

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:	NewBridge Madison, Inc.	Total Amount Requested:	\$ 136,688
All program(s) connected to your organization:	Program Name: Home Chore and Volunteer Guardian/Representative Payee Services Applicant Type: Single Agency Application Program Type: Independent Living Support Services List Program Partner(s) (if applicable): Choose an item., , Choose an item., , Choose an item.	Amount Requested: \$	136,688
	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.	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.	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 Drive #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 25 years NewBridge has been providing Home Chore and Volunteer Guardian/Representative Payee (VGRP) services across the City of Madison to help our most frail and vulnerable older adults age successfully. Our vast experience has taught us the types of home chore assistance most needed for those with mobility problems, arthritis, memory problems, or heart and respiratory issues. We recognize that emergencies arise when a client needs services and we don't have a volunteer available or the situation is not appropriate for one to handle. There is an annual reserve fund available for such instances.

One type of assistance we have offered for over two decades that is very popular is snow removal. That is one of the more dangerous tasks for an older adult to do. So many older adults in our community face financial fines because they are unable to remove the snow. A few decades ago we added another element to our program that incorporates socialization. Most older adults who use this service have little to no in-person interaction with others. Because we believe this is so important, we match volunteers with an older adult so they interact with the same individual each time they do chores.

This year, NewBridge is piloting a friendly visitation program per the suggestion of numerous Home Chore volunteers and our case managers. We will use the same strategy in matching volunteers because we know it works. Many older adults are lonely and want more frequent visits and longer conversations. Older adults tell us they appreciate the company of our volunteers and many of them become good friends.

Since 2012 we have been delivering food boxes from food pantries to lower-income older adults. This occurs the third week of each month as older adults are running out of food and money. We have developed a system with the food pantries that makes the process seamless. Our volunteers fill a gap by delivering a free food box and helping unpack it. We have the client and volunteer meet ahead of time to make sure they are compatible. Program volunteers are required to spend 20- 30 minutes conversing with the older adult each time they visit, and they enjoy doing it. Our service also delivers food boxes to older adults in emergencies.

Our current VGRP staff person piloted these services 25 years ago. The older adults using these services are typically court-ordered, because of memory impairment issues, and cannot afford to pay for them. NewBridge has developed a thorough vetting process for volunteers and provides extensive training so they can adequately protect our most vulnerable older adults. Because of the nature of these services, an older adult is matched with the same volunteer for the entire time they are receiving help. The volunteer and client meet ahead of time to make sure they are

compatible. This service requires a good deal of communication in the beginning and monthly check-ins afterward. For the older adult's convenience, the volunteer comes to their place of residence. As with home chores, these clients often have little contact with others and the volunteer visits help reduce isolation. Our staff has been very proficient and proactive in staying current on changes in regulations on matters related to guardianship and representative payees. We have been able to provide our clients with long-term stability to help them remain independent. NewBridge has a wealth of experience recruiting volunteers for both Home Chore and Volunteer Guardian/ Representative Payee services and a strong reputation for providing exceptional volunteers who work well with older adults.

However, a current barrier for both our VGRP and Home Chore services is a shortage of Black and Hispanic volunteers. Not having a Spanish-speaking staff for Home Chore services is another significant barrier.

There are a number of things that help us address cultural and language barriers to these services. The small size of this program dictates we use our Bilingual case managers or interpreters to help communicate with Hispanic clients. This allows us to serve them until we can grow the program or recruit Spanish-speaking volunteers. We hired an African American staff for Home Chore services that allow more time for volunteer recruitment. To serve more marginalized, low-income older adults we are actively recruiting volunteers in the Black and Hispanic communities. Our strategy involves promoting the opportunities at Black and Hispanic churches, and with paid advertisements in UMOJA, on Madison 365, and LaMovida.

Our ongoing partnerships with numerous housing developments downtown and on the west, south, and northside has helped us assist additional lower-income, BIPOC, Hispanic, and LGBTQ+ older adults. We have established collaborations with the local food pantries, just recently adding Allied Drive. One goal of this proposal is to expand our reach, and increase our collaborations in the equity priority neighborhoods identified by the city. Our VGRP staff connects with the Greater Wisconsin Agency on Aging Resources (GWAAR) to get assistance with legal questions related to VGRP services and home health service agencies and hospitals when crisis situations arise for clients.

