



## Older Adult Services PART 1 – ORGANIZATION NARRATIVE FORM

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

**Deadline: 4pm July 1<sup>st</sup>, 2024**

*Official submission date and time will be based on the time stamp from the CDD Applications inbox. Late applications will not be accepted.*

The intent of this application and subsequent contract is for all organizations to present a set of opportunities within the umbrella of one contracted program for each service area, i.e. Case Management services, Culturally Relevant services, Information, Outreach and Referral services and Independent Living Support services. Only programs that involve different participants for that service area, separate staff, a different schedule and are not an activity occurring during or as part of another program should be considered a stand-alone program with a separate application.

Responses to this RFP should be complete but succinct. Materials submitted in addition to Part 1 - Organization Narrative, Part 2 - Program Narrative(s) and Part 3 - Budget Narrative will not be considered in the evaluation of this proposal. *Do not attempt to unlock/alter this form.* Font should be no less than 11 pt.

If you need assistance related to the **content of the application** or are unclear about how to respond to any questions, please contact CDD staff: Yolanda Shelton-Morris, Community Resources Manager [yshelton-morris@cityofmadison.com](mailto:yshelton-morris@cityofmadison.com) or Garrett Tusler, Community Development Specialist [gtusler@cityofmadison.com](mailto:gtusler@cityofmadison.com). We are committed to assisting interested organizations understand and work through this application and funding process.

If you have any questions or concerns that are related to **technical aspects** of this document, including difficulties with text boxes or auto fill functions, please contact Garrett Tusler, [gtusler@cityofmadison.com](mailto:gtusler@cityofmadison.com)

### **A NOTE REGARDING APPLICANT TYPE**

Every agency applying for funding must submit an organizational history narrative per program detailing their agency's background, mission, and vision. If your agency is applying for multiple programs, each program application must be submitted separately with all the required submission documents (See RFP Guidelines 1.2 Required Information and Content of Proposals)

#### **Joint/Multi-agency Applicants**

For those choosing to submit a joint/multi-agency proposal, only the designated 'lead agency' is required to complete and submit responses to questions 5-9 pertaining to partnership history, rationale for partner selection, division of roles and responsibilities, anticipated challenges, and any previous collaborations or partnerships. All other agencies participating in the joint application, listed in application as 'joint/partner agency', are still required to submit their organizational history narrative, as stated above.

Legal Name of Organization:	Irwin A. and Robert D. Goodman Community Center	Total Amount Requested:	\$ 30,000
All program(s) connected to your organization:	Program Name: Goodman Older Adult Programming		Amount Requested: \$ 30,000
	Applicant Type: Single Agency Application		
	Program Type: Culturally Relevant Services		
	List Program Partner(s) (if applicable): Choose an item., , Choose an item., ,		
	Choose an item.		
All program(s) connected to your organization:	Program Name:		Amount Requested: \$
	Applicant Type: Choose an item.		
	Program Type: Choose an item.		
	List Program Partner(s) (if applicable): , Choose an item., , Choose an item., ,		
	Choose an item.		
All program(s) connected to your organization:	Program Name:		Amount Requested: \$
	Applicant Type: Choose an item.		
	Program Type: Choose an item.		
	List Program Partner(s) (if applicable): Choose an item., Choose an item.,		
	Choose an item., Choose an item.		
All program(s) connected to your organization:	Program Name:		Amount Requested: \$
	Applicant Type: Choose an item.		
	Program Type: Choose an item.		
	List Program Partner(s) (if applicable): Choose an item., Choose an item.,		
	Choose an item.		
➤ <i>If you are applying for more than four programs please contact Garrett Tusler gtusler@cityofmadison.com</i>			
Contact Person for application (Joint Applications - Lead Org):	Lisette Khalil, Director of Grants Administration	Email: LKhalil@goodmancenter.org	
Organization Address:	214 Waubesa Street, Madison WI 53704	Telephone:	608-204-8016
501 (c) 3 Status:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Fiscal Agent (if no)	

**Organizational Qualifications – All Applicants:**

1. Organization History and Mission Statement

The Goodman Community Center is a 501(c)3 nonprofit that has served a diverse group of neighbors, families, and individuals for 70 years. Our two-buildings are located on Waubesa Street in the Schenk-Atwood neighborhood and most of the individuals we serve are North or East-side City of Madison residents. Goodman reaches over 30,000

people annually through programs for children and youth ages 3 to 18, family engagement opportunities, food pantry and meal services, a fitness center and exercise classes, community meeting spaces, and programming for older adults.

Goodman’s mission is to strengthen lives and secure futures. Our vision is to support a community that’s thriving because everyone is valued, feels safe, and has the resources they need to be successful. Goodman Community Center’s commitment to diversity, equity, inclusion, and accessibility is core to who we are as an organization and the role we play within the community. Our goal is that every participant can see themselves represented in our staff. We have undertaken significant efforts to recruit and retain BIPOC professionals and aim to have authentic engagement with individuals and households of diverse backgrounds. We seek out and value diverse perspectives and treat people with dignity. We make a conscious effort to find the strength in all people and communicate with empathy as we create meaningful connections with individuals and families.

2. Describe your organization’s experience implementing programming described in the Older Adult Services Policy Paper and Older Adult RFP Guidelines relevant to the programs you propose in this application. List all current older adult programs with their inception date.

Goodman has a longstanding commitment to providing accessible and impactful programming for older adults. We began offering Older Adult programming in approximately 1976. At that time, we were the “Atwood Center” and programming included bingo, once-per-week lunches, craft classes, and a breakfast group. A dedicated/full-time Older Adult Program Staff position was created in 1996 and attendance at programming has grown steadily.

Today, we average 32 different activities/workshops per week, including daily lunches as part of Dane County’s Senior Meal Site program. Last year, we reached over 800 individuals age 55+ through programming ranging from yoga and Tai Chi to cooking classes and bingo. Our core program areas (with inception dates) include:

- Senior Lunches (1976)
- Bingo (1976)
- Social Activities ~ movies, speakers, game nights (1979)
- Senior Field Trips (1988)
- Dane County Senior Meal Program (2009)
- Activities to Maintain Cognitive Health ~ Euchre, Bridge, Philosophy Group (2009)
- Exercise Classes ~ Tai Chi, walking groups, etc (2011)
- Case Management partnership with NewBridge (2013)
- Flu Clinics & Nurse Visits (2014)
- Wellness Support Groups (2015)
- Book Group (2018)
- Tech Help Assistance (2018)
- Partnership with UW-Madison School of Medicine & Public Health ~ fall prevention, health coaching (2018)
- Line Dancing (2019)
- Virtual bingo, exercise and cooking classes (2021)
- Wellness Warriors Mental Health Support Group (2021)
- Food Pantry deliveries/senior session (2021)
- Open House/Meet & Greet Events (2022)
- Art Classes (2023)

3. Describe any significant changes or shifts at your agency since 2022 or anticipated changes in the next two years. For example, changes in leadership, turnover of management positions, strategic planning processes, expansion or loss of funding. What, if any affects have or will these changes make regarding the agency’s ability to provide proposed services? If there are no changes, write “No changes”.

