



2019 Emerging Opportunities Program Application

Submit Application to: EOPapplications@cityofmadison.com

Deadline: 12:00 pm CST (noon) on October 16, 2018

Late applications will not be accepted

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

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

Agency or Group:	UNIDOS Against Domestic Violence	Amount Requested:	\$25,000
Title of Proposal:			
Project Type	Community engagement for capacity building		
Project Description:			
Contact Person:	MVeronica Figueroa-Velez	Email	veronicaf@unidoswi.org
Address:	2005 W Beltling Hwy #206 Madison Wi	Telephone:	609-256-9195
Is this Group a 501 (C) (3)?	Yes or No yes	If no, applicant will need to secure a fiscal agent with 501 (C) (3) status	
Applicant Organization founded (Year):	1996		
Name of Fiscal Agent (if Applicable):	DNA	Fiscal Agent Phone:	
Fiscal Agent Contact Person:		Fiscal Agent Email:	

1. Project Description

a. What is the goal of your project? (500 characters)

UNIDOS seeks to expand its financial base and stabilize its management of existing grant and unrestricted fund development. Project goals include the research and development of potential foundation, grants & community-based organizations open to funding possibilities. The Bilingual/Bicultural Community Engagement Coordinator will organize and calendar all current grant management obligations and required documentation as well as continue to engage potential funders in UNIDOS service provision.

Contact Us! CDD staff are committed and willing to help interested groups understand and work through program requirements. Call Nancy Saiz at 266-6520 or check out the staff directory on our website for a list of staff, their focal areas, and contact information.

- b. Intended Service Population: (500 characters) Describe the intended service population that will be impacted by this project (e.g., location, ages, ethnicities, income ranges, English language proficiency etc.). Dane County Latinx population is 4.1% Mexican, 3 % Puerto Rican, 1% Cuban; 1.3 other. We find the other category is Central and South American immigrants. UNIDOS serves new and long-term immigrant populations as well as US citizens of Latinx origin living in all areas and neighborhoods of Madison. Our clients range in age from children to the elderly with an average age of 18-55 years. They have 3-4 children. Spanish is their primary language. Their average hourly wage is \$8.
- c. Project Design: (5000 characters) Describe your proposed project activities. How will these activities help you accomplish your stated goals? Include information about key parts of your project that help us understand how you will accomplish your goals and how these funds would be used.

Bilingual/Bicultural Engagement coordinator. This newly improved position identifies sources of potential funding opportunities, engages with community members, partners and other spaces to provide information about the organization's functions and services, engages with potential volunteers by informing them of our volunteer opportunities, assisting in the building and maintaining of our network with other organizations and leaders of influence with the community, attending and tabling at activities/events in the city in order to build the organizations presence in the community. Project activities relevant to this application include becoming familiar with existing funding sources and requirements, researching and developing a list of potential application sources, developing organizational and project descriptions to include in outreach and application materials and organizing a calendar of actions to secure additional community unrestricted financial support. Volunteer training and support will be supported by DCF funds also in the project. City of Madison funds will be devoted exclusively to the development of expanding UNIDOS capacity to successfully manage, seek and secure funds to continue to develop and provide services.

d. Proposed Timeline for Implementation

Activity	Estimated Start and Completion Dates
review all existing allocations and awards catalogue effective descriptive sections develop a calendar of reporting and submission requirements share with all staff	January 2019
research and identify and contact at least 4 potential sources of new funding and add requirements to the calendar of work required	Feb thru march
Develop materials required for applications or interviews	March thru May
submit any relevant applications	ongoing beginning in May
Present outcomes to Board at regular Board meetings, identify Board members willing to attend reviews and interviews, train Board volunteers in relevant information.	Board meetings are monthly Training in May
identify next level of priority sources and begin process of submitting applications or interviews.	June Thru Dec.