Our Home Chore and VGRP staff have vast experience and bring lived insight, generational wisdom, and community knowledge. They have conversations with clients to identify what they need to remain independent. From experiences working with BIPOC and LGBTQ+ older adult clients, our Home Chore and VGRP staff acknowledge the disparities and unique challenges these individuals face and the sensitivity of the client's situation. They serve as advocates, assisting clients to get the assistance they need. During the last five years, our agency has adapted our hiring materials and qualifications to be more culturally relevant and sensitive to gender identities to further increase the diversity of our agency. Our staff are provided training to ensure they have the knowledge and skills to competently serve our clients. Home Chore and VGRP volunteers will begin receiving this training next year.

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 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 setbacks because it takes time and resources to hire and 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 Home Chore Services program (Independent Living Support Services) require an Associate's Degree or equivalent experience. A Bachelor's Degree is preferred. Most of the staff for this program have 4-7 years of experience. The Volunteer Guardian/Representative Payee Coordinator is a part-time position. It requires a higher level of skills than some of our other programs and a Bachelor's degree or equivalent experience is required. Our current staff person for this program has been in the position for 25 years. For our part-time positions, the minimum requirements are two years' relevant experience, no degree required. Preferred requirements are a Bachelors or Associates Degree. 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 Diversity Equity Inclusion 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.

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

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

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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.

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.

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Program Name:	Home Chore & Volunteer Guardian Services	Total Amount Requested for this Program:	\$ 136,688
Legal Name of Organization:	NewBridge Madison, Inc.	Total amount Requested for Lead/Single Applicant	\$ 136,688
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 type="checkbox"/> Culturally Relevant Services <input checked="" 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.

Several factors support the increased demand for independent living support services for older adults, such as the rise in the aging population, chronic conditions, substance use disorder, mental health and disability. It's estimated there are over 50,000 people aged 55+ in the city of Madison. 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% from 2012. While some older adults may be more comfortable with the level of assistance offered by senior living, the vast majority of the aging population prefers to continue living in their homes for as long as possible. According to the AARP, nearly 90% of adults over 65 want to remain in their current homes as they grow older. For many people, maintaining a sense of independence is essential, as it enables them to improve their quality of life. Aging in place allows older adults to retain a high level of control over their lives, as they can continue to live in familiar spaces. They have greater satisfaction with their quality of life.

However, as we age it becomes more difficult to manage their basic needs and daily living. The older adults in our program have experienced different levels of cognitive impairment that impact their ability to make decisions and keep organized. This has made them dependent on others to manage their finances and make health-related decisions. Besides memory loss, they can experience muscle and neuron loss, and chronic illnesses that make it dangerous to complete chores inside and outside the home or drive a vehicle. Additionally, social isolation is a

growing concern, leading to loneliness and deteriorating mental health among older adults. Our program addresses this by matching older adults with volunteers who visit them regularly, offering companionship, social interaction, and emotional support to keep them engaged and connected. For older adults to live at home safely, and manage their basic needs it requires the help of family and friends. Many families of our clients don't live in the area. The family and friends who do may not have time to commit to grocery shopping or doing home chores with all their personal responsibilities. Others are not comfortable making decisions related to finances and health for another person. The families connected to our clients cannot afford to pay for professional guardian/representative payee or home chore services. Our services are free, take the burden off the family, and allow the older adult to remain in their home. We are a large geographical area comprising many distinct communities and neighborhoods. There are a limited number of organizations, with insufficient resources, offering these services for older adults.

Data Sources used in our response to the need for these services :

Aging in Place: Growing Older at Home

<https://www.nia.nih.gov/health/aging-place/aging-place-growing-older-home>

Legal Guardianship for Elderly Adults

<https://www.desertspringshealthcare.com/resources/legal-guardianship-for-elderly-adults>

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?