**LEADERSHIP CHANGES:** In 2023, Goodman's Executive Team expanded from a 3-person team to a 6-person team. Roles on the team include our Executive Director, VP of Finance, Chief Development Officer, VP of People & Culture (new), VP of Mission & Strategy (new), and VP of Programming (new). The three new Vice President positions were elevated from Director-level positions to provide additional breadth and perspectives in agency decision-making. Specifically, the VP of Programming brings Older Adult program voice to Executive Team discussions and helps assure that impacts on all programs are considered when creating new policies or protocols.

Goodman's VP of Finance position is open at the time of this application. We anticipate hiring and onboarding a new team member by the time this grant period begins. In the meantime, our Director of Finance will continue processing monthly claims and assure that grant funds are being spent as planned.

**STRATEGIC PLANNING:**

Goodman launched a 3-year strategic plan in September 2023. We had been preparing since fall 2022, gathering feedback from community members, participants, families, staff, Board, and partners around the central question: "What does the Goodman Center need to do in the next three years for our diverse community to feel celebrated, supported, and empowered?" Input was carefully documented, analyzed, and discussed with the help of a facilitator. Our strategic plan highlights three priority areas that we will continue working toward through August 2026:

1. **Intentional Programming:** Create program continuity and capacity to innovate and enhance core programs to be responsive to community needs.
2. **Workplace Wellness:** Enhance holistic support for staff so they feel recognized as the heart of the organization.
3. **Financial Agility:** Diversify our funding to efficiently shift priorities in response to changing community needs.

Goodman's Older Adult program staff are actively involved in Strategic Plan workgroups, especially around Workplace Wellness and Intentional Programming.

**EXPANDED PROGRAMMING:** In 2023, Goodman became the caterer for Dane County's Meals on Wheels lunch delivery program. This change allowed us to hire additional staff on our Program Kitchen team and additional purchasing power. Our Older Adult Program meal site has benefitted from this expansion through more creative menu options and a greater variety of foods served.

4. Describe your organization's experience, education and training requirements for management and older adult services program staff. Include how you support these requirements and other professional development opportunities.

Goodman Community Center is led by CEO Letesha Nelson, who has over 20 years of nonprofit leadership experience. Prior to joining the Goodman Center in 2021, Letesha was the Executive Director of Children and Family Enrichment at Idlewild, in Memphis, and before that, she held a number of positions with the Girl Scouts that spanned more than 17 years and a range of responsibilities, including many years of direct service. Thanks to this breadth of experience, Letesha brings expertise in operational efficiency, fiscal responsibility, donor relations, and programming to her role.

Gayle Laszewski will be the lead for this project. She has worked at Goodman Community Center leading Older Adult programming for 11 years. Gayle's background is in public health education, prevention, and wellness. She has a master's degree in psychology, is certified by the National Board for Health & Wellness Coaching and is a Certified Worksite Wellness Specialist. Prior to working at Goodman, Gayle worked at WEA Trust, the UW-Madison School of Medicine & Public Health, and at the Wisconsin Clearinghouse for Prevention Resources in a variety of health education and coordinator roles.

Job qualifications for Older Adult Program staff include a bachelor's degree (preferably in social work or a related field) and at least 3 years' experience working with older adult participants in some setting. Training requirements for staff include CPR certification, ServSafe Certification, Annual Nutrition Site Manager Training, and knowledge of evidence based health and wellness practices for older adults.

Every Goodman employee is encouraged to engage in professional development opportunities during paid regular work hours. Our HR Department has an annual budget for Professional Development and any Goodman staff member can request funds to support their learning via a standard form on our employee portal. Professional development is also stressed during the annual employee performance review process. Every employee chooses a topic or learning goal for the year ahead as part of their SMART Goal setting activity required within the review process.

**JOINT/MULTI-AGENCY APPLICATIONS ONLY – Lead Agency Applicant responses**

**Program name:** N/A

**Program type:** Choose an item.

**List All Joint/Partner Applicants for this Program:** N/A

5. Provide a brief overview of your partnership history with the collaborating agency/agencies. When and how did this partnership begin, and what collaborative initiatives have you undertaken together in the past?  
N/A
6. Explain the rationale behind choosing to partner with the specific agency/agencies identified in this application. What unique strengths or resources does each organization bring to the partnership, and how do these complement one another?  
N/A
7. Describe the division of roles and responsibilities between your organization and the collaborating agency within the proposed program. How will each partner contribute to program design, implementation, and evaluation?  
N/A
8. Outline any challenges or barriers you anticipate encountering as a result of the partnership, and how you plan to address these collaboratively.  
N/A
9. Detail any previous collaborations or partnerships with other organizations serving older adults, if applicable. What lessons or insights have you gained from these experiences that will inform your approach to this partnership?  
N/A



# Older Adult Services 2024 Request for Proposals PART 2 - Program Narrative Form

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

**Deadline: 4:30 p.m. (CDT) on July 1st**

*Official submission date and time will be based on the time stamp from the CDD*

*Applications inbox. Late applications will not be accepted*

Part 2 – Program Narrative Form MUST be completed for EACH PROGRAM for which you are asking for funds.

Responses to this RFP should be complete but succinct. Materials submitted in addition to Part 1 - Organization Narrative, Part 2 - Program Narrative(s) and Part 3 - Budget Narrative will not be considered in the evaluation of this proposal. *Do not attempt to unlock/alter this form.* Font should be no less than 11 pt.

### Joint/Multi-Agency Applicants

Only the designated 'lead agency' is required to submit the Program Narrative form on behalf of all identified partners listed in the application for applicants choosing to apply through a joint application.

If you need assistance related to the **content of the application** or are unclear about how to respond to any questions, please contact CDD staff: Yolanda Shelton-Morris, Community Resources Manager [yshelton-morris@cityofmadison.com](mailto:yshelton-morris@cityofmadison.com) or Garrett Tusler, Community Development Specialist [gtusler@cityofmadison.com](mailto:gtusler@cityofmadison.com). We are committed to assisting interested organizations understand and work through this application and funding process.

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Program Name:	Goodman Older Adult Programming	Total Amount Requested for this Program:	\$ 30,000
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Legal Name of Organization:	Irwin A. and Robert D. Goodman Community Center	Total amount Requested for Lead/Single Applicant	\$ 30,000
Legal Name of Partner(s) (Joint/Multi-Agency Applicants only):		Total Amount Requested for Partner 1:	\$
		Total Amount Requested for Partner 2:	\$
		Total Amount Requested for Partner 3*:	\$
Program Contact:	Lisette Khalil	Email:	lkhalil@goodmancenter.org
		Phone:	608-204-8016
Program Type: Select <b>ONE</b> Program Type for this form.			
<input type="checkbox"/> Case Management Services <input checked="" type="checkbox"/> Culturally Relevant Services <input type="checkbox"/> Independent Living Support Services <input type="checkbox"/> Outreach, Information, and Referral Services <p><b>PLEASE NOTE:</b> Separate applications are required for each distinct/stand-alone program. Programs are considered distinct/stand-alone if the participants, staff and program schedule are separate from other programs, rather than an activity or pull-out group.</p>			

\*Click or tap here to enter text.

