

COMMUNITY DEVELOPMENT GRANTS ADMINISTRATION  
APPLICATION EXECUTIVE SUMMARY – FUNDING YEAR 2007

**REQUIRED:** Check the type of funding for which you are applying.

**NOTE:** Separate applications are required for each type of funding and activity for which you are applying. Combined applications and budgets will not be accepted and will be returned.

Total Amount Requested (CDBG FUNDS) \$ 50,000 (HOME FUNDS) \$ \_\_\_\_\_  
(HOPWA FUNDS) \$ \_\_\_\_\_

RFP Activity/Category for which you are applying Public Service – Job Placement

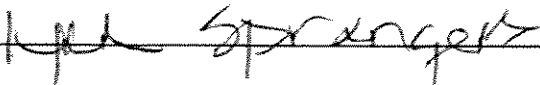
RFP Page # 24

Applicant Organization Name: Milwaukee Urban League  
Organization Address: 435 W. North Avenue City Milwaukee Zip 53212-3146  
Contact Person: Courtney S. Barlow Title Director of Workforce Development  
Contact Person's  
Telephone Number: (414) 374-5850 ext. 113 Fax Number: (414) 374-1995  
E-Mail Address: cbarlow@tmul.org  
Is applicant a 501 (C)(3) organization? Yes  No \_\_\_\_\_  
Is applicant a faith-based organization? Yes \_\_\_\_\_ No   
Federal Employer Identification Number 39-0826861  
Executive Director: Ralph Hollmon Phone Number (414) 374-5850 ext 122  
Board President: Lynn Sprangers Phone Number (414) 277-8500 ext 1114

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CDGA

**Check one:** Organization received funds from CDGA in 2006   
Organization did not receive funds from CDGA in 2006 \_\_\_\_\_

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

Name and title of Board Official: Lynn Sprangers – Board of Directors Chair  
Signature of Board Official: 

**NOTICE:**

A false statement or misrepresentation in the proposal to obtain grant funds and if 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.

**PART 1: PROGRAM DESIGN & SPECIFICATIONS  
60 POINTS TOTAL**

<b>A. Households/Clients Served:</b> Describe the specific population to be served, including target income level and special needs populations, as applicable. Indicate the number of units/households to receive direct services by your program.	(5 pts maximum)
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The Milwaukee Urban League (MUL) provides services to all residents of Milwaukee County. However, based on information provided on MUL applications, the majority of our 2006 clientele to date presents a prospective labor force of 1,024 individuals primarily from the following zip codes: 53206, 53208, 53209, 53210, 53212, 53216, 53218 with a racial makeup of 97% African American, 1% White, and 1% Hispanic. By gender 54% male, 46% female, with employment status of 57% unemployed versus 13% employed; 16% with felony convictions, 26% with suspended driver's license; and 56% have a per capita income of \$0 - \$11,999.00

**DO NOT WRITE BELOW**  
**(For CDGA Use Only)**

<i>Comments:</i>	<i>Score:</i>
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<b>B. Outreach:</b> Describe in a narrative, your agency's outreach and all of the methods that will be used to inform eligible persons about your program.	(5 pts maximum)
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The vast majority of MUL clients find themselves to be uncomfortable, or ill served, by mainstream social service agencies. They come to the Urban League because they perceive that the organization is accessible; is connected to a national organization that has a tradition and successful track record of helping people to overcome poverty; offers educational and employment opportunities; and gives clients tools to actualize their potential to become self-sustaining and contributing members of the community.

The Milwaukee Urban League gets most of its eligible persons as referrals from other community based organizations and word of mouth. The League also forwards requests for public service announcements to local radio stations and local newspapers. For special events, the League sends e-mail blasts through mailing lists.

**DO NOT WRITE BELOW**  
**(For CDGA Use Only)**

	<i>Score:</i>
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C. Activity, Goals, and Timeline: Describe the specific activity to be performed, the goals of the program, and the timetable for implementation.

