



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:	Outreach, Inc	Total Amount Requested:	\$ 20,000
All program(s) connected to your organization:	Program Name: LGBTQ+ older adult services		Amount Requested: \$ 20,000
	Applicant Type: Single Agency Application		
	Program Type: Culturally Relevant Services		
	List Program Partner(s) (if applicable): Choose an item., , Choose an item., , Choose an item.		
	Choose an item.		
All program(s) connected to your organization:	Program Name:		Amount Requested: \$
	Applicant Type: Choose an item.		
	Program Type: Choose an item.		
	List Program Partner(s) (if applicable): , Choose an item., , Choose an item., , Choose an item.		
	Choose an item.		
All program(s) connected to your organization:	Program Name:		Amount Requested: \$
	Applicant Type: Choose an item.		
	Program Type: Choose an item.		
	List Program Partner(s) (if applicable): Choose an item., Choose an item., Choose an item., Choose an item.		
	Choose an item.		
All program(s) connected to your organization:	Program Name:		Amount Requested: \$
	Applicant Type: Choose an item.		
	Program Type: Choose an item.		
	List Program Partner(s) (if applicable): Choose an item., Choose an item., Choose an item., Choose an item.		
	Choose an item.		
➤ <i>If you are applying for more than four programs please contact Garrett Tusler gtusler@cityofmadison.com</i>			
Contact Person for application (Joint Applications - Lead Org):	Steve Starkey	Email: SteveS@lgbtoutreach.org	
Organization Address:	2701 International Lane, Suite 101 Madison, WI 53704	Telephone:	608-255-8582
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

OutReach LGBTQ+ Community Center (Outreach, Inc.) has served Madison and south-central Wisconsin's LGBTQ+ community since 1973. Our mission is a commitment to equity and quality of life for all LGBTQ+ people through community building, health and human services, and economic, social, and racial justice advocacy. Our programs

and services reflect our commitment and the emergent needs of the most vulnerable populations within the LGBTQ+ communities: LGBTQ+ older adults; LGBTQ+ people of color; transgender, non-binary, and gender-expansive people; people who use drugs or alcohol; and those dealing with housing insecurity or homelessness.

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.

OutReach LGBTQ+ Community Center and the Madison Senior Center teamed up in 2001 to establish the LGBTQ 50+ Alliance program, which provides essential services and support to LGBTQ+ older adults. The program's primary goal is to combat isolation and loneliness by creating opportunities for social interaction and engagement through various social, educational, and recreational activities. As part of this initiative, OutReach has an LGBTQ+ Elder Advocate who plays a crucial role in organizing LGBTQ 50+ Alliance events, locating resources, and making referrals. The Elder Advocate also collaborates with the 50+ Alliance to build strong relationships with other community organizations to address the unique needs of LGBTQ+ older adults in Madison and Dane County. Furthermore, OutReach is currently funded by the State of Wisconsin's Department of Health Services through the Building Our Largest Dementia Infrastructure (BOLD) program, which commenced in 2023. Through this partnership, OutReach works with WI DHS and other agencies to promote awareness of brain health and memory loss within the LGBTQ+ community.

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".

Since 2022, OutReach has remained steadfast in its commitment to the community, dedicating significant efforts to securing grant funding. This has led to a remarkable expansion of services and community engagement, with our budget growing by 250% from 2022 to 2023. Our staff and physical footprint have tripled, allowing us to better serve our community. We received significant funding from HUD via the City of Madison as part of the Youth Homelessness Demonstration Project (2022 - 2024). In 2024, the program expanded to include the total supportive services program, which provides four staff positions and a youth/young adult drop-in center. In 2022, we were awarded funding from Dane County to offer opioid overdose prevention and harm reduction programming, creating two new staff positions. These changes have put additional pressure on our administrative staff. However, we have demonstrated our adaptability by hiring a full-time Grants Manager and increasing our financial support staff. Balancing administration with programming growth is a top priority, and we are committed to keeping pace with the growth in our housing and harm reduction programs with additional support for LGBTQ+ elders and in our other program 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.

