

Program Area Goal & Priority

Children and Families B1: Specialized Train/Consult

		Totals				
Agency	Program Name	2012 Funding	2013 Request	\$ change	% change	2014 Request
Rainbow Project	C. PRIDE Project	\$16,910	\$17,467	\$557	3.29%	\$17,467
TOTALS		\$16,910	\$17,467	\$557	3.29%	\$17,467

behaviors of children and families in their care. Although previous to 2011 goals were not consistently met, the PRIDE Program met their service goals and surpassed outcome objectives stated in the 2011 contract. Financial administration has been a challenge for the agency in the past. A new finance director has been hired.

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

Staff Comments: In 2011-2012 contract, the program was supported by both the City of Madison and United Way. The United Way allocation does not appear in the 2013 proposed budget, therefore making the City the sole funder of PRIDE. This is a loss of \$16,522.00. No hourly wage is included.

Agency appeared to struggle with completion of the budget pages in the application. Application submitted on deadline is included in Committee packets. Budget pages as submitted contained multiple errors and some omissions. Agency submitted another version of application and an attachment that addressed some additional budget information after the deadline. This version also contains error messages and omissions. Staff will continue to work with agency to complete this information.

12. 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: Yes, volunteers and interns assist in completing onsite classroom observations and consultations for identified children and classrooms. The PRIDE Project is a leader in providing support, guidance, and training in areas such as family violence, secondary trauma, child abuse, neglect, children in crisis, and childhood mental health to the child care providers in City of Madison Accredited programs. Partnerships with centers have been successful in creating common goals to support children and families.

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:

71% of children and families served are low to moderate income. The program provides service to specific City of Madison Accredited programs to support them in addressing the needs of children with challenging behaviors.

Follow up questions for Agency:

Are other funds being used to support the PRIDE Project?

Who is included in the outcome objectives, 237 participants?

Staff Recommendation

Not recommend for consideration

Recommend for consideration

Recommend with Qualifications

Suggested Qualifications: Budget needs clarification.

Program Description:
Rainbow Project
PRIDE Project

Program Synopsis

The PRIDE Project provides consultation/training/support services & resources to assist in meeting the special needs of children/families in Madison Accredited early childhood centers and programs.

Goal	Customer / Participant	Geography
<input type="radio"/> Crisis Intervention/ Safety	<input checked="" type="radio"/> Children	<input type="radio"/> County or greater
<input checked="" type="radio"/> Children/Families	<input type="radio"/> Youth	<input checked="" type="radio"/> Madison
<input type="radio"/> Workforce Preparedness	<input type="radio"/> Family	<input type="radio"/> CD Target Area
<input type="radio"/> Older Adults	<input type="radio"/> Older Adult	<input type="radio"/> Neighborhood
<input type="radio"/> Access to Resources		<input type="radio"/> NRT Neighborhood
<input type="radio"/> Youth		
<input type="radio"/> Neighborhoods		

Agency and Management History

The Rainbow Project consists of staff, interns, volunteers and language interpreters, who are celebrating 30 years as a state licensed, independent non-profit. They have experience in the areas of cultural competency, strength and evidence-based services for young children (infants-10 years) and their adult caregivers, and families who have experienced trauma. The agency philosophy of addressing core issues rather than superficial symptoms is significant as is the goal of maximizing healthy independence for consumers and building capacity through community education/training presentations. Comprehensive services provided are based on sound theoretical knowledge.

Benchmarks/Outcome Measure to comparable Projects

Increased capacity of early childhood/childcare program staff, children and parents accredited with city of Madison to serve children and families at risk for mental health, child abuse and other traumas, including social emotional development and behavior problems to occur in the future.

Individual evaluations/feedback from specific training presentations/consultations provided in each center; year-end annual evaluation of overall project effectiveness completed by participating centers; results of pre/post observation/assessment of individual children involved in receiving project services.

Performance History	2009	2010	2011	2012 (est.)								
# of participants			17 sites 173 staff	20 sites 160 staff								
CD funds expended	\$21,910	\$21,910	\$16,910	\$16,910								

Sources: CR Allocations, Agency Service Reports

Program Development

Rainbow clinicians receive increasing #'s of requests for consultation/training/support services & resources to assist in meeting the special needs of children/families participating in early childhood centers and child care/education programs; economically challenging times have increased stress in children/families; exposure to family/community violence/trauma increasing for some young children/families; life transitions of divorce, grief/loss, chronic physical illness, serious accidents, natural disasters often result in children being discharged from centers due to behavior problems. Experienced early childhood/preschool teachers report unprecedented special needs. Success of 20 year project indicates cost-effective resources invested & directed early on to enrich early childhood environments, preventing suffering & increased future costs. This project was presented as a model program this year at the UW Whitewater Early Childhood Conference & think this should be a #1 priority.

