

**Application for 2010 Supplemental Funds
Community Resources Program**

*Submit signed original and digital copies of this application to the
Community Development Division,
Room 225, MMB, 215 Martin Luther King Jr., Blvd.
Madison, WI 53701*

Deadline: Noon on March 2, 2010
(Late or incomplete applications will not be considered)

Program Title:	Asian Outreach Program		Agency:	Kennedy Heights Neighborhood Association, Inc. Db: Kennedy Heights Community Center	
Amount Requested:	\$3000	<i>Amount Allowable: \$2500-\$10,000</i>	Current Community Resources Funding for this Program:	\$5148	
Address:	199 Kennedy Heights Madison, WI 53704				
Contact Person:	Alyssa Kenney		Telephone:	(608) 244-0767	
E-Mail:	director@khcommunitycenter.org				

- 1) **Program Description:** Summarize the programs major purpose and activities, demographics of intended population and geographic service area.

The Asian Outreach program provides support to community members to help them best access and utilize community resources and services to improve their quality of life. The program targets Southeast Asian community members. The program is available to community members from throughout the city of Madison but outreach activities are targeted in the Kennedy Heights and Northport neighborhoods on the northside of Madison. Hmong residents make up 45% of the residents in the Kennedy Heights neighborhood. In 2009, 52% of the 385 people that accessed the program lived outside of the Kennedy Heights neighborhood. The goal of the Asian Outreach program is to enhance the lives of Southeast Asian residents in Madison through decreasing isolation and increasing access to resources and programming that promote participation in community life.

The coordinator provides translation and cultural brokering services to community residents, staff, and other community service providers. The program hosts monthly workshops on topics of interest to community residents. Some past workshop examples include: “How to get and use a library card”, “Low-Budget – High Nutrition Cooking”, “Knitting”, “Checking Accounts – the why and how”, “How to Clean a Fish (to reduce exposure to toxins)”, “Introduction to Computers”, “English as Second Language” and many other. The Asian Outreach Program also helps families to access other community programs such as Koats for Kids, Toys for Tots, 100 Black Men School Supply Giveaway, Volunteer Tax Assistance and the low-income bus pass program. The staff hosts regular hours in which community members can make appointments or drop by to receive support in accessing community services or center programs. During this drop-in time staff has assisted residents to secure housing, employment, driver licenses, medical insurance, food-shares, getting phone service, child care, citizenship, and much more. Staff also helps to connect families to their children’s school by helping to register students, assisting with parent teacher conferences, and helping the school to communicate with parents. The impact for community members is an improved quality of life and a stronger connection to their community.

- 2) **Program Need:** Please describe the increase in requests for service or unanticipated economic hardship for your program that warrants application for this funding. For example: increased service participants, increased waiting list, specific increases to staffing hours or program hours, unanticipated program cost, or lost funding.

Increase in Demand for Service

- The number of workshops that the Asian Outreach Program has provided has increased 44% between 2007 and 2009
2007 = 32 workshops, 2008 = 40 workshops, and 2009 = 46 workshops.
- The number of individuals accessing the Asian Outreach program has increased 24% between 2008 and 2009
2008 (311 people) and 2009 (385 people)
- The number of families from outside Kennedy Heights accessing the Asian Outreach Program has increased by 77%
2007 = 27 families outside Kennedy Heights, 2009 = 48 families outside Kennedy Heights

Unanticipated Program Costs

- As the community center has increased the numbers of workshops to meet community demand our childcare costs have increased. During a regular program workshop for adults attended by 8 - 10 adults it is common for 20 – 30 children to need child care. For each adult workshop the center needs to recruit and often pay two – three babysitters.
- The Asian Outreach Program assists families to access community resources; this often includes providing transportation for families. Increasing transportation demands and costs are limiting the amount of services Kennedy Heights is able to provide to families in need to stay within budget.

Program Economic Hardship

- While increasing service to meet community need, funding from the county has decreased 24%, funding from United Way of Dane County has remained flat and funding from the city has increased 9% - THANK YOU!
- The Community Center has increased fundraising for this program by 94%
From \$1800 in 2006 to \$3500 in 2010
In 2009, the total dollar amount of center fundraising decreased, after four years of steady increases.

