



Older Adult Services PART 1 – ORGANIZATION NARRATIVE FORM

Submit Application to: cddapplications@cityofmadison.com

Deadline: 4pm July 1st, 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 or Garrett Tusler, Community Development Specialist 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

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:	IP Ministries	Total Amount Requested:	\$ 120,000
All program(s) connected to your organization:	Program Name: Memory Collectors Storytelling Project: Fighting Alzheimer's with Art Amount Requested: \$ 120,000 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.		
	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.		
	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.		
	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):	Catrina Sparkman	Email: catrinasparkman@gmail.com	
Organization Address:	1102 Engelhart Drive	Telephone:	608-347-7999
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

IP Ministries is the parent company for The Creator's Cottage, a maker space serving the educational and career development needs of artists. Community members benefit from our active calendar of events, fully equipped fiber

arts studio, writer's cafe, dedicated classroom space, and overnight retreat accommodations for literary, visual, fiber and performing artists. Our studio space meets a critical need, as there is currently no other place in Madison, WI where people of color with interest in the creative arts can safely develop their talent outside of joining art spaces that are mono-cultural by design. The Creator's Cottage is a place where women of color artists in particular, who are often asked to segment themselves in society, can bring their complete identities to the table. By holding space for women of color artists, we seek to improve the lives of artists, build stronger more resilient families, enhance the local arts community as a whole and to bring about equitable social transformation in the arts. Our mission is to transform the lives of women, children and families of color through the creative arts. We believe that true transformation happens one: at the intersection of art and activism, two: when artists of color can make a living from their art and provide for their families, and three: when culturally specific gathering spaces in Wisconsin are fostered and funded. The idea of a 'Maker Space' is not a new concept. Spaces where artists go to practice and excel at their chosen craft are common. However, these spaces are usually costly and impractical for many artists of color who don't have disposable incomes. Especially those artists working multiple jobs to provide the most basic needs for their families. Extra money to 'grow as an artist' oftentimes just isn't in the budget. And although it is true that some of these Maker Spaces do offer the occasional 'diversity' scholarship, most times these spaces are located in hyperwhite, off the beaten path rural areas where people of color frankly wouldn't feel safe traveling to alone. At The Creator's Cottage, we have an inclusive membership model that allows our artists to self-define what type of artist they are and at what level they want to engage with our community. Each member can choose to define themselves as an exploring artist, a budding artist, a practicing artist, or a professional artist. This model is extremely affordable with our base membership starting as low as \$1 a day. We also have programs such as Memory Collectors Storytelling Project: Fighting Alzheimer's with Art that are completely free. Finally, our art center is centrally located in South Madison, the most racially diverse zip code in Madison WI. We believe, like the late great W. E. B. Du Bois wrote, that in order for art to be transformative in communities of color, that those art spaces should be ran by us, they should be created for us, and they should be located near us.

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.

It became clear to us coming out of the pandemic that many African American older adults ages 55+ did not come through the global pandemic well. Cognitive decline was particularly evident in older adults who lived alone, and those who did not have the technology skills to get online and connect with friends and family members. Post pandemic, a large number of the artists of color in the Madison community found themselves faced with the added responsibility of caring for an aging parent experiencing cognitive decline. Our answer, was to create a program that met the needs of the communities we had opened our doors to serve. With such a large number of our service population dealing with cognitive issues, we began to educate ourselves on Alzheimer's disease and related dementias (ADRD). We also began forging community partnerships with local institutions such as African Americans Fighting Alzheimer's in Midlife (AA-FAIM) who were already doing groundbreaking work in the advancement of cures for cognitive disease in BIPOC communities. In 2022 we began recruiting participants for The Memory Collectors Storytelling Project: Fighting Alzheimers with Art (MCSP). With funding from various state and local agencies, we initiated a pilot program. Our goal was to recruit 40 older adult women who would make a four year commitment to the program. Our thinking at the time was that we retain half of those women during the pilot year of the program. There are currently 40 women active in the program, and as a result of program participants sharing their experiences with family and friends, we now have a growing waitlist of BIPOC women age 55 and above wanting to join the project.

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".

Due to the unprecedented success of MCSP, the MCSP planning and implementation team is currently looking for development funds to build program capacity. As the scope of the program increases, we anticipate the need to bring on additional staff to manage the growth of the program. An increase in paid staff will only allow us to provide better quality service to the participants in the program.

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.

