

PROPOSAL # _____

DATE RECEIVED _____

PROPOSAL FOR 2009 CDBG LOCAL OPTION FUNDING
SUMMARY SHEET

NAME OF PROGRAM: Advancing Family Assets (AFA)
NAME OF ORGANIZATION: United Way of Racine County
ADDRESS: 2000 Domanik Drive **CITY:** Racine **STATE:** WI
PHONE NUMBER: 262.635.7499 **FAX NUMBER:** 262.632.1156
E-MAIL ADDRESS: davemaurer@unitedwayracine.org
NAME OF DIRECTOR: Dave Maurer **NAME OF CONTACT:** Susan Gould
FINANCIAL REPORTING TO BE DONE BY(NAME): Dave Maurer
PROGRAM REPORTING TO BE DONE BY(NAME): Susan Gould & Kimberly Payne

FUNDING SUMMARY

CDBG FUNDS REQUESTED: \$19,000

- 1) Will the proposed activity need CDBG funds for more than one year? YES If yes, explain why. This is a new initiative that will require start up funds during the first two years.
- 2) Has your organization received CDBG funding for this program in the past five years? NO
- 3) Do you have a signed agreement to use CDBG funds allocated to you in prior years? NO
- 4) Has your organization secured other funding to assist in this program? YES If "yes" indicate the funding source and corresponding amount(s). United Way of Racine County - \$50,000; Racine Community Foundation - \$7,500*; Racine County Workforce Development Center - \$7,500*; Private Funders - \$20,000* (The asterisk * indicates that funding is anticipated).

TOTAL PROGRAM COST (FROM ALL FUNDING SOURCES): \$104,000 Percent of CDBG to TOTAL cost: 18%

SUMMARY

Provide a VERY brief summary of the program. Advancing Family Assets (AFA) provides wrap-around support services to low and moderate income families who reside in Racine to ensure the building blocks for a good life – a quality education that leads to a stable job, enough income to support a family through retirement, and good health. The overall vision of success for Advancing Family Assets is that by the end of 2010, no fewer than 100 families will have measurably increased their financial and family stability and all families will have heads of household who are employed. The intent is that, with careful project evaluation, these two-year cycles are repeated over the 10-year period.

- 1) **Total number of clients to be served.** 50 families of various sizes will be served in 2009
- 2) **Age group of the people served.** Youth, adults & seniors depending on the demographics of participating families.
- 3) **What percentage of the activities will take place in the City of Racine?** 90% (Estimated)
- 4) **What percentage of the activities will take place in areas defined by HUD as being low and moderate income?** 50%
- 5) **What percentage of the people served will be City of Racine residents?** 90% during the first year. Beyond the start up phase or first year, an estimated 20% of the families served will reside in the western part of Racine County.
- 6) **What percentage of people served will be low or moderate income persons as defined by HUD?** 100%
- 7) **Which category of community needs best fits your program? (check all those that apply)** Improved Neighborhoods Job Creation Youth Activities Shelter Other (list) Financial Literacy, Education & Health

SECTION 1: NEEDS STATEMENTS - Limit your response to the space provided.

1) Describe the need in the City that this activity will address. This activity will address the areas of unemployment, education, income and health. Areas within the county suffer from chronic, extremely high and unacceptable rates of unemployment while many area employers cannot find adequately trained, reliable and productive workers. Many Racine County residents, primarily in the central areas of the City of Racine, need access to additional education, skill-building and family support opportunities so they are successful in strengthening their families and increasing their financial stability. This will help increase the number of reliable and productive workers for Racine County employers. Knowing that there is no "one-size-fits-all" solution to the challenges of unemployment, poverty, and family and neighborhood instability, responses will be highly customized to address the specific needs and conditions in targeted areas.

