appealing and relevant to them. We will reach out to additional community agencies to bring culturally relevant activities to the Open Schoolhouse as desired by families. We will provide a meal/snack and make efforts to assure that various cultures have the opportunity to serve, share and/or eat cuisines that represent the cultures of attendees. The Open Schoolhouse will bring service agencies to schools; since schools are in walking distance for many families, access to transportation will not be a barrier for those families. All school buildings are in compliance with accessibility regulations.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

All school staff hold appropriate licenses/certifications from the Department of Public Instruction and maintain ongoing educational requirements. Staff members are highly committed to the schools, the great majority of have worked at their schools for many years, resulting in close ties between staff and the school community they serve. Some school-specific examples of practices that will contribute to program success are as follows: a) at Leopold, the Latino Parent and African American Unity groups are tightly connected to the school, affording a conduit through which relationships can be maintained and program information shared; b) during the 2009-10 school year, Lincoln provided a grant-funded Saturday Enrichment and Tutoring (SET) program for 14 Saturdays from 8:15-11:30 AM. SET provided breakfast, lunch, one hour of tutoring in literacy and math, with children spending the rest of the time playing games, exercising, working in the computer lab, and investigating the library; c) as described in item 7, Falk has successfully operated a grant-funded Open Schoolhouse since 2008-09, serving up to 120 people per week and procuring grant funding to maintain the program – the “Falk model” provided the inspiration for expanding this program to 3 additional schools; and, d) Orchard Ridge staff have spent the last year working closely with an organization called All Hands on Deck to increase parent/family engagement and participation – Open Schoolhouse will provide the opportunity to continue building on the early success of this fledgling group.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

A license is not required for Open Schoolhouse staff, but most program staff will be teachers or social workers licensed/certified in education or social work by the Department of Public Instruction.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Open Schoolhouse Manager	varies	No	social work license or teacher certification, .1 - .5 FTE per site
Library supervisor	varies	Yes	varies, basic knowledge of library materials and resources
Recreation supervisor	varies	Yes	varies, basic knowledge of sports and conflict resolution
Computer lab supervisor	varies	Yes	varies, basic knowledge of technology
Childcare provider	varies	Yes	varies, basic knowledge of safe and supportive child care
Parent engagement staff	varies	Yes	varies, rapport with parents, knowledge of school
			Note: bilingual staff and translation services available

ORGANIZATION:

Madison Metropolitan School District

PROGRAM/LETTER:

A Open Schoolhouse at Four Elementary Schools

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

The Open Schoolhouse program builds on research showing that family involvement positively impacts student outcomes. Studies show that family involvement contributes to positive student results including higher achievement, better attendance, more course credits earned and more responsible class preparation (Catsambis, 2001; Simon, 2004). Catsambis and Beveridge (2001) found that students in high-poverty neighborhoods had lower math achievement test scores, but this effect was ameliorated by ongoing parental involvement. With a focus on providing a positive connection between families and schools, the proposed project provides an avenue for increased parent involvement. In addition, Merseeth's 1999 study drew on learning from a cross-section of 20 well-regarded school-community initiatives through surveys, interviews and focus groups. The study yielded key factors necessary for program success. The Open Schoolhouse design incorporates many of these factors as follows: dedicating staff time to coordination at the site level; principal involvement; utilizing multiple resources including district funds, partnerships with community service providers and grant funds; and, providing a range of services at the school building based on community needs and preferences.

References: Catsambis, S. (2001) Expanding knowledge of parental involvement in children's secondary education: Connections with high school seniors' academic success. *Social Psychology of Education*, 5, 149-177
 Catsambis, S., & Beveridge, A. A. (2001). Does neighborhood matter? Family, neighborhood, and school influences on eighth grade mathematics achievement. *Sociological Focus*, 34, 435-457
 Merseeth, K., Schorr, L., Elmore, R., "Schools, Community-Based Interventions, and Children's Learning and Development: What's the Connect?" *The CEIC Review*, Center on Research in Human Development and Education, 1999
 Simon, B. S. (2004). High school outreach and family involvement. *Social Psychology of Education*, 7, 185-2

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

87.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

- Number of children enrolled in free and reduced lunch
 Individuals or families that report 0-50% of Dane County Median Income
 Individual or family income in relation to Federal Poverty guidelines
 Other

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

As part of the school district enrollment process, all families complete a "free or reduced price meals qualification" form provided to the district by the Department of Public Instruction. The information provided on this form is used to determine eligibility for free/reduced lunch based on household size and income.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

No user fees will be charged to any individual or family who wishes to participate in the Open Schoolhouse program.

ORGANIZATION:

Madison Metropolitan School District

PROGRAM/LETTER:

A Open Schoolhouse at Four Elementary Schools

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	960	100%	AGE		
MALE	485	51%	<2 NOTE: THIS IS A NEW PROGRAM AT 3 OF 4	58	6%
FEMALE	475	49%	2 - 5 SITES, THEREFORE WE ARE PROVIDING	116	12%
UNKNOWN/OTHER	0	0%	6 - 12 PROJECTED PARTICIPANT NUMBERS	464	48%
			13 - 17 AND DESCRIPTORS.	34	4%
			18 - 29	72	8%
			30 - 59	178	19%
			60 - 74	33	3%
			75 & UP	5	1%
			TOTAL AGE	960	100%
			RACE		
			WHITE/CAUCASIAN	104	11%
			BLACK/AFRICAN AMERICAN	314	33%
			ASIAN	103	11%
			AMERICAN INDIAN/ALASKAN NATIVE	7	1%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	75	8%
			Black/AA & White/Caucasian	71	95%
			Asian & White/Caucasian	4	5%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	42	4%
			TOTAL RACE	645	67%
			ETHNICITY		
			HISPANIC OR LATINO	315	33%
			NOT HISPANIC OR LATINO	645	67%
			TOTAL ETHNICITY	960	100%
			PERSONS WITH DISABILITIES	35	4%
			RESIDENCY		
			CITY OF MADISON	960	100%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	960	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

Madison Metropolitan School District

PROGRAM/LETTER:

A Open Schoolhouse at Four Elementary Schools

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	960
Total to be served in 2011.	960

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1: 60% of attending families per year will report connection to a minimum of 4 community resources through Open Schoolhouse communication and/or services.

Performance Indicator(s): Participant survey.

Proposed for 2011:	Total to be considered in	320	Targeted % to meet perf. measures	60%
	perf. measurement		Targeted # to meet perf. measure	192
Proposed for 2012:	Total to be considered in	320	Targeted % to meet perf. measures	60%
	perf. measurement		Targeted # to meet perf. measure	192

Explain the measurement tools or methods: Information will be collected via participant survey. Each family will be asked to complete a survey indicating which community resources they received information about and/or utilized as a result of attending Open Schoolhouse. The number of participating families is estimated at 320 by taking the total number of projected participants (960) and dividing by 3 to account for parents/family members and siblings.

Outcome Objective # 2: 75% of attending families per year will demonstrate increased participation in school community life.

Performance Indicator(s): Participant survey, attendance at parent/teacher conferences, attendance at Open Schoolhouse.

Proposed for 2011:	Total to be considered in	320	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	240
Proposed for 2012:	Total to be considered in	320	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	240

Explain the measurement tools or methods: Information will be collected via participant survey and tracking attendance at Open Schoolhouse and parent/teacher conferences. Each family will be asked to complete a survey indicating which school community events they participated in and how this is the same or different than their participation in the previous year. The number of participating families is estimated at 320 by taking the total number of projected participants (960) and dividing by 3 to account for parents/family members and siblings.

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** A. Open Schoolhouse at Four Elementary Schools
2. **Agency Name:** Madison Metropolitan School District
3. **Requested Amounts:** 2011: \$42992
 2012: \$42992 Prior Year Level: \$0
4. **Project Type:** New x Continuing
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**

X III. Access to Resources A-1

6. **Anticipated Accomplishments (Proposed Service Goals)**

Goal 1 Connect economically disadvantaged, highly mobile or isolated families to services that will facilitate overcoming barriers to basic resources.

Goal 2. Increase participation in school community life among economically disadvantaged, highly mobile or isolated families.

Goal 3: Maintain or increase the positive bond between children and their families.

Process objectives: A) Each calendar year serve 672 children and 288 adults (unduplicated)

B) Provide 210 service hours

C) Partner with at least 4 Community Service Providers

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments: This program meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments: By goal statement:

Goal #1: This program brings a variety of targeted services into a neighborhood and makes them available in a somewhat familiar and accessible setting for most families. In this arena this is a thoughtful facility use proposal that expands the utility of the public schools and gives a targeted population access to services that gets around barriers of unfamiliarity and transportation.

Goal #2: It seems likely that this program will have a positive impact on individuals seeking this service. However, there is nothing presented in this proposal in terms of data collection on participants that will tell us if the people that are accessing the program are members of the target population of families of economically disadvantaged children. It would be interesting to see this data on the Falk site that has been cited as the model program for this expansion. In particular, did this program bring in families that otherwise would not have had contact with the school? Did it result in them being more involved with their child's education? Has this had an impact on student achievement? Research cited addresses the positive connection between parents and schools, as an avenue for increased parent involvement. This proposal assumes that an increased connection with the building will lead to increased parent involvement in the Childs academic life. This would be a stronger proposal if the staff that the children were interacting with on a regular basis were involved in this programming.

Goal #3 Programming proposed in this proposal addresses access to community resources regarding employment and social service needs. There are no proposed partners that will facilitate or address more positive parent/child interactions i.e Canopy's FUN program, My mom and me art classes, family basketball leagues, Hands on Child development classes or Family Homework club- where parents get help helping kids with homework.

To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?

Staff Comments: Data collection, Process goals and measurement outcomes will need clarification.

9. To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?

Staff Comments: MMSD has extensive history providing services in Madison.

10. To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?

Staff Comments: City only funder besides School District. What is/are the FTE(s) of specific staff committed to this program?

11. To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

Staff Comments: Agency utilizes volunteers in appropriate roles, appears to have appropriate and necessary partnerships and collaborations in place.

12. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments: Proposed program accessible to low income populations, and potentially accessible to families with Limited English proficiency.

Questions:

1. It would be interesting to see this data on the Falk site that has been cited as the model program for this expansion.
In particular, did this program bring in families that otherwise would not have had contact with the school?
2. Did it result in them being more involved with their child's education?
3. Has this had an impact on student achievement?
4. What is/are the FTE(s) of specific staff committed to this program?

14. **Staff Recommendation**

☐ Not recommended for consideration

☐ Recommend for consideration

x **Recommend with Qualifications**

Suggested Qualifications: Clarification of data collection, service goals and outcomes.

COMMUNITY DEVELOPMENT DIVISION**PROGRAM DESCRIPTION****CITY OF MADISON**

ORGANIZATION:

OutReach LGBT Community Center

PROGRAM/LETTER:

A Resource Identification/Advocacy/Education & Outreach**PROGRAM BUDGET****1. 2010 BUDGETED**

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	15,739	8,490	7,249	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	24,869	19,865	5,004	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	200	200	0	0	0
OTHER GOVT	57,000	44,355	7,447	0	5,198
FUNDRAISING DONATIONS	148,942	78,314	39,228	31,400	0
USER FEES	2,500	0	0	2,500	0
OTHER	25,050	13,000	9,050	3,000	0
TOTAL REVENUE	274,300	164,224	67,978	36,900	5,198

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	15,739	8,490	7,249	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	24,869	19,865	5,004	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	200	200	0	0	0
OTHER GOVT*	57,000	44,355	7,447	0	5,198
FUNDRAISING DONATIONS	164,835	81,145	49,150	34,540	0
USER FEES	2,750	0	1,500	1,250	0
OTHER**	34,000	15,000	16,500	2,500	0
TOTAL REVENUE	299,393	169,055	86,850	38,290	5,198

*OTHER GOVT 2011

Source	Amount	Terms
State of WI DHS -- HIV grant	15,000	website for transgender clients, HIV focus
State of WI DHS -- health grant	42,000	mental health, domestic violence, AODA
	0	
	0	
	0	
TOTAL	57,000	

**OTHER 2011

Source	Amount	Terms
Diverse & Resilient tobacco	12,000	tobacco cessation project subcontract
D&R Intimate Partner Violence	15,000	federal earmark subcontract
New Harvest Foundation	2,000	diversity and senior programs
Purple Moon Foundation	5,000	general support
	0	
TOTAL	34,000	

ORGANIZATION:	OutReach LGBT Community Center
PROGRAM/LETTER:	A Resource Identification/Advocacy/Education & Outreach

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (w ith spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	15,739	8,490	7,249	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	24,869	19,865	5,004	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	200	200	0	0	0
OTHER GOVT*	57,000	44,355	7,447	0	5,198
FUNDRAISING DONATIONS	180,218	92,759	49,465	37,994	0
USER FEES	3,000		0	3,000	0
OTHER**	41,000	12,000	20,000	9,000	0
TOTAL REVENUE	322,026	177,669	89,165	49,994	5,198

*OTHER GOVT 2012

Source	Amount	Terms
State of WI DHS -- HIV grant	15,000	website for transgender clients, HIV focus
State of WI DHS -- health grant	42,000	mental health, domestic violence, AODA
	0	
	0	
	0	
TOTAL	57,000	

**OTHER 2012

Source	Amount	Terms
Diverse & Resilient tobacco	12,000	tobacco cessation project subcontract
D&R Intimate Partner Violence	15,000	federal earmark subcontract
New Harvest Foundation	4,000	youth and senior programs
Purple Moon Foundation	10,000	general support
	0	
TOTAL	41,000	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

OutReach LGBT Community Center
A Resource Identification/Advocacy/Education & Outreach
OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

1000 characters (with spaces) After 15 years of research, the executive director of the statewide LGBT health promoter Diverse & Resilient (our tobacco cessation program partner) Dr. Gary Hollander has stated that "Lesbian, Gay, Bisexual, and Transgender people in Wisconsin have more health challenges than the general population, and less resources to address them". Through the many programs we offer, OutReach improves the mental & physical health of our clients by building self-esteem & healthy lifestyles via community support & social groups, and informs & engages the general public on equal rights issues. OutReach serves all segments of the LGBT community. There is an array of LGBT groups in the Madison area; we act as an umbrella for local LGBT groups "to promote equality and quality of life for LGBT people".

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

1600 characters (with spaces) **Resource identification and referral - our annual Directory, monthly Calendar & Guide, weekly e-newsletter, referral services, library services, internet access/web-site, and phone services to strengthen networking opportunities for community members, especially limited income clients. *Peer-based individual counseling to walk-in and phone/e-mail clients to build self-acceptance/esteem. **Social/support groups to build understanding and a sense of community, particularly for more marginalized segments of our communities (People dealing with AODA, mental health & disabilities. Also youth, seniors, and communities of color). **Provide programming, groups, and targeted in-service trainings designed to increase knowledge of basic community resources and to build healthier lifestyles. **Provide a public Speaker's Bureau to educate, engage, and advocate on issues of concern to LGBT people in south-central Wisconsin. **Develop our active partnerships with other nonprofits to enable us to expand our programming base in areas we lack specific expertise or a financial foundation. **Work on our diversity initiative with attendance at ethnic festivals, community center outreach, press articles, translating materials, educational in-services, social events, and internal cultural competency efforts. We solicit their input and participation in OutReach to better serve LGBT people in those communities, build mutual understanding, and develop coalitions for social improvement.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

600 characters (with spaces) Our service goal is 2,600 unduplicated clients using agency services for 2011 and 2,800 in 2012. These are the per year totals of service hours in respective categories: 2,500 service hours for resource identification & referral, library, internet and phone services; 400 service hours for peer-counseling; 750 service hours for social & support group activity; 200 hours for basic resource presentations and healthier lifestyles; 400 service hours of speaker's bureau activity; 100 service hours in nonprofit partnerships; and 200 hours on our Diversity Initiative.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

400 characters (with spaces) Office Hours (open to the general public): Monday through Friday, 10am-7pm, Saturday 12-4pm. Evening Group Activity: Monday through Friday 7-9pm -- Saturday & Sunday, 4 to 9 pm.

ORGANIZATION:

OutReach LGBT Community Center

PROGRAM/LETTER:

A Resource Identification/Advocacy/Education & Outreach

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

600 characters (with spaces) The LGBT communities of Madison and SC Wisconsin specifically, and the general public more broadly. Research shows about 5% of the general adult population is openly LGBT, so our client pool potential is 8,000+ people in Madison. We recorded the age of 1,897 clients in 2009: 12% were 18-24 years old, 31% were 25-39, 39% were 40-54, 17% were 55-74. 111 clients had physical disabilities, 113 clients had cognitive disabilities. The majority of our peer counseling clients were homeless and/or jobless, but we don't have that data for all clients we serve. (see #26)

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

200 characters (with spaces) Our office is located at 600 Williamson St., Madison, WI 53703. Our Speaker's Bureau and community outreach efforts require us to travel throughout south central Wisconsin

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

1000 characters (with spaces) We advertise our programs by publishing "Center Connection" weekly e-newsletter that lists our activities, reaching thousands. We also have an extensive web-site. In addition, we publish 600 monthly calendars that are distributed to 50 locations throughout Madison, and an annual resource book, The Directory (3000 copies). We utilize the statewide LGBT press - Quest, (Green Bay), Wisconsin Gazette, (Milwaukee), Our Lives, (Madison), local mainstream press (Isthmus, WI State Journal, Cap Times), and local radio (WORT & WISN). We get print & broadcast coverage of our Awards Banquet Dinner, and engage people through Facebook (825 members on our cause page receive e-news). We also do extensive community outreach through our Speaker's Bureau and neighborhood fairs, such as Willy St Fair, Juneteenth, Fiesta Hispana, etc. We collaborate with Domestic Abuse Intervention Services, Madison Senior Center, Salvation Army and others which helps us reach new communities.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

1000 characters (with spaces) We have co-operative programming relationships with many other professional non-profits locally, statewide, and nationally, including Centerlink (the national organization of LGBT centers) Diverse & Resilient of Milwaukee (smoking cessation & domestic violence issues), funding through State of Wisconsin Department of Health Services (HIV, AODA, mental health, domestic violence), Domestic Abuse Intervention Services and Rape Crisis Center (safe space & support groups), HospiceCare Inc., Salvation Army, (homeless issues) Gilda's Club (cancer survivors), UW-Madison Counseling Psychology Department & Edgewood College Family Center (mental health referrals) & Madison Senior Center (joint senior program). We coordinate services with the above entities in a variety of ways, from representation on boards, to cooperative programs, to recruitment, to providing meeting space.

14. VOLUNTEERS: How are volunteers utilized in this program?

400 characters (with spaces) Volunteers are utilized in every facet of these programs--front desk reception, Speaker's Bureau panels, group facilitation, in-service program presentation, library services, and administration. With only 2 FTE staff and several consultants and interns to manage our agency, OutReach's 65 volunteers provide most of the program services that we offer.

15. Number of volunteers utilized in 2010?

65

Number of volunteer hours utilized in this program in 2010?