2. Applicant Organization or Group: (2500 characters) Briefly describe the structure of your organization. Include information about your board and/or volunteers. Please describe any successes you have had that relate to the proposed project. (10 Pts)

UNIDOS is run by the people it serves. The Board of Directors is a 10 member board. Currently, UNIDOS operates with a Board of Directors of 7 members and is actively seeking new board members. Six of our members identify as Latin@, one identifies as white. One member of the Board identifies as a survivor of intimate partner violence. Combined, the Board has 35 years of experience working with the Latinx

communities; working in a variety of capacities to include domestic violence, dating violence, stalking, sexual assault, housing, language access, equity and inclusion among many other areas. Members are recruited from the community of survivors, service providers and other individuals and professionals collaborating to advance safety and end violence in the Latinx community. Every effort is made to ensure this group is inclusive of all elements of the community including “minorities within the minority”. The Board is directly involved in long-term planning, the development, and oversight of program and grant applications, fundraising and Executive Director performance evaluation. Also, it ensures that UNIDOS’ actions are consistent with the Organization’s mission and vision.

Successes: As this success continues it becomes imperative that we provide our ED with grant management and financial development support. In 2016 UNIDOS engaged in aggressive and successful financial development to meet the expanding demand for services. Positions were added, staff hired, at least 5 new funding sources were added. By 2018 our young and talented staff was stabilized and fully functional. The increased responsibility of the Executive Director has been huge. In 2017 UNIDOS launched a 24 /7 live responder Spanish language Helpline. 780 Spanish speaking callers received services from La Red. We are on track to serve 1000 callers in 2018. The supported referral process has proven to be well accepted and has allowed UNIDOS to build effective relationships with those programs to which callers were referred. As a result, more agencies are approaching UNIDOS to explore LA Red as a source of Spanish Language crisis intake services which have proven difficult for their agency to afford and provide on a regular basis. Our ED is continually meeting with support agencies and law enforcement to develop a memorandum of understanding to improve the referral process.

3. Alignment: (2500 characters) Briefly describe how your proposed project aligns with City, neighborhood or community based planning processes, data, or reports. (10 Pts)

UNIDOS became an active member of the City of Madison/Dane County organized group addressing the lack of access to the Spanish Language “live person” telephone crisis/information response in 2016. This group was made up of all service providers in the area who offer some form of Hotline Service. This was an essential piece of opening the door for UNIDOS to develop La Red. These conversations continued through most of 2016. The group estimated that operating a 24/7 Spanish language crisis line would cost about \$100,000. At this point, UNIDOS considers this a reasonable estimate of cost and has worked hard to secure funds at about that level. The variable in this formula is the ability to recruit and train a level of volunteer responders that can be supported by paid responders during times of volunteer unavailability. This requires continual effort at recruitment and training.

In addition, over the years UNIDOS has established great working relationships with community agencies and community members. La Red operation has only served to strengthen these relationships. Recently UNIDOS has developed MOU's with Fitchburg and Sun Prairie police. Regular contact is maintained with many organizations. UNIDOS also participates actively in many regular community groups, including the Catholic Multi-cultural Center, Commission of Sensitive Crimes- Coordinated Community Response Task Force, Communities of Faith to End Domestic Violence sub-committee, Latino Support Network, Latino Professional Association, Latino Children’s and Families Council, Formando Lazos Familiares sub-committee, Supporting Families together Association, Latino Health Council, Dane County Coordinated Community Response to Sexual Exploitation of Children among many others. UNIDOS has a memorandum of understanding regarding referrals and service coordination with Domestic Abuse Intervention Services, YWCA and Vera Court Neighborhood Center/Alianza Latina and Rape Crisis Center.

4. Community Engagement: (2500 characters) Briefly describe how residents and the community who may benefit from this project have been involved in the development of this proposal. (10 Pts)

From the beginning, UNIDOS formed and maintained an advisory group to assist in the development of our existing and new programming. Composed of volunteers and members of Mujeres Adelante and Proyecto Dignidad (UNIDOS survivor based groups reaching out to the community to build skills and address issues of family violence and sexual assault in the Latinx community) they have and will continue to provide important input to the structure and operation of all of our programs. UNIDOS relies upon End Abuse Wisconsin,

Wisconsin Coalition Against Sexual Assault and Cases Esperanza, a nationally recognized, Minnesota Based Latin@ program technical assistance provider for support in this program expansion.

UNIDOS conducts an annual evaluation process with three main components. Staff and Board evaluations of service data and gaps identified in the process of providing service are compiled. The advisory groups are consulted in a meeting format where gaps, successes, and problems are identified and summarized. And finally, the collaborative partners are surveyed to determine the success rate of referrals and any issues that may need to be addressed in a review of the interagency agreements. This combination of listening and interacting has proven very successful in connecting UNIDOS to the community and developing innovative, creative programming to meet its ever-changing needs.