This program provides a variety of services that focus on two critical areas of need for lower-income older adults: 1) home chore assistance, food security, decreasing isolation; and 2) guardianship and financial representative services. Our goal is to help these individuals achieve and maintain optimum independence to age (safely and comfortably) in place in the community. We accomplish this by matching older adults in Madison with volunteers who conduct essential tasks they can no longer complete on their own and provide friendly conversation at each visit. We bring great relief to older adults who need their apartments cleaned to avoid eviction or have run out of food and have no money to buy any. We reduce the stress of older adults about forgetting to pay bills or being overwhelmed or confused about looming medical decisions. In our program clients and volunteers develop long-term relationships over time that reduces feelings of isolation in the older adult. A special emphasis is placed on assisting individuals from historically or currently marginalized populations and underserved areas of Madison and maintaining a diverse community of volunteers.

C. Program Summary (3-5 sentences):

Our home chore volunteer services, which include friendly caller and free food box delivery programs, assist lower-income older adults who reside in the City of Madison and live independently in their homes or apartments. Each client is matched with a volunteer who completes essential chores they struggle with or are unable to perform and provides friendly conversation. Our guardian/representative payee services match trained (and vetted) volunteers with older adults unable to make safe, ethical life decisions for themselves about health care, finances, and other aspects of daily life that allow them to remain in the community. This program assists our most vulnerable elders, who have no support system, to improve their quality of life and avoid situations of elder abuse and financial exploitation. Volunteers in each program engage in friendly visitation with the older adult each time they help them.

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.

This program serves lower-income older adults age 60+ throughout the City of Madison. To be eligible, the client's income must be no greater than 300% of the federal poverty level. We place special emphasis on assisting older adults from marginalized populations (African American/Black, Hispanic, LGBTQ+) and many of those we serve live in or near the equity priority areas of Madison.

This program is based on feedback we receive from program participants. Staff for our home chore, food box delivery and friendly caller services contacted older adults currently using our services to provide feedback. Older adults using our volunteer guardian/representative services suffer from cognitive issues that hinder their involvement in this process so we contacted program volunteers to share their observations. Based on the feedback received the following additions have been made. 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 situations.

B. 2023 Participant Demographics (if applicable):

Race	# of Participants	% of Total Participants
White/Caucasian	297	72%
Black/African American	76	19%
Asian	11	3%
American Indian/Alaskan Native	4	1%
Native Hawaiian/Other Pacific Islander	0	0%
Multi-Racial	0	0%
Balance/Other	25	5%
Total:	413	
Ethnicity		
Hispanic or Latino	27	7%
Not Hispanic or Latino	386	93%
Total:	413	
Gender		
Man	148	36%
Woman	265	64%
Non-binary/GenderQueer	0	0%
Prefer Not to Say	0	0%
Total:	413	

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.

These two programs are small and have no staff, and limited volunteers, who speak Spanish. Hispanic older adults in need of these services are directed to talk with a NewBridge bilingual case manager. The older adult and a case management staff ensure everyone understands the home chore client's needs. Our bilingual case management staff maintain regular communication with Spanish-speaking clients receiving these services and pass along any feedback. Some volunteers for these programs have used their cell phone to help communicate with Spanish-speaking clients.

NewBridge staff are racially, culturally, and linguistically reflective of the communities we serve. We bring our generational wisdom, community knowledge, and lived experiences into all aspects of our work. As an agency, we

continually assess the language used in our program materials and the facilitation of our services to be inclusive of all members of the community. Before an older adult is signed up for these services they meet with program staff to determine their needs. Time is spent building relationships with clients and learning about and understanding the client's beliefs, values, customs, and social practices that shape their personality. We acknowledge each of us is shaped by our communities, cultures, faiths, and families and look to incorporate these elements into the individual services we provide. We meet our clients where they are, and are supportive, accessible, creative, and fully committed to helping those we serve. All program volunteers receive cultural competency training during orientation that provides them with a deeper understanding and respect for the diverse backgrounds of the older adults we serve.

- 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.

Our guardian/representative payee services do not have a waitlist but our home chore services does, due to a shortage of volunteers. Limited funding for this program has hindered our recruitment capabilities and prohibited us from actively seeking more older adults who can benefit from these services.

