Children and Families A2: Parent Education

Agency	Program Name	2010 Funding	2011 Request	$ change	% change	2012 Request
Boys and Girls Club of Dane Co	G. Taft Parenting Classes	$ -	$ 3,000	$ 3,000	n/a	$ 3,000
Boys and Girls Club of Dane Co	H. Allied Parenting Classes	$ -	$ 3,000	$ 3,000	n/a	$ 3,000
Bridge Lake Point Waunona Neighborhood Center	F. Los Ninos Primeros	$ 11,075	$ 14,000	$ 2,925	26.41%	$ 14,000
Canopy Center Inc	B. Families United Network	$ 9,237	$ 90,000	$ 80,763	874.34%	$ 90,000
Children's Service Society of WI	C. Play and Learn	$ -	$ 19,151	$ 19,151	n/a	$ 19,455
Family Enhancement	A. Parent's Place	$ 46,613	$ 48,944	$ 2,331	5.00%	$ 48,944
Family Enhancement	B. Early Childhood Program	$ 21,300	$ 22,365	$ 1,065	5.00%	$ 22,365
Goodman Community Center	B. Parents leading Parents	$ -	$ 10,000	$ 10,000	n/a	$ 10,000
Meadowood Community Center	D. Saturday and Sunday programming	$ -	$ 4,000	$ 4,000	n/a	$ 13,290
Rainbow Project	D. Grandparents Raising Grandchildren	$ -	$ 4,000	$ 4,000	n/a	$ 4,120
	TOTALS	$ 88,225	$ 218,460	$ 130,235	147.62%	$ 228,174

ORGANIZATION:	Boys & Girls Club of Dane County
PROGRAM/LETTER:	G Taft Parenting Classes

PROGRAM BUDGET

1. 2010 BUDGETED

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

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	3,000	500	2,500	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	6,253	3,306	1,039	1,908	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	9,253	3,806	3,539	1,908	0

*OTHER GOVT 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	**Boys & Girls Club of Dane County**
PROGRAM/LETTER:	**G Taft Parenting Classes**

2012 PROGRAM CHANGE EXPLANATION

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

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

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

N/A

4. 2012 COST EXPLANATION

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

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

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

N/A

5. 2012 PROPOSED BUDGET

		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	3,000	500	2,500	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	6,565	3,471	1,091	2,003	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	9,565	3,971	3,591	2,003	0

*OTHER GOVT 2012

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	**Boys & Girls Club of Dane County**
PROGRAM/LETTER:	**G Taft Parenting Classes**
PRIORITY STATEMENT:	**OCS: Children and Families A2: Parent Education (ECCEC)**

DESCRIPTION OF SERVICES

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

It is widely accepted today that parenting patterns are learned in childhood and replicated later in life when children become parents. The foundation of the Nurturing Parenting Programs (NPP) is that parenting is learned. According to data gathered by the Wisconsin Dept. of Children and Families, 28% of Wisconsin families are headed by a single parent and more than one in every five children grows up in a mother-only household. The populations we intend to serve with this program reside in areas of Madison with a high number of families living in poverty: South Madison and Allied Drive. Scientifically gathered data shows that the continued mistreatment of children today is primarily the result of poorly trained adults who, in their roles as parents and caretakers, attempt to instill discipline and educate children within the context of the violence they themselves experienced as children, which identifies the need for the program we propose.

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

In 2011, Boys & Girls Club of Dane County will begin offering parenting workshops in partnership with the Children's Service Society of Wisconsin. Through the workshops, parents will learn skills to compete with the negative impact of inappropriate parenting by developing positive self-concept and self-esteem in all family members; building an empathic awareness of the needs of others; teaching alternatives to hitting and yelling; increasing family members' awareness of their own and each others' needs, strengths and weaknesses; increasing communication and expressiveness within the family; helping parents substitute nurturing behaviors for abusive ones; teaching family members to promote healthy physical and emotional development for themselves and others; building family support and cohesion; and helping family members learn to have fun together. All of these outcomes will contribute to healthier family relationships, youth, and parents.

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

We will offer a parent workshop for 20 parents at 10 sessions, 2 hours each (for a total of 20 hours). The second workshop will be for teen parents and will consist of 23 sessions, 1 hour each (for a total of 23 hours). The program objectives are: Stop the intergenerational cycle of child abuse in families by building nurturing parenting skills; Reduce the rate of recidivism in families receiving social services; Reduce the rate of juvenile delinquency among high risk youth; Reduce the rate of alcohol abuse in high-risk families; Lower the rate of multiple pregnancies among teenage girls.

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

Workshops for teen parents will be conducted in February-April, while workshops for parents of teens will be conducted May-July. These workshops will be held in the evening, and consist of 10 sessions for parents of teens and 23 sessions for teen parents.

ORGANIZATION:	**Boys & Girls Club of Dane County**
PROGRAM/LETTER:	**G Taft Parenting Classes**

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

The target population for these w orkshops is parents of teens and teen parents w ho are interested in learning effective parenting techniques to stop the cycle of violence. Program participants w ill likely be low -income, single-parent families from the southside Madison area.

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

The Club is located on Taft Street in the Bram's Addition neighborhood on the southside of Madison and serves youth from the immediate neighborhood as w ell as students from 36 area schools.

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

The Boys & Girls Club of Dane County in partnership w ith Children's Service Society of Wisconsin w ill implement a recruitment, referral and outreach program using effective techniques and strategies that direct young people to programs offered at the Club. Through a netw ork of linkages w ith schools, churches, social service agencies, and community organizations, referrals, as w ell as direct recruitment and outreach, w ill be used to target Southside Madison teens and parents into the parenting classes offered at the Club.

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

The Boys & Girls Club of Dane County w ill collaborate w ith the Children's Service Society of Wisconsin (CSSW) to provide programs, opportunities, and resources to teen parents and parents in the community. The Club w ill provide space to run the program and activities at the Club facility and w ill provide staff support, transportation as needed for fieldtrips, supplies and materials for program implementation. We w ill w ork w ith CSSW to determine the most convenient time to run the programs to ensure accessibility for parents and teen parents.

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

The Boys & Girls Club has a number of dedicated volunteers from the community, local churches, schools, and the University w ho volunteer on a regular basis. The Club w ill recruit volunteers to assist w ith program implementation, guest speakers and mentors for support.

15. Number of volunteers utilized in 2010?	0 - NEW
Number of volunteer hours utilized in this program in 2010?	0 - NEW

ORGANIZATION:	**Boys & Girls Club of Dane County**
PROGRAM/LETTER:	**G Taft Parenting Classes**

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

The NPP have been field tested with families at risk for abuse and neglect, families identified by local social services as abusive or neglectful, families in recovery for alcohol and other drug abuse, families at risk for delinquency, parents incarcerated for crimes against society, and adults seeking to become adoptive or foster parents. As such, a primary use of the NPP is to treat child and adolescent maltreatment, prevent its recurrence, and build nurturing parenting skills in at-risk populations.

The program we are proposing uses materials specially developed for the target population we intend to serve: parents of teens and teens who are parents themselves. In the future, if the need arises and we find ways to finance similar workshops, the materials will also be available for prenatal families, Hispanic Families, African American Families, families with disabilities, and other groups.

According to the U.S. Department of Health and Human Services, some of the barriers experienced by the families we intend to serve are similar to the ones identified as risk factors for child abuse: social isolation, lack of support, high general stress level, poor parent-child interaction, negative attitudes and attributions about child's behavior, inaccurate knowledge and expectations about child development, low socioeconomic status and stressful life events. The NPP is an evidence-based program that addresses the above risk factors by bringing parents together and providing information about health child development, and other important topics relevant to parents.

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

The staff of the Family Resource Center of Dane County (FRC) is trained in the use of the Nurturing Parenting Program curriculum and has successfully offered 136 parenting workshops to 208 unduplicated adults. Over the past four years, the workshops have been given to groups in both English and Spanish, with 84 other parenting classes that were broadcast live over Spanish radio in Madison. The statistical information gathered from those completing the workshops shows the following composition: 15% African American, 10% Caucasian, 50% Hispanic and 30% multiracial. The FRC staff utilizes a strengths-based teaching approach and participants have ample opportunity to share experiences and learn from each other. Parents also have weekly homework assignments that allow them to practice their newly learned skills and then discuss outcomes.

The FRC staff is capable of implementing these high quality programs. The staff routinely networks with staff from family resource centers from around the state for support and mentoring. Children's Services Society of Wisconsin (CSSW) has a well established prevention staff development programs a staff is well-qualified and continuously trained in prevention best practices. In addition, CSSW is a nationally-accredited child welfare agency that is dedicated to excellence. FRC programs within CSSW adhere to the performance standards established by the Council on Accreditation, as well as CSSW's own internal standards, insuring that the NPP will be developed with mindful commitment to child abuse prevention.

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

N/A

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

Staff Title	FTE	City $	Qualifications
Program Assistants	0.13	Yes	Youth development experience; experience in program area

ORGANIZATION:	**Boys & Girls Club of Dane County**
PROGRAM/LETTER:	**G Taft Parenting Classes**

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

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

20. PARTICIPANT INCOME LEVELS:

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

Income Level	Number of Households
Over 80% of county median income	2
Between 50% to 80% of county median income	3
Between 30% to 50% of county median income	10
Less than 30% of county median income	20
Total households to be served	35

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

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

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

Indirect program costs are allocated to programs based on number of members in those programs (Currently 60% Elementary and 40% Middle & High School) and w hich site (Taft/Allied). Building Costs are allocated to either Taft or Allied. If an expense fits neither the building or program allocations, it is split over all areas based on payroll. Payroll expenses are allocated based on management, development, or programming staff. Management is allocated to their site or split betw een sites (50/50). Development is non-city budget. Other program expenses are split betw een programs based on members.

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

Activity Benchmark	Est. Month of Completion
Sec. materials needed to provide Community Based Education in Nurturing Parenting Workshops	Funds Announced
Recruit a minimum of 15 adults and 15 teenagers to participate in the workshops	Jan-Feb
Offer first workshop: 10 sessions to Teens	Feb-April
Gather data and feedback from participants	May
Offer second workshop: 10 sessions to Parents	May-July
Gather data and feedback from participants	July
Partners meeting to evaluate the program results and to discuss future collaborations	August

ORGANIZATION:	**Boys & Girls Club of Dane County**
PROGRAM/LETTER:	**G Taft Parenting Classes**

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

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

24. CONTRIBUTING RESEARCH

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

A May 2010 publication of research conducted by the Children’s Trust Fund and the Wisconsin Council on Children & Families on child maltreatment prevention show s there is a grow ing body of know ledge about w hat makes a program or approach more likely to be effective. The report show s how the prevention field is beginning to shift tow ard a grater focus on community-level risk factors and adult and community responsibility for child w ell-being; citing that more and more efforts are being made to deliver prevention messages through systems and professional netw orks w ith w hich families already interact.
For years, the approach to reducing child maltreatment has been based on government action at the federal, state and local levels. The dominant strategy has focused on protecting children by removing young victims from their abusers, supported by public campaigns focused on making the public aw are of the incidence of child abuse. Child abuse prevention strategies have focused on identifying parents or other caregivers at risk of maltreating their children and providing interventions. These efforts have been poorly funded and reach a very small number of families. With support from the Doris Duke Charitable Foundation, the Center for the Study of Social Policy spent tw o years researching and identifying five protective factors that prevent child abuse and neglect. For adults, the factors included: parental resiliency, social connections, know ledge of parenting and child development and concrete support in times of need and for children: healthy social and emotional development. The new approach focuses on building protection for children w ithin their homes and communities. Services offered by the Family Resource Center of Dane County FRC build on these protective factors individually w ithin families and collaboratively w ithin Madison neighborhoods.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program’s participants do you expect to be of low and/or moderate income? 75.0%

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

Number of children enrolled in free and reduced lunch	X
Individuals or families that report 0-50% of Dane County Median Income	
Individual or family income in relation to Federal Poverty guidelines	X
Other	X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Parents self-select their income on the membership application. When the income is entered into the database, it is put into one of five categories: $11,999 and below ; $12,000-$14,999; $15,000-$24,999; $25,000-$49,999; or $50,000+.

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

Workshops w ill be free, although preference w ill be given to families of Boys & Girls Club of Dane County members. Annual membership to the Boys & Girls Club of Dane County is only $5 per child.

ORGANIZATION:	Boys & Girls Club of Dane County
PROGRAM/LETTER:	G Taft Parenting Classes

28. DEMOGRAPHICS

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

PARTICIPANT DESCRIPTOR	#	%
TOTAL	35	100%
MALE	13	37%
FEMALE	22	63%
UNKNOWN/OTHER	0	0%

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

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	0	0%
2 - 5	0	0%
6 - 12	0	0%
13 - 17	5	14%
18 - 29	15	43%
30 - 59	15	43%
60 - 74	0	0%
75 & UP	0	0%
TOTAL AGE	35	100%
RACE		
WHITE/CAUCASIAN	4	11%
BLACK/AFRICAN AMERICAN	23	66%
ASIAN	0	0%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
MULTI-RACIAL:	4	11%
Black/AA & White/Caucasian	0	0%
Asian & White/Caucasian	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%
BALANCE/OTHER	4	11%
TOTAL RACE	35	100%
ETHNICITY		
HISPANIC OR LATINO	4	11%
NOT HISPANIC OR LATINO	31	89%
TOTAL ETHNICITY	35	100%
PERSONS WITH DISABILITIES	0	0%
RESIDENCY		
CITY OF MADISON	29	83%
DANE COUNTY (NOT IN CITY)	5	14%
OUTSIDE DANE COUNTY	1	3%
TOTAL RESIDENCY	35	100%

ORGANIZATION:	**Boys & Girls Club of Dane County**
PROGRAM/LETTER:	**G Taft Parenting Classes**

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	35
Total to be served in 2011.	35

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:	Parents of teens who attend 20 hours of parenting workshops will learn to stop the cycle of violence and reduce juvenile delinquency, alcohol abuse, & teen pregnancies.
Performance Indicator(s):	80% of parents attending these classes will learn effective parenting techniques and improve their attitudes about being a parent of a teen.

Proposed for 2011:	Total to be considered in perf. measurement	20	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	16
Proposed for 2012:	Total to be considered in perf. measurement	25	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	20

Explain the measurement tools or methods:	Parents will take pre and post tests about attitudes and skills.

Outcome Objective # 2:	Teen parents who attends 23 hours of parenting workshops will learn to stop the cycle of violence and reduce juvenile delinquency, alcohol abuse, and teen pregnancies.
Performance Indicator(s):	80% of parents attending these classes will learn effective parenting techniques.

Proposed for 2011:	Total to be considered in perf. measurement	15	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	12
Proposed for 2012:	Total to be considered in perf. measurement	20	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	16

Explain the measurement tools or methods:	Parents will take pre and post tests about attitudes and skills.

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

1. **Program Name:** G. Taft Parenting Classes

2. **Agency Name:** Boys & Girls Club of Dane County

3. **Requested Amounts:** **2011: $ 3000**
2012: $ 3000 **Prior Year Level: $ 0**

4. **Project Type:** **New** ☒ **Continuing** ☐

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
☐ **I. Youth Priority**
☐ **II. Access**
☐ **III Crisis**
☒ **VI Child(ren) &Family**
☐ **VII Seniors**

6. **Anticipated Accomplishments (Proposed Service Goals)**
Parenting workshops in partnership with Children's Services Society of WI.
20 parents of teens, 10 sessions. Unidentified number of teen parents, 23 sessions. The agency will provide space, transportation for field-trips, staff support, and supplies for program implementation. CSSW will conduct the workshops.

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

Staff Comments: Parent workshops meet A2 priority. Funding request maybe more appropriate in Program Area V - Neighborhoods or Program Area I - Youth (Parent Education for parents of teens).

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

Staff Comments: Research cited supports protective factors that prevent child abuse and neglect.

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

Staff Comments: Outcome objectives are clear, realistic and measurable.

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

Staff Comments: National agency under new local leadership. Program new to ECCEC. Boys and Girls Club has previously received funding from Community Resources. Current youth programming limits parent contact and involvement.

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

Staff Comments: Agency request addresses program support (space, transportation, supplies, etc.)

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

Staff Comments: Partnership with CSSW for delivery of service.

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: 75% low-income . Workshops are free and transportation is available as needed. Preference is giving to families of members of Boys and Girls Club of Dane County.

Questions: Current Boys & Girls Club youth programming requires parent pickup of children at the front desk, limiting parent involvement and parent relationships and contact with program staff. Will the effort of this parenting education proposal influence current policies and practices across Boys & Girls Club youth programs?
Does City funding for facility use cover the expenses outlined in this proposal?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

☒ **Recommend with Qualifications**
Suggested Qualifications: Consider response to questions above.

ORGANIZATION:	Boys & Girls Club of Dane County
PROGRAM/LETTER:	H Allied Parenting Classes

PROGRAM BUDGET

1. 2010 BUDGETED

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

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	3,000	500	2,500	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	6,284	3,336	1,040	1,908	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	9,284	3,836	3,540	1,908	0

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	**Boys & Girls Club of Dane County**
PROGRAM/LETTER:	**H Allied Parenting Classes**

2012 PROGRAM CHANGE EXPLANATION

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

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

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

N/A

4. 2012 COST EXPLANATION

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

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

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

N/A

5. 2012 PROPOSED BUDGET

		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	3,000	500	2,500	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	4,595	3,503	1,092	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	7,595	4,003	3,592	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

PROGRAM DESCRIPTION

ORGANIZATION:	**Boys & Girls Club of Dane County**
PROGRAM/LETTER:	**H Allied Parenting Classes**
PRIORITY STATEMENT:	**OCS: Children and Families A2: Parent Education (ECCEC)**

DESCRIPTION OF SERVICES

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

It is widely accepted today that parenting patterns are learned in childhood and replicated later in life when children become parents. The foundation of the Nurturing Parenting Programs (NPP) is that parenting is learned. According to data gathered by the Wisconsin Dept. of Children and Families, 28% of Wisconsin families are headed by a single parent and more than one in every five children grows up in a mother-only household. The populations we intend to serve with this program reside in areas of Madison with a high number of families living in poverty: South Madison and Allied Drive. Scientifically gathered data shows that the continued mistreatment of children today is primarily the result of poorly trained adults who, in their roles as parents and caretakers, attempt to instill discipline and educate children within the context of the violence they themselves experienced as children, which identifies the need for the program we propose.

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

In 2011, Boys & Girls Club of Dane County will begin offering parenting workshops in partnership with the Children's Service Society of Wisconsin. Through the workshops, parents will learn skills to compete with the negative impact of inappropriate parenting by developing positive self-concept and self-esteem in all family members; building an empathic awareness of the needs of others; teaching alternatives to hitting and yelling; increasing family members' awareness of their own and each others' needs, strengths and weaknesses; increasing communication and expressiveness within the family; helping parents substitute nurturing behaviors for abusive ones; teaching family members to promote healthy physical and emotional development for themselves and others; building family support and cohesion; and helping family members learn to have fun together. All of these outcomes will contribute to healthier family relationships, youth, and parents.

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

We will offer a parent workshop for 20 parents at 10 sessions, 2 hours each (for a total of 20 hours). The second workshop will be for teen parents and will consist of 23 sessions, 1 hour each (for a total of 23 hours). The program objectives are: Stop the intergenerational cycle of child abuse in families by building nurturing parenting skills; Reduce the rate of recidivism in families receiving social service; Reduce the rate of juvenile delinquency among high risk youth; Reduce the rate of alcohol abuse in high-risk families; Lower the rate of multiple pregnancies among teenage girls.

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

Workshops for teen parents will be conducted in February-April, while workshops for parents of teens will be conducted May-July. These workshops will be held in the evening, and consist of 10 sessions for parents of teens and 23 sessions for teen parents.