## 1. PROGRAM OVERVIEW

- A. **Need:** Briefly describe the need in the City of Madison for the programs included in this application, including the source of the data used in your response.  
 (DATA SOURCES ARE LISTED BELOW NARRATIVE)

Older adult programming is crucial for Madison residents to address needs related to social isolation, physical health, mental health, and healthy aging.

Approximately one third of older adults report feeling isolated from others.(1) Specifically, Wisconsin adults age 75+ are most likely to report not receiving the social and emotional support they need.(2) Factors impacting social isolation include living alone, mobility issues, limited resources, caregiving responsibilities, lack of transportation, lack of relationships with co-workers (due to reduced work/retirement), and/or death of friends/spouses.(3) Social isolation has serious health consequences; In fact, social isolation significantly increases risk of premature death at a similar rate as smoking and obesity.(4) Social isolation is associated with increased risk of dementia, heart disease, stroke, depression, anxiety, and suicide.(4) Community Centers, like Goodman, provide a space for social interaction and community building to combat risk of social isolation.

Physical activity is also a critical component in healthy aging. Only 14% of adults age 65+ are engaging in the recommended amounts of aerobic or muscle-strengthening activities.(5) Dane County older adults ranked “changes to the body or physical capabilities” the #3 top challenge for themselves and peers.(6) Wisconsin also has the highest rate of deadly falls in the country; One in four older adults has a fall each year.(7) Our programs that include physical activities such as yoga, dance, or walking clubs are certified by UW-Healthy as fall prevention classes, helping older adults maintain their strength and balance.

Cognitive health needs of older adults are a growing health concern in Dane County and nationwide. The Wisconsin Department of Health Services estimates that roughly 10,000 Dane County residents age 65+ have dementia.(8) 10% of adults age

60-64 report cognitive decline, but over half of those individual have not talked to a health care provider about their concerns.(9) Although genetic factors in cognitive decline cannot be controlled, there are many lifestyle factors that can be changed. Activities such as our educational workshops, book clubs, and classes on various topics help keep older adults mentally engaged and sharp, potentially reducing the risk of cognitive decline.

Data-Sources:

1. Malani P, Singer D, Kirch M, Solway E, Roberts S, Smith E, Hutchens L, Kullgren J. Trends in Loneliness Among Older Adults from 2018-2023. University of Michigan National Poll on Healthy Aging. March 2023. Available at: <https://dx.doi.org/10.7302/7011>.

2. Wisconsin Behavioral Risk Factor Surveillance System (BRFSS) 2022. Office of Health Informatics, Division of Public Health, Wisconsin Department of Health Services.

3. Wisconsin Aging Advocacy Network, State Issue Brief: Social Isolation, April 2019.

4. National Academies of Sciences, Engineering, and Medicine. 2020. Social Isolation and Loneliness in Older Adults: Opportunities for the Health Care System. Washington, DC: The National Academies Press. <https://doi.org/10.17226/25663>.

5. Hyde ET, Whitfield GP, Omura JD, Fulton JE, Carlson SA. Trends in Meeting the Physical Activity Guidelines: Muscle Strengthening Alone and Combined With Aerobic Activity, United States, 1998-2018. *J Phys Act Health* 2021;18(S1):S37-S44.

6. 2022-2024 Dane County Aging Plan Community Feedback Report. <https://danecountyhumanservices.org/documents/pdf/Aging/AAA/2022-2024-Aging-Plan/17-Aging-Plan-Survey-Feedback-Summary.pdf>

7. Kakara R, Bergen G, Burns E, Stevens M. Nonfatal and Fatal Falls Among Adults Aged ≥65 Years — United States, 2020–2021. *MMWR Morb Mortal Wkly Rep* 2023;72:938–943. <http://dx.doi.org/10.15585/mmwr.mm7235a1>

8. <https://www.dhs.wisconsin.gov/publications/p01049.xlsx>

9. Wisconsin Behavioral Risk Factor Surveillance System (BRFSS) 2021. Office of Health Informatics, Division of Public Health, Wisconsin Department of Health Services.

B. Goal Statement: What is the goal of your program and how does it align with the scope of work described in the RFP guidelines?

The goal of our program is to help participants achieve healthy aging through culturally relevant activities creating social connections and opportunities to improve physical and emotional health. We want our participants to know that they are seen, heard, valued, and welcomed at Goodman.

Our goal aligns closely with the RFP guidelines and desired outcomes. Our work is designed to help participants define and achieve their desired quality of life through active engagement in our community. The variety of activities and program options offered at Goodman each week offer meaningful opportunities for a diverse group of participants to find areas of interest and create genuine connections with other attendees, volunteers, and staff. Programming not only addresses mental health and physical health issues, but also emphasizes the critical impact that social isolation can have on wellbeing.

C. Program Summary (3-5 sentences):

Goodman’s Older Adult Program includes daily activity options, both in-person and virtual, Monday through Friday at our east-side location in the Ironworks building. Programming is designed to help participants avoid illness and disability, maintain positive mental health, and actively engage in social activities. We aim to serve 500 participants age 55+ per year during the grant period.

## 2. POPULATION SERVED

A. Proposed Participant Population: Describe the intended service population that will be impacted by this program (e.g., location, ages, race/ethnicities, income ranges, English language proficiency, if applicable etc.) AND how this population was involved in the development of this program proposal.

Goodman’s Older Adult program will serve 500 adults age 55+ each year. Participants are City of Madison residents, mostly from North and East side neighborhoods surrounding our center. As an organization, we prioritize serving low-income seniors and families. While we do not require participants to disclose race/ethnicity or income as part of our program registration process, we estimate that approximately 75% of our older adult participants are low-income and about 10% are experiencing homelessness. Goodman’s Older Adult programs are free and open to all on a drop-in basis.



Older Adult program participants were involved in designing our proposed programming through responses collected in our annual participant surveys, Strategic Plan focus groups, and in individual feedback to our program staff.

B. 2023 Participant Demographics (if applicable):

Race	# of Participants	% of Total Participants
White/Caucasian	360	45.14%
Black/African American	32	4.20%
Asian	2	0.60%
American Indian/Alaskan Native	5	0.60%
Native Hawaiian/Other Pacific Islander	0	0%
Multi-Racial	0	0%
Balance/Other	402	49.46%
Total:	801	
Ethnicity		
Hispanic or Latino	0	0%
Not Hispanic or Latino	801	100%
Total:	801	
Gender		
Man	154	19%
Woman	279	35%
Non-binary/GenderQueer	0	0%
Prefer Not to Say	368	46%
Total:	801	

Comments (optional): We have the most complete data for individuals who participate in our Dane County Senior Meal Site program. Other program and event attendance does not require as robust a registration process and we have less complete data for those participants.

C. Language Access and Cultural Relevance: Please describe how the proposed program will serve non-English speaking older adults. Describe how the proposed program will be culturally relevant to the population served.

Goodman provides appropriate language support for any individual or family needing assistance. Several Goodman staff are multi-lingual and are available to assist families who are non-English speaking. When families speak languages not within our staff’s skill sets, we use our language line contractor and call an interpreter for assistance. We also have access to video interpreter services to allow us to communicate with individuals via American Sign Language.

