

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 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:	NewBridge Madison, Inc.	Total Amount Requested:	\$ 138887
All program(s) connected to your organization:	Program Name: Older Adult Activities 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.	Amount Requested: \$	138887
	Program Name: 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.	Amount Requested: \$	
	Program Name: 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.	Amount Requested: \$	
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	Program Name: 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.	Amount Requested: \$	
	➤ <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):	Jim Krueger	Email: jimk@newbridgemadison.org	
Organization Address:	1625 Northport Dr., #125 Madison, WI 53704	Telephone:	608-512-0000, Ext. 3005
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

NewBridge is a non-profit organization established in 2019, the result of four senior coalitions merging. The East Madison Monona Coalition of the Aging, North/East Side Senior Coalition, South Madison Coalition of the Elderly and West Madison Senior Coalition each existed for over 40 years prior to the merger. The Coalitions received 501c3

status beginning in the mid 1970's and were initially established to promote loosely organized activities for the elderly across the city. It soon became apparent older adults needed assistance with health issues, accessing benefits and hot meals and additional services were added. The missions of each coalition were similar; to help older adults remain active and independent to remain in their homes. Each coalition had a designated service area and offered most of the same services. In the 1980's one of the Coalitions was awarded a grant to initiate a program for African American and Hispanic older adults in Dane county and has been doing so ever since. Our current mission is to provide older adults a bridge to successful aging. In 2020, we received a 5-year grant to initiate a county-wide older adult mental health resource program. Next year, NewBridge will celebrate our 50th anniversary.

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.

For over 40 years NewBridge has provided activities across the city of Madison to help older adults age successfully. Most of our participants are lower income adults aged 55 or older and many are BIPOC, Hispanic and LGBTQ+ older adults. Our programming is based on the eight dimensions of wellness. This approach has necessitated we provide a wide variety of activities to address the various needs of older adults. For the past decade we have primarily provided physical and social activities and health and wellness education. We have created activities and brought in health and wellness professionals to help older adults address or prevent the onset of chronic conditions such as hypertension, obesity, arthritis, heart disease, Diabetes, depression, and dementia/Alzheimer's and provide support for those affected. During COVID we started creating virtual activities and now offer both in-person and virtual options. We have partnered with EPIC to provide lower income older adults computers to help address participant accessibility and reduce social isolation. In general, the individuals we serve are the more vulnerable and less mobile older adults and this necessitates a more basic, simplistic approach to the activities offered to them. Our older adult activities program is closely aligned with our case management program. When a crisis situation arises for a participant or they need help with a problem we refer them to our case management services.

For three decades NewBridge has provided programming specifically designed to provide for Black and Hispanic older adults. This provides a safe space for them to discuss racial and cultural inequities and receive health and wellness more relevant to them. Our Black and Hispanic staff coordinate these programs and design them, as best as possible, to use language and provide information and materials that are culturally and linguistically responsive to each group's needs. The programming for Hispanic older adults is in Spanish but sometimes it is difficult to be responsive to everyone because of language differences among Hispanic countries. We currently serve a representative percentage of the BIPOC and Hispanic older adult population in Madison. An area we plan to expand upon is providing more activities for LGBTQ+ older adults, friends and allies and we hope to partner with Outreach LGBTQ Community Center. We currently coordinate a mindfulness movement class that is very popular. Our agency has made an impact providing services that are responsive to the diverse needs of our community but know there are still many people we have not reached.

When we merged the intent was to ensure activities were provided on each side of Madison because we recognized accessibility is an obstacle for many older adults. While there may be higher concentrations of older adults (and equity priority areas) in certain areas of the city, this population as a whole is very spread out. This makes it difficult to reach all those who could benefit from older adult activities. NewBridge does not have our own physical space and have depended on collaborations with other organizations to hold activities. This has limited our ability to hold programming and has forced us to periodically cancel activities at the last moment. Our agency is now renting space inside the Madison Labor Temple and are collaborating with senior housing residences in the surrounding

neighborhoods to connect lower income, BIPOC and Hispanic older adults living in the immediate area to our activities and programs. This will help make programming accessible for that particular residence but not for those not living a few blocks away. Realizing we needed to act, NewBridge has received a grant for two accessible, 14 passenger short buses that will both be in service beginning next year. This will help those with mobility issues to attend events in their neighborhood that are not within walking distance. For the last few years our agency has been involved in a partnership with Madison Senior Center and Goodman Community Center focused on pooling our resources to provide collaborative programming and activities for older adults. We have started up a number of other partnerships this year as part of our shift to develop more collaborations. NewBridge recently received a collaborative grant, with Goodman, Madison Senior Center and RSVP to address social isolation among older adults. Our goal is to train older adult volunteers as neighborhood leaders to help with neighborhood outreach and dissemination of activities, information and community resources available for older adults. The NewBridge newsletter is disseminated widely across the city including at libraries, community centers and churches. It is also available on our website. Activities specifically for Black and Hispanic older adults are highlighted and Hispanic activities are written in Spanish.

