



2019 Emerging Opportunities Program Application

Submit Application to: [HYPERLINK
EOApplications@cityofmadison.com](mailto:EOApplications@cityofmadison.com) EOApplications@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:	Opportunity Inc.	Amount Requested:	\$ 10,000
Title of Proposal:	YES! (Youth Emerging Successfully)		
Project Type	Youth Pre-Professional Development		
Project Description:	YES! address youth engagement and leadership development through strategic development training for 40 youth to engage in Opportunity Inc. projects that will build organizational capacity to respond to client need.		
Contact Person:	Eric Upchurch	Email	info@opp-inc.co
Address:	820 W. Wingra Dr. 259812	Telephone:	414-465-2608
Is this Group a 501 (C) (3)?	Yes or No No	If no, applicant will need to secure a fiscal agent with 501 (C) (3) status	
Applicant Organization founded (Year):	2006		
Name of Fiscal Agent (if Applicable):	Urban League Of Greater Madison	Fiscal Agent Phone:	608.729.1200
Fiscal Agent Contact Person:	Edward Lee	Fiscal Agent Email:	elee@ulgm.org

1. Project Description

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

Our goal is to support enterprising, young, people of color seeking employment and/or creating their own work through entrepreneurship and help to bridge the skills and resource gaps to their individual goals while incorporating trauma-informed, culturally competent, and individualized assistance along the way.



- 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.).

System Involved Youth of color in Madison, WI, particularly low-income Black and brown youth from the City's South, North, East, West, as well as Southwest and Southeast area neighborhoods. We welcome the opportunity to engage Spanish-speaking youth and youth who live in multilingual households. A few professional staff working with Opportunity Inc. are fluent Spanish speakers.

- 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.

Approximately 10 vulnerable or system-involved youth and youth of color from Madison's Southside will participate in an 8-week program in Summer 2019. From May 2019 throughout the summer. YES! staff will solidify the program plan for Summer 2019 and garner at least 5 Memorandums of Understanding (MOUs) for strategic partnerships to aid in recruitment of youth and to establish program spaces. During the full program in Summer 2019, youth will participate in working groups for 3 days per week for an average of 4 hours per day. Participating youth in the summer program will work in large, small, and individual groups in personal and professional competency-building to improve their capacity to complete the program and to contribute positively to Madison's Southside communities in order to meet EOP guidelines.

The YES! program will provide training and practice opportunities for mostly system-involved Southside youth, aged 16-20 through a Strategic Development program aimed at building a versatile, transferable skill-set that will be valuable to their own personal and professional development, to any organization, and, perhaps most importantly, to Southside communities. At least 90-100 hours will be spent at the programming site, and youth will work a total of 160 hours that includes off-site work. This program offers opportunities for young learners to gain experience, skills, and positively impact the community via hands-on learning with Opportunity Inc's (OI) social good projects and incorporating instruction from specialized industry experts. Overall, young people from Southside Madison participating in YES! will emerge successfully by cultivating skills in the following areas:

- **Mindfulness:** Learning and practicing self-care and reflection, accountability to self and to others.
- **Conflict-Resolution:** Practicing facilitation skills for healthily engaging in and preventing conflicts that inevitably arise in personal, professional, social, and family lives.
- **Relationship-Building:** Sharpening team-building and cultural competency skills through attention, intention, exploration, exchange and commitment.
- **Project Planning & Management:** Learning how to work in multicultural working groups to get things done, and practicing effective ways to accomplish teamwork.
- **Fund Development and Planning:** Understanding and practicing the craft of developing and executing fundraising plans, including applying for grants and scholarships, as well as garnering letters of recommendation, completing cover letters, etc.
- **Web Development & Coding:** Learning and practicing web development and coding skills, and applying these skills to existing and new projects.
- **Social Media Management and Engagement:** Southside youth strengthening skills as informers, educators and peer leaders who digitally share out information.
- **Collaborative Networking & Social Capital:** Empowering Southside youth to become opportunity-aware and to become the knowledge base in the community who help community members remain actively involved and socially conscious.