2) Describe the basis on which you determined the need exists. The need for this program was determined based on the City's current situation in the areas of unemployment and poverty. According to the Higher Expectations report that was adopted by the Racine County Workforce Development Board in May 2008, it is widely known that concentrated unemployment and poverty characterize the City of Racine's inner city neighborhoods. These challenges strain county and city resources and affect how people perceive the city and its quality of life. Census Tracts 1-5 (also referred to here as "inner city areas of the City of Racine") have about 20,600 people, representing about 25 percent of the city's population and about 11 percent of the county's. The inner city areas of the City of Racine has been particularly hard-hit economically. The 2000 Census provides the most recent reliable data on unemployment rates in the inner city. At that time, 1,300 jobseekers, or 14 percent of the labor force, were unemployed – twice the unemployment rate of the city as a whole. Today, unemployment in these neighborhoods may be as high as 19 to 20 percent.

3) Identify the extent of the need. The need for programs that address family stability and family success is great based on data from the 2000 Census Bureau report. According to the 2000 Census, 4,358 inner city adults (or about 39 percent of the aged 25 or over) had not earned a high school degree – a rate that is more than twice the city's overall rate and nearly twice the proportion of county adults who had not earned a high school degree. Similarly, about 5,600 inner city residents live in poverty, representing half of the city's 11,100 residents in poverty and 36 percent of the county's 15,500 residents living in poverty. In addition, more than 80 percent of the City's 3,200 impoverished children live in the inner city, and collectively they represent 25 percent of Racine Unified School District's total enrollment. Many of the children who live in poverty also reside in homes headed by a single person – often female. This is notable because the poverty rate for county families with a single-person family head-of-household is about 23 percent. By comparison, only three percent of the county's married-couple families live in poverty. Furthermore, the poverty rates for female head-of-household families living in the city (36 percent) are higher than the county-wide poverty rate for female head of household families (29 percent). At the current time, we believe the needs are even greater due to the severe economic recession.

SECTION 2: PROGRAM OVERVIEW Limit your response to the space provided. Include in the description what activities will take place, how you notify the public of your activity, who will provide services, where activities will take place, when and how often activities will take place, and why your organization should provide and oversee the activity. The public will be notified of AFA through information sessions that will take place at various community agencies and through referrals from collaborating agencies. The focus of the program is to assist families who meet the following criteria: Family income is less than 200% of Federal poverty level. Family resides in Racine County; for start-up phase, in the City of Racine. Head of household may be employed, underemployed or has worked at some time or received income within the past 12 months. Family has shown interest or initiative to improve financial stability and/or family success. Family includes at least one child under 18. The focus will be on families with young children. Families who meet the eligibility requirements can be referred to the program by partner agencies or they can inquire on their own. Each family is assigned a Family Coach who is responsible for conducting intake, developing Individual Success Plans for the family members, and connecting families to programs and services in the areas of income, education and health. The service providers become part of the Family Resource Team, which is a team of providers that are assigned to the family based on the goals outlined in the Individual Success Plan. Initially, the family will attend a series of meetings at the United Way of Racine County or the service provider where their Family Coach is housed. The purposes of the meetings will be to complete intake paperwork, set goals, and develop Individual Success Plans. As the family progresses, they will meet with their Family Coach and/or Family Resource Team on an as needed basis. The United Way of Racine is the ideal home for the program as the United Way of Racine serves as a conduit for collaborative and innovative programs and initiatives in the city and county of Racine. Also, the United Way of Racine is committed to sustaining AFA by providing significant financial and human resources that are necessary for the success of the program.

SECTION 3: OBJECTIVES OF THE PROGRAM

1) List in as quantitative and qualitative a manner as possible, the objective(s) to be accomplished by implementing this program and how success in meeting the objectives will be measured. Information such as the number of loans provided, diplomas attained, jobs acquired, clients to be housed, or other unique project characteristics or subgroup information should be provided.