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".

In the last two years our grant funding has increased by over \$189,000. NewBridge has received program budget increases and a cost of living adjustment (COLA) from Dane County the past two years and a COLA from the city of Madison this year. These increases have helped us raise the level of pay for our staff but we struggle to remain competitive with UW-Madison and private sector salary and benefit packages. The past two years we have experienced turnover at two management positions (case management, culturally relevant services) because we could no longer meet their salary requirements. We are in the process of completing a strategic plan for 2025-2027, our second one as NewBridge. All staffing changes are mini setbacks because it takes time to train new staff but we do not expect these changes to affect our ability to provide our proposed services in those areas.

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.

Management staff is required to have a Bachelor's Degree or equivalent experience and two years' experience in the older adult field. Our current management team has from 4-16 years of experience in management of older adult services programming. Previous management experience is preferred. The qualifications vary for older adult services program staff. Full-time coordinator positions for the Older Adult Activities Services program (Culturally Relevant Services) require an Associate's Degree or equivalent experience. A Bachelor's Degree is preferred. Full-time coordinator positions. A program assistant position for this program requires a high school degree or GED and equivalent experience. The lead program staff for this program has 28 years of experience. Management staff are provided training by one of the two agency directors. Program staff are trained by their supervisor.

Additional training opportunities are offered for all managers. Depending on a manager's prior experience they may be required to attend additional leadership training. A couple of our programs require additional training to maintain certification or meet funder requirements. Staff are encouraged to seek and request training opportunities related to their program work or for professional development. NewBridge has an annual staff training budget to support training requirements. There is also an annual budget for all-staff DEI training. Staff are permitted to pursue a degree or advanced degree as long as it does not hinder their ability to effectively do their job.

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

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.

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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:	Older Adult Activities	Total Amount Requested for this Program:	\$ 138887
Legal Name of Organization:	NewBridge Madison, Inc.	Total amount Requested for Lead/Single Applicant	\$ 138887
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:		Email:	Phone:
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>			

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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.

Several factors support the need to provide relevant programming for older adults, such as the rise in the aging population, chronic conditions, poverty, racial disparities, substance use disorder and mental health and disability. It's estimated there are over 50,000 people aged 55+ in the city of Madison. 1 The U.S. Census Bureau estimates that nearly 26% of Wisconsin's population will be 60 and older by 2030, an increase of over 36 percent from 2012. Madison is a large geographical area comprising many distinct communities and neighborhoods. There are 119 neighborhoods in our city and insufficient resources allocated to provide programming in the equity priority areas and other neighborhoods where lower income older adults reside.

The need for this program is substantiated by the recent 2023 City of Madison survey of older adults that suggests there is unequal access to adult programming in Madison. The survey indicates that transportation is a significant barrier for those wanting to be more engaged. Being active both mentally, physically and socially is what so many older adults yearn for in their lives. But this is hindered by a shortage of health and wellness activities and educational opportunities in our community that provide free, accessible transportation. Even if programming is closer to their residences it may not be within walking distance for everyone in the neighborhood. Results from the survey suggests that older adults who identify as BIPOC and LGBTQ+ would like more relevant and culturally competent programming, improved communication channels and more conveniently located programming.

Wellness is a holistic integration of physical, mental, and spiritual well-being, fueling the body, engaging the mind, and nurturing the spirit. Research on wellness and aging has shown that wellness in multiple dimensions can protect cognition and help people maintain their health and well-being as they age. Promoting all aspects of healthy aging (physical, emotional, intellectual, social, spiritual, financial, vocational, environmental) is so important as the older adult population and life expectancy continue to rise. This program provides a variety of activities and educational opportunities that promote wellness for older adults.

It has become apparent in our work with older adults the last few years that many have lost their footing. Many low-income older adults in our community suffer from isolation and don't have extended opportunities to connect with their peers. Their social connections have dried up as they age and they feel powerless in so many ways. The COVID pandemic had a significant effect as so many older adults become more isolated and less active, impacting their overall health.

For Black and Hispanic older adults, a lack of cultural responsiveness, inclusion from the Caucasian community and health disparities are some of the biggest frustrations of Black and Latinx older adults. Despite major advances in medicine and public health during the past few decades, disparities in health and health care persist. Racial/ethnic minority groups in the United States are at disproportionate risk of being uninsured, lacking access to care, and experiencing worse health outcomes from preventable and treatable conditions. They want opportunities to engage in culturally affirming practices and to have opportunities to develop perspectives that challenge health inequities.

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Having the opportunity to be around so many peers in a more relaxed setting, in an inclusive setting and to foster meaningful connections is something especially fun and meaningful to re-energize oneself. This project is needed because we provide opportunities for older adults without financial means to participate in activities that offer inclusive and accepting environments and are language accessible.