3,684

ORGANIZATION:

OutReach LGBT Community Center

PROGRAM/LETTER:

A Resource Identification/Advocacy/Education & Outreach

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

1600 characters (with spaces) Our primary barriers are cultural and language based. Our ability to remedy these will improve over the coming 2 year period as we implement our diversity initiative. This initiative will include cultural competency trainings, translation services in Hmong and Spanish via phone, web-site, and be reflected in our basic brochures, and educational in-services. We have been upgrading our website for the past two years, and are continuing that effort through an in-kind gift from the website developer Voltedge. This upgrade allows us to reach more clients as the culture increasingly is using the internet for information. We will also be doing extensive outreach work through our sister community centers and neighborhood fairs to reach racial and ethnic groups that traditionally have not used our services. We are beginning to have events at popular nightclubs such as the Cardinal Bar to reach populations that are underserved. We are connecting to the TDD service to assist with people who wish to assess the office who are hearing impaired. Another barrier is transportation. Homeless and low income clients, students, seniors, people of color, people with disabilities, use our services, & some have challenges traveling to our offices. This is especially true for seniors in outlying communities. We have included transportation stipends in two recent grants, have offered carpools or ride services for events, reimbursed volunteers for their travel & continue to develop that assistance. We have also worked with the City to correct accessibility problems.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

1600 characters (with spaces) OutReach and its predecessor agencies (The United and Madison Gay & Lesbian Resource Center) have offered Madison and SC Wisconsin continuous service for 37 years. We are one of the oldest LGBT centers in the US. Our two current full time staff have substantial backgrounds & experience in working for non-profits. Our Executive Director Steve Starkey has served for 4 years here. He was the executive director of Wisconsin Community Fund, a statewide social justice foundation for 12 years before coming to OutReach. He also has served on the boards of many nonprofit organizations locally, statewide and nationally. Mr. Starkey was co-founder of Social Justice Center here. He has implemented many reforms in administrative and accounting areas to improve OutReach's infrastructure. OutReach's Program Director Harry Straetz has worked for 8 years full time, overseeing volunteer management & program coordination. Mr. Straetz organizes a volunteer base of 65 people which form the foundation of OutReach's programs & provide the energy for services in resource identification & referral, an active speaker's bureau, over 25 support & social groups, a 6,000 volume lending library, and community based health programming. Our Accountant, Dana Chabot CPA is well known in his field in Madison. Board President Josh Bartz, Board member Petrovnia McIntosh and Senior Program consultant Caroline Werner all hold MSW degrees. Board Vice President Nilhan Gunasekera PhD, a chemistry instructor at MATC, has more than a decade of experience working on diversity initiatives.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

200 characters (with spaces) OutReach has a charitable organization licence from State of WI Dept. of Regulation & Licensing. We hold a Provider Agency Audit Guide audit annually to meet requirements.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Program Director	1	Yes	BA degree, over a decade of experience nonprofit program management

ORGANIZATION:

OutReach LGBT Community Center

PROGRAM/LETTER:

A Resource Identification/Advocacy/Education & Outreach

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

2000 characters (with spaces) Many of the programs described in this grant are the result of a "community basic needs assessment" model to determine services needed by the community. Often community leaders identify gaps in services & develop volunteer-led groups to meet those needs. OutReach works with those leaders to provide space, volunteer power, and assistance to run the program. The development of OutThere, our 18-24 year old social group, is a good example. Our social work intern in 2007 became aware of lack of social opportunities for a young LGBT people. He felt strongly from his experience and training that holes existed in programming, particularly for LGBT high school graduates. To determine need he met with stakeholders in LGBT youth programming (GSA for Safe Schools, Proud Theater, Tens Like Us-Briarpatch) and surveyed these providers and community members. The results showed a programming hole did exist for young adults just out of high school - they could not legally go to bars, and there were no public programs that would provide social opportunities. As a result of this process, OutThere was created and is now a weekly program which attracts 15 to 25 youth. Another example is our Board's their strategic planning process. OutReach conducted a formal needs assessment process, complete with a community survey, focus groups, and stakeholders meetings. The result was a 5 year plan for programming, development, and infrastructure improvements. Both our support & social groups and our Speaker's Bureau have also regularly used formal evaluation feedback forms to determine program effectiveness. This process has resulted in adjustments in our training of both group facilitators and speakers. In addition, OutReach is now using logic models (input, output, and outcomes) for writing grants and developing and evaluating programs. We are working to formalize the process of program evaluation to best utilize existing and new resources.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

70.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

400 characters (with spaces) Information on income status is collected by interview or informal conversation during peer counseling sessions. Many of our client services do not include interviews, so do not capture income level information for those services (library, etc). We don't ask many clients about their income status, but do observe that many of our clients are low or moderate income.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

600 characters (with spaces) There are currently no formal user fees at the agency for services. People can contribute a voluntary donation for group participation, internet use, or copying services if they wish and are able. We do ask for organizations or businesses that use our Speaker's Bureau services to make a contribution to defray the cost of transportation, or pay an honorarium to the speakers if the engagement is extensive. We have budgeted \$2500 this year for those contributions.

ORGANIZATION:

OutReach LGBT Community Center

PROGRAM/LETTER:

A Resource Identification/Advocacy/Education & Outreach

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	2562	87%	AGE		
MALE	1234	48%	<2	5	0%
FEMALE	1005	39%	2 - 5	2	0%
UNKNOWN/OTHER	323	13%	6 - 12	21	1%
			13 - 17	25	1%
			18 - 29	620	24%
			30 - 59	1548	60%
			60 - 74	331	13%
			75 & UP	10	0%
			TOTAL AGE	2562	100%
			RACE		
			WHITE/CAUCASIAN	2206	86%
			BLACK/AFRICAN AMERICAN	273	11%
			ASIAN	65	3%
			AMERICAN INDIAN/ALASKAN NATIVE	5	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	5	0%
			MULTI-RACIAL:	8	0%
			Black/AA & White/Caucasian	5	63%
			Asian & White/Caucasian	3	38%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	2562	100%
			ETHNICITY		
			HISPANIC OR LATINO	78	3%
			NOT HISPANIC OR LATINO	2484	97%
			TOTAL ETHNICITY	2562	100%
			PERSONS WITH DISABILITIES	75	3%
			RESIDENCY		
			CITY OF MADISON	2444	95%
			DANE COUNTY (NOT IN CITY)	63	2%
			OUTSIDE DANE COUNTY	55	2%
			TOTAL RESIDENCY	2562	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

OutReach LGBT Community Center

PROGRAM/LETTER:

A Resource Identification/Advocacy/Education & Outreach

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	2562
Total to be served in 2011.	2819

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:

Survey support/social groups at least every six months to determine if participants believe their self-esteem has increased as a result of program activities.

Performance Indicator(s):

75% of group participants rated the effect of the group on self-esteem at 4 or above.

Proposed for 2011:

Total to be considered in
perf. measurement

Targeted % to meet perf. measures
Targeted # to meet perf. measure 450

Proposed for 2012:

Total to be considered in
perf. measurement

Targeted % to meet perf. measures
Targeted # to meet perf. measure 450

Explain the measurement
tools or methods:

Survey distributed to group members to poll them on impact of group attendance on self-esteem. Scale of 1 to 5 with 1 indicating no effect on self-esteem, 3 being somewhat of an effect, and 5 being a major effect.

Outcome Objective # 2:

Performance Indicator(s):

Proposed for 2011:

Total to be considered in
perf. measurement

Targeted % to meet perf. measures
Targeted # to meet perf. measure 0

Proposed for 2012:

Total to be considered in
perf. measurement

Targeted % to meet perf. measures
Targeted # to meet perf. measure 0

Explain the measurement
tools or methods:

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** a. Resource Identification/Advocacy/ Education
2. **Agency Name:** Outreach
3. **Requested Amounts:** 2011: \$24869
 2012: \$24869 Prior Year Level: \$24869
4. **Project Type:** New Continuing X
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
 X III. Access to Resources A-1

6. **Anticipated Accomplishments (Proposed Service Goals)**

Proposed service goals include 2600 unduplicated agency clients. Clients will be served through a variety of programming including service hours in the following categories:

Activity	I&R, internet Referral & Lib	Peer counseling	Social and Support Groups	Presentations	Speaker's Bureau	Nonprofit partnerships	Diversity Initiative
Service hours	2500	400	750	200	400	100	200

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments: This program clearly meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments: It seems likely that this program will have a positive impact on individuals seeking these services. Board recently went through a strategic planning process involving community survey, focus groups and stakeholder meetings to identify needs, programming directions and gaps in service. Agency now operating under a 5 year plan that was developed in that process, and planning for ongoing program evaluation.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments: Service goals and outcomes need work. It appears these goals may have been met or exceeded, some updating of the coordination between the contract language and the reporting forms is in order. This can be accomplished through the CDD contracting work.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments: Board is small in number but experience and diversity of expertise or representation seem adequate to provide appropriate oversight to organization. Although there does not appear to be financial expertise on Board proposal speaks to extensive financial experience on staff and contracted. Agency has extensive history providing services in Madison.

11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments: Budget costs seem appropriate; Diversified funding sources and history of fundraising that makes their current stated goals seem plausible.

12. To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

Staff Comments: Agency utilizes volunteers extensively in programming, and has done so successfully for years. Appears to have appropriate and necessary partnerships and collaborations in place.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments: Proposed program accessible to low income populations, and accessible to Spanish Speakers.

Questions: None

14. **Staff Recommendation**

☐ Not recommended for consideration

☐ Recommend for consideration

x **Recommend with Qualifications**

Suggested Qualifications: Clarification of service goals and modification of outcomes.

ORGANIZATION:
PROGRAM/LETTER:

Porchlight, Inc.	
C	Transit for Jobs & Economic Self Sufficiency

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	80,000	12,460	0	0	67,540
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	7,958	7,958	0	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	87,958	20,418	0	0	67,540

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	80,000	12,460	0	0	67,540
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	9,599	9,599	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	89,599	22,059	0	0	67,540

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Porchlight, Inc.
PROGRAM/LETTER:	C Transit for Jobs & Economic Self Sufficiency

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (with spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (with spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	80,000	12,460	0	0	67,540
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	10,266	10,266	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	90,266	22,726	0	0	67,540

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

Porchlight, Inc.
C Transit for Jobs & Economic Self Sufficiency
OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

1000 characters (with spaces) Transit for Jobs and Transit for Economic Self Sufficiency are programs beginning in 2007 and expanding in 2009 to provide transportation assistance to homeless and low-income adults who are dependent upon the Madison Metro system to search for or maintain income security. Many homeless and low-income persons lack basic resources for transportation. Without transportation they are unable to seek employment, employment training, Social Security Disability, or other potential income producing resources. Without these resources they are unable to obtain or maintain housing. Assistance with public transportation, while seemingly a small item, can make a tremendous difference in the lives of these persons.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

1600 characters (with spaces) Porchlgiht works with several agencies to assist with the distribution of the tickets in addition to Hospitality House and Porchlgiht programs; these are listed under #13 Coordination. The goal of the program is to provide transportation in order to obtain employment or other income for support and to provide continued assistance to persons newly employed. Each organization is responsible for the distribution of individual bus tickets, 10-ride cards and monthly passes for use to obtain employment, training, income, Social Security Disability or other income related benefits. Each person requesting assistance completes an intake either through Hospitality House (Porchlgiht's daytime resource center), Porchlgiht case managers or case managers for other agencies participating in the program (identified in response to Question 13). The person is screened for eligibility and the purpose of the requested transportation assistance. The amount of the assistance is determined and if persons have obtained income sources, a monthly pass is considered for maintaining the income. All assistance and the results of follow ups is entered into Wisconsin Service Point (WISP), a statewide database.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

600 characters (with spaces) #1 Serve 1,500 unduplicated eligible low-income and homeless persons with single ride bus tickets, 10 ride cards and 31-day bus passes for the purpose of obtaining income security. #2 Of those served 555 will obtain an income source. #3 Of those obtaining an income source, 350 will maintain income source with the assistance of a 31-day pass.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

400 characters (with spaces) Hours are 8:30 to 4:30 Monday through Friday during entire year. During winter months, open 8:30 to 4:30 weekends and holidays. Bus tickets are usually distributed Monday, Wednesday and Friday mornings but can be obtained at other times and through Porchlgiht's main office. The other agencies and case managers distribute according to their own schedules.

ORGANIZATION:

Porchlight, Inc.

PROGRAM/LETTER:

C Transit for Jobs & Economic Self Sufficiency

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

600 characters (with spaces) Combined, approximately 75% of persons served for both programs are or were homeless. Virtually all are at or below 30% of County Median Income (CMI). Approximately 2/3 of those served are African Americans. Many (30 to 40%) have disabilities of long duration, often serious and persistent mental illnesses.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

200 characters (with spaces) The main service location is 1490 Martin Street, Madison but all of the agencies listed in #13 have available tickets. Service area is primarily the City of Madison.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

1000 characters (with spaces) The availability of this assistance is well-known in the community. Beyond all of the agencies listed in #13, Hospitality House is well-known throughout Madison and Dane County for its extensive services. Referrals are from other members of the Homeless Services Consortium, United Way 211 (Hospitality House is consistently one of the top referrals made by 211), local faith communities and food pantries, and other service consumers. We also have a van that makes daily morning trips between the Grace Episcopal Drop-In Shelter, The Salvation Army and Hospitality House. For Hospitality House, the assistance is distributed 3 days per week and is usually exhausted within the first couple of hours it is available.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

1000 characters (with spaces) Porchlight works closely with several agencies for the distribution of the bus tickets and the reporting of the results. These agencies are: Bridge Lake Point Waunona Neighborhood Center, Catholic Multicultural Center, Community Action Coalition of South Central Wisconsin, Dane County Time Bank, Start -- Construction Training, Inc., The Road Home Dane County, Inc., Saint Vincent de Paul Society of Madison, The Salvation Army, and YWCA. Porchlight has considered and is willing to consider expanding distribution but for reporting purposes any distribution agency must be a part of a statewide homeless service database, Wisconsin Service Point (WISP).

14. VOLUNTEERS: How are volunteers utilized in this program?

400 characters (with spaces) Volunteers are not used in this program.

15. Number of volunteers utilized in 2010?

0

Number of volunteer hours utilized in this program in 2010?

0

ORGANIZATION:

Porchlight, Inc.

PROGRAM/LETTER:

C Transit for Jobs & Economic Self Sufficiency

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

1600 characters (with spaces) The population served at Hospitality House do experience barriers related to their disabilities, including mental illness and physical, as well as cultural differences. Hospitality House is fully handicapped accessible and transportation funding is available to pay for transportation for those suffering from physical disabilities to and from Hospitality House. Staff is familiar with and has significant experience in addressing the needs of homeless persons suffering from mental illnesses and have training opportunities in addressing the needs of difficult clients. In addition, Porchlight staff (including Hospitality House) has a diverse cultural and racial background to be able to work with diverse populations.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

1600 characters (with spaces) Porchlight has been successfully overseeing this program for several years. Porchlight has been engaged in providing transportation assistance to homeless and near homeless persons since its inception over 25 years ago. Transportation has been and is a principal barrier to overcoming homelessness. Hospitality House has been operating for over 20 years. Many Hospitality House staff, as well as Porchlight staff generally, have been employed with Porchlight or Transitional Housing for several years and have significant experience and knowledge of the clients and programs. In addition, Porchlight staff are knowledgeable about Wisconsin Service Point and can use that system to generate the necessary reports to review the program success.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

200 characters (with spaces) None required.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Hosp House Assistant	0.8	Yes	Assoc. degree in social work or equiv. exp., WISP, community resources

ORGANIZATION:

Porchlight, Inc.

PROGRAM/LETTER:

C Transit for Jobs & Economic Self Sufficiency

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	1
Between 50% to 80% of county median income	1
Between 30% to 50% of county median income	23
Less than 30% of county median income	1199
Total households to be served	1224

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

600 characters (with spaces) Indirect cost allocations are done through a plan relying on nights of shelter.

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

Activity Benchmark	Est. Month of Completion
Begin distribution of tickets starting January, 2011 and continue through December 31, 2011.	Dec-11
Periodic reports on the progress and distribution of the tickets will be provided to the City.	

ORGANIZATION:

Porchlight, Inc.

PROGRAM/LETTER:

C Transit for Jobs & Economic Self Sufficiency

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

2000 characters (with spaces) This program furthers Program Area III Goal B1. This program does provide systemic solutions which address barriers and improves access to services that meet basic needs for low to moderate income and/or marginalized groups. Numerous articles recognize the importance of employment in preventing or ending homelessness. See Shaheen & Rio, "Recognizing Work as a Priority in Preventing or Ending Homelessness," J Primary Prevent 28: 341-358 (2007) (and references cited therein). However, beyond the work itself, studies recognize the importance of "employment at the earliest stages of engagement to help people who are homeless develop trust, motivation and hope." The authors note that this is too often unrecognized and underutilized. For homeless and very low income persons, particularly in Madison with its very diverse employment sites, transportation is a major barrier to achieving employment and accessing other public benefits. Transportation assistance through free bus tickets to empower persons to seek and obtain employment as well as other benefits is critical. Beyond the recognized studies, by Porchlight's extensive efforts to document the actual use of the tickets and whether these lead to employment and/or income. The 2009 results for the combined programs (Transit for Jobs and Transit for Economic Self Sufficiency) were very supportive. While the total number of unduplicated clients were less than projected (1,224 actual compared to 1,950 goal) but the number of those assisted actually obtaining an income source far exceeded the goal (651 actual compared to 561 goal) and those maintaining their income source also far exceed the goal (603 actual compared to 222 goal). Porchlight's efforts in tracking this program through WISP will continue to demonstrate the efficacy of this program consistent with the extensive published literature.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

99.9%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

400 characters (with spaces) This information is entered by each of the distribution agencies into Wisconsin Service Point (WISP) which tracks both the services provided and the outcome of the service.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

600 characters (with spaces) None.

ORGANIZATION:

Porchlight, Inc.

PROGRAM/LETTER:

C Transit for Jobs & Economic Self Sufficiency

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	1224	97%	AGE		
MALE	711	58%	<2	0	0%
FEMALE	480	39%	2 - 5	0	0%
UNKNOWN/OTHER	33	3%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	143	12%
			30 - 59	614	50%
			60 - 74	446	36%
			75 & UP	21	2%
			TOTAL AGE	1224	100%
			RACE		
			WHITE/CAUCASIAN	400	33%
			BLACK/AFRICAN AMERICAN	717	59%
			ASIAN	5	0%
			AMERICAN INDIAN/ALASKAN NATIVE	11	1%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	91	8%
			TOTAL RACE	1224	100%
			ETHNICITY		
			HISPANIC OR LATINO	81	7%
			NOT HISPANIC OR LATINO	1143	93%
			TOTAL ETHNICITY	1224	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	1224	100%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	1224	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

Porchlight, Inc.

PROGRAM/LETTER:

C Transit for Jobs & Economic Self Sufficiency

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	1224
Total to be served in 2011.	1500

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:

The program will provide 1,500 eligible homeless and low-income transit dependent persons with single ride bus tickets, 10-ride cards and 31-day bus passes.

Performance Indicator(s):

Number of unduplicated persons receiving bus tickets, cards and monthly passes entered into WISP.