Social Support Web for Families Deteriorating

- A number of other agencies and programs that target and support Hmong community members have been cut or reduced in the past few years. These include staff and program reductions at United Asian Services, program cuts at Kajsia House and the end of the Hmong Employment program at the Northport Community Center. As other programs reduce services the demand for the Kennedy Heights Asian Outreach Program grows.
- Many social service programs that low-income and vulnerable individuals access have been limited, have long wait times, or greater competition for limited spaces. More families are waiting for Badger-Care and Food-Shares benefits, more families are struggling to meet basic needs. As a result, helping families access services is taking more staff time than in previous years.

- 3) **Service Goals:** Please attach a copy of your Community Resources Program year end or December service report to this application. Please add a column to your service numbers section that identifies what your 2010 proposed new goal numbers would be if you were allocated the funds you are requesting.

See Attached

- 4) **Fund Utilization:** Understanding that this is a one time allocation, how will these funds be used in 2010? Will the supplemental costs be allocated to staffing, program supplies or other expenses?

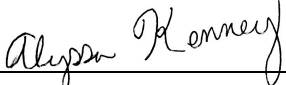
The supplemental cost will be used to temporarily increase staff hours to meet the increased service demand, to recruit and pay babysitters during community workshops and to increase the program's transportation budget to meet increased community need.

5) **Budget:** Please provide the following information. You will be contacted if additional information is necessary.

Program Budget	Current (as reported in your Budget appendixes in January 2010)	Proposed
Personnel	\$17,757	\$19,240
Operating	\$6310	\$7163
Space	\$1859	\$2138
Special Costs	\$0	\$0
Total	\$25,926	\$28,541

6) **Signature:** Name and signature of the principal individual responsible for this program proposal.

Name: Alyssa Kenney Title (if applicable): Executive Director

Signature:  Date: 2/16/10

If you need assistance with this application or are unclear about how to answer the above questions please feel free to contact your current contract manager or staff at (608) 266-6520.

KENNEDY HEIGHTS NEIGHBORHOOD ASSOCIATION
 Quarterly Service Report: City of Madison
 Due Dates: 4/15, 7/15, 10/15, /15

Period Covered: October - December Date: 1/15/10
 Prepared by: Vammeej Yang & Alyssa Kenney Phone: 244-0767

Service D: Asian Outreach Program
 (See back for definition of unduplicated)

	This Quarter	Year to Date	Annual Goal	New 2010 Goal
Number of unduplicated participants in monthly workshops	33	46	30	50

Month Of:	Attendance at Monthly Workshop
January	5 ESL, 7 ESL, 5 ESL, 8 Nutrition Workshop
February	8 ESL, 8 ESL, 6 Nutrition Workshop
March	8 ESL, 5 ESL, 6 ESL, 7 Nutrition Workshop
April	10 ESL, 8 ESL 6 Community Needs Assessment Focus Group 8 Cooking Workshop with Lindbergh Staff
May	5 Nutrition Education Workshop 7 ESL, 6 ESL 8 Hmong Egg Roll making workshop/fund raiser
June	7 Nutrition Workshop with UW Extension
July	5 Nutrition Workshop with UW Extension
August	8 Families school supply giveaway, 9 children registered at school, 5 families for a meet and greet with principal
September	4 ESL, 7 ESL, 5 ESL, 13 ESL
October	5 ESL, 10 ESL, 8 ESL, 7 ESL, 4 Money Smart Week, 5 Koats for Kids
November	6 ESL, 7 ESL, 9 ESL, 9 Toys for Tots, 12 Stress Management
December	10 ESL, 10 ESL, 18 ESL, 6 Toys for Tots

The Asian Outreach Program is contracted to provide 12 workshops per year with the City of Madison. The Asian Outreach program has provided between 27 – 45 workshops per year for the past three years. **The program will provide at least 24 workshops in 2010, double our contracted number.**

2. Number of Families Served

	This Quarter	Year to Date	Annual Goal	New 2010 Goal
Number of Families served	74	90	70	100
From Kennedy Heights	39	48	40	40
Northside Outside Kennedy Heights	35	42	30	70

3. Summarize the results of the workshops conducted each month.

The Asian Outreach Program continued to help coordinate weekly English as a Second Language class, staff provide outreach, snack, transportation and childcare. Really, ESL class night is much more than a class every Wednesday night families gather at a local church. They share a simple supper together and a UW – Extension nutrition educator provides nutrition and health information. After dinner the group divides the youngest children go to a childcare room, while older youth have the opportunity to receive homework help from volunteer tutors. The adults

divide into a few small learning groups and volunteer teachers and tutors work with the different level groups. This weekly class is a full family event and many Hmong families from the entire northside have gotten to know each other better while learning English.