YES! will rely on two coordination staff and one support staff person to fill summer 2019 youth programming gaps for approximately 10 Southside youth. YES! staff will garner understanding of the unique barriers to system-involved, Black and brown youth participants from Madison's Southside. Program development and delivery will center around a needs-based approach with Southside youth by

engaging in resource and skill development, all while utilizing strong community partnerships to support youth pre-professional development (for future employment), as well as personal and community leadership training.

d. Proposed Timeline for Implementation

Activity	Estimated Start and Completion Dates
Planning and coordinating Summer 2019 Southside YES! Program in collaboration with City of Madison Community Development Division (Initial Program Administration Phase: Contracting with City of Madison)	
Planning and program development for Summer 2019 Southside YES! Program (Second Phase of Program Administration: Implementation)	
Hiring support staff as well as recruiting Southside youth participants and industry leaders for Summer 2019 Southside YES! Program (Implementation)	January 2018-May 2019
Southside YES! Summer 2019 Program (Delivery)	June 24th-August 16th, 2019
Southside YES! Program: Overall Program Evaluation, Feedback, Closeout and Celebration	September 2019

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)

Opportunity Inc. is a strategic development company dedicated to creating success through collaboration. We utilize a well qualified advisory board, innovative minds and a network of collaborators to deliver fee for service Solutions to our clients and steward in house social good projects.

Our current executive leadership team is made up of four individuals: Eric Upchurch II, Sedgwick Smith Jr, Mouna Algahaithi, and Lew Blank. Sedgwick and Mouna are Core Development Officers with Opportunity Inc. Through Young, Gifted and Black Coalition (YGB), one of the Opportunity Inc projects, they are currently creating a Racial Justice Training Series for the Madison Community Cooperatives, responding to a community need for diversity and bias training within communal living spaces. Lew manages much of the journalistic aspects of Opportunity Inc, ranging from video-making and editing, to writing news articles, or sharing stories about individuals within Madison who are victim to racist policies or interactions. The whole team also contributes to planning events, such as conferences, business conventions, or community dialogues, as well as writing grant proposals such as this one. Eric is the Chief Visionary for Opportunity Inc, and manages the main functions of Opportunity Inc, which are: delivering strategic development services at adjustable rates, fostering social good collaborations that are expressions of our mission, and building for-profit enterprises that make life better for our participants and their communities.

Strategic development services have helped a number of social good organizations including The Madison Chamber, Black Chamber, Democracy at Work Network, Madison Area Jail Ministry and others. Our focus in service is to help our clients get more done together and draw value from our collaborative networks. For example, on October 25th, through one of our social-good based projects, Madison Alliance for Black Economic Empowerment (MABEE), we are hosting a “ResourceFULL Black Businesses” convention where we will disperse up to \$10,000 in grants to local black entrepreneurs. As expressions of success through collaboration, our internal projects are meant to do two important things: 1) Make the world better by empowering those whose lives we touch; and 2) generate returns on investments.

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

YES! will help Southside, system-involved and vulnerable youth access training and development opportunities to create and/or develop existing projects and initiatives. Our goal is to co-facilitate an experience that allows youth to express their critical analysis and needs of the Southside community and to speak openly and honestly about racial and economic inequities and marginalization. Participating youth will also be provided a set of tools and existing projects to practice their skill-sets: Youth will build experience in project planning and management, fund development and stewardship, web development, social media skills, and gain social capital and collaborative networking proficiencies. Through the training, mentoring, and guidance from industry experts and Opportunity Inc staff, Southside youth will build highly transferable skills and gain school credit in order to reduce barriers to employment and education.

YES! will create an environment to learn and practice centering techniques such as mindfulness and yoga as foundations for interrupting antisocial patterns that youth may be experiencing. Restorative Justice Goals & Principles will be taught and practiced as a method to repair harm, strengthen the community to prevent future harms, and decrease community violence.