ORGANIZATION:	**Boys & Girls Club of Dane County**
PROGRAM/LETTER:	**H Allied Parenting Classes**

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

The target population for these workshops is parents of teens and teen parents who are interested in learning effective parenting techniques to stop the cycle of violence. Program participants will likely be low-income, single-parent families from the Allied Dunn's Marsh neighborhood.

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

The Club is located on Jenewein Road in the Allied Dunn's Marsh neighborhood and serves families from the immediate neighborhood as well as youth from 35 area schools.

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

The Boys & Girls Club of Dane County in partnership with Children's Service Society of Wisconsin will implement a recruitment, referral and outreach program using effective techniques and strategies that direct young people to programs offered at the Club. Through a network of linkages with schools, churches, social service agencies, and community organizations, referrals, as well as direct recruitment and outreach, will be used to target teens and parents into the parenting classes offered at the Club.

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

The Boys & Girls Club of Dane County will collaborate with the Children's Service Society of Wisconsin to provide programs, opportunities, and resources to teen parents and parents in the community. The Club will provide space to run the program and activities at the Club facility and will provide staff support, transportation as needed for fieldtrips, supplies and materials for program implementation. We will work with our CSSW to determine the most convenient time to run the programs to ensure accessibility for parents and teen parents.

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

The Boys & Girls Club has a number of dedicated volunteers from the community, local churches, schools, and the University who volunteer on a regular basis. The Club will recruit volunteers to assist with program implementation, guest speakers and mentors for support.

15. Number of volunteers utilized in 2010?	0 - NEW
Number of volunteer hours utilized in this program in 2010?	0 - NEW

ORGANIZATION:	Boys & Girls Club of Dane County
PROGRAM/LETTER:	H Allied Parenting Classes

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

The NPP have been field tested with families at risk for abuse and neglect, families identified by local social services as abusive or neglectful, families in recovery for alcohol and other drug abuse, families at risk for delinquency, parents incarcerated for crimes against society, and adults seeking to become adoptive or foster parents. As such, a primary use of the NPP is to treat child and adolescent maltreatment, prevent its recurrence, and build nurturing parenting skills in at-risk populations.
The program we are proposing uses materials specially developed for the target population we intend to serve: parents of teens and teens who are parents themselves. In the future, if the need arises and we find ways to finance similar workshops, the materials are also available for prenatal families, Hispanic Families, African American Families, families with disabilities, and other groups.
According to the U.S. Department of Health and Human Services, some of the barriers experienced by the families we intend to serve are similar to the ones identified as risk factors for child abuse: social isolation, lack of support, high general stress level, poor parent-child interaction, negative attitudes and attributions about child's behavior, inaccurate knowledge and expectations about child development, low socioeconomic status and stressful life events. The NPP is an evidence-based program that addresses the above risk factors by bringing parents together and providing information about health child development, and other important topics relevant to parents.

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

The staff of the Family Resource Center of Dane County (FRC) is trained in the use of the Nurturing Parenting Program curriculum and has successfully offered 136 parenting workshops to 208 unduplicated adults. Over the past four years, the workshops have been given to groups in both English and Spanish, with 84 other parenting classes that were broadcast live over the Spanish radio in Madison. The statistical information gathered from those completing the workshops shows the following composition: 15% African American, 10% Caucasian, 50% Hispanic and 30% multiracial. The FRC staff utilizes a strengths-based teaching approach and participants have ample opportunity to share experiences and learn from each other. Parents also have weekly homework assignments that allow them to practice their newly learned skills and then discuss outcomes.
The FRC staff is capable of implementing these high quality programs. The staff routinely networks with staff from family resource centers from around the state for support and mentoring. Children's Services Society of Wisconsin (CSSW) has a well established prevention staff development programs a staff is well-qualified and continuously trained in prevention best practices. In addition, CSSW is a nationally-accredited child welfare agency that is dedicated to excellence. FRC programs within CSSW adhere to the performance standards established by the Council on Accreditation, as well as CSSW's own internal standards, insuring that the NPP will be developed with mindful commitment to child abuse prevention.

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

200 characters (with spaces)

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

Staff Title	FTE	City $	Qualifications
Program Assistants	0.125	Yes	Youth development experience; experience in program area

ORGANIZATION:	**Boys & Girls Club of Dane County**
PROGRAM/LETTER:	**H Allied Parenting Classes**

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

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

20. PARTICIPANT INCOME LEVELS:

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

Income Level	**Number of Households**
Over 80% of county median income	2
Between 50% to 80% of county median income	3
Between 30% to 50% of county median income	8
Less than 30% of county median income	22
Total households to be served	35

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

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

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

Indirect program costs are allocated to programs based on number of members in those programs (Currently 60% Elementary and 40% Middle & High School) and which site (Taft/Allied). Building Costs are allocated to either Taft or Allied. If an expense fits neither the building or program allocations, it is split over all areas based on payroll. Payroll expenses are allocated based on management, development, or programming staff. Management is allocated to their site or split between sites (50/50). Development is non-city budget. Other program expenses are split between programs based on members.

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

Activity Benchmark	**Est. Month of Completion**
Sec. materials needed to provide Community Based Education in Nurturing Parenting Workshops	Funds Announced
Recruit a minimum of 15 adults and 15 teenagers to participate in the workshops	Jan-Feb
Offer first workshop: 10 sessions to Teens	Feb-April
Gather data and feedback from participants	May
Offer second workshop: 10 sessions to Parents	May-July
Gather data and feedback from participants	July
Partners meeting to evaluate the program results and to discuss future collaborations	August

PROGRAM DESCRIPTION

ORGANIZATION:	**Boys & Girls Club of Dane County**
PROGRAM/LETTER:	**H Allied Parenting Classes**

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

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

24. CONTRIBUTING RESEARCH

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

A May 2010 publication of research conducted by the Children's Trust Fund and the Wisconsin Council on Children & Families on child maltreatment prevention show s there is a grow ing body of know ledge about w hat makes a program or approach more likely to be effective. The report show s how the prevention field is beginning to shift tow ard a grater focus on community-level risk factors and adult and community responsibility for child w ell-being; citing that more and more efforts are being made to deliver prevention messages through systems and professional netw orks w ith w hich families already interact.
For years, the approach to reducing child maltreatment has been based on government action at the federal, state and local levels. The dominant strategy has focused on protecting children by removing young victims from their abusers, supported by public campaigns focused on making the public aw are of the incidence of child abuse. Child abuse prevention strategies have focused on identifying parents or other caregivers at risk of maltreating their children and providing interventions. These efforts have been poorly funded and reach a very small number of families. With support from the Doris Duke Charitable Foundation, the Center for the Study of Social Policy spent tw o years researching and identifying five protective factors that prevent child abuse and neglect. For adults, the factors included: parental resiliency, social connections, know ledge of parenting and child development and concrete support in times of need and for children: healthy social and emotional development. The new approach focuses on building protection for children w ithin their homes and communities. Services offered by the Family Resource Center of Dane County FRC build on these protective factors individually w ithin families and collaboratively w ithin Madison neighborhoods.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income? 75.0%

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

Number of children enrolled in free and reduced lunch	X
Individuals or families that report 0-50% of Dane County Median Income	
Individual or family income in relation to Federal Poverty guidelines	X
Other	X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Parents self-select their income on the membership application. When the income is entered into the database, it is put into one of five categories: $11,999 and below ; $12,000-$14,999; $15,000-$24,999; $25,000-$49,999; or $50,000+.

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

Workshops w ill be free, although preference w ill be given to families of Boys & Girls Club of Dane County members. Annual membership to the Boys & Girls Club of Dane County is only $5 per child.

ORGANIZATION:	**Boys & Girls Club of Dane County**
PROGRAM/LETTER:	**H Allied Parenting Classes**

28. DEMOGRAPHICS

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

PARTICIPANT DESCRIPTOR	#	%
TOTAL	35	100%
MALE	13	37%
FEMALE	22	63%
UNKNOWN/OTHER	0	0%

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

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	0	0%
2 - 5	0	0%
6 - 12	0	0%
13 - 17	5	14%
18 - 29	15	43%
30 - 59	15	43%
60 - 74	0	0%
75 & UP	0	0%
TOTAL AGE	35	100%
RACE		
WHITE/CAUCASIAN	4	11%
BLACK/AFRICAN AMERICAN	23	66%
ASIAN	0	0%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
MULTI-RACIAL:	4	11%
Black/AA & White/Caucasian	0	0%
Asian & White/Caucasian	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%
BALANCE/OTHER	4	11%
TOTAL RACE	35	100%
ETHNICITY		
HISPANIC OR LATINO	4	11%
NOT HISPANIC OR LATINO	31	89%
TOTAL ETHNICITY	35	100%
PERSONS WITH DISABILITIES	0	0%
RESIDENCY		
CITY OF MADISON	29	83%
DANE COUNTY (NOT IN CITY)	5	14%
OUTSIDE DANE COUNTY	1	3%
TOTAL RESIDENCY	35	100%

ORGANIZATION:	**Boys & Girls Club of Dane County**
PROGRAM/LETTER:	**H Allied Parenting Classes**

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	35
Total to be served in 2011.	35

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:	Parents of teens who attend 20 hours of parenting workshops will learn to stop the cycle of violence and reduce juvenile delinquency, alcohol abuse, & teen pregnancies.
Performance Indicator(s):	80% of parents attending these classes will learn effective parenting techniques and improve their attitudes about being a parent of a teen.

Proposed for 2011:	Total to be considered in perf. measurement	20	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	16
Proposed for 2012:	Total to be considered in perf. measurement	25	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	20

Explain the measurement tools or methods:	Parents will take pre and post tests about attitudes and skills.

Outcome Objective # 2:	Teen parents who attends 23 hours of parenting workshops will learn to stop the cycle of violence and reduce juvenile delinquency, alcohol abuse, and teen pregnancies.
Performance Indicator(s):	80% of parents attending these classes will learn effective parenting techniques.

Proposed for 2011:	Total to be considered in perf. measurement	15	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	12
Proposed for 2012:	Total to be considered in perf. measurement	20	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	16

Explain the measurement tools or methods:	Parents will take pre and post tests about attitudes and skills.

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

1. **Program Name:** H. Allied Parenting Classes

2. **Agency Name:** Boys & Girls Club of Dane County

3. **Requested Amounts:** **2011: $ 3000**
   2012: $ 3000 **Prior Year Level: $ 0**

4. **Project Type:** **New** ☒ **Continuing** ☐

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
   ☐ **I. Youth Priority**
   ☐ **II. Access**
   ☐ **III Crisis**
   ☒ **VI Child(ren) &Family**
   ☐ **VII Seniors**

6. **Anticipated Accomplishments (Proposed Service Goals)**
   Parenting workshops in partnership with Children's Services Society of WI.
   20 parents of teens, 10 sessions. Unidentified number of teen parents, 23 sessions. The agency will provide space, transportation for field-trips, staff support, and supplies for program implementation. CSSW will conduct the workshops.

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

   Staff Comments: Parent workshops meet A2 priority. Funding request maybe more appropriate in Program Area V - Neighborhoods or Program Area I - Youth (Parent Education for parents of teens).

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

   Staff Comments: Research cited supports protective factors that prevent child abuse and neglect.

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

   Staff Comments: Outcome objectives are clear, realistic and measurable.

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

    Staff Comments: National agency under new local leadership. Program new to ECCEC. Boys and Girls Club has previously received funding from Community Resources. Current youth programming limits parent contact and involvement.

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

    Staff Comments: Agency request addresses program support (space, transportation, supplies, etc.)

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

Staff Comments: Partnership with CSSW for delivery of service.

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: 75% low-income . Workshops are free and transportation is available as needed. Preference is giving to families of members of Boys and Girls Club of Dane County.

Questions: Current Boys & Girls Club youth programming requires parent pickup of children at the front desk, limiting parent involvement and parent relationships and contact with program staff. Will the effort of this parenting education proposal influence current policies and practices across Boys & Girls Club youth programs?
Does City funding for facility use cover the expenses outlined in this proposal?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

☒ **Recommend with Qualifications**
Suggested Qualifications: Consider response to questions above.

ORGANIZATION:	**Bridge Lake Point Waunona Neighborhood Center**
PROGRAM/LETTER:	**F Los Ninos Primero**

PROGRAM BUDGET

1. 2010 BUDGETED

		ACCOUNT CATEGORY			
REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	11,075	11,075	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	15,000	12,825	2,175	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	5,000	0	5,000	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	31,075	23,900	7,175	0	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	14,000	14,000	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	15,000	14,409	591	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	5,000	0	5,000	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	34,000	28,409	5,591	0	0

*OTHER GOVT 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Bridge Lake Point Waunona Neighborhood Center
PROGRAM/LETTER:	F Los Ninos Primero

2012 PROGRAM CHANGE EXPLANATION

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

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

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

200 characters (with spaces)

4. 2012 COST EXPLANATION

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

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

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

200 characters (with spaces)

5. 2012 PROPOSED BUDGET

		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	14,000	14,000	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	15,000	14,409	591	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	5,000	0	5,000	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	34,000	28,409	5,591	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	**Bridge Lake Point Waunona Neighborhood Center**
PROGRAM/LETTER:	**F Los Ninos Primero**
PRIORITY STATEMENT:	**OCS: Children and Families A2: Parent Education (ECCEC)**

DESCRIPTION OF SERVICES

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

Early Bilingual Childhood education opportunities in the Madison area are limited to non-existing. The follow ing are some contributing factors that create a vital need for a targeted program for Latinos that combines kindergarten preparedness w ith parent education.
1. Limited, accessible options for bilingual early childhood education programs for parents and children.
Current options for early childhood education are being negotiated for the follow ing 2011-2012 school year. As of this year the only free programming available to parents are the Play and Learn Centers, w hich offer limited number of Spanish programs.
2. Need for Spanish parent education classes. That focus on a healthy grow th and development of their child. Schools have yet to involve parents in parenting classes that are culturally relevant. Most parents are uncomfortable navigating the school system due to their limited English skill and drastic differences betw een schools in Madison and their culture of origin.

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

Los Niños Primero provides a stimulating educational and recreational programming in a safe environment. Program staff and parents w ork together to provide family centered, play-based education for children. Parents are recognized as the primary and most important source of influence in their child's development. Through parenting classes that focus on overall w ellness and strategies to promote child development, each family is provided w ith a holistic education. Three primary focuses that impact the success of our program are as follow s:
AREA 1: PLAY BASE PROGRAMMING:
• The use of literacy to promote the importance and enjoyment of reading • Parent involvement in literacy-themed centers that promote early reading skills • A safe environment that has stimulating toys for child-directed play
AREA 2: ACTIVITIES AND OPPORTUNITIES THAT ENHANCES THE EARLY DEVELOPMENT OF THE CHILD:
• Play and literacy activities involve both parent and child and develop early reading skills • Parent classes compliment times in program w hen children engage in activities w ithout parents and there is ample time for parent and child to w ork together.
AREA 3: FAMILY AND COMMUNITY INVOLVEMENT
• Los Niños Primero sponsors many family oriented activities to celebrate cultural diversity • Field trips are offered free of charge to local attractions, such as the Madison Children's Museum, to connect families w ith the different resources offered in Madison.

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

The Niños Primero Program offers 36 w eeks of programming during the school year and 9 w eeks during the summer totaling 500 hours of bilingual programming annually.

The enrollment capacity is each session is 25 children and their parents. 60 unduplicated children w ill participate in program each year. 50 unduplicated parents w ill participate in program each year.

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

Los Niños Primero meets during the school day, Tuesday through Thursday from 9:00a.m to 12:00 p.m. During the summer, Los Niños continue to meet from Tuesday through Thursday from 9:00a.m to 12p.m. Additional programming is offered during the calendar year for field trips and family activities. Educational w orkshops and family events are offered on a regular basis.

ORGANIZATION:	Bridge Lake Point Waunona Neighborhood Center
PROGRAM/LETTER:	F Los Ninos Primero

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

Participants are betw een the ages of three and five and reside in the Lake Point and other south side neighborhoods. Participating families are considered low -income and have limited English language abilities.

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

BLW Center Youth Building 1910 Lake Point Drive Madison, Wisconsin 53713

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

Due to the many offerings at BLW, families often frequent the center. BLW offers a large percentage of bilingual staff that create a positive and w arm w elcome to our Latino population and inform them about current programs being offered. Los Niños staff attend center events as w ell as coordinate family outings to recruit more families.

BLW's quarterly new sletter, w hich is distributed throughout the neighborhood, includes an entry and a photo about current program activities.

With the help of the Glendale School staff, new s of our program is distributed to families of preschool age children. Parents are valued collaborative partners, w hich this year included the host of a local Spanish radio program " La Movida." Media is another avenue utilized to promote program. In addition to radio, Los Niños is promoted in new spapers such as La Comunidad.

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

The primary collaborative partner is the center's Latino Family Resource Center. The LFRC is a source of support for families and provides extensive outreach to inform Latino families about the Los Ninos program. Other main collaborative partners include United Way, MMSD, and Glendale School. Los Ninos Primero staff have partnered w ith Glendale School for the past three years to ease the transition for children and the parents upon entering Kindergarten. Parents and their children are able to gain experience at the school and meet teachers prior to the child's enrollment.

Los Ninos Primero staff are members of the netw ork in Madison invested in early childhood opportunities and kindergarten readiness. United Way provides valuable professional development opportunities, including utilization of the Ages and Stages Questionnaire. MMSD Play and Learn is another source of trainings including bilingual language development among children.

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

Program is family-centered and parents are the primary contributor in w orking w ith their child. Parent support is vital throughout the day in assisting w ith program preparation and the coordination of activities outside of regularly scheduled program hours. Volunteers also include teachers from Glendale School, w ho are w illing to loan materials and resources, and community members including youth

15. Number of volunteers utilized in 2010?	106
Number of volunteer hours utilized in this program in 2010?	646

ORGANIZATION:	**Bridge Lake Point Waunona Neighborhood Center**
PROGRAM/LETTER:	**F Los Ninos Primero**

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

Los Niños Primero has demonstrated success in building an inclusive community. Strong Latino staff members have effectively engaged families and are able to relate to the Latino family needs. Los Niños consistently recruit new families to the program that are in need of support in helping their preschool age child get ready for Kindergarten. Program staff attend Early Childhood Conferences in the attempt of gaining new insight in the development of a child and how to help families help their children have a smoother transition from home to school.

Barriers to accessibility are addressed through offering a program without charge to Latino Families. Los Niños has provided free transportation when needed. All family members are welcome to participate, reducing the need for childcare. In the event that barriers are encountered that are not easily addressed through the program Los Niños and the BLW center will extensively work together in reducing such barriers.

The program's main goal is to help parents become aware of the importance and the value of their participation in their child's development.

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

BLW's Facility Manager supervises the Los Ninos program and is a recognized leader and organizer among the area's Latino community. This bilingual, bicultural individual was an influential member of the Latino Chamber of Commerce, is a member of the Latino Support Network, and member of the Equal Opportunities Commission of Dane County.

Los Niños Primero teachers are Latino residents who each have had children participate in program in previous years. For one teacher, it will be her fourth year teaching and for the other, his third. In collaboration with Glendale School staff and MMSD Play and Learn staff members, these individuals have developed curriculum for both child and parent components of programming. As members of the Latino community, they bring expertise in the barriers facing Latino families and can effectively respond to the needs of parents as their child enters the school system. Both teachers have created and initiated professional development plans. Both are trained in utilizing the Ages and Stages Questionnaire (ASQ), the Launching into Literacy initiative, and bilingual language development among children through the school district. One teacher is pursuing a Spanish-speaking Early Childhood Teacher Assistant Certification from MATC.

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

Although not a licensed early childhood program, Los Ninos strives to adhere to early childhood standards of the City of Madison. Program utilizes Wisconsin Model Early Learning Standards.

