



2018-19 Community Building and Engagement: Leadership Development

Updated 7/13/18

Submit Application to: CDDapplications@cityofmadison.com

Please limit your proposal and responses spaces provided in this form. Any materials submitted in addition to this application form will not be considered in the evaluation of the proposal. *Do not attempt to unlock or alter this form.*

Note: Potential applicants are required to attend a Community Building and Engagement 2018 workshop or schedule a conversation with City Staff (Deon Carruthers or Nancy Saiz at 266-6520) on their proposal prior to July 13, 2018 to be eligible to apply. Applications will not be accepted from entities that have not attended a workshop or consulted with staff on their proposals.

If you need assistance with this proposal or are unclear about how to respond to any questions listed below, please contact CDD staff at 266-6520.

Agency or Group:	UNIFY of Madison, Inc.	Amount Requested:	\$37,250
Title of Proposal:	Madison Neighborhood Champions		
Project Type	Leadership Development		
Project Description:	Neighborhood champions are leaders in their community making sure that the needs of the fellow neighbors are being addressed and are being met.		
Contact Person:	John Brown	Email	unifymadisonwi@gmail.com
Address:	6501 Watts Road, 134A, Madison WI 53711	Telephone:	608-888-3742
Is this Group a 501 (C) (3)?	Yes or No No	If no, applicant will need to secure a fiscal agent with 501 (C) (3) status	
Name of Fiscal Agent (if Applicable):	Onward and Upward	Fiscal Agent Phone:	608-426-4184
Fiscal Agent Contact Person:	AnnaMaria Bliven	Fiscal Agent Email:	contact@onwardupwardinc.com

Contact Us! CDD staff are committed to helping interested groups understand and work through program requirements. Call Deon Carruthers at 266-6520 or email him dcarruthers@cityofmadison.com if you have any questions.

1. Applicant Organization or Group: (1000 characters) Describe the organizations experience and capacity to provide leadership development training and support for City of Madison target populations. (10 points)
UNIFY of Madison, Inc. partnered with AnnaMaria Bliven, CEO/Founder of Onward and Upward and she is an educator, entrepreneur and highly skilled and experienced in teaching and developing leaders. For 20 years she has successfully educated, trained and mentored thousands of people to be leaders in the military and in their communities. She has been President of 2 Chamber of Commerces and as such has conducted numerous personal and professional leadership classes and seminars. She has written curriculum for community leadership development training that has been used in many different communities in several states such as Arizona, Arkansas and Wisconsin. She has received awards and accolades for her successful curriculum and the results achieved: bringing together neighbors to help neighbors; clean up and beautify; uniting city officials, businesses and community members to come together on mutually beneficial projects.
2. Focus Area: (1000 characters) Describe the neighborhoods or communities that will be the focus of the proposed program: for example, location, ages, ethnicities, income ranges, English language proficiency etc.). (10 points)
The neighborhoods that are the focus of Madison Neighborhood Champions are first the communities in the southern part of Madison, then the northern part of Madison, then the eastern part of Madison and lastly, the western part of Madison. Depending on the funding available for this program, one part of Madison will be taking part in this program at a time. All the neighborhoods in the area of the City of Madison would benefit from having a Neighborhood Champion, but most especially, the neighborhoods in crises. These neighborhoods have a diverse population and are experiencing situations such as lack of income, food insecurity, violence, crime and the majority of the residents are members of the "DIS" Community---disadvantaged, disillusioned, discouraged, disempowered, and disenfranchised. Many of these community members feel abandoned, alone and convinced no one cares about them and the struggles of living on planet earth. They go each day trying to keep from going into the abyss.

3. Participant Recruitment and Accessibility Planning: (10 points)

A. Describe your participant recruitment criteria and strategies. (1000 characters)

The Neighborhood Champions must be at least 18 years old, be of any ethnicity, income and speak English (and Spanish-preferred but not required). This person is someone who really wants to make a difference in the lives of their fellow neighbors and wants to develop themselves as a leader. A person who genuinely cares about the well-being of their neighbors and neighborhoods in low income.