Program Design

Well developed, established and successfully utilized program services include: 1) Outreach and orientation for new Madison accredited centers that have not received PRIDE Project services in the past; 2) Reconnection with past PRIDE Preschool Project recipient centers/programs annually to accept requests for specialized training or consultation/observation services 3) Coordination with city childcare specialists on topics, issues, focus for each identified center receiving PRIDE services 4) Evaluation/feedback on project services. Topics include "Understanding Impact of Trauma on Young Children and Their Families"; Recognizing & Responding to Normal Challenging Behaviors of Young Children & When to Seek Outside Help"; Early Childhood Professionals: Roles, Challenges, Possibilities; Helping Young Children Manage Stress; Team-building for Professionals in Early Childhood and School Age Care/Education; "Making the Most of Parent-Teacher Conferences"; "Recognizing Child Abuse, Neglect Indicators in Children"; "Punishment VS Discipline: What Children Are Telling Us"; Social-Emotional Development; Infant Mental Health; "Developmental Stages of Cultural Identity and Self Concept" "Normal Stages of Sexual Development in Young Children"

Reward

Increased knowledge, resources, awareness, understanding of needs/responses in work with vulnerable children/families.

Risk

Public funds may be decreased based on other priorities.

ORGANIZATION:	ORGANIZATION
PROGRAM/LETTER:	C PRIDE Project
OBJECTIVE STATEMENTS:	OCS: Domestic Violence, Sexual Assault, Crisis Intervention B1: Prevention-Abuse and Neglect (C

DESCRIPTION OF SERVICES

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

Rainbow clinicians receive increasing #'s of requests for consultation/training/support & resources to assist in meeting the special needs of children/families participating in early childhood care/education programs. Economic challenges have increased stress for children/families; exposure to family/community violence/trauma increases and life transitions of divorce, grief/loss, chronic physical illness, serious accidents, natural disasters often result in children being disenrolled from centers due to behavior problems. Experienced early childhood/preschool teachers report unprecedented special needs. Success of this 22 year partnership indicates cost-effective resources invested & directed early on to enrich early childhood environments, prevent suffering & increased future costs. This project was presented as a model program at the UW Whitewater Early Childhood Conference. New research on Adverse Childhood Events also validates child environments can alter impact of trauma.

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

Well developed, established and successfully utilized program services include: 1) Outreach and orientation for new Madison accredited centers that have not received PRIDE Project services in the past; 2) Reconnection with past PRIDE Preschool Project recipient centers/programs annually to accept requests for specialized training or consultation/observation services 3) Coordination with city childcare specialists on topics, issues, focus for each identified center receiving PRIDE services 4) Evaluation/feedback on project services. Topics include "Understanding Impact of Trauma on Young Children and Their Families"; Recognizing & Responding to Normal Challenging Behaviors of Young Children & When to Seek Outside Help"; Early Childhood Professionals: Roles, Challenges, Possibilities; Helping Young Children Manage Stress; Team-building for Professionals in Early Childhood and School Age Care/Education; "Making the Most of Parent-Teacher Conferences"; "Recognizing Child Abuse, Neglect Indicators in Children"; "Punishment VS Discipline: What Children Are Telling Us"; Social-Emotional Development; Infant Mental Health; "Developmental Stages of Cultural Identity and Self Concept" "Normal Stages of Sexual Development in Young Children"

3. 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 capacity of early childhood/childcare program staff, children and parents accredited with city of Madison to serve children and families at risk for mental health, child abuse and other traumas, including social emotional development and behavior problems to occur in the future.

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

Available Monday thru Friday during regular 8 a.m. - 6 pm work week; also flexible for early childhood and childcare staff schedules to provide training in the evenings and Saturdays, which has occurred in past years; observation/consultation onsite provided during regular work week flexible to meet caregiver/staff schedules. 2011 provided 167.75 hours of service for 227 children/staff/caregives.

ORGANIZATION:

ORGANIZATION

PROGRAM/LETTER:

C PRIDE Project

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

Staff from City of Madison accredited early childhood education/childcare centers and inhome family programs eligible to receive PRIDE Preschool services. At least 30-40 programs served over past 20 years indirectly and directly assisting children (infants through after school program ages) enrolled in these centers. In addition, center parents and Board members have also participated in PRIDE training presentations. Center populations of children/families fall within a broad range in age, income, literacy, disability, cultural/ethnic backgrounds.