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

Staff Title	FTE	City $	Qualifications
Teachers	0.77	Yes	Bilingual; 5 yrs exp. working w/ preschool aged children; Bachelor d.

ORGANIZATION:	**Bridge Lake Point Waunona Neighborhood Center**
PROGRAM/LETTER:	**F Los Ninos Primero**

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

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

20. PARTICIPANT INCOME LEVELS:

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

Income Level	**Number of Households**
Over 80% of county median income	0
Between 50% to 80% of county median income	0
Between 30% to 50% of county median income	6
Less than 30% of county median income	38
Total households to be served	44

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

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

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

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

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

Activity Benchmark	**Est. Month of Completion**
Program Enrollment	Sept, Jan, May
Needs assessment: ASQ Questionnaire	Sept, Jan, May
Staff Professional Development - launching into literacy, bilingual language development, etc.	Ongoing training
Literacy-based activities	Ongoing, ea. mtg
Math-based activities (number recognition, etc.)	Ongoing, ea. mtg
Parent Education	Ongoing, weekly
Home Visits	Nov, Mar, Jul
Pre/Post knowledge assessments of participants (start and end of each of 3 sessions)	Ongoing
Parent Surveys (following the end of each of 3 sessions)	Ongoing
Field trips (6 times throughout year)	Ongoing
Family Cultural Celebrations (4 times throughout year)	Ongoing
Glendale Information Sessions	May, Aug

ORGANIZATION:	Bridge Lake Point Waunona Neighborhood Center
PROGRAM/LETTER:	F Los Ninos Primero

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

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

24. CONTRIBUTING RESEARCH

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

This program utilizes best practices outlined by the City of Madison – CDD:
FOCUS/CURRICULA: • Wisconsin Model Early Learning Standards are used as a guide in designing curricula based on strategies of effective parent education programs. The Age and Stage Questionnaire is implemented. Parents are recognized as the most important influence in a child's development • Effective programs reach families during critical periods of family development or transitional stages. The transition from preschool to entering kindergarten is crucial • Effective programs recognize the special needs and cultural traditions of participants. All aspects of programming are culturally appropriate. Opportunities to celebrate family culture are structured w ithin program. Los Ninos responds to a unique need w ithin an underserved population.
COLLABORATIVE PARTNERS: • Continuity for children and families is strengthened w hen collaborative partners w ork together to build know ledge and skills and capacity of services. See Coordination.
RATIOS: • Small group cooperative learning has a positive influence on a learner's achievement. One caregiver per child and 2 program staff increase individualized support for each child.
DOSAGE: • Successful programs are long-term. Children enroll in 12 w eek sessions. Program meets 3 days a w eek for 3 hours.
STAFF PREPARATION AND SUPPORT: • Parent educators or program staff appear credible to parents. Staff are bilingual and bicultural, w ere previous participants in program, and have first-hand experience w ith the barriers many participating families are encountering • Staff complete on-going training/continued education. See Experience.
MEASUREMENTS AND OUTCOMES: • When assessing participant self-reported changes, a retrospective post then pre design is used. Parent surveys regarding their increase in know ledge utilize this design to control response shift bias.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income? 100.0%

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

Number of children enrolled in free and reduced lunch	
Individuals or families that report 0-50% of Dane County Median Income	X
Individual or family income in relation to Federal Poverty guidelines	X
Other	

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Parents complete center surveys upon entering program that indicate family size and income level.

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

No user fees.

ORGANIZATION:	**Bridge Lake Point Waunona Neighborhood Center**
PROGRAM/LETTER:	**F** **Los Ninos Primero**

28. DEMOGRAPHICS

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

PARTICIPANT DESCRIPTOR	#	%
TOTAL	162	100%
MALE	65	40%
FEMALE	97	60%
UNKNOWN/OTHER	0	0%

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

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	0	0%
2 - 5	102	63%
6 - 12	0	0%
13 - 17	0	0%
18 - 29	18	11%
30 - 59	42	26%
60 - 74	0	0%
75 & UP	0	0%
TOTAL AGE	162	100%
RACE		
WHITE/CAUCASIAN	162	100%
BLACK/AFRICAN AMERICAN	0	0%
ASIAN	0	0%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
MULTI-RACIAL:	0	0%
Black/AA & White/Caucasian	0	0%
Asian & White/Caucasian	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%
BALANCE/OTHER	0	0%
TOTAL RACE	162	100%
ETHNICITY		
HISPANIC OR LATINO	162	100%
NOT HISPANIC OR LATINO	0	0%
TOTAL ETHNICITY	162	100%
PERSONS WITH DISABILITIES	0	0%
RESIDENCY		
CITY OF MADISON	162	100%
DANE COUNTY (NOT IN CITY)	0	0%
OUTSIDE DANE COUNTY	0	0%
TOTAL RESIDENCY	162	100%

ORGANIZATION:	**Bridge Lake Point Waunona Neighborhood Center**
PROGRAM/LETTER:	**F Los Ninos Primero**

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	162
Total to be served in 2011.	135

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 Kindergarten preparedness among children participants.
Performance Indicator(s):	80% of children participants will demonstrate an increase in skills related to Kindergarten preparedness.

Proposed for 2011:	Total to be considered in perf. measurement	50	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	40
Proposed for 2012:	Total to be considered in perf. measurement	50	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	40

Explain the measurement tools or methods:	Pre and post knowledge/skill assessment will be conducted by program staff at the start and end of each 20-week program session.

Outcome Objective # 2:	Increase parents' knowledge of their child's development and the school system.
Performance Indicator(s):	90% of parents will demonstrate an increase in knowledge related to their child's development and the school system.

Proposed for 2011:	Total to be considered in perf. measurement	50	Targeted % to meet perf. measures	90%
			Targeted # to meet perf. measure	45
Proposed for 2012:	Total to be considered in perf. measurement	50	Targeted % to meet perf. measures	90%
			Targeted # to meet perf. measure	45

Explain the measurement tools or methods:	Pre and post interviews between program staff and parents.

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

1. **Program Name:** F. Los Ninos Primero

2. **Agency Name:** Bridge Lake Point Waunona Neighborhood Center

3. **Requested Amounts:** **2011: $14000**
   2012: $14000 **Prior Year Level: $11075**

4. **Project Type:** **New** ☐ **Continuing** ☒

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
   ☐ **I. Youth Priority**
   ☐ **II. Access**
   ☐ **III Crisis**
   ☒ **VI Child(ren) &Family**
   ☐ **VII Seniors**

6. **Anticipated Accomplishments (Proposed Service Goals)**
   Educational and recreational programming(play group) for 25 children (ages 4 & 5)and their parents. 60 unduplicated children and 50 unduplicated parents.

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

   Staff Comments: Intent of program meets A2 priority. The service is described as providing educational programming for children that is family centered. Due to differences in program philosophy MMSD located a district run Play and Learn program for children ages 0-5 at the Center. There are 20 Play and Learn sites around the City that support Spanish speaking children and families.

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

   Staff Comments: Research cited addresses components of the City resource paper - Focus/Curricula, Collaborative Partners, Ratios and Staff Preparation, etc. The service is described as providing educational programming for children that is family centered. 12 week programming meeting three times a week for 3 hours provides limited depth and breadth of learning experiences.

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

   Staff Comments: Outcome objectives appear clear and measurable.

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

    Staff Comments: Agency has capacity to provide quality service. Program staff are responsive to Hispanic families' requests for specific type of service.

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

    Staff Comments: Budget includes United Way allocation and fundraising.

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

Staff Comments: Primary collaborative partner is BLW Latino Family Resource Center. Program staff work with Glendale school to ease transition for children entering kindergarten. Los Ninos staff participate in MMSD Play and Learn professional development group. Parents of children in the group are referred to as volunteers.

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: Program design is culturally responsive. Latino staff members have effectively engaged families. Program is free and provides transportation when needed.

Questions: What amount of time in each session are children and parents in separate programming?
Do Los Ninos participants also participate in the MMSD Play and Learn program located at the Center?
Do Los Ninos participants receive Play and Learn services at other sites?
Has the agency conducted a needs assessment with regard to an early childhdood program for this population (Head Start, full-day child care, preschool).
How will MMSD 4K 2011-12 impact this program?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

☒ **Recommend with Qualifications**
Suggested Qualifications: Dependent upon response to questions above.

ORGANIZATION:	Canopy Center, Inc.
PROGRAM/LETTER:	B Families United Network

PROGRAM BUDGET

1. 2010 BUDGETED

		ACCOUNT CATEGORY			
REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	9,237	7,013	1,290	461	473
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	65,000	57,718	2,845	3,744	693
UNITED WAY DESIG	7,360	7,360	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	104,626	57,778	29,745	6,369	10,734
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	186,223	129,869	33,880	10,574	11,900

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	90,000	69,363	11,981	4,279	4,377
MADISON-CDBG	0				0
UNITED WAY ALLOC	65,000	57,718	2,845	3,744	693
UNITED WAY DESIG	7,360	7,360	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	33,173	1,921	20,748	3,079	7,425
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	195,533	136,362	35,574	11,102	12,495

*OTHER GOVT 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	**Canopy Center, Inc.**
PROGRAM/LETTER:	**B Families United Network**

2012 PROGRAM CHANGE EXPLANATION

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

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

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

200 characters (with spaces)

4. 2012 COST EXPLANATION

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

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

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

200 characters (with spaces)

5. 2012 PROPOSED BUDGET

		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	90,000	69,363	11,981	4,279	4,377
MADISON-CDBG	0				0
UNITED WAY ALLOC	65,000	57,718	2,845	3,744	693
UNITED WAY DESIG	7,360	7,360	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	33,173	1,921	20,748	3,079	7,425
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	195,533	136,362	35,574	11,102	12,495

*OTHER GOVT 2012

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	**Canopy Center, Inc.**
PROGRAM/LETTER:	**B Families United Network**
PRIORITY STATEMENT:	**OCS: Children and Families A2: Parent Education (ECCEC)**

DESCRIPTION OF SERVICES

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

Dane County continues to grow at rapid speed. There was an 11.5% growth in population between 2000 and 2008 alone. With growth in population comes growth in need. In 2009, Dane County Human Services received 5,193 child abuse and neglect reports, up from 4,402 in 2008; a 15% increase. This is alarming but not surprising given the state of the economy and the pressures placed on families.

There are no other parent support services in Madison that also provide groups for the children and teens of these parents. Research shows that longer term and consistent participation in a service leads to longer-term results. Parents often report that their children get them to come to group each week because the kids and teens are excited about being in their own groups and activities. The program is provided at no cost to parents and helps overcome barriers to participation in the form of transportation, provided meal, groups for all children/teens over age 5 and childcare for ages 0-5.

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

The goal of the program is to help families be safe, strong, stable and nurturing and to allow children and parents to grow to their full potential. Using a guided self-help model, support groups are held weekly for parents to discuss the issues in their lives that are or could potentially affect their parenting, and to learn parent education information that is timely based on the needs of the families in the programs and the issues that present themselves. The program follows a national model that has proven to be an effective tool in the reduction and prevention of child abuse and neglect. Parents in this program generally experience multiple stressors in their lives, and many are parenting children with special or high needs. The program tends to serve those who work but yet live below the poverty line. While parents are in their support groups, groups are provided for their children and teens. Separated by age and developmental level, and at times gender, the children's groups use activities and high ratios of adults to children (utilizing trained volunteers and staff) to improve social skills, increase self-esteem, identify and practice protective behaviors, improve communication, learn life skills, and increase healthy family functioning. Children need to be able to rely on their parent for clear, consistent and loving care. This program is able to work with both the parents and the children to improve family communication and establish healthy family rules.

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

Unduplicated clients: 100 total parents and youth ages 5-12, & 50 in childcare
Spanish-speaking parents 12, Spanish-speaking youth 10
English-speaking parents 40, English-speaking youth 38
Service hours provided: 6000 hours
Weekly groups provided 46 weeks per year
Group size ranges from 5-8 members
Youth to Adult ratio averages 2:1

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

Ongoing weekly groups provided in Monday and Wednesday evening programming with dinner at 5:30 and groups 6:00-8:00 p.m. (each family attends one evening each week). Groups provided 46 weeks per year with breaks for holidays and spring break. Families may self-determine the length of time they are in the program. On average, families remain in the program 2 years.

PROGRAM DESCRIPTION

ORGANIZATION:	**Canopy Center, Inc.**
PROGRAM/LETTER:	**B Families United Network**

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

Parents/caregivers of children ages 0-18 and their children. In 2009, 80% of participants lived within City of Madison; 54% of families lived beneath the federal poverty level (FPL), and 32% lived within 200% of the FPL; 42% of parents and children were disabled in at least one area of their lives. Families served usually have multiple stressors including high/special needs kids, mental health issues in self +/or child, AODA issues, poverty, domestic violence, parents abused themselves as children so no positive parenting role models, etc. Groups are available in Spanish.

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

The agency will likely move in 2011 to larger program space and will probably be within the City of Madison. Intended service area is Dane County. Currently at 2120 Fordem Ave., Madison.

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

This program is well-established and known in this community. Referrals are made by county social workers, therapists, social service agencies, schools, doctors, and word of mouth. Each year staff is available to provide educational outreach throughout the community to discuss parent stress, parent education, and agency services. The program also attends various festivals and events to promote the program and agency throughout Dane County. Agency newsletters are created a couple of times a year and mailed or emailed to around 1500 individuals and agencies. The agency website at www.canopycenter.org provides a description of each program, a copy of the agency newsletters and annual report.

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

We coordinate with United Way's 211 service. Canopy Center's Parent Stressline is a large referral source. The program calls on many others to provide information to program participants, such as, Planned Parenthood, Domestic Abuse Intervention Services and the Financial Education Center. The staff teams with organizations who are connected to the participants we serve as needed, such as, individual therapists, Oregon Mental Health, Dane County Department of Human Services, schools, pre-schools, Salvation Army, hospitals, Safe Harbor, Rainbow Project, etc. This teaming is beyond just referral, but rather helping to coordinate services within a participant family's life so we are all working toward a common goal. We also network within the Latino social service community (ie La Sup) to make our services known as to the availability of our program in Spanish, and to help our Spanish-speaking bilingual staff member stay connected in the Latino communities.

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

Volunteers are essential to the success of this program and are used extensively to aid staff in program delivery. Volunteers are trained as co-facilitators of children and parent groups. Each year interns are also utilized for more comprehensive services to families, such as conducting home visits, connecting families to resources, etc. Staff supervision is provided to assure quality service.

15. Number of volunteers utilized in 2010?	45
Number of volunteer hours utilized in this program in 2010?	2,500

ORGANIZATION:	**Canopy Center, Inc.**
PROGRAM/LETTER:	**B Families United Network**

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

Transportation is the biggest issue. The program does provide transportation when possible in the form of cabs and gas stipends. This works well for families living in Madison (80% of participants) and those who have cars but limited resources for gas. Another barrier is simply time. A working parent must get home from work, collect the children and make it to group by 6:00 pm which leaves no time for supper. The program provides a nutritious meal prior to all groups to increase consistent attendance of families. Language barriers have been an obstacle in the past and the program has worked to address this issue specifically with Spanish-speaking participants. We employ a bilingual/bicultural staff member who facilitates two parent support groups in Spanish each week. Bilingual volunteers are used in the children/teen groups as needed. In terms of disability, in intake meetings we ask parents how they best learn. This allows us to insure we provide information in various ways to cover all learning styles and reading abilities. Mental health issues sometimes make it difficult for individuals to appropriately engage in group, and some issues make it impossible. Those not appropriate for group are referred elsewhere for more individualized attention. For others, group is a great place to learn and practice healthy social skills so they are able to make and keep friends (support system) long term.

In addition we have found ourselves outgrowing our existing location. We are able looking for alternate space and so far have found one potential location that is in Madison.

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

Canopy Center (formerly Parental Stress Center) has been providing parent support groups for 33 years. Children/teen groups have been offered consistently for the past ten years or so. The administration has shown the ability to successfully manage contract dollars and have a goal to put as many dollars into direct service as possible. Although funding dollars have not increased (or decreased in some cases), the program has continued to serve a consistent number of families at it's core, plus add new programming periodically that has further enhanced the program (such as added teen programming).

The program follows a national model called Circle of Parents. The program director is fully trained in this model and has been providing parent support groups for 33 years, often working with the most difficult cases. The Family Support Specialist position must have a master's degree in Social Work and is skilled in developing/coordinating parent education materials. The other positions require 5 years of previous experience providing programming to the population with whom they work and/or a degree in a human service related program.

The Families United Network has proven over the years to meet its objectives of increasing healthy functioning, reducing isolation in families and reducing corporal punishment and verbal abuse in all parents served by the program who have reported this as a problem for them in the past.

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

Follow the Circle of Parents™ national model for parent support programs. Canopy Center is licensed by the State of WI.

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

Staff Title	FTE	City $	Qualifications
Executive Director	0.1	Yes	Degree in applicable field, exp. directing a non-profit org.
Program Director	0.5	Yes	Degree in social service field and/or 5+ yrs exp. in parent support
Latino Family Sup. Specialist	0.4	Yes	Degree in ss field and/or 5+ yrs exp. in parent support & bilingual
Support Specialist	0.6	Yes	Bachelor or master's degree in social work
Child Specialist	0.5	No	Degree in social service field and/or 5+ yrs exp. wrkg with children
Cook	0.2	No	Ability to cook for 60-75 people
Childcare Coordinator	0.3	Yes	Exp providing childcare services & managing volunteers

ORGANIZATION:	**Canopy Center, Inc.**
PROGRAM/LETTER:	**B** **Families United Network**

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

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

20. PARTICIPANT INCOME LEVELS:

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

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

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

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

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

600 characters (with spaces)

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

Activity Benchmark	**Est. Month of Completion**

ORGANIZATION:	**Canopy Center, Inc.**
PROGRAM/LETTER:	**B Families United Network**

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

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

24. CONTRIBUTING RESEARCH

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

Families United Network (F.U.N.) follows the national Circle of Parents model that developed out of the Parents Anonymous (PA) model. Strengthening America's Families funded by the Office of Juvenile Justice and Delinquency Prevention (OJJDP) has listed a number of model programs and shows Parents Anonymous to be a "promising program." According to the website, "PA has been independently evaluated and when compared to 11 other programs has been found to be most successful in parent satisfaction, child welfare outcome and cost effectiveness. Another study found an almost immediate decrease in reported frequency of physical abuse. Parents developed feelings of competence in their parenting role and ability to deal with stress. Length of time in the program was significantly correlated to increased self-esteem, reduced social isolation and increased members' knowledge about children's behavior and development" (http://www.strengtheningfamilies.org/html/programs_1999/33_PA.html). The Circle of Parents model allows for further support to the children and teens of the participating parents. F.U.N. is recognized as exceeding the established best practice due to our comprehensive services to children and teens.
The 2008 What Works, Wisconsin Fact Sheet, outlines the elements of effective parenting education programs based on available research. F.U.N. incorporates 7 of the 10 elements in Program Design and Content and 2 of the 3 Program Delivery elements. The program bolsters family level protective factors, reduces family level risk factors, involves by parents and children, allows participants to practice new skills, is more intensive for families with a higher number of risks, collaborates with other community agencies to provide a comprehensive array of supports, and recognizes the cultural traditions of the families involved. The program is able to adapt to the changing needs of the families to allow us to respond during the most teachable moments.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income? 80.0%

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

Number of children enrolled in free and reduced lunch	
Individuals or families that report 0-50% of Dane County Median Income	
Individual or family income in relation to Federal Poverty guidelines	X
Other	

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Yearly METPI (Measuring Effectiveness through Participant Input) scales are collected in which parents must document the number of people in their household and annual household income.

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

There are no fees for families to attend. Transportation is provided through cabs and gas stipends. Dinner and childcare are provided to break down barriers to participation.