Someone who is committed and ready to translate their interests into relevant and doable neighborhood projects.

Someone who is friendly and personable and a team player.

Someone who will utilize this training to increase community cohesion.

Someone who is comfortable with interacting with law enforcement and governmental officials.

C-H-A-M-P-I-O-N

Caring

Humane

Action taker

Meaning business

Passionate

Intuitive

Open minded

No-nonsense

Strategy for recruitment:

Using social media and word of mouth, applicants will be invited to apply online with a Google Form and be required

- B. Describe your strategies to address potential barriers to participation including potential language access or literacy issues and cultural relevance for your target populations. *(2500 characters)*
- Barriers to participation such as potential language access can always be mitigated with language interpreters. Barriers such as literacy issues can be overcome with materials that are written in simple sentences and have more graphics than words and have the training be hands on, audible, visual and interactive (versus lots of written materials and lecture classes). Addressing the cultural relevance comes into play with the overall objective for the program or project the neighborhood champion wishes to lead. For example: there may be a Neighborhood Champion with a neighborhood full of single parents that would really like to organize a co-op child care program amongst the neighborhood parents. In a case such as this, diverse cultural childrearing customs will be learned, with great respect and appreciation which will no doubt build cohesion and trust in the neighborhood.

Another example of building trust and cohesion would be if a Neighborhood Champion, representing the needs of the neighbors wanted to work on a community gathering with government officials, law enforcement and first responders so the community can get to know the very people responsible for making laws, keeping them safe or rescuing them in times of trouble. In this case, the diverse population with diverse ethnicities and proclivities toward government and law enforcement would be united with respect and appreciation shown toward the people (not the titles) and therefore build trust and cohesion with the very agencies they may not really know or respect at the present time. Breaking down the barriers between the community and government officials and law enforcement will no doubt ease the tension and bring more peace for all residents.

4. Program Design:(20 Points)

- A. Describe your proposed program design. Include staffing, training curriculum, proposed activities, and criteria and amounts for stipends and seed funding. *(5000 characters)*
- Program Design: 2.5 hours training class: Training takes place as an interactive lesson for 90 minutes including role play, group discussion and Q&A; and another 60 minutes devoted to the development of the neighborhood project.

Training Objectives

- Project planning
- Relationship building
- Effective use of communication tools and technology
- Identifying community resources for proposed projects
- Running an effective meeting
- Working with the City (CDD staff can assist)
- Managing conflict
- Fundraising/budgeting

Training Curriculum and Proposed Activities (25 hours instruction and group activity)

Lesson 1: Project Planning (2 hours instruction and 1 hour group activity for project planning)

Plan

Analyze

Design

Develop

Implement

Evaluate

Second half of class time: Neighborhood needs assessment (what issue is most important to address)

Homework assignment: Hold as many neighborhood focus group meetings to see what issue(s) neighbors are most concerned about and vote to address the one most concerned issue and bring that issue topic to the next class.

Lesson 2: Relationship building (Assets, Resources, Partners)

Trust

Respect

Mutual interest/mutual benefit

Second half of class time: Issue topics are revealed and ideas for projects aimed at addressing the issues take place.

Homework: Write down 3 project ideas that address the most important issue in their neighborhood and bring them with you to the next class.

Lesson 3: Effective communication tools and technology

Face-to-face conversation

Person to person

Using communication technology at a minimum

Effective use of social media

Second half: 3 project ideas are shared and they are tested for feasibility. The most feasible is the one decided to plan.

Homework: Given the 6 phases of a successful project: Plan, Analyze, Design, Develop, Implement, Evaluate, begin to visualize how the project will look and write that down and bring it with you to the next class session. Be sure to include assets, resources and potential partners in the PLAN.