6. LOCATION: Location of service and intended service area.

Majority of services provided on site at specific early childhood education programs, some training presentations occurred at the Rainbow Project Clinic, or Water Utility training conference room.

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

Beginning of calendar year announcement of project services available to identified directors of city accredited centers and programs in collaboration with City Daycare Specialists Unit and Rainbow Referral and Community Programs Coordinator; throughout year, Referral Coordinator initiates regular contact with new and past project recipients, working with City Daycare Specialists Unit to provide outreach/awareness particularly to Spanish speaking providers and caregivers.

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

Include coordination with 20+ accredited centers in City of Madison as well as City Childcare Specialists, UW School of Medicine Dept. of Psychiatry Child & Adolescent Residents; UW Madison Graduate Interns School of Social Work, Counseling Psychology, Psychology; Instructors from Madison College Early Childhood courses (presenting to students from specific classes throughout the year) and UW Madison School of Education courses

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

Includes interns (graduate, doctoral and M.D. level) who assist in completing onsite classroom observations and parent/staff consultations for specific, identified children as well as observation of general classroom structure, dynamics, program content

10. Number of volunteers utilized in 2011?

6
104

Number of volunteer hours utilized in this program in 2011?

ORGANIZATION:	ORGANIZATION
PROGRAM/LETTER:	C PRIDE Project

11. 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 a result of fewer community early intervention services available for children and families, more serious behaviors and developmental concerns arising for an increasingly vulnerable population. Economic challenges add additional stress to families with young children. These challenging economic times impact resources for early childhood programs/centers with fewer dollars for training and less planning and resources for teachers. Another barrier is the fact that funding sources are not prioritizing these services. Directors, teachers, childcare providers and caregivers report seeing more serious presenting issues with children and families in centers and programs experiencing stress, trauma, life transitions in severity and quantity. This results in over-stressed staff and stretching resources. There are also fewer Spanish speaking providers and parents served through this project.

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

In addition to foundation of experience outlined for Programs A,B,D, Rainbow clinicians all have backgrounds in early childhood & school-age education and childcare, as teachers & program coordinators, as well as formal training in child development, mental health and trauma prevention/intervention. Original community needs precipitating the beginning of the Rainbow Project came from the early childhood care and education community. 4C survey identified 10-20% of children in childcare in City of Madison and Dane County as at risk and vulnerable requiring specialized support and early intervention/prevention in order to prevent problems from becoming more serious in the future. The Rainbow Project PRIDE model, established 22 years ago, shines as model project nationally and shared at the 2010 UW Whitewater Early Childhood Conference.

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

Approval of continuing education credits in CORE Knowledge Areas; State of Wisconsin Dept. of Regulation & License as Outpatient Mental Health Health Clinic

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

Staff Title	FTE	Credentials/Qualifications
Executive Director		Masters Degree, Licensed Professional Counselor
Child, Adult & Family Therapists		Masters level related fields of social work, psychology, early childhood development, chi
Financial Coordinator		Bachelors Degree and experience in non-profit
Executive Assistant		Bachelors Degree and experience in non-profit
Referral/Community Prog Coord		Bachelors Degree and experience in non-profit

ORGANIZATION:
PROGRAM/LETTER:

ORGANIZATION
C PRIDE Project

15. CONTRIBUTING RESEARCH

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

In addition to references listed for Program A,B,D also add: Highscope Longitudinal Study capturing strengths children gain in early childhood quality education that will stay with them as they grow into adults; Research paper "Child Delinquency: Early Intervention & Prevention", Office of Juv. Justice,U.S. Dept of Justice review s generations of criminology studies showing children during preschool years, antisocial, disruptive behaviors are likely to become child delinquents in conjunction with other risks factors,such as substance abuse, poor parenting practices & history of family violence, peer rejection. These issues can be addressed early on with creative community partnerships such as the PRIDE Project.

16. 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?

71.0%

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

17. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Data collected from directors of each early childhood/school-age education/childcare program participating in PRIDE Project

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

Centers and consumers eligible for PRIDE services required to be approved with city of Madison Childcare Specialists

ORGANIZATION:	ORGANIZATION
PROGRAM/LETTER:	C PRIDE Project

DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2011. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

