

Proposal for RFP # Community Development Division Building Human Capital: Early Childhood Funding

1. Applicant

Organization Name: Jewish Federation of Madison

Contact Person: Marla Becker

Address: 6434 Enterprise Lane Madison WI 53719

Telephone Number: 608-442-4075

Email Address: mbecker@jewishmadison.org

Federal EIN: 390867186

Legal Status: 501(c)3

**Will you present for 3-5 minutes at the virtual September 14th Early Childhood
Care and Education Committee meeting at 2:30 PM? Yes**

2. Required Proposal Narrative

Organizational Capacity

1. Gan HaYeled is Hebrew for “Garden of the Child,” and this name beautifully defines our approach to learning. Gan HaYeled Preschool nurtures the whole child (their mind, body, and soul) into becoming a kind, compassionate individual with a connection to and love for themselves, family, community, and the world. Our expressive, caring environment, along with our play-based curriculum, enables our children to develop a strong foundation for the skills and tools they will need as they grow.

Our program is guided by Jewish teachings and values that are universal and resonate with all cultures and backgrounds. We focus on treating each person in a way that makes them feel respected and cared for (kavod), and we respect each child as an important participant in the greater community (kehila). We welcome Jewish and non-Jewish children alike into our community.

In terms of our proposal to provide coaching and training related to the Pyramid Model, we became a Program-Wide Pyramid Model Implementation Site last year. We are a program of the Jewish Federation of Madison, and the Federation completely supports our implementation of the Pyramid Model. Their mission aligns with the core values of the Pyramid Model Framework:

The Jewish Federation of Madison is committed to diversity, equity, and inclusion in our organization, our programs, and the work we do. We embrace and value differences, such as ethnicity and national origin, religious denomination and spiritual practice, race, color, age, gender, gender identity and/or expression, sexual orientation, socio-economic levels, and mental and physical ability. We recognize that there are people missing from our circle, and we must take steps to diversify and widen the circle in what we do to create a connected community where everyone matters and everyone belongs.

Throughout the past year, we have been incorporating the framework at a deliberately steady, meaningful pace to create partnership and trust between the children, staff, families, and the community-at-large. We provided the Positive Solutions for Families to our Gan HaYeled families in the winter, and Marla Becker, Gan HaYeled Director, completed the training for Positive Solutions for Families. We are committed to increasing our social and emotional understanding of children experiencing forms of trauma, such as partaking in a trauma informed care workshop with Karen Russell, CESA. As a staff, we spent 18 hours with Gerry Slater, Design 4-Kids, workshopping, developing, and creating plans for an outdoor learning environment which reinforces the importance of nature and one's social and emotional well-being. All of our core staff members have completed or are in the process of completing the Pyramid Model

course, including two staff members taking it for the second time. Marla currently serves on the Madison Community-Wide Core Leadership Team and was selected to be in the first cohort for American Jewish University's new EdD program in Jewish early-childhood educational leadership beginning this fall.

For this proposal, we are partnering with the Wisconsin Alliance for Infant Mental Health.

Since successful selection as a Pyramid Model State in 2009, the Wisconsin Alliance For Infant Mental Health (WI-AIMH) has coordinated and led a cross-sector, collaborative State Leadership Team that has been meeting regularly. They provide training and implementation through a Practice Based Coaching (PBC) model at the community, program and classroom level to guide the building of state infrastructure.

- A 2022 data summary indicates Wisconsin Pyramid Model program expulsion rates are thirteen times lower than Wisconsin program expulsion estimates.
- 2022 data from Wisconsin Pyramid Model programs using the Pyramid Model Implementation Data System (PIDS) shows a reduced risk for suspension for all racial and ethnic groups, and a much lower risk of suspension for black children.
- Community-Wide Pyramid Model Implementation connects programs to a community-wide effort. Programs are not only more likely to sustain Pyramid Model implementation, but do so with highest rates of fidelity.

2. Gan HaYeled Preschool has been in existence for almost 55 years.

Throughout the decades, our program continues to evolve to meet the diverse needs of families. Where it was once a part-time program, it now operates from 7:30-5:00 serving children from 18 months to 5 years.

As a Program-Wide Pyramid Model Implementation Site, we are continuously learning, reflecting, and implementing strategies that focus on the social and emotional well-being of our entire community.

