



# CRISIS INTERVENTION AND PREVENTION SERVICES

## 2025 REQUEST FOR PROPOSAL (RFP) APPLICATION

### Part 1 – Organization Narrative Form

Submit Application to: [cddapplications@cityofmadison.com](mailto:cddapplications@cityofmadison.com)

**Deadline: 4:30pm September 22<sup>nd</sup>, 2025**

*Official submission date and time will be based on the time stamp from the CDD Applications' inbox. Late applications will not be accepted.*

The intent of this RFP application is for applicant organizations to have the opportunity to apply for funding towards programs/services under the umbrella of the Crisis Intervention and Prevention (CIP) Service Area in the Community Resources Unit. There are two priority areas in the CIP RFP: *Crisis Intervention Support Services & Prevention Services and Activities*, each of which has two program types. Program types include 24/7 Helpline, Shelter Services, Community-based Individual/Family Support, and Building Community & Stabilization. Organizations can apply for each program type. Please refer to the guidelines for full program type descriptions 1.1.

Priority Areas	Crisis Intervention Support Services	Prevention Services and Activities
Program Types	<u>24/7 Helpline</u> – Organizations who provide gender-based violence crisis assistance via phone, text, online, in person, etc. Programs need to focus on youth and adults experiencing domestic violence, sexual assault, intimate partner violence, and/or human trafficking. Organizations are expected to have established policies and protocols for shelter operations, provide ongoing staff training, and promote practices that support staff well-being and self-care.	<u>Community-Based Individual &amp; Family Support</u> - Organizations who provide trauma-informed, coordinated support that assists individuals and families in meeting short-term basic needs and access services as they recover and work to improve overall personal and family well-being. These services aim to educate, inform, connect, and assist in system navigation.
	<u>Shelter Services</u> - Organizations must operate an existing shelter that serves individuals or households experiencing domestic violence or, in the case of youth, those without safe housing alternatives. Organizations are expected to have established policies and protocols for shelter operations, provide ongoing staff training, and promote practices that support staff well-being and self-care.	<u>Building Community &amp; Stabilization</u> – Organizations who provide community-wide or group-based activities that increase protective factors and reduce the likelihood of crisis, especially for communities disproportionately impacted by poverty and systemic inequity. These services aim to create spaces, educate, inform, and connect individuals to their neighbors and the district they live in.

Responses to this RFP should be complete but succinct. Materials submitted in addition to **Part 1 - Organization Narrative**, **Part 2 - Program Narrative(s)**, and **Part 3 - Budget Workbook** will **not** be considered in the evaluation of this proposal.

*Do not attempt to unlock/alter this form. The font should be no less than 11 pt.*

If you need assistance related to the content of the application or are unclear about how to respond to any questions, please contact CDD staff: Nancy Saíz, Community Development Specialist [nsaiz@cityofmadison.com](mailto:nsaiz@cityofmadison.com) or Yolanda Shelton-Morris, Community Resources Manager [yshelton-morris@cityofmadison.com](mailto:yshelton-morris@cityofmadison.com). We are committed to assisting interested organizations in understanding and working through this application and funding process.

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 contact Nancy Saíz, [nsaiz@cityofmadison.com](mailto:nsaiz@cityofmadison.com).

#### APPLICANT TYPES

Every organization applying for funding must submit an organizational history narrative per program detailing their organization's background, mission, and vision (Questions 1-4 below).

##### Single Applicants

If your organization is applying for multiple programs, each program application must be submitted separately with all the required submission documents (See RFP Guidelines 1.1 Required Information and Content of Proposals).

##### Joint/Multi-agency Applicants

For those choosing to submit a joint/multi-agency proposal, **only** the designated '**LEAD Agency**' is required to:

- 1) Complete and submit responses to questions 5-9 below pertaining to organizational history and mission statement, partnership history, rationale for partner selection, division of roles and responsibilities, anticipated challenges, and any previous collaborations or partnerships.
- 2) Submit the organizations' history partnership narrative per priority area or program type.