DESCRIPTOR	Part. #	Part. %	Staff #	Staff %	DESCRIPTOR	Part. #	Part. %	Staff #	Staff %
TOTAL	ERRO	0%	0	0%	RESIDENCY				
MALE		0%	0	0%	CITY OF MADISON		0%		
FEMALE		0%	0	0%	DANE COUNTY (NOT IN CITY)		0%		
UNKNOWN/OTHER		0%	0	0%	OUTSIDE DANE COUNTY		0%		
					TOTAL RESIDENCY	0	0%		
					AGE				
					<2		0%		
					2 - 5		0%		
					6 - 12		0%		
					13 - 17		0%		
					18 - 29	0	0%		
					30 - 59		0%		
					60 - 74		0%		
					75 & UP	0	0%		
					TOTAL AGE	0	0%		
					RACE				
					WHITE/CAUCASIAN		0%	0	0%
					BLACK/AFRICAN AMERICAN		0%	0	0%
					ASIAN	0	0%	0	0%
					AMERICAN INDIAN/ALASKAN NATIVE		0%	0	0%
					NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%	0	0%
					MULTI-RACIAL:	0	0%	0	0%
					Black/AA & White/Caucasian		0%	0	0%
					Asian & White/Caucasian		0%	0	0%
					Am Indian/Alaskan Native & White/Caucasian		0%	0	0%
					Am Indian/Alaskan Native & Black/AA	0	0%	0	0%
					BALANCE/OTHER	1	0%	0	0%
					TOTAL RACE	1	0%	0	0%
					ETHNICITY				
					HISPANIC OR LATINO	5	0%	0	0%
					NOT HISPANIC OR LATINO	-5	0%	0	0%
					TOTAL ETHNICITY	0	0%	0	0%
					PERSONS WITH DISABILITIES	3	0%	0	0%

Part. = Participant

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

ORGANIZATION:	ORGANIZATION
PROGRAM/LETTER:	C PRIDE Project

PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2011.	ERROR
Total to be served in 2013.	237

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:	Increased capacity of early childhood & school age education/childcare programs including inhome providers to effectively serve special needs high risk children and families work with vulnerable children/families
Performance Indicator(s):	Participating early childcare indicate successfully and effectively able to meet the challenging special needs of children and caregivers they are working with.

Proposed for 2013:	Total to be considered in	237	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	213.3
Proposed for 2014:	Total to be considered in	237	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	213.3

Explain the measurement tools or methods:	Individual evaluations/feedback from specific training presentations/consultations provided in each center; year-end annual evaluation of overall project effectiveness completed by participating centers; results of pre/post observation/assessment of individual children involved in receiving project services.
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Outcome Objective # 2:	Classroom, onsite Observation/Consultation with caregivers and teachers of specific children 12-20 identified as presenting concerns in behavior/functioning/development
Performance Indicator(s):	Completed assessments/recommendations for above identified children providing increased knowledge, skill for teachers/caregivers in new ways to interact & improve child & family progress

Proposed for 2013:	Total to be considered in	237	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	213.3
Proposed for 2014:	Total to be considered in	237	Targeted % to meet perf. measures	90%
	perf. measurement		Targeted # to meet perf. measure	213.3

Explain the measurement tools or methods:	Ages and Stages SE (Social Emotional Development) Questionnaire; Achenbach Child Behavior Checklist; Parenting Stress Index, PRIDE specific-activity evaluation and year-end evaluation/feedback questionnaire completed by both caregivers and teachers and offered in spanish
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ORGANIZATION:	The Rainbow Project, Inc.
PROGRAM/LETTER:	C PRIDE Project

10. PROGRAM BUDGET

a. 2012 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	17,420	13,000	2,545	1,875	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	16,522	12,340	2,400	1,782	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	33,942	25,340	4,945	3,657	0

b. 2013 PROPOSED BUDGET

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	17,467	13,390	2,242	1,835	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	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	17,467	13,390	2,242	1,835	0

*OTHER GOVT 2013

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2013

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	The Rainbow Project, Inc.
PROGRAM/LETTER:	C PRIDE Project

11. 2014 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2013 request.

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

a. PROGRAM UPDATE: If requesting more than 2013, describe any major changes being proposed for the program/service in 2014, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (w ith spaces) (2 lines max.) We will request cost of living increases & want to clarify that the City PRIDE Project is a self-contained program single funded program.

b. 2014 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2013-2014.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2013 and 2014.