We are intentional about including participants’ cultures in our activity plans. Goodman uses our annual program interest surveys to obtain feedback from participants regarding needs and interests for programs and activities. That feedback led us to explore different cultures through cooking classes and meals, which have been popular with participants. Our Executive Director, Letesha Nelson, has led DEIA (Diversity, Equity, Inclusion & Accessibility) workshop discussions with participants. We also launched a new weekly activity called “Culture Club,” which includes discussions on diverse topics in the areas of art, history, culture, philosophy and human/social issues. We will explore ways to diversify our programming and continue to welcome participants with culturally relevant activities.

D. Recruitment, Engagement, Intake and Assessment: Describe your plan to recruit, engage and address barriers to participation for the identified service population. Explain the intake and/or assessment procedure you will use for this program.

Goodman welcomes new Older Adult participants and we use a variety of approaches to recruit community members. We make regular use of our “East Side News” newspaper published by our in-house communications team. Our annual “50+ Meet & Mingle” events have been popular, with many current participants bringing a friend to meet our staff and check out program offerings. We issue the “Goodman Golden” e-Newsletter monthly and

regularly collaborate with other Centers to update them on our offerings and encourage mutual referrals for programming as appropriate.

Recruiting more volunteers would allow us to serve more home-bound participants in our Phone Pals program. We are working closely with RSVP via a DHS-funded grant to recruit more Phone Pals volunteers and impact social isolation for local seniors. That work is not included within the scope of this proposal, but will occur during the grant timeline.

Most of Goodman's Older Adult programs are open on a drop-in basis and no formal registration is required for these free activities. Our intake process for our Senior Meal Site involved completing an enrollment form collecting participant contact info, gender, language(s) spoken, race/ethnicity, income, emergency contact info, medical info in case of emergency, and nutrition risk score.

To address challenges with transportation, we continue to collaborate with Transit Solutions to assure that participants can attend Senior Lunch. Whenever possible, we make arrangements for participants to attend desired programming occurring immediately before/after lunch and coordinate with Transit Solutions to adjust their drop off/pick up times. We use Goodman's fleet of vans for field trips and we lend out Chromebooks so participants can access virtual programming from home.

### **3. PROGRAM DESCRIPTION AND STRUCTURE**

- A. Activities: Describe your proposed program activities. If applicable, describe any evidence, research, proven curriculum, standards, or documentation of promising practice that supports the programming or service proposed.

Goodman's proposed Older Adult programming is designed to impact 5 key areas:

- Access to resources to meet basic needs, especially food insecurity
- Improve physical and mental health
- Improve mobility and pain management
- Decrease stress and social isolation
- Promote lifelong learning

We address food insecurity through dedicated Food Pantry sessions for older adults and throughout Senior Meal Site program where participants can access healthy food and socialization. In addition, we can refer individuals to a County Dietician for assistance making diet plans and education on chronic disease management. We also provide referrals for a wide range of services, benefits and programs outside of Goodman. Our staff perform initial assessments and can refer individuals to Case Management support provided by NewBridge, or to our visiting social worker from Joining Forces for Families.

Goodman offers a wide variety of weekly workshops and classes that address physical and mental health, mobility/fall prevention, and social isolation. Examples of in-person classes include Line Dancing, Bingo, Mindful Meditation, Euchre, Tai Chi, Monday Movies, Gentle Exercise, Friday Game Day, Food Clinic, and Blood Pressure/Glucose checks, and more. Virtual classes include Easy Yoga Plus, Hybrid Bingo, Cooking Classes, and Wellness Warriors Mental Health Support Groups. Our programming encourages a positive outlook for the future, stress management techniques, and lots of opportunities to socialize.

We also focus on lifelong learning and mental stimulation for older adults. Examples include our 1-on-1 Technology Assistance sessions, Philosophy Club, Culture Club, and Tuesday Trivia. Activities like these can help improve memory, increase knowledge, and support social connections.

- B. Program/Service Schedule: If you are proposing to provide a program at more than one location and the program schedule is the same for all locations, please list all of the locations in the "Location(s)" cell in Table

1 below. If the program schedules vary amongst locations, please complete Table 2 and the question following the tables.

Table 1

Day of the Week	Start Time	End Time
Monday	9:00 am	5:00 pm
Tuesday	9:00 am	5:00 pm
Wednesday	9:00 am	5:30 pm
Thursday	9:00 am	6:00 pm
Friday	9:00 am	5:00 pm
Saturday		
Sunday		

Table 2 (optional)

Day of the Week	Start Time	End Time
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

If applicable, please list the third location and any subsequent locations. Include the specific program schedule(s) differences as compared to the programs included in the tables above.

N/A

#### 4. ENGAGEMENT COORDINATION AND COLLABORATION

- A. Family Engagement: Describe how your program will engage caregivers, guardians, and/or family of participants in the development of this proposal, and how they will be involved in the implementation and assessment of the program activities.

Goodman is contacted frequently (multiple times per week) by adult children looking for services and supports for their aging parents. We encourage family members to visit our center to learn more about our programs & services. In that process, we often make referrals for other community services to complement the programming participants can access at our Center. That process sometimes involves family members for additional support and shared knowledge of the full complement of resources available for that individual.

In Fall 2024, Goodman is excited to host a Caregivers Dementia Support Group facilitated by the Area Agency on Aging. As our community ages, there is increased pressure and responsibilities for unpaid caregivers. We anticipate this being the first of more supports for family members regarding caregiving topics.

B. Neighborhood/Community Engagement: Describe how your program will engage neighborhood residents or other relevant community stakeholders in the development of this proposal, and how they will be involved in the implementation and assessment of the program activities.

Community members and neighbors learn about our program offerings through Goodman’s robust communications efforts, including blog posts, e-Newsletter updates, East Side News newspaper articles, and social media posts. We regularly receive feedback from these communications with questions and/or suggestions from community members.

Goodman’s Community Chat events are another way that we engage with neighbors and stakeholders. These events are held at Goodman and are moderated by CEO Letesha Nelson. Past topics have included DEI (Diversity Equity & Inclusion) efforts, social emotional learning, and women in nonprofit leadership roles. Community members submit questions and provide comments in feedback surveys.

Our Older Adult Program engages with the neighborhood in a number of ways. The volunteers in the Older Adult Program are very dedicated to our older adults and the issues concerning them. Many of them inform neighbors in need of our services or offer suggestions on how to improve our Older Adult Program. Our Phone Pals volunteers in particular, have opportunities to promote our services and discuss with staff at regular check in meetings regarding any issues or gaps in services that are needed.

Community members have the opportunity to provide feedback to our Older Adult Program through our Annual Program Impact and Interest & Needs surveys. This year, we added another community survey which focused on the mental health needs & interests of older adults. (UW-Capstone Project). This information will be used for older adult program planning beginning September 2024.

C. Collaboration: Please complete the table below and respond to the narrative questions regarding program collaboration with community partners.

**Note:** Agencies listing a partner/collaborator below in addition to any ‘joint/partner applicant’ (if applicable) for their program should include a letter of commitment/support from the agency partner highlighting the ways in which the agency will support the program.

