



# 2018-19 Community Building and Engagement: Leadership Development

**Updated 7/13/18**

Submit Application to: [CDDapplications@cityofmadison.com](mailto:CDDapplications@cityofmadison.com)

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

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

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

Agency or Group:	Vera Court Neighborhood Center, Inc. (BLW Center)	Amount Requested:	\$24,527
Title of Proposal:	Community Leadership at BLW Center		
Project Type	Leadership Trainings and Community Civic Engagement		
Project Description:	"Community Leadership at BLW Center" will provide 10 BLW residents (primarily persons of colors and renters) with culturally competent and bilingual training and support in order to help them build the skills necessary to design and implement a civic engagement project that addresses a neighborhood need of interest.		
Contact Person:	Thomas Solyst	Email	tsolyst@veracourt.org
Address:	614 Vera Court, Madison WI 53704	Telephone:	608-246-8372
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	
Name of Fiscal Agent (if Applicable):		Fiscal Agent Phone:	

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

1. Applicant Organization or Group: (1000 characters) Describe the organizations experience and capacity to provide leadership development training and support for City of Madison target populations. (10 points)  
BLW has experience helping historically underrepresented communities engage in City processes. From 2017-2018, BLW hosted 7 panels for Spanish-speaking residents in southeast Madison. Residents contributed to the Public Engagement Plan for Imagine Madison and the MMSD Strategic Framework. Residents met City staff and Superintendent Cheatham. BLW provided an inclusive space, childcare, and translation services for 15 residents. Many of these residents later attended the Mayor's Roundtable. This year, the agency will be replicating these panels in the City of Fitchburg, where we intend to serve 60 individuals.

While BLW has achieved success in supporting Spanish-speaking residents, our goal is to extend similar opportunities to the community as a whole. Our proposed project would ensure that local civic engagement reflects south Madison's diversity.

2. Focus Area: (1000 characters) Describe the neighborhoods or communities that will be the focus of the proposed program: for example, location, ages, ethnicities, income ranges, English language proficiency etc.). (10 points)  
BLW will recruit participants from the 4,000 community members we serve across south Madison and Monona. The program will serve adult residents from the Bridge, Lake Point, Waunona, Owl Creek, and Badger Plan neighborhoods. Residents who benefit from our programs are 96% low-income. Additionally, participants reflect the rich diversity of southeast Madison's racial and ethnic demographics (42% Latino, 27% Black, 19% White, 8% Mixed), including many first generation residents from Central America and Africa.

Many of our program participants speak limited English and have limited education, making BLW's services and leadership training even more crucial. By targeting underserved and underrepresented populations, the project will ensure that the needs and aspirations of all of Madison's Southside community members are heard.

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

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

BLW will recruit 8-10 participants for this project. Participants must be adults residing in the BLW service area. BLW will require that at least 75% of the cohort is persons of color and 50% are renters. Applicants must submit a brief statement (in writing or by audio/video) on why it is important to them to improve the BLW community and what neighborhood issue they are interested in impacting. BLW will prioritize residents who are not already involved in the center in a volunteer or leadership role.

BLW will recruit by sharing with parents of BLW students (e.g. Los Ninos Primero, Children & Teen program), at all Latino Academy programs, at the monthly food pantry, at the weekly community meals, and to residents participating in Joining Forces for Family sessions or Latino Family Resource Center workshops and case management sessions. BLW will distribute flyers in the neighborhood apartment buildings, post on Next Door and BLW's social media, and share in its newsletter.

B. Describe your strategies to address potential barriers to participation including potential language access or literacy issues and cultural relevance for your target populations. (2500 characters)

Our goal is to recruit a cohort of residents that truly reflects the amazing diversity of our community. Therefore, removing barriers to participation is one of our top priorities. Based on our experiences with previous resident panels, we have learned that we must provide the following services to make the program truly inclusive:

- All materials will be available in English and Spanish. Depending on the number of students who speak Spanish, the workshops will either be led both in Spanish and English, or a translator will be made available.
- We will provide free childcare and meals during workshops.
- Sessions will be held at the BLW community center which is handicap accessible, and during evenings or weekends depending on participants' availability.

- Workshops will be hands-on and discussion-based rather than reliant on powerpoints and text. This way residents with low literacy levels can still learn the material. Additionally, BLW will accept audio or video applications if someone does not feel confident writing.
- BLW's staff is representative of the community with many living directly in the neighborhood. More than 70% of the agency's staff identifies as a person of color and 66% are bilingual. Cultural relevance will help with building trust with the participants and best identifying training topics needed by residents to address community issues.

#### 4. Program Design:(20 Points)

##### A. Describe your proposed program design. Include staffing, training curriculum, proposed activities, and criteria and amounts for stipends and seed funding. (5000 characters)

This project will be co-led by BLW's Program Director and Latino Family Resource Center Coordinator. Both of these staff are bilingual, and have experience working one-on-one with community members, leading case management sessions to help individuals gain the skills and confidence they need to become less reliant on social services, addressing barriers to participation, working with community members of all socioeconomic and ethnic backgrounds, coordinating resident panels, and a strong understanding of available resources in the City of Madison.