## Part 1 - Organization Narrative Form

**\*Note: Please use the grey text boxes when completing this form**

Legal Name of Organization:	SOUTHEAST ASIAN HEANG CENTER.INC.	Total Amount Requested:	\$ 80,000
All program(s) connected to your organization:	Program Name: HNUB TSHUAB (NEW DAY) Amount Requested: \$ Applicant Type: Single Agency Application Program Type: Building Community & Stabilization: ADULTS & FAMILY List Program Partner(s) (if applicable): N/A		
	Program Name: Amount Requested: \$ Applicant Type: Choose an item. Program Type: Choose an item. List Program Partner(s) (if applicable):		
	Program Name: Amount Requested: \$ Applicant Type: Choose an item.		

	Program Type: Choose an item.		
	List Program Partner(s) (if applicable):		
	Program Name:		Amount Requested: \$
	Applicant Type: Choose an item.		
	Program Type: Choose an item.		
	List Program Partner(s) (if applicable):		
	<b><i>If you are applying for more than four programs, please contact Nancy Saíz nsaiz@cityofmadison.com</i></b>		
Contact Person for application (Joint Applications - <b>Lead Org</b> ):	DOUA VANG	Email: DOUA.VANG@NEUKLLC.COM	
Organization Address:	2814 SYENE ROAD; MADISON, WI 53713	Telephone:	608-405-5889
501 (c) 3 Status:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Fiscal Agent <i>(if no)</i>	

**Single and Lead Agency Qualifications:** Complete this section if you are applying as a SINGLE AGENCY or serving as the LEAD AGENCY in a joint/multi-agency application.

- Briefly describe your organization's history, core mission, and experience providing services relevant to this proposal.** If applicable, highlight any work related to crisis intervention, prevention, or serving the proposed population. Please keep your response concise (approximately 1–2 paragraphs).

Since the early 2000's the Southeast Asian Healing Center has served Hmong and Cambodian clients, offering assistance with resource acquisition, crisis intervention and stabilization, and support and guidance. These services have been provided both through in-house and community outreach activities and strategies.

in the past SEAHC has had contracts with Dane County, the city of Madison, and three grants from SAMSHA, a State of WI telehealth grant, two from WI Partnership, contracts with the city of Madison Aging division, and most recently a State of WI Community Safety Fund grant administered through the Medical College of WI. All of these have enhanced our efforts of building community, providing safety and protection, and assisting families and individuals to grow and develop as citizens and residents of the whole Madison community in addition to feeling comfortable in their own communities.

- Describe your organization's experience implementing programming aligned with the Crisis Intervention and Prevention RFP Guidelines.** Please include specific examples relevant to the programs proposed in this application. If applicable, list all the current Crisis Intervention and Prevention programs your organization operates, along with their inception dates.

Crisis intervention and stabilization since January 1, 2023. Our goals were to keep people emotionally and physically safe. This was accomplished by working in collaboration with the Emergency Services Unit (known as the crisis unit) of the Journey Mental Health Center. The Southeast Asian Healing Center staff wrote prescriptive crisis response and stabilization plans with the client and his/her family.

Starting in 2000, and continuing since, we have used the "Hmong Family Model" that we developed. By being side by side with people in their own communities and by showing them the broader Madison culture in which they find themselves, community members have been able to connect to others in important ways that bring them protection and prevention. Staff also learned about resources clients needed and became proficient in obtaining them. This model was recognized as an emerging practice by SAMHSA in 2005 to 2008. Although the model was first used with the Hmong population, it has been adapted for use with Khmer people who use the Temple for support. While The SEAHC was operated as Kajsia House under The Journey Mental Health Center, the program with its "Hmong Family Model" was visited by providers from countries such as Australia, Denmark, and Japan, who wanted to replicate the model to use it for their indigenous population in their countries. In the United States, especially in Minnesota and California where the most Hmong population concentrated had tried to replicate the model to serve the Hmong population there.

City of Madison Aging funds ensure that people come together to get to know each other and build connections. This is done through activities, outings and a lunch program.

In 2020 SEAHC began partnering with Neu K LLC an agency that contracted with Dane County to provide comprehensive community services (CCS) to offer opportunity to serve eligible clients by providing help in a myriad of domains, depending on their needs and wishes. CCS pay close attention to individuals who are in crisis and ready to develop crisis intervention plans and prevention to meet each individual's needs. Consumers can be helped in any of fourteen domains, including but not limited to mental health needs.