(15 points maximum)

The Milwaukee Urban League (MUL) Workforce Development staff engages in an assortment of programmatic activities to improve the employment environment of unemployed individuals:

It is the plan of MUL Workforce Development program to recruit 150 individuals for employment opportunities with CDGA funds. This program will operate between January 1, 2007, to December 31, 2007. Clients will complete applications and, if they are unsure of their career goals, will also complete an interest profile. Based on that information, the Employment Specialist determines the appropriate next steps for the client. Clients can either be referred for job match or educational opportunities. The Employment Specialist will also determine any other barriers that hinder employment.

The Employment Specialist presents the client with at least five employment leads, while providing access to computers to complete on-line applications, e-mail of resumes, and a fax machine to send resumes to prospective employers. In addition, clients receive soft skill suggestions (interview tips) and on an as needed basis, referrals for interview attire, driver's license reinstatement, apprenticeship programs and/or GED preparation. The MUL also holds a quarterly free job fair which attracts various employers seeking qualified employment candidates. Once the client obtains employment and remains employed for 45 days, post employment services include updates of resume' and referrals to needed services i.e. housing, advanced earned income credit application, banking services, child support assistance, and post-secondary education. These services are provided for as long as the client requires services.

**DO NOT WRITE BELOW**  
**(For CDGA Use Only)**

Comments:

Score:

**D. Method: Describe the method that will be used to meet the goals and Objectives as stated in your application. YOU MUST ALSO REFER TO THE REQUIREMENTS STATED UNDER THE SECTION "METHOD" IN THE RFP WHEN COMPLETING THIS SECTION**

**(15 points maximum)**

The Milwaukee Urban League employment services are provided on a walk-in basis three days per week that include but are not limited to:

- \* Client Application Completion
- \* Client Readiness Educational History
- \* Criminal Background Information
- \* Referral Source
- \* Income Level Work History
- \* Personal Demographic Information

**Client Assessment:** Establish a dialog with clients introducing MUL services, interview clients on their ability and desire to work, determine work ethic, reasons for current unemployment, clients' job readiness, to fill in any blanks left in the application, to answer client questions and to determine the next steps for client to follow in order to become an effective and capable worker.

**Resume' Completion:** Client resumes' are reviewed for strength by the Employment Specialist and, if needed, suggestions are made. Clients without resumes' receive assistance to create resumes' which highlight client work history and job skills.

**Pre-Interview Tips:** Clients receive tips on interview techniques.

**Job Leads:** The MUL receives hundreds of job leads weekly with which clients can choose. With the information highway, clients at MUL also have the ability to apply for positions on-line, via e-mail, or fax. MUL also offers a unique service that matches clients with employers who are looking for employees with certain skills. This gives the MUL staff the opportunity to know the client and the employer. MUL can assure the employer that we can meet their job placement needs. Employees can be referred to stable employers who can provide opportunities for promotion. Clients are always invited to return to the league weekly for additional services.

**DO NOT WRITE BELOW**  
**(For CDGA Use Only)**

Comments:

Score:

**E. Program Outcomes:** The expected long term outcomes from CDGA's funded programs are: 1) Reduce Crime; 2) Increase Property Values; 3) Increase Economic Vitality; and, Improve Quality of Life. Towards this end, describe the outcomes, (results, impact or change) expected to come about as a result of your program and which contribute to one or more of CDGA's long term outcomes.

(15 points maximum)

The expected long term outcomes for the Milwaukee Urban League's (MUL) CDGA's funded program are:

1. **To reduce crime:** Assist clients with employment services to deter the need for criminal activities that stem from unemployment.
2. **Increase property values:** while initially clients will not have the ability to become homeowners, the MUL refers clients to home buying clinics when clients express an interest. Financial literacy Classes will also be held at MUL in the next year to assist clients with preparing for home ownership and fundamentals of banking.
3. **Increase economic vitality; and improve quality of life:** With clients moving towards self-sufficiency by retaining employment and managing finances to meet daily needs, a shift will occur in their quality of life. By managing to meet financial obligations such as rent, utilities, food and clothing costs, self-esteem will increase in our clients.