ORGANIZATION:	Canopy Center, Inc.
PROGRAM/LETTER:	B Families United Network

28. DEMOGRAPHICS

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

PARTICIPANT DESCRIPTOR	#	%
TOTAL	163	100%
MALE	57	35%
FEMALE	106	65%
UNKNOWN/OTHER	0	0%

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

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	28	17%
2 - 5	29	18%
6 - 12	52	32%
13 - 17	0	0%
18 - 29	9	6%
30 - 59	45	28%
60 - 74	0	0%
75 & UP	0	0%
TOTAL AGE	163	100%
RACE		
WHITE/CAUCASIAN	117	72%
BLACK/AFRICAN AMERICAN	16	10%
ASIAN	0	0%
AMERICAN INDIAN/ALASKAN NATIVE	2	1%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
MULTI-RACIAL:	15	9%
Black/AA & White/Caucasian	15	100%
Asian & White/Caucasian	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%
BALANCE/OTHER	13	8%
TOTAL RACE	163	100%
ETHNICITY		
HISPANIC OR LATINO	57	35%
NOT HISPANIC OR LATINO	106	65%
TOTAL ETHNICITY	163	100%
PERSONS WITH DISABILITIES	73	45%
RESIDENCY		
CITY OF MADISON	140	86%
DANE COUNTY (NOT IN CITY)	20	12%
OUTSIDE DANE COUNTY	3	2%
TOTAL RESIDENCY	163	100%

ORGANIZATION:	**Canopy Center, Inc.**
PROGRAM/LETTER:	**B** **Families United Network**

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	163
Total to be served in 2011.	150

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

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

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

Outcome Objective # 1: Increase the healthy functioning and reduce isolation in families through skill building, education, support and the development of support systems with other group members.

Performance Indicator(s): 85% of parents will respond Agree or Strongly Agree to questions that ask about increased ability to access resources, being a better parent by better understanding children, reduction in loneliness/isolation, ability to handle stress, and increase in positive family interactions

Proposed for 2011:	Total to be considered in perf. measurement	52	Targeted % to meet perf. measures	85%
			Targeted # to meet perf. measure	44.2
Proposed for 2012:	Total to be considered in perf. measurement	52	Targeted % to meet perf. measures	85%
			Targeted # to meet perf. measure	44.2

Explain the measurement tools or methods: The METPI scale is administered yearly to families participating in the program. The instrument asks a series of questions that measure the effectiveness of the program in meeting the outcome objective. In addition, after each evening of programming, all paid and volunteer staff meet to review that day's program successes and challenges to assure rapid response to participants. The survey is conducted in October with all parents attending a group that month.

Outcome Objective # 2: Reduce corporal punishment and verbal abuse in all parents served by the program who have reported this as a problem for them.

Performance Indicator(s): 90% of parents will respond Agree or Strongly Agree to questions that ask if they are less likely to use corporal punishment and if they have changed their parenting/disciplinary techniques for the better

Proposed for 2011:	Total to be considered in perf. measurement	52	Targeted % to meet perf. measures	90%
			Targeted # to meet perf. measure	46.8
Proposed for 2012:	Total to be considered in perf. measurement	52	Targeted % to meet perf. measures	90%
			Targeted # to meet perf. measure	46.8

Explain the measurement tools or methods: The METPI scale is administered yearly to families participating in the program. The instrument asks a series of questions, including if a parent has stopped using abusive methods, if they had reported using these methods in the past, and have implemented better parenting/disciplinary techniques for dealing with their children. Close relationships between staff and participants and between support group members allow for consistent review of this objective.

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

1. **Program Name:** B. Families United Network

2. **Agency Name: Canopy**

3. **Requested Amounts:** **2011: $90,000**
   2012: $90,000 **Prior Year Level: $9,237**

4. **Project Type:** **New** ☐ **Continuing** ☒

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
   ☐ **I. Youth Priority**
   ☐ **II. Access**
   ☐ **III Crisis**
   ☒ **VI Child(ren) &Family**
   ☐ **VII Seniors**

6. **Anticipated Accomplishments (Proposed Service Goals)**
   Provide parent support to 150 participants served (100 parents and 50 children) through weekly parent support group.
   Participants include parents of children 0-12 and parents of teens.
   Weekly groups 46 weeks/year.

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

   Staff Comments: Program meets the objectives for A-2

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

   Staff Comments: Effective program design is based on Parents Anonymous - Circle of Parents model.

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

   Staff Comments: Objectives seem clear and measurable.

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

    Staff Comments: Internal discussion occuring regarding leaving Family Centers and future location undecided. Agency has capacity to provide quality service.

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

    Staff Comments: Program request increased ten-fold ($9,237 to $90,000) with significant decrease in fundraising. Fundraising goal may be more realistic.

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

    Staff Comments: 45 volunteers aid program staff and program delivery. Staff teams with organizations that are connected to participants served.

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

    Staff Comments: Responsive to needs of Spanish speaking parents. Transportation, meals and child care is provided.

    Questions: What is the rationale for decreased amount if fundraising?

14. **Staff Recommendation**

- ☐ **Not recommended for consideration**
- ☐ **Recommend for consideration**
- ☒ **Recommend with Qualifications**
  Suggested Qualifications: Clarification of new location and large increase in request.

ORGANIZATION:	CHILDREN'S SERVICE SOCIETY OF WISCONSIN (CSSW)
PROGRAM/LETTER:	C PLAY AND LEARN

PROGRAM BUDGET

1. 2010 BUDGETED

		ACCOUNT CATEGORY			
REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	7,218	6,380	108	0	730
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	7,218	6,380	108	0	730

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	19,151	14,013	1,701	1,500	1,937
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	19,151	14,013	1,701	1,500	1,937

*OTHER GOVT 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	CHILDREN'S SERVICE SOCIETY OF WISCONSIN (CSSW)
PROGRAM/LETTER:	C PLAY AND LEARN

2012 PROGRAM CHANGE EXPLANATION

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

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

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

200 characters (with spaces)

4. 2012 COST EXPLANATION

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

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

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

200 characters (with spaces)

5. 2012 PROPOSED BUDGET

		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	19,455	14,287	1,701	1,500	1,967
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	19,455	14,287	1,701	1,500	1,967

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	CHILDREN'S SERVICE SOCIETY OF WISCONSIN (CSSW)
PROGRAM/LETTER:	C PLAY AND LEARN
PRIORITY STATEMENT:	OCS: Children and Families A2: Parent Education (ECCEC)

DESCRIPTION OF SERVICES

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

Far too many Madison children enter school lacking the academic and social skills needed to succeed in formal educational environments and w ith much of their potential undeveloped. Children in low income families are the most poorly prepared. Dane County’s Born Learning Delegation found that “In Madison, 42% of children entering kindergarten do not have age appropriate skill levels.” In the Family Resource Center's neighborhood, that percentage is closer to 35%. Research show s that quality early learning experiences produce both short term and long term gains. These early foundations must be stable enough to carry children through school and into adulthood. Parents and other regular caregivers can actively influence learning during these early years. Unfortunately cost, eligibility requirements or program capacity keep many children and their caregivers, w ho can actively influence early learning, from participating in early childhood programs.

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

The FRC Play and Learn Program is designed to provide support, information and materials around early literacy and early math development to parents and other caregivers w ho provide for children from birth to kindergarten entry and live in south Madison low -income neighborhoods. Caregivers must accompany and remain w ith the young children during program hours. Caregivers are encouraged to join the children in their learning activities, to interact w ith them in supportive and nurturing w ays w ith the support and encouragement of the lead and assistant teachers w ho provide high quality modeling and programming. The caregivers are also provided w ith resources and materials to use w ith their children in their homes. The Play and Learn program w ill be held at the FRC of Dane County and facilitated by FRC staff. We anticipate the demographics of the program participants to be reflective of the FRC program participants in previous years. The community level outcome w e w ill impact is the FRC w ill w ork together w ith the community to ensure children develop to their full potential and families w ill have the support they need to assist their young children to achieve optimal development. The program w ill increase availability of and access to quality learning environments and resources. All children w ho attend Play and Learn w ill have developmental screening done and upon agreement w ith caregivers, referrasl w ill be made for further assessment and services if risk of developmental delays are identified.

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

The goal of the Play and Learn program is to provide an opportunity for children to engage in activities focused on early learning and for parents to learn about thier child's development and to learn early learning activities that they can do at home w ith their children. Family Resource Center Play and Learn groups focus on parent/child interaction to promote children’s early learning.

It is anticipated that 100 unduplicated adults and 150 unduplicated children w ill attend during the program.

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

The FRC of Dane County w ill provide 48 w eeks of tw o Play and Learn groups to families living in south Madison; 96 sessions. The tw o Play and Learns w ill be held once a w eek; 2.5 hours each session. Programs w ill be offered at various times, including evenings, to meet the needs of all families.

ORGANIZATION:	**CHILDREN'S SERVICE SOCIETY OF WISCONSIN (CSSW)**
PROGRAM/LETTER:	**C PLAY AND LEARN**

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

In 2009, the Dane County FRC served 445 unduplicated adult participants. 85% were Hispanic or Latino; 83% identified Spanish as their primary language. Of those who reported an income, 97% percent had an annual income of less that $20,000. During the 2009 program year, the FRC of Dane County served 263 unduplicated children. 93% of those children were Hispanic or Latino. Play and Learn will be offered universally to the community. All caregivers of children between the ages of birth to age five, of all abilities, will be invited and encouraged to participate.

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

The Play and Learn program will take place at the FRC of Dane County, located at 810 Badger Road in the Centro Hispano building.

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

The FRC of Dane County publishes and distributes a program newsletter three times per year to participants, community partners and community resource outlets. Participating in various community events enables the FRC to reach additional families. Many participants are referred by other CSSW programs and community partners to provide a comprehensive continuum of care and service integration for Madison families. The best source for referrals comes from the participants themselves, who are satisfied with the service they received and tell family and friends about the FRC. Play and Learn flyers will be distributed to families residing in the immediate neighborhood. Play and Learn will be universal recruitment and program modifications will be made to meet the needs of program participants.

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

The Play and Learn program will greatly utilize the partnership between the FRC of Dane County and the southside sites of Joining Forces for Families (JFF), a community program of Dane County Human Services. This collaborative effort marshals the combined talents and resources of the Dane County Human Services Department, city and county law enforcement agencies, school districts, city and county public health departments, United Way, and neighborhood groups and residents. JFF partners work to ensure the success of children, youth and families in school, home and the community.

In addition, the FRC maintains a collaborative relationship with the University of Wisconsin, Edgewood College, the Mental Health Center of Dane County, the Literacy Network, Omega School, several health programs, and many other community based organizations and programs. All of these partnerships will enhance Play and Learn programming at the FRC of Dane County.

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

Volunteers at the Dane County FRC provide advisory, clerical, educational and operational support to the program. The parent advisory committee provides program oversight, planning/implementation, public relations and funding leadership. Clerical support and operational support from volunteers allows more FRC staff time to be allocated for direct service.

15. Number of volunteers utilized in 2010?	80
Number of volunteer hours utilized in this program in 2010?	250

ORGANIZATION:	CHILDREN'S SERVICE SOCIETY OF WISCONSIN (CSSW)
PROGRAM/LETTER:	C PLAY AND LEARN

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

Many Madison families face barriers to accessing services – language, transportation, cost, and eligibility requirements, just to name a few. The FRC of Dane County is able to alleviate many of these challenges. All programs are free of charge and have universal access – there is no eligibility requirement, which helps to alleviate the stigma associated with accessing services. The FRC of Dane County is located right in the neighborhood where many participants live and is directly behind the city public transportation transfer center. As all services at the FRC of Dane County are, Play and Learn is a bilingual (English/Spanish) program. Early developmental screenings will be completed by caregivers on their children during Play and Learn programming. If there are any risks of developmental delays identified, children will be referred for further assessments to address those potential delays. Developmental delays, or any other disabilities will not be seen as a barrier to this program but rather an opportunity for further diversity and shared learning within the group.

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

Children's Service Society of Wisconsin has been in existence for over 100 years and is the state's largest private, not-for–profit provider of child welfare services. From offices and family resource centers throughout the state, CSSW offers over 160 programs and services in three core service areas: out-of-home care; counseling; and prevention services. CSSW is a member of Children's Hospital and Health System, the largest provider of pediatric health services in the state. CSSW has been a pioneer in developing Family Resource Centers (FRC) and early home visitation programs in the state of Wisconsin. CSSW prevention programs are reputed for their quality, high standards and on-going staff development efforts.

The FRC of Dane County Play and Learn staff have bilingual skills, with a background in social work, parenting knowledge and support services and early childhood education.

In 2007, Children's Service Society of Wisconsin entered into a partnership with United Way, Madison Metropolitan School District, Family Enhancement and Dane County of Human Services and began Mobile Play and Learn throughout the city of Madison and Dane County. Since it's inception, Play and Learn has served thousands of children and caregivers with overwhelmingly positive feedback. Parents are reporting an increased knowledge and skill level in their parenting practices and confidence level. Children are having developmental delays identified very early and intervention services provided to help overcome those delays before they enter Kindergarten.

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

Child Welfare League of America, National Council on Accreditation of Services for Families and Children, Wisconsin Department of Health and Family Services licensure, state mental health cert.

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

Staff Title	FTE	City $	Qualifications
Family Resource Center Directo	0.09	Yes	Master's Degree preferred, Bachelor's degree required. Two years experien
Prevention Program Manager	0.04	Yes	required.
Parent Educator I	0.21	Yes	Basic reading, writing and arithmetic skills, experience working with diverse f

ORGANIZATION:	**CHILDREN'S SERVICE SOCIETY OF WISCONSIN (CSSW)**
PROGRAM/LETTER:	**C PLAY AND LEARN**

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

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

20. PARTICIPANT INCOME LEVELS:

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

Income Level	Number of Households
Over 80% of county median income	3
Between 50% to 80% of county median income	17
Between 30% to 50% of county median income	46
Less than 30% of county median income	0
Total households to be served	66

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

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

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

At each CSSW office w here more than one program exists, shared costs are pooled into a cost center. These costs include such items as support staff, occupancy and office supplies. These costs are allocated to each program based on the relative number of FTE's in the program compared to the number of FTE's in the entire office. These are shared local costs. A number of services provided for the Agency benefits all programs, such as accounting, IT, HR, quaity insurance and administration. These costs are allocated to each program based on the relative amount of expenses for the month.)

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

Activity Benchmark	Est. Month of Completion
Hire and train staff	Jan-11
Order Supplies	Jan-11
Prepare and distribute newsletters and flyers	ongoing
Prepare Play and Learn sessions according to curriculum	weekly
Facilitate Play and Learn bi-weekly	Jan-11
Administer Devlepmental screening with caregivers	ongoing
Data keeping and referrals	weekly
Distribute and calculate evaluations	quarterly

ORGANIZATION:	**CHILDREN'S SERVICE SOCIETY OF WISCONSIN (CSSW)**
PROGRAM/LETTER:	**C PLAY AND LEARN**

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

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

24. CONTRIBUTING RESEARCH

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

According to the National Institute of Child and Human Development study released in October 2006; one of the most important and consistent predictors of child cognitive and social development is the quality of mother-child interactions. Another very important and consistent predictor for positive development is the quality of the family environment including well organized routines, exposure to books and play materials, and taking advantage of enhancing experiences both inside and outside the home- such as going to the library. The quality of the interactions between mothers and their children, have more influence on child development than does the experiences in childcare. Father engagement with their children impacts positive development as well. Father engagement reduces the frequency of behavioral problems in boys and psychological problems in young women; it also enhances cognitive development while decreasing criminality and economic disadvantage in low SES families. Providing opportunities for parents to engage their children in activities that increases their social interactions through play is an important tool to develop enriched relationships and positive development that result in children better prepared to enter school. The Play and Learn Program is based on best practices in early childhood care and education that are established in the guidelines and standards of the National Association for the Education of Young Children (NAEYC) and the National Association for Family Child Care (NAFCC). Creative Curriculum for Infants, Toddlers & Twos, 4th Edition and Creative Curriculum for Preschool, 4th Edition will be used as the curriculum as well as the Madison Metropolitan School District's Early Learning Standards, Ages 3-5. The FRC is neighborhood-based and will provide two weekly groups to a group of families that research shows benefit greatly from everything this program has to offer.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income? 98.0%

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	X
Individual or family income in relation to Federal Poverty guidelines	X
Other	

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Adult participants are asked to complete a participant information survey on a yearly basis. Income, as well as the number of household members, are recorded. This information is then entered into the Family Resource Center database. A report can be run to determine poverty levels.

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

Our agency will not collect fees for/from families.

ORGANIZATION:	CHILDREN'S SERVICE SOCIETY OF WISCONSIN (CSSW)
PROGRAM/LETTER:	C PLAY AND LEARN

28. DEMOGRAPHICS

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

PARTICIPANT DESCRIPTOR	#	%
TOTAL	250	100%
MALE	85	34%
FEMALE	165	66%
UNKNOWN/OTHER	0	0%

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

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	35	14%
2 - 5	110	44%
6 - 12	5	2%
13 - 17	0	0%
18 - 29	60	24%
30 - 59	40	16%
60 - 74	0	0%
75 & UP	0	0%
TOTAL AGE	250	100%
RACE		
WHITE/CAUCASIAN	40	16%
BLACK/AFRICAN AMERICAN	35	14%
ASIAN	0	0%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
MULTI-RACIAL:	20	8%
Black/AA & White/Caucasian	20	100%
Asian & White/Caucasian	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%
BALANCE/OTHER	155	62%
TOTAL RACE	250	100%
ETHNICITY		
HISPANIC OR LATINO	155	62%
NOT HISPANIC OR LATINO	95	38%
TOTAL ETHNICITY	250	100%
PERSONS WITH DISABILITIES	4	2%
RESIDENCY		
CITY OF MADISON	225	90%
DANE COUNTY (NOT IN CITY)	25	10%
OUTSIDE DANE COUNTY	0	0%
TOTAL RESIDENCY	250	100%

ORGANIZATION:	**CHILDREN'S SERVICE SOCIETY OF WISCONSIN (CSSW)**
PROGRAM/LETTER:	**C PLAY AND LEARN**

29. PROGRAM OUTCOMES

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

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.
If applying to OCS, please refer to your research and/or posted resource documents if appropriate.
Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	Play and Learn attendance will increase the caregiver's connection and access to community resources including peer support for themselves and their children.
Performance Indicator(s):	Participants will report an increase in their connection with other families with children.

Proposed for 2011:	Total to be considered in perf. measurement	100	Targeted % to meet perf. measures	90%
			Targeted # to meet perf. measure	90
Proposed for 2012:	Total to be considered in perf. measurement	100	Targeted % to meet perf. measures	90%
			Targeted # to meet perf. measure	90

Explain the measurement tools or methods:	• Researched and validated Parenting Practice Questionnaire – a retrospective survey administered to program participants, in which parents rate themselves in terms of parental knowledge, confidence and skill strength. In addition, the questionnaire records changes in the time parents spend each week engaged with their child in reading and playing activities, as well as changes in attitudes and perceptions relating to these activities.

Outcome Objective # 2:	Participants will increase their ability to identify what their child needs for optimal growth and development
Performance Indicator(s):	Participant will report an increase in their knowledge of how their child is growing and developing.

Proposed for 2011:	Total to be considered in perf. measurement	100	Targeted % to meet perf. measures	90%
			Targeted # to meet perf. measure	90
Proposed for 2012:	Total to be considered in perf. measurement	100	Targeted % to meet perf. measures	90%
			Targeted # to meet perf. measure	90

Explain the measurement tools or methods:	• Researched and validated Parenting Practice Questionnaire – a retrospective survey administered to program participants, in which parents rate themselves in terms of parental knowledge, confidence and skill strength. In addition, the questionnaire records changes in the time parents spend each week engaged with their child in reading and playing activities, as well as changes in attitudes and perceptions relating to these activities.