We expect all program staff to have lived or professional experience working with and supporting the populations that they serve. We also recognize that requiring college degrees for staff positions often excludes people with lived experience or those who need financial or other means to achieve degree completion, and thus, we employ people with a wide variety of educational, professional, and lived experience backgrounds. For our older adult program specifically, we require that staff have a post-high school education, relevant experience, or a combination of the two. Our Program Director holds a PhD from the University of Wisconsin-Madison, and our LGBTQ+ Elder Advocate holds an MSW from the University of Wisconsin-Madison and maintains an APSW licensure. We are committed to supporting the maintenance of licensure by covering the costs of continuing education and credential-maintenance coursework. Furthermore, we actively encourage and facilitate our staff's professional development by providing opportunities to attend conferences, workshops, and other meetings as our program budgets allow.

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

Program name:

Program type: Choose an item.

List All Joint/Partner Applicants for this Program:

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



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

Submit Application to: cddapplications@cityofmadison.com

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

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

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

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

Joint/Multi-Agency Applicants

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

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

Program Name:	LGBTQ+ older adult services	Total Amount Requested for this Program:	\$ 20,000.00
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Legal Name of Organization:	Outreach, Inc	Total amount Requested for Lead/Single Applicant	\$
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:	Steve Starkey	Email:	Steves@lg btoutreach .org
		Phone:	608-255- 8582
Program Type: Select ONE Program Type for this form.			
<input type="checkbox"/> Case Management Services <input checked="" type="checkbox"/> Culturally Relevant Services <input type="checkbox"/> Independent Living Support Services <input type="checkbox"/> Outreach, Information, and Referral Services <p>PLEASE NOTE: Separate applications are required for each distinct/stand-alone program. Programs are considered distinct/stand-alone if the participants, staff and program schedule are separate from other programs, rather than an activity or pull-out group.</p>			

*Click or tap here to enter text.

1. PROGRAM OVERVIEW

- A. **Need:** Briefly describe the need in the City of Madison for the programs included in this application, including the source of the data used in your response.

The current estimate suggests that six to eight percent of older adults belong to the LGBTQ+ community. However, it is anticipated that the number of openly identifying older adults belonging to the LGBTQ+ community will significantly increase over the next 20-30 years.

In the 2024 Older Adult Services Engagement Analysis conducted by the City of Madison CDD, 33% of respondents identified themselves as part of the LGBTQ+ community. This percentage may be higher than the actual representation in the population. Still, it highlights the presence of a significant number of LGBTQ+ older adults in our city who require services and support.

According to the Wisconsin Department of Health Services, LGBTQ+ older adults are significantly more likely to experience social isolation. They are twice as likely to live alone, half as likely to have a partner, four times as likely to have no children, and 50% more likely to have no close relatives. Additionally, LGBTQ+ older adults often find it challenging to locate supportive, LGBTQ+-inclusive communities. These challenges are usually the result of historical and social discrimination against the LGBTQ+ community and contribute to not only increased social isolation and loneliness but also other adverse health outcomes.

- 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?

OutReach's LGBTQ+ older adult programming aims to foster stronger social connections among LGBTQ+ older adults and connect them with LGBTQ+ competent businesses and service providers. We aim to engage LGBTQ+ older adults in activities that promote social connection, raise awareness about health and healthy aging, and help maintain their physical, cognitive, and mental well-being. Additionally, we are dedicated to increasing the number of LGBTQ+ competent organizations and improving the experiences of LGBTQ+

individuals accessing services. This involves providing LGBTQ+ cultural sensitivity training and support for older adult-serving agencies in Madison and Dane County, among other services.

C. Program Summary (3-5 sentences):

Our LGBTQ+ older adult programming is led by our half-time LGBTQ+ Elder Advocate, who provides peer support, advocacy, information, and referral services and supports the LGBTQ 50+ Alliance, a joint program with the Madison Senior Center (MSC) that fosters a sense of community. Within the LGBTQ 50+ Alliance, our Elder Advocate works with volunteers who facilitate two bi-weekly social discussion groups and creates programming, including special events throughout the year. The LGBTQ+ Elder Advocate also creates and facilitates workshops for LGBTQ+ and allied older adults and LGBTQ+-serving businesses and service providers to increase knowledge of and familiarity with the LGBTQ+ community and the unique experiences and concerns of LGBTQ+ older adults.

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.

The proposed population for this program is LGBTQ+ older adults (those over age 50) in Madison. We do not have City-specific data due to a lack of local data collection on the LGBTQ+ population in Madison and Dane County. Still, nationally, LGBTQ+ older adults are more likely to experience and live in poverty, more likely to struggle with housing, and more likely to experience social isolation and loneliness. LGBTQ+ older adults are also more likely to be disabled and less likely than their non-LGBTQ+ peers to have accessible, safe, and stable housing. Older adults in the LGBTQ+ community are also more likely to experience health risks such as higher rates of smoking, higher rates of alcohol misuse, and higher rates of HIV infection. According to the Williams Institute at UCLA, in Wisconsin, the LGBTQ+ community is more racially diverse than the cisgender, heterosexual population. Also, the LGBTQ+ community tends to deal with higher rates of unemployment/underemployment and food insecurity, have lower income, and have less educational attainment than the cisgender heterosexual community.

B. 2023 Participant Demographics (if applicable):

Race	# of Participants	% of Total Participants
White/Caucasian	670	70
Black/African American	181	19
Asian	36	4
American Indian/Alaskan Native	14	1
Native Hawaiian/Other Pacific Islander	9	1
Multi-Racial	10	1
Balance/Other	37	4
Total:	957	
Ethnicity		
Hispanic or Latino	58	6
Not Hispanic or Latino	899	94
Total:	957	
Gender		
Man	331	34.5
Woman	563	58.8
Non-binary/GenderQueer	44	4.5
Prefer Not to Say	19	1.1
Total:	957	

Comments (optional): Nearly all participants in our older adult programming are members of the LGBTQ+ community, including many older adults with binary transgender identities (transgender men and women). For some of client contacts, we do not have demographic data because we operate as a drop-in center or provide services via telephone and those data are not able to be collected in a way that is non-invasive and/or trauma

informed. Also, because we do not provide case management services it is difficult to report unduplicated client contacts/demographic data.

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

We are committed to providing culturally responsive, accessible services to all community members, regardless of their identities. We have staff in the office who speak Spanish and Portuguese fluently, and we make as many materials as possible available in Spanish and Hmong, in addition to English. When necessary, we facilitate ASL translators or other access services for our clients and always have ASL interpreters at our large events. Our staff is dedicated to creating opportunities for our community members to interact and share with one another, whether that be during intergenerational dinners, poetry nights, or at any of our many social and support groups. We recognize and work within an intersectional framework, understanding that everyone within the LGBTQ+ community also has other salient identities that they bring to the table when seeking out services or resources.

We are an LGBTQ+-led organization, and over half of our leadership staff are LGBTQ+ people of color. Our mission affirms our organization's commitment to social and racial justice advocacy as part of our work toward LGBTQ+ equality. Our policies prohibit discrimination based on race, color, national origin, age, religion, disability, sex, sexual orientation, gender identity, political affiliation, military service, or marital or parental status. When harmful behavior manifests in our space through the staff or clients, we take these opportunities to meet people where they are and provide education and community to people as they begin their learning and healing journeys.

- 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.

Recruitment and engagement for LGBTQ+ older adult programming is currently done through online and print advertisements, social media, e-newsletters, and flyers/handouts at local events and older adult-serving agencies. The LGBTQ 50+ Alliance maintains its own email list for newsletters with approximately 250 subscribers, in addition to the OutReach email list with over 2,500 subscribers. Information about programs and activities of the 50+ Alliance are also included in MSC communications as necessary. We plan to increase the recruitment of program participants by engaging directly with other older adult-serving agencies in the area and providing posters and informational brochures/handouts about LGBTQ+ older adult services that are available through OutReach. We also plan to increase recruitment and engagement by building the LGBTQ 50+ Alliance and OutReach's LGBTQ+ elder services social media presence on Facebook and Instagram.

Numerous barriers to participation in activities exist in our community, with transportation being highlighted in the 2024 Older Adult Services Engagement Analysis by the City of Madison CDD. To address this barrier, we are committed to offering programming at OutReach and the Madison Senior Center, while actively seeking additional funding to assist with transporting clients to and from service locations or special events. We understand the challenges that many older adults face, such as the redesign and elimination of bus stops, and their ineligibility for paratransit services. To ensure their access to our programming, we plan to compensate as we have in other programs by using rideshare services or cabs.

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.

The LGBTQ+ Elder Advocate will assist LGBTQ+ older adults with identifying their needs and location accessible, LGBTQ+ competent service providers and social activities. The LGBTQ+ Elder Advocate will also facilitate connections with supportive and knowledgeable providers in the area and work to provide trainings and workshops to increase the number of supportive and culturally competent providers available locally. Together with the MSC,

the LGBTQ+ Elder Advocate will support activities of the LGBTQ 50+ Alliance including weekly discussion group meetings, social events, attendance and tabling at resource fairs, and intergenerational activities.

- 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	12:00pm	5:00pm
Tuesday	12:00pm	5:00pm
Wednesday	12:00pm	5:00pm
Thursday	12:00pm	5:00pm
Friday		
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.

The LGBTQ+ Elder Advocate will work with individuals and families/guardians/caregivers, as desired and/or necessary, to provide support and advocacy for LGBTQ+ older adults. This will include providing peer support and education for families/guardians/caregivers on LGBTQ+ topics and local LGBTQ+-affirming resources. LGBTQ+ older adults and their families will be key players in implementation of these activities.

- 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.

The LGBTQ+ Elder Advocate and OutReach communicate with the LGBTQ+ older adult community using e-mail newsletters via OutReach and the LGBTQ 50+ Alliance mailing lists, social media (Facebook, Instagram), in-person outreach events such as festivals or resource fairs, and mailings. We are engaged within our northside community through working relationships with other agencies including neighborhood churches such as Sherman Church. LGBTQ+ older adults participate in program implementation and assessment through their direct involvement in activities and as volunteers with the LGBTQ 50+ Alliance, including serving on a Steering Committee of decision-makers.

- 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)?
Madison Senior Center	Administration of joint program, the LGBTQ 50+ Alliance	Laura Hunt	Yes

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

How do these partnerships enhance this proposal?

OutReach's longstanding partnership with MSC evidences our commitment to multi-agency collaborations in serving the LGBTQ+ older adult community of Madison. MSC is a well known community resource and our partnership allows us to utilize space and resources at MSC for things like bi-weekly meetings of the Gay, Gray, and Beyond discussion group or for LGBTQ 50+ Alliance special events. Working with staff at MSC also facilitates shared oversight and accountability for LGBTQ 50+ Alliance budget, activities, and engagement.

What are the decision-making agreements with each partner?

OutReach's LGBTQ+ Elder Advocate is the primary decision maker for older adult programming and works alongside OutReach's Program Director and the Program Coordinator of MSC to share decision-making and direction-setting for the LGBTQ 50+ Alliance.

- 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?

The LGBTQ+ Elder Advocate focuses their efforts on facilitating connection between LGBTQ+ adults over the age of 50 and older adult service agencies such as, but not limited to, NewBridge, Agrace, the Area Agency on Aging, AARP, the Aging and Disability Resource Center, and Madison Senior Center. The LGBTQ+ Elder Advocate participates in meetings of the COALESCE Workgroup to foster active participation and cooperation with other older adult serving agencies. When connecting program participants to resources, the LGBTQ+ Elder Advocate works within a participant-empowering framework, providing information and advocacy while understanding that the decision whether or not to seek services lies with the program participants.

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: 96

Total program/service hours annually:

B. Program Outcomes

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

Program outcomes and objectives have been chosen based on existing standards within current LGBTQ+ older adult programming based on documented needs in the Madison community and national community of LGBTQ+ older adults. Based on these data sources, and incorporating evidence from the 2024 Older Adult Services Engagement Analysis, we have identified the following outcomes:

- 1) Increased access to services for LGBTQ+ older adults age 50 and older
- 2) Provision of training and additional resources to human service and health care agencies serving older adults to assist them in meeting LGBTQ+ older adult needs
- 3) Provision of accessible and culturally competent referral and resource assistance
- 4) Developing cooperative relationships with agencies serving older adults in Madison in order to link LGBTQ+ older adults to quality care, human services, and life enrichment programs
- 5) Facilitate educational, social and recreational activities with the LGBTQ 50+ Alliance

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	72
Measurement Tool(s) and Comments: Random surveys are conducted of event participants, representing 10% of participant goals, and 75% of program participants report that program knowledge and engagement has improved the quality of their life.				

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	72
Measurement Tool(s) and Comments: Random surveys are conducted of program participants, representing 10% of participant goals, and 75% of program participants report at least one of the following: improved physical and/or mental health; increased sense of connection to community; increased ability to avoid disease and/or disability.				

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?
 We maintain several systems for capturing information from program participants, including:
- 1) Anonymous demographic data collection sheets used at meetings and events by participants and later entered into our Intake Database.
 - 2) Individual participant contacts that are entered into our Intake Database by relevant staff.
 - 3) Surveys and feedback forms that are distributed as needed, such as after events and analyzed by relevant staff.

6. PROGRAM LOCATION

- A. Address(es) of the site where programs/services will occur:
 2701 International Lane, Suite 101 Madison, WI 53704
- 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.
- OutReach's location on Madison's northside facilitates easier access to participants living in areas such as the Near East (Sherman Terrace, Eken Park, Marquette neighborhoods, etc.), Northside (Kennedy Heights, Vera Court), and Northeast neighborhoods such as Ridgeway, among others. As indicated by the 2024 Older Adult Services Engagement Analysis, proximity to resources is a major concern for older adults in our city alongside transportation. We plan to effectively engage with and reach participants in additional Equity Priority Areas by offering subsidized transportation such as bus passes or rideshare/cab services if necessary to ensure that LGBTQ+ older adults have access to community no matter where they live in our city.

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)
LGBTQ+ Elder Advocate, 50% FTE (20 hrs./wk.)	Post-high school degree and relevant experience providing culturally informed services to LGBTQ+ older adults	2701 International Lane, Suite 101 Madison, WI 53704

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

Volunteers are recruited and trained through OutReach to support and guide the activities of the LGBTQ 50+ Alliance and also assist at our Community Center by answering phones and greeting drop-in clients. All volunteers are vetted by our Program Director and receive training with an emphasis on ensuring that volunteers are aware of their own privilege and biases and can provide culturally-informed services and support to all clients. Volunteers receive extensive training in understanding intersectionality as the framework that we use in all client interactions and are trained to work with people from all marginalized communities. They are supervised and supported by program staff who they work directly with in particular programming, and generally by the Program Director.

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

Additional resources and inputs necessary to the success of our program include office, meeting, and community space at our Community Center, transportation and training for relevant staff, and funding to cover the costs of offering programming such as intergenerational dinners, social outings, and other activities.

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	Outreach, Inc.
Mailing Address	2701 International Lane Suite 101 Madison WI 53704
Telephone	608 255 8582
FAX	608 255 0018
Director	Steve Starkey
Email Address	steves@lgbtoutreach.org
Additional Contact	AJ Hardie, Program Director
Email Address	ajh@lgbtoutreach.org
Legal Status	Private: Non-Profit
Federal EIN:	391336583

2. PROPOSED PROGRAMS

	2025	If currently City funded		
Program Name:	Letter	Amount Requested	2024 Allocation	Joint/Multi Application - SELECT Y/N
LGBT Senior Advocate	A	\$20,000	\$12,030	
Contact:	AJ Hardie, Program Director			
	B			
Contact:				
	C			
Contact:				
	D			
Contact:				
	E			
Contact:				
TOTAL REQUEST		\$20,000		

DEFINITION OF ACCOUNT CATEGORIES:

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

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

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

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

3. SIGNATURE PAGE

AFFIRMATIVE ACTION

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

CITY OF MADISON CONTRACTS

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

INSURANCE

If funded, applicant agrees to secure insurance coverage in the following areas to the extent required by the City Office of Risk Management: Commercial General Liability, Automobile Liability, Worker's Compensation, and Professional Liability. The cost of this coverage can be considered in the request for funding.

4. SIGNATURE

Enter name:

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

DATE

INITIALS:

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5. BOARD-STAFF DEMOGRAPHICS

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

DESCRIPTOR	BOARD		STAFF		MADISON*		
	Number	Percent	Number	Percent	GENERAL	POVERTY	R/POV**
					Percent	Percent	Percent
TOTAL	5	100%	16	100%			
GENDER							
MAN	0	0%	4	25%			
WOMAN	1	20%	4	25%			
NON-BINARY/GENDERQUEER	4	80%	8	50%			
PREFER NOT TO SAY		0%		0%			
TOTAL GENDER	5	100%	16	100%			
AGE							
LESS THAN 18 YRS	0	0%	0	0%			
18-59 YRS	4	80%	12	75%			
60 AND OLDER	1	20%	4	25%			
TOTAL AGE	5	100%	16	100%			
RACE							
WHITE/CAUCASIAN	3	60%	8	50%	80%	67%	16%
BLACK/AFRICAN AMERICAN	1	20%	5	31%	7%	15%	39%
ASIAN		0%	1	6%	8%	11%	28%
AMERICAN INDIAN/ALASKAN NATIVE		0%		0%	<1%	<1%	32%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER		0%		0%	0%	0%	0%
MULTI-RACIAL	1	20%	2	13%	3%	4%	26%
BALANCE/OTHER		0%		0%	1%	2%	28%
TOTAL RACE	5	100%	16	100%			
ETHNICITY							
HISPANIC OR LATINO	0	0%	3	19%	7%	9%	26%
NOT HISPANIC OR LATINO	5	100%	13	81%	93%	81%	74%
TOTAL ETHNICITY	5	100%	16	100%			
PERSONS WITH DISABILITIES	1	20%	5	31%			

*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	11
How many Board meetings has your governing body or Board of Directors scheduled for 2024?	11
How many Board seats are indicated in your agency by-laws?	3 to 11

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

Name	Wayne Gathright				
Home Address	317 Island Drive #5 Madison WI 53705				
Occupation	Librarian, Memorial Library, UW Madison				
Representing	Transgender				
Term of Office		Jun-24	mm/yyyy	Jun-26	mm/yyyy
Name	Ti Sneed				
Home Address	Exact Sciences Laboratories, 1 Exact Lane, Madison WI 53719				
Occupation	Operations Training Administrator				
Representing	Non-binary				
Term of Office		Jun-24	mm/yyyy	Jun-26	mm/yyyy
Name	Shannon Johnson Windsor				
Home Address	116 W. Randolph St., Stoughton WI 53589				
Occupation	WI Dept of Agriculture, Trade and Consumer Protection				
Representing	Bisexual woman				
Term of Office		Jun-24	mm/yyyy	Jun-26	mm/yyyy
Name	Valerie Walowit				
Home Address	621 N. Sherman Ave. #5 Madison WI 53704				
Occupation	Public Health Madison and Dane County				
Representing	Genderqueer				
Term of Office		Jun-24	mm/yyyy	Jun-26	mm/yyyy
Name	Dragan Mikulin				
Home Address	1150 Van Hise Hall, 1220 Linden Dr., UW Madison Madison WI 53706				
Occupation	Teaching Assistant, UW Madison				
Representing	Non-binary				
Term of Office		From:	mm/yyyy	To:	mm/yyyy
Name					
Home Address					
Occupation					
Representing					
Term of Office		From:	mm/yyyy	To:	mm/yyyy
Name					
Home Address					
Occupation					
Representing					
Term of Office		From:	mm/yyyy	To:	mm/yyyy
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
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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	214,000	20,000					194,000
UNITED WAY DANE CO	200						200
CITY CDD (This Application)	20,000	20,000					
City CDD (Not this Application)	314,881		314,881				
OTHER GOV'T*	57,675						57,675
FUNDRAISING DONATIONS**	750,000						750,000
USER FEES	0						
TOTAL REVENUE	1,356,756	40,000	314,881	0	0	0	1,001,875

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

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

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

	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
LGBTQ Elder Advocate	0.50					0.50	18,500	1,200	19,700	17.79	12,391
YHDP Program Manager		1.00				1.00	56,243	16,181	72,424	27.03	72,400
YHDP System Navigator		1.00				1.00	49,920	15,502	65,422	0.00	65,400
YHDP System Navigator		1.00				1.00	49,920	15,502	65,422	0.00	65,400
						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
SUBTOTAL/TOTAL:	0.50	3.00	0.00	0.00	0.00	3.50	174583.00	48385.00	222968.00	44.82	215591.00

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
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						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
TOTAL:	0.50	3.00	0.00	0.00	0.00	3.50	174583.00	48385.00	222968.00	44.82	215591.00

*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	LGBT Senior Advocate	PERSONNEL	13,591
		OTHER OPERATING	2,409
		SPACE	2,800
		SPECIAL COSTS	1,200
		TOTAL	20,000
B	0	PERSONNEL	202,000
		OTHER OPERATING	14,881
		SPACE	48,000
		SPECIAL COSTS	50,000
		TOTAL	314,881
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			334,881



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 this letter of support for OutReach, Inc. because of our longstanding collaborative relationship. The Madison Senior Center is committed to continuing as a community partner to OutReach Madison in our collaborative efforts to develop and support programs and activities that benefit people who identify as LGBTQIA+, especially those of low to moderate-income.

OutReach and the Madison Senior Center have been co-sponsoring the LGBTQ 50+ Alliance for almost twenty-five years. We share a commitment to enabling queer older adults in the Madison community to age in place as their authentic selves. We are highly invested in the collaborative work we do to provide safe spaces for activities, events and services.

Our agencies meet regularly with a volunteer steering committee to develop and implement programs that meet the varied needs of LGBTQ older adults in the Madison community. Committee members are familiar with current issues that affect queer older adults and use that data to direct programming. Most of our programming takes place at either the Madison Senior Center or the OutReach Community Center.

In addition to working with the LGBTQ 50+ Alliance, the Older Adult Advocate at OutReach also meets 1:1 with individuals who are in need of resources and services. Many of these individuals have nowhere else to turn to for help. Approximately one third of LGBTQ older adults live at or below 200% of the federal poverty level. Most do not have children to rely on for care or support.

OutReach excels at providing culturally relevant programming and services for queer older adults, but there is so much more to be done. The Madison Senior Center is proud to be a partner, and to provide a safe welcoming space to the LGBTQ older adults in our community.

Sincerely,

Laura Hunt
Older Adult Program & Outreach Coordinator
Madison Senior Center