Lesson 4: Identifying community resources for proposed projects

Look and see/Hear and listen (people in the community greatest resource)

Out of the box thinking

Out of the box solutions

Talent, time and treasure

Second half of class: Share visualizations of the project and working in a group, write out the PLAN phase of the project.

Homework: Share the PLAN phase of the project with at least 3 neighbors and get their feedback. Write out the feedback and bring it with you to the next class.

Lesson 5: Running an effective meeting

Using Roberts Rules of Order

Have a written agenda

Time is money/money is time

Targeted timed discussions

Time to take action

Second half: Share the feedback with your group. Begin making a DESIGN for the implementation of the project based on the feedback.

Homework: Share the DESIGN with 3 other neighbors and write down their feedback of the DESIGN; bring that with you to the next class.

Lesson 6: Working with the City

Puts on pants one leg at a time

City's charter for the community

City of Madison plan for 2020

Mutual trust and respect

Reach out and touch us

Second half: DESIGN feedback is shared with group.

Homework: Start writing out a timeline for the IMPLEMENTATION phase of the project, including people from the neighborhood you are working with to complete the project. .(See sample Project Timeline)

Lesson 7: Managing conflict

Listening to both sides of the issue from within

Temper the temper

Emotions aside

Negotiating with mutual wins

Second half: Share project timeline with group.

Homework: Write down costs associated with the project and bring that to next class.

Lesson 8: Fundraising/budgeting

Brainstorming ideas

Counting the cost

Cutting cost, not quality

Calendar item with timeline benchmarking

Lesson 9: Implementing the Plan

On your mark

Get set

Go

Homework: Take picture and make a 3-5 minute video and bring to next class

Lesson 10:EVALUATE

What went well?

What were the challenges?

What lessons were learned?

Ideas and plans for future neighborhood projects and events. (Group)

Training Resources needed

Staffing: Instruction by AnnaMaria Bliven with guests from the City of Madison for Lesson 6 and experienced community project organizers for Lesson 8

Criteria for stipends: Neighborhood Champion must attend 75% class sessions and have a completed project plan ready to implement by the end of Lesson 8.

Amount of stipends: Propose \$500 per neighborhood project

Seed funding: \$1000 to cover a portion of the project costs

- B. How will the proposed program prepare residents for effective participation in city and other governmental processes? *(1500 characters)*

The proposed program is designed to teach and train with instruction and hands-on learning so that the residents (Neighborhood Champions) will use this training to plan, develop and implement additional programs and projects to address the needs and collectively solve issues facing their communities.

Seeing is believing and doing is etching ... in memory for future action. It is no secret that each of the neighborhoods with members of the "DIS" community are facing serious issues that for a long time has not been addressed by the neighbors themselves. Consequently, the issues fester and become even larger issues requiring more resources to resolve. By teaching and training Neighborhood Champions, these issues get addressed and the residents get to live in a more safe and secure environment.

Planning and implementing projects that are developed by Neighborhood Champions and involve governmental officials opens the door for future collaboration to continue addressing pressing issues.

5. Utilization of Community Assets and Partnerships: (10 points)

- A. What are your specific strategies for utilizing neighborhood assets, resources and potential partners and stakeholders in the implementation of this project? *(2500 characters)*

The implementation of this project is to bring about the implementation of neighborhood projects that involves the utilization of neighborhood assets such as fellow neighbors each with their unique gifts and talents.

Additional assets include churches, church groups and ministries of various creeds and denominations, social, civic, ethnic and veteran organizations/groups, businesses and banks, including, but not limited to schools, community centers, the media (written and broadcast) and libraries.

"It takes a village" to make a real and lasting difference in one's own community. All the education, training and development in the world will only matter and take affect when the people in the community come together with a common goal to see and make change happen. Neighborhood projects designed well and well executed will most likely unite residents (of all ages and every generation), businesses, government, schools and colleges, with the able assistance of the media, businesses and government. Key representatives of these assets,resources and potential partners are invited to the project planning meetings.