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

200 characters (w ith spaces) (2 lines max.)

c. 2014 PROPOSED BUDGET		ACCOUNT CATEGORY			
REVENUE SOURCE	BUDGET 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	17,991	13,852	2,249	1,890	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	17,991	13,852	2,249	1,890	0

*OTHER GOVT 2014

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2014

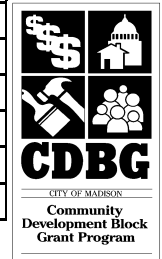
Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

APPLICATION FOR 2013-2014 FUNDS



1. AGENCY CONTACT INFORMATION

Organization	The Rainbow Project, Inc.	
Mailing Address	831 EAST WASHINGTON AVE.	
Telephone	(608)255-7356 X 321	
FAX	(608)255-0457	
Admin Contact	Sharyl Kato	
Financial Contact	Jode Rettschlag	
Website	http://www.therainbowproject.net	
Email Address	skato@therainbowproject.net	
Legal Status	Private: Non-Profit	
Federal EIN:	39-1422626	
State CN:		
DUNS #		



2. SIGNATURE PAGE

AFFIRMATIVE ACTION

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02 and file either an exemption or an affirmative action plan with the Department of Civil Rights. A Model Affirmative Action Plan and instructions are available at www.cityofmadison.com/dcr/aaForms.cfm.

LIVING WAGE ORDINANCE

If funded, applicant hereby agrees to comply with City of Madison Ordinance 4.20. The Madison Living Wage for 2013 will be \$12.19 (hourly). This reflects a 3% increase over Madison Living Wage for 2012, and is consistent with prior annual increases.

CITY OF MADISON CONTRACTS

If funded, applicant agrees to comply with all applicable local, State and Federal provisions. A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at (608) 266-6520. If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected agency.

3. SIGNATURE

Enter name:

By entering your initials in the box you are electronically signing your name and agreeing to the terms listed above

DATE

AGENCY CONTACT INFORMATION

ORGANIZATION **The Rainbow Project, Inc.**

1. AGENCY CONTACT INFORMATION

A	Early Intervention and Prevention	OCS: Domestic Violence, Sexual Assault, Crisis Intervention B1: Prevention-Abuse and Neglect (CSC)										
	Contact: Sharyl Kato	New Prg?	No	Phone:	608.255.7356 x321	Email:	skato@therainbowproject.net					
B	Children of Violent Homes	OCS: Domestic Violence, Sexual Assault, Crisis Intervention B2: Trauma-Children and Youth (CSC)										
	Contact: Darren LeCount	New Prg?	No	Phone:	608.255.7356 x317	Email:	dlecount@therainbowproject.net					
C	PRIDE Project	OCS: Children and Families B1: Specialized Train/Consult (ECCEC)										
	Contact: Kat Koslov	New Prg?	No	Phone:	608.255.7356 x316	Email:	kkoslov@therainbowproject.net					
D	Grandparents & Other Relatives As Parents	OCS: Children and Families A2: Parent Education (ECCEC)										
	Contact: Kat Koslov	New Prg?	No	Phone:	608.255.7356 x316	Email:	kkoslov@therainbowproject.net					
E	Program E	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						
F	Program F	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						
G	Program G	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						
H	Program H	Select an Objective Statement from the Drop-Down										
	Contact:	New Prg?		Phone:		Email:						

2. AGENCY REVENUE DETAILED BY PROGRAM

REVENUE SOURCE	2011 ACTUAL	2012 BUDGET	2013-14 PROPOSED	2013-14 PROPOSED PROGRAMS								Non-City	
				A	B	C	D	E	F	G	H		
DANE CO HUMAN SVCS	218,620	436,000	455,621	224,720	0	0	6,181	0	0	0	0	0	224,720
DANE CO CDBG	0	0	0	0	0	0	0	0	0	0	0	0	0
MADISON-COMM SVCS	164,227	138,857	169,669	116,262	28,140	17,467	7,800	0	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0	0	0	0	0	0	0	0	0
UNITED WAY ALLOC	109,00	147,522	155,000	0	15,000	0	15,000	0	0	0	0	0	125,000
UNITED WAY DESIG	0	0	0	0	0	0	0	0	0	0	0	0	0
OTHER GOVT	0	0	0	0	0	0	0	0	0	0	0	0	0
FUNDRAISING DONATIONS	150,980	251,680	247,548	120,000	4,580	0	2,968	0	0	0	0	0	120,000
USER FEES	121,980	78,700	103,000	50,000	3,000	0	0	0	0	0	0	0	50,000
OTHER	0	115,313	123,400	60,000	4,000	0	5,500	0	0	0	0	0	53,900
TOTAL REVENUE	655,807	1,168,072	1,254,238	570,982	54,720	17,467	37,449	0	0	0	0	0	573,620

3. AGENCY ORGANIZATIONAL PROFILE

a. AGENCY MISSION STATEMENT

Vision: A safe, healthy and nurturing world for children and families. Mission: The Rainbow Project provides restorative healing & hope for young children & their families who have experienced trauma, building a foundation for the mastery of life sustaining skills. VALUES - Respect, Growth, Compassion, Collaboration, Excellence; Services for families with young children, in Dane Co & surrounding areas. Rainbow staff provide individualized, consumer-centered & responsive services within a variety of settings & include short/long term counseling, prevention, early intervention.

