

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

Department/Division: City Development

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Category of Request

- ☒ **New Grant**
- ☐ **Grant Continuation**
- ☐ **Change in Previously Approved Grant**

Previous Council File No.

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Project/Program Title: 2014 Global Youth Service Day Lead Agency Grant

Grantor Agency: Youth Service America, Inc.

Grant Application Date: 07/13/13

Anticipated Award Date: 08/15/13

Please provide the following information:

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

DCD has received funds from Youth Service America, Inc. ("YSA") for a planning grant to be a local Lead Agency for 2014 Global Youth Service Day ("GYSD") - April 11-13, 2014. Lead Agencies are organizations that increase the scale, visibility and impact of GYSD by leading GYSD in its 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 2013, DCD served as Milwaukee's Lead Agency and helped provide community service and service-learning activities for more than 1,600 students from 26 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 (of at least 10 organizations, including youth representatives) by conducting a comprehensive outreach effort to organizations (non-profits and community-based organizations, K-12 schools, universities, faith-based organizations, government entities and others), resulting in an event that will engage at least 1,200 youth volunteers.
- Facilitate the coalition's planning process for 2014 GYSD in Milwaukee to implement service activities on April 11-13, 2014.
- Have one representative attend the Youth Service Institute in Baltimore, MD in November, 2013.
- Plan a high-profile public service project, demonstration activity or celebration event on April 11-13, 2014, and invite members of the media, VIPs and local (mayor, common 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 the 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 GYSD 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 the coalition or to work with coalition members to post their own projects to www.GYSD.org by March 15, 2014.
- Add a link to the YSA or GYSD web sites, a web banner or a widget to their web site.
- Brand all service activities as GYSD 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 10/1/2013 to 6/30/2014

6. Provide a List of Subgrantees:

N/A

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