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

1. **Program Name:** C. Play & Learn

2. **Agency Name: CSSW**

3. **Requested Amounts:** **2011: $19,151**
2012: $19,455 **Prior Year Level: $**

4. **Project Type:** **New** ☒ **Continuing** ☐

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
☐ **I. Youth Priority**
☐ **II. Access**
☐ **III Crisis**
☒ **VI Child(ren) &Family**
☐ **VII Seniors**

6. **Anticipated Accomplishments (Proposed Service Goals)**
Play groups that provide parents/caregivers with information and materials around early literacy and early math development. 100 unduplicated parents 150 unduplicated children to be served. Program meets 4/week for 2.5 hour sessions.

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

Staff Comments: Uncertain if program meets priority A2. It is unclear if focus of program is school readiness or parent education. Play and Learning programming was initiated and is funded by United Way and MMSD. There are 20 Play and Learn sites around the City with at least weekly 2 1/2 hour sessions.

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

Staff Comments: Research cited address quality of mother-child interactions and father engagement. Other research cited references early childhood care and education quality standards. Service description includes components of City resource document citing recommended practices. This model does not provide the level of contact nor the depth of learning experiences of a quality early childhood program.

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

Staff Comments: Outcome objectives appear clear and measurable.

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

Staff Comments: Agency has capacity to provide quality services.

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

Staff Comments: Proposed budget does not leverage additional resources, dependent entirely upon City resources. Would have expected to see requests/funding from United Way and/or MMSD.

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

Staff Comments: Utilizes partnerships with JFF. Reference to United Way and MMSD Play and Learn partnership.

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: Program design is culturally responsive and addresses language needs of population served.

Questions: MMSD and United Way initiated and fund Play and Learn programs - why did CSSW not submit an application to United Way and MMSD?
Do participants receive Play and Learn services at other sites?
Are parents/cargivers always with children?
Are there separate break-out sessions/training for adults?
What is source of 2010 funding for $7,218?
Has a needs assessment been conducted to determine if an additional Play and Learn site is necessary?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

☒ **Recommend with Qualifications**
Suggested Qualifications: Consideration of questions above.

ORGANIZATION:	Family Enhancement
PROGRAM/LETTER:	A Parents Place

PROGRAM BUDGET

1. 2010 BUDGETED

		ACCOUNT CATEGORY			
REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	78,577	55,518	18,219	4,840	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	46,613	33,000	10,113	3,500	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	58,758	47,617	7,340	3,801	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	4,315	4,315	0	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	188,263	140,450	35,672	12,141	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	78,577	55,518	18,219	4,840	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	48,944	34,650	10,619	3,675	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	58,758	47,617	7,340	3,801	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	4,315	4,315	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	190,594	142,100	36,178	12,316	0

*OTHER GOVT 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

PROGRAM DESCRIPTION

ORGANIZATION:	**Family Enhancement**
PROGRAM/LETTER:	**A Parents Place**

2012 PROGRAM CHANGE EXPLANATION

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

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

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

200 characters (w ith spaces)

4. 2012 COST EXPLANATION

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

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

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

200 characters (w ith spaces)

5. 2012 PROPOSED BUDGET

		ACCOUNT CATEGORY			
REVENUE SOURCE	**BUDGET TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	78,577	55,518	18,219	4,840	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	48,944	34,650	10,619	3,675	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	58,758	47,617	7,340	3,801	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	4,315	4,315	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	190,594	142,100	36,178	12,316	0

*OTHER GOVT 2012

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	**Family Enhancement**
PROGRAM/LETTER:	**A Parents Place**
PRIORITY STATEMENT:	**OCS: Children and Families A2: Parent Education (ECCEC)**

DESCRIPTION OF SERVICES

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

"A large and grow ing body of research that supports the importance of the parent-child relationship and its impact on the healthy grow th and development of the child(Borstein 2002a). In addition, evidence is grow ing that parent education can impact parent's interactions w ith their children in w ays that lead to better child outcomes (Brooks-Gunn & Markman, 2005, Karoly, Kilburn, & Canon, 2005; Knitzer & Lefkow itz, 2006; Pow ell 2005; Thomas, 1996)" (Cooke and Yokum). Given evidence that participation in parent education can enhance parent's interactions w ith their children, w hich, in turn supports the child's development in specific areas, parent education becomes important. Parenting is difficult in our complex culture in w hich the parent must compete w ith so many other influences in the life of the child. Parents Place is there to provide the ongoing education and support that parents need in order to enhance both their and their child's healthy development.

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

Parents Place is a w eekly parent education and support service w hich has fixed locations and a mobile outreach capacity. Parents Place is a safe, nonjudgmental, engaging environment w hich utilizes a strength-based approach to parent development w hile providing research based education, support and resource information.These w eekly gatherings occur on different evenings of the w eek in both English and Spanish. Family Enhancment makes efforts to serve low income parents such as our Parents Place located w ithin the Road Home w hich is for parents participating in the Road Home program w ho have unique challenges around parenting and homelessness. Parents Place also has a mobile outreach component. Mobile Parents Place consist of one time presentations or multi-w eek series on a chosen topic or age and stage. Examples of past mobile Parents Place locations include Vera Court Neighborhood Center, Whitehorse Middle School, various Head Start locations w ithin Madison. A typical evening provides an introduction and check-in follow ed by the evenings topic presentation or lesson plan interspersed w ith question and answ er taking up roughly 90 minutes. This is then follow ed by discussion and support for the remaining 30 minutes. Parents gain valuable new information and insights into their children and theirselves as parents through the education component. Of equal importance is the sharing, learning and mutual support gained by being w ith other parents. There is a normalizing effect that takes place w hich reduces anxiety and the expanded netw ork of support combats parental isolation.

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

The Parents Place program proposes to serve 720 participants in total in 2011 w ith city funding providing for 180. City funding w ill provide for 1,030 units (hours) out of a total of 4,118. The Parents Place Program does not have a fee structure at this time. This has been historically true as a means to eliminate financial barriers to seeking the service.

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

PP North: 5:30 – 7:30 PM Tuesday, PP West: 5:30 – 7:30 PM Monday, PP South: 5:30 –7:30 Wednesday, PP Road Home: 3:30 – 5:30 Monday, PP Sun Prairie: 5:30 – 7:30 PM Thursday, Mobile Parents Place offerings occur w hen requested

ORGANIZATION:	**Family Enhancement**
PROGRAM/LETTER:	**A Parents Place**

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

Parents Place is referred to as a universal access program meaning that it is open to all parents in Madison and Dane County. Currently, the program is offered in English and Spanish. The topic tends to define the audience such as the series on Raising Pre-Schoolers. Parents Place tries to offer education and support for parents covering ages and stages 0 – 18 and many topics related to those ages and stages. In mobile Parents Place w e are requested to present on a variety of specific areas for a group of parents w ith a particular type of need w hich defines the topic.

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

2120 Fordem Ave. in Family Centers, 326 S. Segoe Road in Covenant Pres. Church, 810 W. Badger Road w ithinCentro Hispano, 128 E. Olin Ave. w ithin the Road Home and 702 North Street in Sun Prairie.

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

Because Family Enhancement and Parents Place has been serving the community for many years, it has the benefit of w ord of mouth. The program is know n by many w ho serve as referral sources to the program such as school social w orkers, County Human Service staff, hospital social w orkers and staff from other agencies that serve children and families. The Family Enhancement w ebsite is a good source of information for upcoming offerings in the program. Go to w w w .familyenhancement.org Another primary form of outreach is our electronic mailing of flyers announcing upcoming offerings at the various Parents Place locations. The mailing list includes hundreds and is alw ays in the process of being updated as w e learn of chages or additions. It includes contacts in schools, Human Services and other community based organizations, people w ho are in contact w ith parents and are in position to share the flyers w ith parents.

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

Parents Place has a number of coordinating partners. First of all are the various churches, schools and organizations w ho host the program including Family Centers, Covenant Presbyterian Church, Centro Hispano, The Road Home and United Methodist Church. In addidition to these ongoing locations, a number of schools and organizations request and host mobile Parents Place offerings throughout the year. Some examples are the Madison Metropolitan School District at various elementary, middle and high schools, various Head Start locations, the Neighborhood Intervention Project, Joining Forces For Families and Vera Court Neighborhood Center. The mobile Parents Place offerings are done at the request of a group or organization seeking parent education on a particular topic or developmental stage. We w ork w ith the group to make sure w e tailor the curriculum or lesson plan according to their particular needs and interest.

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

Volunteers are used primarily to provide child care for parents during Parents Place programming. The volunteersprovide structured activities for the children to do in an area separate from the parents. The activities are learningopportunities for the children Since attention spans are usually short, volunteers may provide tw o short activities and oversee open, unsrtructured play.

15. Number of volunteers utilized in 2010?	8
Number of volunteer hours utilized in this program in 2010?	100

ORGANIZATION:	**Family Enhancement**
PROGRAM/LETTER:	**A Parents Place**

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

Currently, Parents Place is provided in English and Spanish. We do not have capabilities in other languages on staff but w ould look into expanding staff language capabilities if presented w ith a clear need and resources to do so. All Parents Place locations are handicap accessible. There is no fee for service for Parents Place participants so income and ability to pay is not a factor. Parents Place attempts to provide programming for a parents on a variety of interest and makes great efforts to be culturally sensitive. As a matter of fact, some topics are geared for very specific cultural interest such as the series on Raising Bi-Cultural Children. Transportation can be a barrier for some individuals. Parents Place has locations on the north/east, w est and south areas of the city but for some, getting their may still be an obstacle. Another barrier may be time. Work schedules may conflict w ith w hen the program is offered. Parents Place is offered three different evenings a w eek and during one w eek day so w e try to offer a variety of time slots. We also move topics from site to site to make it easier for people to get to w hat may interest them, for example, each location w ill provide Early Love and Logic at least once per year.

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

Family Enhancement has a long and distinguished history of service in the Madison community. Since it's beginning in 1974, Family Enhancement has strived to partner w ith parents early in their parenting journey to provide them w ith education on early childhood development and to help them successfully transition to the role of parent. It follow s this by providing parent education and support for parents for all ages and stages of their child's development. Over time, Parents Place has been made available to participants in various areas of the city. Parents Place is offered in both English and Spanish. Staff has a combination of over tw enty nine years of experience w orking w ith and teaching parents and caregivers. Supervision is provided by Master's level staff one of w hom has over 17 years experience w orking w ith children and families. The Executive Director of Family Enhancement is a Master's level professional w ith over 25 years experience w orking in child w elfare as w ell as other prevention and early interventions services for children and families, w ith 20 years experience in Dane County. This program is very successful in terms of achieving its outcomes, as w ell as participant overall satisfaction.

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

Family Enhancement is not licensed by a government body nor is it accredited. Family Enhancement has organization and individual memberships in the National Parent Education Netw ork.

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

Staff Title	FTE	City $	Qualifications
Parent Educator (3)	1.56	Yes	Bachelor or Master degree in related field
Program Supervisor	0.49	Yes	Master degree in related field
Executive Director	0.3	Yes	Master degree in related field
Administrative Assistant	0.45	Yes	Associate degree or related experience

ORGANIZATION:	**Family Enhancement**
PROGRAM/LETTER:	**A Parents Place**

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

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

20. PARTICIPANT INCOME LEVELS:

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

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

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

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

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

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

Activity Benchmark	**Est. Month of Completion**
research curriculum	ongoing
write lesson plans	ongoing
identify indicators	ongoing
write evaluation	ongoing
schedule offerings	ongoing
develop/mail flyers	ongoing
prepare handouts	ongoing
create power point presentation	ongoing
facilitate group	ongoing
administer evaluation	ongoing

ORGANIZATION:	Family Enhancement
PROGRAM/LETTER:	A Parents Place

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

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

24. CONTRIBUTING RESEARCH

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

Family Enhancement has implemented a number of best practice and quality improvement initiatives over the past year within Parents Place. We have implemented the Parent Education Core Curriculum Framework and Indicators (PECCFI) model of structuring parent education lesson plans to teach research based "indicators." The PECCFI was developed by the Minnesota Early Childhood Family Education program and is a nationally recognized model for research based parent education. The PECCFI contains four levels of information: 1.) Domains: Parent Development, Parent-Child Development, Early Childhood (or other age) Development, Family Development and Culture and Community. 2.) Components: Areas of content within each domain. 3.) Categories: Units of more specific learning content within each component and 4.) Indicators: Long-term learning goals in each category for parents participating in parent education. Each indicator has the stem "Parents support their children's development when they…" followed by a specific indicator such as "Parents support their children's development when they transition to their role as first time parents." In addition to using the PECCFI model for constructing lesson plans, Parents Place also uses research based curriculums such as Love and Logic, 1 2 3 Magic, Active Parenting and Incredible Years. The Parents Place program uses a retrospective post-then-pre evaluation process which has more research validity than a traditional self-reporting tool because it eliminates the trap of response shift bias that results when a participant answers the same pre and post question using two different frames of reference. The retrospective post-then-pre design is a popular way to assess learner's self reported changes in knowledge, awareness, skills, confidence, attitudes and behaviors. It can be designed to be very lesson plan specific, is administered quickly at the end of the session and is non-intrusive.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income? 60.0%

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	X
Individual or family income in relation to Federal Poverty guidelines	
Other	

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

We do not currently collect income data from program participants but will be doing so in 2011. We will be providing income ranges and asking participants to indicate their range. This will be added to our current registration form which all new participants fill out. It is the form on which we collect all our demographic information.

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

Parents Place does not have a fee structure and historically has not had one. This has been to eliminate ability to pay as a barrier to attending.

ORGANIZATION:	**Family Enhancement**
PROGRAM/LETTER:	**A Parents Place**

28. DEMOGRAPHICS

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

PARTICIPANT DESCRIPTOR	#	%
TOTAL	576	100%
MALE	150	26%
FEMALE	426	74%
UNKNOWN/OTHER	0	0%

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

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	0	0%
2 - 5	0	0%
6 - 12	0	0%
13 - 17	0	0%
18 - 29	392	68%
30 - 59	184	32%
60 - 74	0	0%
75 & UP	0	0%
TOTAL AGE	576	100%
RACE		
WHITE/CAUCASIAN	290	50%
BLACK/AFRICAN AMERICAN	72	13%
ASIAN	56	10%
AMERICAN INDIAN/ALASKAN NATIVE	2	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
MULTI-RACIAL:	44	8%
Black/AA & White/Caucasian	44	100%
Asian & White/Caucasian	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%
BALANCE/OTHER	112	19%
TOTAL RACE	576	100%
ETHNICITY		
HISPANIC OR LATINO	112	19%
NOT HISPANIC OR LATINO	464	81%
TOTAL ETHNICITY	576	100%
PERSONS WITH DISABILITIES	0	0%
RESIDENCY		
CITY OF MADISON	495	86%
DANE COUNTY (NOT IN CITY)	81	14%
OUTSIDE DANE COUNTY	0	0%
TOTAL RESIDENCY	576	100%

ORGANIZATION:	**Family Enhancement**
PROGRAM/LETTER:	**A Parents Place**

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	576
Total to be served in 2011.	720

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:	Parents and other caregivers will report changes in their knowledge, awareness, skill, confidence, attitude or behavior on topic presented in each workshop
Performance Indicator(s):	80% of parents and other caregivers will report changes in their knowledge, awareness,skill, confidence, attitude or behavior on topic presented in each workshop.

Proposed for 2011:	Total to be considered in perf. measurement	450	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	360
Proposed for 2012:	Total to be considered in perf. measurement	450	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	360

Explain the measurement tools or methods:	We use a retrospective post-then-pre evaluation tool at the conclusion of each presentation, or lesson plan. Participants are asked to rate their current knowledge, skill, attitude, behavior NOW or AFTER as a result of the program, then to reflect back and rate that same knowledge, skill, attitude, behavior BEFORE participating in the program.

Outcome Objective # 2:	Parents and other caregivers will report that attending Parents Place contributes to an expanded network of support for them.
Performance Indicator(s):	80% of parents and other caregivers will report that attending Parents Place contributes to an expanded network of support for them.

Proposed for 2011:	Total to be considered in perf. measurement	450	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	360
Proposed for 2012:	Total to be considered in perf. measurement	450	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	360

Explain the measurement tools or methods:	This question will be included on the same evaluation tool that contains the retrospective post-then-pre questions.

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

1. **Program Name:** A. Parents Place

2. **Agency Name: Family Enhancement**

3. **Requested Amounts:** **2011: $48,944**
   2012: $48,944 **Prior Year Level: $46,613**

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

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
   ☐ **I. Youth Priority**
   ☐ **II. Access**
   ☐ **III Crisis**
   X VI Child(ren) &Family
   ☐ **VII Seniors**

6. **Anticipated Accomplishments (Proposed Service Goals)**
   Weekly parent education and support service. 720 participants (City residents 180)

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

   Staff Comments: Meets A2 priority for services to parents with children 0-12. Service also provided to parents of children age 13+.

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

   Staff Comments: Effective program design: Parent Education Core Curriculum. Meets components listed in City recommended resource document.

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

   Staff Comments: Outcomes objectives were clear and measurable.

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

    Staff Comments: New to ECCEC but previously received Community Resource funding in Support to Families Program Area. Agency has capacity to provide quality services.

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

    Staff Comments: Agency budget is clear and realistic and secures funding from multiple sources. No evidence of sliding fee scale or fee for service to other organizations - such as MMSD, Head Start.

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

Staff Comments: A number of coordinating partners are cited.

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: Classess offered in English and Spanish. Mobile program in community and transportation for families in need. 100% of staff and Board are Caucasian. 26% of participants are non-white.

Questions: Why is a sliding fee scale not used?
Does the agency charge a fee for mobile Parent Place sessions? Is the service goal of 720 participants unduplicated?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

☒ **Recommend with Qualifications**
Suggested Qualifications: Increase goals for service to minorities and low-income populations. Consideration of response to questions above.

ORGANIZATION:	Family Enhancement
PROGRAM/LETTER:	B Early Childhood Program

PROGRAM BUDGET

1. 2010 BUDGETED

		ACCOUNT CATEGORY			
REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	21,300	17,500	3,000	800	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	55,954	49,110	6,844	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	12,269	0	7,251	5,018	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	89,523	66,610	17,095	5,818	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	22,365	18,375	3,150	840	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	55,954	49,110	6,844	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	12,883	0	7,614	5,269	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	91,202	67,485	17,608	6,109	0

*OTHER GOVT 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	**Family Enhancement**
PROGRAM/LETTER:	**B Early Childhood Program**

2012 PROGRAM CHANGE EXPLANATION

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

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

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

200 characters (w ith spaces)

4. 2012 COST EXPLANATION

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

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

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

200 characters (w ith spaces)

5. 2012 PROPOSED BUDGET

		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	22,365	18,375	3,150	840	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	55,954	49,110	6,844	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	12,883	0	7,614	5,269	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	91,202	67,485	17,608	6,109	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	**Family Enhancement**
PROGRAM/LETTER:	**B Early Childhood Program**
PRIORITY STATEMENT:	**OCS: Children and Families A2: Parent Education (ECCEC)**

DESCRIPTION OF SERVICES

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

Early Childhood Programs are essential for today's children and their healthy development as well as being prepared for school. The lack of school readiness can affect children and their future in the educational system. In play and learn children will develop pre-literacy skills and be exposed to a stimulating and nurturing environment which will promote learning. We will continue to administer the Ages and Stages Questionnaire to all willing participants. The sooner a child receives services when they are not developing typically may shorten the gap to improved learning opportunities for the individual child. Play and learn teaches parents to be their children's first teachers through participatory play. Parents are exposed to both parent and child development and children learn to have better relationships with adults. The play and learns are there to provide parents with ongoing support and education to enhance their and their child's healthy development.