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 of different methods. In 2025, NewBridge 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 and promote our services to both team members and residents. We will reach out to neighborhood centers, lower-income housing units, churches, clinics, community leaders, and other providers who service the area to develop or strengthen partnerships. Special emphasis will be placed on enhancing collaborations with agencies that serve the African/American, Hispanic, and LGBTQ+ older adult community in Madison. NewBridge will be training a number of older adults in leadership skills they will use to promote our various services and encourage their peers to become engaged in the programs beneficial to them. They will work in various neighborhoods to help us promote, identify, and address programmatic barriers that exist. These individuals will develop trusting relationships, provide emotional support, and encourage those who are resistant or hesitant to try our services. To recruit volunteers for this program NewBridge uses a variety of strategies. We actively recruit Hispanic, Spanish-speaking, and African American/Black volunteers using social and print media outlets and promote volunteer opportunities at churches, minority-owned businesses, universities/schools, retired professional networks, and with other providers/community networks serving African American/Black and Hispanic older adults in Madison. We expect this will significantly increase the number of African-American, Hispanic and LGBTQ+ older adults engaged in these programs as clients and volunteers.

This program faces a few barriers when recruiting potential clients. Most of our volunteer guardian/representative payee clients are court-ordered and that doesn't leave many openings for self-referrals. Our home chore services are income-based and clients must divulge personal, confidential information to receive assistance. There is a hesitancy among some individuals to disclose their personal/financial information and a general mistrust of government in many communities. Many individuals are resistant to providing that information, especially if they are unfamiliar with our agency. With more clients needing home chore assistance than volunteers available, individuals needing immediate help with something get frustrated. These issues can be deterrents for potential clients.

The intake procedure differs slightly for these two programs. Advocates normally contact staff on behalf of older adults needing volunteer guardian/representative payee services. The older adults in need of these services have been deemed incompetent and mandated by the court system to be assigned a guardian. Individuals seeking Home Chore services contact program staff themselves. The first step in our intake process for both programs is to confirm

their eligibility: name, age, income/finances, reside in the City of Madison. Next, we find out why they are seeking services and identify their areas of concern. Then, the staff person completes a request form with the information gathered to determine if they are appropriate for the program. If so, the older adult is assigned a volunteer if an appropriate match is available, otherwise the individual is put on a waitlist.

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.

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.

These are two vastly different programs. Our home chore services, which includes food box delivery and friendly visitation programs support lower-income older adults by matching them with individual or group volunteers. These services help older adults with essential tasks including indoor chores like vacuuming, mopping, sweeping laundry, yard work, and organizing. Outdoor chores include tasks like snow removal, yard work, and minor home repairs. Some of these tasks require biweekly assistance, others are monthly or seasonal. All of this helps ensure a safe and comfortable living environment for these individuals. Our food box delivery volunteers transport nutritious food pantry items and our friendly visitation services occur biweekly. Each program emphasizes consistent matching with the same volunteer, promoting trust and friendship, reducing social isolation, and aiding aging in place.

Our Volunteer Guardian and Representative Payee Services match older adults with trained volunteers who take responsibility for making important decisions regarding that elderly person. These decisions include things like their place of residence or medical needs and other acts to ensure the individual is receiving optimal care. Other volunteer guardians may manage all the income, assets, and personal property of an older adult. They ensure that all the financial needs are being met and the older adult remains safe from financial exploitation and abuse. Many of the older adults using this service have been found legally incompetent by a court due to a mental disability and our volunteer guardians advocate on behalf of these older adults who are unable to make competent decisions for themselves. Our Volunteer Representative payee services assist older adults no longer able to manage their finances. A trained volunteer manages the individuals' money and pays their bills for care and other needs ensuring enough is allocated for essentials like housing, food, medications, and clothing. They also submit annual financial accounting reports to the Social Security Administration.

The program activities for the Home Chore and Volunteer Guardian/Representative services include the following processes:

- Staff facilitates an initial orientation and ongoing training and materials as needed to support volunteers in their role.
- The older adult is assigned a volunteer and a match meeting is scheduled with a program coordinator, the volunteer and the older adult to get to know one another and establish expectations for the services provided.
 - Volunteers for the home chore services assist the older adults with one or more of the following tasks: general indoor house cleaning, yard work, and snow removal, delivering food boxes, and friendly conversational visits. The frequency of these visits are typically 1-2 times a month depending on the assigned task.