b. AGENCY EXPERIENCE AND QUALIFICATIONS

The Rainbow Project consists of staff (15 staff = 11.2 FTE positions) plus interns, volunteers and language interpreters, who are celebrating 32 years as a state licensed, independent non profit. We have an accumulated wealth of qualifications and experience (100+ years) in the areas of culturally competency, strength and evidence-based services for young children (infants-10 years) and their adult caregivers and families who have experienced trauma. In addition to experience/qualifications, the agency philosophy of addressing core issues rather than superficial symptoms is significant as is the goal of maximizing healthy independence for consumers and building capacity through community education/training presentations. Comprehensive services provided are based on sound theoretical knowledge: Erickson, Piaget within a psychosocial, developmental theory, ecological, systemic model. What makes the agency unique are "Areas of Core Competency...Building Resiliency": particularly in: EARLY ATTACHMENT OF CHILDREN W/ PRIMARY CAREGIVERS: Agency clinicians have expertise in INFANT & EARLY CHILDHOOD MENTAL HEALTH, as well as PROFESSIONAL ETHICS/BOUNDARIES; COORDINATION WITH OTHER SYSTEMS & SERVICE PROVIDERS; ADDRESSES SECONDARY TRAUMA BEST-PRACTICE WITH CLINICIANS; HIGH COMPETENCY IN PLAY THERAPY; LONGITUDINAL PERSPECTIVE IN SEEING CHANGE AS A PROCESS NOT AN EVENT; COMMUNITY COLLABORATION & NETWORKING CONSISTENT PRIORITY FOR 30 YEARS; COMMUNITY OUTREACH & TEAMING; REDEFINING MENTAL HEALTH SERVICES AS A POSITIVE PROACTIVE HEALTHY EXPERIENCE TO PREVENT MENTAL ILLNESS; EXPERTISE IN COMPLEX-MULTI TRAUMA; FAMILY-CENTERED APPROACH vs IDENTIFIED PATIENT; FAMILY CHANGE PERSPECTIVE IN DIVORCE & LIFE TRANSITIONS; EXPERTISE IN TRAUMA TREATMENT & RECOVERY THROUGH LIFE SPAN, INCLUDING NATURAL DISASTERS, CHILD ABUSE, NEGLECT, DOMESTIC VIOLENCE, CHILD SEXUAL ABUSE, COMMUNITY VIOLENCE; EMOTIONAL ABUSE/NEGLECT. CLINICIANS LICENSED WITH STATE OF WISCONSIN, MAINTAIN EXCEPTIONAL ABILITY TO DEVELOP TRUST & FACILITATE CHANGE, INSTILL HOPE FOR FAMILIES BEYOND DEALING WITH SYMPTOMS, PLANTING SEEDS PROVIDING CAPACITY FOR FUTURE GROWTH AND RESILIENCY. Agency-wide, Rainbow staff served a total of 1,095 children and 660 adults, in 2011, within 8 direct service programs.

4. AGENCY GOVERNING BODY

How many Board meetings were held in 2011?	12
How many Board meetings has your governing body or Board of Directors scheduled for 2012?	12
How many Board seats are indicated in your agency by-laws?	9 to 13

Please list your current Board of Directors or your agency's governing body.

Name	Ellen Schwartz				
Home Address	W5411 Highland Dr New Glarus, WI 53574				
Occupation	Retired Police Officer, City of Madison				
Representing					
Term of Office		From:	03/2009	To:	03/2015
Name	Jason Speich				
Home Address	1112 Garfield St; Madison, WI 53711				
Occupation	Financial Advisor				
Representing					
Term of Office		From:	07/2008	To:	06/2014
Name	Sandra Rivera				
Home Address	201 Crystal Lane Madison, WI 53714				
Occupation	School Social Worker, MMSD				
Representing					
Term of Office		From:	01/2001	To:	01/2013
Name	Robert Cramer Jr.				
Home Address	3207 Parmenter St Middleton, WI 53562				
Occupation	Finance Officer, Middleton Bank				
Representing					
Term of Office		From:	04/2010	To:	04/2013
Name	Steven Koslov, M.D.				
Home Address	1365 Boundary Rd Middleton, WI 53562				
Occupation	Clinical Professor Pediatrics, University of Wisconsin				
Representing					
Term of Office		From:	04/2008	To:	03/2014
Name	Sharyl Kato				
Home Address	206 Winnequah Rd Madison WI 53716				
Occupation	Director, Child & Family Therapist, The Rainbow Project				
Representing					
Term of Office		From:	08/1980	To:	08/2013
Name	Allison Cooley				
Home Address	308 Melissa Lane Cottage Grove, WI 53527				
Occupation	Organization Effectiveness Consultant, American Family Insurance				
Representing					
Term of Office		From:	07/2009	To:	06/2015
Name	Erica Serlin				
Home Address	6714 Colony Dr Madison, WI 53717				
Occupation	Psychologist				
Representing					
Term of Office		From:	10/2007	To:	10/2013