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

The Early Childhood Program is a school readiness program for children ages 0 – 5 and their parents or caregivers. School readiness is accomplished in play and learn groups and by teaching parents how they can be their child's first teacher by using play and learn techniques and activities at home. This program offers four play and learn groups each week in the city of Madison.Three of the groups are offered within the Family Centers building at 2120 Fordem Avenue and the forth one is located at Covenant Presbyterian Church, 326 S. Segoe Road. These weekly groups meet four different mornings a week. The Tuesday morning group is spoken in Spanish. The Play and Learn groups are a safe, nonjudgmental, engaging environment which uses strength based approaches to child and parent development. We use researched based information when developing curriculum and activities. We utilize screening tools for assessing typical development such as the Ages and Stages Questionnaire (ASQ) for children. The ASQ is a tool that identifies if children are developing typically. Family Enhancement makes every effort to serve low income children and families by not assessing a fee. A typical Play and Learn group runs for two hours and has free play, parent and child development, large and small motor skill activities, a craft or art project, and circle time; which includes singing, stories, and other language activities. There are many opportunities for parents to gain valuable information and insights into the development of their children through support, modeling and educational materials.

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

The Early Childhood program proposes to serve 800 participants in total in 2011 with city funding providing for 216. City funding will provide for 421 units (hours) out of a total of 1,560 across all play and learn sites. The Early Childhood Program does not have a fee structure at this time. This has been historically true as a means to eliminate financial barriers to seeking the service.

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

9:00 – 12:00 AM Monday/Friday at Family Centers, 10:00 – 12:00 AM Tuesday (Spanish) at Family Centers, 10:00– 12:00 AM Tuesday at Living Water 10:00 – 12:00 AM Wednesday at Covenant Presbyterian, 9:30 – 11:30 AM Thursday at St. Martin

ORGANIZATION:	**Family Enhancement**
PROGRAM/LETTER:	**B Early Childhood Program**

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

Family Enhancement serves children betw een the ages of 0-5 and their Parents in the Early Childhood Program (Play and Learn).We offer programming in both English and Spanish. Betw een 75% – 85% of these children are not enrolled in a pre-school or licensed/unlicensed day care. We also partner w ith Birth to Three and the Early Childhood program at MMSD to serve children w ho are developmentally delayed or have physical disabilities by giving them social skill experience in a group setting as w ell as allow ing individual w ork to be done w ith participants and their special needs.

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

2120 Fordem Ave. in Family Centers, 326 S. Segoe Road in Covenant Presbyterian Church

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

The Early Childhood Program is currently operating at or over capacity. We continue to serve all families w ho are interested in our program. We currently advertise on Moms of Madison w ebsite, Madison Metropolitan School District w ebsite and our ow n w ebsite, w w w .familyenhancement.org. We also have a flyer that indicates times and locations of play and learn groups. This flyer w as done in collaboration w ith our partners at MMSD and CSSW and so it show s their sites also. Because Family Enhancement and the Early Childhood Program have served the city of Madison for many years, w e have a strong w ord of mouth referral system w orking for us. The program is w ell know n and respected in our community.

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

We currently have community partnerships w ith several community agencies including the Madison Metropolitan School District, Children's Service Society of Wisconsin, and Birth to Three. We attend planning and sharing meetings w ith these partners on a quarterly basis and joint staff development trainings several times during the year. The Early Childhood Program also partners w ith Covenant Presbyterian Church on S. Segoe Road w here w e are able to utilize space in the building to provide a w est side play and learn.

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

This program currently uses volunteers from the University of Wisconsin's Badger Volunteer program. We request volunteers to w ork w ith each Play and Learn group. Volunteers are used for a variety of program needs. Volunteers allow us to add additional helpers to our group to accommodate larger numbers. Volunteers allow staff more flexibility to w ork on individual, family and group needs.

15. Number of volunteers utilized in 2010?	12
Number of volunteer hours utilized in this program in 2010?	400

ORGANIZATION:	**Family Enhancement**
PROGRAM/LETTER:	**B Early Childhood Program**

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

Currently The Early Childhood Program offers groups in both Spanish and English. We do not have the capabilities to offer classes in additional languages due to staff language capabilities and resources. All Play and Learn locations are handicap accessible. There is no fee for service in the Play and Learn groups so income and ability to pay is not a factor in participation. Play and Learn makes all efforts to provide culturally sensitive programming for parents and their children. Transportation can be a barrier to some individuals. The Play and Learn at Fordem Avenue has a bus stop location outside of the building and the Segoe Rd location also has a bus stop close by which helps with some transportation issues, but transportation may still be an issue for some participants. Time of day and work schedules may be issues for some families who are trying to attend Play and Learn. We offer groups four mornings a week but no play and learn groups are offered in the afternoon or evening.

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

Family Enhancement has a long and distinguished history in the Madison community and has been a leader in early childhood programs since 1989. Since it's inception in 1974, Family Enhancement has strived to partner with parents early in their parenting journey to provide them with education on early childhood development and to help them successfully transition to the role of parent. Over time, programming has been made available to participants in various areas of the city. Our Early Childhood staff is very dedicated to the Early Childhood Program (Play and Learn). We offer groups in both English and Spanish. Staff has a combination of over twenty nine years of experience working with and teaching children and caregivers. Supervision is provided by Master's level staff one of whom has over 17 years experience working with children and families. The Executive Director of Family Enhancement is a Master's level professional with over 25 years experience working in child welfare as well as other prevention and early interventions services for children and families, with 20 years experience in Dane County. This program is very successful in terms of achieving its outcomes, as well as participant overall satisfaction. It is extremely popular. It typically operates at or above capacity and in fact served more than twice the number of children it projected to serve in 2009.

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

Play and learn groups are not required to be licensed by a government body. Family Enhancement has organization and individual memberships in the National Parent Education Network.

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

Staff Title	FTE	City $	Qualifications
Parent Educator (2)	0.8755	Yes	Bachelor or Master degree in related field
Program Supervisor	0.11	Yes	Master degree in related field
Executive Director	0.2	Yes	Master degree in related field
Administrative Assistant	0.2	Yes	Associate degree or related experience

ORGANIZATION:	**Family Enhancement**
PROGRAM/LETTER:	**B Early Childhood Program**

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

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

20. PARTICIPANT INCOME LEVELS:

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

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

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

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

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

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

Activity Benchmark	**Est. Month of Completion**
create lesson plan	ongoing
research methods and materials	ongoing
facilitate play and learn group	ongoing
supervise and direct volunteers	ongoing
attend staff development trainings	ongoing
prepare environment	ongoing
coordinate with community partners	ongoing
administer evaluation	ongoing
administer Ages and Stages Questionnaire (ASQ)	ongoing
score ASQ	ongoing
make referrals when appropriate	ongoing

ORGANIZATION:	**Family Enhancement**
PROGRAM/LETTER:	**B** **Early Childhood Program**

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

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

24. CONTRIBUTING RESEARCH

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

Family Enhancement has used a number of best practice and quality assurances in developing and improving the Early Childhood program. We write lesson plans for each session referencing the Wisconsin Model Early Learning Standards. The Early Learning Standards provide a framework for staff to use to develop lesson plans that have appropriate developmental expectations for children 0-5. We use all five developmental domains; Health and Physical Development, Social and Emotional Development, Language Development and Communication, Approaches to Learning and Cognition and General Knowledge when creating curriculum. The Wisconsin Model Early Learning Standards refer to general areas of development and children who meet the developmental expectations will be school ready. We also administer the Ages and Stages Questionnaire (ASQ) to chldren. The ASQ is a tool that identifies if children are developing typically. When a child's score indicates additional help is needed to master a developmental skill, we work with the parent to identify activities that can be done at home which will strengthen this developmental skill area. If delays are serious or profound, we refer them to the appropriate resource. We typically refer participants and their families to Birth to 3 and the Madison Metropolitan Schools Child Find program. The Early Childhood Program uses a retrospective post-then-pre evaluation system that is offered quarterly to all parents. This evaluation tool is designed to be very lesson specific and is easily administered at the end of any session.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income? 60.0%

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	X
Individual or family income in relation to Federal Poverty guidelines	
Other	

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

We do not currently collect income data from program participants but will be doing so in 2011. We will be providing income ranges and asking participants to indicate their range. This will be added to our current registration form which all new participants fill out. It is the form on which we collect all of our demographic information.

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

This program does not assess a fee to participants.

ORGANIZATION:	Family Enhancement
PROGRAM/LETTER:	B Early Childhood Program

28. DEMOGRAPHICS

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

PARTICIPANT DESCRIPTOR	#	%
TOTAL	1404	99%
MALE	689	49%
FEMALE	704	50%
UNKNOWN/OTHER	11	1%

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

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	345	25%
2 - 5	285	20%
6 - 12	0	0%
13 - 17	0	0%
18 - 29	401	29%
30 - 59	367	26%
60 - 74	6	0%
75 & UP	0	0%
TOTAL AGE	1404	100%
RACE		
WHITE/CAUCASIAN	1039	74%
BLACK/AFRICAN AMERICAN	71	5%
ASIAN	140	10%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
MULTI-RACIAL:	59	4%
Black/AA & White/Caucasian	47	80%
Asian & White/Caucasian	12	20%
Am Indian/Alaskan Native & White/Caucasian	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%
BALANCE/OTHER	95	7%
TOTAL RACE	1404	100%
ETHNICITY		
HISPANIC OR LATINO	85	6%
NOT HISPANIC OR LATINO	1319	94%
TOTAL ETHNICITY	1404	100%
PERSONS WITH DISABILITIES	0	0%
RESIDENCY		
CITY OF MADISON	1130	80%
DANE COUNTY (NOT IN CITY)	274	20%
OUTSIDE DANE COUNTY	0	0%
TOTAL RESIDENCY	1404	100%

ORGANIZATION:	**Family Enhancement**
PROGRAM/LETTER:	**B Early Childhood Program**

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	1404
Total to be served in 2011.	

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.
If applying to OCS, please refer to your research and/or posted resource documents if appropriate.
Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	Parents and other caregivers score themselves between four and six on a Lickert Scale measuring their increased knowledge of child development and learning through play.
Performance Indicator(s):	80% of parents and other caregivers score themselves between 4 and 6 on a Lickert Scale measuring increased knowledge of child development and learning through play.

Proposed for 2011:	Total to be considered in perf. measurement	100	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	80
Proposed for 2012:	Total to be considered in perf. measurement	100	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	80

Explain the measurement tools or methods:	We use a Lickert Scale

Outcome Objective # 2:	Parents and other caregivers will learn more about their child's age 0 - 5 development through completion of the Ages and Stages Questionnaire.
Performance Indicator(s):	80% of parents and other caregivers who complete the Ages and Stages Questionnaire will report they learned about their child's development.

Proposed for 2011:	Total to be considered in perf. measurement	100	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	80
Proposed for 2012:	Total to be considered in perf. measurement	100	Targeted % to meet perf. measures	80%
			Targeted # to meet perf. measure	80

Explain the measurement tools or methods:	We will be using a retrospective post-then-pre evaluation on their experience using the Ages and Stages Questionnaire

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

1. **Program Name:** B. Early Childhood Program

2. **Agency Name:** Family Enhancement

3. **Requested Amounts:** **2011: $22,365**
   2012: $22,365 **Prior Year Level: $21,300**

4. **Project Type:** **New** ☐ **Continuing** ☒

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
   ☐ **I. Youth Priority**
   ☐ **II. Access**
   ☐ **III Crisis**
   ☒ **VI Child(ren) &Family**
   ☐ **VII Seniors**

6. **Anticipated Accomplishments (Proposed Service Goals)**
   School readiness program/play group for children ages 0-5 and their parents. 800 participants, 216 with City funding. Program meets 4/week (3 at Fordem and 1 Covenent Pres. Church). Service goal of 800 participants seems high

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

   Staff Comments: Uncertain if program meets priority A2. It is unclear if focus of program is school readiness or parent education. Play and Learn programming was initiated and is funded by United Way and MMSD. There are 20 Play and Learn sites around the City with at least weekly 2 1/2 hour sessions.

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

   Staff Comments: Research cited includes WI Model Early Leaning Standards for early care and education. Assessment tools includes Ages and Stages Questionnaire. The program is drop-in play group with modeling for caregivers and not an enrolled early care and education program.

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

   Staff Comments: Parent objectives appear clear and measurable. The intent of the program is to outcomes are measured regarding parent support and implementation of additional play opportunities at home. Outcomes measurements needed to determine impact of the program on children.

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

    Staff Comments: New program to ECCEC previously funded by Community Resources in Support to Families Program Area. Agency has capacity to provide quality services.

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

    Staff Comments: Budget seems high in comparison to similar services in the community. Budget includes United Way allocation.

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

Staff Comments: Proposal references strong partnerships

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: Play groups are offered in English and Spanish.

Questions: How many participants (children and parents) are served during any one session of Play and Learn? Is a waiting room used for this program?
Is there a separate group for Spanish speaking caregivers? Is the service goal of 800 participants unduplicated? How many times a week do individual families attend? Do families participate in other Play and Learn programs in the community?

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

☒ **Recommend with Qualifications**
Suggested Qualifications: Consideration of response to questions above. Funding contingent upon acceptable group size and participant-instructor ratio.

ORGANIZATION:	Irwin A and Robert D Goodman Community Center
PROGRAM/LETTER:	B Program B- Parents leading Parents

PROGRAM BUDGET

1. 2010 BUDGETED

		ACCOUNT CATEGORY			
REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	70,000	48,400	15,300	6,300	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	70,000	48,400	15,300	6,300	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	10,000	10,000	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	10,000	10,000	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	45,000	24,000	15,000	6,000	0
FUNDRAISING DONATIONS	15,000	13,000	2,000	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	80,000	57,000	17,000	6,000	0

*OTHER GOVT 2011

Source	Amount	Terms
	0	
Grant w/ UW School of Nursing	45,000	
	0	
	0	
	0	
TOTAL	45,000	

**OTHER 2011

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Irwin A and Robert D Goodman Community Center
PROGRAM/LETTER:	B Program B- Parents leading Parents

2012 PROGRAM CHANGE EXPLANATION

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

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

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

200 characters (with spaces) NA

4. 2012 COST EXPLANATION

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

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

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

200 characters (with spaces) NA

5. 2012 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	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Irwin A and Robert D Goodman Community Center
PROGRAM/LETTER:	B Program B- Parents leading Parents
PRIORITY STATEMENT:	OCS: Children and Families A2: Parent Education (ECCEC)

DESCRIPTION OF SERVICES

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

Low -income, single parents need access to educational resources to support their ability to raise successful, healthy children. Programs that invite and engage parents in activities that benefit parents and children have greater impact on the w ell-being of the child than those that do not (Horw itz, Bronte and Tinkew , June 2007, Building, engaging and supporting parent involvement: Research to results, practitioner insights brief). 67% of GCC parents are single parent heads of HH and are faced w ith multiple stresses of raising children alone, exacerbated by issues of poverty. According to Dane Cty Human Svcs 88% of Emerson's low -income families receive TANF or W2 services. Low -income parents have few options and support outside of GCC. The need is clear as 63 parents of children 2-12 attended parent group and parent programming in 2009. Of these, 38 w ere regulars. Parents are comfortable at GCC and develop a strong social netw ork of support.

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

GCC offers parent programming on a w eekly basis. Parents of the childcare programs are the primary target. Parent education and discussions are 2x and parent social/support programming is offered 2x per month. Every w eek starts w ith a family meal and then childcare is provided w hile the parents meet. The Center employs a parent as a helper w ho handles sign-up, reminder calls and helps support group. Topics that have been discussed in the past year include: school climate issues, preparing your child for kindergarten, financial literacy series, coping w hen at the end of your rope, health cooking on a shoestring and PUSH:book vs. movie disc,ussion group. Social support programming has included: mom's night out at Overture Center, spa day w ith Ananda Spa, gourmet meal just for Mom, art therapy, drum circles and Family parties.

The expected impact is on both parents and children. Parents w ho learn new skills, and have a vehicle to discuss stresses and issues w ith peers are happier and less stressed. They in turn w ill be more available to the needs of their children. Furthermore, children benefit tremendously from participating in family activities w ith their parents and from seeing parents become more involved in both out-of-school and in-school. Horw itz, Bronte and Tinkew , June 2007

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

Service Goal 1: parent group programming once a w eek 45 w eeks of the year (a little less frequent in the summer).
Service Goal 2: 75 parents and 100 children w ill participate
Service Goal 3: a minimum of 22 educational topics a year and 23 recreational/social activities
Program runs from 5:30-7:30 w ith transportation provided for families that need it. Dinner and childcare are alw ays provided.

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

Program is currently on Wed and at varied times depending on activities. Programming is from 5:30-7:30. Many activities, such as field trips and parties are longer than 2 hours. There are also 2 hours a w eek of parent calls and follow up. Total approx.. program hours annually: 900 hours. During the summer the program only meets tw ice monthly. Total approx.. program hours annually: 900

ORGANIZATION:	**Irwin A and Robert D Goodman Community Center**
PROGRAM/LETTER:	**B Program B- Parents leading Parents**

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

Low -income parents, predominately single w omen betw een 19 and 40. 60% w ill be parents of color, mostly African American parents. The parents have generally grow n up in poverty themselves and need support in developing parenting skills and the self-confidence to positively engage w ith school and out of school programming.

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

200 characters (w ith spaces) Most of the programming occurs at the Goodman Community Center, 149 Waubesa St. in census tract 20.

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

Outreach is done primarily though the preschool and afterschool program. The Child and Family Advocate w ho runs the parent program also teaches dance and drumming classes to the preschool and afterschool children. She uses these activities as vehicles to get to know parents. She attends the family functions offered w ithin the preschool and afterschool and puts parent group information in the new sletter. Outreach is also done directly to the parent in their homes by both the social w orker and the parent assistant. To support parents completing programs such as financial literacy, door prizes are raffled at each educational meeting. The school social w orker has also helped recruit or promote the programs to parents they feel w ould particularly benefit. The social w orker is a member of the Worthington JFF team and attends meetings and leads the parent resource piece.

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

The Parent program at GCC w orks closely w ith the schools to market the program to parents needing extra support. School personnel attend and participate in meetings to develop relationships and to w ork w ith parents on feeling more comfortable w ith and engaged in the school environment. The Joining Forces for Families team at Worthington Park is another major collaborator in the parent's group program. They sponsor activities, help recruit parents, and attend various parent events. The UW School of Social Work places a graduate level practicum student w ith the parent group. This intern is instrumental into the functioning of the group and the ongoing support parents receive. Beyond these core partners there are numerous other agencies and groups that offer particular resources or topics to the group. These include UW Extension, UW SChool of Nursing, Financial insititutions.

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

Volunteers are critical. The student intern is a volunteer, most of the presenters or group facilitators are volunteers. Especially important, the parents themselves are volunteers. They help cook, set up, clean up, they give each other rides and help plan future topics and events. Parents also do community service projects together several times a year.

15. Number of volunteers utilized in 2010?	64
Number of volunteer hours utilized in this program in 2010?	800

ORGANIZATION:	**Irwin A and Robert D Goodman Community Center**
PROGRAM/LETTER:	**B** **Program B- Parents leading Parents**

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

The biggest barrier to service in this program is parent participation on top of the multiple stresses that exist in their lives. Most of the parents are w orking, one and sometimes tw o jobs. They often have constant financials pressures, have very little (if any) support in trying to raise their children. A number also have legal/criminal issues, or struggle w ith drug and alcohol use. Language differences are a small barrier, there are several Spanish speaking families w ith limited English and also several African families w ho also have limited proficiency. The other families are very w elcoming and often there are other Spanish speaking families w ho are fluent in English and materials are often available in Spanish.
The barriers of poverty and presence of multiple risk factors are part of the reason that the group exists and staff and interns w ork really hard to support parent's participation and success. Transportation, food and childcare is provided. The parent helper calls and checks in w ith parents. Once a parent starts attending, usually they enjoy being there and make connections to neighbors in the community and develop and social netw ork. This alone is critical to parents w ho are normally isolated from peer interactions. Parent group becomes something they look forw ard to and rely to reduce stress.