- Volunteers for the guardian services check-in with an older adult monthly. Representative payees visit an older adult more frequently to help manage the older adults' social security or supplemental security income.
- Staff observe each volunteer demonstrate knowledge of their role ensures they complete the assigned responsibilities for the service they are providing. They also provide ongoing support and consultation.
 - The guardian/representative staff maintains ongoing contact with the client's support team to verify the work is being done and to handle any problems that may arise.
- An annual survey is sent to older adult service recipients and volunteers gathering feedback about their experience being a volunteer, training received, and their overall satisfaction with supporting vulnerable adults.

Our Home Chore Services, which include Bridge Buddies and Food Bridge, are designed to support lower-income older adults by matching them with dedicated individual or group volunteers. These services help older adults with essential tasks, including indoor chores like vacuuming, mopping, sweeping, laundry, and organizing, as well as outdoor chores such as yard work, snow removal, and minor home repairs, ensuring a safe and comfortable living environment. Food Bridge volunteers deliver nutritious food pantry items while biweekly friendly visits foster companionship and emotional support. Each program emphasizes consistent matching with the same volunteer(s), promoting trust and friendship, reducing social isolation, and aiding aging in place. Supported by research from the National Institute on Aging and other studies

National Institute on Aging (NIA)

- **Article:** Helping Older Adults Age in Place
- **Link:** [NIA - Aging in Place](#)
- **Summary:** This article provides an overview of the benefits of aging in place, including maintaining independence, staying connected to the community, and improved overall well-being.

American Psychological Association (APA)

- **Article:** The risks of social isolation
- **Link:** [APA - Social Isolation](#)
- **Summary:** This article examines the psychological and health risks associated with social isolation, including depression, anxiety, and increased mortality rates.

National Institute on Aging (NIA)

- **Article:** Helping Older Adults Age in Place
- **Link:** [NIA - Aging in Place](#)
- **Summary:** This article provides an overview of the benefits of aging in place, including maintaining independence, staying connected to the community, and improved overall well-being.

Centers for Disease Control and Prevention (CDC)

- **Article:** Promoting Health for Older Adults
- **Link:** [CDC - Health for Older Adults](#)
- **Summary:** This fact sheet highlights the importance of helping older adults age in place and the positive impact it has on their health and well-being.

What Does it Mean to be a Volunteer Guardian?

https://www.njvoad.org/wp-content/uploads/2024/05/Not-Just-for-One-Day_Hanley-Geary-Lockhart.pdf

- 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	8:00 am	4:00 pm
Tuesday	8:00 am	4:00 pm
Wednesday	8:00 am	4:00 pm
Thursday	8:00 am	4:00 pm
Friday	8:00 am	4:00 pm
Saturday		
Sunday		

Table 2 (optional)

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

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

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.

We actively receive feedback from caregivers, guardians, and family members of our clients. They often share their insights on how the program benefits their loved ones and make suggestions such as increasing the frequency of visits, expanding or changing chore assistance, and offering communication and scheduling support. If a caregiver or guardian is in the area they are often at the first meeting between volunteer and client. This information is shared with the program supervisor and changes that are sensible/realistic and we have 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.

For the Home Chore program, we maintain close communication with our food pantry partners to ensure that services are running smoothly. This involves regular meetings, phone calls, and site visits to address any issues promptly. We also check in with service coordinators at buildings where a significant percentage of our clients live through emails, and calls. This helps us understand their specific needs, including inspection dates, and adjust our services accordingly.

The Volunteer guardian/representative staff gives periodic presentations and has team meetings with Adult Protective Services of Dane County and Meriter Hospital. These meetings are used to review the program, review updates and to get input for ideas of what is working well and areas where there may be room for alternate ideas or suggestions.

To engage residents in the implementation of this program, NewBridge is recruiting and training older adults 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.