Even though we are in the early stages of incorporating the framework into our program, Gan HaYeled is already experiencing the incredible benefits of being a Program-Wide Pyramid Model Implementation Site. We are seeing a positive impact on our children, staff, and families. Children are learning to use calm-down strategies to help them self-regulate when they feel varying degrees of disappointment, frustration, anger, embarrassment, and other strong emotions. This enables them to think of how to identify and solve problems that occur throughout their day. It is encouraging to see how children can implement these essential life skills at such a young age. Our families are also seeing the benefits at home. As a staff, we are reflecting more on our practices and problem-solving together. We discuss what changes we can make within the environment to support the children. In addition, the teachers feel extra support knowing

that we have people outside our immediate staff who help with the implementation process.

This upcoming fall, we have 41 children enrolled in our program. We currently have one child of color, and a staff member of the same race. In terms of ethnicity, our families are both Jewish and non-Jewish. The non-Jewish families consistently tell us they join our program based on the love, care, and compassion they feel at Gan HaYeled. Regarding income levels, we are a Wisconsin Shares program. Currently one of our families participates in the Wisconsin Shares Program. We provide scholarship money to families who need financial assistance. Serving all families is a value of the federation which they realize by committing \$15K each year for scholarships. Geographically, we currently have children attending Gan HaYeled from Verona, Middleton, Ftchburg, Madison, Mount Horeb, Waukeesa, and De Forest.

3. Gan HaYeled's staff continues on the Program-Wide Pyramid Model Implementation journey. All current staff members have either already taken or soon will take the Pyramid Model course. The staff is responsible for implementing the various strategies of the framework as we strategically add them into our program.

Our staff consists of Jewish and non-Jewish teachers, reflecting the children at our program. We have a teacher of color, reflecting our child of color. We have staff members close to their 70s that reflect the age of caregivers for one of our students. We have LGBTQ+ staff that reflect our LGBTQ+ families. We have Israeli staff members who fluently speak Hebrew to help our native-speaking Israeli students.

The school director, Marla Becker, has her Masters of Arts in Education and has been actively involved in the education field for 25+ years. She currently serves on the Madison Community-Wide Pyramid Model Core Leadership Team. Marla will continue to further her early childhood education leadership skills through an Ed.D program this fall.

4. Gan HaYeled has strong, positive relationships with our immediate community. We are always in communication with families and are constantly reflecting and problem solving various ways to enhance our program for our children, staff, and families. We value and respect each person as an integral part of our Gan HaYeled community and take their suggestions, feedback, concerns, and ideas seriously. When it comes to making significant decisions that would impact our Gan Community, we poll our families and take that information to our Gan Committee (composed of parents and representatives from the Jewish Federation of Madison Board). After partnering with parents and the committee, we advocate for needed changes at the Federation board.

Reaching out to the broader early childhood community has been an integral part of Gan HaYeled's practice for the past six years. These connections have tremendously contributed to the transformation of Gan HaYeled's program. This includes the [YoungStar](#) program, [4C](#) Wisconsin's Community Coordinated Child Care, Inc and the

[Wisconsin Alliance for Infant Mental Health](#). Forming and establishing strong, positive relationships with people committed to ECE is vital.

5. The Jewish Federation's mission includes supporting the facilitation of joint activities between the Jewish community and members of other faiths and diverse organizations within the Greater Madison area which promote social justice, religious tolerance, and the advancement of the well-being of all community members. For example, 40% of the campers at Camp Shalom are non-Jewish. \$28,000 in scholarships is given each year to our non-Jewish campers.

Proposed Programs/Services

1. Gan HaYeled is proposing the provision of training and coaching for social emotional practices including Wisconsin's Pyramid Model and related Registry approved trainings that focus on social emotional development.

2. a. This proposal includes four strategies:

Strategy 1. Developing a co-facilitator/mentoring process for Positive Solutions for Families workshops in the City of Madison area. (Program A)

Gan HaYeled, in partnership with the Wisconsin Alliance for Infant Mental Health, would like to develop a co-facilitator/mentoring process to train people to co-facilitate the Positive Solutions for Families workshops in the City of Madison area. We will reach out to centers/agencies that provide family education in the community to recruit potential mentees from diverse demographics. WI-AIMH would train these individuals to become facilitators of the Positive Solutions for Families workshop. The goal of this mentoring model is to eventually have family members take the training and serve as facilitators. This would create family member/agency staff co-training teams.

WI-AIMH will hold one Positive Solutions for Families Training of Facilitators in the Madison area in year 1, 2, 3 to include individuals recruited above. Each year, two of the facilitators (mentees) will lead two PSF workshops for the community. Marla Becker would take the training and serve as one of the facilitators during the first year.

To offset their time commitment, a \$480 stipend will be provided for each participant that attends the PSF training workshop. In addition coffee, pastries, and a light lunch will be provided.