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

The GCC has alw ays recognized that a key component to program success is the involvement and support of parents. Over the years GCC has tried a variety of things w ith varying success. Major initiatives and impacts could not be started until w e received funding specifically to focus on parents. The Goodman Community Center is in its 3rd and final year of running the program w ith a Foundation grant. The program has grow n and flourished and w e have seen positive impacts in both parents and their children. The program has helped connect parents to the school and increase their involvement in their child's life's, w hile reducing their ow n stress through education, training and social support. The GCC Child and Family Advocate Social Worker has a masters in SW and has had 20 plus years' experience w orking in direct service w ith children and families, in some cases that are more at-risk than the GCC families (adjudicated youth, children of drug addicted parents and reuniting homeless runaw ay girls w ith their family). She is also a certified dance therapist and completed certification in the use of drum and drum circles in therapy. The GCC Social w orker visited several successful parent programs, and has modeled her program based on a best practice program in Milw aukee, Families United. She used her research, experience and gathering best practice components from other successful programs to inform her design.

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

This program is currently not licensed or accredited, although the lead staff is a licensed social w orker, and therapist. The program also has had a graduate level social w ork student help facilitate

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

Staff Title	FTE	City $	Qualifications
Child and Family Advocate	0.75	Yes	masters in SW
Parent Helper	0.25	No	a neighborhood resident

ORGANIZATION:	Irwin A and Robert D Goodman Community Center
PROGRAM/LETTER:	B Program B- Parents leading Parents

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

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

20. PARTICIPANT INCOME LEVELS:

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

Income Level	Number of Households
Over 80% of county median income	1
Between 50% to 80% of county median income	5
Between 30% to 50% of county median income	28
Less than 30% of county median income	36
Total households to be served	70

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

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

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

The indirect cost allocations are determined as a percentage of payroll for each program. This ia a generally accepted accounting (GAP) practice. The logic being that programs w ith more staff consume more indirect resources- space, admin staff time, supplies, and agency resources. Currently, the indirect ate, including admin salaries is 31%.

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

Activity Benchmark	Est. Month of Completion
This is a continuing program so benchmark activities are for maintenace and growth, not implementation	
Meeting with school and JFF partners	monthly
Outreach through programs to new and continuing families.	Sept and as they begin
Surveys and discussion groups to gauge parent interests	Sept/ongoing
Hiring Parent Assistant	August
Social Work intern joins staff	August
Monthly clandars produced (activities varied between education, recreation and health/wellness	october and ongoing
Reminder calls and weekly check-in with parents	ongoing
Plan 4 community service projects that connect parents to part of the community- like a school event	Nov, Feb, April, July
Plan 4 other bigger field trips 2 for Mom's only and 2 for entire families	Dec/March/May/Sept
Parent survey, teacher survey, and staff observation records	sept and may/ongoing

ORGANIZATION:	**Irwin A and Robert D Goodman Community Center**
PROGRAM/LETTER:	**B Program B- Parents leading Parents**

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

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

24. CONTRIBUTING RESEARCH

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

Parents matter because w hen parenting is at its best, children thrive.

Once communities deliberately focus on parenting success, their investments in children can achieve better results. Support parenting success in three focus areas: strengthening community environments, supporting and enhancing parenting, and building child and family assets (Family Strengthening Policy Center: The Parent Imperative Policy Brief).

All parents have inherent strengths, or the raw materials, to raise children. Well-designed parenting programs enhance the capacity of parents. Internal family dynamics affect how w ell families function as do external circumstances (Kalil and DeLeire, 2004 Family Investments in Children's Potential: Resources and Parenting Behaviors that Promote Success.) GCC addresses the internal dynamics through education, modeling, referral and support and address the external factors such as the quality neighborhood environment (parent group, food pantry, free fitness center passes, w ork experience and volunteer opportunities) and the availability of affordable childcare.

Connectedness—increases family resiliency, that is, the capacity to deal w ith challenges (University of Missouri Extension) An evidence review by the Annie E. Casey Foundation found: “Parental involvement w ith neighborhood social institutions, neighbor-to-neighbor relations and community resources has positive effects on parenting and child development

Involvement-- Research indicates that w hen parents participate in civic life, children fare better, volunteer more, and are more likely to succeed as adults than children w hose parents are uninvolved. (Kalil and DeLeire,2004). Additional research revealed that parental pressure and support, w hen paired w ith extracurricular participation, successfully

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program’s participants do you expect to be of low and/or moderate income? 95.0%

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

Number of children enrolled in free and reduced lunch	
Individuals or families that report 0-50% of Dane County Median Income	X
Individual or family income in relation to Federal Poverty guidelines	
Other	

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

As part of the children's childcare enrollment package. Parents must report income for scholarship consideration and for the free reduced meal program.

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

600 characters (w ith spaces) All programming is free and transportation is available to families w ho need it. In addition childcare is provided for parent only.

ORGANIZATION:	**Irwin A and Robert D Goodman Community Center**
PROGRAM/LETTER:	**B Program B- Parents leading Parents**

28. DEMOGRAPHICS

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

PARTICIPANT DESCRIPTOR	#	%
TOTAL	67	100%
MALE	5	7%
FEMALE	62	93%
UNKNOWN/OTHER	0	0%

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

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	0	0%
2 - 5	0	0%
6 - 12	0	0%
13 - 17	0	0%
18 - 29	11	16%
30 - 59	56	84%
60 - 74	0	0%
75 & UP	0	0%
TOTAL AGE	67	100%
RACE		
WHITE/CAUCASIAN	8	12%
BLACK/AFRICAN AMERICAN	50	75%
ASIAN	1	1%
AMERICAN INDIAN/ALASKAN NATIVE	2	3%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
MULTI-RACIAL:	6	9%
Black/AA & White/Caucasian	6	100%
Asian & White/Caucasian	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%
BALANCE/OTHER	0	0%
TOTAL RACE	67	100%
ETHNICITY		
HISPANIC OR LATINO	7	10%
NOT HISPANIC OR LATINO	60	90%
TOTAL ETHNICITY	67	100%
PERSONS WITH DISABILITIES	0	0%
RESIDENCY		
CITY OF MADISON	67	100%
DANE COUNTY (NOT IN CITY)	0	0%
OUTSIDE DANE COUNTY	0	0%
TOTAL RESIDENCY	67	100%

ORGANIZATION:	**Irwin A and Robert D Goodman Community Center**
PROGRAM/LETTER:	**B Program B- Parents leading Parents**

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	67
Total to be served in 2011.	70

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: Parents have the knowledge and skill and support to be strong parents. Strong confident parents raise strong confident children

Performance Indicator(s): 65% of parents will gain understanding of child development and confidence in parenting

Proposed for 2011:	Total to be considered in perf. measurement	70	Targeted % to meet perf. measures	65%
			Targeted # to meet perf. measure	45.5
Proposed for 2012:	Total to be considered in perf. measurement	70	Targeted % to meet perf. measures	65%
			Targeted # to meet perf. measure	45.5

Explain the measurement tools or methods: Parents will fill out surveys and evaluations after each educational program. Staff will also observe and log parent participation. At the end of the year surveys will be completed by the parents and by the children's home room teacher. Surveys will refelct increased knowledge and participation.

Outcome Objective # 2: All parents will be engaged in their children's education and out of school programs.

Performance Indicator(s): 60% will participate in half of the parenting activiities

Proposed for 2011:	Total to be considered in perf. measurement	70	Targeted % to meet perf. measures	60%
			Targeted # to meet perf. measure	42
Proposed for 2012:	Total to be considered in perf. measurement	70	Targeted % to meet perf. measures	60%
			Targeted # to meet perf. measure	42

Explain the measurement tools or methods: Parent and teacher survey- please see objective 1. Staff will also track attendance at various GCC events and measure increased involvement.

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

1. **Program Name:** B. Parents Leading Parents

2. **Agency Name:** Goodman Community Center

3. **Requested Amounts:** **2011: $ 10000**
   2012: $ 10000 **Prior Year Level: $ 0**

4. **Project Type:** **New** ☒ **Continuing** ☐

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
   ☐ **I. Youth Priority**
   ☐ **II. Access**
   ☐ **III Crisis**
   ☒ **VI Child(ren) &Family**
   ☐ **VII Seniors**

6. **Anticipated Accomplishments (Proposed Service Goals)**
   Parent support group for 75 parents, 100 children. Parent group meets 1 time per week 45 weeks a year covering a minimum of 22 educational topics/23 recreational social activities per year. Child care provided.

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

   Staff Comments: Program meets A2 priority

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

   Staff Comments: Research cited to support program design.

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

   Staff Comments: Outcome objectives are clear, realistic and measurable.

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

    Staff Comments: Agency has capacity to provide high quality services with quality staff and administration.

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

    Staff Comments: Program is in 3rd and final year utilizing foundation grant. Budget includes proposed United Way allocation, UW School of Nursing grant and fundraising.

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

Staff Comments: Program works closely with school and JFF to identify parents in need. The program utilizes a variety of community agencies/groups for presentations and discussions. Parents participating in the program are referenced as program volunteers.

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: 95% low-income . Programming is free and transportation is available as needed. Child care provided.

Questions: Limited topics that support child development/parenting. Focus of program is on stress reduction via sessions such as "Mom's night at the Overture Center", family parties, spa day, "gourmet meals just for mom". Is this the primary focus of program parent education or reducing parent stress?

14. **Staff Recommendation**

- ☐ **Not recommended for consideration**
- ☐ **Recommend for consideration**
- ☒ **Recommend with Qualifications**
  Suggested Qualifications: Consider response to questions above.

ORGANIZATION:	Meadowood Neighborhood Center
PROGRAM/LETTER:	D Meadowood Neighborhood Center Support-Saturday & Sunday Programming

PROGRAM BUDGET

1. 2010 BUDGETED

		ACCOUNT CATEGORY			
REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	6,750	4,800	1,950	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	6,750	4,800	1,950	0	0

2. 2011 PROPOSED BUDGET

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

*OTHER GOVT 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Meadowood Neighborhood Center	
PROGRAM/LETTER:	D	Meadowood Neighborhood Center Support-Saturday & Sunday Programming

2012 PROGRAM CHANGE EXPLANATION

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

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

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

NA

4. 2012 COST EXPLANATION

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

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

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

NA

5. 2012 PROPOSED BUDGET

		ACCOUNT CATEGORY			
REVENUE SOURCE	BUDGET TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	13,290	9,300	3,990	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	13,290	9,300	3,990	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Meadowood Neighborhood Center
PROGRAM/LETTER:	D Meadowood Neighborhood Center Support-Saturday & Sunday Programming
PRIORITY STATEMENT:	OCS: Children and Families A1: Child Care (ECCEC)

DESCRIPTION OF SERVICES

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

Through surveys conducted at the Community Dinners w hich draw on average 100 people, the request or need for w eekend programming w as set as a priority. Currently, the opportunity for elementary age youth is not available during the w eek due to lack of space.

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

Since the stafffing on Saturday and Sunday hours are covered in the MNC Operation budget w e are program related expenses. Our goal is to provide activities for the family and elementary youth to attend during the w eekend. By providing opportunities for neighbors to meet to attend programming and events w ill increase participatns sense of community, build comraderie betw een neighborhs and provide acces to resources.

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

Provide 775 hours of service. Serve 150 unduplicated participants.

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

Year round, saturday 9am-8pm. School year, 40 w eeks, Sundays 1-6pm

ORGANIZATION: **Meadowood Neighborhood Center**

PROGRAM/LETTER: **D** **Meadowood Neighborhood Center Support-Saturday & Sunday Programming**

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

Ages served are betw een 0-99, w ho reside in the Meadow ood Neighborhood. More adults use the center than youth, how ever, the concentration of youth has been primarily middle and high school ages. Of those w ho attend the center, 70 percent receive less than 50% of the county median income. The center sees participants from all races, but of the primary use group, 67% are African American. Approximately 3% of the attendees have indicated a disability; how ever, it is believed there are many more w ho have not disclosed that information.

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

The center is located at 5734 Raymond Road, Madison WI, 53711. The census track is 5.01and 4.04.

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

THE MNC w orks w ith numerous community organizations to reach neighborhood participants. Information in distributed through ongoing contact w ith these organizations, w hich includes flyers, new sletters, w ord of mouth and email databases. In addition, MNC publishes flyers, new sletters and an email netw ork to reach those in the neighborhood. Since w e are located in the heart of the community in a w ell traveled strip mall, w e get a lot of foot traffic. Some of our key partners for outreach are Curves, Dane County Public Health, DaneNet, Dept. of Public Instruction, Early Childhood Initiative, Good Sheppard Church, Home Health United, Joining Forces for Families, Madison Children's Museum, Madison Police Dept., Meadow ood Neighborhood Association, Meadow ridge Library, Memorial High School, Orchard Ridge Elementary School, Orchard Ridge Neighborhood Assoc., St Maria Goretti Church, St. Ignatius Church, Toki Middle School and Youth Services of Southern WI..

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

Regular communication and meetings w ith neighborhood stakeholders helps keep the entire neighborhood connected. Monthly meetings w ith the Neighborhood Resource Team is very helpful on know ing w hat is going on in the neighborhood. This meeting is w ell attended by neighborhood stakeholders such at the Police Dept, principals, building inspector, city rights dept, city comm. service dept, and public heath nurses. Since w e are in regular communication w ith each w e are able to identify needs, solutions and w ho is best to address the issue. This helps to eliminate duplication. Since the Center is a focal point in the community, w e are an intragal part of the community.

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

Volunteers are used to help w ith front desk tasks such as signing in participants, providing information on the center to residents, and assistance w ith computer questions. We have someone w ho is our art gallery liason w ho w orks w ith the school art teachers to rotate student art w ork for the center w alls. All of our tutors are volunteers too.

15. Number of volunteers utilized in 2010?	0
Number of volunteer hours utilized in this program in 2010?	0

ORGANIZATION:	**Meadowood Neighborhood Center**
PROGRAM/LETTER:	**D** **Meadowood Neighborhood Center Support-Saturday & Sunday Programming**

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

We do have bilingual Spanish and Hmong staff at the center. When additional support is needed for someone with a disability, we are able to contact the MSCR Inclusion Services Department. Therapeutic Recreation Specialists contact participants, and discuss needs and determine support needs. Since MSCR is a part of the school district, the center and the MSCR Therapeutic Recreation Specialist are authorized to access school information to help provide for participants.

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

MSCR is a department of the Madison Metropolitan School District and its operations are governed by the Board of Education, advised by a Citizen's Advisory Committee. MSCR has been providing public recreation programs since 1926. Programs include aquatics for all ages; after school programs for school aged children; Safe Haven childcare; Youth Resource Centers and intramural sports for middle school children; and high school programs including clubs and sports. MSCR offers arts and dance programs, summer day camps,youth sports, adult sports leagues, leisure sports, fitness for adults age 18+. MSCR provides assistance for participation in programs by people with disabilities. Programs are held in schools, City-owned facilities, and in many other rented spaces. MSCR programs enrolled 74,000 people in 2009.

A full venue of experienced, professional staff have many years of experience managing programs. The Director at the Meadowood Neighborhood Center hold a Master Degree in Management and Bachelor of Science Degree in Recreation Administration. She has been with MSCR for 11 years and has been in the field for 19 years. The Adminstrator supervising this program has been with MSCR over 20 years. The Executive Director has over 32 years of experience in recreation management with 14 years leading MSCR.

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

NA

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

Staff Title	FTE	City $	Qualifications

ORGANIZATION: **Meadowood Neighborhood Center**

PROGRAM/LETTER: **D Meadowood Neighborhood Center Support-Saturday & Sunday Programming**

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

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

20. PARTICIPANT INCOME LEVELS:

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

Income Level	Number of Households
Over 80% of county median income	10
Between 50% to 80% of county median income	25
Between 30% to 50% of county median income	100
Less than 30% of county median income	125
Total households to be served	260

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

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

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

MSCR does not allocate indirect expenses to program areas.

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

Activity Benchmark	Est. Month of Completion
Apply for funding	Jun-10
Receive Approval Notification	Oct-10
Set Budget	Oct-10
Hire Staff	Nov-10
Finalize Programming Details	Nov-10
Promote Programs	Dec-10
Implement Programs	Jan-December 2011
Evaluate/Reevaluate neighborhood needs	Fall 2011
Finalize Programming Details	Nov-11
Promote Programs	Nov-11
Implement Programs	Jan-Dec 2012

ORGANIZATION:	**Meadowood Neighborhood Center**
PROGRAM/LETTER:	**D** **Meadowood Neighborhood Center Support-Saturday & Sunday Programming**

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

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

24. CONTRIBUTING RESEARCH

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

Aside from taking direction from the Mayor's office, we have used data from the United Way website. The site provides city specific information to needs and trends specific to the Meadowood Neighborhood. It gives us a clearer snapshot to provide programs and services from.

We also have built relationships with a large number of stakeholders in the neighborhood and discuss needs and opportunities.

In addition, we have conducted neighborhood meetings and surveys to get information on the types of programming needed at the center. We plan on conducting another survey in Oct 2010 to have a current assessment of the needs in the neighborhood. Programming and services will be based on the results of this information.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income? 87.0%

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

Number of children enrolled in free and reduced lunch	
Individuals or families that report 0-50% of Dane County Median Income	
Individual or family income in relation to Federal Poverty guidelines	X
Other	

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Everyone completes a registration form on their first visit. Then a barcode is assigned to each family member. This barcode is used to scan in participants to correlating activities at the center for each and every visit. The system generates the data the center needs for reporting including race, income, female headed household, ages, and attendance.

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

All of the center sponsored activities are free, except for the MSCR adult fitness classes which are fee based per session. MSCR scholarships are readily available to any Madison resident.

ORGANIZATION:	**Meadowood Neighborhood Center**
PROGRAM/LETTER:	**D** **Meadowood Neighborhood Center Support-Saturday & Sunday Programming**

28. DEMOGRAPHICS

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

PARTICIPANT DESCRIPTOR	#	%
TOTAL	260	100%
MALE	170	65%
FEMALE	90	35%
UNKNOWN/OTHER	0	0%

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

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	0	0%
2 - 5	0	0%
6 - 12	60	23%
13 - 17	70	27%
18 - 29	70	27%
30 - 59	35	13%
60 - 74	25	10%
75 & UP	0	0%
TOTAL AGE	260	100%
RACE		
WHITE/CAUCASIAN	58	22%
BLACK/AFRICAN AMERICAN	177	68%
ASIAN	5	2%
AMERICAN INDIAN/ALASKAN NATIVE	2	1%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
MULTI-RACIAL:	0	0%
Black/AA & White/Caucasian	0	0%
Asian & White/Caucasian	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%
BALANCE/OTHER	18	7%
TOTAL RACE	260	100%
ETHNICITY		
HISPANIC OR LATINO	10	4%
NOT HISPANIC OR LATINO	250	96%
TOTAL ETHNICITY	260	100%
PERSONS WITH DISABILITIES	8	3%
RESIDENCY		
CITY OF MADISON	258	99%
DANE COUNTY (NOT IN CITY)	2	1%
OUTSIDE DANE COUNTY	0	0%
TOTAL RESIDENCY	260	100%

ORGANIZATION:	**Meadowood Neighborhood Center**
PROGRAM/LETTER:	**D** **Meadowood Neighborhood Center Support-Saturday & Sunday Programming**

29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	260
Total to be served in 2011.	300

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.
If applying to OCS, please refer to your research and/or posted resource documents if appropriate.
Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:	Provide access to resources and programming to build community and comraderie with neighborhood residents around common interests such as spectator sports, cards and meals.
Performance Indicator(s):	Serve 200 unduplicated individuals, and 775 duplicated participants.