AGENCY GOVERNING BODY cont.

Name	James Campbell			
Home Address	1829 Barrington Dr Sun Prairie, WI 53590			
Occupation	Professor/Department Chair; UW Dept. of Liberal Studies & Arts			
Representing				
Term of Office		From:	03/2008	To: 02/2014
Name	Jessica Strong			
Home Address	714 Notting Hill Way; Madison, WI 53718			
Occupation	Human Resources Asst; Goodwill Industries			
Representing				
Term of Office		From:	10/2011	To: 10/2014
Name	Paula Doyle			
Home Address	6904 North Ave; Middleton, WI 53562			
Occupation	Attorney; Doyle Law Offices			
Representing				
Term of Office		From:	09/2011	To: 09/2014
Name	Juan Colas			
Home Address	112 Frisch Rd; Madison, WI 53711			
Occupation	Circuit Court Judge; Dane County			
Representing				
Term of Office		From:	02/2012	To: 02/2015
Name	Deirdre Hargrove-Krieghoff			
Home Address	802 Eagle Crest Dr Madison, WI 53704			
Occupation	Director, St. Mary's Childcare Center			
Representing				
Term of Office		From:	08/2008	To: 08/2014
Name	Carol Gapen			
Home Address	8399 County Hwy G Verona WI 53593			
Occupation	Attorney, Law Center for Kids & Families			
Representing				
Term of Office		From:	10/2009	To: 09/2012
Name	Omi Baldwin			
Home Address	839 South Shore Dr Madison , WI 53715			
Occupation	Assistant Director, Counseling & Consultation Center, University of Wisconsin			
Representing				
Term of Office		From:	01/2008	To: 12/2013
Name	Barry Callen			
Home Address	2720 Sommers Ave #2 Madison, WI 53704			
Occupation	Consultant			
Representing				
Term of Office		From:	01/2008	To: 12/2013
Name	Susan Carnell			
Home Address	453 Orchard Dr, Madison, WI 53711			
Occupation	Police Officer, City of Madison			
Representing				
Term of Office		From:	01/2009	To: 12/2014

AGENCY GOVERNING BODY cont.

Name	Robert Cramer Sr			
Home Address	4821 Woodburn Dr Madison, WI 53711			
Occupation	Visiting professor, University of Wisconsin			
Representing				
Term of Office		From:	01/2009	To: 12/2014
Name	Carola Gaines			
Home Address	5705 Claredon Dr Madison WI 53711			
Occupation	Badger Care Health Outreach Manager, UW Hospitals			
Representing				
Term of Office		From:	01/2008	To: 12/2013
Name	Sue Albert			
Home Address	21 Mountain Ash Trail Madison WI 53717			
Occupation	Retired Early Education Director, MMSD			
Representing				
Term of Office		From:	03/2010	To: 02/2013
Name	Sue Sheeran			
Home Address	8810 Nelson Crossing Verona WI 53593			
Occupation	Attorney, Melli Walker Pease & Ruhley, S.C.			
Representing				
Term of Office		From:	02/2010	To: 01/2013
Name	Tony Keshena			
Home Address	585 Toepfer Madison WI 53711			
Occupation	Retired Social Worker, DCHS			
Representing				
Term of Office		From:	01/2010	To: 12/2012
Name	Carole McGuire			
Home Address	502 Glenview Dr Madison WI 53716			
Occupation	Administrator, University of Wisconsin			
Representing				
Term of Office		From:	01/2009	To: 12/2014
Name	Richard Rieselbach			
Home Address	1022 Hillside Ave Madison WI 53705			
Occupation	Professor Emeritus, University of Wisconsin Medical School			
Representing				
Term of Office		From:	06/2010	To: 05/2015
Name	Carol Stotlar			
Home Address	9 Gray Fox Circle Madison WI 53717			
Occupation	Certified Public Accountant, Stotlar & Stotlar, S.C.			
Representing				
Term of Office		From:	01/2009	To: 12/2014
Name	Teresa Tellez-Giron			
Home Address	5325 Brody Dr Madison WI 53705			
Occupation	Specialist, DCHS Social Services			
Representing				
Term of Office		From:	01/2010	To: 12/2012

5. STAFF-BOARD-VOLUNTEER DEMOGRAPHICS

Indicate by number the following characteristics for your agency's current staff, board and volunteers.