When the residents see, hear, taste and feel the cooperation and collaboration taking place with the partnership of the local government, law enforcement and first responders, a mutual respect and appreciation will ensue that will need to be nurtured with additional community events. That takes planning and well designed implementation that will no doubt be done after the Neighborhood Champions receive these lessons and have successfully planned and produced their first community project.

- B. What is your specific strategy for utilizing City of Madison resources- including staff from potentially multiple departments, neighborhood resources teams, alders and/or alignment or engagement with other city processes? *(2500 characters)*

Neighborhood Champions are required to meet with their Alder once a month to discuss issues that are uppermost concerns and need to be addressed and to report the progress made on action items. In addition to that, the cooperation and collaboration it takes to plan, design and execute a community project needs to include staff from the City of Madison. Depending on the type of community project being planned and designed, the following City of Madison resources are tapped for assistance in expertise, information, guidance, advising utilization and mentoring: the Mayor's office, Police Department, Fire Department, Parks and Recreation, Common Council, UW Cooperative Extension, Community Development, Economic Development, Engineering, Goodman Pool, Information Technology, Madison Public Libraries, Office of Business Resources, Planning, Community & Economic Development, Traffic Engineering, Warner Park Community Recreation Center and the Monona Terrace Community & Convention Center. Working together and in tandem will no doubt make the project strong and bring about mutually desired results.

Each agency has its own unique features and benefits that are very beneficial to the Neighborhood Champion leading their community project. They are educated, encouraged and empowered in this training to identify the key agencies that have the resources needed to conduct the community project to its successful end.

6. Proposed Timeline for Implementation: Funded activities may start on or after October 1, 2018, or take place entirely in 2019. All funded programs must conclude by December 31, 2019.

Activity	Estimated Start and Completion Dates
Neighborhood Champion training begins with lesson 1	Oct 1, 2018
Neighborhood Champion training continues with lesson 2	Oct 15, 2018
Neighborhood Champion training continues with lessons 3-8	Oct 29, 2018 - Feb 4, 2019
Neighborhood Champion Community Projects fully designed	Feb 4, 2019
Neighborhood Champion Community Projects fully implemented	September 2, 2019
Neighborhood Champion final class meeting	September 30, 2019

7. Funding: (10 points)

- A. What other funding do you anticipate pursuing in support of the proposed program? (500 characters)
 Other funding sources pursued in support of the proposed program include, but not limited to: Evjue Foundation, Banks and Credit Unions, Madison Community Foundation, Community Foundation of Southern Wisconsin, Inc., Herbert Kohl Foundation, and other community impact grant sources such as: The Wisconsin Partnership Program, The Awesome Foundation, Oscar Rennebohm Foundation, and additional City of Madison CDBG grant opportunities; Dane County grants for community impact & community development.
- B. Budget: Summarize your program budget by estimated costs and revenue for 2018 and 2019. Please identify fund sources. If the proposed program would begin in 2018, keep in mind 2018 awarded funds must be expended in 2018, and cannot be carried over into 2019. If you are not beginning your proposed program until 2019 you will only complete the 2019 budget.

2018 BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED	AMOUNT OF NON-CITY REVENUES	SOURCE OF NON-City FUNDED PORTION
A. Personnel Costs (Complete Personnel chart below)				
1. Salaries/Wages (show detail below)	\$625	\$625	0	0

2018 BUDGET EXPENDITURES		TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED	AMOUNT OF NON-CITY REVENUES	SOURCE OF NON-City FUNDED PORTION
2.	Fringe Benefits and Payroll Taxes	0	0	0	0
B. Program/Project Costs					
1.	Program/Project supplies and equipment	0	0	0	0
2.	Office Supplies	\$100	0	0	\$100
3.	Transportation	\$300	0	0	\$300
4.	Other (<i>explain below</i>)	0	0	0	0
C. Space Costs					
5.	Rent/Utilities/Telephone	0	0	0	0
6.	Other (<i>explain below</i>)	0	0	0	0
D. Special Costs					
7.	Participant Stipends	\$6000	\$4000	0	\$2000
8.	Seed grants	0	0	0	0
6.	Other (<i>explain below</i>)	\$500	\$500	0	0
D. TOTAL (A + B + C +D)		\$7225	\$5125	\$0	