In 2006, the MUL serviced slightly more males than females. Out of 1,024 clients, 557 were men. These men have four main issues: lack of education, suspended driver's license, felony/misdemeanor charges, and current child support payments or the inability to pay back child support. As we work with this population, we present clients with referrals to resources to address these issues.

**DO NOT WRITE BELOW**  
**(For CDGA Use Only)**

*Comments:*

*Score:*

**F. Budget and Resources Leveraged: Include a proposed budget for your program utilizing the appropriate budget forms which are enclosed. The HOPWA budget is incorporated within the HOPWA RFP.**

**(5 points maximum)**

The Milwaukee Urban League's Workforce Development Program has leveraged resources for: United Way in the amount of \$190,194, \$44,000 from the MMSD for the Minority Apprenticeship Recruitment Project, and \$100,000 from the United Migrant Opportunity Services (UMOS). CDBG funds committed to MUL's Workforce Development will not be used to supplant or replace funds from other funding sources.

**DO NOT WRITE BELOW**  
**(For CDGA Use Only)**

*Comments:*

*Score:*

**TOTAL POINTS PART 1**

**(60 maximum)**

**PART 2: EXPERIENCE  
40 POINTS TOTAL**

**A. Agency Experience with Activity: Describe the specific experience that your agency has in providing the service for which funding is requested.**

**(15 pts maximum)**

The National Urban League was established in 1910, to assist African Americans who were making the transition from the rural south to the urban north. The Milwaukee Urban League was established in 1919. As African Americans were making the transition, they encountered any number of problems: education, employment, housing, etc. While MUL is concerned about all of the problems affecting African Americans, historically one of the most important service areas has been employment and workforce development.

In recent years, the MUL has operated a number of programs to assist African Americans, and other economically challenged individuals in their quest for greater opportunity, employment, and an improved quality of life. In 2005 MUL's Workforce Development Program helped more than 1,024 clients through the Minority Contractors Involvement Program (MCIP) and Employment Assistance Program (EAP). In addition, the MUL is one of five community-based organizations involved in the Workforce Development Training Partnership (WDTP), which encourages minorities and women to pursue career's in the construction and building trades. MUL also contracts with the United Migrant Opportunity Service (UMOS) through the EAP which serves up to 50 W-2 clients per month.

In the last five years, the Milwaukee Urban League's Workforce Development Program has served more than 5,000 clients with employment opportunities. Lives have been changed. Families have been renewed. The Milwaukee Urban League has consistently answered the call for employment assistance and economic self-reliance since its inception. With a presence in Bronzeville, MUL will be a focal point for African American community activities that promote economic development and self sufficiency; and advance the goal of assisting African Americans to gain full participation in the social mainstream. Exploring economic development initiatives, MUL has a goal of assisting African Americans generate/create wealth with a variety of strategies, including a "Franchise Model," to increase the number of businesses owned by African Americans in Milwaukee with an ultimate goal of revitalizing and strengthening communities.

**DO NOT WRITE BELOW**  
**(For CDGA Use Only)**

*Comments:*

*Score:*

**B. Staff Expertise: Describe your agency's specific staff experience in providing the service for which funding is requested.**

**(5 pts maximum)**

The Milwaukee Urban League (MUL) Staff has considerable staff expertise:

Mr. Courtney Barlow, MUL Director of Workforce Development, has a Bachelor's Degree in Business Administration from Eastern Michigan University. Mr. Barlow has ten years experience working with Employment Solutions and the Milwaukee Urban League.

Ms. Betty Speed, Employment Specialist, has a Bachelor's Degree in Management from Concordia University. Ms. Speed has ten years experience as a Program Coordinator and Director of a local healthcare sector training and placement project.

Mr. Payton P. Anderson, Employment Specialist, is currently assigned to placement and retention follow-up. Mr. Anderson has ten plus years experience working for the Milwaukee Urban League.

Ms. Sharon Woodfork is the Administrative Assistant for Workforce Development and develops resumes' for clients, as well as manages all demographics.