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

Partner Organization	Role & Responsibilities	Contact Person	Signed MOU (Yes/No)?
The River Food Pantry	Secures food, packages the food boxes to be picked up by our volunteers. Collects demographics and keeps track of the number of times each individual receives food.	Rhonda Adams	no
Briarpatch	Organizes youth volunteers to assist with home chore projects or volunteers.	Dean Bossenbroek	no

	Provides supervision over the volunteers each time they help.		
UW Madison	Organizes student volunteers to complete home chore projects and coordinate transportation.	Lara Miller	no
Dane Co Adult Protective Services	Provide referrals and work collaboratively with the program coordinator to match a volunteer with the person in need of guardianship or representative payee services. Follow up with a designated volunteer to continue with the process.	Beth Freeman	yes
Senior Helpers		Tanya Sutton	no

How do these partnerships enhance this proposal?

The referring agencies are enhancing the quality of life for older adults. The safety, well-being, and housing status of an older adult may be impacted without the intervention of this volunteer program. The role of each organization, volunteer program, and volunteer is well outlined when referrals are made and when the volunteer goes through the training program. Each referral is unique and handled in a manner that meets the needs of the individual being served through the volunteer program. Our partnerships increase resources like staffing, expertise, building space, and more. Our services are improved and expanded with our partnerships. Older adults learn about our organization through our partnerships and we have a higher level of trust with older adults because of our partnerships.

What are the decision-making agreements with each partner?

The roles of each partner are clear and rarely cross over. Decision-making agreements have not been necessary.

- 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?

Volunteers in our program serve as extra eyes and ears, acting as an extension of case management services. They are instructed to monitor clients for any needs or interests. If a client expresses a need or the volunteer sees a need being unmet, the volunteer is instructed to relay this information to our case management team. The team then coordinates and links the participant to appropriate resources such as healthcare services, social activities, nutritional support, transportation, and other community-based services.

The participants are provided a volunteer who has been interviewed, had background and references completed. The volunteer then works closely with the participant as well as the community support and/or family, to develop a plan to ensure the safety of the participant is at its optimum. The participants have generally already been linked to resources to help mitigate safety concerns, such as community social workers/case managers or other supports such as long-term care case managers.

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:

Our goal is to serve 400 older adults annually through the home chore and volunteer guardian/representative programs.

Total program/service hours annually:

We anticipate our volunteers will provide 32,00 direct service hours annually.

B. Program Outcomes

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

The outcomes we choose were predetermined by the city of Madison before the RFP was released.

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	60
Measurement Tool(s) and Comments: A client survey is conducted annually with home chore participants. Surveys are sent out to all individuals; however, the performance standard is based only on returned surveys. For the volunteer guardian/representative payee program, 25 clients are randomly chosen to have their progress measured in 10 categories (housing, substance use, support network, psychiatric health, funding source, adult protective services involvement, behavioral issues, financial risk, medical issues and physical health) using an assessment tool to evaluate their overall level of functioning. The tool is completed by staff and volunteers based on actual outcomes and volunteer observations because these clients don't have the ability to adequately rate the service they are receiving.				

Outcome Objective #2: 75% of program participants state that the Independent Living Support program enables them to stay living safely and independently in their homes.				
Performance Standard	Targeted Percent	75%	Targeted Number	60
Measurement Tool(s) and Comments: A client survey is conducted annually with home chore participants. Surveys are sent out to all individuals; however, the performance standard is based only on returned surveys. For the volunteer guardian/representative payee program, 25 clients are randomly chosen to have their progress measured in 10 categories (housing, substance use, support network, psychiatric health, funding source, adult protective services involvement, behavioral issues, financial risk, medical issues and physical health) using an assessment tool to evaluate their overall level of functioning. The tool is completed by staff and volunteers based on actual outcomes and volunteer observations because these clients don't have the ability to adequately rate the service they are receiving.				

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?

The Home Chore program uses our agency's PERKS database to track client demographics, the number of unduplicated clients served, and volunteer hours. The Volunteer Guardian/Representative Payee program has developed a spreadsheet to track the number of unduplicated clients served and volunteer hours. Another spreadsheet is used to track/measure the client's level of functioning in 10 categories.