GOALS	OBJECTIVES	INDICATORS
Income - To establish durable connections between families and mainstream economy.	Families have adequate income to support themselves. Families have opportunities to build and protect their assets.	Employment rates, higher earnings, checking account, savings account, improved credit rating, ownership of home or vehicle, and evidence of dollars returned in Earned Income Tax Credit.
Education – To advance family members’ potential to achieve their academic and/or vocational success.	Children gain knowledge and skills for productive adulthood. Adults gain knowledge and skills for employment.	Improved school performance (attendance, grades, test scores), high school graduation, adult achievement of language/literacy skills, adult achievement of degrees/certification.
Health – To assist families in maintaining healthy relationships and lifestyles.	People demonstrate healthy family relationships. Family members demonstrate healthy lifestyles	Decreased incidences of domestic violence, child abuse, AODA and teen pregnancy, children covered by health insurance and number of two parent households.

SECTION 4: INNOVATION

Is this a new program or approach to providing for a need in the Racine community? This is a new program that approaches providing resources and services from a collaborative or “wrap-around” perspective. Many programs exist that address the needs of families in specific, individual areas. Advancing Family Assets seeks to address the needs of families using the “wrap-around” approach where family strengths are used to create an individualized plan for each family. Multiple agencies partner in the interest of addressing the multiple problems a family may have. This approach has proven to be an effective method of service delivery in situations where families are served by multiple agencies.

SECTION 5: COLLABORATION

Collaboration is defined as "a formal agreement among agencies or organizations engaged in similar activities to work together to reach a common, mutually agreeable goal". Applications representing collaborative efforts must identify each partner and their role in the collaboration.

1) Identify any other agencies that are presently providing services or activities similar or identical to those being proposed. There are numerous programs and projects throughout Racine County serving low-income families, offering assistance and training to address a variety of needs. Many families have several "case workers" assigned to them depending on the types of services received. Rather than just adding to a family's group of social service workers, this project will build on the work already being done with the family. Families matching the description of the AFA target population can be referred to the project staff as potential AFA participants by other agencies working with the families.

2) If there are other agencies providing similar or identical services or activities, explain the necessity for the additional services being proposed for funding. To the knowledge of AFA, there are no other agencies providing similar or identical services or activities.

3) How has your agency collaborated to avoid duplication of services? You must identify the collaborating agencies. We have collaborated in order to connect families to services that already exist. We recognize a need to mobilize resources and assist families with accessing existing resources rather than duplicating services. Collaborating agencies and their roles follow:

COLLABORATING AGENCY	ROLE
United Way of Racine County Partner Providers	To refer families to AFA & provide Family Coaches
Faith Based Community	To refer families to AFA & sponsor families
Community Agencies	To refer families to AFA & serve on Family Resource Teams

SECTION 6: BUDGET (PAGE ONE OF TWO PAGES)

Show all revenues and expenses for the Activity in whole dollars.

REVENUES:	
FUNDS REQUESTED FROM C.D.B.G. PROGRAM (January – June 30, 2009)	<u>\$19,000</u>
FUNDS FROM OTHER SOURCES:	
1. <u>United Way of Racine County (Secured)</u>	<u>\$50,000</u>
2. <u>Private Funders (Anticipated)</u>	<u>\$20,000</u>
3. <u>Racine Community Foundation (Anticipated)</u>	<u>\$7,500</u>
4. <u>Racine County Workforce Development Center (Anticipated)</u>	<u>\$7,500</u>
TOTAL REVENUE	<u>\$104,000</u>