Together, with other MUL Staff, the employment and training program has decades of collective experience in business development, employment assistance, and workforce development.

**DO NOT WRITE BELOW**  
**(For CDGA Use Only)**

*Comments:*

*Score:*



**C. Financial/Organizational/Administration: Describe your agency's financial, organizational and administrative structure.**

**(5 pts maximum)**

The Milwaukee Urban League (MUL) has a 20 member Board of Directors who set policy, provide oversight, and help raise funds for the organization. The MUL President and CEO reports to the Board of Directors and is responsible for the overall management/supervision of the agency. MUL has outsourced its primary accounting functions to Grant Accounting, LLC. Grant Accounting is responsible for the preparation of monthly financial statements, cost reports, account reconciliations, budget preparation, cash flow analysis, and general accounting assistance as necessary.

MUL also has one full-time Accounting Clerk who handles the day-to-day transactions such as: accounts payable, accounts receivable, check preparation, and basis payroll functions. MUL uses ADP for payroll processing and filing quarterly/annual payroll reports. MUL's Board of Directors has an Audit and Finance Committee that meets monthly to review financial statements and monitor the overall financial condition of the agency. These meetings are chaired by the Board Treasurer who also co-signs, with the President and CEO, all checks over \$2,000.

In 2004, MUL replaced its outdated accounting system with the "MIP Fund Accounting Intro" non-profit system. This new accounting system has a number of enhanced features which allow MUL to generate reliable reports/fiscal information for both its internal and external customers.

**DO NOT WRITE BELOW**  
**(For CDGA Use Only)**

*Comments:*

*Score:*

**E. Accomplishments:**

(15 pts maximum)

**Existing Agencies (Currently Funded by CDGA):**

Please summarize your performance during the past two years including stated goals and actual accomplishments realized to date. Accomplishment numbers are subject to verification by CDGA.

**NOTE:** If you are currently funded and are applying for a new activity for which you are not currently funded, you must provide documentation of your accomplishments for the new activity for which you are applying. This may include written statements from current funding sources, agency annual reports, etc.)

*Failure to provide the required documentation will result in a score of zero for this section.*

**New Groups (not currently funded by CDGA):**

Please summarize your performance during the past two years including stated goals and actual accomplishments realized to date. New groups must include documentation verifying the stated accomplishments. This may include written statements from current funding sources, agency annual reports, etc.)

*Failure to provide the required documentation will result in a score of zero for this section.*

In 2004, MUL's goal was to place 74 clients in full time positions, 8 clients in part-time positions, and 22 clients in job retention for at least 45 days. MUL ended the program year with 22 full-time placements, 15 part-time placements, and 18 were in full-time retention positions and 14 part-time retention positions.

In 2005, The Milwaukee Urban League's (MUL) CDBG goal was to place 27 clients into full-time employment and 13 individuals into part-time positions. The League's approach to meeting its CDBG requirements in Job Placement was to hire an Employment Specialist with extensive contact with employers to connect MUL clients. This approach resulted in 29 full-time placements, 11 clients were placed in part-time jobs, and 6 clients retained their jobs for at least 45 days for 2005. Currently, we see 30 clients per week – addressing not only their employment needs, but also the barriers or concerns they face regarding employment, i.e. childcare, education, application completion, interviewing techniques, driver's license issues, interview attire, and criminal backgrounds. This created a stronger association where clients established trust, felt valued, and left with a greater ability to launch an employment search with leads received from the MUL or leads they establish themselves. This created a relationship where clients were more likely to return to the MUL for future assistance and refer others to the MUL for employment programs.

The MUL CDBG goal for 2006 is to place 23 clients in full time positions and have 10 clients retain their full-time jobs for at least 45 days. To date the MUL CDBG program has placed 13 individuals into full-time work, 3 individuals in part-time positions, and 6 individuals with full-time jobs, and 1 client with a part-time job have retained their positions for at least 45 days.

