

**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:** Global Youth Service Day 2011/Life Ventures Partnership

**Grantor Agency:** YOUTH SERVICE AMERICA, INC.

**Grant Application Date:** 07/15/10

**Anticipated Award Date:** 08/15/10

**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 Global Youth Service Day – April 15-17, 2011. 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.

**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 a Lead Agency, the Department of City Development 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 600 youth volunteers.
- Facilitate the coalition's planning process for Global Youth Service Day 2011 in the Lead Agency's city, region or state to implement service activities on April 15-17, 2011.
- Have one representative attend the Youth Service Institute in Detroit, MI on October 13-15, 2010.
- Plan a high-profile public service project, demonstration activity or celebration event on April 15-17, 2011 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 that will correspond regularly with the Director of Outreach.
- Provide YSA with contact information for a day-to-day media liaison that 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](http://www.GYSD.org) by March 15, 2011.
- Add a link to the YSA or GYSD websites, a web banner or a widget to their web site.

- 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 on December 1, 2010, February 1, 2011 and April 1, 2011.
- 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 by June 1, 2011.

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

GRANT - FROM 10/1/2010 TO 7/1/2011

**6. Provide a List of Subgrantees:**

N/A

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