6. PROGRAM LOCATION

- A. Address(es) of the site where programs/services will occur:

NewBridge provides these services across the City of Madison. Our home chore services occur at the client's home. The volunteer guardian/representative payee services can be conducted at the client's home or at other mutually agreed upon locations (library, senior center, etc) if the client is homeless or the home environment is not conducive. The client doesn't have to be present when much of this work is completed.

- 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.

NewBridge will designate staff from our various community programs, including home chore services to work in the neighborhoods of each equity priority area: Madison west, southwest, near west, south, downtown, near east, north, and northeast. Staff will serve on the Neighborhood Resource Teams (NRTs) in those areas to promote our services, and learn about the needs of older adults in the neighborhoods, where they live and places they frequent. We will develop partnerships with entities such as clinics, local businesses, neighborhood centers, churches, older adult housing apartments, and other groups serving those areas and cross-promote one another's services. We will staff informational tables at neighborhood events and present to local groups to get to know residents and build trust. Many home chore, food box assistance and friendly visitation requests will come from our case managers.

Our diverse agency staff assists older adults from various socioeconomic backgrounds, cultures, and ethnicities. Our client-centered approach allows us to provide services that are culturally and linguistically responsive to the specific needs of each person. 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. Our food box delivery program has partnered with the Allied Food Pantry to serve older adults living in that neighborhood who need food. NewBridge provides home chore services at Romnes Apartments (CDA) and the Triangle Apartments.

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)
Marketing Manager	associate, bachelor, or master's degree	Citywide
Community Outreach & Support Specialist	associate, bachelor, or master's degree in social work	Citywide
Volunteer Coordinator	associate, bachelor, or master's degree	Citywide
Volunteer Coordinator	associate, bachelor, or master'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 Diversity Equity Inclusion training annually.

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

A plentiful number of volunteers is what makes the program successful. Right now we have a waiting list for clients in the home chore and food delivery services. Additional resources to help us recognize volunteers would be helpful.

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
Home Chore/Vol. Guardian	A	\$136,688	\$136,688	
Contact:	Jim Krueger			
	B			
Contact:				
	C			
Contact:				
	D			
Contact:				
	E			
Contact:				
TOTAL REQUEST		\$136,688		

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 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

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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	307,618	31,233					276,385
UNITED WAY DANE CO	120,563	120,563					
CITY CDD (This Application)	16,125	16,125					
City CDD (Not this Application)	0						
OTHER GOV'T*	7,064	7,064					
FUNDRAISING DONATIONS**	447,354	34,922					412,432
USER FEES	0						
TOTAL REVENUE	898,724	209,907	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	0.06					0.06	82,680	22,780	105,460	44.56	18,023
Administrative Assistant (.7 FTE)	0.01					0.01	23,296	7,510	30,806	16.00	6,007
Administrative Assistant (.85 FTE)	0.01					0.01	45,172	11,704	56,876	25.55	7,474
Home Chore Coordinator	0.94					0.94	52,000	12,264	64,264	25.00	64,264
Home Chore Coordinator	0.57					0.57	26,200	9,225	35,425	19.00	35,425
Home Chore Coordinator	0.28					0.28	41,600	11,411	53,011	20.00	50,069
Volunteer Guardian/Case Manager	0.10					0.10	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:	1.98	0.00	0.00	0.00	0.00	1.98	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 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
						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
TOTAL:	1.98	0.00	0.00	0.00	0.00	1.98	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	Home Chore/Vol. Guardian	PERSONNEL	113,517
		OTHER OPERATING	10,774
		SPACE	3,397
		SPECIAL COSTS	9,000
		TOTAL	136,688
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			136,688

June 26, 2024

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

Dear Grant Selection Committee,

I wholeheartedly support and find value in the continued partnership between Briarpatch and NewBridge Madison. Our organizations have developed a meaningful partnership, and we intend our collaborative work to continue throughout the proposed City of Madison Older Adult Services grant period.