Proposed for 2011:

Total to be considered in 1500
perf. measurement

Targeted % to meet perf. measures 100%
Targeted # to meet perf. measure 1500

Proposed for 2012:

Total to be considered in 1500
perf. measurement

Targeted % to meet perf. measures 100%
Targeted # to meet perf. measure 1500

Explain the measurement
tools or methods:

Each agency distributing tickets is required to enter each ticket into WISP as a service transaction for a client.

Outcome Objective # 2:

Of those persons receiving tickets, 555 will obtain an income source and 350 will maintain that income source using 31-day passes.

Performance Indicator(s):

For each client and service transaction entered into WISP, follow-up is required on impact of the service.

Proposed for 2011:

Total to be considered in 1500
perf. measurement

Targeted % to meet perf. measures 37%
Targeted # to meet perf. measure 555

Proposed for 2012:

Total to be considered in 1500
perf. measurement

Targeted % to meet perf. measures 37%
Targeted # to meet perf. measure 555

Explain the measurement
tools or methods:

Reports will be run off from WISP to determine overall results of data entered by agencies based upon follow-up of the clients.

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** Transit for Jobs & Economic Self-Sufficiency
2. **Agency Name:** Porchlight
3. **Requested Amounts:** 2011: \$80,000
 2012: \$80,000 Prior Year Level: \$80,000
4. **Project Type:** New ☐ Continuing X☒
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
☐ I. Youth Priority ☐ VI Child(ren) & Family
X☒ II. Access A1 ☐ VII Seniors
☐ III Crisis
6. **Anticipated Accomplishments (Proposed Service Goals)**

NOTE: FUNDS ARE LOCATED IN THE MAYOR'S MISCELLANEOUS BUDGET AND NOT THE CDD COMMUNITY RESOURCES BUDGET. STAFF RECOMMEND THIS PROPOSAL NOT BE REVIEWED AT THIS TIME. CDD PLANS TO ISSUE SEPARATE RFP FOR THE TRANSIT FUNDS IN THE MISCELLANEOUS BUDGET.

7. To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?

Staff Comments:

8. To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?

Staff Comments:

9. To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?

Staff Comments:

10. To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?

Staff Comments:

11. To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?

Staff Comments:

12. To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

Staff Comments:

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments:

Questions:

14. Staff Recommendation

- ☐ Not recommended for consideration
- ☐ Recommend for consideration
- ☐ Recommend with Qualifications

Suggested Qualifications:

ORGANIZATION:
PROGRAM/LETTER:

T.J.'s Support Brokerage Firm, Inc
B Program B - Tax Service

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	10,000	9,000	500	250	250
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	1,900	500	400	750	250
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	11,900	9,500	900	1,000	500

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	10,000	9,000	500	250	250
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	1,900	500	400	750	250
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	11,900	9,500	900	1,000	500

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	T.J.'s Support Brokerage Firm, Inc
PROGRAM/LETTER:	B Program B - Tax Service

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (with spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (with spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

T.J.'s Support Brokerage Firm, Inc
B Program B - Tax Service
OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

Low income individuals have such a heavy financial strain by tax time that they often elect to go to the tax providers offering Rapid Refund Services due to the fast turn around time. The costs associated with Rapid Refund Services are high, typically running from \$300-\$600. Our tax program provides essentially the same quick turn-around time for refunds, but at no cost to low income individuals. This puts the refunded money back into their pocket so they can meet basic needs. That money is recycled back into the community, rather than spent on Rapid Refund Services.

Our program is modeled after VITA free tax services, except it provides services to the Allied Drive area. The nearest VITA office is on Park Street, and it is difficult for many low income people to get there.

Our services are also successfully provided to the Hmong and Latino communities through interpreters.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

We provide tax services at no charge to low income individuals, resulting in significant fees that would otherwise be paid to tax preparers and for Rapid Refund Services to be filtered back into the community.

Upon arrival to our office, a Receptionist greets low income individuals, asking them to complete a questionnaire which we use to prove their identity and income level. The individual or couple then meets with one of our trained tax preparers who walks the individual through the information that is needed in order to complete the taxes. Education is provided to help the individual understand all of the documentation required. We also inform individuals of additional financial education classes available to them. We help people understand tax preparation, tax law, etc., ensuring they understand what is needed and how important it is to file. In many cases, we assist them to file back-taxes for prior years, as well as the current year.

Individuals are sent to obtain any missing documentation. Once all information is available, the tax preparer completes their return and submits it to the Tax Site Manager to review for accuracy. Taxes are then filed electronically, with refunds going directly to the individual's checking account or to the person's home. Our program is easily accessible to the Allied Drive community, and will operate from January 16 – April 16, 2011.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

Our program will support: 250 unduplicated tax clients, with 187 tax returns prepared. It will include 450 service hours: 30 hours per week, Jan 16 – Apr 16, for a Manager, an Assistant, 3 Volunteers, and a Receptionist.

In 2009, our program generated \$139,000 in refunds that went back into the community. We served 125 individuals, with an average refund of \$112. Extrapolating, that would be approximately \$208,000 for 187 individuals including an estimated \$84,000 saved from Rapid Refund Costs.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

The program will run from January 16, 2011 to April 16, 2011. Hours of operation will be Monday, Tuesday, and Thursday from 10:00 a.m. to 2:00 p.m.; Wednesdays from 2:00 p.m. - 6:00 p.m.; Fridays from 9:00 a.m. to 1:00 p.m.; and Saturdays by appointment (up to eight hours). Appointments are encouraged, however, walk-ins are welcome.

ORGANIZATION:

T.J.'s Support Brokerage Firm, Inc

PROGRAM/LETTER:

B Program B - Tax Service

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

Our Tax Service is available to all low-income tax payers. In past years, we have served local African American, Cambodian, Hmong, and Caucasian individuals, ranging in age from 17-65.

"Low Income" is defined as income below \$40,000 annually.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

Our service will be provided at 4522 Verona Road, Madison, WI at the MAP/TJ Inc. Training Center. We will serve Census tract 6 and the surrounding, greater Madison area

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

Our proven outreach strategies include all of the following:

Presentations to social agencies; Referrals from social agencies; Partnerships with Urban League of Greater Madison, the YWCA, and the Allied Drive CoOp; Write-ups in community papers (Madison Voices Newspaper, Isthmus Newspaper, Madison Times, Mojaumoja Community Magazine); Job fairs; Presentations at Neighborhood Center Community meals; Homeless centers; Department of Corrections; Door-to-door distribution of flyers; Word of mouth advertising.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

We will make our partner agencies aware of our program, providing them with fliers showing the times and location of operation of our tax services. Area agencies we coordinate with include:

The Allied Drive Community; The Allied Dunns-Marsh Community Center, Madison Public Schools; The Boys and Girls Club; The START Program; The Head Start Program; The YWCA; The Department of Corrections, Probation and Parole; and Operation Fresh Start.

These are our established community partners. We are always seeking to expand this list. We have found that referrals amongst our community partners enhance each program's rate of success.

14. VOLUNTEERS: How are volunteers utilized in this program?

Volunteers serve as Receptionist/Clerical support staff and to perform data entry for the tax information. We anticipate 200 volunteer office hours to support our program. Volunteers will also perform door-to-door marketing and marketing to other agencies, representing another 100 volunteer hours. Finally, we will utilize approximately 30 hours of volunteer time for interpreters.

15. Number of volunteers utilized in 2010?

10

Number of volunteer hours utilized in this program in 2010?

300

ORGANIZATION:

T.J.'s Support Brokerage Firm, Inc

PROGRAM/LETTER:

B Program B - Tax Service

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

Barriers to this program have primarily been lack of transportation. Wait times also increase substantially as the last day to file taxes approaches. Language has not been an issue in the past, as we have utilized interpreters.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

Our agency is quite experienced in providing free tax services within the community, as we have provided it for each of the past four years. For the first two years, we partnered with the IRS, running a VITA program. We utilized a designated IRS Tax Specialist during those tax seasons. After the second year, we elected to hire our own Tax Site Manager. This individual is a Certified Tax Specialist with more than 25 years experience in Tax Preparation and working in and managing Tax offices for H&R Block and Jackson Hewitt. She has been with our program ever since, and will continue to serve for the upcoming tax season. This will be our agency's fifth year to provide such services.

Our Tax Preparers have received CTEC Training and Certification in Tax Preparation, and will also receive training from our Tax Site Manager. These individuals have worked with us over the last four years, and plan to return for the coming Tax Season. Each Tax Preparer is required to receive refresher training annually, including IRS training on Tax Law changes. Our Receptionist and Data Entry staff are trained on confidentiality.

We have consistently increased the number of returns prepared each year. Our experience has helped us to better understand our customers/clients.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

200 characters (with spaces)

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Tax Site Manager	0.5	Yes	Certified Tax Specialist, 25 years exp., trained by Jackson Hewitt.
Tax Preparer	3	Yes	CTEC Certified Tax Preparer

ORGANIZATION:

T.J.'s Support Brokerage Firm, Inc

PROGRAM/LETTER:

B Program B - Tax Service

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

We allocate one quarter of the costs to our tax program during its limited months of operation. The remainder of the year, we allocate one third of the indirect costs to each of our three year-round programs.

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

Activity Benchmark	Est. Month of Completion
Hire Staff & Identify Volunteers	Jan-11
Train Staff and Volunteers	Jan-11
Outreach	Apr-11
Tax Preparation	Apr-11
Provide Reports to Funders	Jan-12

ORGANIZATION:

T.J.'s Support Brokerage Firm, Inc

PROGRAM/LETTER:

B Program B - Tax Service

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

Our program mirrors our previously successful VITA Tax Program developed by the IRS.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

100.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

X

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Initially the information is collected on the intake questionnaire and we provide service based on the client's annual income. We verify that income is under \$40,000 annually through the W2's provided to us for tax preparation.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

There are no costs or fees charged to the individuals using our services.

ORGANIZATION:

T.J.'s Support Brokerage Firm, Inc

PROGRAM/LETTER:

B Program B - Tax Service

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	125	100%	AGE		
MALE	30	24%	<2	0	0%
FEMALE	95	76%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	50	40%
			30 - 59	57	46%
			60 - 74	18	14%
			75 & UP	0	0%
			TOTAL AGE	125	100%
			RACE		
			WHITE/CAUCASIAN	30	24%
			BLACK/AFRICAN AMERICAN	82	66%
			ASIAN	13	10%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	125	100%
			ETHNICITY		
			HISPANIC OR LATINO	20	16%
			NOT HISPANIC OR LATINO	105	84%
			TOTAL ETHNICITY	125	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	125	100%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	125	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:	T.J.'s Support Brokerage Firm, Inc
PROGRAM/LETTER:	B Program B - Tax Service

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	125
Total to be served in 2011.	250

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1: We will provide high quality tax services for 250 low-income individuals for both federal and state tax returns for the 2010 tax year at no cost to the individual.

Performance Indicator(s): 75% of returns will be successfully filed electronically within the 16 week program term. (The remainder may be rejected by the tax system for issues beyond our control)

Proposed for 2011:	Total to be considered in	250	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	187.5
Proposed for 2012:	Total to be considered in	300	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	225

Explain the measurement tools or methods: Each tax return will be filed electronically, with a paper copy provided to the applicant, and another paper copy kept on file in the office as a backup. Each tax applicant shall complete a registration form prior to utilizing our services which will include name, address, phone number information to be utilized in the event issues arise during the preparation of an individual's return. The total number of returns filed will be tabulated, including tax refunds due or tax amount owed.

Outcome Objective # 2: 100 tax applicants will elect to receive Financial Literacy training at no charge through the MAP Center.

Performance Indicator(s): 40% of our tax applicants will attend one of our two-hour financial literacy sessions offered one evening per week during tax season.

Proposed for 2011:	Total to be considered in	250	Targeted % to meet perf. measures	40%
	perf. measurement		Targeted # to meet perf. measure	100
Proposed for 2012:	Total to be considered in	300	Targeted % to meet perf. measures	45%
	perf. measurement		Targeted # to meet perf. measure	135

Explain the measurement tools or methods: Each applicant will be offered the opportunity to attend free Financial Literacy training classes offered during tax season. The individual will affirm having received the invitation on the initial tax filing questionnaire paperwork, and will check either "Yes" to attend, or "No" if they choose not to. Sign-in sheets will track class attendance. This document will become part of the individual's backup tax file which will be maintained at the MAP Center.

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** Tax Service
2. **Agency Name:** T.J.'s Support Brokerage Firm
3. **Requested Amounts:** 2011: \$10,000
 2012: \$10,000 **Prior Year Level: \$10,000**
4. **Project Type:** New ☐ Continuing X☐
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
 ☐ I. Youth Priority ☐ VI Child(ren) & Family
 x☐ II. Access A1 ☐ VII Seniors
 ☐ III Crisis

6. **Anticipated Accomplishments (Proposed Service Goals)**

The program will support 250 unduplicated tax clients with 187 tax returns prepared. Program will provide 450 hours of service between January 16 and April 16 for a Manager, an Assistant and 3 volunteers and a Receptionist.

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments:

This program meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments:

Program design is based on successful volunteer income tax services that are conducted around the country during tax season.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments:

Agency is proposing to serve 125 more unduplicated clients in 2011 than they served in 2009 but no additional budget or request of the City. Ask agency how they will do that?

Outcome Objectives are realistic and measurable and appropriate.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments:

Agency has been providing this service for 4 years and assisted with the service upon its creation the program 5 years ago. Staff are highly qualified to operate the service. Agency has good working relationship with population served.

11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments:

Budget is reasonable would like agency to explain how they are going to serve 125 more unduplicated people with the same overall budget and request from the City? Agency also provides some fundraising dollars to this program.

12. To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

Staff Comments:

Agency utilizes volunteers in an appropriate manner. Agency has well established working relationships with appropriate partners and is well respected by population they serve.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments:

The program serves 100% low/moderate income people. The population served is culturally diverse. Program utilizes interpreters for language barriers. Agency reports a lack of transportation as a barrier.

Questions:

Agency is proposing to serve 125 more unduplicated clients in 2011 than they served in 2009 but no additional budget or request of the City. Ask agency how they will do that?

14. **Staff Recommendation**

- ☐ Not recommended for consideration
- ☐ Recommend for consideration
- X ☐ **Recommend with Qualifications**
Suggested Qualifications:

Based upon answer to question.

COMMUNITY DEVELOPMENT DIVISION**PROGRAM DESCRIPTION****CITY OF MADISON**

ORGANIZATION:

Tenant Resource Center

PROGRAM/LETTER:

A Housing Counseling, Outreach and Education**PROGRAM BUDGET****1. 2010 BUDGETED**

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	51,653	31,521	10,244	9,888	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	52,933	32,544	17,017	3,372	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	138,520	111,782	25,561	1,177	0
FUNDRAISING DONATIONS	4,699	4,699	0	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	247,805	180,546	52,822	14,437	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	50,103	30,575	9,937	9,591	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	54,521	33,520	17,528	3,473	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	28,000	19,320	6,720	1,960	0
FUNDRAISING DONATIONS	52,000	40,500	7,500	4,000	0
USER FEES	20,850	14,387	5,463	1,000	0
OTHER**	40,000	32,600	6,400	1,000	0
TOTAL REVENUE	245,474	170,902	53,547	21,025	0

*OTHER GOVT 2011

Source	Amount	Terms
HUD	28,000	Statewide toll-free housing counseling services
	0	
	0	
	0	
	0	
TOTAL	28,000	

**OTHER 2011

Source	Amount	Terms
Milwaukee Foundation Grants	40,000	Milwaukee office housing counseling services
	0	
	0	
	0	
	0	
TOTAL	40,000	

ORGANIZATION:	Tenant Resource Center
PROGRAM/LETTER:	A Housing Counseling, Outreach and Education

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

Additional tenants served due to increased outreach, growth of the city and anticipated increase in % of renters due to increased difficulty with foreclosures and getting loans from banks.

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

Increased fundraising and grant writing for Milwaukee office.

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	50,103	30,575	9,937	9,591	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	55,526	34,526	17,528	3,473	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	28,000	19,320	6,720	1,960	0
FUNDRAISING DONATIONS	68,040	29,180	2,540	4,320	32,000
USER FEES	23,851	16,387	2,460	5,004	0
OTHER**	80,000	62,600	6,800	10,600	0
TOTAL REVENUE	305,520	192,588	45,985	34,948	32,000

*OTHER GOVT 2012

Source	Amount	Terms
HUD	28,000	Statewide toll-free housing counseling services
	0	
	0	
	0	
	0	
TOTAL	28,000	

**OTHER 2012

Source	Amount	Terms
Milwaukee Foundations	80,000	Milwaukee office housing counseling services
	0	
	0	
	0	
	0	
TOTAL	80,000	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

Tenant Resource Center
A Housing Counseling, Outreach and Education
OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

The goal of this program is to educate tenants and landlords about their rights and responsibilities and to assist them in resolving rental problems. Nearly half of all residences in Madison are rental and many tenants do not know their rights as consumers in regard to issues such as evictions, repairs and security deposits. Low-income tenants in particular often lack the resources to obtain paid legal assistance (i.e. an attorney) due to the cost. TRC does not provide legal advice but does fill a large gap in information and assistance with rental housing problems by informing tenants and landlords of their legal rights and responsibilities, remedies under the law, and practical advice on preventing and resolving rental disputes.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

In a housing counseling session, volunteer and staff housing counselors answer questions either in person or on the phone about a variety of topics such as eviction, repairs, security deposits and breaking a lease. They can provide copies of laws and sample letters and forms, as well as referrals to other agencies for related services when appropriate. TRC Housing counselors focus on prevention of rental problems and emphasize resolving rental issues outside of small claims court. Resolution can occur through negotiation, mediation, writing letters and making reports to government agencies. This program is designed to help make tenants, in particular low-income and minority consumers, self-sufficient and improve their access to resources, to empower them to advocate for themselves and to teach them skills to resolve disputes. In addition to information, referral, and counseling provided at our office, our community outreach efforts increase broad knowledge about rental rights, responsibilities and prevention of housing disputes, focusing on those most in need of our services and often the least likely to be able to access services because of communication, transportation, child-care, physical mobility or other limitations. Of the total number of housing counseling participants each year, approximately 8-10% are landlords, the rest are tenants. We have seen an increase in assisting first-time landlords who cannot sell their residences due to the housing market.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

Each year, 6,500 clients will receive housing counseling through the main office. 360 individuals will participate in 24 workshops/presentations in the community. PSAs and press releases will be distributed on a regular basis resulting in at least 12 media contacts. Website visits and other electronic outreach methods will be tracked and reported monthly.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

The main office at 1202 Williamson St. is open Monday - Friday, 9:00 a.m. - 6:00 p.m. This is the primary location for services funded by the City of Madison. The second office in the Dane County Job Center is open Monday - Friday, 8:00 a.m. - 4:30 p.m., closing early on Wednesdays for a staff meeting. Housing Counseling is available at both locations on a walk-in basis, no appointment necessary.