Strategy 2. Providing two Positive Solutions for Families workshops per year for families and caregivers who may not have the financial means to attend the program. (Program B)

All families can benefit from the Positive Solutions for Families workshop; however, not all families have the financial means to attend the workshops. They may lack the funds for transportation, childcare, and materials needed for the course. Gan HaYeled would like to provide financial support to families in the community at-large so they can participate in the Positive Solutions for Families workshop. We would like to cover the costs of childcare, transportation, materials, and a meal for participants attending the workshop.

Strategy 3. Becoming a Pyramid Model Demonstration-site for teachers, administrators, community members, practicum students, and other programs. (Program C)

Gan HaYeled is in the early stages of the Program-Wide Pyramid Model Implementation. We are heavily committed to incorporating this framework, as it becomes a natural, meaningful, and important foundation of our preschool program. Within three years, Gan HaYeled would become a Pyramid Model demonstration site for teachers, administrators, families, other programs, and community members. We would like to partner with Madison College and UW Madison and welcome practicum students, who would immerse themselves in the Pyramid Model framework, incorporate it into their practice, and in return bring those strategies to other educational programs in the Madison community. Administrators and other programs would collaborate with Marla and staff on strategies to help them navigate through their own site's Pyramid Model journey. Families could see what a Pyramid Model Program-Wide Implementation looks, feels, and sounds like which would encourage them to find program-wide sites for their children. We would also have designated family representatives to explain the significance of this framework for their own families. Community members would visit our site and acquaint themselves with the Pyramid Model in action.

In order to reach this goal, WI-AIMH in partnership with Jewish Federation of Madison, and ideally BE HEART Madison, will host a Pyramid Model Individualized Interventions (PMII) training for ten individuals in the City of Madison area. These individuals would convene and support teams of adults to develop and implement behavior support plans in their programs. We would like to cover the cost of transportation and childcare for participants. WI-AIMH would mentor two training participants to apply the PMII content in practice in year 2.

Strategy 4. Offering the Goodman Jewish Community Campus (site of Camp Shalom) to host events for the community-at-large to help promote the Madison Community-Wide Pyramid Model implementation.

The Jewish Federation of Madison will provide the Goodman Jewish Community Campus as a location site for events pertaining to the Madison Community-Wide Pyramid Model Implementation. This recreational facility is set on 154 acres of naturally wooded land. The campus, located just 15 minutes from downtown Madison on County Road PD in Verona, offers recreational opportunities for both the Jewish and greater Madison area communities.

b. Positive Solutions for Families is an evidence-based, user-friendly workshop. It consists of seven sessions to help parents and family caregivers promote positive and effective parenting behaviors. This will help promote children’s social and emotional development, while addressing the challenging behavior of children ages 2-5 years. Session topics include: (1) Making the Connection, (2) Keeping it Positive, (3) Behavior has Meaning, (4) The Power of Routines, (5) Teach Me What to Do, (6) Responding with Purpose, and (7) Putting it All Together.

In a statewide data summary of Positive Solutions for Families workshop participants (between November 2022 and May 2023), 93% of family participants agreed “the training has improved my knowledge of social and emotional learning” and 96% of family participants agreed that “After this training, I will take steps to utilize what I have learned about social and emotional learning.”

We had 20 adults attend the PSF workshop at Gan HaYeled in the fall of 2022 and the feedback was extremely positive. Parents indicated that using these strategies at home has been helpful.

Parent retroactive pre-/post-training ratings on their use of strategies taught in the Positive Solutions for Families workshop, indicated an overall increase of 1.3 percent in averaged ratings for use of 12 parenting skills emphasized in the workshop. The greatest gains were in:

- I know ways to help my child cope with strong feelings such as anger, disappointment and frustration.
- I set clear expectations for my child.
- When I’m with my child I can think of various ways to manage or prevent his/her challenging behavior.
- I understand how to plan ahead to prevent challenging behaviors.

[Positive Solutions for Families \(PSF\) - Pyramid Model Consortium](#)

3. The trainings and workshops will be provided at the Jewish Federation of Madison building and/or the Goodman Jewish Community Campus. In partnership with the Be Heart Madison Community Team, we will:

- identify and recruit **ten** potential **PSF Facilitators (mentees)** representing diverse race, ethnicity, income levels, and geographic areas in the city;

- provide the **PSF workshop** to **thirty** people representing diverse race, ethnicity, income levels, and geographic areas in the city;
- provide the **PMII training** to **ten** participants representing diverse race, ethnicity, income levels, and geographic areas in the city.

