

City of Madison

Community Development Division

Youth, Young Adult & Employment

Application Instructions

Applications are due
12:00 NOON, Friday, August 19, 2022
LATE APPLICATIONS WILL NOT BE ACCEPTED. NO EXCEPTIONS.

All organizations requesting funds **must** submit a completed application.

Applicants wishing to be considered for funding through the RFP process **must submit** a [Letter of Intent form](#) by **Tuesday, July 12, 2022, 4:30 PM CST**, to CDDapplications@cityofmadison.com

Application Workshop

*All agencies applying for any funds within the Youth and Adult Employment Initiative should attend a scheduled [workshop](#). Do **not** attend this workshop if you are not applying for funds in these areas.*

When: July 13, 2022 9:00 – 11:00 am [Register for this Workshop](#)

OR

July 14, 2022 2:00 – 4:00 pm [Register for this Workshop](#)

Location: [Workshops](#) will be held via Zoom

If you are unable to attend the workshop, you must contact either Hugh Wing at 608-266-6245 or hwing@cityofmadison.com, or Yolanda Shelton-Morris at 608-266-6563 or yshelton-morris@cityofmadison.com to discuss other possible arrangements.

Application Materials: Please visit the [Community Development Division Funding Opportunities website](#) to access all application materials.

Submitting Applications: Submit applications via email to: CDDapplications@cityofmadison.com. You will receive a confirmation email once you have submitted your application(s). These email notifications are not auto generated so allow some time for a person to receive and process your application. If you do not receive a notification within 2 hours, it means that your application did not get delivered. Please call (608) 266-6520.

The following items are found under [Application Downloads](#) and should be included in your submission:

1. Application(s) –If you are applying for multiple programs or service areas, you **must** complete an application for each program area.
2. Budget Workbook
3. Program Logic Model(s)
4. Letters of Commitment/MOUs – Agencies that identify key partnerships in their application must provide written documentation of agreement/commitment from each listed partner.
5. Fiscal Agent Form (if applicable)

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General Instructions

The narrative section of the application is your opportunity to convince reviewers that your project meets the selection criteria as outlined in the RFP. Below are some general recommendations to help you present your project in a way the reviewers will find compelling and persuasive.

- Lead from your program strengths and be explicit. Do not make the mistake of trying to stretch your proposed program description to fit funding priorities and special considerations articulated in the RFP.
- Be clear and succinct. Do not use jargon, boilerplate, rhetoric, or exaggeration. Describe clearly what you intend to do and how your project responds to the selection criteria.
- Avoid circular reasoning. The problem you describe should not be defined as the lack of the solution you are proposing.
- Explain how. Avoid simply stating that the criteria will be met. Explicitly describe how the proposed project will meet the criteria.
- Don't make assumptions. Even if you have received funding from the Community Development Division in the past, do not assume your reviewers know anything about you, your proposed program, your partners, or your beneficiaries. Avoid overuse of acronyms.
- Follow the instructions and discuss each criterion in the order they are presented in the instructions. Answer each question, avoid using "see answer submitted in question above/below".
- Complete and submit the application and other required documentation **BEFORE** the deadline. **No late applications will be accepted.**

Questions

After reading through this document, if you have any questions **related to the content of the application**, please email the designated staff below:

Hugh Wing – hwing@cityofmadison.com

Yolanda Shelton-Morris – yshelton-morris@cityofmadison.com

If you have any questions or concerns that are related to **technical aspects** of this document, including difficulties with text boxes or auto fill functions, please email Jen Stoiber – jstoiber@cityofmadison.com

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Application Section Point Values

Categories	Point Value
Organizational Qualifications	15
Partnerships, Collaboration & Coordination	20
Program Design	40
Theory of Change & Logic Model	20
Budget	5
Total	100

Narrative Sections and Selection Criteria

Applicants are encouraged to thoroughly review the narrative instructions provided below alongside the Evaluation Scoring Rubric (Appendix D). Applicants will submit their narrative into the appropriate sections of the application.

1. Organizational Qualifications

This section should explain how your organization is qualified to operate the proposed program. Reviewers will consider the quality of the application’s response to the following criteria.

a. Organizational Background and Staffing

Demonstrate that the organization has the experience, staff, and management structure to plan and implement the proposed program. Detail the roles, responsibilities, and structure of staff that will be implementing the program as well as providing oversight and monitoring for the program.

Demonstrate that the organization has a history of and ability to authentically engage with BIPOC, LGBTQ+, immigrant, and low-income households and individuals.

b. Culture that Values Learning

Demonstrate how the organization’s board, management, and staff collect and use information, including performance data, for learning and decision making. Explain how the board, management, and staff collect and use information to determine its programmatic effectiveness in serving a community with members that are diverse.