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<https://statisticalatlas.com/place/Wisconsin/Madison/Age-and-Sex> Madison Stats

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5508938/> Dimensions of wellness

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9866478/#:~:text=The%20healthy%20behavior%20of%20older%2C16%2C17%5D> healthy behaviors

<https://pubmed.ncbi.nlm.nih.gov/22713605/> wellness and cognition

EQT By Design City of Madison Survey

- 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 the NewBridge community activities program is to improve (or maintain) the overall health and wellness and reduce social isolation among older adults in Madison. Promoting all aspects of healthy aging (physical, emotional, intellectual, social, spiritual, financial) in a manner that is both culturally responsive and relevant, is critical as the older adult population and life expectancy continue to rise. Many low-income older adults in our community suffer from isolation and don't have extended opportunities to connect with their peers. Our program focuses on revitalizing their desire for socialization and helping them build community connections. We cannot forget how important staying active and engaging our hearts, minds and bodies in our everyday lives especially as we age.

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

The NewBridge community activities program provides a variety of daily, ongoing activities for older adults, age 55+ throughout Madison and offers limited transportation. Our activities incorporate the eight dimensions of wellness addressing physical, emotional, intellectual, psychological, financial, social, environmental and spiritual health. We provide a safe, inclusive environment for participants focused on building community where older adults receive encouragement and support from one another to move

forward. We provide activities geared specifically to the culture, community, and everyday life of older adults and build upon their prior learning and lived experiences. Weekly activities are offered in Spanish.

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 older adult program serves older adults age 55+ at various locations throughout the city of Madison. There are no other eligibility requirements. The activities we plan, how activities are facilitated, and the locations we have programming are largely based on the input we receive. We are adding a friendly visitation component because a number of clients reported feelings of loneliness and a desire for more social interaction. Interpreters will be made available for volunteer guardian/representative clients. Periodic group meetings of the volunteers will be held to discuss difficult client solutions. Over the next three years we expect the number of African-American, Hispanic, and LGBTQI+ older adults and those from the equity priority be 40% of our activities program participants. The large majority of our participants income is no greater than 300% of the federal poverty level. For almost 50 years we have provided activities for individuals all across the city of Madison, including BIPOC, immigrant and LGBTQI+ older adults. In 2023 about ____% of our participants were Caucasian (10% of those were Hispanic), ____% African American. We expect to increase the number of African American, Hispanic, and LGBTQI+ older adults served by this program substantially over the course of the next few years as the aging population continues to grow.

B. 2023 Participant Demographics (if applicable):

Race	# of Participants	% of Total Participants
White/Caucasian	919	75%
Black/African American	273	23%
Asian	10	23%
American Indian/Alaskan Native	5	0.04%
Native Hawaiian/Other Pacific Islander	1	0%
Multi-Racial	15	1.88%
Balance/Other	0	0
Total:	1223	
Ethnicity		
Hispanic or Latino	172	14%
Not Hispanic or Latino	1051	86%
Total:	1223	
Gender		
Man	391	32%
Woman	832	68%
Non-binary/GenderQueer	0	0%
Prefer Not to Say	0	0%
Total:	1223	

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.

For over 40 years NewBridge has provided activities in Spanish for Hispanic older adults in Madison. Our staff is racially, culturally and linguistically reflective of the communities we serve. Our agency has two Spanish speaking staff who help coordinate bilingual and Spanish only activities. All the Hispanic older adults in our program migrated to this country. Spanish is their native language and over 90% speak little to no English. Many of these individuals had very little schooling growing up. Most of our Hispanic participants can't read English and read Spanish at a lower grade level. Many Black and Caucasian older adults who attend our programs have 12 or less years of school and don't read English at a very high level. These obstacles make it difficult for individuals to learn, participate or enjoy many activities. Our program utilizes multiple avenues for learning to assist individuals' whose health and wellness needs would otherwise go unmet. First, the staff for our program ensure there is a bilingual presenter or translator in attendance at our events. Staff search for materials, and work with presenters, to provide handouts that are friendly for all levels of learning. They build in time to review materials verbally during presentations or with groups as appropriate. Staff reach out to those we know need assistance and offer to review materials at a later time. On occasion we have participants with physical disabilities and have assistive technology devices and materials in alternative formats for their use. We continually assess the language used in our program materials to be inclusive of all members of our community.

Our program focuses on welcoming diversity, being all-inclusive and building community. We understand how critical it is to provide safe spaces and activities that help everyone feel welcome, included, recognized and valued. Time is spent developing relationships with individuals to learn about and understand one another's beliefs, values, customs and social practices that shape our personalities. Staff facilitate the building of social connections among participants and developing cohesion with one another. To accomplish this, our activities focus on recognizing and valuing all of our backgrounds, listening to one another's interests, needs and concerns and celebrating the cultural differences of participants. When considering the wording to be used in promotional materials we shall elicit feedback from African American participants, as they can provide insight as to the use of acceptable terminology. NewBridge was recognized by African American participants in the 2023 city of Madison survey for providing programming that is relevant and closer in proximity to where they live. Hispanic older adults are familiar with our agency and their needs are being addressed but they would like additional services.