The Artistic Director of the Creator's Cottage holds a Master's degree in African American studies, she is a published author of over fourteen works of both fiction and non-fiction, and additionally has worked as a teaching artist in the city of Madison for over 25 years. Additionally many of our planning team members come to us from our various partner agencies, they hold advance degrees and have been trained in cross-cultural communication. Also it is important to note that in the African American community and other communities of color we are often trained from an early age to hold our elders in high regard and to treat them with both dignity and respect. The Artistic Director of the Creator's Cottage and senior members of our planning team model these behaviors in front of all staff. We train our volunteers by both words and deed on how to handle our elders with kindness, patience, and consideration. We instruct our younger volunteers to refer to any person older than themselves by the title of Mr. or Ms., or Sister or Brother. We also educate our white volunteers on how to recognize and respond appropriately to participants who have or may be suffering from racial trauma. At every MCSP gathering, we ask an elder present to bless the food. We also celebrate their age and wisdom by allowing them to be served first. Whether they were born into a community of color or not, we hold the expectation that all staff and volunteers partners for the MCSP follow these prescribed cultural norms. In regards to professional development opportunities, our team is composed of women who either have or had a parent challenged with cognitive aging, who are personally themselves at ADRC risk, or who are committed to preserving their own heart and brain health. They believe in the vision of the and the mission of MCSP. Our team attends annual educational events put on by the Wisconsin Alzheimer's Disease Research Association and African Americans Fighting Alzheimer's in Mid life, where we learn the latest science and research related to ADRC and BIPOC populations brain health.

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

Program name:

Program type: Choose an item.

List All Joint/Partner Applicants for this Program:

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?
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?
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?

8. Outline any challenges or barriers you anticipate encountering as a result of the partnership, and how you plan to address these collaboratively.

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?



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

Submit Application to: 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.

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Program Name:	The Memory Collectors Storytelling Project: Fighting Alzheimer's with Art	Total Amount Requested for this Program:	\$ 120,000	
Legal Name of Organization:	IP Ministries	Total amount Requested for Lead/Single Applicant	\$ 120000	
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:	Catrina Sparkman	Email:	catrinaspar kman@gm ail.com	Phone: 60834779 99
Program Type: Select ONE 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>PLEASE NOTE: 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.

The Wisconsin Alzheimer's Disease Research Center (ARDC) has identified Alzheimer's disease to be a public health crisis for African Americans. Due to disparities in vascular health and hypertension, Black American's are currently outpacing white American at a staggering rate of 100% in the development of Alzheimer's and other dementia related diseases. Numerous research studies have also shown an association between participation in creative arts improves mental and emotional health, reduced stress; and more recently reduced risk for cognitive decline and dementia (Krell-Roesch et al., 2019 Neurology 93: e548). Current theories suggest that psychosocial factors may influence the length of time between disease pathology and the presentation of clinical symptoms. It is extremely important that strategies are developed to slow or halt the pace of disease progression in order to prevent dementia in older adults. Furthermore, the Wisconsin's State Health program lists social connectedness and belonging as one of five priorities in determining the health of all Wisconsin residents. The primary social determinant of health that MCSP initiative addresses is Social and Community Context. Our intervention is needed because it targets stress reduction through social connectedness and brain health through social, physical, and creative activities. All are activities which current data suggest are means to modify risk for cognitive decline and dementia. Given our current social and political climate, a sense of connectedness and belonging are more critical than ever before to the mental health, the physical health and general well-being of people of color. Particularly in a hyperwhite state like Wisconsin where BIPOC people make up such a small segment of the population, people of color need gathering spaces that are culturally specific and welcoming as well as culturally relevant education about health and wellness. For this reason, we are offering a community-based story telling

project for BIPOC women ages 55 and up. This program allows them to gather and create in a culturally specific, culturally safe environment, learn more about brain and heart healthy habits, and partake of brain healthy foods.