Partner Organization	Role & Responsibilities	Contact Person	Signed MOU (Yes/No)?
NewBridge Madison	Case management services, Administrator for Goodman's Senior Meal Site, partners on current DHS grant addressing social isolation	Jim Krueger	Yes
UW-Madison School of Medicine and Public Health (SMPH)	Certification of Goodman classes for fall prevention, health coaching, diabetes education, cooking classes	Dr. James Bigham	No
Edgewood College School of Nursing	Wellness Warriors Mental Health Support Group	Kimberly Walker	No

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List any additional partners, their role & responsibilities, contract person and MOU information (if applicable):

How do these partnerships enhance this proposal?

Our partnership with NewBridge enhances both of our proposals through coordinated and efficient service delivery and supporting each other as we offer high quality services for our community.

Goodman's work with the UW-Madison SMPH enhances our proposal by bringing our participants health expertise that we do not have in-house. The Community Health Engagement Projects led by UW Medical Students have been popular among participants and the multi-generational aspect of students interacting with participants brings added value.

Our partnership with Edgewood enhances our work by providing a high-quality, free resource to Goodman participants via multi-generational interactions and social engagement.

What are the decision-making agreements with each partner?

We meet regularly with NewBridge and make decisions collaboratively to assure mutual benefit and fairness.

Prior to each Community Health Engagement Project session, Goodman staff meet with Dr. Bigham to discuss our needs, his students' availability, and mutually agree upon timelines.

Goodman staff visit with Edgewood's team twice per year to discuss our program timeline and mutually agree upon program enhancements or corrections as needed.

- D. Resource Linkage and Coordination: What resources are provided to participants and their families/loved ones by your proposed program/service? How does the program coordinate and link participants to these resources?

Goodman participants and their loved ones are welcome to access our food pantry, fitness center, community meeting rooms, youth programming, and childcare. We communicate about these resources via a number of methods. Our Front Desk staff are trained to answer questions and refer community members to resources within Goodman. Participants are encouraged to pick up a copy of the free East Side News newspaper published by Goodman's Communications Department. We also have an Older Adult eNewsletter Goodman Golden that goes out 12 times per year. Our community partners (NewBridge, Madison Senior Center, Monona Senior Center) and Older Adult Program Instructors (i.e. Exercise classes), and Volunteers, also provide referrals to programs at GCC.

As noted above, we do also connect participants to case management services at NewBridge and the Joining Forces for Families social worker who visits Goodman weekly.

## 5. PROGRAM QUALITY, OUTPUTS, OUTCOMES AND MEASUREMENT

- A. Program Outputs - Unduplicated Older Adults and/or Program Hours

Total Annual Unduplicated Older Adults served through proposed program/service: 500

Total program/service hours annually: 250 days ~ 1,000 hours of programming/services

B. Program Outcomes

Please describe the data and the data source used to choose your outcome objectives.  
 Goodman Older Adult Annual Impact Survey

Using the drop-down menu, please select the Program Outcome #2 for your proposed program(s), listed under each respective funding priority found in RFP Guidelines 1.6 Measurements of Success, that you will track and measure. Complete the table(s) below.

<b>Outcome Objective #1:</b> 75% of clients/participants report that the services/assistance they receive help them achieve the quality of life that they desire.				
<b>Performance Standard</b>	<b>Targeted Percent</b>	75%	<b>Targeted Number</b>	68
<b>Measurement Tool(s) and Comments:</b> At least 90 participants will complete the survey. 75% of 90 participants = 68 targeted number. We feel that this is a representative sample of the larger group of participants receiving services at Goodman.				

<b>Outcome Objective #2:</b> Culturally Relevant Services Outcome - At least 75% of older adults served access Older Adult Activities programs that improve 1) their physical and mental health, 2) their ability to engage with their community, and/or 3) their ability to avoid disease an				
<b>Performance Standard</b>	<b>Targeted Percent</b>	75%	<b>Targeted Number</b>	450
<b>Measurement Tool(s) and Comments:</b> Participant attendance is tracked using the MIS database for every Older Adult Program activity and individual.				

<b>Outcome Objective #3 (optional):</b> N/A				
<b>Performance Standard</b>	<b>Targeted Percent</b>		<b>Targeted Number</b>	
<b>Measurement Tool(s) and Comments:</b>				

If necessary, add additional outcome objectives, performance standards, targeted percent, targeted number, and measurement tools:  
 N/A

C. Data Tracking: What data tracking systems are in place or will be in place to capture the information needed to document demographics, program activities, outcome measures and expenses?

Goodman’s in-house Evaluation staff lead all data collection and analysis agency wide. Demographic information is requested on Goodman Participant program enrollment forms. We collect additional demographic information as required by the County Meal Site for participants joining us for lunch. Disclosing demographic information is optional and not a requirement to participate in Goodman programs. Demographic and attendance data is collected via paper forms/sign-in sheets and entered weekly into the MOST Information System (MIS) database.

Our Older Adult program tracks all participant demographics, program activities, and participant attendance using the MOST Information System (MIS) database. We work closely with the MIS administrator to create reports to analyze data and complete necessary funder reporting. Each Fall, we update participant enrollment information in line with the County Meal Site requirements.

Older Adult Program participation goals and progress toward outcome measures are tracked and reviewed monthly on our organizational dashboard. Aggregate data is reviewed with program staff and shared in the

Goodman Golden newsletter to participants. We use MIS to track participant attendance and analyze data to understand the extent to which participants are accessing defined services/activities.

## 6. PROGRAM LOCATION

- A. Address(es) of the site where programs/services will occur:  
149 Waubesa Street, Madison. (Ironworks Building)
- B. Drawing upon the insights outlined in RFP Guidelines 1.5 Equity Priority Areas, please elaborate on your agency's strategies for integrating this information into the development of your proposed program/service. Furthermore, please explain on how your program/service will effectively reach and support individuals residing within or in close proximity to Equity Priority Areas. If applicable, please list any collaborations with existing agencies dedicated to serving and/or operating within the identified areas.
- Goodman currently serves all of the near-east neighborhoods listed in the RFP. Families living in the Sherman Terrace, Eken Park, Worthington, and Marquette neighborhoods are within our catchment area, which largely coincides with the Madison East High School attendance area.

## 7. PROGRAM STAFFING AND RESOURCES:

- A. Program Staffing: Full-Time Equivalent (FTE) – Include employees, AmeriCorps Senior members and Interns with direct program implementation responsibilities. FTE = % of 40 hours per week.  
\*Use one line per individual employee

Position Title	Qualifications or Required Training	Location(s)
Assistant Director, Older Adult Program (1.0 FTE)	Bachelor's Degree and at least 5 years experience. National Board Certified Health & Wellness Coach (at least 15 hours of continuing education per year). Certifications: ServSafe & CPR Required: Senior Meal Site Manager Nutrition Training	Goodman Community Center
Older Adult Program Coordinator (1.0 FTE)	Bachelor's Degree Certifications: ServSafe & CPR Required: Senior Meal Site Manager Nutrition Training	Goodman Community Center

Volunteers: If volunteers will have direct contact with program participants, how are they vetted, trained and supervised?