4. We will fulfill the mission of BE HEART Madison, WI-AIMH, and Gan HaYeled/Jewish Federation of Madison to promote diversity. We will reach out to other agencies who have connections and/or run family resource centers with diverse populations. We will work to create an equitable, inclusive, and diverse environment committed to the social and emotional development of young children and their families. Stipends will be provided to participants in the PSF training workshop to offset their time commitment and to co-facilitators leading the PSF workshop. We will reimburse families for travel and child care expenses to attend the PSF workshop, as well as provide meals during each session.

5. Timeline

- WI-AIMH will hold one Positive Solutions for Families Trainer of Facilitator training in the Madison area in year 1, 2, and 3. The Jewish Federation of Madison will provide the training space.
- The PSF workshop is seven sessions and will be held two times a year during year 1, 2, and 3.
- The PMII training will take place during year 1.
- WI-AIMH will mentor two training participants to apply the PMII content in practice in year 2.
- Gan HaYeled will continue to work on implementing the framework model to become a demonstration site. We will receive PMII training during year 1. We will implement it during year 2. By year 3, we will have the PMII tier in place and we will become a demonstration site for the community and beyond.
- Feedback surveys will be distributed, collected, and analyzed following the workshops.
- Various data will be collected throughout the year pertaining to the Program-Wide Pyramid Model Implementation at Gan HaYeled. This will enable Gan to make well informed decisions about ongoing Professional Development and will help guide decisions regarding effective and responsive policies, practices, and procedures. (See question 3 under the Measurement and Success section for more details about the data sources.)

6. a. The more programs/agencies we have involved, the more expertise, connections, and relationships we build to support the framework of the Pyramid Model. The various programs and agencies will help us reach out to diverse families and encourage their involvement and/or leadership for the Positive Solutions for Families workshops.

b. WI-AIMH and Jewish Federation of Madison are partnering together to provide the PSF and PMII facilitator trainings. In addition we will directly collaborate with BE HEART Madison to promote the training and workshops.

c. We will directly collaborate with WI-IAMH for and BE HEART Madison to make certain we are achieving our goals of reaching out to diverse populations for these trainings and workshops.

d. WI-AIMH has direct knowledge of other programs and agencies that provide PSF. BE HEART Madison also is aware of the services being offered throughout the Madison community.

e. All three programs whole-heartedly believe in the Pyramid Model framework. Collaborating on a state, city, and program-wide level offers perspectives from all angles.

Measurement of Success

1. Our proposal addresses increased collaboration and coordination between early childhood service providers. We want to reach out to diverse populations of agencies and families to train facilitators in PSF and PMII who can lead workshops for early childhood service providers and families. The intention of becoming a demonstration site is specifically to bring in the community to collaborate together on the Pyramid Model framework.

2. We will address the increased number of children served by high-quality child care programs that incorporate the Pyramid Model framework. We will do so by having families from Gan and the community participate in PSF trainings and workshops. As a demonstration site, we will show the effectiveness of the Pyramid Model framework to families, educators, programs, practicum students, and the community-at-large.

3. We will use the Pyramid Model Implementation System (PIDS) to assess and evaluate our programs. PIDS provides critical data points to make well informed decisions and helps guide decisions regarding effective and responsive policies, practices, and procedures. This includes:

- The Benchmarks of Quality (BOQ) will be used to assess the implementation process of Gan HaYeled's program-wide implementation.
- The ASQ-SE-2 will provide family input regarding their children's social and emotional development.

- The TPOT and TPITOS will provide data regarding teacher's Pyramid Model implementation practices.
- The BIR reports will provide data for the leadership team.
- The Pyramid Model family survey will provide feedback regarding the PM process.
- Program evaluations for the PMII training and PSF training and workshops will provide feedback on the impact of these programs.

On a program level, our Pyramid Model leadership team "Mitzvah Makers" will analyze this data to make informed decisions to strengthen our program. On a community level, we would like to partner with BE HEART to discuss the data on a program and community-wide level to further the community-wide implementation process. On a state level, we would like to analyze the information with WI-AIMH to determine how our program and the community-wide implementation can work together to further the community-wide implementation process.