- 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 overarching goal of Memory Collectors Storytelling Project (MCSP): Fighting Alzheimer's with Art is to combat a threat to successful aging in BIPOC women living in Wisconsin- their increased risk for Alzheimer's disease and related dementias (ADRD). This artist-led initiative aims to support brain health by reducing stress, improving heart health, and providing social support through the creation of a welcoming, safe, culturally competent community space for older adult women of color to engage in the creative arts, learning quilting and writing skills, learn more about brain and heart healthy habits, and partake of brain healthy foods. In short, we are tackling social isolation in women of color using a whole person approach, incorporating mental, physical and creative health supports – all with an eye toward maintain a healthy brain. Our intervention aligns with the scope of work listed in the City of Madison's RFP in the following areas: 1. our program was created to help our participants avoid disease and disability. 2. our program helps our participants maintain high cognitive and physical function. 3. Our program has been created with the aim of increasing participants engagement with life and thus improving their overall quality of life. With city funding, we will create programing focused on a core group of 40 women ages 55 and up who have made a four-year commitment to the MCSP. Further, we will expand our reach and share information about the project by launching a social media campaign, in year two, sharing monthly wellness moments via a YouTube channel thereby making the information available to BIPOC communities throughout the state. In year three of the project, we will showcase the MCSP participants' stories and quilts in a traveling exhibition, and in year four we will publish a book, and release a filmed documentary.

- C. Program Summary (3-5 sentences):

Memory Collectors Storytelling Project (MCSP): Fighting Alzheimer's with Art focuses predominately on the often-untold stories of older African American women living in Wisconsin. Participants gather monthly at the Creator's Cottage, a safe, welcoming, culturally competent BIPOC lead studio arts space, to build community while sharing memories surrounding family, faith, culture, and racialized resistance. Participants are not required to have formal training in writing or the arts, they receive instruction, encouragement, positive feedback, and the necessary supplies to produce their stories in both written form and by means of fabric through story cloths and quilts. This program is completely free, each participant in MCSP will be issued a laptop for the duration of the program, fabric and art supplies to create their story quilts, and because we recognize that food is such a vital part of community of color gatherings, participants will also receive a healthy meal at each large group gathering, with an emphasis placed on traditionally cultural foods that have been re-engineered to be heart and brain healthy. At the end of the project, MCSP staff, will compile the work into first a public theatrical presentation, then a book featuring the created MSCP stories, quilts and recipes and lastly a documentary.

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.

Our population is made up of mostly lower income African American women. Many who reside in the targeted equity locations identified on the RFP map. The Creator's Cottage is located in the Rimrock-Moorland neighborhood. In an effort to evaluate the community need among older BIPOC adults for the MCSP program, The Creator's Cottage in partnership with the AA-FAIM held an Open House in the spring of 2022. We received an enthusiastic community response. Many BIPOC women, self-reported the need to improve their physical, mental, and emotional health, decrease their stress levels, and gather together to tell their stories through artistic means. As one woman surveyed so aptly and poignantly wrote, "The Creator's Cottage is like a bootcamp for my imagination. It's a wonderful safe place. As a woman of color, I can be challenged creatively here. It's especially nice to be embraced and accepted without having to worry about holding back or contouring ourselves into a smallness that doesn't make others uncomfortable. At the Creator's Cottage we are a sisterhood."

B. 2023 Participant Demographics (if applicable):

Race	# of Participants	% of Total Participants
White/Caucasian	3	7
Black/African American	35	88
Asian	0	0
American Indian/Alaskan Native	0	0
Native Hawaiian/Other Pacific Islander	0	0
Multi-Racial	2	5
Balance/Other		
Total:	40	
Ethnicity		
Hispanic or Latino	2	5
Not Hispanic or Latino	38	95
Total:		
Gender		
Man	0	0
Woman	40	100
Non-binary/GenderQueer		
Prefer Not to Say		
Total:	40	

Comments (optional):

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.

We currently do not have any non-English speakers in the program, however in order to be accessible, we recruited volunteer staff that are fluent in Spanish. We are equipped to provide translation services if the need were to arise.

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.

We began a robust recruitment process for MCSP in 2022. We targeted African American churches, neighborhood community centers and had a number of interviews and features articles written about the program in various news outlets such as Umoja Magazine, Madison 365, The Wisconsin State Journal, and the Isthmus. We will continue to recruit and raise awareness for the program by having tables at our community partner events such as the Badger Rock Community Garden Sunday market.

Upon intake, participants are asked to fill out a google form that allows us to collect statistical data such as personal demographic information, wellness practices participants are currently engaged in, future wellness goal, photo releases, dietary restrictions and health concerns, and finally questions related to the artistic components of our program. Each participant can self access their current artistic skill level and also share their goals and desires related to the program. Because technology has proven to be a barrier to participation for many of our older adult clients, for those participants who have trouble navigating technology, we have volunteer staff who call then on the phone, or sit with them in person to fill out the intake form. Food scarcity and transportation are additional barriers faced by many in this population. Through our partnership with Rooted and The Badger Rock Community Gardens our participants can sign up to receive fresh produce, sign up for a free garden plot and classes to learn how to grow their own food. They can also receive free weekly bags of organic heart and brain healthy produce throughout the growing season.