The WI Community Safety Fund grant, which started in January 2023 and will end in December 2025 grant, was awarded to learn about suicide awareness and to establish prevention strategies within the Hmong and Cambodian communities. Through this grant, we are connecting individuals to each other as well as connecting agencies and other entities that need to work together for the good of all those needing help. For the last two years and a half, the WI Community Safety Fund (WCSF) has provided the SEAHC the opportunity to train our staff and to develop and collaborate with other local providers to answer any crisis that may occur in our community for our Hmong, Cambodian and Laotian families in Madison.

- 3. Describe any significant changes or shifts at your agency in the past two years:** This may include changes in leadership, turnover of management positions, strategic planning efforts, or expansion/loss of funding and/or staff. Please describe how these changes may impact your agency's ability to provide the proposed services. If there are no changes to the report, write "No Changes."

SEAHC's only change over the past two years has been growth and enhancement.

We received the WCSF grant three years ago. This grant allowed us to expand our focus to suicide awareness and prevention which is of prime importance in our communities. These efforts really came to fruition over the past two years after we were able to hire four suicide awareness/prevention staff (with one staff turnover.) The new program is called New Day New Life. This program was able to focus broadly on prevention strategies and community awareness, and specifically on issues of suicide. It also enabled us to engage with other agencies and organizations in more meaningful relationships than before, thus allowing the expansion of our reach into communities beyond what we could do on our own.

The WCSF grant will expire in December 2025. Three years gave us a start to what we need to do, but the efforts undertaken must be continued. After finding and training staff and doing the initial reach into Hmong and Cambodian communities, it is crucial to now build on that work in a way that will have significant results in preventing not only suicides and devastating suicidal ideations but also in continuing to build healthy and protective communities such as this RFP is requesting.

We believe we have found ways to keep staff employed at SEAHC through other funding, at least in 1.0 FTE positions. However, for them to be able to dedicate some of their time to directing efforts to community building and safety--the services we are herein proposing-- we will need supplemental funding for their positions. It would be a loss to waste the skills and talents this team has developed over this two-year period that is on the precipice of making real change in our communities.

- 4. Describe any anticipated changes or shifts at your agency in the next two years.** Please describe how these changes may impact your agency's ability to provide the proposed services. If there are no changes to the report, write "No Changes."

As always, we are looking for grants and donations that allow us to continue our work with Hmong, Cambodian and other SEA persons and communities. By enrolling more people into the CCS program as they become eligible, we can attend to mental health needs through that mechanism. But we need other funds, such as this money from the city, to be used for broader prevention. By enrolling more people into the CCS program as they become eligible, mental health needs can be met through county funding. But we need other funds, such as this money from the city, to be used for broader prevention and community building and stabilization, resource linkage, and individual and family support.

- 5. Describe your organization's required qualifications, education, and training for program staff.**

Include how your organization supports staff in meeting these requirements and any ongoing professional development opportunities offered (e.g., trauma-informed care, Adverse Childhood Experiences [ACEs], culturally responsive services, etc.).

Staff at SEAHC are hired and retained based on their lived experience, inherent qualities of caring and overall values, being part of the communities that they will serve, and their willingness to share and model how to negotiate life in Madison. Most have bachelor's degrees in related social service fields but that is not the primary requirement for positions.

Staff are provided with training, both in-house and externally. The psychiatrist connected with SEAHC provides classes also.

Training includes basic development for working effectively with consumers, learning specific skills and techniques, how to work with those with chronic suicidal ideation, education about community resources and how to access them, etc.

Training in cultural competence here includes learning to work with others from non-SEA groups as well as with staff's own cultural groups. We have learned that we must bridge gaps not only within our own communities but also with the larger community we are a part of, as we all must join with the resources we have together, collaboratively and in partnership. This sometimes takes cultural humility and competence, rather than believing we have all the answers because we are Southeast Asian. Sometimes programs serving people of

color are thought to be immune from issues of discrimination or unequal treatment or attention. Such is not the case. We will ensure that each of the Southeast Asian communities we serve have equal access and are included in all we offer. We will watch for lack of inclusion and other equity issues when we review satisfaction surveys and other evaluation items.

Lastly, but probably most important, SEAHC staff come from the same communities as those we are targeting for services. Therefore they have similar possibilities for trauma as well as vicarious or secondary trauma from listening to and empathizing with their clients stories and life circumstances. Specific training and wellness activities are therefore provided to staff on an ongoing basis.