- 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.

NewBridge will use a two-pronged approach to recruiting and engaging lower income and participants to participate in our activities. There are 27 equity priority neighborhoods and many other neighborhoods where lower income older adults, and those who identify as BIPOC and LGBTQ+, reside. With limited financial resources available we are pivoting our approach for recruiting and engaging older adults and will conduct targeted outreach in a handful of the equity priority neighborhoods. One approach we are using is to train older adults to become neighborhood leaders. Our program staff has begun identifying older adults interested in taking leadership roles in their neighborhoods. These Community Wellbeing Neighbors will receive neighborhood leadership and organizing training and education on health and wellness topics for older adults. Upon completion, the Community Wellbeing Neighbors will identify and develop connections with older adults in their neighborhood and the surrounding neighborhoods. They will serve as the communication channel to inform older adults of upcoming activities, events and services provided by our agency. These neighborhood leaders will have basic knowledge of health and wellness and aging to help educate their peers and encourage them to become engaged in our services.

Our second approach will involve NewBridge staff, representing all of our service areas, being more engaged in neighborhoods throughout Madison. We will serve on Neighborhood Resource Teams throughout the city and promote our older adult activities. Staff will reach out to neighborhood centers, lower income housing units, churches, clinics, community leaders and other service providers working in the area to develop or strengthen partnerships and work to establish connections with older adult residents.

The process for participating in our events is simple. Many of our activities do not require pre-registration. For funder reporting purposes we ask participants to complete a one-page registration form the first time they attend an activity. Attendance is taken for classes and activities to track how many individuals are attending and how frequently they participate. At our larger intergenerational, community events it is not always feasible to take attendance but we try to estimate the number of older adults present.

There are a couple of methods we use to evaluate our program. For ongoing activities and workshops, we use a combination of written and verbal assessments at the end of the program. Staff periodically reach out to individual participants or informally sit down with a group of older adults to solicit input. We have developed an advisory group of Hispanic participants who meet quarterly with program staff.

The main barriers to participation as addressed previously are limited transportation, and miscommunication about upcoming events. With limited resources we are aware our programming is not always relevant for older adults in the LGBTQ+ community. Participants are also apprehensive about completing our registration form for the program that is requested by some of our funders. They are hesitant to share personal and financial information because of a general mistrust for the government. Other individuals are resistant to providing that information if they are unfamiliar with our agency. In some instances, individuals need help because of physical limitations or when the form has not been translated.

To address the transportation issues, NewBridge recently purchased two small, accessible buses to add another option and provide more reliable and dependable service. The communication/promotion of our activities is an ongoing challenge. Our activities are listed in our monthly newsletter which is distributed to all the public libraries and numerous businesses and other non-profits throughout the city. It is also posted on our website. We also have mailing lists of participants who want to attend programs specifically for Black and Hispanic older adults and are in contact with those individuals each month. As we increase our presence in neighborhoods with larger concentrations of older adults that will help address the current communication gap.

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.

This program focuses on health, wellness, recreation and socialization. We offer numerous events each week (Monday-Friday), using a holistic, comprehensive approach. Programming is available both in person and virtually and we provide computers for individuals who need one.

Most older adults want opportunities to improve their physical, social and emotional well-being. They value in-person connections with peers and want to be active and engaged in the community. Our activities incorporate the seven dimensions of the wellness and address the physical, emotional, intellectual, spiritual, environmental, social, and occupational aspects of our lives. These are all separate yet interconnected categories that contribute to reaching a balanced life. We structure our programming to increase the feeling of connectedness among group participants and provide a variety of options to increase overall engagement among older adults.

As we age it is important to remain active both cognitively and physically. Our programming provides participants with the knowledge and tools to avoid or slow down the onset of disease and disability. We offer a variety of fitness classes, educational presentations on health issues (i.e. cancer, diabetes, heart disease), brain health activities, falls prevention classes, financial literacy classes, Alzheimer's and dementia support group, grief support group, foot care, nutrition education, computer and technology assistance and much more.

But we also recognize that individuals also need opportunities to socialize and have fun. Some of the activities we offer include knitting and art classes, a book club, conversation groups, music/ theatre events, Bingo, card games, healthy cooking classes, dancing, ESL classes and community and cultural celebrations

show evidence, research, proven curriculum, standards, or documentation of promising practice that supports the programming or service proposed. supports the programming or service proposed.

We also provide activities every week that are geared to the culture, community, and everyday life of Black and Hispanic older adults and build on their prior learning and lived experiences. We are intentional and deliberate in our choice of speakers and instructors that they bring the appropriate expertise and experience. Our staff strive to use the most relatable, up-to-date information and methods in our programming. We collaborate with Black and Hispanic health professionals to speak or facilitate programs and to provide materials in Spanish. Our groups and presentations offered are based on culturally relevant practices or evidenced-based curriculum that address disparities specific to Black and Latinx older adults.