In regards to transportation our partners at AA-FAIM have committed to helping us find transportation solutions for participants who need it coming outside of the Moorland-Rimrock area.

Our assessment process includes: baseline surveys and the start of the program year as well as quarterly personal process reports, and program evaluations. Baseline survey: At the start of the program year, each participant will take a baseline survey to assess their perceived level of stress and current eating habits. We will also request information about what they expect to achieve through the course of the project year both artistically and health wise. Each participant will receive a blood pressure cuff and information on blood pressure monitoring, how to use the cuff and when to contact her healthcare provider. She will be also be encouraged to monitor and chart her stress levels over the course of the project year. Quarterly personal progress reports: At the beginning of each quarter, participants will be asked to complete the survey which will consist of a goal sheet and a personal report card. These surveys will allow us to collect data in a respectful way, while allowing each woman to self-monitor and celebrate personal process in the areas of stress management, healthy eating habits and exercise. We will also include questions assessing knowledge gained during each session as well as information on how or if participants incorporated healthy foods or exercises into their lives over the previous month. Program evaluation survey: We will also institute a quarterly program evaluation plan. Each quarter every woman will be asked to fill out a program evaluation for the purposes of grading and monitoring the success of the program. Quarterly feedback allows us time and room to make adjustments to the program as needed.

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.

Activities Include:

Monthly MCSP gathering (Jan 2025-Dec 2025 create quilts & stories.) BIPOC women gather monthly at The Creator's Cottage. Each gathering includes a heart healthy/ brain health meal, a wellness moment, and quilting project. The aim being to learn quilting techniques and storytelling skills, strengthen social support, and reduce stress within BIPOC communities. These monthly gathering include the following:

12 Saturday gatherings—Large group gatherings are held every third Saturday of the month. Participants are invited into the Creator's Cottage from 10-2pm to share a meal in community and for monthly quilting/storytelling sessions. Each Monthly Saturday gathering includes a 30 minute Wellness Moment featuring on such educational topics as mental health, stress management techniques, blood pressure monitoring, exercise, nutrition, fall prevention, meditation and prayer. Each monthly Saturday gathering also includes a heart/brain healthy meal shared in community with emphasis is placed on culturally tradition foods have been re-engineered to be heart healthy and brain healthy.

12 Monday quilting workshops with quilting mentors. MCSP participants come into the program at various skill levels. A few women have a substantial amount of fiber arts training, however a large number of the women have no training or skills in fiber arts at all. Every 4th Monday of the month, a quilting training session is held with the Monona Quilters, one of our local partners who provides quilting mentors for every participant in the group who needs one-on-one instruction. For the purpose of build basic quilting skills through sewing instruction.

12 Friday Crafty Chica night events: The Creator's Cottage classroom space is made available for MCSP participants to have open sew times to gather in community, gain tips from each other and work on unfinished projects. During the project year we will hold 12 open sew days in Creator's Cottage.

2 Field trips over the course of each program year- one smaller and one large trip. (July 2025) MSCP will take a trip to the Badger Rock Community Gardens to learn how their food is grown and to share quilting with the youth workers. In October, 2025, MSCP participants will take a bus trip to Gees Bend Alabama, to the annual Airing of the Quilts Festival. Participants will visit The Justice Center and other historic civil right landmarks. Participants will also take a sewing class with the Freedom Georgia quilters. Previous field trips have included a well received trip to Chicago to view of Faith Ringgold quilts and lunch at a Black-owned vegan restaurant.

Social Media Campaign (Jan 2026 launch) Prevention Moments in the form of short one-minute Instagram clips that highlight natural interventions/preventative measures BIPOC people can take to prevent cognitive decline.

The goal being to expand MCSP's reach to broader community including BIPOC men, and other marginalized communities and raise awareness regarding cognition disease.

Wellness Channel: (March 2026 launched) easily accessible via YouTube featuring heart/brain healthy cooking show and interviews with local community wellness experts. The aim is to increase the number of participant served by making wellness moments that are currently available only to MCSP participants available to the larger community.

Traveling Exhibition- (Feb 2027) The quilts and stories created at MCSP gatherings will be turned into an exhibit and toured throughout Wisconsin. The aim is to showcase the produced artwork of MCSP participants, raise awareness about reducing risk for cognitive decline and ADRD in BIPOC communities.