Goodman's Older Adult program welcomes a variety of volunteers to assist with programming, daily meals, and social activities. Goodman's Volunteer Manager has built out a robust process for recruiting and vetting volunteers. Program staff are responsible for identifying roles for perspective volunteers and working with the Volunteer Manager to define details of each role.

Volunteer opportunities are posted on our online volunteer portal. We also partner with RSVP to recruit older adults who might be interested in peer volunteer roles. Potential volunteers interviewed and if there is mutual agreement on a desired volunteer role, the individual is background checked using the process and data fields laid out in State of Wisconsin Dept of Health Services Form #F-82064.

We understand that prospective volunteers have a variety of lived experiences and findings on the background check will not disqualify them from volunteering at Goodman. However, individuals who do not pass the background check are not eligible to work directly with youth or vulnerable adults.

Training on volunteer duties happens within each Goodman program, based on the specifics of the job duties and program needs. Volunteers also learn about dementia/Alzheimer's symptoms and warning signs of elder abuse. Volunteers are supervised by Goodman program staff during interactions with participants.

B. Other program Resources/Inputs (such as program space, transportation or other resources necessary for the success of your program):

Access to community room spaces at Goodman Community Center is critical for the ongoing success of our program. Likewise, access to Goodman-owned vans allows us to plan field trips and outings for participants. Goodman's fitness center and gym provide equipment and space for high-quality exercise opportunities for participants.

## 8. BUDGET

- A. The budget should be submitted with the proposal using the template provided in an Excel document or a PDF. There are five tabs within the Excel spreadsheet: Cover Page, Organization Overview and one sheet for the Program Budget for each program. The Cover Page, Organizations Overview and relevant Program Budgets must be submitted with this document for a proposal to be complete.

Joint/Multi-Agency Applications

- B. All Joint/Partner Agencies listed on page 2 of this Program Narrative form must also complete a Budget Narrative form to be submitted alongside all required materials.

The budget template and budget narrative can be found on the [CDD Funding Opportunities website](#).

## 9. If applicable, please complete the following:

A. Disclosure of Conflict of Interest

Disclose any potential conflict of interest due to any other clients, contracts, or property interests, e.g. direct connections to other funders, City funders, or potentially funded organizations, or with the City of Madison.

B. Disclosure of Contract Failures, Litigations

Disclose any alleged significant prior or ongoing contract failures, contract breaches, any civil or criminal litigation.



**APPLICATION FOR 2024 OLDER ADULT SERVICES PROGRAMS**

**1. ORGANIZATION CONTACT INFORMATION**

Legal Name of Organization	Irwin A. and Robert D. Goodman Community Center
Mailing Address	214 Waubesa Street, Madison WI 53704
Telephone	608-204-8016
FAX	
Director	Letesha Nelson
Email Address	Lnelson@goodmancenter.org
Additional Contact	Lisette Khalil
Email Address	Lkhalil@goodmancenter.org
Legal Status	Private: Non-Profit
Federal EIN:	39-1919172

**2. PROPOSED PROGRAMS**

	2025		If currently City funded	
Program Name:	Letter	Amount Requested	2024 Allocation	Joint/Multi Application - SELECT Y/N
Goodman Community Center Older	A	\$30,000	\$8,743	
Contact:	Lisette Khalil (LKhalil@goodmancenter.org)			
	B			
Contact:				
	C			
Contact:				
	D			
Contact:				
	E			
Contact:				
<b>TOTAL REQUEST</b>		\$30,000		

**DEFINITION OF ACCOUNT CATEGORIES:**

**Personnel:** Amount reported should include salary, taxes and benefits. Salary includes all permanent, hourly and seasonal staff. Taxes/benefits include all payroll taxes, unemployment compensation, health insurance, life insurance, retirement benefits, etc.

**Operating:** Amount reported for operating costs should include all of the following items: insurance, professional fees and audit postage, office and program supplies, utilities, maintenance, equipment and furnishings depreciation, telephone, training and conferences, food and household supplies, travel, vehicle costs and depreciation, and other operating related cost

**Space:** Amount reported for space costs should include all of the following items: Rent/Utilities/Maintenance: Rental costs for office space; costs of utilities and maintenance for owned or rented space. Mortgage Principal/Interest/Depreciation/Taxes: Costs with owning a building (excluding utilities and maintenance).

**Special Costs:** Assistance to Individuals - subsidies, allowances, vouchers, and other payments provided to clients. Payment to Affiliate Organizations - required payments to a parent organization. Subcontracts - the organization subcontracts for service being purchased by a funder to another agency or individual. Examples: agency subcontracts a specialized counseling service to an individual practitioner; the agency is a fiscal agent for a collaborative project and provides payment to other agency

**3. SIGNATURE PAGE**

**AFFIRMATIVE ACTION**

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02 and file either an exemption or an affirmative action plan with the Department of Civil Rights. A Model Affirmative Action Plan and instructions are available at [cityofmadison.com/civil-rights/contract-compliance](http://cityofmadison.com/civil-rights/contract-compliance).

**CITY OF MADISON CONTRACTS**

If funded, applicant agrees to comply with all applicable local, State and Federal provisions. A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at 266-6520. If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected agency.

**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 Compensation, and Professional Liability. The cost of this coverage can be considered in the request for funding.

**4. SIGNATURE**

Enter name:

By entering your initials in the box you are electronically signing your name and agreeing to the terms listed above.

DATE

INITIALS:

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**5. BOARD-STAFF DEMOGRAPHICS**

Indicate by number the following characteristics for your agency's current board and staff. Refer to application instructions for definitions. You will receive an "ERROR" until you finish completing the demographic information.

DESCRIPTOR	BOARD		STAFF		MADISON*		
	Number	Percent	Number	Percent	GENERAL Percent	POVERTY Percent	R/POV** Percent
	<b>TOTAL</b>	15	100%	197	100%		
<b>GENDER</b>							
MAN	6	40%	81	41%			
WOMAN	9	60%	111	56%			
NON-BINARY/GENDERQUEER		0%	5	3%			
PREFER NOT TO SAY		0%	0	0%			
TOTAL GENDER	15	100%	197	100%			
<b>AGE</b>							
LESS THAN 18 YRS	0	0%	85	43%			
18-59 YRS	12	80%	97	49%			
60 AND OLDER	3	20%	15	8%			
TOTAL AGE	15	100%	197	100%			
<b>RACE</b>							
WHITE/CAUCASIAN	10	67%	82	42%	80%	67%	16%
BLACK/AFRICAN AMERICAN	2	13%	76	39%	7%	15%	39%
ASIAN	1	7%	4	2%	8%	11%	28%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%	0	0%	<1%	<1%	32%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%	0	0%	0%	0%	0%
MULTI-RACIAL	1	7%	23	12%	3%	4%	26%
BALANCE/OTHER	1	7%	12	6%	1%	2%	28%
TOTAL RACE	15	100%	197	100%			
<b>ETHNICITY</b>							
HISPANIC OR LATINO	1	7%	12	6%	7%	9%	26%
NOT HISPANIC OR LATINO	14	93%	185	94%	93%	81%	74%
TOTAL ETHNICITY	15	100%	197	100%			
<b>PERSONS WITH DISABILITIES</b>	0	0%		0%			

\*REPORTED MADISON RACE AND ETHNICITY PERCENTAGES ARE BASED ON 2009-2013 AMERICAN COMMUNITY SURVEY FIGURES.

