

**GRANT ANALYSIS FORM
OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS**

Department/Division: CITY DEVELOPMENT

Contact Person & Phone No: William J. Malone, ext. 5894

Category of Request

- New Grant
 Grant Continuation
 Change in Previously Approved Grant

Previous Council File No.

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Project/Program Title: 2012 Global Youth Service Day/Life Ventures Partnership

Grantor Agency: YOUTH SERVICE AMERICA, INC.

Grant Application Date: 07/15/11

Anticipated Award Date: 08/15/11

Please provide the following information:

1. Description of Grant Project/Program (Include Target Locations and Populations):

DCD is applying to Youth Service America, Inc. for a planning grant to be a local Lead Agency for 2012 Global Youth Service Day - April 20-22, 2012. Lead Agencies are organizations that increase the scale, visibility, and impact of Global Youth Service Day by leading GYSD in their city, region, or state. Lead Agencies convene a planning coalition of at least 10 partner organizations that collectively engage at least 600 youth volunteers in service on GYSD, engage local media and elected officials, and plan a high profile signature project or celebration of service. In 2011, DCD served as Milwaukee's Lead Agency and helped provide community service and service-learning activities for more than 825 students from nearly 50 schools and community-based organizations.

2. Relationship to Citywide Strategic Goals and Departmental Objectives:

This grant supports Milwaukee's economic development plan goal to, "Grow the workforce employers need by encouraging Milwaukeeans to finish high school and pursue post-secondary education" by supporting and expanding collaborative initiatives, such as the Life Ventures Partnership, that promote the future vitality of Milwaukee's economy by preparing young people to become life-long learners, productive workers and self-sufficient citizens

3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):

There will be no fiscal or operational impact on other city departments.

4. Results Measurement/Progress Report (Applies only to Programs):

As Lead Agency, DCD will:

- Organize a coalition (at least 10 organizations, including youth representatives), by conducting a comprehensive outreach effort to organizations (nonprofits and community based organizations, K-12 schools, universities, faith-based organizations, government entities, and others) resulting in an event that will engage at least 1,000 youth volunteers;
- Facilitate the coalition's planning process for 2012 Global Youth Service Day in Milwaukee to implement service activities on April 20-22, 2012;
- Have one representative attend the Youth Service Institute in Philadelphia, PA in October, 2011.
- Plan a high profile public service project, demonstration activity, or celebration event on April 20-22, 2012, and invite members of the media, VIPs and local (mayor, city council members), state (governor, state legislators) and federal (US Representatives and Senators) government officials to participate in this event;

- Promote service-learning and educate coalition members about how to make their projects service-learning projects, including use of the Semester of Service framework (assistance and tools to be provided by YSA);
- Select and provide YSA with a contact for the day-to-day liaison who will correspond regularly with the Director of Outreach;
- Provide YSA with contact information for a day-to-day media liaison who will be responsible for coordinating local media outreach for GYSD, and serve as contact person for YSA's Director of Communications;
- Produce, disseminate and provide YSA with press releases and media advisories based on templates provided by YSA and to select a Global Youth Service Day youth spokesperson to represent their efforts and commitment to youth service as part of this media outreach;
- Involve local, state or national government officials in GYSD activities to build political support for youth service;
- Post GYSD service projects developed by coalition, or to work with coalition members to post their own projects, to www.GYSD.org by March 15, 2012;
- Add a link to the YSA or GYSD websites, a web banner, or a widget to their website;
- Brand all service activities as Global Youth Service Day events (this may be in conjunction with other branding), and to brand all promotional materials with the GYSD and State Farm logos (in addition to other relevant logos);
- Provide YSA with periodic electronically submitted updates;
- Provide YSA with photos, copies of media clips and internal marketing materials from GYSD;
- Complete the online Lead Agency evaluation and encourage coalition members to complete local project organizer evaluations by survey.

5. Grant Period, Timetable and Program Phase-out Plan:

GRANT - FROM 10/1/2011 TO 7/1/2012

6. Provide a List of Subgrantees:

N/A

7. If Possible, Complete Grant Budget Form and Attach to Back.