FY24 PURCHASE OF SERVICES GRANTS

Applicant Workshop | City of Dubuque
ABOUT POSG

The Purchase of Services Grant program provides support for human service programs in the city of Dubuque that further the City’s goals, objectives, and priorities. Not for-profit and faith-based organizations located in the City of Dubuque providing year-round human services programs are eligible to apply.
CITY COUNCIL GOALS

ROBUST LOCAL ECONOMY
Diverse Businesses and Jobs with Economic Prosperity

VIBRANT COMMUNITY
Healthy & Safe

LIVABLE NEIGHBORHOODS & HOUSING
Great Place to Live

SUSTAINABLE ENVIRONMENT
Preserving & Enhancing Natural Resources

PARTNERSHIP FOR A BETTER DUBUQUE
Building Our Community that is Viable, Livable, and Equitable

DIVERSE ARTS, CULTURE, PARKS & RECREATION EXPERIENCES & ACTIVITIES

CONNECTED COMMUNITY
Equitable Transportation, Technology Infrastructure, & Mobility

FINANCIALLY RESPONSIBLE, HIGH-PERFORMANCE CITY ORGANIZATION
Sustainable, Equitable, and Effective Service Delivery
CITY COUNCIL PRIORITIES

2022-2024 TOP PRIORITIES

• Air Service Future Strategy and Action Plan
• Chaplain Schmitt Island Master Plan Implementation
• City Workforce Retention and Attraction: Direction and Funding
• Climate Action Plan Implementation
• Comprehensive Fire Stations Locations: Study, Report, Direction, and Funding
• Street Program: Direction and Funding

2022-2024 HIGH PRIORITIES

• Catfish Creek Sanitary Sewer Project: Debt Policy Direction, Phasing, and Funding
• Central Avenue Revitalization Plan: Adoption, Direction, and City Actions
• Five Flags: Options, Funding Mechanism, Direction, and Next Steps
• Housing Incentive Policy: Review and Direction
• Poverty Prevention and Reduction Plan Implementation
• Sutton Pool Staffing and Operational Needs: Future Direction and Funding
INELIGIBLE ACTIVITIES

- Expenses occurring prior to July 1, 2023
- Capital improvements or building renovations
- Retirement of old debt
- Inherently religious or political activities
- General fundraising
- Purchase of equipment
- Lobbying
- Organizational dues or memberships
- Income payments to, or on behalf of, individuals
- Expenses that violate local, state, or federal laws

Materials and equipment that are necessary for the success of the program are eligible.
FUNDING GUIDELINES

BY THE NUMBERS

• $100,000 available for competitive grants
• Minimum request amount: $2,500
• Maximum request amount: $25,000
• Request no more than 75% of total project cost. (Project = $10,000; Request no more than $7,500)

OTHER PROVISIONS

• An applicant is eligible to receive funding for no more than 4 consecutive years.
• Priority is given for new or expanded programming.
• Only complete applications will be considered for funding.
• If you have questions, contact Mary Bridget before submitting an application.
RATING CRITERIA (40 POINTS TOTAL)

ELIGIBILITY
2 POINTS
Preference given to new and expanded programming.

NARRATIVE
10 POINTS
Meeting Council goals and priorities and identified community needs. Show us the data behind the need.

DIVERSITY, EQUITY & INCLUSION
15 POINTS
How will this program advance equity in Dubuque? Describe your organization's commitment to equity.

OUTCOMES
5 POINTS
Describe the anticipated impact and how it will be measured. What's your baseline data?

BUDGET
8 POINTS
Use of funding is efficient and appropriate. Applicant shows responsibility and capacity for delivering services.
TIMELINE

- **POSG Apps Open**
  - 4/10

- **POSG Apps Close**
  - 5/4

- **Funding Recommendations approved by CDAC**
  - 5/17

- **Approved by City Council**
  - 6/20

- **Agreements Begin**
  - 7/1

2023

**Application Committee Review**

**Recommended Agency Notification & Subrecipient Agreement Process**

**Final Notification to All Agencies**
Agencies must acknowledge the City’s support.

Applications will be reviewed by CDAC members and City Staff.