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First of all, we listen to what program participants are saying and what they are asking for, what they want to know more about, learn about, what they would like to do; and, if feasible we try to create a program or experience to fit their needs. We will research ideas and best practices when developing informational and/or educational programs and will enlist the services of professional speakers and presenters when possible. As a collaborative team we share resources, speakers, instructors, researched programs and curriculum that are evidenced based when we can.

We also use local and national resources to inform our work, such as: WI Institute on Health Aging, WI Department of Health Services, Area Agency on Aging, AARP, [City of Madison survey, and the](#) National Institute on Aging.

Sources:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5107357/> Designing Culturally Relevant Physical Activity Programs for African American Women

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- 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	8 am	4 pm
Tuesday	8 am	4 pm
Wednesday	8 am	4 pm
Thursday	8 am	4 pm
Friday	8 am	4 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.

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.

This program receives regular feedback from caregivers, guardians and family members about the activities we provide, others we should consider offering and the structure and quality of our programming. We encourage caregivers, guardians and family members wanting to accompany older adults to our activities to do so, space permitting. We also receive requests from family members for programs in closer proximity to where the older adult lives. Suggestions that are sensible/realistic and we have to resources to support, get implemented.

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.

Recently, our program staff have been meeting with neighborhood leaders and residents from underserved neighborhoods in Madison to identify their interest in us providing activities with them. We have distributed survey to neighborhood groups to identify what activities older adults would like to see happen in their neighborhood. We received feedback on the type of programming the older adults in each neighborhood desire. The feedback we have received through this process and from the city survey has helped shape the focus of our proposal.

To have programs in close proximity in the equity priority and underserved neighborhoods where older adults live will require additional resources. Older adults will be recruited and trained to help conduct outreach and take leadership roles in their neighborhoods. They will inform their peers of activities and services provided by NewBridge or other agencies that are nearby, help educate them on health and wellness and encourage individuals to address their needs and become more active. Special emphasis will be placed on building connections with individuals most isolated and underserved. Older adults want to have input, and to be heard. The neighborhood leaders will observe many of the activities provided, get participant feedback and provide an assessment to program staff.

- 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)?
Goodman Community Center	<u>Collaborate with NewBridge to plan activities. Helps with all aspects of planning, promotion, implementation</u> <u>Collaborate with NewBridge to plan a variety of activities at Goodman. Take leadership on all aspects of planning, promotion, implementation, and outreach for Goodman activities. Helps with promotion of NewBridge activities.</u>	<u>Gayle Laszewski</u>	<u>No</u>
Madison Senior Center	<u>Collaborate with NewBridge to plan a variety of activities. Helps with all aspects of planning, promotion, implementation and outreach</u>	<u>Laura Hunt</u>	<u>No</u>
Arts for All Wisconsin	<u>Collaborates to provide art activities focusing on older adults with dementia/Alzheimer’s and their caregivers</u>	<u>Christina Martin-Wright</u>	<u>No</u>
Madison Public Library	<u>Collaborate with NewBridge to plan a variety of activities at Madison libraries for older adults. Assists with all aspects of planning, promotion, implementation, and outreach for Library activities. Helps with promotion of NewBridge activities</u>	<u>Carra Davies</u>	<u>No</u>

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

How do these partnerships enhance this proposal?

[The partners we collaborate with bring vast experience and are well connected to resources in the community. We are all willing to share resources \(presenters, space, transportation\) and help promote one another's activities. They have helped connect NewBridge to other collaboration and partnerships. We also work together on social media promoting and marketing for activities.](#)

What are the decision-making agreements with each partner?

Decisions are made together in these partnerships. Responsibilities are shared for the planning and coordinating the various activities planned.

- 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?

[We provide links to NewBridge services as well as other agencies in the community through word of mouth, direct referral to program participants and through our newsletter, flyers, pamphlets, and social media. We strive to match participants with services that meet their needs, depending on where they live; services like: NewBridge Case Management, Home Chore, Foot Clinics, Medical Loan Closet, Mental Health Support, Representative Payee and various social and educational programs. We also refer participants to other community agencies such as: community centers, ADRC, RSCP, libraries, and other nonprofit agencies that help with basic needs. We can often do this through NewBridge Case Management program or a direct referral from program staff.](#)

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: NewBridge will serve 1,400 unduplicated older adults annually through our activities and events.

Total program/service hours annually: NewBridge staff will provide 12,000 direct service hours annually for the activities and events we conduct.

- B. **Program Outcomes**

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

The outcome objectives were determined by the city of Madison as part of the RFP.

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	150
Measurement Tool(s) and Comments: An written evaluation is distributed at the end of the year to participants in our data base. In other instances outcomes are evaluated by pulling together participants to discuss verbally.				

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	150
Measurement Tool(s) and Comments: An written evaluation is distributed at the end of the year to participants in our data base. In other instances outcomes are evaluated by pulling together participants to discuss verbally.				

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?