The entire project will span six months (meeting two to four times a month). During that time the cohort will complete the orientation and leadership workshops, and design and implement their projects. The way this project is structured will allow residents to simultaneously develop their projects while they learn relevant topics in the leadership workshops.

After recruitment, BLW will interview potential candidates and choose a cohort that meets the stated requirements, demonstrates passion for the project, and is reflective of BLW's diverse community. The cohort will begin with a series of orientation sessions, during which BLW will share their expectations, gauge any barriers to participation, and complete various trust building activities. This is important since the cohort will need to support each other in building confidence and growing as leaders through this project. Residents will discuss what they perceive as the strengths and challenges of the community.

Topics for the leadership workshops were chosen to help the cohort gain the skills and confidence necessary to accomplish the following three longer-term goals: (a) write grants and otherwise advocate to the City to propose ideas for neighborhood projects, (b) take leadership roles at BLW Center with the Steering Committee, Board of Directors, capital campaign committees, or as a volunteer, (c) prepare residents for eligibility as BLW employees to ensure the future of the center continues to be resident-driven.

The leadership workshops will cover the following topics:

- Phases of planning a project
- What is civic engagement and why is it important
- How to create collaborations and build relationships
- How to use technology and other tools for outreach
- How to identify and access community resources
- Characteristics of a strong leader
- How to run an effective meeting
- How to manage conflict
- How to create a budget and fundraise
- How to partner with the City, engage with City processes, and access City resources
- Community networking within the neighborhood (e.g. neighborhood associations, businesses, residents)

Sessions will also include the following:

- Meeting the BLW Steering Committee to learn about their three main initiatives and about the future capital campaign
- Meeting with our Alder and other City staff
- Visiting the capitol
- Registering to vote

As the cohort participates in the activities above, they will also create and implement their civic engagement projects. The cohort will break into four groups. Each group will design its own project to address a community issue of interest. From speaking with community members in focus groups and resident panels, initial ideas that may spark a civic engagement project include drug use, access to nutritious and fresh food, neighborhood safety, police and resident interactions, wellbeing for seniors with limited mobility, and community cohesion between different racial and socioeconomic groups.

The group will write up (or record) why this issue is important to the community and will collect 15 written statements from community members indicating they support the project. Then, with the input of a City representative and with the guidance of a BLW staff, the groups will write or record their project plan which includes goals, targeted community, recruitment strategies, timeline, project design, and budget and fundraising plan. The group will complete each section of the project plan after the relevant leadership training(s).

Participants will be eligible for a stipend of \$750 if they complete 75% of the sessions. Each group will be eligible for up to \$1000 seed money to implement their projects if they submit an accurate and reasonable project budget.

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

- Skills - By providing accessible education about governmental processes, residents will learn to advocate for their community. Leadership workshops will include relevant skills, including communication, technological, and budgeting skills. Participants will attend the 2019 Mayor's Roundtable to share their neighborhood projects and discuss ways to continue building on their successes.
- Connections - The program will foster community networking at both a neighborhood and citywide level. The cohort will build lasting connections with others in their neighborhood, and with the BLW steering committee members, City staff, and Alders. Participants will gain experience building trust and solidarity within their neighborhoods, partnering with neighborhood associations or local businesses in addressing the community's needs, and accepting guidance and support from City and center staff.

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

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

The project will be led by and held at BLW Center, one of the neighborhood's greatest assets since 2004. BLW will utilize its existing partners and its experience identifying and solidifying new partnerships to implement this project, including the following:

- Leadership: BLW's 15-member Steering Committee represents local businesses, the Madison Metropolitan School District, UW-Madison, and residents.
- Local Government: BLW has a strong relationship with Alder Sheri Carter of District 14 and with Tanya Buckingham, the Dane County Board of Supervisors representative for District 24.
- Resources and Expertise: BLW can connect residents with those who provide BLW with services depending on the residents' interest area. Examples include community garden clubs, Second Harvest Foodbank of Southern Wisconsin, Neighborhood Police Officers, East Madison/Monona Coalition of the Aging, and Joining Forces for Families. One of the leadership training sessions will focus on community networking to encourage partnerships.

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

BLW's cohort will regularly meet with Tanya Buckingham (District 24), who serves on BLW Center's Steering Committee, and Alder Sheri Carter (District 14). During the project-planning stages, BLW's strong connections with local government will help participants connect with the appropriate departments for their proposed projects.

In addition, we will encourage our cohort to reach out to the Southside and Owl Creek Neighborhood Resource Teams. By connecting with Team Leaders, program participants will have access to city employees from multiple departments who have experience serving their particular community. NRTs will serve as a valuable resource to help navigate various City processes. Participants will also attend Bridge-Lakepoint Neighborhood Association meetings, which take place at BLW Center.