Last but not least, all staff at the SEAHC will maintain and embrace that "we do not know everything. Each day is a new learning and we will continue to grow and gain more knowledge in our job."

**Joint/Multi-Agency Qualifications:** *Fill out if you are **THE LEAD AGENCY** in the Joint/Multi-Agency Application **ONLY***

**Program name:**

**Program type:** Choose an item.

**List all joint or partner applicants involved in this program and include their website links (for reference to their mission and vision statements)**

- 6. Provide an overview of your organization's partnership history with the collaborating agency or agencies.**  
When and how did the partnership(s) begin, and what collaborative initiatives or projects have you worked on together in the past?
- 7. Explain the rationale for partnering with the agency or agencies identified in this application.**  
What unique strengths or resources does each organization contribute, and how do these assets complement one another in achieving the goals of the proposed program?
- 8. Describe how roles and responsibilities will be divided between your organization and the collaborating agency or agencies in the proposed program.** How will each partner contribute to program design, implementation, and evaluation?
- 9. Outline any anticipated challenges or barriers related to the partnership and describe how you plan to address them collaboratively.**
- 10. If applicable, describe any past collaborations your organization has had with agencies providing crisis intervention or prevention services for youth, individuals, or families at risk of or experiencing crisis due to**

**gender-based violence.** What lessons or insights did you gain from those experiences and how will they inform you in your approach to the current partnership?



# CRISIS INTERVENTION AND PREVENTION SERVICES 2025 REQUEST FOR PROPOSAL (RFP) APPLICATION

## Part 2 - Program Narrative Form

Submit Application to: [cddapplications@cityofmadison.com](mailto:cddapplications@cityofmadison.com)

**Deadline: 4:30pm September 22, 2025**

*Official submission date and time will be based on the time stamp from the CDD Applications' inbox. Late applications will not be accepted.*

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Program Narrative Form **MUST be completed for EACH PROGRAM** for which you are asking for funds.

### **JOINT/MULTI-AGENCY APPLICANTS**

Only the designated 'LEAD AGENCY' is required to submit the Program Narrative form on behalf of each of the identified partners listed in the application.

Responses to this RFP should be complete but succinct. Materials submitted in addition to **Part 1 - Organization Narrative, Part 2 - Program Narrative(s), and Part 3 - Budget Workbook** **will not be considered in the evaluation of this proposal.**

**Do not attempt to unlock/alter this form. The front should be no less than 11 pt.**

If you need assistance related to the **content of the application** or are unclear about how to respond to any questions, please contact CDD staff: Nancy Saíz, Community Development Specialist [nsaiz@cityofmadison.com](mailto:nsaiz@cityofmadison.com), or Yolanda Shelton-Morris, Community Resources Manager [yshelton-morris@cityofmadison.com](mailto:yshelton-morris@cityofmadison.com).

We are committed to assisting interested organizations understand and work through this application and funding process.

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## **Part 2 - Program Narrative Form**



Program Name:	HNUB TSHIAB (NEW DAY)	Total Amount Requested for this Program:	\$ 80,000.00		
Legal Name of Organization:	SOUATHEAST ASIAN HEALING CENTER, INC.	Total amount Requested for Lead/Single Applicant	\$		
Legal Name of Partner(s) (Joint/Multi-Agency Applicants only):		Total Amount Requested for Partner 1:	\$		
		Total Amount Requested for Partner 2:	\$		
		Total Amount Requested for Partner 3*:	\$		
Program Contact: Lead Organization Contact	DOUA VANG	Email:	DOUA.VANG@NEUKLLC.COM	Phone:	608-405-5889
Program Type: Select <b>ONE</b> Program Type for this form.					
<input type="checkbox"/> <b>Crisis Intervention Support Services: 24/7 Helpline</b>  <input type="checkbox"/> <b>Crisis Intervention Support Services: Shelter Services</b>  <input type="checkbox"/> <b>Prevention Services and Activities: Community-Based Individual/Family Support</b>  <input checked="" type="checkbox"/> <b>Prevention Services and Activities: Building Community and Stabilization</b> <input checked="" type="checkbox"/> <b>Adults and Families</b> <input type="checkbox"/> <b>Youth ages 12-18 years old</b>					
<b>PLEASE NOTE:</b> Separate applications are required for each distinct/stand-alone program. Programs are considered distinct/stand-alone if the participants, staff and program schedule are separate from other programs, rather than an activity or pull-out group.					