Quarterly Reports submitted in October, January, April & June.

Agencies must submit Schedule G insurance to City and meet minimum requirements.
APPLICATION OVERVIEW
CREATE ACCOUNT
To save progress and auto-populate some fields, this is recommended.

USE PLACEHOLDERS
To get to next section, use obvious placeholders to move forward.

PROOFREAD
Go back through your entire application before submitting.
STEP ONE

CONTACT INFORMATION

Name of Applicant Organization*
Maddy's Center for Kids

Name of Program*
Learning to Do Other Stuff

Start Date of Program*
07/01/2022

End Date of Program*
09/30/2023

Name of Executive Director or Chairperson*
Derek Zoolander

Address1*
350 W. 6th Street

Address2
Suite 312

City*
Dubuque

State*
IA

Zip*
52001

Phone*
563-599-6102

Email*
mhaverla@cityofdubuque.org
GRANT SUMMARY REQUEST

FY 2023 Purchase of Services Grant Application

2. GRANT REQUEST SUMMARY

Name of Grant Contact: Maddy Haverland
Phone: 563-690-6102

Address1:
350 W 6th St

Address2:
Suite 312

City: Dubuque
State: IA
Zip: 52001

Email: mhaverla@cityofdubuque.org

Grant Amount Requested: 25000
In-kind Match: 1
Cash Match: 1

Total Match: [ ]
ELIGIBILITY REQUIREMENTS

ELIGIBILITY REQUIREMENTS (2 Points Possible)

Eligibility Status*
- [ ] My organization is incorporated in the State of Iowa as a City of Dubuque not-for-profit
- [ ] My organization is an affiliated group with its own specific mission, governing structure, and budget using the incorporated status of a City of Dubuque umbrella not-for-profit organization
- [x] My organization is incorporated as a not-for-profit and delivers services in the City of Dubuque

Has this program received Purchase of Service Grant funding before?*
- [ ] Yes
- [x] No

Has your organization received Community Development Block Grant (CDBG) funding?*
- [ ] Yes
- [ ] No
- [ ] Unsure

This includes CDBG-CV (COVID) funding.

Primary City Council Goal*
- [ ] Select One —

If applicable, select top high City Council Priority your project contributes toward.*
- [ ] Select One —

Please check the location(s) or service area(s) for your project*
- [ ] Downtown
- [ ] Hill/Campus
- [ ] Point Neighborhood
- [ ] West End
- [ ] North End
- [ ] City Wide
- [ ] South End
- [ ] Other

* indicates a required field

ELIGIBILITY REQUIREMENTS

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- [x] My organization is incorporated in the State of Iowa as a City of Dubuque not-for-profit
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- [ ] Point Neighborhood
- [ ] West End
- [ ] North End
- [ ] City Wide
- [ ] South End
- [ ] Other

* indicates a required field
NARRATIVE

1. Please describe your program and how it aligns with City Council Goals and Priorities. (5 Points)

This program provides children throughout the community the opportunity to prevent summer learning loss by participating in educational programming and learning valuable life skills. This new program will focus on building confidence in kids of all ages by allowing them to choose specific tracks in areas they want to develop skills in. Course options include modeling, base jumping, contract negotiations, fashion, and signature looks. This program aligns with the City Council Goal of Partnership for a Better Dubuque by providing unique services that are not offered at any other organization in the city. It also contributes toward the Council Priority of Equitable Poverty Prevention and Reduction Plan Implementation by increasing confidence in children and providing valuable life skills that will help them succeed as they grow and enter the workforce.

*Fake example.