ORGANIZATION:

Tenant Resource Center

PROGRAM/LETTER:

A Housing Counseling, Outreach and Education

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

Nearly half of all residences in the City of Madison are rental. Of those occupants that may require our services, we focus on serving adults at or below the median income and increasing the number of underrepresented populations we serve. We focus education and outreach efforts in neighborhoods with high percentages of renters or low-income individuals, in high schools and other audiences of first-time renters, and on other special populations, e.g. people with disabilities, seniors, homeless, formerly incarcerated and Spanish speakers.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

Main office: 1202 Williamson Street, Suite 102. Housing Help Desk: 1819 Aberg Avenue. Services available to anyone in Dane County, primarily the City of Madison. Milwaukee Office funded by other funds.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

TRC engages in a variety of outreach activities throughout the year. Topics vary appropriate to the season. During the summer and fall, activities focus on maintaining a presence at the numerous community and ethnic festivals, and increasing publicity centered on the downtown moving day in August. Heat and snow removal issues are emphasized in the winter. Publicity is earned through press releases and public service announcements. Our website and use of social media like Facebook has become increasingly important as traditional media outlets have declined. We provide interviews on community radio and local television news programs. We provide brochures and written materials on request to community sites and strongly encourage community groups to copy and distribute the material from our website to their participants as much as possible.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

TRC services are coordinated with other housing groups in a number of ways. For example, participation in groups like the Dane County Homeless Services Consortium is valuable for sharing information each month and networking to ensure that referrals to and from other agencies are appropriate and effective for our clients. TRC has a memorandum of understanding with the Fair Housing Center of Greater Madison that formalizes coordination of outreach efforts and volunteer recruitment. TRC has also for many years been a formal part of the YWCA Second Chance Tenant Education Program by providing one unit in their class each month that teaches tenants with poor rental history about their rights and responsibilities and how to be more successful in obtaining and maintaining housing.

14. VOLUNTEERS: How are volunteers utilized in this program?

Volunteers receive 9-10 hours of training followed by ongoing staff support. After initial training, volunteer housing counselors help clients in person and over the phone by providing information about rental rights & responsibilities, state and local laws, and community resources and referrals to other agencies where appropriate. W2 workers provide administrative support. (hours not incl. below)

15. Number of volunteers utilized in 2010?

14

Number of volunteer hours utilized in this program in 2010?

2,184

ORGANIZATION:

Tenant Resource Center

PROGRAM/LETTER:

A Housing Counseling, Outreach and Education

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

Housing counseling is a service that relies on good communication in order to be most effective for the client. Some clients speak limited or no English—Spanish being the primary language we encounter other than English. We address this barrier by having full-time and part-time staff that can provide housing counseling in Spanish. Most of our written materials have also been translated into Spanish. Other people may have cognitive or other disabilities that may make it difficult to process complex information such as rental housing law and the legal remedies available. To address this type of barrier, we train volunteers to try their best to break down the information into simple action steps that a client can take and assist in letter writing. Information can be provided in writing to help a client remember what they can do, step by step, to resolve their housing problem. Other barriers include physical accessibility. Both Madison offices are located in a wheelchair accessible location on a major bus line. If clients request materials in other formats such as large print or Braille we accommodate each request to the best of our ability. We provide information on our website and use the WI Relay System to help improve accessibility for people with hearing impairments. Economic barriers such as work and child care may make it difficult for a person to reach our office. Between our two Madison offices we are open between 8:00 a.m. and 6:00 p.m. to accommodate most work schedules.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

As mentioned in the Agency Overview, TRC's Executive Director and Program Director have on average 17 or more years' housing counseling experience each. There are currently three full-time staff housing counselors (Housing Resource Specialist), two of whom are bilingual (English/Spanish). They collectively have approximately six years of experience with housing counseling. For many years TRC has consistently met or exceeded contract goals and outcomes in terms of the quantity of services provided and the impact of those services. In recent years, it has been much more challenging to meet some of the goals for quantity of services as the cumulative effect of years of flat funding has resulted in fewer overall staff than in previous years. In spite of that, TRC still received positive feedback in our 2009 surveys of clients served. There were a total of 294 responses to the survey. Of those, 268 (91%) reported that they felt they were able to make a more informed decision about how to solve the problem after contacting TRC. We also asked if clients felt they had a better outcome after contacting TRC. Of the same group of 294, 174 (59%) reported that they had a better outcome, and 33 (11%) still considered the outcome "pending" and were unsure, and only 87 (29%) felt they did not have a better outcome. Of this group, however, many also reported that TRC services were helpful yet they did not have a better outcome because the laws did not favor their situation and there was not much TRC could change.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

There are no licensing or accreditation requirements for rental housing counselors in Wisconsin. TRC is a HUD-approved Housing Counseling Agency.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Executive Director	0.25	Yes	5 years administrative experience and/or strong program experience
Program Director	0.6	Yes	Strong program experience, strong people skills (for work with volunteers)
Housing Resource Specialists	0.75	Yes	Will train, good reading, writing, analytical and people skills
Office Manager	0.25	Yes	Strong computer skills, experience working in office, organized

ORGANIZATION:

Tenant Resource Center

PROGRAM/LETTER:

A Housing Counseling, Outreach and Education

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

We have not found a large body of research on best practices for housing counseling programs such as ours; however, TRC is a HUD-approved Housing Counseling Agency and does maintain a work plan as a requirement of maintaining that status. Of the materials that the Community Resources Program has provided on its website, the Staff Resource Summary and the paper by Erin Mader (a former TRC Housing Resource Specialist) most closely reflect the practices that relate to effective housing counseling services. Physical and cultural accessibility are two important characteristics of a successful program. As addressed in the section on barriers, TRC strives to remove as many of these barriers as possible by seeking a diverse staff and including these issues in training. Staff and volunteers are encouraged to recognize the diverse backgrounds and barriers that our clients face, and to assist them in a sensitive, appropriate and non-judgmental manner.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

80.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 30-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

XXX

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

At the conclusion of a housing counseling session, participants are asked a series of questions regarding demographic information, income, household size, etc. Information reported by the client is entered in to an Access database that can generate reports summarizing the data. During 2009, 3,312 (79.6%) clients reported household income from no income to 50% median income.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

There are NO fees charged for any housing counseling services. A small donation (25 cents per page) is suggested for copies of laws or sample forms, but this is frequently waived if a client is unable to make a donation.

ORGANIZATION:

Tenant Resource Center

PROGRAM/LETTER:

A Housing Counseling, Outreach and Education

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	4159	100%	AGE		
MALE	1264	30%	<2	0	0%
FEMALE	2892	70%	2 - 5	0	0%
UNKNOWN/OTHER	3	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	1925	46%
			30 - 59	1748	42%
			60 - 74	486	12%
			75 & UP	0	0%
			TOTAL AGE	4159	100%
			RACE		
			WHITE/CAUCASIAN	3268	79%
			BLACK/AFRICAN AMERICAN	503	12%
			ASIAN	88	2%
			AMERICAN INDIAN/ALASKAN NATIVE	20	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	6	0%
			MULTI-RACIAL:	35	1%
			Black/AA & White/Caucasian	5	14%
			Asian & White/Caucasian	3	9%
			Am Indian/Alaskan Native & White/Caucasian	23	66%
			Am Indian/Alaskan Native & Black/AA	4	11%
			BALANCE/OTHER	239	6%
			TOTAL RACE	4159	100%
			ETHNICITY		
			HISPANIC OR LATINO	146	4%
			NOT HISPANIC OR LATINO	4013	96%
			TOTAL ETHNICITY	4159	100%
			PERSONS WITH DISABILITIES	582	14%
			RESIDENCY		
			CITY OF MADISON	3191	77%
			DANE COUNTY (NOT IN CITY)	343	8%
			OUTSIDE DANE COUNTY	625	15%
			TOTAL RESIDENCY	4159	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

Tenant Resource Center

PROGRAM/LETTER:

A Housing Counseling, Outreach and Education

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	4159
Total to be served in 2011.	6,500

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	Low-income clients will have information they need to become self-sufficient and make informed decisions about issues faced in obtaining and maintaining safe, quality and affordable housing.
Performance Indicator(s):	Both tenants and property owners/managers will increase their knowledge of rights and 75% of those surveyed will report that they were able to make a more informed decision and/or had a better outcome (resolution of the rental housing dispute) than if they had not contacted TRC

Proposed for 2011:	Total to be considered in	6500	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	4875
Proposed for 2012:	Total to be considered in	6750	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	5062.5

Explain the measurement tools or methods:	Client statistics are collected that show the number of persons who contact us and receive information and referrals, basic demographic information about those persons, how those persons learned of the TRC, and where they were referred. Periodic phone surveying of tenants and property owners/managers who have contacted TRC in the prior six months will be used to measure performance indicators. A typical sample size in this survey is about 300 respondents once or twice per year.
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Outcome Objective # 2:	Increase broad knowledge about rental rights and responsibilities through outreach efforts, and reach persons who may not otherwise access the agency's services.
Performance Indicator(s):	75% of the evaluation forms received from workshops will indicate that the participants believe the information they received will help them prevent, avoid, or better resolve, rental housing disputes in the future. The response rate for these evaluation forms is expected to be about 50

Proposed for 2011:	Total to be considered in	360	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	270
Proposed for 2012:	Total to be considered in	360	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	270

Explain the measurement tools or methods:	Measurements for this outcome will be based on attendance of 360 individuals at a total of 24 workshops or presentations. The agency will also provide evaluation forms at workshops and seminars to evaluate the usefulness of the materials and information presented. Additional outreach efforts including website visits, distribution of PSA's and media presentations and tabling at resource fairs, community events and festivals will also be tracked.
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Community Services, Early Childhood and Senior Services Committees

- Program Name:** A. Housing Counseling, Education, Outreach
- Agency Name:** Tenant Resource Center

3. Requested Amounts: 2011: \$54,521
2012: \$55,526

Prior Year Level: \$52933
(\$45,933+\$7000 Supplemental)

4. Project Type: **New x** **Continuing X**

5. Framework Plan Objective Most Directly Addressed by Proposed by Activity:

X III. Access to Resources A-1

6. Anticipated Accomplishments (Proposed Service Goals)

6500 clients will receive housing counseling related to rights and responsibilities of landlords and tenants. 360 individuals will participate in 24 workshop presentations. PSAs and press releases will be distributed on a regular basis resulting in at least 12 media contacts. Website visits and other electronic outreach methods will be tracked and recorded monthly.

7. To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?

Staff Comments: This program clearly meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.

8. To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?

Staff Comments: It seems likely that this program will have a positive impact on individuals seeking this service. Agency has extensive experience providing this service, staffing is adequate although service goals were established when there was more funding and more staff. The combination of individualized counseling and community presence, education and outreach seems to be a service model that addresses community needs.

9. To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?

Staff Comments: Service goals are overly ambitious given current staffing. 4500 clients receiving counseling is probably more realistic as 4600 were seen in 2008 and 4161 in 2009. These service numbers are also more realistic in terms of this level of funding. Outcomes are well defined and measured.

10. To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?

Staff Comments: Current Board membership numbers, experience and diversity of expertise or representation seem adequate to provide appropriate oversight to organization. Agency has extensive history providing services in Madison.

11. To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?

Staff Comments: Budget costs seem appropriate; Multiple governmental funders. Fundraising goal jumps 20-30000 each year above 2009 actuals. Is this realistic?

12. To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

Staff Comments: Agency utilizes volunteers in appropriate roles, appears to have appropriate and necessary partnerships and collaborations in place.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments: Proposed program accessible to low income populations, and accessible to Spanish Speakers.

Questions: 1. Please explain your 2012 Cost explanation
2. Please describe your fundraising plan.
3. Please describe volunteer screening, training and supervision.

14. **Staff Recommendation**

☐ **Not recommended for consideration**

Recommend for consideration

☒ **Recommend with Qualifications**

Suggested Qualifications: Reduce service numbers in 2011 contract.

ORGANIZATION:
PROGRAM/LETTER:

United Asian Services of Wisconsin, inc.	
A	Refugee and Asian Community Access

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	31,835	23,502	3,918	4,243	172
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	1,452	1,134	156	156	6
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	3,321	1,965	956	350	50
USER FEES	0	0	0	0	0
OTHER	4,500	3,010	554	586	350
TOTAL REVENUE	41,108	29,611	5,584	5,335	578

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	33,000	24,502	4,005	4,243	250
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	1,450	1,134	156	154	6
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	4,500	3,010	554	586	350
TOTAL REVENUE	38,950	28,646	4,715	4,983	606

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
WUCMAA	4,500	Yearly
	0	
	0	
TOTAL	4,500	

ORGANIZATION: **United Asian Services of Wisconsin, inc.**

PROGRAM/LETTER: **A Refugee and Asian Community Access**

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (with spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (with spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0				
MADISON-CDBG	0				
UNITED WAY ALLOC	0				
UNITED WAY DESIG	0				
OTHER GOVT*	0				
FUNDRAISING DONATIONS	0				
USER FEES	0				
OTHER**	0				
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	United Asian Services of Wisconsin, inc.
PROGRAM/LETTER:	A Refugee and Asian Community Access
PRIORITY STATEMENT:	OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

Madison has experienced ethnic diversification, primarily in Asian and Hispanic minorities. Madison's foreign born residents, 49.1% are from Asia and mostly are Hmong. Needs that are common but challenging to help for immigrant populations include affordable housing, access to healthcare, social support network, education, transportation, financial assistance, and employment. Although some community resources may exist for these populations, research shows that service utilization is often low.

Various barriers to accessing necessary resources exist in these populations. First, level of acculturation has been shown to impact the number and severity of barriers in immigrant populations. Other barriers that may apply to all immigrants obtaining resources include language barriers, social isolation, lack of health information, and poverty, stress and mental health needs, lack of screening and treatment for issues such as post-traumatic stress disorder and depression.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

(1) Financial: Provides information about benefits, banking, investment, and other resources. (2) Mental Health services- Works closely with Kajsab House and other professions in providing language culturally appropriate mental health services. (3) Health services- Assist in scheduling appointments, acting as translators, or health education to help understand health issues. (4) Home Management - Provides information on household budgets, home maintenance, housing standards, tenant's rights, or consumer fraud. (5) Nutrition- Provides food pantries, diet, and food preparation education. (6) Translation- Translates and interprets documents such as letters to and from social workers, school, and utilities. (7) Citizenship- Provides assistance to refugees completing green cards, citizenship and adjustment applications, and citizenship classes. (8) Advocacy- Provides information on the rights and responsibilities of citizens. (9) Counseling- Assists individuals in achieving objective better attitudes and feelings, and considerations of alternative to dispute resolution. (10) Housing – Referrals for Section 8 housing, works with landlords and property managers, or find suitable housing at affordable prices. (11) Literacy Skills UASW has established relationships with the MATC and Literacy Network to provide ESL and other language classes to our refugees. (12) Employment- Provides employment training programs, works with the Job center, temporary employment centers, MATC and other resources. (13) Transportation- Provides information about the bus system or other options.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

Bilingual and culturally competent staffs to work with Southeast Asian refugees or recent refugees to develop individual goals, activities or services needed to move toward self sufficiency and increased assimilation into the community. The services may include outreach, information and referral services in the following areas: financial, mental and physical health, home maintenance, housing, food and nutrition, translation or interpretation, immigration adjustment, counseling, advocacy, literacy, and others. We will serve 300 unduplicated individuals and 1,200 service contacts annually.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

Our office are from 8:30 AM to 4:30 PM, Monday to Friday.

ORGANIZATION:	United Asian Services of Wisconsin, inc.
PROGRAM/LETTER:	A Refugee and Asian Community Access

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

Our community access program serve all Southeast Asian and refugees without regard to sex, age, ethnicity. However, 95% of our clients have and those who cannot understand English and have difficulty accessing other available English language services in the community. Recently in 2004-05, there were influx of Hmong refugees came to Madison. These, about 500 Hmong individuals, and other Hmong and other refugee groups continue to need our community assistance. The disabled refugees and recently refugees, who receive SSI or other public benefits continue to need our helps.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

UASW is the only Asian organization who provides overall services to these population since 1984. Our services is not limited to one census tract. Services are provided at our office and at providers

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

We have a strong connection to the refugees and Southeast Asian in our region. Many of the population we now serve are our existing clients and family members. When we have new program, such as ESL classes, workshops, vocational training, or other activities, our staffs use existing files and then contact the potential clients and their family members. We also give flyers to agency partners and ask them to do outreach to any refugees and Southeast Asian. We have connection with the leaders of the ethnic communities. Our staffs know many members of their own ethnic groups. Our agency has been in existence more than twenty years. The private and public agencies in this region know the services of our agency. We are a partner of the United Way. The City of Madison, Dane County, and State of Wisconsin have been supporting our agency, both financially and with other resources. One other strength we have is the relationship with some of the large employers in this area.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

All of our staffs are culturally and linguistically competent. One of staff has been with the organization since the formation of our organization in 1984 and know many other local providers. We work closely with other service providers including Lutheran Social Services, Job Center, Good Will Industries, Literacy Network, MATC, Bayview Foundation, Northport/Packers and Kennedy Heights Apartments, KajSiab House, Public Health departments, MMSD, Community Action Coalition and Second Harvest, local employers, local non-profit organizations, and other local partners and providers. In some instances, our organization was partner with other local providers to provide cost saving and effective services to our mutual refugee and Southeast Asian clients.

14. VOLUNTEERS: How are volunteers utilized in this program?

We are a small non-profit organization. Therefore, we depend on the generosity of volunteers to help us. Volunteers participate in wide range of services that meet their personal and professional interests. For example, good English speaking volunteers can help with the ESL class with the translation and interpretation, completing forms and applications, phone answering, and other clerical duties.

15. Number of volunteers utilized in 2010?

9

Number of volunteer hours utilized in this program in 2010?

150

ORGANIZATION:

United Asian Services of Wisconsin, inc.

PROGRAM/LETTER:

A Refugee and Asian Community Access

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

Although our staffs are culturally and linguistically competent to provide the services to our unique Southeast Asian and refugee populations, we are limited to our own staff shortage to provide the high demand of services to our large population. Recently, there are more refugees from other parts of the world and we have to learn their culture and customs in order to provide our services to them with the observation of cultural sensitivity. With many ethnic languages of many refugee groups, our staffs cannot effectively communicate with the many languages spoken. However, our staffs were refugees themselves in the past and they are able to communicate meaningfully with our clients with the assistance of interpreter.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

All of our staffs are culturally and linguistically competent. One of staff has been with the organization since the formation of our organization in 1984. We work closely with other service providers including Lutheran Social Services, Job Center, Good Will Industries, Literacy Network, MATC, Bayview Foundation, Northport/Packers and Kennedy Heights Apartments, KajSiab House, Public Health departments, MMSD, Community Action Coalition and Second Harvest, local employers, local non-profit organizations, and other local partners and providers.

Our staffs are trained to know the many available resources in Dane County in order that we make appropriate referrals and obtain the necessary services for our limited English clients. Our staffs are trained regularly to sharpen their case management skills. One of our staff has Bachelor degree in Social Worker. Our Executive Director is a lawyer. We have both male and female staffs, for those clients who may only want to be served by the same sex as the client.