NewBridge uses the MySenior Center database to track demographics. Participants complete a registration form each year and the data is entered in the system. Attendance is taken at our activities and events. ~~We use~~We use participant evaluations to measure program outcome.

6. PROGRAM LOCATION

- A. Address(es) of the site where programs/services will occur:
NewBridge provides activities across the city of Madison. We do not have our own physical space to provide programming so we collaborate with other agencies to host activities. Currently, much of our programming occurs at three locations: Warner Park Community Center (north), Meadowood Neighborhood Center/Meadowridge Library (west), Madison Labor Temple (south), Romnes Apartments (south), Southridge Village apartments (south). In addition, we partner with the Goodman Community (east) and Madison Senior Center (downtown) on activities at those locations. We will continue to host programs at these locations. In response to feedback from the city of Madison survey, NewBridge will provide activities
Some city of Madison survey respondents suggested programming be conducted in their apartment complexes. In addition to Southridge Village, we will be collaboration with Madison Senior Center staff to provide activities in apartment complexes at Fisher Taft, Segoe Terrace and the Brittingham apartments.
- 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.

Over the next three years, we will increase our presence and be more visible to older adults living in the equity priority areas of Madison and the LGBTQ+ community. NewBridge is adding a Spanish speaking activities staff person this year. This will help us recruit more Spanish speaking volunteers and place more Hispanic older adults in these programs. Our plan to recruit and engage clients for this program involves a

couple different methods. In 2025, NewBridge program and case management staff, representing all of our service areas, will increase our presence in neighborhoods throughout Madison. Staff will join Neighborhood Resource Teams (NRT) throughout the city to learn about the needs of older adults in the neighborhoods and promote our services to both team members and residents. We will reach out to neighborhood centers, lower income housing units, churches, clinics, local businesses, community leaders and other providers who service the area to develop or strengthen partnerships and cross promote one another's services. Special emphasis will be placed on enhancing collaborations with agencies that serve the African/American, Hispanic and LGBTQ+ older adult community in Madison. Staff will be more physically present, participate at neighborhood events and communicate with older adults in an informal manner to establish rapport and get to know one another.

To recruit volunteers for this program NewBridge uses a variety of strategies. NewBridge currently hosts regular case management office hours at various locations. This has created good opportunities to get to know residents and promote our activities. Staff will be more physically present, participate at neighborhood events and communicate with older adults in an informal manner to establish rapport and get to know one another.

We have a few existing collaborations in the equity priority areas. NewBridge has conducted programming for residents at Romnes Apartments (CDA). NewBridge is renting space at the Madison Labor Temple, located near Brams Addition and Burr Oak, as a location to hold activities and events. Our staff will soon begin collaborations with Fisher/Taft and Southridge Apartments that are right in this 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)
Older Adult Program Coordinator	associate's degree	Citywide
Diversity & Inclusion Program Coordinator	associate's degree	Citywide
Diversity & Inclusion Program Coordinator	associate's degree	Citywide

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

Volunteers interested in helping with this program are required to fill out a volunteer application. They are then interviewed by program staff and properly vetted (work/volunteer experience, references and criminal background checks) before being accepted as a volunteer. For guardian/representative services the skill set a volunteer brings is an important determinant in their being accepted. They must meet the legal requirements of providing responsible decision-making and financial management for their client. All volunteers receive formal training from the program coordinator about their duties and the importance of

boundaries. The program coordinator also supervises volunteers and checks-in with them 2-4 times a year depending on the need. All volunteer staff will receive DEI training annually.

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

Program space is always an issue. The neighborhood and community centers focus heavily on serving youth. This presents problems for programing particularly in the summer time and late afternoon hours. There are several challenges in collaboration with churches because of their limited staffing and on days of funerals when we have to cancel our programming. Having programs in senior apartment complexes is a deterrent because of access issues and some do not allow nonresidents to participate. Transportation has been identified as a major issue. Having programs in neighborhoods will help some but if those with mobility issues have to walk more than a few minutes are less likely to attend.

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	NewBridge Madison Inc
Mailing Address	1625 Northport Drive #125, Madison, WI 53704
Telephone	608-512-0000
FAX	608-299-0700
Director	Jim Krueger
Email Address	jimk@newbridgemadison.org
Additional Contact	Katie Gallagher
Email Address	katieg@newbridgemadison.org
Legal Status	Private: Non-Profit
Federal EIN:	39-1211331

2. PROPOSED PROGRAMS

	2025	If currently City funded		
Program Name:	Letter	Amount Requested	2024 Allocation	Joint/Multi Application - SELECT Y/N
Senior Activities	A	\$138,887	\$138,887	
Contact:	Jim Krueger			
	B			
Contact:				
	C			
Contact:				
	D			
Contact:				
	E			
Contact:				
TOTAL REQUEST		\$138,887		

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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ies.