2. Please provide a detailed explanation of the need identified in the community that this program addresses. Include any relevant baseline data available to justify need. Describe how this program fills a gap in services. (5 Points)

Recent studies show that children as young as 8 years old begin to feel self-conscious about their body image. Census data from 202 shows that 20% of Dubuque’s population is below the age of 8 years old, which means there is ample opportunity for early Intervention. Furthermore, there are approximately 9,000 students enrolled in local middle schools and high schools who could also benefit from the programs offered by learning to embrace and share their unique beauty and talents. In an anecdotal survey conducted among the 40 second-grade students that I made up, 90% stated that they did not know how to match their shoes to their outfit. This growing trend among our community’s youth is preventable.

*Fake data.

Tip: If the program will provide new or expanded services, describe here.
**DIVERSITY, EQUITY, & INCLUSION**

**FY24 POSG Applicant Workshop**

<table>
<thead>
<tr>
<th>Questions 3 through 5 should help us understand how your program furthers the City’s efforts for an equitable and inclusive community. How does your program plan to address diversity and inclusion in the following aspects?</th>
</tr>
</thead>
<tbody>
<tr>
<td>3A. Identify the primary outreach method used to plan your program delivery and services?</td>
</tr>
<tr>
<td>3b. Identify up to three populations you intentionally involved in your planning, marketing, outreach, service delivery process.</td>
</tr>
<tr>
<td>Ages under 18</td>
</tr>
<tr>
<td>Select One --</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Targeted kids, parents, and agencies that assist kids and parents.</td>
</tr>
</tbody>
</table>
3C. Check the degree to which those reached through outreach and engagement were reasonably representative of the demographic makeup of the community*

- Not representative of community demographics
- Slightly representative of community demographics
- Moderately representative of community demographics
- Very representative of community demographics

3D. Describe why you chose the above level of demographic representation.*

Tip: Does your organization work primarily with certain subgroups, making engagement not representative of the demographics of the greater Dubuque community? Explain how you arrived at your determination.

4. List organizations/groups/individuals you partner with to deliver programming and how they are involved. (1000 characters) (5 Points)*

We partner with the Schools, the Brain Health Outreach Initiative, After-school Education Programs, Community Center Central, Bottom Line Business School, and Dubuque Area Modeling Agency to deliver programming. Kids are recruited and referred through the schools and BHOI. We partner with community centers and after-school programs to provide the basic skill level courses of each track.

The Business School and Modeling Agency provide volunteer teachers and mentors to develop curriculum and teach the advanced courses in each track. When kids complete their track, there is a graduation ceremony held at the Business School Convention Center that allows kids to showcase their new skills and receive a certificate of completion. This ceremony is key to giving the kids a sense of pride and accomplishment, and reinforces their worthiness to be celebrated as an individual.

Tip: Tell us who helped you identify and understand how to best meet the needs or provide services to the targeted population.

Could be more descriptive of how these agencies informed your process and programming decisions.
**DIVERSITY, EQUITY, & INCLUSION CONT’D**

4b. Please describe additional ways in which your organization values and prioritizes equity and inclusion. (5 Points)*

Three of our staff members have attend the City of Dubuque’s 32-hour ICC/Equity training. We also participated in the 21-day Equity Challenge through a local provider. An internal review team is currently reviewing all of our policies for inequities. At our monthly staff meeting, we focus on learning more about culturally-appropriate tracks to develop and how to support students from all backgrounds in honoring their cultural traditions.

5. How will outreach and engagement impact the delivery of program services? (limit to 800 characters) (5 Points)*

The feedback that we received from students, parents, and partnering service agencies lead us to add the "contract negotiations" track, which we hadn’t initially planned on. While all of the other tracks are valuable, there was a need for skill development in this area. Additionally, we found that the best way to deliver our services is to work with existing providers to reach kids where they are and not creating a burden on parents with time and transportation.

Tip: Describe how you identified, reached, and accommodated the target population.
OUTCOMES

Who is better off because of this program? How do we know that? How does this advance the City Council Goal/Priority?
BUDGET

BUDGET (8 Points Possible)
Budget responses should reflect program costs only. Use narrative to describe organizational capacity.

