



## Application for RFP #10054-2021

### Community Development Division

#### Emergency Rental Assistance and Legal Support Services

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

Applications are due by **12:00pm on Wednesday August 4, 2021.**

Please limit your proposal and responses to the form provided. 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.*

<b>Applicant Organization:</b>	Healing Our Hearts Foundation		
<b>Contact Person:</b>	Felica Turner-Walton		
<b>Address:</b>	2423 American Lane, Ste. 2, Madison, WI 53704		
<b>E-Mail:</b>	FWalton@healingourhearts.net		
<b>Website:</b>	www.healingourhearts.net	<b>Telephone:</b>	(608) 886-1997
<b>Federal Tax ID or EIN</b>	85-0770215		
<b>DUNS Number</b>			
<b>Legal Status:</b>	<input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Limited Liability Company <input type="checkbox"/> General Partnership <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Unincorporated Association <input type="checkbox"/> Other: _____		
<b>Tax Exempt Status:</b>	<input checked="" type="checkbox"/> 501 (c)(3) since April 14, 2020		

Check which proposed service your organization is intending to provide:

- ☒ Assist eligible applicants through application process, provide outreach and education
- ☒ Evaluate and process completed applications
- ☐ Provide legal support and mediation services as necessary (If interested in providing **only** this service skip to **Program C**)

## PART 1: Program Description

### Program A: Assist eligible applicants through application process, provide outreach and education (*Administrative costs only*)

1. What Madison neighborhoods and/or vulnerable populations does your organization serve? How will your organization ensure these resources are accessible to those most in need? Be specific (e.g. language capacity, culturally relevant service models, collaboration with other culturally competent community-based organizations, etc.)?

Healing Our Hearts (HOH) will target Black, Indigenous, and other People of Color (BIPOC) communities in the following zip codes: 53704, 53711, and 53713. HOH currently has contact with families that have experienced infant and child loss before, during and after the pandemic who are attempting to heal and grieve while having to return to the workforce. It is important to provide these services as families should have the capacity to drive and not worry where rent will come from for the next month. HOH will offer in-person and virtual assistance, as well as opening up it's office to provide access to technology to scan, fax, and/or upload necessary documentation. To reach these BIPOC communities, HOH will distribute flyers, craft public service announcement, design and post infographics and other messages via social media platforms. HOH plans to partner with Araceli Esparza and Roots 4 Change to provide these same services in Spanish for Spanish-speaking communities.

2. What is your organization's experience disbursing and navigating clients through housing-related financial assistance in Madison (e.g. Emergency Rental Assistance, Dane CORE, tenant-based rental subsidies, etc.)?

HOH was previously a part of the Dane County Collaboration of Black Service Providers where we assisted clients with completing applications through Urban Triage and Harambee Village Doulas.

3. Describe the staffing plan for your proposal, including all leadership, direct service and supportive roles (e.g. finance, intake coordinator, etc.). Include job titles, brief job descriptions necessary experience for each staff member, including for staff who need to be hired?

HOH currently employs a staff of one to provide grief support services and will utilize targeted outreach, an appointment calendar, and hire 7 additional personnel to offer services to Dane Core 2.0 eligible applicants

1. Felica Turner-Walton - Founder - oversee and finalize entire operations of ERA program - employed
2. Jillian Stacey - Lead Administrative Manager - filing, phone support, calendar management- to be hired
3. Chandra Lewis - Project Coordinator - manage daily operations of ERA project - to be hired
4. Johnnie Walton - Intake Coordinator - conduct initial intake consultations and advise clients of necessary documentation - to be hired
5. Ameshia Turner - Intake Coordinator - conduct initial intake consultations and advise clients of necessary documentation - to be hired
6. Semaja Paschal - Operations Specialist - assist with administrative tasks, canvassing, outreach, and phone support - to be hired
7. Markavian Thomas - Operations Specialist - assist with administrative tasks, canvassing, outreach, and phone support - to be hired

8. Marq Harris - Technical Support - assist with application review, access to technology, and light troubleshooting

4. Describe the proposed client-level outcomes, including the total number of people to be served, and timeline of services (e.g. 6 months, 12 months).

HOH plans to service at least 10 clients weekly, which equates to approximately 600 clients over a 15 - month period - completely dependent upon outreach response. If HOH finds that 10 clients are not responding, there is a backup target area as well as increasing social media engagement. HOH will employ a 90-day timeline to assist clients.

Phase 1 - Days 1-30: intake, document accumulation and review, landlord outreach, and submitting payments to landlords.