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
	TOTAL	6	100%	36	100%		
GENDER							
MAN	1	17%	8	22%			
WOMAN	5	83%	28	78%			
NON-BINARY/GENDERQUEER	0	0%	0	0%			
PREFER NOT TO SAY	0	0%	0	0%			
TOTAL GENDER	6	100%	36	100%			
AGE							
LESS THAN 18 YRS	0	0%	0	0%			
18-59 YRS	6	100%	26	72%			
60 AND OLDER	0	0%	10	28%			
TOTAL AGE	6	100%	36	100%			
RACE							
WHITE/CAUCASIAN	6	100%	27	75%	80%	67%	16%
BLACK/AFRICAN AMERICAN	0	0%	7	19%	7%	15%	39%
ASIAN		0%	1	3%	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%	1	3%	3%	4%	26%
BALANCE/OTHER		0%	0	0%	1%	2%	28%
TOTAL RACE	6	100%	36	100%			
ETHNICITY							
HISPANIC OR LATINO	2	33%	3	8%	7%	9%	26%
NOT HISPANIC OR LATINO	4	67%	33	92%	93%	81%	74%
TOTAL ETHNICITY	6	100%	36	100%			
PERSONS WITH DISABILITIES	0	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)

7. AGENCY GOVERNING BODY

How many Board meetings were held in 2023	7
How many Board meetings has your governing body or Board of Directors scheduled for 2024?	7
How many Board seats are indicated in your agency by-laws?	9

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

Name	Tim Conroy			
Home Address	1006 Stonebriar Dr, Verona, WI 53593			
Occupation	Director, Capitol Lakes			
Representing	at-large			
Term of Office		From:	01/2023	To: 01/2025
Name	Amy Devine			
Home Address	4912 Winnequah Rd, Monona, WI 53716			
Occupation	Attorney			
Representing	at-large			
Term of Office		From:	01/2024	To: 01/2026
Name	Erin Fabrizius			
Home Address	2 W. Gorham St #300, Madison, WI 53703			
Occupation	Governmental Relations			
Representing	at-large			
Term of Office		From:	01/2023	To: 01/2025
Name	Stephanie Muñoz			
Home Address	2886 Humes Ln, Fitchburg, WI 53711			
Occupation	Kids Forward, Project and Community Engagement Associate			
Representing	at-large			
Term of Office		From:	01/2024	To: 01/2026
Name	Laura Stein			
Home Address	330 Meadow Crest Trl Cottage Grove, WI 53527			
Occupation	Self-Employed			
Representing	at-large			
Term of Office		From:	01/2023	To: 01/2025
Name	Sara Camacho			
Home Address	904 Walnut St. Verona, WI 53593			
Occupation	GHC-SCW, Community Care Manager			
Representing	at-large			
Term of Office		From:	01/2024	To: 01/2026
Name	Jennifer Vohs			
Home Address	6884 Valiant Dr, Windsor, WI 53598			
Occupation	Supervisor of Care Coordination Services at UnityPoint Health -Meriter			
Representing	at-large			
Term of Office		From:	01/2024	To: 01/2026
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

Occupation

Representing

Term of Office

From: mm/yyyy To: mm/yyyy

Name

Home Address

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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

****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	476,377	199,992					276,385
UNITED WAY DANE CO	50,000	50,000					
CITY CDD (This Application)	138,887	138,887					
City CDD (Not this Application)	0						
OTHER GOVT*	0						
FUNDRAISING DONATIONS**	473,227	60,795					412,432
USER FEES	0						
TOTAL REVENUE	1,138,491	449,674	0	0	0	0	688,817

*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 requesting 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
Executive Director	0.01					0.01	92,680	23,600	116,280	39.75	9,337
Assistant Director						0.00	82,680	22,780	105,460	44.56	18,023
Administrative Assistant (.7 FTE)	0.05					0.05	23,296	7,510	30,806	16.00	6,007
Administrative Assistant (.85 FTE)	0.02					0.02	45,172	11,704	56,876	25.55	7,474
SA Program Coordinator	1.00					1.00	52,000	12,264	64,264	25.00	64,264
SA Program Assistant (.663 FTE)	1.00					1.00	26,200	9,225	35,425	19.00	35,425
						0.00	41,600	11,411	53,011	20.00	50,069
						0.00	40,560	11,326	51,886	19.50	29,422
						0.00	54,080	12,435	66,515	26.00	18,449
						0.00	58,240	12,910	71,150	28.00	7,115
						0.00	22,880	5,876	28,756	22.00	16,379
						0.00	58,240	12,776	71,016	28.00	20,151
						0.00	54,080	12,435	66,515	26.00	18,665
						0.00	34,944	9,465	44,409	28.00	12,648
						0.00	49,920	12,093	62,013	24.00	12,175
						0.00	62,400	13,117	75,517	30.00	17,271
						0.00	45,760	11,752	57,512	22.00	17,934
						0.00	45,760	11,752	57,512	22.00	17,848
						0.00	55,120	12,520	67,640	26.50	11,298
						0.00	50,960	12,179	63,139	24.50	17,981
						0.00	47,840	11,923	59,763	23.00	17,610
						0.00	227,600	59,894	287,494	21.50	84,897
SUBTOTAL/TOTAL:	2.08	0.00	0.00	0.00	0.00	2.08	1272012.00	320947.10	1592959.10	560.86	510442.00