Refer to application instructions for definitions. You will receive an "ERROR" until completing the demographic information.

DESCRIPTOR	STAFF		BOARD		VOLUNTEER	
	Number	Percent	Number	Percent	Number	Percent
TOTAL	ERROR	0%	32	100%	99	100%
GENDER						
MALE	7	25%	9	28%	45	45%
FEMALE	21	75%	23	72%	54	55%
UNKNOWN/OTHER	0	0%	0	0%	0	0%
TOTAL GENDER	28	100%	32	100%	99	100%
AGE						
LESS THAN 18 YRS	0	0%	0	0%	5	5%
18-59 YRS	24	86%	22	69%	76	77%
60 AND OLDER	4	14%	10	31%	18	18%
TOTAL AGE	28	100%	32	100%	99	100%
RACE*						0
WHITE/CAUCASIAN	19	68%	30	94%	83	84%
BLACK/AFRICAN AMERICAN	3	11%	2	6%	11	11%
ASIAN	1	4%	0	0%	0	0%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%	0	0%	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%	0	0%	0	0%
MULTI-RACIAL:	0	0%	0	0%	5	5%
Black/AA & White/Caucasian	0	0%	0	0%	5	100%
Asian & White/Caucasian	0	0%	0	0%	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%	0	0%	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%	0	0%	0	0%
BALANCE/OTHER	0	0%	0	0%	0	0%
TOTAL RACE	23	82%	32	100%	99	100%
ETHNICITY						
HISPANIC OR LATINO	3	11%	3	9%	27	27%
NOT HISPANIC OR LATINO	25	89%	29	91%	72	73%
TOTAL ETHNICITY	28	100%	32	100%	99	100%
PERSONS WITH DISABILITIES	1	4%	0	0%	2	2%

*These categories are identified in HUD standards.

6. AGENCY EXPENSE BUDGET

This chart describes your agency's total expense budget for 3 separate years.

Where possible, use audited figures for 2011 Actual.

The subtotals for the 2012 BUDGET and 2013-14 PROPOSED must equal the amounts entered in the ACCOUNT CATEGORIES on the NonCityBudget and program budget worksheets. The "ERROR" message appears until the sum of the line items equals the amount of the subtotals that have aggregated from your NonCityBudget and program budget worksheets.

Account Description	2011 ACTUAL	2012 BUDGET	2013-14 PROPOSED
A. PERSONNEL			
Salary	435,300	415,000	0
Taxes	70,600	62,000	0
Benefits	52,200	58,000	0
SUBTOTAL A.	558,100	907,979	984,585
		ERROR	ERROR
B. OPERATING			
All "Operating" Costs	108,040	92,200	0
SUBTOTAL B.	108,040	141,096	155,900
		ERROR	ERROR
C. SPACE			
Rent/Utilities/Maintenance	32,770	61,000	0
Mortgage (P&I) / Depreciation / Taxes	46,517	26,000	0
SUBTOTAL C.	79,287	118,997	113,753
		ERROR	ERROR
D. SPECIAL COSTS			
Assistance to Individuals	0	0	0
Subcontracts, etc.	0	0	0
Affiliation Dues	0	0	0
Capital Expenditure	0	0	0
Other:	0	0	0
SUBTOTAL D.	0	0	0
SPECIAL COSTS LESS CAPITAL EXPENDITURE	0	0	0
TOTAL OPERATING EXPENSES	745,427	1,168,072	1,254,238
E. TOTAL CAPITAL EXPENDITURES	0	0	0

7. PERSONNEL DATA: List Percent of Staff Turnover

6.0%

Divide the number of resignations or terminations in calendar year 2011 by total number of budgeted positions.

Do not include seasonal positions. Explain if you had a 20% or more turnover rate in a certain staff position/category.

Discuss any other noteworthy staff retention issues, or policies to reduce staff turnover.

600 characters (with spaces) (6 lines max.)

b. Seasonal Employees

Seasonal/Project Employee ONLY	Nbr of Weeks	Total Hours	Hourly Wage	Seasonal Earnings	A	B	C	D	E	F	G	H	Non-City
					# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS	# HRS
Special event admin assist	40	0	12.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	0	0	0.00	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL	40	0		0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00