Explanation of "2018 Other" expenses: (500 characters)

Instruction costs \$125 per 2.5 hours class session (\$50 per hour). Lessons 1 - 5 take place between October 1, 2018 and December 3, 2018. Paid a total of \$625 as an Independent Contractor.

Stipend is for the Neighborhood Champions paid \$100 per month x 3 months (Oct-Dec 2018) x 20 neighborhoods = \$6000.

Office supplies and transportation underwritten by Onward and Upward

Other expense of \$500 is to cover babysitting needed for child care for the Neighborhood Champions requiring childcare .

Budget Narrative: Please use this space to describe important information about your proposed 2018 budget and activities.

The proposed budget of 2018 will be subsidized with \$3600 to cover the expenses for instruction and monthly stipend for the Neighborhood Champions. Childcare may be needed for some of the Neighborhood Champions to participate in this leadership development program.

The instructor, AnnaMaria Bliven normally charges \$100/hour but has agreed to 50% discount.

In addition to attending classes and planning a project, Neighborhood Champions are requested to meet with their neighbors, identify issues in their households and work with UNIFY to address and resolve those issues in a timely manner. This Neighborhood Champion program is working successfully in other locations across the United States: Austin, Texas (<https://www.atxfriends.org/general/what-is-a-neighborhood-advocate/>)

2019 BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED	AMOUNT OF NON-CITY REVENUES	SOURCE OF NON-City FUNDED PORTION
A. Personnel Costs (Complete Personnel chart below)				
1. Salaries/Wages (show detail below)	\$625	\$625	0	0
2. Fringe Benefits and Payroll Taxes	0	0	0	0
B. Program/Project Costs				
1. Program/Project supplies and equipment	0	0	0	0
2. Office Supplies	\$500	0	\$500	0
3. Transportation	\$900	0	0	\$900
4. Other (<i>explain below</i>)	\$500	\$500	0	0
C. Space Costs				
5. Rent/Utilities/Telephone	0	0	0	0
6. Other (<i>explain below</i>)	0	0	0	0
D. Special Costs				
7. Participant Stipends	\$180,000	\$10,000	\$170,000	0
8. Seed grants	\$20,000	\$20,000	0	0
6. Other (<i>explain below</i>)	\$1000	\$1000	0	0
D. TOTAL (A + B + C +D)	\$203,525	\$32,125	\$170,500	

Explanation of "2019 Other" expenses: (500 characters)

Instruction: Lessons 6-10 take place between January - September 2019. Paid \$625 as an Independent Contractor. Stipend is for the Neighborhood Champions paid \$100 per month x 9 months (Jan-Sep 2019) x 20 neighborhoods = \$180,000. Seed grant \$1000 per neighborhood project. Other expense: \$1000 cost of babysitting needed for child care for the Neighborhood Champions requiring childcare. Grants to cover \$170,500.

Budget Narrative: Please use this space to describe important information about your proposed 2019 budget and activities.

The entire 2019 project budget is for January 1, 2019 thru September 30, 2019. During the months of March to August 2019, the community projects actually take place as planned and designed. The expenses associated with this program includes participant stipend of \$100 per month per participant x 20 neighborhoods. It is anticipated that several funding sources will contribute toward the Neighborhood Champion leadership development program and the amount of \$171,400 will be covered with aggressive fundraising. The amount asked for the City of Madison to cover is \$32,125 which covers stipends, seed grants, instruction and childcare.