## 1. PROGRAM OVERVIEW

- A. Need: What specific need(s) in the City of Madison does this program aim to address? Please cite the data or community input used to support your response.

The specific need for Hmong and Cambodian adults in the City of Madison is for them to build community and connection within their Hmong and Cambodian local groups. By making meaningful relationships, stress can be reduced and resiliency increased. These adults need support, information, confidence and self-esteem. In these two communal cultures, support work is usually best done together and in groups. However, when issues are confidential and need to be kept private, services will be appropriately provided individually. Further, many Hmong and Cambodians have many unmet basic needs. To build healthy communities, project staff will have to provide side by side assistance as people learn how to access the goods and services that can provide economic, employment, food and other resources. This work must be continued and enhanced.

Data/Community Input Pulished in Mental Health America stating that peer support has been shown to improve quality of life, engagement, and satisfaction. It also Improves whole health, including chronic conditions like diabetes. The data shows that peer support decreased hospitalizations and inpatient days and reduce overall cost of services. Peer support empowers people to make the best decisions for themselves. The "Hmong Family Model" that the SEAHC is applying focuses on the peer support within the members who share the same histories and background experiences from their native countries. They also share their practices that they have been using for many generations before coming to the United States. This includes sprirual practices, herbal remedies, and way of life or belief. Our experience at the SEAHC with many years of providing servics to the Southeast Asian population, we have learned that support group and connect have been proven to be an important tool to prevent individuals'

decline into crisis. They are doing better when they have someone to talk to or for support and share their feelings with at difficult time.

The Southeast Asian Healing Center (SEAHC) has gathered much community input over the 30+ years of its existence. People have given their opinions in informal conversations, focus groups, and through formal surveys. Staff has learned that these groups need to feel more safety and comfort within their communities and neighborhoods. Advances to increase a sense of safe community were progressing until the Covid pandemic when people of Asian descent believed they were seemingly blamed for the onset of Covid. Recently, especially during 2025, people talk frequently of unfair immigration laws and deportation threats, anti-refugee/immigrant feelings from some in the larger Madison community and worries of losing financial and health care benefits.

SEAHC has focused on helping people in their neighborhoods such that they can heal and then thrive. We know, and people tell us, that being connected to each other is what brings them emotional safety. Connections that are important are relationships between individuals, between families, and within and outside of one's own identified cultural group.

Public Health Madison Dane County, as part of the Dane County Violence Prevention Coalition, conducted a survey comprised of city of Madison residents that asked about feelings of community safety. Results from the surveys that were completed by Hmong and Cambodians showed that people only feel somewhat safe in their neighborhoods. They say they need is more people around them that they know, and who they believe they could call upon and rely upon should they need help. If they felt they needed to report an incident they would like to know that there would be others who would stand with them and verify their observations and stories.

SEAHC has also conducted surveys about comfort and safety during the past 2 1/2 years and found that in each one, people felt secure and comfortable when they were in group settings at both the SEAHC and at the Temple space because they were with friends or at least those who shared their perspectives and languages, and because trusted staff was available. Over time, the surveys have begun to indicate that people were taking their sense of security with them into other venues, such as their homes. This program will now teach skills so people can transfer their sense of comfort outside of the established safe spaces to other places. We will now work to find and build new community leaders to advocate for changing change from within and resources from outside.

- B. Goal Statement: What is the overarching goal of your program in response to the identified need? How does this goal align with the scope, priorities, and desired outcomes described in the RFP guidelines?

The goal of this project is to build resilient communities that can collectively withstand, adapt to, and recover from adversity. This approach will emphasize early prevention and also focus on ongoing community stabilization. By providing support directly in the community, the aim to reduce the need for more intensive and disruptive interventions later on.

The objectives align with those of the RFP, i.e., strong social network and community engagement, empowering community members, reducing social isolation, providing early intervention and stabilization, expanding access to resources, working with agencies who offer comprehensive crisis responses, and building collaborative partnerships, while implementing trauma informed practices and using public health principles.