5. Collaboration: (2500 characters) Briefly describe any collaboration or coordination with other organizations or service providers in the development of this proposal. (5 Pts)

UNIDOS actively participates in all technical assistance provided by State and local funding sources. In this project, UNIDOS will seek additional support from United Way in carrying out this project. Community partner referral protocols are as follows:

Domestic Abuse Intervention Services of Dane County provides referrals for services for victims and survivors of domestic violence for on-going support and will assist with shelter services and legal advocacy as requested.

Multicultural Center provides referrals for services for victims/survivors and their children and will provide a private space to meet survivors if needed and support families with other basic needs such as food, clothing, employment, and immigration services.

Centro Hispano of Dane County provides referral services for adult victims/survivors of domestic abuse and children who have been impacted by domestic abuse and youth who have been victims of dating violence. Also, Centro Hispano provides UNIDOS meeting and/activity space for free and will assist with client employment and general support needs.

Supporting Families Together provides referrals for services for victims of domestic violence and will offer training to UNIDOS staff and support groups members, co-host two radio programs a year at La Movida Radio and co-facilitate parenting education and training for staff, volunteers and members of Mujeres Adelante.

Journey Mental Health Center provides referrals for services for children, youth and adult victims and survivors of domestic violence and sexual assault, assists with counseling services through the Latino Clinic and includes co-advocacy in the area of immigration remedies

Madison Metropolitan Schools provide referrals for children exposed to domestic violence and/or youth who have been exposed to or are experiencing dating violence.

Joining Forces for Families provides referrals for services for families impacted by domestic abuse and will assist with case management, housing, security deposits, and co-advocacy

Head Start provides referrals for services for children and families who have been impacted by domestic abuse.

Latino Children and Families Council and UNIDOS will co-facilitate four platicas per year related to the prevention of family violence and provides referrals for families impacted by domestic abuse and/or youth who have been affected by dating violence.

6. Funding: (5 points)

- a) Has your organization received funding from the City of Madison Community Development Division, City of Madison CDBG office, Community Resources, or the Emerging Opportunities Program in the last 5 years? (Please note: Amount and frequency of funding will be considered in scoring this criteria)

Yes No

- b) What other funding do you anticipate pursuing if the project is expected to continue? (500 characters)

Department of Children and Families grants will support part of this position. Unrestricted fund development project will be dedicated to sustaining the project until the pressure of the current situation is successfully relieved. The WI Department of Justice has indicated an interest in assisting UNIDOS in further developing its long-term staff development by making funds available to increase wages and reduce work overloads. We are currently in conversation with DOJ staff to that end.

7. Budget (5 points):

a. Summarize your project budget by estimated costs, revenue, and fund sources.

BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED	AMOUNT OF NON-CITY REVENUES	SOURCE OF NON-City FUNDED PORTION
A. Personnel Costs (Complete Personnel chart below)				
1. Salaries/Wages (show detail below)	35560	17780	17780	DCF support
2. Fringe Benefits and Payroll Taxes	9244	4622	4622	DCF support
B. Program/Project Costs				
1. Program/Project supplies and equipment	1077	220	857	DCF support
2. Office Supplies	100	100		DCF support
3. Transportation	165		165	DCF support
4. Insurance	600	300	300	DCF support
5. Other (explain)				
C. Space Costs				
6. Rent/Utilities/Telephone	3959	1980	1979	DCF
7. Other (explain):				
D. TOTAL (A + B + C)	50580	25000	25703	

Explanation of "Other" expenses: (500 characters)

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

Title of Staff Position	F.T.E.*	Proposed Hourly Wage*
Bilingual Bicultural Engagement coordinator	.5 FTE	\$16/hr
Executive Director	.02	\$27.40
		\$
		\$
		\$
TOTAL	.7	

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

-SIGNATURE PAGE-

City of Madison Contracts:

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

1. Affirmative Action:

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02, an Affirmative Action Plan with the City Department of Civil Rights (DCR) or an exemption if allowed by City DCR. For more information on these requirements, please visit the Department of Civil Rights website: <http://www.cityofmadison.com/dcr/programsCCP.cfm>.

2. Insurance

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

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

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

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

3. Signature:

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

Applicant Signature:

Enter Name: MVeronica Figueroa Velez

Date: 10/8/2018

By entering your initials in the box,

MVFV

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