AS SUCH, PERCENTAGES REPORTED ARE ESTIMATES. See Instructions for explanations of these categories.

\*\*R/POV=Percent of racial group living below the poverty line.

**6. Does the board composition and staff of your agency represent the racial and cultural diversity of the residents**

**you serve? If not, what is your plan to address this? (to start a new paragraph, hit ALT+ENTER)**

Yes. Goodman's Board and staff are more diverse than the general Madison population, and is representative of the participants we serve.

**7. AGENCY GOVERNING BODY**

How many Board meetings were held in 2023	6
How many Board meetings has your governing body or Board of Directors scheduled for 2024?	6
How many Board seats are indicated in your agency by-laws?	7 to 17

List your current Board of Directors or your agency's governing body.

<b>Name</b>	<b>Adam Barnes</b>			
Home Address	2801 Willow Court, McFarland			
Occupation	Director of Business Operations/CFO			
Representing	Wisconsin Athletics			
Term of Office	3rd Term	From:	03/2018	To: 03/2027
<b>Name</b>	<b>Sandra Bonnici</b>			
Home Address	609 S. Dickinson St., Madison			
Occupation	Diversity & Inclusion Consultant			
Representing	Sandra Bonnici Consulting			
Term of Office	1st Term	From:	04/2024	To: 04/2027
<b>Name</b>	<b>Holly Cremer-Berkenstadt</b>			
Home Address	917Menominie Ln., Madison			
Occupation	Director			
Representing	Cremer Foundation			
Term of Office	3rd Term	From:	03/2018	To: 03/2027
<b>Name</b>	<b>Natalie Erdman</b>			
Home Address	1721 Hickory Dr., Madison			
Occupation	Retired - City of Madison Community Development Authority			
Representing	Community Member			
Term of Office	2nd Term	From:	03/2020	To: 03/2026
<b>Name</b>	<b>Rebecca Gerothanas</b>			
Home Address	809 Stoney Hill Lane, Cottage Grove			
Occupation	Chief Operations Officer			
Representing	Summit Credit Union			
Term of Office	3rd Term	From:	03/2018	To: 03/2027
<b>Name</b>	<b>Steve King</b>			
Home Address	4322 Rolla Lane, Madison			
Occupation	Retired/Lecturer			
Representing	UW Center for Professional & Executive Development			
Term of Office	3rd Term	From:	03/2016	To: 03/2025
<b>Name</b>	<b>Ellie Rozier</b>			
Home Address	6125 Misty Bridge Road, Mdison			
Occupation	Attorney			
Representing	American Family Insurance			
Term of Office	1st Term	From:	04/2024	To: 04/2027
<b>Name</b>	<b>Noah Salata</b>			
Home Address	1502 Williamson Street, Madison			
Occupation	Community & Social Impact Specialist			
Representing	American Family Insurance Dreams Foundation			
Term of Office	1st Term	From:	04/2024	To: 04/2027



AGENCY GOVERNING BODY cont.

<b>Name</b>	<b>Kyle Stacey</b>			
Home Address	142 Glenway Street, Madison			
Occupation	VP & Controller			
Representing	Exact Sciences			
Term of Office	3rd Term	From:	09/2018	To: 03/2027
<b>Name</b>	<b>Alex Thompson</b>			
Home Address	5309 Golden Leaf Trail, Madison			
Occupation	Principal			
Representing	Sherman Middle School			
Term of Office	1st Term	From:	04/2022	To: 04/2027
<b>Name</b>	<b>Dulce Maria Viisides</b>			
Home Address	6106 Gateway Green, Monona			
Occupation	Associate Director of Community Engagement & Impact			
Representing	PBS Wisconsin			
Term of Office	2nd Term	From:	08/2021	To: 08/2027
<b>Name</b>	<b>Molly Walsh</b>			
Home Address	32 Fuller Court, Madison			
Occupation	Special Events & Business Owner			
Representing	Groundwork Events			
Term of Office	1st Term	From:	04/2024	To: 04/2027
<b>Name</b>	<b>Devon Wilson</b>			
Home Address	PO box 1240, Beloit			
Occupation	Associate Dean for Diversity, Equity & Inclusion			
Representing	UW-Madison College of Letters & Sciences			
Term of Office	3rd Term	From:	03/2018	To: 03/2027
<b>Name</b>	<b>Jennifer Wilson</b>			
Home Address	514 Muir Drive, Madison			
Occupation	Consultant			
Representing	New Leaf Coaching & Consulting			
Term of Office	2nd Term	From:	08/2021	To: 08/2027
<b>Name</b>	<b>Maya Zahn-Rhine</b>			
Home Address	2813 Kendall Ave, Madison			
Occupation	Attorney			
Representing	Reinhart Law Firm			
Term of Office	3rd Term	From:	03/2017	To: 03/2026
<b>Name</b>				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy
<b>Name</b>				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy

**\*\*Instructions: Complete this workbook in tab order, so the numbers will autofill correctly. Only fill in the yellow cells. Only use whole numbers, if using formulas or amounts with cents, convert to whole number before submitting to CDD.**

Please fill out all expected revenues for the programs you are requesting funding for in this application. All programs not requesting funding in this application, should be combined and entered under NON APP PGMS (last column)

REVENUE SOURCE	AGENCY 2025	PROGRAM A	PROGRAM B	PROGRAM C	PROGRAM D	PROGRAM E	NON APP PGMS
DANE CO HUMAN SVCS	0	0					
UNITED WAY DANE CO	0	0					
CITY CDD (This Application)	30,000	30,000					
City CDD (Not this Application)	0	0					
OTHER GOV'T*	0	0					
FUNDRAISING DONATIONS**	115,757	115,757					
USER FEES	0	0					
TOTAL REVENUE	145,757	145,757	0	0	0	0	0

\*OTHER GOVERNMENT: Includes all Federal and State funds, as well as funds from other counties, other Dane County Departments, and all other Dane County cities, villages, and townships.

\*\*FUNDRAISING: Includes funds received from foundations, corporations, churches, and individuals, as well as those raised from fundraising events.





**\*\*List all staff positions related to programs requestong funding in this application, and the amount of time they will spend in each program.**

Title of Staff Position*	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025
	Program A FTE**	Program B FTE**	Program C FTE**	Program D FTE**	Program E FTE**	Total FTE	Annualized Salary	Payroll Taxes and Fringe Benefits	Total Amount	Hourly Wage***	Amount Requested from the City of Madison
Assistant Director - Older Adult P	1.00					1.00	57,779	14,763	72,542	27.78	20,000
Older Adult Program Coordinato	1.00					1.00	45,765	13,800	59,565	21.62	10,000
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
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						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
<b>SUBTOTAL/TOTAL:</b>	2.00	0.00	0.00	0.00	0.00	2.00	103544.00	28563.00	132107.00	49.40	30000.00

**CONTINUE BELOW IF YOU NEED MORE ROOM FOR STAFF POSITIONS**

\*List each staff position separately. Indicate number of weeks to be employed if less than full year in parentheses after their title.