Outcomes will follow from the objectives and are delineate below in this proposal.

- C. Program Summary Briefly summarize your proposed program, including the population served, core services or activities, where and how services will be delivered, and key expected outcomes. This should provide a high-level snapshot of the program.

#### PROPOSED PROGRAM

Prevention is often overlooked or unfunded, but it is crucial. We will focus on early prevention measures. Using public health methodology, we will connect those in communities to each other and to resources, thus promoting well-being and reducing crises. We will build healthier and happier communities and then help stabilize them. SEAHC will continue the work that we began in 2023 with the WI Community Safety Fund. That work would be unlikely to continue without supplemental funding such as this RFP can provide. Because people cannot focus on others until their own and their family's needs are met, the program will provide services and resources to individuals who would otherwise go without.

Cultural and historical tools for healing will be used. Ceremonial events and rituals have been proven to be helpful in attracting people and giving them the ability to take in information to help with healing. This

continues with younger family members and not only the elders. Connecting to clans (for Hmong), to the Temple and monks (for Cambodians), to nature, to "rhythms" (i.e., music, poetry, dance), to shared group values/beliefs, and story-telling events will be important. Further, many Hmong and Cambodians have myriad unmet basic needs. To build healthy communities, project staff will have to provide side by side assistance as people learn how to access the goods and services that can provide economic, employment, food and other resources

The target population will be Hmong and Cambodian adults. SEAHC has had good success in providing services and support to the elders in each of these communities. And we will continue to serve them and solicit their opinions and help. But now this project will also work to involve and interest younger and middle-aged people. These are the people who have the energy, contacts and knowledge about what their communities need next. This project will address the cultural needs of diverse Hmong who have differences in life stage issues, differences in clan or Temple uses, different religious/spiritual beliefs (traditional or Christian), and different lifestyle issues.

Services will be provided where they are needed and where the interested people are. For the elders, services will usually be provided at the Center on Syene Road or at the Cambodian Temple. If they cannot come to those sites, staff can meet them at their homes or other places where they feel comfortable. For people who are younger and probably less interested in center-based activities, meet-ups will occur in community settings such as libraries, community centers or coffee shops. Sometimes staff may be able to set up spaces on campuses or workplaces.

Expected outcomes are that the older people will be interested in giving their input and having their knowledge and wisdom recognized. Based on our prior experience, we expect that their primary interest will be on ensuring that the culture they cherish is continued and passed onto the next generations. When people between the ages of 20-60 become involved, we expect that they will take their place as the next leaders of their communities. We know that although they have some different ideas than their parents and grandparents about what their community ought to be, they also want to keep their cultures alive and that will be one of many points the generations will join on. People who need basic services and resources will get what they need so they can then join in building community. Finally, people will report that they feel that their neighborhoods and communities are more vibrant, safe and happy. Outcomes will be validated through record keeping, survey results and staff observation.

## **2. POPULATION SERVED**

- A. Proposed Participant Population: Describe the intended service population that will be impacted by this program (e.g., location, ages, race/ethnicities, income ranges, English language proficiency, if applicable etc.) AND how has your org/agency engaged members of this population in designing, informing, developing, implementing the proposed program?

This program will serve Hmong and Cambodian adults who live or work in any neighborhood in the city of Madison. Predominate areas will be the Northeast side (Kennedy Heights, Northport apartments), central city (Bayview), southside near Fitchburg, and far east Madison. Adults of all ages will be welcomed and viewed as appropriate members for the program. Although the program will not target youth needs specifically, services will be offered when youth within families are identified as needing some help we can provide. Most clientele will be low income, and many will have SSI or other benefits. Half of people served will have no or low English proficiency although that will be less the case for younger adults who will speak and understand English well. For those who do not have facility with English, staff of the program speak either Hmong or Cambodian in addition to English.

We have worked with members of these populations to learn what they believe will best serve their needs. We received input from a Consumer Advisory Committee, we have gotten ideas from those who have filled out online Facebook surveys, we have met with the WI Hmong Association Board, and the staffs of Freedom Inc. and Grand Journey. We also have had planning sessions about how to deliver services with the Cambodian Temple Board, a women's Khmer support group and an ad hoc social group of mid-aged Cambodians. All of their ideas were considered

or used in the development and design of the proposed services, and to an extent were helpful in deciding implementation.