YES! will provide a safe environment where Southside youth will increase prosocial behaviors; working together to develop activities and programs in the community that provide opportunities to enhance positive youth development, encourage intergenerational dialogue, and strengthen families in the Southside communities. Whether it is youth empowerment, peer safety, social and emotional learning, positive youth development, anti-bullying or anti-trafficking, etc., Southside youth participants will be able to choose what and how to act upon the quality-of-life issues that are important to them. Youth will have an opportunity to select projects that focus on topics of violence and victimization, and youth will be provided fiscal resources to support their self-selected projects that will be worked on individually, in small groups, and as a large cohort. This investment of time and energy into training, mentoring and guiding system-involved and otherwise at-risk youth from Southside Madison raises youth's opportunity awareness, pro-social skills, connections to the community, cultural competence, creativity, confidence, and wellness in order to move the needle on the prevalence of youth violence and victimization in Southside communities.

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)

Opportunity Inc. has employed youth to become strategic developers to garner professional experience in our organization. Their developmental experience with Opportunity Inc has informed the basis of this proposal to engage and support the professional and leadership development of additional Madison-based youth.

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

YES! will rely on two coordination staff and one support staff person to fill summer 2019 youth programming gaps for approximately 10 Southside youth. YES! staff will garner understanding of the unique barriers to system-involved, Black and brown youth participants from Madison's Southside. Program development and delivery will center around a needs-based approach with Southside youth by engaging in resource and skill development, all while utilizing strong community partnerships to support youth pre-professional development (for future employment), as well as personal and community leadership training. Madison Alliance for Black Economic Empowerment (MABEE), Opportunity Inc.,

Young Gifted & Black Coalition (YGB), and other potential collaborative partners and service-providers such as Urban League of Greater Madison (ULGM), Briarpatch Youth Services (BYS), Operation Fresh Start (OFS), will partner with YES! to help reverse negative trends by effectively empowering youth, particularly system-involved youth of color, and by extension supporting sustainable, equitable socio-economic development in Dane County's Black and brown communities. YES! will enhance such efforts on Madison's Southside, and to support this work Opportunity Inc will secure MOU's or other covenants in order to formalize these relationships intended to maximize impact with Southside communities.

YES! will also participate in activities, including monthly meetings and supplemental trainings that will be offered by the Southside Safe and Thriving Initiatives program. These monthly meetings will also help YES! secure collaborative and strategic partnerships with other local organizations serving Southside youth and community members so that the Summer 2019 program is comprehensive with the support of entities that currently serve Southside youth and families year-round.

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)

We have built and maintained relationships with additional profit centers and governmental units in Dane County and the City of Madison. We will pursue grant opportunities and fiscal supports on an ongoing basis. Opportunity Inc's for profit activities are continuing to grow and thereby increase capacity for this work in addition to major contributors like UW PreCollege and National Guardian Life who have expressed serious interest in supporting our work given proof of success.

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)	\$8,800	\$1,800		O.I. Partners
2. Fringe Benefits and Payroll Taxes	\$387.20	\$80		O.I. Partners

B. Program/Project Costs				
1.	Program/Project supplies and equipment	\$1,711	\$1,711	O.I. Partners
2.	Office Supplies			
3.	Transportation	\$800	\$800	
4.	Insurance			
5.	Other (explain)	\$6,967	\$5,500	O.I. Partners
C. Space Costs				
6.	Rent/Utilities/Telephone	\$1,050	\$1,050	
7.	Other (explain):			
D. TOTAL (A + B + C)		\$19,715.2	\$10,941	

Explanation of "Other" expenses: (500 characters)

Other budget requirements include food and refreshments for the sessions. Food is a function of mouths to feed and how many times we feed them (which is a function of days). So, at an average of \$5 per meal, for 10 mouths, we're looking at \$50 per day for 10 participants. \$200/week (because of 4 days) and \$1000 total (because of 8 weeks), 5% costs \$967 for our fiscal agent ULGM, Youth Scholarships are \$500 each and \$5,000 total upon completion. Staff time is based on approximately 200 hours.

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*
Core Development Officer	1	\$ 14
Core Development Officer	1	\$ 14
Strategic Developer	.5	\$ 14
		\$
TOTAL	2.5	\$42

*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: Sedgwick L. Smith Jr.

Date: _____

By entering your initials in the box, SLS You are electronically signing your name and agreeing to the terms above.