Because our staffs are collaborating with each other, we have reasonably good communication among the staffs to make sure that our clients will receive not one but variety of necessary services in our agency. Our case manager offers the client with other supportive services. The staffs of this organization are working hard to provide all the necessary and required activities to ensure that our targeted goal for this year will be met.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

200 characters (with spaces)

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Koua Vang	0.22	Yes	Attorney, business owner, and community leader
Kathy Khamphouy	0.14	Yes	Some college education
Houa Vang	0.268	Yes	Some college education
Shawn Xiong	0.161	Yes	Bachelor degree in Social Worker

ORGANIZATION:

United Asian Services of Wisconsin, inc.

PROGRAM/LETTER:

A Refugee and Asian Community Access

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

We agree with the "Project 10 - Connecting Immigrant Populations to Resources City of Madison Office of Community Services Best Practices Paper" There are three models pointed out this research. We feel that we have been using all three models in our organization for sometimes. The follow ings are three models' highlights and comments that we agreed and plan to implement.

Culturally sensitive services are not simply mainstream services with cosmetic changes. Rather, we need to understand that authentic cultural sensitivity occurs when services are based on a fundamental way of being that is in keeping with the beliefs, values, and experiences of minority communities. As a refugee organization, we are culturally sensitive.

MODELS OF INDIVIDUAL CASE MANAGEMENT. This model has a structure that helps individuals to access resources in a way different from traditional social worker models, as the individual remains immersed in the community rather than distinct from the community. As immigrant populations may face social isolation and need culturally competent services, this model is particularly useful for instituting a resource in the existing social network in order to connect individuals to resources in culturally relevant ways.

HOME VISITATION MODELS. Home visitation has the ability to increase social support and family resiliency, preschool education, and utilization of child health services. This evidence suggests that home visitation has been able to overcome many of the barriers that often stand between immigrants and utilization of existing resources.

ADVOCACY AND EMPOWERMENT MODELS. It involves case management focused on assisting clients in fulfilling basic needs through a social justice model. Advocates come from various disciplines and work to increase the

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

95.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

X

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

X

Other

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Most of our clients are those who do not understand English and don't have good paying jobs. When possible, we take intake information about the family members and incomes. Many of our clients receive public and we collect a copy of their eligibility determination. Often time, it is embarrassment for the clients to be asked for their income for quick referrals. We know our clients well.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

For self-sufficiency and community referrals, we don't ask for fees. Our organization never asks for fees. However, in the future we plan to charge reasonable fees for other services, such as VISA or out of country traveling assistance, legal services, etc.

ORGANIZATION:

United Asian Services of Wisconsin, inc.

PROGRAM/LETTER:

A Refugee and Asian Community Access

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	330	79%	AGE		
MALE	110	33%	<2	0	0%
FEMALE	150	45%	2 - 5	0	0%
UNKNOWN/OTHER	70	21%	6 - 12	0	0%
			13 - 17	25	8%
			18 - 29	50	15%
			30 - 59	190	58%
			60 - 74	55	17%
			75 & UP	10	3%
			TOTAL AGE	330	100%
			RACE		
			WHITE/CAUCASIAN	0	0%
			BLACK/AFRICAN AMERICAN	0	0%
			ASIAN	300	91%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	30	12%
			TOTAL RACE	330	100%
			ETHNICITY		
			HISPANIC OR LATINO	0	0%
			NOT HISPANIC OR LATINO	330	100%
			TOTAL ETHNICITY	330	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	330	100%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	330	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:	United Asian Services of Wisconsin, inc.
PROGRAM/LETTER:	A Refugee and Asian Community Access

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	330
Total to be served in 2011.	300

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	We will provide community access assistance to 300 unduplicated individuals annually.			
Performance Indicator(s):	At least 90% performance of 270 unduplicated individuals will indicate success of our program, and how clients show satisfaction through random survey.			
Proposed for 2011:	Total to be considered in	300	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	270
Proposed for 2012:	Total to be considered in	300	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	270
Explain the measurement tools or methods:	UASW staffs tried to keep and maintain the accuracy records of our services provided for our clients by using our daily log records or contact log records, and case notes. We will also try to work with several technologies to record our daily activities electronically. Laura Noel has helped us to establish a daily services contact log and we continue to improve the form for other recording of data			
Outcome Objective # 2:	Among the unduplicated individuals, we will provide 1200 service contacts.			
Performance Indicator(s):	At least 90% performance of 1080 service contacts will indicate a success of our of program, and our clients show satisfaction through random surveys.			
Proposed for 2011:	Total to be considered in	1200	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	1080
Proposed for 2012:	Total to be considered in	1200	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	1080
Explain the measurement tools or methods:	UASW staffs tried to keep and maintain the accuracy records of our services provided for our clients by using our daily log records or contact log records, and case notes. We will also try to work with several technologies to record our daily activities electronically.			

**PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees**

1. **Program Name:** A. Refugee and Asian Community Access
2. **Agency Name:** United Asian Services of Wisconsin
3. **Requested Amounts:** 2011: \$33000
 2012: \$33000 Prior Year Level: \$31835
4. **Project Type:** New Continuing X
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
x II. Access A 1

6. **Anticipated Accomplishments (Proposed Service Goals)**

The Community Access Program provides outreach, information and referral, translation and advocacy services to South East Asian community members to move toward self sufficiency and increased assimilation into the community. The program will serve 300 unduplicated clients per year, and provide 1200 service contacts annually.

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments: This program meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments: Program staff are presented as culturally and linguistically competent. However, this program is staffed by four different staff (including the executive director in an agency also serves as development person and financial manager) that collectively total only a .8FTE. In addition, the program design places the staff with the least experience and training with the largest role (.268 FTE). This staffing design may make consistency in contact and follow through for clients challenging.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments: Service goals are reasonable for a proposed budget of this size. However, the question of adequate staffing remains. Outcomes proposed are restatement of service goals with a client satisfaction survey and need work.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments: Current Board membership numbers as cited in the application seem adequate to provide appropriate oversight to organization. However, this staff attended a board meeting on April 23, 2010. At that time the Board consisted of 6 members, which included the Executive Director. Application reports that six Board members joined the Board in May 2010. OCS staff have worked with the agency in setting up data collection and reporting systems. Recently, due to publicly reported Board conflict, the loss of funding from United Way for the Senior Program and issues raised by a community member, staff began the process of an administrative review. Although the admin review has not yet been completed, through this process staff have identified issues that need further discussion, exploration and monitoring.

11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments: Budget costs seem appropriate United Way provides less than \$1500 for this program. Fundraising goals may not be realistic. Agency reports \$3500 raised in 2009 Actuals, \$6642 proposed for 2010 and \$41,750 proposed for 2011. Additionally as part of staff review, the audit from 2008 was reviewed in which issues re: internal processing of funds were raised. As a result, Executive Director reports he contracted with a private accounting

service. This staff has not yet seen the 2009 audit. It appears the caseworker (BS degreed) is not receiving Living Wage in this proposal.

11. **To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?**

Staff Comments: Agency utilizes volunteers in appropriate roles, appears to have appropriate and necessary partnerships and collaborations in place.

12. **To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?**

Staff Comments: Proposed program accessible to low income populations, and language accessible to targeted population.

Questions:

1. Please describe your volunteer recruitment, screening, training and supervision
2. What is your proposed plan to meet your increased fundraising goals?
3. Please describe your Board recruitment strategies and relationships with the new Board members.
4. Please describe a typical week for this proposed program- activities and staffing .
5. Why is the BS degreed case manager not receiving Living Wage?

14. Staff Recommendation

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

☒ **Recommend with Qualifications**

Suggested Qualifications:

1. Submit 2009 audit statement that indicates previous concerns were addressed and no longer an issue.
2. Staff will monitor program function, and agency oversight closely.

ORGANIZATION:
PROGRAM/LETTER:

Vera Court Neighborhood Center Inc.
D Latino Family Resource Center

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	4,938	4,938	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	4,257	4,257	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	10,000	545	9,455	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	2,000	0	2,000	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	21,195	9,740	11,455	0	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	4,938	3,755	0	0	1,183
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	14,119	12,202	1,917	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	3,000	0	3,000	0	0
USER FEES	0	0	0	0	0
OTHER**	2,000	0	243	0	1,757
TOTAL REVENUE	24,057	15,957	5,160	0	2,940

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
Center savings	2,000	Unrestricted
	0	
	0	
	0	
	0	
TOTAL	2,000	

ORGANIZATION: Vera Court Neighborhood Center Inc.

PROGRAM/LETTER: D Latino Family Resource Center

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (w ith spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	4,938	3,755	0	0	1,183
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	14,119	12,202	1,917	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	3,000	0	1,243	0	1,757
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	22,057	15,957	3,160	0	2,940

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Vera Court Neighborhood Center Inc.
PROGRAM/LETTER:	D Latino Family Resource Center
PRIORITY STATEMENT:	OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

INCREASE OF THE LATINO POPULATION IN DANE COUNTY - Since 2000, annual growth has averaged about 1,250 people (7%) per year. By 2007, Latinos comprised 4.9% of Dane County's population.

LACK OF RESOURCES AND SERVICES - There is a lack of resources and services in Spanish and a need for culturally sensitive programming in which participants feel welcomed. This makes it harder for Latino parents to navigate through the school, government and healthcare systems. Many parents rely on their children for language interpretations in very sensitive issues.

LACK OF EDUCATIONAL SKILLS - Some Latino adults face lack of basic education and English proficiency. This demonstrates the need for extra guidance and the referral services that they require to become an integral part of the City of Madison.

LIMITED ACCESS TO PUBLIC ASSISTANCE PROGRAMS Barriers exclude some Latino residents from accessing public assistance programs such as healthcare, housing subsidies & unemployment benefits.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

LFRC is a source of multiple services for our Latino community where their needs can be met, either directly or through a referral. Services are offered in person or by phone. LFRC'S SERVICES: Case Management: LFRC offers case management in a variety of avenues that include monthly home visits, parental support, childhood development, parent-teacher communication, document translations, job placement assistance & referral services. Interpretation Services: LFRC offers these services for a wide scope of needs. Social Activities: LFRC offers a way out from isolation through our community events such as fieldtrips, dinners, etc. Food Pantry: This is offered through Bridge Lake Neighborhood Center on the third Wednesday of every month. Educational Workshops: These include instruction in topics such as parenting, childhood development, child protection, health, finance management, housing, & consumer protection. Academic Opportunities: These include class instruction & individual consultations within topic areas such as resume writing, basic computer skills & job search strategies. Vera Court Services and Programming: LFRC serves as a bridge between Latino residents and the Center's programs & services such as after school programming, summer camps & child development programs. LFRC's main expectation for program participants is to have access to the available services & resources in the City of Madison. The anticipated impact includes improvement of quality of life for Latino families & an increase of participation & leadership in neighborhood & city activities.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

Programming consists of well designed service opportunities. Services are implemented year-round through office hours, workshops, classes and other activities. 1,180 service hours will serve a total of 1,490 unduplicated Latino adults annually.

LFRC's program includes - 1) Basic and Intermediate Computer Classes; 2) Finance and Housing Education Workshops; 3) Child Protection and Parenting Workshops; 4) Health Related Seminars; 5) Haircut classes; 6) Cultural Fieldtrips; 7) Case Management

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

LFRC office hours are Monday-Wednesday-Friday from 1:30 pm – 6:00 pm
Home visitations are scheduled once a month the first week of each month.
Educational workshops and academic opportunities are scheduled throughout the year.

ORGANIZATION:

Vera Court Neighborhood Center Inc.

PROGRAM/LETTER:

D Latino Family Resource Center

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

LFRC serves Latino families of low income. The majority of these families are immigrants who have left their country looking for a better life. A large number of these individuals arrive in Madison with little or no basic education and job skills. In many cases, members of these families speak little or no English. Many of the parents rely on their children for language translations of very sensitive issues. Currently some of these Latino families aren't able to get access to healthcare, a fair paid job and housing benefits. This drives them to feel marginalized and a target of discrimination.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

LFRC serves the Latino families of the Vera Court Neighborhood Center located in the North side of the City of Madison.

Vera Court Neighborhood Center: 614 Vera Ct Madison WI 53704

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

THE PRIMARY EFFECTIVE AVENUES ARE:

- 1) A strong word-of-mouth endorsement from Latino residents
- 2) Vera Court's staff and residents
- 3) Communication with local community groups, public libraries and local businesses
- 4) Collaborations with newspapers such as La Comunidad News, La Voz Latina, The Capitol City Hues, Madison Times, and the Simpson Street Free Press
- 5) Regular appearances on Latino radio stations that include La Movida, La Gruperia & WORT.
- 6) Continuous promotion of services by "El Barrio" TV program.

THE SECONDARY EFFECTIVE AVENUES ARE:

- 1) Center's website; 2) The utilization of social networks such as Facebook and YouTube; 3) Promotion of programs and services in La Sup (Latino Support Network); 4) Electronic Newsletters

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

LFRC serves as a bridge between the following groups & its clients and works w/ client until the need is met:

- 1) HUMAN SERVICES AGENCIES (Dane County Human Services, Access Community Health Centers, United Way, Joining Forces for Families, the Community Action Coalition and the Community Immigration Law Center)
- 2) ED. GROUPS (UW-Extension, MATC GED D., MMSD, Mendota, Sherman & Blackhawk School, Literacy Network)
- 3) ADVOCACY GROUPS - WI Dep. of Agriculture Trade and Consumer Protection, The State of WI Public Defenders & Equal Opportunity Commission of Dane County
- 4) OTHER GROUPS - Bridge Lake Point Neighborhood Center, General consulates, Planned Parenthood, Centro Hispano, Latino Chamber of Commerce & Multicultural Center
- 5) VERA COURT RESIDENTS - Our residents become great collaborators by promoting our services w/ peers and families

14. VOLUNTEERS: How are volunteers utilized in this program?

Volunteers play a very important role for LFRC. The body of volunteers is formed by Latino and community leaders, Vera Court residents, business owners, members of the media and program participants.

Volunteers serve in various areas that include office help, childcare, tutoring, community events and fundraising.

15. Number of volunteers utilized in 2010?

180

Number of volunteer hours utilized in this program in 2010?

1,440

ORGANIZATION:

Vera Court Neighborhood Center Inc.

PROGRAM/LETTER:

D Latino Family Resource Center

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

- 1) UNAWARENESS OF AVAILABLE SERVICES - LFRC wants Latino residents to have knowledge of services offered through the City, relying on home visits, prog. participants & center staff to ensure information gets out.
- 2) CULTURE DIFFERENCES - LFRC thrives by keeping with the beliefs, values, and experiences of the community it serves. LFRC is a community-based program that provides cultural interactions w/ program participants & their families. LFRC creates a cultural environment where the participants feel welcomed & appreciated by who they are & where they come from. We have found that the key to initial participation and willingness to return to the program is their cultural connection w/ the agency & its staff.
- 3) LANGUAGE - LFRC refers residents to agencies that offer ESL classes such as Literacy Network & MATC. LFRC encourages participants to enroll in these ESL classes to increase their participation in community life.
- 4) LACK OF BASIC EDUCATION/JOB SKILLS - LFRC works in partnership with agencies to ensure an increase in the education and training of its Latino residents.
- 5) IMMIGRATION STATUS - LFRC is a source of information to the Latino residents regarding immigration issues.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

VNC established LFRC 7 years ago to respond to the rapid increase of the immigrant Latino community in Madison. During this time, LFRC has become a start point for many program participants and newly arrived immigrants. LFRC has the experience of caring for the most vulnerable individuals on the North side. In 2009, LFRC served a total of 1,431 unduplicated Latino residents.

LFRC has already achieved incomparable success in the areas of recruitment & retention w/ Latino services and programming in Madison. Participants not only come to our programs, they stay and many become volunteers. LFRC relies on a strong word-of-mouth endorsement from participants & community members. This is the most successful avenue that guarantees program's success & stability. The confidence participants have in LFRC is such that they become its best advocates among their employers, peers, Latino leaders & families.

LFRC played an important role on the creation of the Latino Academy of Workforce Development (LAWD). LAWD partners with employers & leading groups to develop programs that prepare a well trained Latino workforce in the Madison. This program was created as a result of the success of trainings and computer classes offered by LFRC during 2009. LFRC is coordinated by Baltazar De Anda, program coordinator and instructor of the Spanish computer classes. He is currently working, in collaboration with agency staff, on the creation of LAWD.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

Does not apply

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Program Coordinator	0.37	Yes	5 years community experience w/ Bachelors degree - Bilingual
Program Assistance	0.13	Yes	1 yr office admin experience, 2 yrs community experience Bilingual

ORGANIZATION:	Vera Court Neighborhood Center Inc.
PROGRAM/LETTER:	D Latino Family Resource Center

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	58
Less than 30% of county median income	240
Total households to be served	298

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

This program solely pays for direct program staff and operating costs. All indirect expenses are subsidized by Vera Court Center's Neighborhood Support Program. Indirect expenses include administrative time, administrative office supplies and equipment, space costs including rent and utilities, technology, insurance, and accounting services. This allows program funding to be used directly toward achievement of program goals, expanding overall program capacity. Funds intended for program are not diverted to subsidize administrative salaries.

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

Activity Benchmark	Est. Month of Completion
Basic Computer Classes	Jan - Nov
Intermediate Computer Classes	Jan - Nov
Financial Seminars	Mar & Nov
Housing educations	Apr & Dec
Child Protection Seminar	Jan & Dec
Haircut classes	Weekly
Baking classes	Sept - Dec
Cultural Fieldtrips	Summers
Home visits	1st Wk of ea month
Flu prevention workshops	January
Volunteer appreciation dinner	March & Nov.
Cooking classes	June - September

ORGANIZATION:

Vera Court Neighborhood Center Inc.

PROGRAM/LETTER:

D Latino Family Resource Center

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

- 1) **CHILDCARE PROVISION** - This service has become essential to the program. Unlike other service providers in the city, child care is offered at no cost. Participants have reported that childcare provision allows them to access programming & services. Participants are grateful for this service which sets it apart from other agencies that offer similar programs in the City. LFRC serves an average of 15–20 children per session.
- 2) **CULTURALLY SENSITIVE PROGRAMS** - LFRC thrives for keeping with the beliefs, values, and experiences of the community it serves. LFRC is a community-based program that provides cultural interactions for program participants and their families. We have found that the key to initial participation and the willingness to return to the center is their cultural connection with the agency and its staff.
- 3) **SPANISH PROGRAMS** - Latino adults respond well to programming when it is in their own language.
- 4) **PERSONALIZED SERVICES** - A strong connection between staff and program participants is created by individual case management, one-on-one services and follow-ups.
- 5) **EMPOWERMENT** - LFRC thrives to make sure program participants are given the right tools to gain the capacity and self-efficacy to deal with a particular issue. Once participants have gained those tools, we encourage them to pass them onto the next person.
- 6) **HOME VISITATIONS** - LFRC provides home visitations once a month. These services are aimed to provide families with information on the wide range of services and resources available in the Center and City of Madison.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

100.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

- Number of children enrolled in free and reduced lunch
- Individuals or families that report 0-50% of Dane County Median Income
- Individual or family income in relation to Federal Poverty guidelines
- Other

X

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Vera Court conducts a community survey three times per year; this survey collects data on income and family size for each participant of the LFRC program.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

LFRC has played an important role on the creation of the Latino Academy of Workforce Development (LAWD). This new program was created as a result of the success of trainings and computer classes offered by LFRC during 2009.