**DO NOT WRITE BELOW**  
**(For CDGA Use Only)**

Comments:

Score:

**TOTAL POINTS**  
**PART 2**  
**(40 maximum)**



**TOTAL AGENCY BUDGET: REVENUE**  
(inclusive of all programs operated by your agency)

Organization Milwaukee Urban League

Show a three year history of **actual revenue** received by your agency for the three year period shown. If more space is needed continue with another page.

CATEGORY	2004	2005	2006
<b>Government Grants</b> (list sources)			
A. UMOS		\$89,179	\$46,327
B. US Dept. of Housing & Urban Dev.	\$63,711	\$30,000	\$13,634
C. Milwaukee County	\$23,505	\$15,495	\$1,000
D. US Dept. of Education	\$35,011	\$30,292	\$13,866
E. US Dept. of Health & Human Services	\$37,341	\$10,977	\$10,015
F. MMSD	\$45,750	\$19,200	\$ 0
<b>Subtotal</b>	<b>\$205,318</b>	<b>\$195,143</b>	<b>\$84,842</b>
<b>Foundation Grants</b> (list sources)			
A. WE Energies	\$500,000		
B. Annie Casey	\$38,270		
C. Helen Bader	\$160,052		
D. SBC	\$16,600	\$6,825	\$19,800
E. Greater Milwaukee Foundation	\$16,085	\$23,000	\$82,000
F. Pettit Foundation	\$10,000		
G. GE Medical		\$99,000	\$99,000
H. Argosy Foundation			\$10,000
I. Roundy's Foundation		\$20,000	
<b>Subtotal</b>	<b>\$741,007</b>	<b>\$148,825</b>	<b>\$210,800</b>
<b>Other Revenue</b> (list sources)			
A. United Way	\$395,106	\$352,561	\$205,494
B. National Urban League	\$68,500		
C. UPS	\$20,000		
D. Medical College of WI		\$10,608	\$3,427
E. WRTP		\$28,300	\$16,934
F. US Bank	\$18,800		\$20,000
G. Brewers Charities, Inc.	\$11,700		
H. Potawatomi	\$10,000	\$75,000	\$75,000
I. Miscellaneous	\$115,520	\$538,208	\$63,897
J. Fundraising & Events	\$392,612	\$406,101	\$343,297
K. Memberships	\$17,060		
<b>Subtotal</b>	<b>\$1,049,298</b>	<b>\$1,410,778</b>	<b>\$728,049</b>
<b>TOTAL REVENUE</b>	<b>\$1,995,623</b>	<b>\$1,754,746</b>	<b>\$1,023,691</b>

# AGENCY BUDGET: EXPENSES

## CDBG FUNDS ONLY

(A Separate Budget is required for each RFP for which you are applying)

Organization: Milwaukee Urban League

Program Name: Minority Contractors Involvement Project

Show a proposed budget for the program for which you are applying. Include all committed and pending funds for your program.

CATEGORY	Requested Funds	Committed Funds (list source)	Pending Funds (list source)
Personnel	\$15,000		
Fringe Benefits	\$8,500		
Occupancy/Utilities			
General Services (training, travel, printing, advertising, memberships)			
Supplies (office products, postage, computer and cleaning supplies, etc.)	\$26,500		
Contractual Services (accounting, legal, consulting, insurance)			
Equipment(Purchase/Rental)			
Other Costs(Describe)			
<b>TOTAL COSTS</b>	<b>\$50,000</b>		

# AGENCY BUDGET: EXPENSES

## HOME – HOUSING FUNDS ONLY

(A Separate Budget is required for each RFP for which you are applying)

Organization: \_\_\_\_\_

Program Name: \_\_\_\_\_

Show a proposed budget for the program for which you are applying. Include all committed and pending funds for your program.

CATEGORY	Requested Funds	Committed Funds (list source)	Pending Funds (list source)
Acquisition			
Rehab Hard Costs(Electrical, plumbing, carpentry, masonry etc.)			
Physical Inspections			
Soft Costs (legal, appraisals, permits, fees, insurance etc.)			
Other Costs(describe)			
<b>TOTAL COSTS</b>			

(NOTE: Salaries, fringes, rent, utilities, insurance, supplies etc. are to be budgeted utilizing the CDBG Budget form.)