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

Activity	Estimated Start and Completion Dates
Organize project, recruit cohort, create/finalize curriculum	January 2019
Orientation sessions	February 2019
Training session #1, meet with Steering Committee, identify projects	March 2019
Training session #2 and #3, develop projects	April - May 2019
Training session #4 and #5, implement projects	June - July 2019

7. Funding: (10 points)

- A. What other funding do you anticipate pursuing in support of the proposed program? (500 characters)  
We will be submitting an application for a Madison Community Foundation Community Impact Grant as Community Development is one of their focus areas. The funds would be used to sustain this project beyond the CBE grant. Vera Court Neighborhood Center, Inc. will use the curricula and workshops developed to bring this same leadership training to Vera Court Neighborhood Center and the Latino Academy of Workforce Development.
- B. Budget: Summarize your program budget by estimated costs and revenue for 2018 and 2019. Please identify fund sources. If the proposed program would begin in 2018, keep in mind 2018 awarded funds must be expended in 2018, and cannot be carried over into 2019. If you are not beginning your proposed program until 2019 you will only complete the 2019 budget.

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

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

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

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

2019 BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTE D	AMOUNT OF NON- CITY REVENUES	SOURCE OF NON- City FUNDED PORTION
<b>A. Personnel Costs (Complete Personnel chart below)</b>				
1. Salaries/Wages (show detail below)	9670	9670		
2. Fringe Benefits and Payroll Taxes				
<b>B. Program/Project Costs</b>				
1. Program/Project supplies and equipment	500	500		
2. Office Supplies				
3. Transportation	27	27		
4. Other ( <i>explain below</i> )	600	600		
<b>C. Space Costs</b>				
5. Rent/Utilities/Telephone				

2019 BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED	AMOUNT OF NON-CITY REVENUES	SOURCE OF NON-City FUNDED PORTION
6. Other ( <i>explain below</i> )				
<b>D. Special Costs</b>				
7. Participant Stipends	7500	7500		
8. Seed grants	4000	4000		
6. Other ( <i>explain below</i> )	2230	2230		
<b>D. TOTAL (A + B + C +D)</b>	24527	24527		

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

Meals at Leadership Sessions = \$600 (5 sessions x 12 meals x \$10)

Admin = \$2230 (10% of program expenses)

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

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

Title of Staff Position	F.T.E.*	Proposed Hourly Wage*
Program Director	0.05	\$27
Latino Family Resource Center Coordinator	0.12	\$27
Childcare	0.01	\$15
		\$
		\$
<b>TOTAL</b>	0.18	

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

8. Outputs and Outcome measures: (15 points)

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

BLW will provide the following through this grant:

- Provide 8-10 residents with training and support for six months
- Provide at least 25 hours of leadership training sessions
- Provide at least 10 hours of other activities (e.g. orientation, field trips)
- Provide coaching and support cohort develop their project plans
- Provide seed money and coaching for participants who have completed 75% of trainings and submitted project plan approved by BLW

BLW aims for at least 75% of participants completing the training and project implementation and receiving seed funding. BLW will guide the cohort in implementing a total of four civic engagement projects.

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

The outputs above will contribute to the following project outcomes:

1. Increased community engagement between residents from diverse racial and socioeconomic backgrounds
  - At least 75% of cohort participants will be persons of color.
  - At least 50% of cohort participants will be renters.
  - At least 40 community members will be involved in the implementation of the projects.
2. Increased knowledge and skills related to civic engagement and community leadership
  - Participants interact with at least one city representative as they develop their project plans.
  - At least 75% of cohort participants indicate an improved knowledge of civic engagement processes (e.g. how to register to vote, what city meetings you can attend) and ways to get involved.
  - At least 75% of cohort participants indicate increased skills and confidence in training areas.
3. Increased community leadership post-project
  - At least 50% of cohort participants continue to stay involved in a leadership role in the neighborhood or at BLW Center during the six months after the project ends.
  - At least two cohort participants will contribute toward BLW's future capital campaign as a focus group participant, steering committee member, event volunteer, or other leadership role. BLW aims for the capital campaign to be driven by a diverse representation of community members in order to reach new groups of residents and best identify neighborhood needs.

C. Please describe how you will collect and track the data that will inform your reporting on outputs and outcomes. (2000 characters)

Art and Veronica, the co-leaders of this project, will track attendance, program hours, and community member participation. Racial demographics and housing status of cohort members will be collected on the application form. BLW will develop and implement a survey to track increased knowledge and skills. Post-project leadership roles will be coordinated through Art.

The Vera Court Neighborhood Center, Inc. agency has been successfully collecting and tracking data as a City of Madison contract recipient for the last 18 years. All staff are trained on consistent and comprehensive data tracking practices.



**-SIGNATURE PAGE-**

City of Madison Contracts:

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

1. Affirmative Action:

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

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

2. Insurance

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

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

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

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

4. Signature:

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

Applicant Signature:

Enter  
Name: Thomas Solyst

Date: 7/17/2018

By entering your initials  
in the box,

TS

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