In 2010 United Way allocated 10,000 to the LFRC to support classes and trainings. Due to United Way's change in priorities from providing basic services to the Latino community to provide adult job training, it has decided to shift funding from the LFRC to LAWD in 2011. This has resulted in a significant decrease in funding for the LFRC in 2011. Please help!

ORGANIZATION:

Vera Court Neighborhood Center Inc.

PROGRAM/LETTER:

D Latino Family Resource Center

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	1431	100%	AGE		
MALE	615	43%	<2	0	0%
FEMALE	816	57%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	50	3%
			13 - 17	20	1%
			18 - 29	215	15%
			30 - 59	995	70%
			60 - 74	100	7%
			75 & UP	51	4%
			TOTAL AGE	1431	100%
			RACE		
			WHITE/CAUCASIAN	1431	100%
			BLACK/AFRICAN AMERICAN	0	0%
			ASIAN	0	0%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	1431	100%
			ETHNICITY		
			HISPANIC OR LATINO	1431	100%
			NOT HISPANIC OR LATINO	0	0%
			TOTAL ETHNICITY	1431	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	1431	100%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	1431	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:	Vera Court Neighborhood Center Inc.
PROGRAM/LETTER:	D Latino Family Resource Center

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	1431
Total to be served in 2011.	1490

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	Latino families will increase access to city wide resources.			
Performance Indicator(s):	95% of program participants will report having established connections with needed city wide resources.			
Proposed for 2011:	Total to be considered in	300	Targeted % to meet perf. measures	95%
	perf. measurement		Targeted # to meet perf. measure	285
Proposed for 2012:	Total to be considered in	300	Targeted % to meet perf. measures	95%
	perf. measurement		Targeted # to meet perf. measure	285
Explain the measurement tools or methods:	Participants will complete an intake form and a focus group of 300 participants will complete an exit survey.			
Outcome Objective # 2:	Latino families will improve their quality of life			
Performance Indicator(s):	85% of Latino residents who participate in the program's academic opportunities and educational workshops will report an improvement in their quality of life			
Proposed for 2011:	Total to be considered in	300	Targeted % to meet perf. measures	85%
	perf. measurement		Targeted # to meet perf. measure	255
Proposed for 2012:	Total to be considered in	300	Targeted % to meet perf. measures	85%
	perf. measurement		Targeted # to meet perf. measure	255
Explain the measurement tools or methods:	300 Participants will complete an after program survey.			

**PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees**

1. **Program Name:** Latino Family Resource Center
2. **Agency Name:** Vera Court Neighborhood Center
3. **Requested Amounts:** 2011: \$14,119
 2012: \$14,119 Prior Year Level: \$4,257
4. **Project Type:** New ☐ Continuing X☒
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
☐ I. Youth Priority ☐ VI Child(ren) & Family
X☒ II. Access A1 ☐ VII Seniors
☐ III Crisis

6. **Anticipated Accomplishments (Proposed Service Goals)**

Program will provide 1,180 hours of service for 1,490 unduplicated Latino adults annually.

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments:

This program clearly meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments:

It seems likely that this program will have a positive impact on individuals seeking this service. There is some overlap between this program and the Latino Academy of Workforce Development.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments:

Service goals seem realistic and measurable based on this application. However, because the Latino Academy of Workforce Development is an offshoot of this program, we need clarification as to whether any of unduplicated numbers reported for 2009 included numbers that would be duplicated in the LAWD proposal. This will provide information as to whether or not the proposed unduplicated numbers to be served are accurately reflected here.

Is there any overlap in these unduplicated numbers and those shown in the Vera Court proposal? BLW program will serve more people but has less staff assigned in budget. Please explain.

Outcome Objectives are realistic and measurable.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments:

Staff, volunteers and Board have experience with this type of program as it has been successfully operating for a few years. Program staff have the appropriate qualifications and experience to indicate probable success.

11. To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?

Staff Comments:

There is some overlap with the Latino Academy of Workforce Development which was submitted as a separate agency. In the LAWD budget, all staffing costs are indirect with no programming staff. It appears that the program staff from this proposal are the program staff for the LAWD program. Need clarification from agency on separation of budgetary costs.

Question # 22 on cost allocation indicates that all indirect costs associated with this program are contained in the agency's Neighborhood Center Support budget. That does not appear to be the case when compared with the LAWD proposal.

Loss of United Way allocation explained in Question 27 of proposal. However, does the separation of LAWD help reduce costs for this program?

12. To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

Staff Comments:

Program utilizes a significant number of volunteers/hours that seem appropriate. Agency has established partnerships that are relevant to the program. Agency is well respected by the city-wide Latino community.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments:

100% of program participants are low/moderate income. Program provides staff who are bilingual. All participants are Hispanic/Latino.

Questions:

Need clarification from agency on separation of budgetary costs (see question 11 above)

Question # 22 on cost allocation indicates that all indirect costs associated with this program are contained in the agency's Neighborhood Center Support budget. That does not appear to be the case when compared with the LAWD proposal. Please explain.

Loss of United Way allocation explained in Question 27 of proposal. However, does the separation of LAWD help reduce costs for this program?

14. **Staff Recommendation**

☐ Not recommended for consideration

☐ Recommend for consideration

X ☒ **Recommend with Qualifications**
Suggested Qualifications:

Based upon answers to questions.

ORGANIZATION:
PROGRAM/LETTER:

Wil-Mar Neighborhood Center
D Community Assistance

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	7,894	0	7,894	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	7,894	0	7,894	0	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	500	0	500	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	7,585	0	7,585	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	8,085	0	8,085	0	0

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Wil-Mar Neighborhood Center
PROGRAM/LETTER:	D Community Assistance

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

Not Applicable

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

Not Applicable

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	500	0	500	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	7,729	0	7,729	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	8,229	0	8,229	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

Wil-Mar Neighborhood Center
D Community Assistance
OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

As income inequalities become more pronounced and exacerbated by the current recession where employment rates will slowly recover over the next 3-5 years, unemployed, homeless, ex-offenders and other economically/socially disadvantaged individuals will need forms of direct assistance that will allow them to obtain the basic necessities of life and access basic community services that will allow them to improve their lives and once again become fully participating members of the community.

There is a need in the Williamson-Marquette area for the Wil-Mar Community Assistance Program that operates a food pantry and Saturday meal program, provides information that allows individuals to learn about and access needed social and educational services, allows them to develop their basic computer skills and learn about area job openings.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

The Community Assistance program offers a range of opportunities to empower our community's neediest individuals to improve their lives including ex-offenders and people needing access to emergency food. Second Chance Program provides ex-offenders or first time offenders the opportunity to learn about work and to acquire skills and habits needed to secure and retain employment. Volunteer/Intern and Enrichment Program provides individuals a community service opportunity to satisfy an educational/organizational requirement or a personal need. Traditional Assistance information is available through a variety of media including brochures, bulletin boards, by phone and/or in person. Resource Room: Wil-Mar's Resource Room contains a categorized collection of Madison information, access to computers and free Internet access. Informational Outreach: The "Williamson-Marquette Gazette". This bimonthly newsletter provides information to neighborhood residents. Emergency Food Programs, which coordinates weekly distribution of food through a pantry and daily through overstock bread, produce and dairy from local grocers. The Saturday Meal Program provides a nutritious meal to economically disadvantaged individuals in the greater Madison area.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

The goal of the Wil-Mar Community Assistance Program is to assist over 1,000 needy community members meet some of their basic needs by providing a weekly food pantry and Saturday meal program, offer daily access to information about community resources and employment openings and operate a resource/computer room during normal Wil-Mar Neighborhood Center hours.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

Services for this program are available Monday-Friday, 8:30 a.m. to 6:00 p.m. In addition, a noon meal is offered each Saturday by volunteers.

ORGANIZATION:

Wil-Mar Neighborhood Center

PROGRAM/LETTER:

D Community Assistance

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

The primary participants for these programs come from the Williamson-Marquette/Tenney-Lapham Neighborhoods (Census Tracts 19 & 18) The programs also service members of the Dane County area. The targeted population is ex-offenders, people with disabilities or are under-employed, youth, and individuals participating with a community group whose mission includes community service.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

All services are provided at 953 Jennifer Street.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

Primarily through grassroots networking, homeless and other socially/economically disadvantaged individuals seem to be able to find out where free services and food are offered as evidenced by Wil-Mar routinely exceeding its goals in this area. In addition, we are members of the Dane County Food Pantry Network, which does its own marketing and outreach on behalf of food pantries and free meal sites. Regular notices are placed in the Williamson Marquette Gazette about our Community Assistance services. And finally, United Way's 211 service does an excellent job of referring people to needed services.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

The Community Assistance Program coordinates with many different organizations including the Community Action Commission, the Second Harvest Foodbank, St. Stephen's Lutheran Church, Forest Products Lab Forestettes, Lake Edge United Church of Christ, Downtown Kiwanis, Madison-Monona Kiwanis and local grocers and businesses to provide the food, meals and basic needs for the disadvantaged individuals utilizing our services. We are also a member of the Dane County Food Pantry.

14. VOLUNTEERS: How are volunteers utilized in this program?

The Community Assistance Program utilizes many volunteers. They coordinate and provide services in the Food Pantry and deliver food to people not able to access the pantry. In addition many volunteers work with the groups providing the free Saturday meal to disadvantaged individuals.

15. Number of volunteers utilized in 2010?

74

Number of volunteer hours utilized in this program in 2010?

3,120

ORGANIZATION:

Wil-Mar Neighborhood Center

PROGRAM/LETTER:

D Community Assistance

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

Wil-Mar's Community Assistance Program is accessed by people from all ethnic/culture backgrounds and ages, so its clientele is pretty diverse. There are few resources that the program can provide beyond access to computers, the ingredients for the Saturday meal program and space for donated food and clothing items to be displayed and taken. We also offer passive information display on employment opportunities and community events and services. Wil-Mar does not have the resources to allocate any real staff time to this program other than fielding questions from individuals coming to the center and trouble-shooting any computer problems that participants may be experiencing.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

As best they can, the Executive Director with 10 years of experience, the Administrative Assistant with seven years of experience and the Senior Program Coordinator with six years of experience provide information and referrals as their time allows while they work in other program areas. Wil-Mar Neighborhood Center is known as a place where people can come for information. It is that long-time standing in the neighborhood and community that allows it with the barest of resources to provide the basic needs and information that people need to survive and progress in their lives.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

The program meets all city and state requirements to serve and store food.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
None			Performed by Volunteers

ORGANIZATION:

Wil-Mar Neighborhood Center

PROGRAM/LETTER:

D Community Assistance

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

The Food Pantry and the Saturday Meal Program operate under the philosophy that choice for individuals accessing meal and food programs leads to a more efficient use of the resources and less foodstuffs are wasted as a result of recipients throw ing away unw anted food stuffs w hen they arrive at home after a visit to the food pantry.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

80.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Income and other demographics are collected w hen an individual first begins to receive services from the program.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

All of the services provided by the Community Assistance Program are free and open to all members of the public.

ORGANIZATION:

Wil-Mar Neighborhood Center

PROGRAM/LETTER:

D Community Assistance

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	1740	100%	AGE		
MALE	1044	60%	<2	87	5%
FEMALE	696	40%	2 - 5	76	4%
UNKNOWN/OTHER	0	0%	6 - 12	191	11%
			13 - 17	209	12%
			18 - 29	295	17%
			30 - 59	540	31%
			60 - 74	248	14%
			75 & UP	94	5%
			TOTAL AGE	1740	100%
			RACE		
			WHITE/CAUCASIAN	870	50%
			BLACK/AFRICAN AMERICAN	662	38%
			ASIAN	12	1%
			AMERICAN INDIAN/ALASKAN NATIVE	17	1%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	179	10%
			Black/AA & White/Caucasian	179	100%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	1740	100%
			ETHNICITY		
			HISPANIC OR LATINO	68	4%
			NOT HISPANIC OR LATINO	1672	96%
			TOTAL ETHNICITY	1740	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	1653	95%
			DANE COUNTY (NOT IN CITY)	87	5%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	1740	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

Wil-Mar Neighborhood Center

PROGRAM/LETTER:

D Community Assistance

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	1740
Total to be served in 2011.	1500

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:

Reduction in criminal recidivism.
80% of 2nd Chance clients will not re-offend after completion of program

Performance Indicator(s):

Individual does not re-offend

Proposed for 2011:

Total to be considered in 20
perf. measurement

Targeted % to meet perf. measures 80%
Targeted # to meet perf. measure 16

Proposed for 2012:

Total to be considered in 20
perf. measurement

Targeted % to meet perf. measures 80%
Targeted # to meet perf. measure 16

Explain the measurement
tools or methods:

Police/Court records; Follow-up Client Surveys

Outcome Objective # 2:

Maintain the supply of emergency food products for low-income and unemployed individuals in transition

Performance Indicator(s):

Meals served at Saturday meal and usage of food pantry.

Proposed for 2011:

Total to be considered in 1500
perf. measurement

Targeted % to meet perf. measures 100%
Targeted # to meet perf. measure 1500

Proposed for 2012:

Total to be considered in 1500
perf. measurement

Targeted % to meet perf. measures 100%
Targeted # to meet perf. measure 1500

Explain the measurement
tools or methods:

Staff and volunteers will collect all relevant income and other statistical information to ensure people using food pantry qualify.

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** D. Community Assistance
2. **Agency Name:** WilMar Neighborhood Center
3. **Requested Amounts:** 2011: \$500
 2012: \$500 Prior Year Level: \$0
4. **Project Type:** New ☒ Continuing
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
X III. Access to Resources A-1
6. **Anticipated Accomplishments (Proposed Service Goals)**
“Assist 1000 needy community members meet some of their basic needs by providing a weekly food pantry and Saturday meal program, offer daily access to information about community resources and employment openings and operate a resource/computer room during normal Wil-mar neighborhood Center Hours.”
7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments: This program meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.
8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments: As reported volunteers (without any staff time committed) coordinate and provide services to operate the food pantry and Saturday meal.
9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments: Service goals seem to be to serve 1000 people in a food pantry. Outcomes are a mis print and a restatement of serving people in a food pantry.
10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments: Current Board membership numbers, experience and diversity of expertise or representation seem adequate to provide appropriate oversight to organization. Agency has extensive history providing services in Madison.
11. **To what extent is the agency’s proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments: Program Budget is \$500 to operating costs. It is unclear how these costs relate to the food pantry.
12. **To what extent does the agency’s proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?**

Staff Comments: Agency utilizes only volunteers to provide program. Appears to have appropriate and necessary partnerships and collaborations in place.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments: Proposed program accessible to low income populations, appears to be little accommodation made for limited English proficiency, building is accessible.

Questions: 1. How do you know you are serving 1000 needy community members?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

x **Recommend with Qualifications**

Suggested Qualifications: Clarification of service goals and outcomes.

ORGANIZATION:
PROGRAM/LETTER:

YWCA Madison
B Third Street Family Resource Program

PROGRAM BUDGET**1. 2010 BUDGETED**

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	29,720	29,720	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	15,016	15,016	0	0	0
UNITED WAY DESIG	15,000	15,000	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	68,340	46,690	12,150	5,000	4,500
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	128,076	106,426	12,150	5,000	4,500

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	31,500	31,500	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	15,466	15,466	0	0	0
UNITED WAY DESIG	15,000	15,000	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	68,437	49,437	11,500	5,000	2,500
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	130,403	111,403	11,500	5,000	2,500

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:

YWCA Madison
B Third Street Family Resource Program

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (w ith spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

YWCA Madison
B Third Street Family Resource Program
OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

Low-income families without stable housing face many barriers to self-sufficiency. Until their housing crisis is over, they may not be able to address those barriers. Research shows that, once families are stably housed, they can more successfully begin working toward self-sufficiency. Third Street is based on the "Housing First" model, which stresses the necessity of placing individuals in housing as soon as possible, while also providing the supports needed to maintain housing. The National Alliance to End Homelessness found that housing first programs were very successful at stabilizing families long-term. Madison's "Community Plan to Prevent and End Homelessness" advocates for an increase in housing first programs, and it identifies the need for more case managers to help families access resources and move toward self-sufficiency. Third Street provides case management and other support services to families so they can move towards self-sufficiency.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

Third Street offers vulnerable families, who are unable to meet their basic needs due to limited resources & other barriers, safe affordable apartments, a starting place, and support services. Referrals to community resources often begin during the application process. With housing, families are able to focus on other necessities. Through individualized case management, program coordinators assess needs & assist families in securing resources such as healthcare, transportation, income, childcare & food. Once basic needs are met, the program supports families in moving towards self-sufficiency. Through information, referral & advocacy, staff support parents in securing employment, training, school, therapy, treatment & other services to achieve their goals. Staff are available for walk-in or scheduled appointments as their offices are located on resident floors. Third Street families meet weekly for a dinner & an educational program where volunteers present information on relevant topics (banking, health, literacy etc.) that contribute to residents' knowledge & community awareness. Families build a support network by providing childcare, transportation & friendship for each other. In addition, nightly children's programming provides parents, living on Third Street as well as the YWCA shelter floor, access to playgroups & family support that gives parents time to work on their goals & needs. Parents are given support in securing resources for their children such as therapy, school, childcare etc. Families benefit from the client-centered nurturing approach of the program.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

22 families (46 individuals) will utilize program case management, children's programs, group activities and workshops to increase their access to resources and demonstrate progress toward self-sufficiency. 86% will identify 2 goals attained to improve self-sufficiency and 90% will identify 3 resources accessed. 80 families will use the Third Street Children's programs, allowing parents to work on tasks related to securing housing, income and other things related to self-sufficiency and to enhance family functioning. Children's Program activities will be available 5 days a week; 2947 hours.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

Third Street is located at the YWCA (101 E. Mifflin St.) & the front desk is staffed 24 hours/day 365 days/year. 3rd Street program staff are available daytime, most evenings & some weekend hours. Services frequency depends on the individual's needs. Families typically live on Third Street 1-2 years. Children staying in the shelter utilizing the program are usually in programs up to 90 days.

ORGANIZATION:

YWCA Madison

PROGRAM/LETTER:

B Third Street Family Resource Program

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

Third Street serves low-income (nearly all <30% median income) single mothers with children birth to 4 years. Families are diverse in race, culture, needs and strengths. Barriers include homelessness (90%), domestic violence (other significant trauma), AODA, mental illness, cognitive delays, criminal backgrounds, low basic skills and limited/no English (15% ESL). All families entering the program lack the support and resources to meet family basic needs. The Third Street Children's program also serves children (0-16 years) and their parents who are homeless and residing in the YWCA shelter.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

Support/case management services are provided to families who live at the YWCA (101 East Mifflin St.) in the Third Street or shelter program. Programming is on site at the YWCA.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

Third Street staff reach out to a variety of agencies serving very low-income, vulnerable families struggling with accessing housing, income and other resources. Shelter providers (YWCA shelter, Salvation Army, Road Home), public health nurses, hospital social workers, Dane County CPS/ JFF workers, Job Center partners, Dane County Parent Council advocates, DAIS, the Exchange Center, MMSD staff and others refer individuals to the Third Street Program. YWCA programs are promoted at monthly Homeless Consortium meetings, LaSup meetings and through other community groups. Additionally, information about the program is available through the YWCA website and agency brochures.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

Third Street collaborates with the Community Development Authority on a Project Based Voucher program designed to give families with many barriers & few/no resources & housing experience access to Section 8 vouchers. With support services, families are successful securing & maintaining housing & progressing towards self-sufficiency. Women in Focus provide monthly literacy programs to families as well as serving as positive role models & mentors. The Madison Children's Museum & Third Street collaborate on joint programs & grants to enhance family access & knowledge of resources. Legal Action of WI visits the YWCA twice monthly for free legal services. Second Harvest & CAC provide food for residents & the pantry. Third Street staff collaborates closely with other YWCA programs to secure services aimed at moving towards self-sufficiency (Second Chance Tenant Education Workshops, employment & training programs, JobRide transportation services & driver's license recovery program).