**Board of Directors Roster for Agencies with Grants Administered  
by Community Development Grants Administration**

Organization Name: Milwaukee Urban League

Date Completed: August 11, 2006

Program Year: 2007

NAME & TITLE	RACE	ADDRESS-INCLUDE CITY, STATE & ZIP	TERM EXPIRATION
NAME: Lynn Sprangers TITLE: Chairperson	Caucasian	One Brewers Way Milwaukee, WI 53214	2007
NAME: Larry Waters TITLE: 1 <sup>st</sup> Vice Chairperson	African American	3939 W. Highland Blvd. Milwaukee, WI 53201	2009
NAME: Travis Evans TITLE: 2 <sup>nd</sup> Vice Chairperson	African American	777 E. Wisconsin Ave. Milwaukee, WI 53202	2009
NAME: Scott Jansen TITLE: Treasurer	Caucasian	722 N. Broadway, 13 <sup>th</sup> Fl. Milwaukee, WI 53202	2007
NAME: Michelle Crockett TITLE: Secretary	African American	6737 W. Washington St. Suite 2210 West Allis, WI 53214	2008
NAME: Alonzo Kelly TITLE: Young Professionals President	African American	9000 W. Wisconsin Ave. Milwaukee, WI 53226	Indefinite
NAME: Mitchell Avant TITLE: Member	African American	11800 W. Brown Deer Rd. Milwaukee, WI 53216	2009
NAME: Jeffrey Browne TITLE: Member	Caucasian	633 W. Wisconsin Ave. Suite 406 Milwaukee, WI 53203	2009
NAME: Sharon Carpenter TITLE: Member	African American	5757 N. Green Bay/X34 P.O. Box 591 Milwaukee, WI 53201	2009

The Slate of Officers of the Board Shall Commence on March 2006 and End on March 2007

**NOTE: THIS FORM MUST BE SUBMITTED WHENEVER THERE ARE BOARD CHANGES.**



**Board of Directors Roster for Agencies with Grants Administered  
by Community Development Grants Administration (con't)**

Organization Name: Milwaukee Urban League

Date Completed: August 11, 2006

Program Year: 2007

NAME & TITLE	RACE	ADDRESS-INCLUDE CITY, STATE & ZIP	TERM EXPIRATION
NAME: Milele Coggs, J.D.	African American	3732 N. 40 <sup>th</sup> Street Milwaukee, WI 53212	2009
TITLE: Member			
NAME: Gregory Wesley	African American	225 E. Michigan Ave. 4 <sup>th</sup> Floor Milwaukee, WI 53202	2007
TITLE: Member			
NAME: Derrick Hill	African American	12400 W. Bluemound Rd. Elm Grove, WI 53122-2652	2009
TITLE: Member			
NAME: Jerry Fulmer	African American	231 W. Michigan Ave. P129 Milwaukee, WI 53209	2012
TITLE: Member			
NAME: H. Carl Mueller	Caucasian	1749 N. Prospect Ave. Milwaukee, WI 53202	2007
TITLE: Member			
NAME: Colleen Stenholt	Caucasian	MS 2090 P.O. Box 473 Milwaukee, WI 53201	2007
TITLE: Member			
NAME: Cynthia Stokes-Murray	African American	331 W. Wisconsin Ave. Milwaukee, WI 53203	Indefinite
TITLE: Guild President			
NAME: Anthony D. Smith	African American	333 W. State St. Milwaukee, WI 53201	2012
TITLE: Member			
NAME: Harold A. Scott	African American	3700 W. Juneau Ave. Milwaukee, WI 53208	2012
TITLE: Member			
NAME: Omar Shaikh	Half Korean and Half Pakistani	724 N. Milwaukee Street Milwaukee, WI 53202	2012
TITLE: Member			

The Slate of Officers of the Board Shall Commence on March 2006 and End on March 2007

**NOTE: THIS FORM MUST BE SUBMITTED WHENEVER THERE ARE BOARD CHANGES.**