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.**

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
						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
						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
TOTAL:	2.08	0.00	0.00	0.00	0.00	2.08	1272012.00	320947.10	1592959.10	560.86	510442.00

*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	Senior Activities	PERSONNEL	103,245
		OTHER OPERATING	23,874
		SPACE	11,768
		SPECIAL COSTS	0
		TOTAL	138,887
B	0	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			138,887

June 25, 2024

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

Dear Grant Selection Committee,

Please accept this letter of support and commitment to a continued partnership between Madison Public Library and NewBridge Madison. Since 2019 we have partnered to provide numerous programs and activities for older adults at a number of our libraries in Madison. We have collaborated on numerous activities including chair yoga, a book club, a series of meet the author presentations, a journaling class and much more. NewBridge meet annually to discuss programming ideas and identify who will take the leadership in planning the various activities. NewBridge staff have been instrumental in helping secure presenters and promoting the activities for our collaborative programs.

Our staff have a wonderful working relationship and communicate regularly about ideas for activities that would appeal to the older adult community. The Madison Public Library and NewBridge value our partnership and have a shared commitment to excellence in service provision.

Madison Public Library supports the NewBridge application for continued funding for older adult activities from the City of Madison Older Adult Services Unit. Thank you for your time and consideration.

Carra Davies

Carra Davies
Lakeview Library Supervisor
Madison Public Library



Department of Planning & Community & Economic Development

Madison Senior Center

Laura Hunt, Program & Outreach Coordinator

330 West Mifflin Street
Madison, Wisconsin 53703
Phone: (608) 266-8650
Fax: (608) 267-8684
www.cityofmadison.com/seniorcenter

June 28, 2024

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

Dear RFP Review Committee,

I am writing to express the Madison Senior Center's commitment to serving as a community partner to NewBridge Madison in our collaborative efforts to develop and support programs and activities that benefit low and moderate income older adults who identify as Black, Indigenous, or People of Color, people who identify as LGBTQIA+, and/or Limited English Proficient (LPE) individuals.

The Madison Senior Centers values NewBridge as a partner and we share their commitment to enabling older adults in the Madison community to age in place. We are highly invested in our collaborative work to reach older adults with the highest needs. Combining our resources and expertise results in a more meaningful impact on the lives of older adults in our community.

Our agencies meet monthly to share ideas, collaborate on programs, and support one another. Currently, we are working on a project to address social isolation among older adults in the Madison community. One part of this will include developing a volunteer training program for older adults who want to do more but need resources and support. We have identified six high priority neighborhoods that community leadership in support of the program: Brams Addition, Leopold, Vera Court, Near West, Northeast, and Moorland-Rimrock.

The Madison Senior Center hosts a NewBridge Nutrition Site, and twice monthly one of their case managers is on site to assist older adults get connected with much needed services. In addition, the Diversity & Inclusion Coordinators at NewBridge are invaluable resources when planning culturally relevant programs and events.

NewBridge is a leader in innovative, culturally relevant programming for older adults, and the Madison Senior Center is stronger with NewBridge as a collaborative partner.

Sincerely,

Laura Hunt
Older Adult Program & Outreach Coordinator
Madison Senior Center



June 24, 2024

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

Dear Grant Selection Committee,

Please accept this letter of support and commitment to a continued partnership between ARTS for ALL Wisconsin and NewBridge Madison. Since 2020 our organizations have partnered to provide numerous arts and culture programs for older adults. Most recently we are collaborating to provide a programming for low-income older adults with early to mid-stage memory loss and their care partners. ARTS for ALL Wisconsin has a wealth of experience developing programs for those with memory loss in the aging population in Madison. NewBridge staff are instrumental in recruiting older adults to participate in these much needed programs.

Our staff have a wonderful working relationship and communicate regularly about how to best meet the needs of the older adult community. ARTS for ALL Wisconsin and NewBridge value our partnership and have a shared commitment to excellence in service provision.

ARTS for ALL Wisconsin supports the NewBridge application for continued funding for older adult activities from the City of Madison Older Adult Services Unit. Thank you for your time and consideration.

Sincerely,

Christina Martin-Wright
Executive Director
ARTS for ALL Wisconsin

1055 E MIFFLIN AVE / MADISON, WI 53703 608-241-2131 CHRISTINA@ARTSFORALLWI.ORG

USING THE POWER OF THE ARTS TO CHANGE LIVES



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, appearing to read 'Jim Krueger', with a long horizontal flourish extending to the right.

Jim Krueger
Executive Director
NewBridge Madison

A handwritten signature in black ink, appearing to read 'Letesha Nelson', with a long horizontal flourish extending to the right.

Letesha Nelson
Executive Director
Goodman Community Center