3. Disclosures

4. Budget

-

Early Childhood Funding RFP Total Budget

Name of Agency: Jewish Federation of Madison
 Name of Proposal: Gan HaYeled: Building Human Capital through the Pyramid Model

Instructions

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

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

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

Please contact Monty Marsh (mmarsh@cityofmadison.com) for any questions about clarifications regarding joint or singular proposals.

| Revenue Source | Agency 2024 Total | Program A | Program B | Program C |
|-------------------------------|----------------------|---------------------|---------------------|---------------------|
| Dane County | \$ - | \$ - | \$ - | \$ - |
| United Way of Dane County | \$ - | \$ - | \$ - | \$ - |
| City of Madison-This program | \$ 436,836.00 | \$ 14,044.75 | \$ 35,044.75 | \$ 10,894.75 |
| City of Madison-Other Funding | \$ - | \$ - | \$ - | \$ - |
| Other Government* | \$ 4,000.00 | | \$ - | \$ - |
| Fundraising/Donations** | \$ 7,000.00 | \$ - | \$ - | \$ - |
| User Fee | \$ - | \$ - | \$ - | \$ - |
| Total Revenue | \$ 447,836.00 | \$ 14,044.75 | \$ 35,044.75 | \$ 10,894.75 |

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

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

Early Childhood Funding RFP Program Budget Breakout

Name of Agency: Jewish Federation of Madison

Name of Proposal: Gan HaYeled: Building Human Capital through the Pyramid Model

Instructions

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

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

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

Please contact Monty Marsh (mmarsh@cityofmadison.com) for any questions about clarifications regarding joint or singular proposals.

| Account Category | Agency 2024 | Program A Budget | Program B Budget | Program C Budget | Total City Request |
|-----------------------------|----------------------|---------------------|---------------------|---------------------|---------------------|
| A. Personnel | | | | | |
| Salary | \$ 264,500.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 5,000.00 | \$ 15,000.00 |
| Taxes/Benefits | \$ 108,263.00 | \$ 3,044.75 | \$ 3,044.75 | \$ 3,044.75 | \$ 9,134.25 |
| Subtotal | \$ 372,763.00 | \$ 8,044.75 | \$ 8,044.75 | \$ 8,044.75 | \$ 24,134.25 |
| B. Other Operating | | | | | |
| Insurance | \$ 3,000.00 | \$ - | \$ - | \$ - | \$ - |
| Professional Fees/Audit | \$ 1,000.00 | \$ - | \$ - | \$ - | \$ - |
| Postage/Office & Program | \$ 14,500.00 | \$ 200.00 | \$ 200.00 | \$ 200.00 | \$ 600.00 |
| Supplies/Printing/Photocopy | \$ 7,700.00 | \$ 200.00 | \$ 6,200.00 | \$ 200.00 | \$ 6,600.00 |
| Equipment/Furnishings/Depr. | \$ 5,000.00 | \$ - | \$ - | \$ - | \$ - |
| Telecommunications | \$ 540.00 | \$ - | \$ - | \$ - | \$ - |
| Training/Conferences | \$ 3,500.00 | \$ 100.00 | \$ 7,500.00 | \$ 750.00 | \$ 8,350.00 |
| Food/Household Supplies | \$ 8,000.00 | \$ 600.00 | \$ 5,600.00 | \$ 600.00 | \$ 6,800.00 |
| Travel | \$ - | \$ - | \$ - | \$ - | \$ - |
| Vehicle Costs/Depreciation | \$ 5,500.00 | \$ - | \$ - | \$ - | \$ - |
| Give Aways/Raffle Items | \$ - | \$ - | \$ 2,800.00 | \$ - | \$ 2,800.00 |
| Subtotal | \$ 48,740.00 | \$ 1,100.00 | \$ 22,300.00 | \$ 1,750.00 | \$ 25,150.00 |
| B. Space | | | | | |
| Rent/Utilities/Maintenance | \$ - | \$ 100.00 | \$ 700.00 | \$ 100.00 | \$ 900.00 |
| Mortgage Principal/Interest | \$ - | \$ - | \$ - | \$ - | \$ - |
| Depreciation/Taxes | \$ - | \$ - | \$ - | \$ - | \$ - |
| Subtotal | \$ - | \$ 100.00 | \$ 700.00 | \$ 100.00 | \$ 900.00 |
| D. Special Costs | | | | | |
| Assistance to Individuals | \$ - | \$ 4,800.00 | \$ 4,000.00 | \$ 1,000.00 | \$ 9,800.00 |
| Payment to Affiliate Orgs. | \$ 65,333.00 | \$ - | \$ - | \$ - | \$ - |
| Sercie/Program Subcontrs. | \$ - | \$ - | \$ - | \$ - | \$ - |
| Other* | \$ - | \$ - | \$ - | \$ - | \$ - |
| Subtotal | \$ 65,333.00 | \$ 4,800.00 | \$ 4,000.00 | \$ 1,000.00 | \$ 9,800.00 |
| Total | \$ 486,836.00 | \$ 14,044.75 | \$ 35,044.75 | \$ 10,894.75 | \$ 59,984.25 |

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

Other Operating:

Other Special Costs:

