

COMMUNITY DEVELOPMENT BLOCK GRANT  
APPLICATION EXECUTIVE SUMMARY - YR 2004

RFP for which you are applying Neighborhood Strategic Planning/Community Organizing/  
Crime Prevention (NSP Area 12)

Total Amount Requested \$ 38,000

Applicant Organization Name: Community Relations - Social Development Commission

Organization Address: 4041 North Richards Street City Milwaukee Zip Code 53212

Contact Person: Jan Stenlund Title Director of Program Services

Contact Person's  
 Telephone Number: 414/906-2710  
 Fax Number: 414/906-2719  
 E-Mail Address: jstenlund@cr-sdc.org

Is applicant a 501 (C)(3) organization? Yes  No

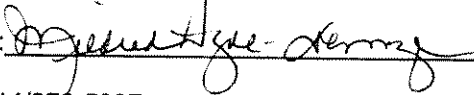
Federal Employer Identification Number 39-1033230

Executive Director: Deborah Blanks / Phone Number 414/906-2722

Board President: Mildred Hyde-Demoze / Phone Number 414/278-5037

**Check one:** Organization received funds from CBGA in 2003   
 Organization did not receive funds from CBGA in 2003

Proposal submission(s) must be authorized and signed by an official of the Board of Directors.

Name: Mildred Hyde-Demoze Signature:   
 Title Chair Telephone: 414/278-5037  
 Date: February 12, 2004

**NOTICE:**

A false statement or misrepresentation in the proposal to obtain grant funds and funds are awarded, the funds and contract will be in default and the City may declare all of any part of the funds paid out immediately due and repayable to the City and the contract voided.

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CBGA

## **Program Design Specifications**

1. ***Population to be Served*** The Social Development Commission's (SDC) Community Partners propose to provide door-to-door outreach and community organizing services to City of Milwaukee NSP 12 [Midtown]. The most current census data places the population of the Midtown neighborhood at 10,639 or 3,270 households.

Within the total number of households, 2,276 or 66.6% are designated as "Family Households." Of the total, 42.2% are "female headed" compared to 21.9% "married couple" or 5.5% "male headed." Nearly two-thirds (64%) of all households have an annual income of less than \$25,000 and roughly one-third (28%) earn less than \$10,000.

Additionally, education and employment levels are among Milwaukee's lowest. Forty-six percent (46%) of persons 25 years or older do not have a high school diploma and the unemployment rate for persons 16 years and older is 24.4%.

These data only emphasize the pressing need for outreach services by experienced staff whose knowledge of the area helps residents address basic community and family issues.

***Additional Outreach Measures*** Personal contact with neighborhood residents is the key to the success of the Community Partners program. In addition to face-to-face contacts, Community Partners disseminate information containing neighborhood specific services, contact numbers and resources. The Community Partners Program has the capacity to distribute large quantities of information for recruitment, alerts, or general information sharing. This ability to disseminate information quickly and with personal contact will be an important tool for other CDBG community programs to bridge information and resources with residents.

The Salvation Army at 1625 North 25<sup>th</sup> Street will serve as a central location for community organizing meetings and trainings. In addition, Community Partners maintains a satellite office at the MPD Avenues West building located at 2100 West Wells Street, easily accessible to Midtown residents. Twenty Community Partners are generally each assigned to a specific neighborhood. Several times throughout the year, all the Community Partners will work as a team to "blanket" Midtown with meeting notices and the most current service and outreach information. Additionally, the entire staff can be assigned to provide crisis or emergency information as needed in the Midtown community.

2. ***Work to be Performed*** On a day-to-day basis, the Community Partners will provide information to residents of Midtown to access needed resources in their own neighborhoods. Community Partners staff will visit residents, promote Safe Places, Community Learning Centers, and encourage participation in community activities to help develop or maintain healthy relationships between communities and front line law enforcement.

Besides dissemination of information or alerts, the Community Partners have become the critical catalyst in facilitating emerging resident concerns, as well as developing resident capacity to problem-solve in their community. Frequently, neighborhood issues drive the activities of the Partners. In response to the direct messages heard from the door-to-door contacts, activities may include community forums, emergency preparedness information sessions, Block Watch development and maintenance, neighborhood cleanups, safety seminars, "Safe Nites" for youth, and park watches.

Community Partners follow up with residents through the referrals to needed social or community services/programs, assistance in the planning of community activities, or additional visits as appropriate to specific issues.

**Goals and Objectives, Implementation Timetable and Budget** Please refer to the attached workplans and budgets pages.

3. **Existing Collaborations** The Community Partners Program collaborates with all of SDC's more than 20 programs. SDC's service centers, including the South Side Service Center, West Side Safe Haven and the Richards St. location each provide a variety of programs, including energy assistance, recreation, meal sites, and court-ordered community service options for young offenders.

The Community Partners Program consistently works with city departments to solve resident or neighborhood concerns. Partners have served as liaisons between residents and the Milwaukee Police Department, the Department of Neighborhood Services, Community Development, Nuisance Abatement, Public Works, Probation and Parole agents, Office of the Mayor, and aldermanic representatives.

The Community Partners Program additionally enjoys collaborative relationships with dozens of community and faith-based agencies including more than 20 in NSP 12 alone. Several of these organizations also receive CDBG funding, such as the Building Inspection Liaison Program.

4. **Activity Workplan** See Attached
5. **Outcome Measurement Workplan** See Attached

### Experience

1. **Agency/Program Experience** The Social Development Commission (SDC) was established in 1963 as an intergovernmental Public Commission. SDC operates more than 20 programs designed to address poverty issues and improve clients' abilities to access basic needs; child, youth and family supportive services; educational and job opportunities; and community services.

SDC's Community Partners Program is a component of the community-based, anti-crime coalition known as *Safe and Sound*. Community Partners was initiated in 1998 and is a national outreach model. It is highly regarded and known for its capacity to provide porch-to-porch outreach in Milwaukee's higher crime neighborhoods. Community Partners has garnered a reputation for performance follow-through and has repeatedly joined the city departments to increase the cost effectiveness of various programs to make neighborhoods more livable and safe.

**Staff Experience** Staff Community Partners staff is culturally diverse and includes 24 individuals (20 Partners plus management and support staff) who represent the following ethnic/racial backgrounds: (11) African American, (3) Spanish surname, and (10) European American. Males and females are equally represented in program staffing. Fully one-third of Community Partners staff is bi-lingual.

2. **Organizational Management/Budget** Please refer to Agency Organizational Chart, By-laws, Board of Directors roster and Agency Budget. These can be found in the Attachments provided.

# COMMUNITY BLOCK GRANT ADMINISTRATION YEAR 2004 ACTIVITY WORKPLAN

Date: 2/12/04

Prepared By: Sue Kenealy

Project Name: SDC Community Partners

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Activity Name: Neighborhood Organizing

ACTIVITY	TIMETABLE	METHOD	EXPECTED OUTCOMES (2)		
			Short Term	Mid Term	Long Term
Door-to-door information sharing and Block Club organizing with NSP 12 residents	March 1 through December 31	Neighborhood outreach via door-to-door promotion (i.e. one-on-one conversation and literature drops)	NSP 12 residents will establish 5 new Block Clubs and maintain 5 existing Block Clubs	MPD will report an increase in residents calls for service resulting in more police action and presence in NSP 12	1. Reduce Crime 2. Improved Neighborhood Quality of Life
Community Partner assistance with referrals and follow-up to NSP 12 residents for local and law enforcement resources (i.e. MPD, HITDA, DEA, FBI, etc.)	March 1 through December 31	Neighborhood outreach via one-on-one conversations and literature drops resulting in the utilization of both local resources and law enforcement departments and agencies	Increased NSP 12 resident CP-assisted use of local and crime prevention services as reported to participating agencies	Increased NSP 12 resident use of local and crime prevention services as reported to participating agencies	1. Reduce Crime 2. Improved Neighborhood Quality of Life
Community Partners will conduct pre-DNS compliance checks in NSP 12 to avoid issuance of citations by DNS inspectors	March 1 through December 31	Neighborhood outreach via door-to-door promotion	Residents will conduct eight (8) CP-assisted neighborhood clean-ups	Residents will independently organize and conduct neighborhood cleanups as needed	1. Increase Property Values 2. Increase Economic Vitality 3. Improved Neighborhood Quality of Life

Expected Outcomes must coincide with Outcomes on the Outcome Measurement Work Plan

**COMMUNITY BLOCK GRANT ADMINISTRATION  
YEAR 2004 OUTCOME MEASUREMENT WORKPLAN**

Organization Name: SDC Community Partners

Prepared By: Sue Kenealy

Date: 2/12/04

Activity Name: Neighborhood Organizing

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OUTCOME	OUTCOME MEASURE (may be more than one per outcome)	DATA SOURCE	DATA COLLECTION METHOD
NSP 12 residents will establish 5 new Block Clubs and maintain 5 existing Block Clubs	Tracking and reporting of the formation of new and maintenance of existing Block Clubs	1) Partner weekly resident tracking reports indicating name, address, and telephone number (optional). 2) Partner weekly reports and Block Club database	1) Weekly resident tracking reports from Community Partners and door-to-door contact forms 2) Analysis of Block Club database

Outcome Measurement Workplan must coincide with the Activity Workplan Expected Outcomes

**COMMUNITY BLOCK GRANT ADMINISTRATION  
YEAR 2004 OUTCOME MEASUREMENT WORKPLAN**

Prepared By: Sue Kenealy Date: 2/12/04

Organization Name: SDC Community Partners

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Activity Name: Neighborhood Organizing

OUTCOME	OUTCOME MEASURE (may be more than one per outcome)	DATA SOURCE	DATA COLLECTION METHOD
Increased NSP 12 resident CP- assisted use of local and crime prevention services as reported to participating agencies	Number of private, governmental and law enforcement referrals	<ol style="list-style-type: none"> <li>1) Partner weekly resident tracking reports indicating name, address, telephone number (optional) and referral comments.</li> <li>2) Number of weekly resident action referral and follow-up forms completed.</li> <li>3) Number of weekly law enforcement referral forms completed</li> </ol>	<ol style="list-style-type: none"> <li>1) Collection of weekly resident tracking reports from Community Partners</li> <li>2) Neighborhood resident feedback offered to the Partners and recorded in the weekly reports.</li> </ol>

Outcome Measurement Workplan must coincide with the Activity Workplan Expected Outcomes

**COMMUNITY BLOCK GRANT ADMINISTRATION  
YEAR 2004 OUTCOME MEASUREMENT WORKPLAN**

Organization Name: SDC Community Partners

Prepared By: Sue Kenealy

Date: 2/12/04

Activity Name: Neighborhood Organizing

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OUTCOME	OUTCOME MEASURE <small>(may be more than one per outcome)</small>	DATA SOURCE	DATA COLLECTION SOURCE
Residents will conduct eight (8) CP- assisted neighborhood clean-ups	Number of neighborhood clean-ups conducted in NSP 12	<ol style="list-style-type: none"> <li>1) Partner weekly resident tracking reports indicating name, address, telephone number (optional) and referral comments.</li> <li>2) Number of neighborhood events indicated in Partners' weekly reports</li> <li>3) Number of DNS pre-compliance forms completed</li> </ol>	<ol style="list-style-type: none"> <li>1) Collection of weekly resident tracking reports from Community Partners</li> <li>2) Number of DNS pre-compliance issues abated.</li> </ol>

Outcome Measurement Workplan must coincide with the Activity Workplan Expected Outcomes

**COMMUNITY BLOCK GRANT ADMINISTRATION  
YEAR 2004 PROPOSED PROGRAM BUDGET**

**Organization:** CR-Social Development Commission

**Program Name:** Community Partners

Show projected budget according to the categories shown below at the left. Complete budget form identifying funds requested from CBGA and other sources of funds to be used to complement the federal funds coming from CBGA. Show total budget expected for the program and indicate if it is committed or pending in the column labeled "OTHER."

Category	CBGA	OTHER REVENUE (Put in \$ amount)		Total
		Committed	Pending	
Personnel	21,262	638,268	303,402	962,932
Fringe Benefits	9,471	240,031	129,864	379,366
Occupancy/Utilities	300	41,266	6,734	48,300
General Services (training, travel, printing, advertising, memberships)	2,745	67,712		70,457
Supplies (office products, postage, computer and cleaning supplies, publications)		35,425		34,425
Contractual Services (accounting, legal, consulting, insurance)		10,696		10,696
Equipment (Purchase/Rental)				
Other Costs (describe) Indirect	4,222	129,175	55,000	188,397
<b>TOTALS</b>	<b>38,000</b>	<b>1,162,573</b>	<b>495,000</b>	<b>1,695,573</b>



## AGENCY BUDGET: REVENUE

(inclusive of all programs)

Show a three year history of actual revenue received for the three year period shown. If more space is needed, continue with another page. List sources and actual revenue received.

CATEGORY	2001	2002	2003
<b>Government Grants (list sources)</b>			
A. Dept of Agriculture - Child Care Food Program 10.558	1,344,667	1,485,870	2,024,652
B. Dept of Agriculture - Summer Food Service for Children 10.559	299,511	227,679	352,151
C. Dept of Agriculture - Jobs and Business Development 10.561	29,500	10,000	-
D. Dept of Housing & Urban Dev - CDBG 14.218	660,931	494,275	463,731
E. Dept of Housing & Urban Dev - Emergency Shelter 14.231	140,507	155,583	118,934
F. Dept of Housing & Urban Dev - Homeless 14.235	638,284	662,759	797,859
G. Dept of Justice - Community Partners 16.541	-	121,807	-
H. Dept of Justice - Milwaukee Victim Assistance Program 16.575	111,361	122,636	131,915
I. Dept of Justice - MPD Drug Abatement 16.579	50,000	-	-
J. Dept of Justice - Weed & Seed 16.595	465,458	500,599	312,771
K. Dept of Justice - Drug Abatement & HIDTA 16.728	212,811	213,964	164,561
L. Dept of Justice - Community Partner Safe & Sound	-	-	434,461
<b>Subtotal</b>	<b>30,077,603</b>	<b>29,987,617</b>	<b>31,205,570</b>
<b>Percent of Total Agency Budget</b>	<b>98.29%</b>	<b>97.64%</b>	<b>98.23%</b>
<b>Foundation Grants (show detail)</b>			
A. Helen Bader Foundation - Milwaukee Asset Building Coalition, Family	1,744	10,000	
B. Anne Casey Foundation - Milwaukee Asset Building Coalition	-	40,000	
C. Greater Milwaukee Foundation - Milwaukee Asset Building Coal VITA	-	2,503	78,431
D. Milwaukee Foundation Corporation - YDP Big Help	825		
<b>Subtotal</b>	<b>17,569</b>	<b>52,503</b>	<b>90,729</b>
<b>Percent of Total Agency Budget</b>	<b>0.06%</b>	<b>0.17%</b>	<b>0.29%</b>
<b>Other Revenue</b>			
A. Milwaukee Employment & Training - Youth Employment	12,360	14,482	
B. Health Care For the Homeless - Homeless Shelter Subsidy Program	-	82,000	70,556
C. United Way - Family Crisis	114,469	96,945	111,523
D. American Family	110,003	104,909	
E. WISCAP - Job and Business Development	23,888	33,888	54,508
F. Fighting Back - Westside	42,531	56,800	58,981
G. Center for Veteran Issues	107,008	118,179	74,572
H. WISCAP - PSI	-	71,709	9,448
I. Safe & Sound - Westside	-	39,265	
<b>Subtotal</b>	<b>505,700</b>	<b>672,000</b>	<b>471,121</b>
<b>Percent of Total Agency Budget</b>	<b>1.65%</b>	<b>2.19%</b>	<b>1.48%</b>
<b>TOTAL REVENUE</b>	<b>30,600,872</b>	<b>30,712,120</b>	<b>31,767,420</b>

CONTINUE TO NEXT PAGE

CATEGORY	2001	2002	2003
<b>Government Grants (list sources)</b>			
M. Dept of Labor - Senior Aide 17.235	661,094	607,199	519,003

N.	Dept of Labor - Outreach & Social Support to Homeless Vets 17.802	336,550	156,250	101,563
O.	Federal Emergency Management Agency 83.523	17,792	23,126	27,043
P.	Dept of Education - Basic Skills 84.002	30,886	37,877	38,226
Q.	Dept of Health & Human Services - Elderly Nutrition Program 93.045	309,205	360,352	300,000
R.	Dept of Health & Human Services - Health Care Homeless 93.151	16,000	16,000	16,000
S.	Dept of Health & Human Services - Workforce Attachment 93.558	259,128	-	-
T.	Dept of Health & Human Services - LIEAP 93.568	1,200,734	1,200,187	1,238,813
U.	Dept of Health & Human Services - CSBG 93.569	1,695,510	1,834,245	1,997,500
V.	Dept of Health & Human Services - Micro Enterprise IDA-ORR 93.576	206,696	251,235	240,935
W.	Dept of Health & Human Services - Head Start 93.600	17,768,770	18,152,642	18,868,601
X.	Dept of Health & Human Services - IDA-OCS 93.602	(11,502)	13,027	66,850
Y.	Dept of Health & Human Services - Service Access & Prev 93.667	52,944	52,944	54,041
Z.	Dept of Health & Human Services - Community Partners 93.959	385,490	266,666	307,361
AA.	Dept of Health & Human Services - Senior Companion Prg 94.016	258,627	306,899	316,513
AB.	WI Dept of Public Instruction - Wisconsin Head Start	1,671,543	1,578,696	1,364,141
AC.	WI Dept of Administration - Transitional Housing, HCRI	885,092	74,632	848,502
AD.	WI Dept of Justice - Youg Gang Diversion, Youth Initiative Program	87,346	845,783	-
AE.	WI Dept of Workforce Development - Entrepreneurship Outreach Educ	11,000	-	-
AF.	WI Dept of Health & Human Services - Senior Companions	-	87,346	87,560
AG.	Milw Co Dept of Administration - Supportive Services, Elderly Security	106,668	127,339	11,883
AH.	City of Milwaukee Block Grant Administration - Weed & Seed	175,000	-	-
<b>Foundation Grants (show detail)</b>				
E.	Fleckenstein Foundation - Community Partners	15,000	-	-
F.	Jane Bradley Pettit Foundation - Westside	-	-	10,035
G.	Jacobus - Westside	-	-	2,263
<b>Other Revenue</b>				
J.	Public Allies	-	1,125	7,983
K.	Forest County Potawatomi Community - Drug Abatement - MABC	-	13,855	7,467
L.	National Council on Aging	-	3,237	26,763
M.	Other Local Funds	-	35,606	-
N.	Milwaukee Public Schools - Community Living Center	69,191	-	-
O.	Community Health Concepts - Making Connections	1,250	-	-
P.	Maximum - Literacy Project	25,000	-	-
Q.	US Bank - MABC - VITA	-	-	3,500
R.	Boys & Girls Clubs - Westside, Community Partners	-	-	33
S.	WRAP	-	-	24,981
T.	SBC - Community Servcies Technology Initiative	-	-	20,806