Phase 2 - Days 31 - 60: individual client rollover from Phase 1 - if necessary, review files for any missed payments, offer additional support

Phase 3 - Days 61 -90: last attempt of individual client rollover from Phase 1 - if necessary, review files for completion and official discharge, send out any missed payments

### **Program B: Evaluate and process completed applications (*only complete if interested in providing this service.*)**

1. Describe the history of effective organizational and fiscal management of federal funds, including understanding of 2CFR Part 200, "Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards", please identify staff positions and job experience responsible for fiscal management and reporting.

Felicia Turner-Walton, Jillian Stacey, and Chandra Lewis

2. Describe how your agency monitors and verifies the accuracy and sufficiency of its billing system to assure all claims made are proper and that adjustment is sought when issues are identified.

3. Describe staff experience with Federal Funds allocated through the United States Department of the Treasury pursuant to Title V, Section 501 of the Consolidated Appropriations Act, 2021 that has been funding source for Emergency Rental Assistance programs. Please include training plan for new hires to learn about federal requirements.

4. If additional staff required than described above please add detail of staff needed to evaluate applications and process payments. Include job titles, brief job descriptions necessary experience for each staff member, including for staff who need to be hired and timeline for hiring?

HOH will immediately begin to actively recruit the following people for available positions. If chosen for a contract award, staff will be in position by August 23, 2021 to stand up the project.

Chandra Lewis - Project Coordinator - manage daily operations of ERA project - to be hired

Johnnie Walton - Intake Coordinator - conduct initial intake consultations and advise clients of necessary documentation - to be hired  
 Ameshia Turner - Intake Coordinator - conduct initial intake consultations and advise clients of necessary documentation - to be hired  
 Semaja Paschal - Operations Specialist - assist with administrative tasks, canvassing, outreach, and phone support - to be hired  
 Markavian Thomas - Operations Specialist - assist with administrative tasks, canvassing, outreach, and phone support - to be hired

**Program C: Provide legal support and mediation services as necessary (*only complete if interested in providing these services.*)**

1. Describe the project for which funding is being requested. Include project details, the need addressed by the project, and the populations to be served.
2. Describe the agency's experience in administering this type of program. Describe the qualification of the staff assigned to the proposed program, including their knowledge and experience.
3. What Madison vulnerable populations does your organization serve? How will your organization ensure these resources are accessible to those most in need? Be specific (e.g. language capacity, culturally relevant service models, collaboration with other culturally competent community-based organizations, etc)?

**PART 2: Project Budget**

BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED	AMOUNT OF NON-CITY REVENUE	SOURCE OF NON CITY FUNDED PORTION
<b>A. Personnel Costs (Complete Personnel chart below)</b>				
1. Salaries/Wages (show detail below)	356,040	356,040		
2. Fringe Benefits and Payroll Taxes	89,010	89,010		
<b>B. Program/Operations Costs</b>				
1. Program supplies and equipment	6,000	6,000		
2. Office Supplies	3,500	3,500		
3. Marketing	3,500	3,500		
4. Rent/Utilities/Telephone	8,000	8,000		
5. Other (explain*)	2,500	2,500		
<b>C. Direct Rental Assistance</b>	720,000	720,000		

BUDGET EXPENDITURES	TOTAL PROJECT COSTS	AMOUNT OF CITY \$ REQUESTED	AMOUNT OF NON-CITY REVENUE	SOURCE OF NON CITY FUNDED PORTION
1. Rental Assistance	720,000	720,000		
2. Other (explain*):				
<b>D. TOTAL (A + B + C)</b>	1,188,550	1,188,550		

\*Explanation of "Other" expenses:

Other expenses include: Cloud Document Storage, Zoom Business Account, and Mailchimp Account for email blasts

### PART 3: Personnel Chart

Identify and describe the role of key staff positions and affiliate partners who would become directly responsible for the various aspects of the contract, if awarded. For each position, please note if duties will be provided by a current staff position (no additional FTE), a new position, or expanded hours for a current staff position (additional FTE) in the hiring plan column.

Title of Staff Position	Hiring Plan (Current, New, or Expanded)	Expected hours to be spent in this project per week	Proposed Hourly Wage	Role With This Project
Founder	Current	0.30 FTE	\$33	Oversight
Administration	New	1.0 FTE	\$19	Administrative Management
Operations	New	1.0 FTE	\$27	Operations Management
Intake Coordinator	New	2.0 FTE	\$20	Client-Facing Role
Support	New	2.0 FTE	\$16	Marketing and Outreach