C. Personnel Chart: List all paid staff that will be working on the proposed program/project.

Title of Staff Position	F.T.E.*	Proposed Hourly Wage*
Instructor	.28	\$50
		\$
		\$
		\$
		\$
TOTAL	.28	

*FTE =Full Time Equivalent (1.00, .75, .50, etc.) 2080 hours = 1.00 FTE Please identify FTE that will be spent in this project.

8. Outputs and Outcome measures: (15 points)

A. Please describe your proposed program outputs. *(2000 characters)*

Participants will identify a neighborhood issue they are wanting to impact through their work or potential project at point of enrollment.
 Participants will provide an explanation of why the issue or proposed project is important to their neighborhood or community, and demonstrate the support of other residents. This could include written statements from other residents, or participation from other residents in the presentation.
 Project plans include project purpose and goals, targeted community/neighborhood, recruitment strategies, timeline, project design, budget and fundraising plan (as taught in the curriculum).
 Participants will report increased confidence and skills related to taking action and building cohesion in their neighborhoods.
 Participants will interact with at least one city department, alder or other representative as they develop their project plan.
 Participants will gain skills in leadership qualities such as: character, charisma, commitment, communication, competence, courage, discernment, focus, generosity, initiative, listening, passion, positive attitude, problem solving, relationship building and maintaining relationships, responsibility, security, self-discipline, servanthood, teachability and Vision.
 Neighborhoods will get 50% or more of their issues addressed via the community project and with the assistance of the Neighborhood Champions helping their fellow neighbors with what their individual household needs to improve the quality of their lives.

B. Please describe your proposed program outcome measures. *(2000 characters)*

75% of the participants will complete training
 At least 75% of participants will be people of color.
 At least 50% of participants will be renters.
 At least 50% of participants will be in low-middle income households.
 75% of participants will complete a project plan and receive "seed funds".
 At least 15 of the 20 neighborhood projects will actually be held by the end of September 2019.
 At least 25% of the neighborhood residents will increase their household worth by 15%.

C. Please describe how you will collect and track the data that will inform your reporting on outputs and outcomes.

(2000 characters)
 Data Collection Plan:

Using an attendance sheet to record participants attendance at trainings.

Using an Aggregate Project sheet to record community projects and their progress for 2018 and 2019 grant session.

Using an Aggregate Project Report to record the number of residents participating in the community project

Using a baseline chart with the present statistics, projected statistics and actual statistics of demographics and socioeconomics

Provide monthly reports to the City of Madison and publish the results in social media, print media and broadcast media.

Provide each participant with a feedback form at the end of each class session as well (which is written coaching for continuous improvement and development.

-SIGNATURE PAGE-

City of Madison Contracts:

The following information is provided in order to outline city requirements that will apply if your proposal is funded. All allocated funds will be administered through contracts with the City of Madison, Community Development Division. If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected organization. If funded, applicants will be required to attend a **mandatory meeting** on contracting requirements in Fall 2018. City purchase of service contracts include requirements regarding non-discrimination, consideration of vulnerable populations along with specific requirements in the following three areas:

1. Affirmative Action:

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02, an Affirmative Action Plan with the City Department of Civil Rights (DCR) or an exemption if allowed by City DCR. A model Affirmative Action Plan and instructions are available at:

<https://www.cityofmadison.com/dcr/aaFormsCBO.cfm>

2. Insurance

If funded, applicant agrees to secure insurance coverage in the following areas to the extent required by the City Office of Risk Management:

- Commercial General Liability
- Automobile Liability
- Worker's Comp
- Professional Liability

The cost of this coverage can be considered in the request for funding. The Certificate of Insurance that will be required at the time of contracting is available on the City of [Madison Risk Management website](#).

A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at (608) 266-6520.

4. Signature:

(Any applications submitted without a signature will be considered incomplete and will not be considered for funding.)

Applicant Signature:

Enter Name: John Brown

Date: 7/18/2018

By entering your initials in the box,

JFB

You are electronically signing your name and agreeing to the terms above.