14. VOLUNTEERS: How are volunteers utilized in this program?

Volunteers provide workshops (financial, health, family literacy), staff playgroups, cook dinners, maintain program areas, plan/assist with special events & program celebrations. Volunteers provide nightly children's programs, outings & other activities. Third Street utilizes diverse volunteers from a wide range of professions including interns who also serve as role models/resources.

15. Number of volunteers utilized in 2010?

110

Number of volunteer hours utilized in this program in 2010?

2,500

ORGANIZATION:

YWCA Madison

PROGRAM/LETTER:

B Third Street Family Resource Program

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

Third Street serves the most vulnerable families that face barriers to basic resources, opportunities and family enhancing activities that allow them to increase self-sufficiency and improve quality of life. The YWCA, where Third Street is located is accessible with ADA approved apartments. Accommodations are made for individuals with special needs. Third Street serves families with language barriers (15% ESL) using the language line, interpreters, bilingual volunteers and staff. Documents & information are translated. Resident voicemail is available in Spanish. Program staff have/are taking Spanish classes. A Third Street staff member is proficient in sign language. Third Street serves individuals with mental health issues and the community aspect of the program helps them avoid crises. Third Street staff refer them to services in the mental health system. Third Street serves families with cognitive limitations and supports them in effectively securing resources. Third Street serves very low-income, diverse families who have many barriers to securing housing, jobs and other resources in our community. With program support, resources and referrals, families have a better opportunity to secure a family sustaining job and meet their needs. The Children's programs allow families who may not have access to childcare/babysitters positive activities for their children & opportunities for parents to work on securing resources & meeting basic needs.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

The Third Street program started in 1991 with funding from the City of Madison. Third Street has always met or exceeded contract expectations assisting families move towards self-sufficiency, maintain stable housing, raise happy healthy children & access resources to meet family needs. Through case management, resource development & a safe nurturing environment, families have thrived on Third Street. 85-90% of families move into stable housing & have improved self-sufficiency when leaving the program. Many graduates of Third Street return annually for special events/reunions. In 1996, Third Street expanded from 6 units to 12 units. In 2000, a computer lab was added providing internet access for job searches, school & other activities. Major renovation was recently completed on the Third Street & Shelter floors. Renovated apartments provide new kitchens, carpeting, windows, furniture & the addition of air conditioning. The Third Street Coordinator has been with the program for 17 years. She has a BA in Social Work & is CSW accredited by Wisconsin. She has 30 years of Social work experience working with low-income families & has attended relevant trainings/classes throughout her career on topics such as case management, poverty, trauma, mental health, AODA, housing, self-sufficiency, financial literacy, racial justice & Spanish. The Children's Program Coordinator has a BA in Sociology with a Human Service focus. She has been with the Children's Program for 4 years. The Housing Director/Supervisor has a MSW, is a Licensed Clinical Social Worker & has been with the Y

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

The Third Street Coordinator is a Certified Social Worker by the State of Wisconsin. The Housing Director has a MSW and is a Licensed Clinical Social Worker.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Third Street Coordinator	0.889	Yes	MSW & social work license or commensurate experience
Children's Program Coord.	0.9159	Yes	BSW & social work license or commensurate experience
Housing Director	0.09	No	MSW & social work license or commensurate experience

ORGANIZATION:

YWCA Madison

PROGRAM/LETTER:

B Third Street Family Resource Program

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

The National Association of Social Work Standards for Case Management state, "the primary goal of case management is to optimize client functioning by providing quality services in the most efficient & effective manner to individuals with multiple complex needs." Furthermore, "case management rests on a foundation of professional training, values, knowledge, theory, & skills used in the service of attaining goals that are established in conjunction with the client & the client's family, when appropriate. Such goals include: enhancing developmental, problem-solving, & coping capacities of clients, creating & promoting the effective & humane operation of systems that provide resources & services to people, linking people with systems that provide them with resources, services, & opportunities & improving the scope & capacity of the delivery system." Third Street programming provides services that meet the standards of NASW.

The US Interagency Council on Homelessness cites Trauma Informed Care as a best practice (www.usich.gov). "Shelter from the Storm: Trauma-Informed Care in Homelessness Services Settings" (Elizabeth Hopper, Ellen Bassuk & Jeffrey Oliver, 2010), states "over 90% of homeless mothers report having experienced severe physical or sexual assault during their lifetimes." They recommend that homeless service program providers become aware of the impact of trauma; place an emphasis on safety in all of their programming; provide consumers with opportunities to rebuild control, helping consumers identify their own strengths, while developing coping skills; & avoid any practices that might be re-traumatizing. YWCA staff members recently attended training on Trauma-informed Care (TIC). 90% of Third Street families have been homeless & are struggling with issues related to trauma. To be effective in helping families move toward self-sufficiency & access resources Third Street strives to provide services & a trauma informed environment.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

100.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Third Street families complete an income certification to verify income & assets when they enter the program. Most incomes fall well below 30% median income with most being below \$800 a month. Re-certifications are completed annually. Income information is obtained from families entering shelter. Families utilizing shelter must have no housing options nor any funds available in order to stay in shelter.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

Third Street residents pay a security deposit & rent. Rents are below 30% of income for households making 50% of county median income. Eight units have Section 8 project based vouchers & rents for those units are based on 30% of the family's income. New residents are assisted with securing funds for move-in costs. The YWCA makes payment plans with residents who are having financial difficulties & makes referrals to eviction prevention programs. Program services & activities are available at no cost. Additionally, shelter families utilizing the children's programs pay no program fees.

ORGANIZATION:

YWCA Madison

PROGRAM/LETTER:

B Third Street Family Resource Program

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	258	100%	AGE		
MALE	105	41%	<2	55	21%
FEMALE	153	59%	2 - 5	53	21%
UNKNOWN/OTHER	0	0%	6 - 12	22	9%
			13 - 17	16	6%
			18 - 29	70	27%
			30 - 59	42	16%
			60 - 74	0	0%
			75 & UP	0	0%
			TOTAL AGE	258	100%
			RACE		
			WHITE/CAUCASIAN	72	28%
			BLACK/AFRICAN AMERICAN	172	67%
			ASIAN	0	0%
			AMERICAN INDIAN/ALASKAN NATIVE	4	2%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	10	4%
			Black/AA & White/Caucasian	10	100%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	0	0%
			TOTAL RACE	258	100%
			ETHNICITY		
			HISPANIC OR LATINO	22	9%
			NOT HISPANIC OR LATINO	236	91%
			TOTAL ETHNICITY	258	100%
			PERSONS WITH DISABILITIES	11	4%
			RESIDENCY		
			CITY OF MADISON	258	100%
			DANE COUNTY (NOT IN CITY)	0	0%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	258	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

YWCA Madison

PROGRAM/LETTER:

B Third Street Family Resource Program

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	258
Total to be served in 2011.	46

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	Third Street families will access resources and move towards self-sufficiency or improved economic stability.			
Performance Indicator(s):	86% of households served by the program will demonstrate attainment of at least two goals towards self-sufficiency.			
Proposed for 2011:	Total to be considered in	22	Targeted % to meet perf. measures	86%
	perf. measurement		Targeted # to meet perf. measure	18.92
Proposed for 2012:	Total to be considered in	22	Targeted % to meet perf. measures	86%
	perf. measurement		Targeted # to meet perf. measure	18.92
Explain the measurement tools or methods:	Outcomes will be based on survey responses & staff observations documented in case files. Attainment of outcome will be based on demonstration of 2 or more goals reached towards self-sufficiency. Household head will complete program survey indicating goals achieved. Staff will meet with household heads to discuss progress, needs, barriers & strengths to create action plans. Outcomes are based on Third Street families & do not include the shelter families served by the children's portion of the program. Demographics reflect all those served on both levels of programming.			
Outcome Objective # 2:	Families will access new resources to enhance family functioning.			
Performance Indicator(s):	90% of households will access 3 or more new resources with the assistance of the Third Street program.			
Proposed for 2011:	Total to be considered in	22	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	19.8
Proposed for 2012:	Total to be considered in	22	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	19.8
Explain the measurement tools or methods:	Outcomes will be based on survey responses and staff observations documented in case files. Outcomes are attained when 90% or 20 of 22 household heads can identify 3 three or more resources accessed while in the program. Outcomes are based on families using the Third Street program and do not include the additional shelter families served by the children's portion of the program. Demographics reflect all those served on both levels of programming.			

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** B. Third Street
2. **Agency Name:** YWCA
3. **Requested Amounts:** 2011: \$31500
 2012: \$31500 Prior Year Level: \$29720
4. **Project Type:** New Continuing X
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
X III. Access to Resources A-1

6. **Anticipated Accomplishments (Proposed Service Goals)**
22 Families will utilize program case management, children's programs, group activities and workshops to increase their access to community resources and move toward self sufficiency. 80 families will use the Third Street Children's programs which will be available 5 days a week , 2947 hours.
7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments: This program clearly meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments: It seems likely that this program will have a positive impact on individuals seeking this service. Application cites both case management and Trauma research as informing service design and delivery. Staffs are trained, and experienced and have been with the program a long time. It seems Children's programming hours may have increased. This year the Third Street apartments and programming space were renovated. The staffing of the children's programming is not described, and it is assumed that mothers will be on site during this programming and that it will not have to be a licensed child care site.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments: Service goals might need some clarification, particularly around children's programming. Staff suggests that programming be available 5 days a week and that Third street children will participate for 2947 hours. The current way it's written sounds like they will provide programming for 2947 hours annually with comes out to about 10 hours a day.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments: Current Board membership numbers, experience and diversity of expertise or representation seem adequate to provide appropriate oversight to organization. Agency has extensive history providing services in Madison.

11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments: Budget costs seem appropriate; City, United Way and fundraising support this program.

12. To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

Staff Comments: Agency utilizes volunteers in appropriate roles, appears to have appropriate and necessary partnerships and collaborations in place.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments: Proposed program accessible to low income populations, and accessible to those with Limited English Proficiency. Agency also addresses physical access issues and accommodations made for those with cognitive difficulties and hearing impairment.

Questions:

1. Please describe plan for Children's programming.
2. Please describe recruitment, screening, and training of volunteers.
3. How many of your adult residents last year had language barriers? Please describe how their needs were accommodated.

14. **Staff Recommendation**

☐ Not recommended for consideration

☐ Recommend for consideration

x **Recommend with Qualifications**

Suggested Qualifications: Clarification of service goals particularly in relation to children's programming.

ORGANIZATION:
PROGRAM/LETTER:

YWCA Madison
C YW Transit Day Program

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	19,285	17,160	1,525	600	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	242,982	167,689	64,298	10,995	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	30,000	0	30,000	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	292,267	184,849	95,823	11,595	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	20,250	17,750	1,750	750	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	212,283	142,556	58,477	11,250	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	22,000	0	22,000	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	254,533	160,306	82,227	12,000	0

*OTHER GOVT 2011

Source	Amount	Terms
St of WI - DOT	212,283	grant runs 1/1 to 12/31; expect decrease in 2011
	0	
	0	
	0	
	0	
TOTAL	212,283	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	YWCA Madison
PROGRAM/LETTER:	C YW Transit Day Program

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (w ith spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

YWCA Madison
C YW Transit Day Program
OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

YW Transit Day Program addresses the need for specialized transportation to serve low-income individuals in Madison that is safe, affordable transportation to get to/from work and work related activities. While Madison does have public transportation, the service does not reach all areas of the city and does not provide transportation late at night, when many jobs are available. As a door-to-door service, YW Transit eliminates the need for individuals to walk long distances to the nearest bus stop or transfer several times on the bus to get to their destination. This program also eliminates the need for individuals to rely on other individuals to meet their transportation needs or use an expensive cab to get to work. Additionally, services through YW Transit Day Program are provided at a low cost to participants. These services are especially needed in areas of the county where one's economic status might affect their ability to hold a driver's license and own/maintain a vehicle.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

The YW Transit Day Program provides specialized transportation services to individuals lacking transportation to/from work and/or work related activities. The program serves Dane County residents and provides transportation throughout Dane County including areas that are inaccessible during non-peak public transportation hours which include nights, weekends, and holidays. In addition, YW Day program contracts with agencies providing services to similar populations in the community to provide transportation to groups of vulnerable individuals who lack viable transportation options to attend social / support groups, parenting class, food pantries, and other organized activities safely. The service hours for both individuals going to/from work and contracted rides with community organizations are flexible during the day and early evenings. YW Transit has accessible vans and staff are thoroughly trained on working with differently-abled individuals. YW Transit also provides car seats, as well as booster seats for riders 8 and younger.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

During the program year YW Transit JobRide will provide 6616 rides to individuals in need of transportation. 100% of individuals receiving rides, either through contracted community rides or through work rides, will arrive at their destinations safely and affordably. Additionally, through outreach, YW Transit will increase ridership of YW Transit JobRide during the program year. Total service hours to be provided: 3308.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

YW Transit runs from 24 hours per day, 365 days per year. YW Transit creates contracts and schedules with riders to ensure timely efficient rides to/from work or work related activities.

ORGANIZATION:

YWCA Madison

PROGRAM/LETTER:

C YW Transit Day Program

10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

YW Transit serves low -income individuals in need of transportation to/from work or work related activities within Dane County. YW Transit is committed to serving individuals who do not speak English as a first language through bilingual staff and volunteers, and a language line service when needed. The program serves both adults and children. In addition, YW Transit targets Madison's emerging neighborhoods.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

YW Transit Program operates out of our Empowerment Center at 3101 Latham Dr., on Madison's Southside. The program provides service within Dane County.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

The YWCA meets with and sends annual mailings to program managers of social service agencies throughout Dane County to discuss our programs and distribute literature. The program also heavily depends on the word-of-mouth from clients. Additionally, we attend service and community fairs to spread the word about program services.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

Through the Homeless Services Consortium, Allied Drive Partnership, & Allied Consortium for Employment, the YWCA is connected with other community groups. YWCA vans are utilized by other community groups & agencies for group transportation. By providing this service, the YWCA supports other agencies in achieving their goals, as well as advertises the YW Transit Program. Due to a strong community presence, other community groups refer their clients to the YWCA for transportation needs. YW Transit recognizes that emergencies may cause a rider to need to leave work immediately (illness, emergency with child, etc). YW Transit has partnered with Guaranteed Ride Home, a service that provides a ride home from work in an emergency to regular carpool-vanpool-mass transit & bicycle commuters in the Madison area. After JobRide riders begin using services they may register with the Rideshare, Etc. Program. Each rider receives a voucher good for cab fare if an emergency arises while at work.

14. VOLUNTEERS: How are volunteers utilized in this program?

Volunteers are utilized for data entry and other office tasks.

15. Number of volunteers utilized in 2010?

3

Number of volunteer hours utilized in this program in 2010?

60

ORGANIZATION:

YWCA Madison

PROGRAM/LETTER:

C YW Transit Day Program

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

Immigrant and/or refugee communities are often more likely to lack resources such as transportation. YW Transit is committed to serving individuals who do not speak English as a first language through bilingual staff and volunteers, and a language line service when needed. The program serves both adults and children. In addition, YW Transit targets Madison's emerging neighborhoods. Additionally, we have clients with mental health issues, physical limitations, or a history of trauma, sexual assault or domestic violence. All Transit drivers are trained to use over-the-phone interpreter services and participate in training to increase awareness and sensitivity.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

The YWCA Madison has offered sexual assault prevention transportation for over three years which, in conjunction with other YWCA programming, which has resulted in a strong foundation for the Madison community. While planning JobRide, implemented in 2009, YWCA has worked on transportation committees, with Madison Metro, and with employers county-wide to ensure the program is meeting gaps in service and a program employers will buy in to. The Economic Empowerment Director oversees YWCA Employment and Training Programs and YW Transit. The Director has been in this position for five years and has over fourteen years of experience working in employment and training and with diverse populations and holds a bachelor's degree. YW Transit Program Coordinator coordinates the YW Transit Program and supervises all Transit staff. The Coordinator holds a Bachelor's degree and began her employment with the YWCA as a Transit driver in August 2009 which has given her insight for the position of Program Coordinator. The Operations Associate oversees day-to-day operations of the Transit Program and assists in supervising driving staff. The Operations Associate also began her employment with the YWCA as a driver and has been in her current position for two years.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

Staff attend at least 1 cultural competency training per year. Staff have attended training on Trauma Informed Care, serving the homeless, alcohol & other drug abuse, & working with the mentally ill.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Economic Empowerment Dir.	0.05	No	Master's degree or commensurate experience
YW Transit Program Coord.	0.1	Yes	Bachelor's degree or commensurate experience
YW Transit Operations Assoc.	0.1	No	Bachelor's degree or commensurate experience
Van Drivers	0.45	Yes	Valid license, good driving record, transportation expertise

ORGANIZATION:

YWCA Madison

PROGRAM/LETTER:

C YW Transit Day Program

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

The YW Transit program was developed based on best practices of Women's Transit Authority, a program that provided similar service to the Madison area for over 30 years. Through knowledge of Women's Transit Authority and over three years of our own experience, the YWCA has come to value staff training opportunities. YW Transit program staff are frequently presented with stressful situations with driving and working with participants. YW Transit requires all staff to complete extensive training in the following areas: Program operation, defensive driving, GPS / navigation, driving in unfavorable weather conditions, working with survivors of sexual assault and individuals with disabilities, and ongoing racial justice training. In addition, each driver is required to complete 4 hours of observed driving.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

100.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Clients self-report income level on program application.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

YW Transit JobRide charges an affordable fee as follows; pre-scheduled one way rides = \$30/month, pre-scheduled roundtrip rides = \$60/month, and one-time rides = \$1.50/trip. Riders agree to pay the appropriate fare and sign a contract. Payment arrangements are made when riders start work if they cannot pay until their first paycheck. YW Transit willingly works with other social services agencies that are able to assist riders with their fees.