Young people from Briarpatch's Youth Restitution Program are provided with supervised community service opportunities to complete home chores for older adults at their residences in Madison. These are older adults, who are no longer able to do such chores, and cannot afford to hire help. Briarpatch staff support and mentor youthful offenders, and look for opportunities to instill a sense of self-worth in them, while connecting them to their community. Briarpatch also participates in NewBridge's Food Bridge programming by delivering free groceries to seniors experiencing food insecurity.

Our collaboration allows Briarpatch youth to understand the value inherent in helping others, and allows older adults to remain safely in their home. Additionally, bridging the generational gap naturally strengthens our community by increasing understanding, awareness, and empathy between two groups of people, who may not otherwise have the chance to connect on personal levels. We appreciate NewBridge providing our program participants with this opportunity.

Our staffs have a close working relationship and value each other as community partners. Briarpatch supports the NewBridge application for continued funding for home chore services from the City of Madison Older Adult Services Unit. Thank you for your time and consideration.

Sincerely,



Dean C. Bossenbroek
Youth Restitution Program Manager
Briarpatch Youth Services

June 28, 2024

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

Dear Grant Selection Committee,

I am writing this letter of support to confirm our commitment to a continued partnership between the Dane County Human Services-Adult Protective Services Unit and NewBridge Madison. For many years our agency has funded NewBridge to provide volunteer guardian and representative services for low-income older adults in Dane county. We plan to continue our support throughout this next City of Madison Older Adult Services grant period.

The NewBridge program staff recruit and train qualified volunteers to assist lower income older adults with critical issues related to their finances and personal medical decisions. Our Adult Protective Services staff make referrals to the program and NewBridge keeps us informed on any issues that may arise. We have a good working relationship with the program coordinator Katie Brietzman, value our partnership and have a shared commitment to helping older adults.

I support the NewBridge application for continued funding for volunteer guardian and representative services from the City of Madison Older Adult Services Unit.

Thank you for your time and consideration.

Beth Freeman

Beth Freeman
Manager, Adult Protective Services
Dane County Department of Human Services



4726 East Towne Blvd., Suite 120
Madison, WI 53704
(608) 729-5365
Fax (608) 467-7219
www.seniorhelpers.com/wi/madison

Friday, June 28, 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 in support of the partnership between Senior Helpers and NewBridge Madison. Our organizations have enjoyed a long history, and we intend our collaborative work to continue throughout the proposed City of Madison Older Adult Services grant period.

The NewBridge volunteer guardian/representative payee program helps older adults unable to handle these matters themselves or acquire paid assistance. In many instances they need direct care assistance and Senior Helpers has provided this service. Senior Helpers refers their clients to NewBridge who are in dire need of a guardian or representative payee. Our Case Managers have a close working relationship, and we communicate regularly about how to best coordinate our services. I cannot express enough how important this program is for those who use it, and it is also important for the volunteers that are guided and supported by the program so that they can best support their wards/clients.

Senior Helpers supports the NewBridge application for continued funding for case management services from the City of Madison Older Adult Services Unit. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "Tanya Sutton, MS, CSW".

Tanya Sutton
Director of Operations

June 27, 2024

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

Dear Grant Selection Committee,

I would like to express our enthusiastic support for NewBridge's grant proposal, as your backing would help maintain a successful partnership between The River Food Pantry and NewBridge Madison. Our organizations have partnered since 2019 to help underserved members of our community, and we intend to continue our collaborative work throughout the proposed City of Madison Older Adult Services grant period.

NewBridge Home Chore staff assist lower-income older adults, who would otherwise run out of food each month, to access a box of shelf-stable staple food supplies as well as fresh fruits and vegetables. Volunteers first prepare the food box at The River Food Pantry before a Home Chore volunteer collects it for delivery to an older adult. This service helps us reach more food insecure older adults in the Madison community, especially those who may not be able to access pantry services on-site.

Our organizations' staff have a close working relationship and value each other as community partners working to address intersecting issues for area residents. The River Food Pantry supports continued funding from the City of Madison Older Adult Services Unit for NewBridge's case management services. Thank you for your time and consideration.

Sincerely,

A handwritten signature in cursive script that reads "Rhonda Adams".

Rhonda Adams
Executive Director
The River Food Pantry