Memory Collectors Storytelling Project book: (Sept 2027) Quilts and stories compiled into a book format, along with culturally traditional recipes that have been reengineered to be heart healthy and brain healthy. The aim being to showcase the produced artwork, raise awareness around cognition disease, introduce an entire generation to healthy eating thus get an early jump on chronic disease prevention in future generations and celebrate the personal stories of the MSCP participants.

Documentary- (Sept 2027) film that follows the participants in the MCSP, and sheds light on the serious health crises of ADRD and the impact of this disease on African American and other people of color community. The aim of the documentary is to scale MCSP impact to reach a national audience.

- 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	10AM	2PM
Tuesday		
Wednesday		
Thursday		
Friday	3pm	7pm
Saturday	10AM	2PM
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.

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.

A fundamental effort to engage family has been to offer maximum flexibility for the program schedule. For example, we offer programming outside of traditional work ours. This has opened the door to include family members who are still working. For those who work on evenings and weekends, we publish the dates of our events well in advance, allowing them time to arrange their schedule. As a result, our storytelling project currently has a number of mother and daughter pairs who participate in the project together. Daughters who are below the age of 55 join the program as volunteers, and daughters who are 55 and above join their mothers as full participants of the program. As an added bonus we find that including family allows us to address the barrier of transportation, since many of the older adults in the program are transported to and from the event by their family members. It was because of feedback from caregivers of participants currently in the program that we decided to add a virtual component to the Storytelling project. Particularly in the winter months, when the temperatures are below freezing, some of our older adults don't want to venture outside of their homes. During those times, as well as when they are sick and shut in, they can join the Memory Collector's Story project online. Program evaluation surveys will be used to generate feedback from group participants throughout the life of the project. These evaluations happen quarterly allowing us time to implement changes based off of participant feedback. Again, being as flexible as is reasonable to engage family.

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.

Our makerspace is centrally located in South Madison, one of the most racially diverse zipcodes in the city of Madison and one of the priority equity locations . We have extensive access to the South Madison community by virtue of our location and through our connection with one of our community partners, who is also located in South Madison, Badger Rock Community Gardens. As a result of this partnership, cross pollination organically happens as many of the older adults who receive services from the community garden in the Rimrock Badger road area are also members of the Memory Collectors Storytelling Project.

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)?
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Badger Rock Community Gardens	Provides farm produce for our monthly gatherings, food shares, and garden plots, for MCSP participants	, Sarah Karlson	No
A-FAIM: African Americans Fighting Alzheimer's in Midlife	Provides funding, Staff support, and fund development	Carey Gleason	No

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

Wisconsin Alzheimer’s Disease Research Center (ADRC)- in the first year of the program they provided publicity for our program. This year the ADRC will be assist by providing a consultant who will help us implement a more formalized data collection process.

New Bridge provides equipment such as laptops and blood pressure monitors.

Monona Quilters Association provides teaching artists and quilting mentors for MSCP participants

The Sewing Machine Project- provided a donation of ten sewing machines to the project. Machines go to members who cannot afford to purchase a working machine.

Friends of the UW Library at the University of Wisconsin-Madison, will provide the platform called TheirStory which will house the oral stories of the MCSP participants.

How do these partnerships enhance this proposal?

Our partnership with AA-FAIM in particular allow us access to African American older adults communities throughout the city of Madison. Additionally because of our partnership with AA-FAIM, participants in MCSP who want to learn more about their own cognitive and heart health can sign up for studies at the University of Wisconsin Madison. Our partnership with the Monona Quilters allows each participant in the Memory Collectors Storytelling project to gain quilting skills, as each MCSP participant who wants one is assigned a quilting mentor. Through The Sewing Machine Project we were able to provide sewing machines for women in our program who needed them.

What are the decision-making agreements with each partner?

At least one representative from each of our partner agencies serves on our planning committee. Together the MCSP planning teams makes decisions regarding future MSCP events.

- 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?

Each MSCP participant is provided with quilting supplies, a blood pressure monitor, and for those that need them a laptop to join us virtually. A heart healthy/brain healthy meal is served at every MSCP large group gathering. Participants are also given recipes of the foods made at the events so that they can then go home and recreate these meals for themselves and their families. The goal being to introduce healthy foods to the entire family, change the eating habits of future generations to stop the spread of cognition disease. Each MSCP monthly gathering also includes a thirty minute Wellness Moment. During these moments we invite service providers from various community organizations in the Madison to share the resources that they offer for the MSCP community.