\*\*Full Time Equivalent (1.00, .75, .60, .25, etc.) 2,080 hours = 1.00 FTE

**\*\*List all staff positions related to programs requestong funding in this application, and the amount of time they will spend in each program.**

	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025
Title of Staff Position*	Program A FTE**	Program B FTE**	Program C FTE**	Program D FTE**	Program E FTE**	Total FTE	Annualized Salary	Payroll Taxes and Fringe Benefits	Total Amount	Hourly Wage***	Amount Requested from the City of Madison
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
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						0.00			0	0.00	0
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						0.00			0	0.00	0
<b>TOTAL:</b>	2.00	0.00	0.00	0.00	0.00	2.00	103544.00	28563.00	132107.00	49.40	30000.00

\*List each staff position separately. Indicate number of weeks to be employed if less than full year in parentheses after their title.

\*\*Full Time Equivalent (1.00, .75, .60, .25, etc.) 2,080 hours = 1.00 FTE

### Program Summary

This tab should be completely filled in by your previous answers.

Pgm Letter	Program Name	Program Expenses	2025 City Request
A	Goodman Community Center Older Adult Program	PERSONNEL	30,000
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		<b>TOTAL</b>	<b>30,000</b>
B	0	PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		<b>TOTAL</b>	<b>0</b>
C	0	PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		<b>TOTAL</b>	<b>0</b>
D	0	PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		<b>TOTAL</b>	<b>0</b>
E	0	PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		<b>TOTAL</b>	<b>0</b>
<b>TOTAL FOR ALL PROGRAMS</b>			<b>30,000</b>



June 19, 2024

City of Madison  
Community Development Division  
215 Martin Luther King Jr. Blvd., Suite 300  
Madison, WI 53703

Dear Grant Selection Committee,

We are writing this letter of joint support and commitment to continued partnership between Goodman Community Center and NewBridge Madison. Our organizations have enjoyed a long partnership, and we intend our collaborative work to continue throughout the Older Adult Services grant period.

Our organizations partner on many projects including Senior Meal Site oversight, Wellness Warriors mental health support groups, case management services for Goodman participants, and a recently formed coalition addressing social isolation among older adults. Our staff have a close working relationship, and we dialogue regularly about how to better coordinate and complement each other's service offerings.

Goodman and NewBridge value each other as partners and have a shared commitment to excellence in service provision. We support each other's applications for continued funding from the City's Older Adult Services RFP.

Thank you for your time and consideration.

A handwritten signature in black ink that reads "Jim Krueger". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Jim Krueger  
Executive Director  
NewBridge Madison

A handwritten signature in black ink that reads "Letesha Nelson". The signature is cursive and somewhat stylized.

Letesha Nelson  
Executive Director  
Goodman Community Center



Department of Family Medicine  
and Community Health

UNIVERSITY OF WISCONSIN  
SCHOOL OF MEDICINE AND PUBLIC HEALTH

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June 18, 2024

City of Madison  
Community Development Division  
215 Martin Luther King Jr. Blvd., Suite 300  
Madison, WI 53703

Dear Grant Selection Committee,

I am writing to express my support for the grant application submitted by Goodman Community Center to fund culturally relevant services for older adults. Goodman is a valued partner and community leader in providing meaningful daily programming for older adults. Their services include a robust meal site program, options for physical activity, mental wellness workshops, social outings, food pantry access, and more.

Over the past 7 years, the University of Wisconsin School of Medicine & Public Health has partnered with Goodman Community Center on several Community Health Engagement Projects (CHEP) facilitated by phase 2 Medical Students. Some of the projects included fall prevention, 1:1 health coaching and a diabetes support group. During COVID, we needed to shift gears, and created an on-line "Let's Cook Together" project which allowed students to provide nutrition & health education and Goodman staff to provide outreach to decrease isolation. Today the project evolved into a hybrid format, with students providing weekly on-line sessions and a quarterly on-site in person cooking demonstration. Each week participants receive the recipe in advance so they can plan their grocery list or selections at the food pantry. During the sessions, students demonstrate how to make the recipe and offer ingredient modifications based on dietary needs. Students also provide a brief presentation on a desired health topic chosen by the participants, which facilitates a participant driven group. The impact of this partnership on the community members and our learners alike is profound.

Goodman prioritizes nutrition for older adults and incorporates culturally relevant foods in our collaborative project, their Senior Meal Site menu and in their food pantry. Goodman's focus on culturally relevant programming is evident by the diverse program offerings they coordinate and host each week. The University of Wisconsin School of Medicine & Public Health is proud to work closely with this local leader in older adult services.

Please consider funding Goodman Community Center's request for continued funding. From my own personal experience partnering with Goodman, I can attest to the outstanding quality of services they offer to the community, and I am confident that a grant award would have a meaningful impact in our community. I am more than happy to discuss Goodman's Qualifications for this grant if your selection committee should have any questions.

Sincerely,

A handwritten signature in black ink that reads "James Bigham" with a stylized flourish at the end.

James Bigham, MD, MPH, FAAFP  
Clinical Professor  
Department of Family Medicine and Community Health  
University of Wisconsin School of Medicine and Public Health



June 17, 2024

City of Madison  
Community Development Division  
215 Martin Luther King Jr. Blvd., Suite 300  
Madison, WI 53703

Dear Grant Selection Committee,

I am writing to express my wholehearted support for the grant application submitted by Goodman Community Center to fund culturally relevant services for older adults.

The Edgewood College School of Nursing has enjoyed a long partnership with Goodman Community Center, and we plan to continue that partnership for years to come. We currently partner on a joint support group project with Goodman and NewBridge called "Wellness Warriors". Trained students from Edgewood's nursing program facilitate free, 8-week online workshops for older adults with weekly sessions on positive mental health practices. For example, some of our topics are:

- Finding Purpose
- Grief and Gratitude
- Caring for the Caregiver
- What to Expect when Aging

These collaborative discussions benefit not only the older adult participants, but also our students. We are grateful to Goodman Community Center for welcoming our students and helping create such a rich learning opportunity. We aim to graduate students who are passionate about geriatric health and promoting wellness for older adults. Hands-on experience, like the Wellness Warriors support groups, is critical for us to continue toward that goal.

Goodman Community Center offers a wide range of relevant and impactful services for older adults in Madison's north and east side neighborhoods. Goodman has long been a cornerstone for addressing social isolation, physical activity, nutrition, resource navigation, and lifelong learning. The wide range of activity options at Goodman provides opportunities for diverse participants to find something that interests them and meets their needs. We have also found Goodman to be very responsive when new needs arise, or new interest areas are identified. The team at Goodman is dedicated to providing the highest quality programming possible for the community.

In conclusion, I strongly urge you to consider the positive impact this grant will have on the lives of older adults in our community. Thank you for your time and consideration.

Kind regards,

*Kimberly Walker*

Kimberly Walker, PhD, MSN, RN  
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