2. Partnerships, Collaborations & Coordination

This section should explain how your organization’s local connections and experience helps to facilitate quality and well-coordinated employment and training services to

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individuals and households who are furthest from resources and opportunities. Reviewers will consider the quality of the application's response to the following criteria.

- a. Describe the organization's current and recent collaboration and partnerships with groups, specifying organization names and information about your shared work and accomplishments.
- b. Describe the organization's plan to partner, collaborate, and coordinate services with other service providers, including names, partnership details, and any formal agreements.

Note: Agencies that identify key partners in their proposed program must provide a signed letter from the organization that describes their roles and responsibilities within the program.

3. Program Design (Rationale and Approach)

This section should clearly define the employment and/or specialized training to be provided directly and/or through partnerships/linkage agreements with other agencies that are appropriate to addressing the needs of and achieving desired outcomes for the target population. Applicants should provide a clear explanation of the projected level of services and engagement, what types of services, and when and how services will be delivered. Reviewers will consider the quality of the application's response to the following criteria.

- a. Demonstrate that the organization has experience providing outreach, career preparation, employment, and training services to youth, young adults, and/or adults, especially those who face one or more barriers to employment and economic stability.
- b. Describe the organization's outreach, intake, and assessment strategies used to recruit, enroll, and engage participants.
- c. Outline the program's service delivery plan including program elements provided by the organization, provided by partners (if applicable), and coordinated with local service providers.
- d. Describe how the proposed services are based on evidence of success/best practices, align with local workforce needs, and creates connection to educational and/or career pathways.

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4. Theory of Change & Logic Model

This section should describe your program's Theory of Change and discuss your rationale for setting output and outcome targets in your logic model. Rationales should be informed by the organization's performance data (e.g., program data observed over time that suggests targets are reasonable), relevant research (e.g., targets documented by organizations running similar programs with similar populations), or prior program evaluation findings. Reviewers will consider the quality of the application's response to the following criteria.

- How the proposed program or service is responsive to the identified need/problem.
- Proposed program or service is clearly articulated including the design, dosage, target population and role of the applicant.
- The applicant's proposed program or service is likely to lead to the outcomes identified in the applicant's Theory of Change.
- The expected outcomes articulated in the application narrative and Logic Model represent meaningful progress in addressing the need identified by the applicant.

The Logic Model is a visual representation of the applicant's Theory of Change. Programs should include short, medium, and long-term outcomes in the logic model. Applicants are not required to measure all components of their theory of change. The applicant's performance measures should be consistent with the program's Theory of Change and should represent significant program activities. Applicants are **required** to submit a Logic Model as part of their application using the provided [template](#). If you are applying for multiple programs or service areas, you **must** complete a logic model for each proposed program.

The Logic Model shall depict:

- A brief summary of the problem that the program activities (interventions) are designed to address.
- The inputs or Resources that are necessary to deliver the program activities
The core activities that define the program model that will be implemented, including
 - duration of program (e.g., total number of weeks, sessions, months),
 - dosage of the program (e.g., hours per sessions per week), and
 - target population for the program (e.g. disconnected youth, adults at a certain literacy proficiency level)
- The measurable outputs that result from delivering the program (i.e., number of participants served, types and number of activities conducted).

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- Outcomes that demonstrate changes in knowledge/skill, attitude, behavior, or condition that occur as a result of the program.

5. Budget

Please complete the [Budget Workbook](#), including all costs for which you are requesting through this RFP. The budget should also include any leveraged resources (as applicable) used to support the program. All costs must be reasonable, allowable, necessary and allocable among the stated cost categories.

Budget Workbook - Technical Instructions

1. **Do not attempt to unlock the protected worksheets.** If you are struggling with something call us. We will not give you the password, but we can be helpful.
2. **Fill in yellow areas.** This document is designed to auto fill, particularly the budget information, to provide consistency of reported numbers throughout various sections. White boxes that have auto filled cannot be altered without going in and altering the information you first entered in yellow.
3. **Only use Whole Numbers.** Round your answer to the nearest dollar. Do not include cents in your answers. If you enter a formula, please convert it to a whole number before submitting your application.
4. **Error Messages.** The word **ERROR** will appear on AppII and AppIII if your dollar amounts do not match or are too high. Fill out AppI, AppII, and AppIII completely, then go back and make corrections if you still receive any error messages. *Hover over the red triangle in the right corner of the box for hints on how to get rid of the error message.*

Attachments

The attachments listed below must be included with the application. All attachment forms are available on the [Community Development Division's website](#).

1. Application(s) – If you are applying for multiple programs or service areas, you **must** complete an application for each program area.
2. Budget Workbook
3. Program Logic Model(s) – If you are applying for multiple programs, you must complete an application for each proposed program.
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