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: 40

Total program/service hours annually: 269

B. Program Outcomes

Please describe the data and the data source used to choose your outcome objectives.

12 hosted Saturday gatherings.

12 heart healthy and brain healthy meals served.

12 recipe sheets created for participants to take home.

12 hosted Monday quilting gathering

12 hosted Friday Open Sew lab sessions

1 major trip to Gee's Bend, Airing of the Quilts Festival

1 local trip to Badger Rock Community Gardens

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.

Outcome Objective #1: 75% of clients/participants report that the services/assistance they receive help them achieve the quality of life that they desire.				
Performance Standard	Targeted Percent	75%	Targeted Number	30
Measurement Tool(s) and Comments:				

Outcome Objective #2: 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				
Performance Standard	Targeted Percent	75%	Targeted Number	30
Measurement Tool(s) and Comments: Each participant will complete a survey at the beginning and the end of each quarter to assess their level of stress before and after their time at the Creator's Cottage. Each participant has received information on blood pressure monitoring at home and will be surveyed about any changes in a positive directions. Heart healthy recipes will be provided to each participant will be surveyed about their use of recipes, any difficulties with them and any changes they have made to their and their families' diet.				

Outcome Objective #3 (optional):				
Performance Standard	Targeted Percent		Targeted Number	
Measurement Tool(s) and Comments:				

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

- 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?
 Our current data collection process includes receiving client data through goggle forms, and tracking the received information through excel document. Our partnership with African Americans Fighting Alzheimer’s in Midlife (AA-FAIM) scientists, Drs. Gleason and Zuelsdorff have agreed to continue to serve our project. Dr. Zuelsdorff has agreed to serve as consultant for the current project, ensuring that interventions target the most robust resilience factors. She will also help us design data collection procedures that will allow us to gather data to design a clinical trial, examining the impact of the MCSP on cognitive aging and ADRD risk.

6. PROGRAM LOCATION

- A. Address(es) of the site where programs/services will occur:
 1102 Engelhart Drive, Madison, 53713
- 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.
 Our arts studio is located in the Rimrock- Moorland area. We work closely with Rooted/ Badger Rock Community gardens. Our strategies included a continued partnership with The Badger Rock Community Center and the community gardens.

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)
Artistic Director	Master's in African American studies, teaching artist with 25+ years of experience	1102 Engelhart Drive

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

Volunteers for MCSP come to us from our partner agencies, they are trained and vetted through these partner organizations. We have a group of college students called the under 40's that serve the participants in our program by setting up field trip events, troubleshooting technology and helping out on the day of the event. These volunteers come from the School of Education at the University of Wisconsin, Madison and are trained and supervised by Catrina Sparkman, the Artistic Director.

- B. Other program Resources/Inputs (such as program space, transportation or other resources necessary for the success of your program):
Studio space for the monthly large group gathering. Transportation for yearly field trip. Food for monthly gatherings.

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.
n/a
- B. Disclosure of Contract Failures, Litigations
Disclose any alleged significant prior or ongoing contract failures, contract breaches, any civil or criminal litigation.
n/a

APPLICATION FOR 2024 OLDER ADULT SERVICES PROGRAMS

1. ORGANIZATION CONTACT INFORMATION

Legal Name of Organization	Ironers Press
Mailing Address	1102 Engelhart Drive
Telephone	608-347-7999
FAX	
Director	Catrina Sparkman
Email Address	catrinasparkman@gmail.com
Additional Contact	
Email Address	
Legal Status	Private: Non-Profit
Federal EIN:	f 83-4454551

2. PROPOSED PROGRAMS

Program Name:	2025		If currently City funded	
	Letter	Amount Requested	2024 Allocation	Joint/Multi Application - SELECT Y/N
Memory Collectors Storytelling Project:	A	\$120,000		
Contact:				
Catrina Sparkman	B			
Contact:				
	C			
Contact:				
	D			
Contact:				
	E			
Contact:				
TOTAL REQUEST		\$120,000		

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.