In October the Asian Outreach Program took 4 adults to a first time home buyers workshop as part of the Money Smart Week events. Also in October the Asian Outreach program helped 5 families participate in the Koats for Kids program and get winter coats for their children.

In November the Asian Outreach Program continued to coordinate the weekly ESL class. Also in November the Asian Outreach program brought families to register at Salvation Army for Toys for Tots. This year there was a 5 hour wait on the first day for families to register and a number of families did not receive gifts. Also in November the Asian Outreach program hosted a stress management workshop - adults talked about stress management techniques and ways to handle financial and holiday stress. The participants all received stress balls.

In December the ESL program continued. On the last Wednesday before the break they hosted a big holiday party. They made Hmong egg rolls and distributed certificates to adults that had been regularly attending. Also in December the program assisted families that had registered for Toys for Tots to pick-up toys. Only 6 of the 9 families that registered for toys received a gift. This is the first time that some families did not receive a gift for their children.

4. Highlights of outreach activities during the quarter:

During the fourth quarter the Asian Outreach program provided a variety of outreach activities to support community members. Program staff has provided translation and transportation services including assisting families to purchase low-income bus passes, helping residents complete paperwork for housing, and assisting with parent-teacher conferences in November. Also in the fourth quarter the Kennedy Heights community center helped register families for the Thanksgiving basket program and helped to distribute baskets.

In November a child in the community had appendicitis and our program coordinator was awoken in the middle of the night by a frantic mother. He helped the family call 911, accompanied them in the ambulance, arranged for childcare and transportation to school for the mother's other children and stayed with the family in the emergency room and throughout the surgery. This one night took up an entire work week worth of hours. Our program coordinator's strong relationship with residents and the fact that he lives in the neighborhood were critical factors in getting the child needed care. This is the second time this year that staff has been to the emergency room with program clients.

The community center finished our Hmong language class for residents, volunteers, and other service providers. The Asian Outreach staff has assisted in finding the teacher and registering community members for this class.

5. Summary of issues, needs, and problems encountered during the quarter:

County wide programs that low-income families have depended on seem to have increased demand and/or decreased supply. Koats for Kids, Toys for Tots, and other similar holiday programs had longer waits to register, tighter restrictions on gifts, and for the first time in recent memory not everyone received a coat or gift this year. Likewise, the deadline to register for a Thanksgiving basket was in mid-October many families missed the deadline or their financial circumstances changed between October and November and the center tried to find baskets for them at the last minute. More people throughout the county seem to be competing for a fairly

fixed amount of assistance. Helping Southeast Asian families access assistance has become more time-consuming for staff and clients. Not surprisingly, more families are using more food pantries, visiting Kennedy Height’s food pantry on Mondays and then other pantries throughout the week to help make ends meet.

6.

Outcome Objective #1	Increase participants community living skills, awareness of resources, cultural norms, parenting skills and social skills			
Performance Standard	Targeted Percent	75%	Targeted Number	41
	Actual Percent	97%	Actual Number	60/62
Measurement Tools	<p>Response to community living skills surveys 62 people completed a community living skills assessment 97% of respondents indicated that their involvement in the Asian Outreach program has helped them live in the community and to learn new things. 62% of respondents indicated that it would have a big negative effect on their life if the program was cancelled and another 26% indicate it would have some negative effect. The services that clients indicated they used: 87% translation 84% food pantry help 84% medical appointment assistance 77% housing help / subsidy verification 68% attending workshops 65% help finding employment 65% help with school appointments 61% transportation 48% learning English</p>			

Outcome Objective #2	Participants will demonstrate increased awareness and understanding of parenting skills			
Performance Standard	Targeted Percent	50%	Targeted Number	28
	Actual Percent	55%	Actual Number	34/62
Measurement Tools	<p>Attendance at community workshops. Indicating they learned new parenting skills by attending a workshop Other results 68% learned more about cooking and nutrition 52% learned about how to get a job 45% learned new computer skills 42% learned about money and how to get a checking account 35% learned English 32% learned how to knit or sew</p>			