EXPENSES:						
SALARIES:	Position	#Hours	Rate	<u>C.D. FUNDS</u>	<u>OTHER FUNDS</u>	<u>TOTAL</u>
	<u>Program Manager & Program Support (United Way)</u>				\$12,500	\$12,500
	<u>Project Facilitator</u>	30/Week	\$35/Hour	\$0	\$21,000	\$21,000
	(1 part time for 20 weeks)					
	<u>Family Coach</u>	20/Week	\$25/Hour	\$12,000	\$4,000	\$16,000
	(2 half time for 16 weeks)					
	<u>Family Coach</u>	10/Week	\$25/Hour	\$2,000	\$16,000	\$18,000
	(6 part time for 12 weeks)					
EMPLOYEE BENEFITS (List Benefits)				\$0	\$0	\$0
				\$0	\$0	\$0
PAYROLL TAXES				\$0	\$0	\$0
LICENSES, PERMITS, MEMBERSHIPS				\$0	\$0	\$0
PROFESSIONAL FEES (accounting, attorney, etc.)				\$0	\$0	\$0
AUDIT COMPLIANCE FEES				\$0	\$0	\$0
INSURANCE				\$0	\$0	\$0
EMPLOYEE TRAINING				\$1,000	\$4,000	\$5,000
RENT or OCCUPANCY				\$0	\$2,000	\$2,000
UTILITIES				\$0	\$500	\$500
TELEPHONE				\$0	\$200	\$200
OFFICE SUPPLIES				\$0	\$300	\$300
POSTAGE				\$0	\$0	\$0
EQUIPMENT PURCHASE *				\$0	\$0	\$0
EQUIPMENT RENTAL (List)				\$0	\$0	\$0
EQUIPMENT MAINTENANCE <u>Data Management</u>				\$0	\$5,000	\$5,000
WORK OR PROGRAM SUPPLIES				\$0	\$3,000	\$3,000
PRINTING AND PUBLICATIONS				\$0	\$0	\$0
TRAVEL *				\$0	\$0	\$0
MEETING EXPENSES *				\$0	\$2,000	\$2,000
LIST ANY OTHER EXPENSES BELOW * :						
<u>Family support, family crises and other basic needs.</u>				\$4,000	\$5,000	\$9,000
TOTAL EXPENSES				\$19,000	\$75,500	\$94,500

• Provide detail on next page as indicated

SECTION 6: BUDGET (CONTINUED)

- **Identify and explain the necessity for any equipment proposed to be purchased.** Not Applicable

- **Explain the purpose(s) for which travel funds will be used. Identify the purpose(s) of out of town travel.** Not Applicable

- **Identify the meetings and what items will be paid for under Meeting Expenses. Identify out of town meetings, location(s) and purpose(s).** Meeting expenses will include conference fees for Family Coaches to attend sessions on topics related to income, education, health and case management principles.

- **Identify what contract services will be purchased and how the contractor(s) will be selected.** Family Coaches will be hired as contractors to provide case management to families enrolled in the AFA program. Contractors will be selected based on their knowledge and level of expertise.

- **Explain all items listed under "Other Expenses".**
Note: Line items such as Miscellaneous Expenses, Overhead, Indirect costs and similar listings are not permitted. "Other Expenses" includes family support in cases where the family is in crisis or has an emergency. Resources will be used to aid families in cases where unforeseen circumstances impact the family. For instance, emergency childcare, transportation or rental assistance might be necessary to keep a family member employed or in stable housing. Only families who are enrolled in the AFA program are eligible for this additional support.

SECTION 7: ATTACHMENTS

Please provide one copy only of the following

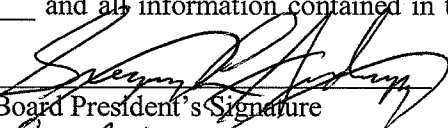

- A description of all jobs shown in the budget.
- A copy of applicant's (agency) 2008 budget.
- A copy of the applicant's most recent financial audit or compilation.

PLEASE, LIMIT YOUR ATTACHMENTS TO ONLY THOSE REQUESTED!!!

SECTION 8: STATEMENT OF APPROVAL

Non-profit and For Profit Organizations.

This proposal for CDBG funds was considered and approved by our Board of Directors at a meeting at which a quorum was present on _____ and all information contained in the proposal is true and correct to the best of our knowledge:

 2/24/09
Board President's Signature Date
Greg Andereggs
Print Name
 2/17/09
Board Treasurer's Signature Date
David Albrecht
Print Name

Government Agencies and Individuals.