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	POVERTY	R/POV**
					Percent	Percent	Percent
TOTAL	5	100%	1	100%			
GENDER							
MAN	1	20%		0%			
WOMAN	4	80%	1	100%			
NON-BINARY/GENDERQUEER	0	0%		0%			
PREFER NOT TO SAY	0	0%		0%			
TOTAL GENDER	5	100%	1	100%			
AGE							
LESS THAN 18 YRS	0	0%		0%			
18-59 YRS	4	80%	1	100%			
60 AND OLDER	1	20%		0%			
TOTAL AGE	5	100%	1	100%			
RACE							
WHITE/CAUCASIAN	0	0%	0	0%	80%	67%	16%
BLACK/AFRICAN AMERICAN	5	100%	1	100%	7%	15%	39%
ASIAN	0	0%		0%	8%	11%	28%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%		0%	<1%	<1%	32%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%		0%	0%	0%	0%
MULTI-RACIAL	0	0%		0%	3%	4%	26%
BALANCE/OTHER	0	0%		0%	1%	2%	28%
TOTAL RACE	5	100%	1	100%			
ETHNICITY							
HISPANIC OR LATINO	0	0%		0%	7%	9%	26%
NOT HISPANIC OR LATINO	5	100%	1	100%	93%	81%	74%
TOTAL ETHNICITY	5	100%	1	100%			
PERSONS WITH DISABILITIES	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)

Our Board and Staff are predominantly African American, representing and otherwise unrepresented segment of the population of Madison.

7. AGENCY GOVERNING BODY

How many Board meetings were held in 2023

--

How many Board meetings has your governing body or Board of Directors scheduled for 2024?

--

How many Board seats are indicated in your agency by-laws?

--

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

Name	Wes Sparkkan				
Home Address	10 Vinje Court				
Occupation	Public Administrator				
Representing					
Term of Office	May-19	From:	mm/yyyy	Jul-24	mm/yyyy
Name	Renita Sims				
Home Address	234 West Park Ave, El Cajon CA 92020				
Occupation	Writer				
Representing					
Term of Office	May-19	From:	mm/yyyy	Jul-24	mm/yyyy
Name	Patricia Thurman				
Home Address	3829 56th street Milwaukee, WI, 53216				
Occupation	Retired School teacher				
Representing					
Term of Office	May-22	From:	mm/yyyy	24-Jul	mm/yyyy
Name	Dr. Lavena Colely				
Home Address	4931 Tower Rd, Unit E, Greensboro NC, 27410				
Occupation	Professor				
Representing					
Term of Office	May-19	From:	mm/yyyy	Jul-24	mm/yyyy
Name	Catrina Sparkman				
Home Address	10 Vinje Court				
Occupation	Artistic Director				
Representing					
Term of Office	19-May	From:	mm/yyyy	24-Jul	mm/yyyy
Name					
Home Address					
Occupation					
Representing					
Term of Office		From:	mm/yyyy	To:	mm/yyyy
Name					
Home Address					
Occupation					
Representing					
Term of Office		From:	mm/yyyy	To:	mm/yyyy
Name					
Home Address					
Occupation					
Representing					
Term of Office		From:	mm/yyyy	To:	mm/yyyy

AGENCY GOVERNING BODY cont.

Name

Home Address

Occupation

Representing

Term of Office

From: mm/yyyy

To: mm/yyyy

Name

Home Address

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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						
UNITED WAY DANE CO	0						
CITY CDD (This Application)	120,000	120,000					
City CDD (Not this Application)	0						
OTHER GOV'T*	80,000	80,000					
FUNDRAISING DONATIONS**	15,000	15,000					
USER FEES	0						
TOTAL REVENUE	215,000	215,000	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 requestiong 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
Artistic Director	50.00					50.00	43,800	6,200	50,000	42.00	0
Administrative Assistant	100.00					100.00			0	0.00	0
Support Staff	100.00					100.00			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
SUBTOTAL/TOTAL:	250.00	0.00	0.00	0.00	0.00	250.00	43800.00	6200.00	50000.00	42.00	0.00

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 requesting 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
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						0.00			0	0.00	0
TOTAL:	250.00	0.00	0.00	0.00	0.00	250.00	43800.00	6200.00	50000.00	42.00	0.00

*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	Memory Collectors Storytelling Project: Fighting Alzhiemer's with Art	PERSONNEL	50,000
		OTHER OPERATING	50,000
		SPACE	20,000
		SPECIAL COSTS	0
		TOTAL	120,000
B	Catrina Sparkman	PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		TOTAL	0
C	0	PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		TOTAL	0
D	0	PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		TOTAL	0
E	0	PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		TOTAL	0
TOTAL FOR ALL PROGRAMS			120,000



July 1, 2024

To whom it may concern:

I am writing to express our organization's commitment to have our Rooted in Urban Agriculture Youth Employment Program participants partner with the Creator's Cottage Memory Collector Story Project, which is a project to work with African American women aged 55 and up to tell their stories through writing and quilting.