Proposed for 2011:	Total to be considered in perf. measurement	200	Targeted % to meet perf. measures	100%
			Targeted # to meet perf. measure	200
Proposed for 2012:	Total to be considered in perf. measurement	200	Targeted % to meet perf. measures	100%
			Targeted # to meet perf. measure	200

Explain the measurement tools or methods:	Participants will sign in daily on the Ucount attendance tracking system. Data will be calculated from this tracking system.

Outcome Objective # 2:	
Performance Indicator(s):	

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

Explain the measurement tools or methods:	

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

1. **Program Name:** D. Meadowood Neighborhood Center Support – Saturday & Sunday Programming.

2. **Agency Name:** Meadowood Neighborhood Center

3. **Requested Amounts:** **2011: $ 4000 (Agency request mislabeled as Dane Co. CDBG)**
2012: $ 4000
Prior Year Level: $ 92,368
$71,850 total City/CDBG allocation for the Meadowood Neighborhood Center. (Of this, $29,162 goes to MSCR for operating costs. The remainder is paid directly to the building owner for space costs) + $10,309 to expand their hours + $10,209 for an elementary summer park drop-in program 2010 Total = $92368

4. **Project Type:** **New** ☒ **Continuing** ☐

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
☐ **I. Youth Priority**
☐ **II. Access**
☐ **III Crisis**
☒ **VI Child(ren) &Family**
☐ **VII Seniors**

6. **Anticipated Accomplishments (Proposed Service Goals)**
Proposal is unclear regarding proposed number of participants. Proposal cites service for 150 participants. 200 participants (parents and youth) for weekend elementary/youth activities. Funding is for program related expenses**.**

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

Staff Comments: Per conversation with MSCR staff agency wishes to apply as an A2 priority in Children and Families Program Area. Per conversation with MSCR staff program goals and priorities are not yet determined. Programs may include drop in child care, adult fitness, financial management. Proposal seems more appropriate for Program Area V - Neighborhoods

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

Staff Comments: Unidentified services **-** program(s) to be determined upon award of funding. Proposal does not cite research to support framework or model of service of delivery. Agency states they have received direction from the Mayor, and used data from the United Way website.

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

Staff Comments: Outcome objective state that the program "provides access to resources and programming to build community." Attendance used as measurement.

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

Staff Comments: New program to ECCEC. Meadowood Community Center previously funded with City funds for facility use.

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

Staff Comments: No full program budget - only request to City.

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

Staff Comments: Proposal cites relationships with large number of neighborhood stakeholders and neighborhood meetings and surveys to identify programming needs at the center .

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: 87% low income . All center sponsored activities are free with exception of MSCR fitness classes. Spanish and Hmong staff at the center.

Questions: Clarification is needed with regard to service activities this funding request addresses. What are the other sources of revenue and/or expenses not cited in the application?

14. **Staff Recommendation**

- ☐ **Not recommended for consideration**
- ☐ **Recommend for consideration**
- ☒ **Recommend with Qualifications**
  Suggested Qualifications: Consideration of responses to questions above.

ORGANIZATION:	THE RAINBOW PROJECT, INC. CHILD & FAMILY COUNSELING & RESOURCE CLINIC
PROGRAM/LETTER:	D Grandparents Raising Grandchildren

PROGRAM BUDGET

1. 2010 BUDGETED

		ACCOUNT CATEGORY			
REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	10,000	6,000	3,000	1,000	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	0	0	0	0	0
FUNDRAISING DONATIONS	10,000	9,000	750	250	0
USER FEES	0	0	0	0	0
OTHER	0	0	0	0	0
TOTAL REVENUE	20,000	15,000	3,750	1,250	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	**SOURCE TOTAL**	**PERSONNEL**	**OPERATING**	**SPACE**	**SPECIAL COSTS**
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	4,000	3,000	500	500	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	14,100	9,000	4,000	1,100	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	11,500	10,200	1,000	300	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	29,600	22,200	5,500	1,900	0

*OTHER GOVT 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2011

Source	**Amount**	**Terms**
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	THE RAINBOW PROJECT, INC. CHILD & FAMILY COUNSELING & RESOURCE CLINIC
PROGRAM/LETTER:	D Grandparents Raising Grandchildren

2012 PROGRAM CHANGE EXPLANATION

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

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

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

Expansion anticipated as demographics of seniors grows based on past years; anticipate future funding uncertainties/consistencies year to year.

4. 2012 COST EXPLANATION

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

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

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

Program expansion anticipated with reduced funding allocations, rental loss, cost-of-living catch up due to increases in health insurance costs, building maintenance costs, agency technological needs/

5. 2012 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	4,120	3,090	515	515	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	14,525	9,270	4,120	1,135	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	11,845	10,505	1,030	310	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	30,490	22,865	5,665	1,960	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	THE RAINBOW PROJECT, INC. CHILD & FAMILY COUNSELING & RESOURCE CLINIC
PROGRAM/LETTER:	D Grandparents Raising Grandchildren
PRIORITY STATEMENT:	OCS: Children and Families A2: Parent Education (ECCEC)

DESCRIPTION OF SERVICES

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

Since 2002, the Rainbow Project clinicians observed a dramatic increase (20%) in numbers of grandparents referred & enrolled for services w ho w ere primary caregivers for their grandchildren. Situations varied as to w hy this w as occurring, including death due to natural causes, suicide, homicide, domestic violence, substance abuse, incarceration, neglect/abuse, mental illness, unresolved trauma. In 2004, the Rainbow Project began a special support group for grandparents in this situation. A collaboration betw een the Dane Co. Area Agency on Aging formed to co-fund & co-facilitate this project. Approximately 12 grandparents began to meet regularly on a monthly basis. In 2009, Rainbow provided services for 89 grandparents and 27 grandchildren. Special needs in legal rights, financial asistance, community resources, parent education, health, advocacy in the schools, support, mental health, substance abuse, grief/loss are critical.

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

1) Community outreach to grandparents raising their grandchildren, through media, community education presentations, distribution of new sletters/flyers/brochures 2) Plan, facilitate monthly grandparent educatioin/support group (usual group of 15-25 participants) including guest speakers addressing relevant issues 3)Telephone Warm-line available during w eek days for support, resources, information; 4) Limited one-on-one support/education sessions for grandparents unable to participate in group meetings 5)Referral services for grandparents/grandchildren 6)Monthly grandparent to grandparent new sletter 7) Transportation w hen needed 8) Childcare and special programming for grandchildren participating in monthly group w hile grandparents are meeting 8) Interagency Coordination Team meetings (monthly) and Netw orking w ith Area Agency on Aging, Kinship Care Coordinator, Aging Coaliton.

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

1) Increased know ledge in child development, parenting, legal rights 2) Increased support, resources, problem solving and parenting skills for grandparents (90) w ho are primary caregivers for their grandchildren and their grandchildren (30); City w ill provide funding for (25-30) grandparents and (10) grandchildren. 3) Increased confidence, hope in future for themselves and grandchildren 4) Decreased stress and improved relationship w ith grandchild/ren

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

(12)Support/education group meetings once per month for 2 hours, 2nd Saturday 10 a.m. - noon; Phone w arm-line available w eekday 9 a.m. - 5 pm for support, information, resources (not a crisis line); individiual contacts for support, as needed during regular w ork hours.

ORGANIZATION: **THE RAINBOW PROJECT, INC. CHILD & FAMILY COUNSELING & RESOURCE CLINIC**

PROGRAM/LETTER: **D Grandparents Raising Grandchildren**

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

Grandparents ages 41 - 73 years; grandchildren ages infants - 12 years; majority (85%) low income families; 2% cognitive, physical disabilities; broad range of incomes from homeless to UW faculty; some inclusion of other relatives as parents offered services; some representation from both the African American and Latino community as w ell as LGBT couples.

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

Majority of services provided at Rainbow Project clinic; some inhome if access issues; serve Madison/Dane Co. community; statew ide requests for technical assistance on how to start up similar programs

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

The project has successfully and regularly received recognition for services provided w ith featured front page articles in the Wisconsin State Journal, Isthmus, local neighborhood and community new spapers and radio and television. Outreach includes expansion of the monthly new sletter to a hard copy and electronic distribution of at least 1,000 including senior centers/programs, health care clinics, kinship caregivers in Dane Co., members of the Dane Co. Children, Youth & Families Consortium service providers, schools to broaden understandnig and aw areness of the needs of these very special and vulnerable families and some statew ide community residents and service providiers, requesting the new sletter;

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

A very rich collaborative involving guest speakers for each monthly support/educatioin meeting, representing a broad systemic inclusion, determined by the grandparents. Guest speakers include representatives throughout the county that often volunteer their time and expertise from the court system; Judges, Guardian ad Litem, juvenile/family law attorneys w ith expertise in grandparent rights; legislative leaders (State Senator); experts on child mental health/trauma/loss: Child psychiatrists; grief/loss counselors; Experts in trauma/attachment, child development & management of challenging child behaviors; Experts providing practical learning in stress managment/coping skills; building know ledge and understandinng of the impact of substance abuse, mental illness, domestic violence in themselves and their grandchildren; Leaders in school systemssolid partnership w ith Dane Co. Area Agency on Aging.

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

Volunteers for childcare during monthly grandparent support groups; graduate, doctoral interns; volunteers to assist in design of brochures

15. Number of volunteers utilized in 2010?	35
Number of volunteer hours utilized in this program in 2010?	280

ORGANIZATION: **THE RAINBOW PROJECT, INC. CHILD & FAMILY COUNSELING & RESOURCE CLINIC**

PROGRAM/LETTER: **D Grandparents Raising Grandchildren**

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

Transportation a major problem for grandparents to attend support/education group. In addition need for qualified volunteers for childcare w hen numbers of grandchildren attending w hile grandparents are meeting in group is increasing; some instability in funding commitment; some outreach to spanish speaking grandparent group to coordinate services but need for language interpreters in group or bilingual co facilitator; outreach also initiated to African American grandparents; w aiting lists for referrals from group w hose grandchildren may need more ongoing early intervention; iincreasing # of grandparents/grandchildren exposed to more trauma/violence; stability and basic human needs challenging for this population to receive as housing for seniors but ineligible to grandparents w ith grandchildren living w ith them; same is true for medications, healthcare, insurance; financial challenges for those receiving low kinship care payments.

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

In addition to background of other Rainbow Project staff outlined in Program A, B, C. please add: Ethel Dunn, Rainbow coordinator for this project, has provided planning, outreach, group facilitation, interagency coordination, w ritten and distributed the Grandparent to Grandparent New sletter and has w orked for the past 3 decades providing advocacy, suppport, education and leadership for Grandparents Raising Their Grandchildren on a local, state and national level. Her expertise, skills & know lege as w ell as dedication and compassion for this special population has ensured a consistent, rich and relevant project for consumers. Ethel, in the past, has authored a number of books & articles addressing the needs of this population & has w orked w ith ARRP & other groups to develop state/national policy & legislation.

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

Wisconsin Dept. of Regulation & Licensing Outpatient Mental Health Clinic license. Approved Core Know ledge Early Childhood Education for training inservice presentations.

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

Staff Title	FTE	City $	Qualifications
Executive Director	0.05	Yes	Masters Degree, Licensed Professional Counselor
Financial Coordinator	0.03	Yes	Masters Degree in related field
Executive Assistant	0.03	Yes	Bachelors Degree and experience in non-profit
Program Coordinator	0.15	Yes	

ORGANIZATION:	THE RAINBOW PROJECT, INC. CHILD & FAMILY COUNSELING & RESOURCE CLINIC
PROGRAM/LETTER:	D Grandparents Raising Grandchildren

CDBG DESCRIPTION OF SERVICES SUPPLEMENT

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

20. PARTICIPANT INCOME LEVELS:

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

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

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

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

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

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

Activity Benchmark	Est. Month of Completion

ORGANIZATION: **THE RAINBOW PROJECT, INC. CHILD & FAMILY COUNSELING & RESOURCE CLINIC**

PROGRAM/LETTER: **D Grandparents Raising Grandchildren**

COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

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

24. CONTRIBUTING RESEARCH

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

1) The Rainbow Project, Inc.: A Responsive, Evidence-Based Practice Evaluation, completed by doctoral students Kevin Armshaw & Brandon Covalt, Prevention Project Assignment Conclusion, December 2000, UW Madison Human Ecology Dept. 2) Trauma-Focused Cognitive Behavioral Treatment (TF-CBT), National Trauma Support Network (University of California) for children and adults 3) Richard Gelles research, Family Violence Research Project, New Hampshire 4) Cognitive Behavior Intervention, Treament and Support (CBITS) evidence-based curricula for children's groups 5) Theraplay Institute best-practice intervention focusing on caregiver/child attachment/trust, Dr. Ann Jernberg 6) "Allies in the Classroom" YOUNG CHILD, National Assn. on the Education of Young Children research on strengthening caregiver/preschool teacher relationships to strengthen child development and growth 7) Dr. Bruce Perry, M.D., PhD, the Child Trauma Academy, Houston, Texas Early Childhood Brain Development Research Neuroscience on Child Maltreatment 8) .Erickson Research Institute, Chicago, Illinois Midwest Infant Mental Health Initiative 8. Families in Crisis, Nancy Boyd, a Multicultural Perspective 9) Anger Coping evidence-based children group currcula 10) Dr. Stanley Greenspan,M.D. Professor of Psychiatry and Pediatrics, George Washington University Medical School, Program Director and board member of ZERO to THREE: The National Center for Infants, Toddlers/Families and author and clinician: the Growth of the Mind: Infancy and Early Childhood; First Feelings; Playground Politics; The Challenging Child. 11) Beverly James, Attachment and Young Trauma Victims 12) Eliana Gil, The Healing Power of Play 13)Complex Trauma in Children and Adolescents, May 2005 Psychiatrc Annals 35:5, Dr. Alexandra Cook, Dr. Joseph Spinnazzola & Dr. Margaret Blaustein, The Trauma Center, Justice Resource Institute & Natl Center on Family Homelessness, Boston, MA, White Paper of the Natl Child Traumatic Stress Network

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income? 70.0%

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

Number of children enrolled in free and reduced lunch	
Individuals or families that report 0-50% of Dane County Median Income	X
Individual or family income in relation to Federal Poverty guidelines	X
Other	

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

Consumer self-report during first Initial Consultation Interview and completing Initial Interview packet at Rainbow clinic and later in initial enrollment meeting, collected by clinic reception and tallied and recorded by Referral and Community Programs Coordinator..

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

No families denied services due to inability to pay. Specific # of slots provided for uninsured/underinsured families based upon available public/private funding. Some " therapeutic" fees billed to consumers receiving services to maximize independence.

ORGANIZATION:	THE RAINBOW PROJECT, INC. CHILD & FAMILY COUNSELING & RESOURCE CLINIC
PROGRAM/LETTER:	D Grandparents Raising Grandchildren

28. DEMOGRAPHICS

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

PARTICIPANT DESCRIPTOR	#	%
TOTAL	116	100%
MALE	41	35%
FEMALE	75	65%
UNKNOWN/OTHER	0	0%

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

PARTICIPANT DESCRIPTOR	#	%
AGE		
<2	3	3%
2 - 5	10	9%
6 - 12	11	9%
13 - 17	3	3%
18 - 29	0	0%
30 - 59	29	25%
60 - 74	55	47%
75 & UP	5	4%
TOTAL AGE	116	100%
RACE		
WHITE/CAUCASIAN	90	78%
BLACK/AFRICAN AMERICAN	16	14%
ASIAN	2	2%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
MULTI-RACIAL:	8	7%
Black/AA & White/Caucasian	8	100%
Asian & White/Caucasian	0	0%
Am Indian/Alaskan Native & White/Caucasian	0	0%
Am Indian/Alaskan Native & Black/AA	0	0%
BALANCE/OTHER	0	0%
TOTAL RACE	116	100%
ETHNICITY		
HISPANIC OR LATINO	15	13%
NOT HISPANIC OR LATINO	101	87%
TOTAL ETHNICITY	116	100%
PERSONS WITH DISABILITIES	0	0%
RESIDENCY		
CITY OF MADISON	97	84%
DANE COUNTY (NOT IN CITY)	16	14%
OUTSIDE DANE COUNTY	3	3%
TOTAL RESIDENCY	116	100%

ORGANIZATION: **THE RAINBOW PROJECT, INC. CHILD & FAMILY COUNSELING & RESOURCE CLINIC**

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29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	116
Total to be served in 2011.	125

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

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

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

Outcome Objective # 1: Grandparents gain greater knowledge, understanding of grandchildren's needs, child develop, impact of grief/loss of parent, impact of

Performance Indicator(s): Grandparents report improved knowledge, resources, skills in parenting grandchildren, report of improved behavior of grandchild/ren

Proposed for 2011:	Total to be considered in perf. measurement	120	Targeted % to meet perf. measures	85%
			Targeted # to meet perf. measure	102
Proposed for 2012:	Total to be considered in perf. measurement	125	Targeted % to meet perf. measures	85%
			Targeted # to meet perf. measure	106.25

Explain the measurement tools or methods: Monthly evaluation of issue-oriented support/education groups completed by grandparents; annual evaluation & satisfaction survey completed by grandparents participating in program & observation/assessment of grandchildren during monthly childcare/support groups, as reported by supervising Rainbow Child & Family Therapist.

Outcome Objective # 2: Strengthen relationship between grandparent & grandchild/ren; reduce symptoms of stress, trauma for grandchildren

Performance Indicator(s): Grandparents report improved positive interactions with their grandchildren, reduced stress, observe progress in child's behaviors, increased satisfaction in parenting grandchildren

Proposed for 2011:	Total to be considered in perf. measurement	120	Targeted % to meet perf. measures	85%
			Targeted # to meet perf. measure	102
Proposed for 2012:	Total to be considered in perf. measurement	125	Targeted % to meet perf. measures	85%
			Targeted # to meet perf. measure	106.25

Explain the measurement tools or methods: Monthly evaluaton of issue-oriented support/education groups completed by grandparents; annual evaluation & satisfaction survey completed by grandparents particpating in program & observation/assessment of grandchildren during monthly childcare/support groups, as reported by supervising Rainbow Child & Family Therapist.

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

1. **Program Name:** D. Grandparents Raising Grandchildren

2. **Agency Name: Rainbow**

3. **Requested Amounts:** **2011: $4,000**
   2012: $4,120 **Prior Year Level: $0**

4. **Project Type:** **New ☒** **Continuing ☐**

5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**
   ☐ **I. Youth Priority**
   ☐ **II. Access**
   ☐ **III Crisis**
   ☒ **VI Child(ren) &Family**
   ☐ **VII Seniors**

6. **Anticipated Accomplishments (Proposed Service Goals)**
   Support and education for 90 grandparents (30 City of Madison residents) who are primary caregivers for their grandchildren (30).

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

   Staff Comments: Proposal meets objectives and priorities for A2.

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

   Staff Comments: Proposal does not clearly address any resarch supporting model/curriciula. The research cited is a listing of reports/papers. The current program has been successful in addressing an emerging need for support of grandparents raising their grandchildren and the need is growing.

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

   Staff Comments: Program objectives are clear and measureable. Unclear how assessments of children will be used.

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

    Staff Comments: New program to Community Development therefore unable to comment on experience, qualifications, performance. The Rainbow Project, Inc. has not consistently met contract goals or requirements for other services funded by ECCEC. Agency has strong local reputation.

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

    Staff Comments: No evidence of fees billed to consumers.

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

Staff Comments: Use of volunteers cited. Resources for speakers listed. Parternships limited.

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: 70% grandparents low-income. 78% of participants are White/Caucasian.

Questions:

14. **Staff Recommendation**

☐ **Not recommended for consideration**

☐ **Recommend for consideration**

☒ **Recommend with Qualifications**
Suggested Qualifications: Funding for 2011 contract contingent upon completion and correction of 2009 and 2010 service reports.