This proposal for CDBG funds has been reviewed and approved for submission and all information contained in the proposal is true and correct to the best of my knowledge:

Signature Date

Print Name

Title Date

SECTION 9: NATIONAL OBJECTIVE CERTIFICATION

PLEASE HAVE THE PRESIDENT OF THE BOARD OF DIRECTORS, THE CITY AGENCY DEPARTMENT HEAD, OR, IF THE APPLICANT IS AN INDIVIDUAL, THE INDIVIDUAL, SIGN THE APPROPRIATE CERTIFICATION. If you have questions regarding which of the certifications is appropriate for your application, please contact the Department of City Development at 636-9151.

FOR ACTIVITIES DESIGNED TO BENEFIT LOW AND MODERATE INCOME PERSONS IN ACCORDANCE WITH HUD CDBG INCOME GUIDELINES:

To benefit persons...

I hereby certify that the proposed activity will benefit low and moderate income persons as defined by the U.S. Department of Housing and Urban Development; and that no less than _____ % of the clients to be assisted will be low and moderate income persons residing in the City of Racine, Wisconsin.

David L. Mauer
Signature
David L. Mauer
Print Name
Executive Director
Title

Date

To benefit an area...

I hereby certify that the proposed activity is designed to benefit a general area of the City and not individually identified low and moderate income persons; and that the proposed activity will provide improvements to areas in which no less than 51% of the residents are low and moderate income as defined by the U.S. Department of Housing and Urban Development.

Signature

Print Name

Title

Date

FOR ACTIVITIES DESIGNED TO ELIMINATE SLUMS AND BLIGHT

To eliminate slums and blight...

I hereby certify that the proposed activity is designed to aid in the prevention and elimination of slums and blight, as defined by the U.S. Department of Housing and Urban Development rules governing the CDBG Program.

Signature

Print Name

Title

Date

United Way of Racine County

Job Title Advancing Family Assets Family Coach	Department Community Impact	
Immediate Supervisor Project Facilitator	Classification Contracted Position	Position Type Part-Time

Position Summary

This contracted part-time position serves as a member of the Advancing Family Assets Team and is responsible for the recruitment, intake and management of participants in the Advancing Family Assets Program. The Family Coach connects families to community resources in the interest of empowering them to become stronger and more financially stable.

Primary Responsibilities

% 25	RECRUITMENT & INTAKE Recruit families to participate in AFA. Conduct intake meetings, assist families in completing paperwork and collect appropriate information.
% 50	CASE MANAGEMENT Maintain case records, manage data, and correspond with families formally and informally. Jointly determine goals and develop Individual Success Plans with families. Collaborate with community agencies to develop a Family Resource Team and encourage families to access needed services. Respect family privacy and confidentiality needs while handling sensitive information and sharing information with other providers.
% 10	FAMILY SUPPORT Advocate for families in order to ensure that they receive adequate support and quality service. Motivate and empower families to obtain goals established in Individual Success Plans. Encourage family responsibility and accountability. Visit community agencies, attend meetings and confer with other Family Coaches to become informed concerning community resources for families.
% 10	COMMUNICATION Work with agencies and service providers to facilitate case coordination and information sharing. Maintain regular contact with the families via formal and informal correspondence including meetings, home visits and phone calls. Provide progress reports to AFA Team as needed. Meet regularly with the Project Facilitator, Family Resource Team and other AFA Team members in relation to family eligibility, Individual Success Plans, progress and possible changes in the service program. Collaborate with the Advancing Family Assets Team to implement and deliver high quality service for AFA Families.
% 5	OTHER DUTIES AS ASSIGNED The duties listed above are intended to describe the general nature and level of work of this position. The list is not meant to be exhaustive or restrictive. Additional duties may be added on an as needed basis.

Qualifications

- Associates degree in related discipline required; Bachelor's degree preferred.
- At least one year of demonstrated experience in the areas of building relationships, advocating for families, conducting intake, developing Individual Success Plans, maintaining case files, managing data, and coordinating services between agencies.
- Commitment to serving the community, multiculturalism, and advocacy.
- Knowledge of basic computer hardware and skills using software applications including email, Internet and Microsoft Office.
- Exceptional oral and written communication skills.
- Willingness to work varied hours including evenings and weekends as needed.