ORGANIZATION:

YWCA Madison

PROGRAM/LETTER:

C YW Transit Day Program

28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	5753	100%	AGE		
MALE	1208	21%	<2	332	6%
FEMALE	4545	79%	2 - 5	329	6%
UNKNOWN/OTHER	0	0%	6 - 12	330	6%
			13 - 17	102	2%
			18 - 29	1492	26%
			30 - 59	2817	49%
			60 - 74	342	6%
			75 & UP	9	0%
			TOTAL AGE	5753	100%
			RACE		
			WHITE/CAUCASIAN	1783	31%
			BLACK/AFRICAN AMERICAN	3164	55%
			ASIAN	173	3%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	633	11%
			TOTAL RACE	5753	100%
			ETHNICITY		
			HISPANIC OR LATINO	518	9%
			NOT HISPANIC OR LATINO	5235	91%
			TOTAL ETHNICITY	5753	100%
			PERSONS WITH DISABILITIES	186	3%
			RESIDENCY		
			CITY OF MADISON	5465	95%
			DANE COUNTY (NOT IN CITY)	288	5%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	5753	100%

Note: Race and ethnic categories are stated as defined in HUD standards

ORGANIZATION:

YWCA Madison

PROGRAM/LETTER:

C YW Transit Day Program

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	5753
Total to be served in 2011.	6616

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	100% (6616 of 6616) of YW Transit riders will be transported to/from work or work activities safely and affordably during the contract year.			
Performance Indicator(s):	100% of riders will report receiving safe, affordable transportation to/from work while using YW Transit on participant surveys.			
Proposed for 2011:	Total to be considered in	6616	Targeted % to meet perf. measures	100%
	perf. measurement		Targeted # to meet perf. measure	6616
Proposed for 2012:	Total to be considered in	7608	Targeted % to meet perf. measures	100%
	perf. measurement		Targeted # to meet perf. measure	7608
Explain the measurement tools or methods:	<p>Annually riders are given a survey to complete anonymously. Program staff compile the results.</p> <p>6616 are the number of rides provided and not necessarily the number of individuals using the program. Due to the nature of the rides we are not able to track unduplicated participants.</p>			
Outcome Objective # 2:	Groups of vulnerable individuals lacking viable transportation will have rides to attend support groups, parenting class, food pantries, & other organized activities safely.			
Performance Indicator(s):	100 % of individuals receiving group transportation will report getting to/from their destinations safely on annual survey.			
Proposed for 2011:	Total to be considered in	6616	Targeted % to meet perf. measures	100%
	perf. measurement		Targeted # to meet perf. measure	6616
Proposed for 2012:	Total to be considered in	7608	Targeted % to meet perf. measures	100%
	perf. measurement		Targeted # to meet perf. measure	7608
Explain the measurement tools or methods:	<p>Annually riders are given a survey to complete anonymously. Program staff compile the results.</p> <p>6616 are the number of rides provided and not necessarily the number of individuals using the program. Due to the nature of the rides we are not able to track unduplicated participants.</p>			

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** YW Transit Day Program
2. **Agency Name:** YWCA
3. **Requested Amounts:** 2011: \$20,250
 2012: \$20,250 **Prior Year Level: \$19,285**
4. **Project Type:** New ☐ Continuing X☒
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
☐ I. Youth Priority ☐ VI Child(ren) & Family
X☒ II. Access A1 ☐ VII Seniors
☐ III Crisis
6. **Anticipated Accomplishments (Proposed Service Goals)**

Program will serve 7346 individuals in need of transportation. Total service hours to be provided = 1,825.

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments:

Although the agency indicates that they are applying under Priority A1, the CSC may want to consider whether or not the proposed program is a better fit under the B-1 priority, "provide immediate support services for the prevention of abuse and neglect".

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments:

It seems likely that this program will have a positive impact on individuals seeking this service. Staff training/qualifications appropriate to positions.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments:

Agency indicates they will serve 7,346 individuals in this program per year. They indicate that due to the nature of the rides provided they have not yet developed the capacity to track unduplicated riders. They indicate this on their Transit Day Program as well. Would like more information from agency on why they are unable to track unduplicated users (especially in their Day Program).

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments:

This program had been operated by Women's Transit Authority for over 30 years. Three years ago, WTA went out of business and the City conducted an RFP process to acquire another provider for a very similar service. YWCA was awarded the contract and has operated the program ever since. Agency and staff did a lot of work to make the transition smooth and seamless for clients. They also did extensive research and work with County staff who had a deep understanding of the challenges and issues with providing this type of service. Agency also operates a companion Day time Program.

Agency has also built up their entire transit services programming by applying for and receiving a State DOT grant. The budget notes that they anticipate less funding from that grant in 2012.

11. To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?

Staff Comments:

Budget is reasonable and realistic. Agency has also built up their entire transit services programming by applying for and receiving a significant State DOT grant. The budget notes that they anticipate less funding from that grant in 2012.

Agency lists User Fees in their budget but in the narrative they indicate the program is free for all clients. Please explain.

12. To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

Staff Comments:

Agency has long-standing and appropriate partnerships.

Please explain in more detail how this information is obtained and collected. Agency list using only 3 volunteers in 2010 who provide 60 hours of service. Please explain the challenge with getting more volunteer assistance.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments:

Agency indicates that 100% of riders are low/moderate income and that they get that information from clients self-reporting. Demographics indicate that riders are culturally diverse. Demographics for Night time program and Day time program are the same. Is there no difference in demographics of night time and day time service? Agency has bilingual staff and volunteers and utilize a language line service when needed. Program often serves people with mental health issues, physical limitations or a history of trauma, sexual assault or domestic violence. All Transit drivers are trained to use over-the-phone interpreter services and participate in training to increase awareness and sensitivity.

Questions:

Would like more information from agency on why they are unable to track unduplicated users (especially in their Day Program).

Agency lists User Fees in their budget but in the narrative they indicate the program is free for all clients. Please explain.

Please explain the challenge with getting more volunteer assistance.

Demographics indicate that riders are culturally diverse. Demographics for Night time program and Day time program are the same. Is there no difference in demographics of night time and day time service?

14. **Staff Recommendation**

☐ Not recommended for consideration

☐ Recommend for consideration

X ☐ **Recommend with Qualifications**
Suggested Qualifications:

Based on answers to questions.

ORGANIZATION:
PROGRAM/LETTER:

YWCA Madison
L Driver's License Recovery

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	11,035	7,515	2,520	1,000	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	11,035	7,515	2,520	1,000	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	20,000	15,000	4,000	1,000	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	23,116	19,116	1,000	3,000	0
TOTAL REVENUE	43,116	34,116	5,000	4,000	0

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
TBD	23,116	Grant proposals being pursued
	0	
	0	
	0	
	0	
TOTAL	23,116	

ORGANIZATION:	YWCA Madison
PROGRAM/LETTER:	L Driver's License Recovery

2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (w ith spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:
PROGRAM/LETTER:
PRIORITY STATEMENT:

YWCA Madison
L Driver's License Recovery
OCS: Access to Resources A1: Targeted Services (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

Lack of a valid driver's license is a significant barrier for many individuals, particularly low-income individuals and people of color who are more easily caught in the cycle of serious legal, financial and social consequences. An individual with a suspended license has limited employment prospects and is more likely to incur legal debt that affects their ability to meet other financial obligations. These individuals frequently lack the information/resources necessary to satisfactorily address court requirements for traffic violations and other DMV suspensions. Many simply continue to drive, risking additional fines, in order to look for or go to/from work and/or transport children to school, etc. The YWCA Driver's License Recovery Program seeks to assist low income individuals in recovering their driver's license through case management and assistance in paying fees associated with license reinstatement. Driver's license restoration positively affects the capacity of these individual

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

Driver's License Recovery Clinics, which are held monthly, are the first step for individuals to enroll in the program. During this first-come, first-serve information clinic, individuals meet with the program coordinator and go through an initial screening, which will provide them with information in a clear, understandable format. Some clients will be empowered to take action towards addressing suspension issues independently. Those requiring further assistance will then create a case plan with the coordinator, which will include an action steps for satisfying court requirements and development of an employment plan. Clients will be referred to work with a job counselor and/or job training as necessary. Clients will receive ongoing case management during the completion of court requirements. After completion of reinstatement activities, clients will receive financial support to fulfill final DMV requirements and information necessary to maintain a valid license. Clients will be monitored for 12 months to ensure the license is maintained and employment goals are achieved.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

YWCA Madison will hire a 1.0FTE Driver's License Program Coordinator. The program will recruit and screen 200 clients during the program year. 75% (150 of 200) of clients will learn to effectively work with the court system and understand the steps towards driver's license recovery and 60% (90 of 150) of those clients will reinstate their license during the program year. The program will assist clients with their \$40.00 reinstatement fee as needed. The program will provide 1536 services hours during the program year (12-three hour information clinics and an average of 10 hours/student).

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

A 3-hour driver's license recovery information clinics will be held monthly to screen applicants. Program Coordinator will meet individually with clients by appointment while enrolled in the program. An average of 10 hours will be spent with each client.

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10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

This program will target low-income individuals who have had their license suspended. Emphasis will be placed on serving low-income populations of color, who are more likely to experience higher rates of court contact. Specific outreach will also include low-income, non-custodial fathers who have experienced license suspension as a consequence of delinquent child support payments as a means for them to secure employment to meet their child support requirements.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

The Driver's License Recovery Program operates out of our Empowerment Center at 3101 Latham Dr. In Madison and is accessible by four Madison Metro Bus lines. We serve individuals who live throughout D

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

Our outreach plan focuses on word-of-mouth from clients and referrals from other service providers. Annually we meet with program managers of social service agencies throughout Dane County to discuss our programs (i.e. JFF, Homeless Services Consortium agencies, Probation & Parole, etc.). In addition to creating a referral system with area agencies serving low-income populations, we will strengthen our already existing referral system with area courts. Court officials, including prosecutors and defense attorneys, currently refer clients who are consistently in court for non-driving traffic offenses (usually failure to pay). Additionally, the YWCA attends local fairs and cultural events to share information about programming.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

As members of the Homeless Services Consortium, Allied Drive Partnership (ADESP), & EmployAlliance, we are very well connected with other community groups & agencies. During intake, clients are assessed for the most appropriate program placement & for referrals for other programs. Because of our holistic approach to case management, while working on issues surrounding their driver's license, clients are also referred for enrollment in employment & training, housing programs, W-2, mental health services, Department of Vocational Services (DVR), alcohol & other drug abuse (AODA) recovery programs, domestic violence advocacy, transportation, clothing, & food resources, etc. Moreover, because of our strong presence in the community, other community groups such as Department of Vocational Resources, W-2, & agencies who provide transitional housing or shelter often refer their clients to us to resolve issues that are preventing the client from recovering their driver's license.

14. VOLUNTEERS: How are volunteers utilized in this program?

Outreach will be made to the Dane County Bar Association to explore the possibility of volunteer legal assistance when cases require additional expertise.

15. Number of volunteers utilized in 2010?

0

Number of volunteer hours utilized in this program in 2010?

0

ORGANIZATION:

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L Driver's License Recovery

16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

The YWCA's Driver's License Recovery Program serves many clients who have had negative experiences with the court system, such as those leading to incarceration. Individuals that do not have money to pay child support or fines are less likely to appear for court appointments, which only exacerbates the already troubled relationship between this population and the courts. The YWCA Driver's License Recovery Program works with individuals, as well as the courts to advocate for a more positive experience. Through case management the program coordinator is able to educate the client how the court system works, how to clearly communicate with the court system, and how to problem solve and negotiate. Through this process clients learn to advocate for themselves and the court system becomes more aware of the clients' circumstances outside the court room. This program also serves many clients that are immigrants/refugees and who speak languages other than English. While some of our services can be offered directly in Spanish by bilingual staff members, some services must be provided through the use of an over-the-phone interpreter service. The YWCA collaborates with agencies serving individuals who speak a first language other than English to better serve this population.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

The Driver's License Recovery Pilot Program was established in 2008 through Emerging Neighborhood funds. Since then, the program has established excellent working relationships with area courts to facilitate smooth service delivery for clients. Additionally, program staff maintains consistent contact with the Center for Driver's License Recovery and Employability in Milwaukee, an established "best practices" model. Economic Empowerment Director oversees YWCA Employment and Training Programs, YW Transit, and the Driver's license Recovery Program. The Director has been in this position for five years and has over fourteen years of experience working in employment and training and with diverse populations and holds a bachelor's degree. Driver's License Recovery Program Coordinator will work individually with clients on issues related to losing their driver's license, work with the court system and the community around driver's license issues. The Coordinator will hold a Bachelor's degree or commensurate experience and will have experience working with low-income, diverse populations.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

Staff attend at least 1 cultural competency training per year. Staff will attend other training pertinent to the program.

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Economic Empowerment Dir.	0.05	No	Master's degree or commensurate experience
Drivers License Recovery Coord.	0.75	Yes	Bachelor's degree or commensurate experience

ORGANIZATION:

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L	Driver's License Recovery
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CDBG DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "CDD Community Development Program Goals & Priorities". If not applying for CDBG Office Funds, go to Community Resources Description of Services Supplement (p. 7), or go to Demographics (p. 8).

20. PARTICIPANT INCOME LEVELS:

Indicate the number of households of each income level and size that this program would serve in 2011-2012.

Income Level	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

21. If projections for 2012 will vary significantly from 2011, complete the following:

Income Level for 2012	Number of Households
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	0
Less than 30% of county median income	0
Total households to be served	0

22. AGENCY COST ALLOCATION PLAN: What method does your agency use to determine indirect cost allocations among programs?

600 characters (w ith spaces)

23. PROGRAM ACTIVITIES: Describe activities/benchmarks by timeline to illustrate how your program will be implemented.

[illegible]

ORGANIZATION:

YWCA Madison

PROGRAM/LETTER:

L Driver's License Recovery

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

The program model is based on the successful model of the Center for Driver's License Recovery and Employability in Milwaukee. In addition, the program follows research conducted by the University of Wisconsin's LaFollette Institute of Public Policy and the U.S. Congress Office of Government Accountability.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

100.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Clients self-report income level during intake.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

There are no fees charges to clients for services offered through the YWCA Driver's License Recovery Program.

ORGANIZATION:
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28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	56	100%	AGE		
MALE	43	77%	<2	0	0%
FEMALE	13	23%	2 - 5	0	0%
UNKNOWN/OTHER	0	0%	6 - 12	0	0%
			13 - 17	0	0%
			18 - 29	22	39%
			30 - 59	34	61%
			60 - 74	0	0%
			75 & UP	0	0%
			TOTAL AGE	56	100%
			RACE		
			WHITE/CAUCASIAN	6	11%
			BLACK/AFRICAN AMERICAN	46	82%
			ASIAN	0	0%
			AMERICAN INDIAN/ALASKAN NATIVE	0	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	4	7%
			TOTAL RACE	56	100%
			ETHNICITY		
			HISPANIC OR LATINO	0	0%
			NOT HISPANIC OR LATINO	56	100%
			TOTAL ETHNICITY	56	100%
			PERSONS WITH DISABILITIES	0	0%
			RESIDENCY		
			CITY OF MADISON	43	77%
			DANE COUNTY (NOT IN CITY)	13	23%
			OUTSIDE DANE COUNTY	0	0%
			TOTAL RESIDENCY	56	100%

Note: Race and ethnic categories are stated as defined in HUD standards

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29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	56
Total to be served in 2011.	200

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1: 75% (150 of 200) of clients will learn to effectively work with the court system and understand the steps towards driver's license recovery during the program year.

Performance Indicator(s): 75% of clients will indicate on program surveys that they can effectively navigate the court system and understand steps to recover their driver's license.

Proposed for 2011:	Total to be considered in	200	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	150
Proposed for 2012:	Total to be considered in	200	Targeted % to meet perf. measures	75%
	perf. measurement		Targeted # to meet perf. measure	150

Explain the measurement tools or methods: At the end of case management clients are given a survey to fill out anonymously. Program staff will compile the results.

Outcome Objective # 2: 60% of clients that effectively work with the court system & understand the steps towards driver's license recovery will reinstate their license during the program year.

Performance Indicator(s): 60% of clients will self-report that their driver's license has been reinstated.

Proposed for 2011:	Total to be considered in	150	Targeted % to meet perf. measures	60%
	perf. measurement		Targeted # to meet perf. measure	90
Proposed for 2012:	Total to be considered in	150	Targeted % to meet perf. measures	60%
	perf. measurement		Targeted # to meet perf. measure	90

Explain the measurement tools or methods: Clients self-report reinstatement of their driver's license through case management appointments. Program staff document in client file and database.

PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees

1. **Program Name:** Driver's License Recovery

2. **Agency Name:** YWCA

3. **Requested Amounts:** 2011: \$20,000
 2012: \$20,000 Prior Year Level: \$0

4. **Project Type:** New ☒ Continuing ☐

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
☐ I. Youth Priority ☐ VI Child(ren) & Family
☒ II. Access A1 ☐ VII Seniors
☐ III Crisis

6. **Anticipated Accomplishments (Proposed Service Goals)**

The program will recruit and screen 200 clients during the program year. 75% of clients will learn to effectively work with the court system and understand the steps towards driver's license recovery. 60% of those clients will reinstate their license during the program year. The program will assist clients with their \$40.00 reinstatement fee as needed. The program will provide 1,536 service hours (12-three hour information clinics and an average of 10 hours/client).

7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments:

This program clearly meets Program Area III A-1 Provide culturally specific or targeted supportive services to members of low to moderate income and/or marginalized groups that increase access to basic services and resources and increase participation in community life.

8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments:

It seems likely that this program will have a positive impact on individuals seeking this service. Program design is based on successful Milwaukee program as well as research by UW LaFollette Institute of Public Policy and U.S. Congress office of Government Accountability.

Program offers monthly clinics and that may be enough assistance for some to get their license reinstated on their own. Program also offers case management service for those who need more assistance to work through court system and get their license reinstated. Program also helps with the reinstatement fee as needed.

This program was specifically cited by the Dane County Task Force on Racial Disparities as needed to help reduce the racial disparities in our criminal justice system.

9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments:

Service goals are realistic based on .75 staffing position. Outcome objectives are realistic and measurable.

10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments:

The Driver's License Recovery Pilot program was stated in 2008 through use of a City of Madison Emerging Neighborhoods Fund grant. With few dollars, the program has successful established good working relationship with area courts and with the Milwaukee program which is considered the "best practice" model. Agency has continued to operate small program with no City funding since 2009.

Current Board membership numbers, experience and diversity of expertise or representation seem adequate to provide appropriate oversight to organization. Agency has extensive history providing services in Madison.

11. To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?

Staff Comments:

Agency budget is reasonable and realistic. In 2009, program was solely funded with fundraising dollars. In 2010, proposed funding comes from City of Madison and other grants.

12. To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?

Staff Comments:

Agency/program has long-standing working relationship with appropriate partners. Proposal indicates that they are seeking volunteer support from Dane County Bar Association for legal assistance when cases require additional expertise.

A number of non-profit agencies are sending their clients to the YWCA for this service as they are the only ones who have been doing this type of service in Madison.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments:

100% of clients served by this program are low/moderate income. Clients are racially diverse and agency has provisions for address language barriers that arise. Demographics page indicates 0% Hispanic/Latinos served by this program. Would like agency to explain if this is true, why do they believe it's true.

Questions:

Is the demographics page correct in that the program served no Hispanics/Latinos? If true, would like agency to explain how they outreach to that population.

14. Staff Recommendation

☐ Not recommended for consideration

☐ Recommend for consideration

X ☒ Recommend with Qualifications

Suggested Qualifications:

Based upon answer to question.