Does your organization operate on a Calendar or Fiscal Year?*
- Select One -- 

EXPENSE CATEGORIES

Download Budget Worksheet (3 Points)   Upload Completed Budget Worksheet*

FY23 Purchase of Service Grant Budget Worksheet

Please download the budget worksheet by clicking the link. When you complete the worksheet, upload it using the box to the right.

Some fields in the worksheet are locked. All GREEN cells are able to be edited.

City of Dubuque FY24 Purchase of Services Grant
BUDGET WORKSHEET

EXPENSE CATEGORY  CASH MATCH  IN-KIND MATCH  GRANT FUNDS REQUESTED  TOTAL

<table>
<thead>
<tr>
<th>Category</th>
<th>Cash Match</th>
<th>In-Kind Match</th>
<th>Grant Funds Requested</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative</td>
<td></td>
<td></td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>Salaries/Benefits for Program Delivery</td>
<td></td>
<td></td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>Supplies and Materials</td>
<td></td>
<td></td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>Space &amp; Equipment Rental</td>
<td></td>
<td></td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>Marketing/Publicity</td>
<td></td>
<td></td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>Third-Party Payments</td>
<td></td>
<td></td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td>-</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td></td>
<td></td>
<td>-</td>
</tr>
</tbody>
</table>

GREEN CELLS CAN BE EDITED
ALL OTHER CELLS ARE LOCKED

BUDGET (8 Points Possible)
Budget responses should reflect program costs only. Use narrative to describe organizational capacity.

Does your organization operate on a Calendar or Fiscal Year?*
Fiscal

Start Date 07/01/2022   End Date 06/30/2023

EXPENSE CATEGORIES

Download Budget Worksheet (3 Points)   Upload Completed Budget Worksheet*

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# BUDGET CONT’D

## City of Dubuque FY24 Purchase of Services Grant

### BUDGET WORKSHEET

<table>
<thead>
<tr>
<th>EXPENSE CATEGORY</th>
<th>CASH MATCH</th>
<th>IN-KIND MATCH</th>
<th>GRANT FUNDS REQUESTED</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative</td>
<td>$12,000.00</td>
<td>$5,000.00</td>
<td>$17,000.00</td>
<td></td>
</tr>
<tr>
<td>Salaries/Benefits for Program Delivery</td>
<td>$20,000.00</td>
<td>$10,000.00</td>
<td>$30,000.00</td>
<td></td>
</tr>
<tr>
<td>Supplies and Materials</td>
<td>$5,000.00</td>
<td>$10,000.00</td>
<td>$10,000.00</td>
<td></td>
</tr>
<tr>
<td>Space &amp; Equipment Rental</td>
<td>$1,200.00</td>
<td>$1,200.00</td>
<td>$1,200.00</td>
<td></td>
</tr>
<tr>
<td>Marketing/Publicity</td>
<td>$3,500.00</td>
<td>$3,500.00</td>
<td>$3,500.00</td>
<td></td>
</tr>
<tr>
<td>Third-Party Payments</td>
<td>$3,500.00</td>
<td>$3,500.00</td>
<td>$3,500.00</td>
<td></td>
</tr>
<tr>
<td>Other:</td>
<td>$3,500.00</td>
<td>$3,500.00</td>
<td>$3,500.00</td>
<td></td>
</tr>
</tbody>
</table>

**Total: $25,000.00**

**Project Request: $66,700.00**

Project Request = \( \frac{\text{Total Project Cost}}{\text{Less than 75%}} \)
BUDGET CONT’D

**PROGRAM INCOME CATEGORIES**

<table>
<thead>
<tr>
<th>Earned Income</th>
<th>Source/Description:*</th>
<th>Expected Income*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations</td>
<td>Source/Description*</td>
<td>Expected Income*</td>
</tr>
<tr>
<td>Other (Describe):</td>
<td></td>
<td>Expected Income</td>
</tr>
</tbody>
</table>

Income Totals

<table>
<thead>
<tr>
<th>Source/Description*</th>
<th>Expected Income*</th>
</tr>
</thead>
</table>

8. Provide any additional information to explain the budget for program and organizational capacity for program delivery. (Limit to 800 characters) (5 points)*

Our group has been active in the Dubuque community for over 5 years. Maddy Haverland, Program Director, has 15 years’ experience in nonprofit management and has successfully run projects similar to this in scale and budget. We have staff and volunteers trained and ready to start this program when funded, so that funds are spent in a timely manner.