Rooted WI, Inc. (dba Rooted) is committed to collaborations rooted in food, land, and learning, so that the communities we serve do not just survive but thrive. Our work is community-driven, and our primary programs are focused on gardening and urban agriculture education, healthy food access, and secure land tenure in Madison's food access improvement areas. Our Badger Rock Neighborhood Center is an urban agriculture center located in South Madison, in a City of Madison Food Access Improvement Priority Area. The on-site Badger Rock Farm is managed by Rooted staff and youth employees and is a learning space for students attending Badger Rock Middle School, community gardeners from the surrounding neighborhood, and other youth and community groups. We sell the produce we grow on site at our weekly Badger Rock farmstand run primarily by our youth employees.

We are committed to the following activities for this grant through our Rooted in Urban Agriculture Youth Employment Program:

- Growing culturally relevant, chemical-free produce at Badger Rock Urban Farm to offer to the Creator's Cottage for distribution at no cost to Memory Collector program participants.
- Access to Rooted at Badger Rock Neighborhood Center's weekly produce distribution program for families
- Opportunity to sign up for Badger Rock Community Garden plots for families to grow their own
- Inviting the Memory Collectors to visit the Badger Rock Urban Farm on a field trip to meet the youth employees and see where the produce is grown, offer additional space for programming at the Badger Rock Neighborhood Center, and offer an opportunity to hold a recruitment table at our weekly Badger Rock Community Market.

We believe the opportunities for multi-generational connection and community building through this project will be a benefit both to our youth and the elders participating in the project and will give our youth the opportunity to directly provide a service in their community.

Sincerely,

Hedi Rudd
Interim Co-Executive Director



June 28, 2024

Yolanda Shelton-Morris
Garrett Tusler
Office of the Community Development Division (CDD)
City of Madison
215 Martin Luther King Jr. Blvd.
Suite 300
Madison, WI 53703

Carey E. Gleason, PhD, MS
Professor of Medicine
University of Wisconsin School of Medicine and Public Health
Madison, Wisconsin 53705

RE: Letter of support for Memory Collectors storytelling project: Fighting Alzheimer's with Art (MCSP) proposal for funding.

Dear Ms. Shelton-Morris, Mr. Garrett Tusler, Selection Committee and Reviewers:

As a collaborator with the Creator's Cottage, I am so pleased to provide a letter of stating my strongest support for the ***Memory Collectors storytelling project: Fighting Alzheimer's with Art (MCSP)*** proposal. I am a Professor of Medicine at the University of Wisconsin's School of Medicine and Public Health and the leader of the Inclusion of Under-Represented Groups Core for the Wisconsin Alzheimer's Disease Research Center. I have been leading community engaged research projects with African and Native American groups in Wisconsin for the last 15 years and have worked closely with community leaders like Ms. Sparkman to bring Brain Health programs to Black and Brown older adults. Of note, we currently provide funding for the MCSP. The Older Adult Services would co-fund the program.

The ***MCSP*** program is precisely the type of project that will move the needle for racialized older adults residing in Madison. As you know, the work will focus on bringing culturally relevant services to an under-served population. Being familiar with the most recent science related to brain health and the prevention of Alzheimer's disease and related dementias, I can attest the importance of addressing social isolation and mental health in order to the respond the coming public health crisis we face with our aging population. I am confident that the MCSP program will accomplish its goal of supporting Black and Brown older adults' resilience. Speaking from experience, creating a culturally safe space for older racialized adults is a key starting point for successful outreach. How refreshing to see the focus on a group too often marginalized and left out of existing programing.

Overall, the MCSP program aligns well with the goals of the Community Development Division's Older Adult Services RFP. I am sure after you have reviewed the application materials that it will

be evident how the proposed project will assist older Madisonians to 'realized their full potential' by creating culturally relevant and culturally safe programing.

Thank you in advance for giving your full attention to this outstanding application. I again express my full support for the application and for the great work that Ms. Sparkman will accomplish with your generous funding. Please feel free to contact me if you have any further questions.



Carey E. Gleason, PhD, MS

Professor of Medicine and Clinical Neuropsychologist
Wisconsin Alzheimer's Disease Research Center
Leader, Inclusion of Under-Represented Groups (IURG) Core, Wisconsin ADRC
University of Wisconsin, Madison; Department of Medicine
610 Walnut Street, Room 4Madison, WI 53726
Office: (608) 262-8597; E-mail: ceg@medicine.wisc.edu