**Grant Reporting**

The Fiscal Year 2023 Purchase of Service Grant will require minimum reporting on the following: Race, Ethnicity, Age, Income of Household/Person. Reporting will be completed on a quarterly basis, with reports being due on the 15th of the month in October, January, April, and July.
We hereby certify that, to the best of our knowledge, all of the information contained in this Application is true and correct. We understand that the City of Dubuque reserves the right to request modifications in this application during the process of contract negotiation, and that, as finally approved by the City of Dubuque, the Application shall serve as the work plan of the organization and shall become part of the Contract with the City of Dubuque. The Applicant certifies: 1. Agreement to submit further documents as required by the City of Dubuque to determine project and organization eligibility; 2. Agreement to maintain any other specific records, as may be determined necessary by the City of Dubuque, to the overall evaluation of the project; 3. Agreement to comply with all federal, state and local regulations governing the award and use of grant funds; 4. Agreement to submit additional information as necessary to determine eligibility for Community Development Block Grant (CDBG) funds.

I certify that I am authorized to submit this application on behalf of the organization named herein.

Electronic Signature*  Title*  Date*

Checklist of Attachments
Please attach documents ONLY when you are ready to submit. Attachments will not be saved.
- Articles of Incorporation
- Evidence of non-profit status
- List of current Board of Directors and their affiliations
- List of program's current staff positions
- Most recent Annual Financial Statement or Audit
- Agency's Current Year Operating Budget (Limit to one page)
- Attach a copy of your long range plan
- Attach Articles of Incorporation

For more information, contact:
Madeline Haverland | Community Development Specialist
mavara@cityofdubuque.org | 563-680-4102
350 W 6th Street, Suite 312 | Dubuque, IA 52001

Application is Complete
Thank you for your interest in Purchase of Services Grant.

Receive an email copy of this form.
Email address: 
This field is not part of the form submission.

Submit  Submit and Print  Go Back
ONLINE RESOURCES

Available for the clicking

PURCHASE OF SERVICES INFO
- Purchase of Services grant info page
- POSG Guidelines
- POSG Application

CITY PLANS
- City Council Goals & Priorities
- Equitable Poverty Reduction & Prevention Plan
- Imagine Dubuque Comprehensive Plan
- CDBG Consolidated Plan

OTHER RESOURCES
- Secretary of State Business Entities Search
- City Council Agendas and Minutes
- Dubuque Data Walk 2021
- US Census QuickFacts
QUESTIONS

CAN FUNDS BE USED FOR OPERATIONAL COSTS?
Funds can be used to pay salaries and provide materials necessary for the new/expanded programming. This does NOT include payment for existing space rental or purchasing office equipment. POSG are not intended for “normal” maintained operational costs.

WHAT PROJECTS OR PROGRAMS HAVE RECEIVED FUNDING BEFORE?
You can find the recipients of the last two rounds of funding here. This information is public record and can also be found in City Council Minutes online.

WHAT ARE THE FUNDING PRIORITY AREAS?
Programming that clearly aligns with City Council Goals and Priorities. Also, note that additional points are given for new and expanded programming.

CAN THIS FUNDING BE USED ON CAPITAL PROJECTS, SUCH AS BUILDING IMPROVEMENTS?
No.

OTHER QUESTIONS?
THANK YOU

Mary Bridget Corken-Deutsch
Community Development Specialist
563-690-6094
mdeutsch@cityofdubuque.org
www.cityofdubuque.org/posg