- B. 2024 Participant Demographics: If your organization has offered similar or related programming in 2024, please provide available demographic data for participants served. This can include data collected through formal programs, pilot efforts, or community-based work—even if it was not funded by the City. If exact numbers are not available, please provide your best estimates and briefly note how the data was gathered (e.g., intake forms, surveys, observations). If you are a new applicant and do not yet have demographic data, please indicate that below.

Race	# of Participants	% of Total Participants
White/Caucasian		
Black/African American		
Asian	120	100%
American Indian/Alaskan Native		
Native Hawaiian/Other Pacific Islander		
Multi-Racial		
Balance/Other		
Total:	120	
Ethnicity		
Hispanic or Latino		
Not Hispanic or Latino		
Total:		
Gender		
Man	52	43%
Woman	68	57%
Non-binary/GenderQueer		
Prefer Not to Say		
Total:		

Comments (optional):

- C. Language Access, Cultural Relevance: Please describe how the proposed program will serve non-English speaking youth, individuals, and families. Describe how the proposed program builds and sustains adequate access and cultural relevance needs.

This program will serve adults who are Hmong, Cambodian or Lao. The SEAHC, which will house this program, has been serving these populations for over 30 years. All direct service staff of SEAHC speak Hmong, three also speak Lao and one is a native Cambodian speaker. Common language is what will give members the power to find a common sense of meaning and what is needed to share customs and important storytelling.

The plan is for this program to build upon the access it already has to the targeted communities. Although it is well known and liked by the majority of the older generation, it needs to become familiar and trusted by the younger and middle-aged members. This work is underway, thanks to a three-year grant from the State of WI, and needs to continue so as not to lose momentum. The older generation has shared its view of what they need so that the program is culturally relevant for them. We will now learn and use what the 1.5 and 2.0 generations tell us they need. Cultural relevance needs will be gathered through individual interviews and conversations, surveys, informal support groups and at least one advisory committee. In addition, the staff are all Hmong or Cambodian and of the 1.5 or 2.0 generations.

- D. Recruitment and Engagement Strategy:

a. **Recruitment & Outreach:**

*How does your program plan to recruit and reach members of the identified service population? Please describe any community outreach strategies, partnerships, or referral pathways you will use.*

- b.
- c. Staff know many of the people who are part of the Hmong and Cambodian populations in the city of Madison. Those staff do not know can usually be connected through word of mouth and introduction.
- d.
- e. We have partnerships with other SEA programs, i.e., Freedom Inc. and Grand Journey, and we refer members who need help to each other's programs.
- f.
- g. We have referral pathways with Journey Mental Health Center's crisis unit, for when our clients need specific crisis intervention services (we attend with client if they desire) and the Crisis Unit connects with us if they know of Hmong or Khmer clients who could benefit of our support.
- h.
- i. We work closely with Public Health Madison Dane County, Safe Communities, and residential and community centers for case-finding.
- j.
- k. We will advertise picnics and outings to attract members who might be willing to engage with us in fun ways. This engagement will be somewhat easier with Hmong members who are more closely connected to each other through clans, family and residential housing and neighborhoods.
- l.
- m. For the Cambodians it is important to have a Cambodian staff member who knows where and how to find Khmer members. Some members use the Temple and support from the monks, but others do not and are finding ways to connect outside of the Temple structure. The staff member will set up separate meetings and gatherings to bring those people into community building endeavors. In addition, we will reach out to the Cambodian Temple Board and an ad hoc group of Khmer younger members for advice about their cohort.
- n.
- o. Of course, any recruitment and outreach plan must start with the input and knowledge of the people who live in the target communities. They are the ones who know what is needed, what has and hasn't worked, where the people are who need help, and how they might be willing to receive it. SEAHC has a Consumer Advisory Committee, comprised of Hmong and Khmer members, who will inform the recruitment plan.
- p. SEAHC will work closely with the Hmong clan leaders, the WI Hmong Association, and the Board and Cambodian Temple monks for outreach and recruitment.
- q.

r. **Addressing Barriers to Participation:**

*What specific barriers to participation (e.g., transportation, scheduling, language, trust) might the population face, and how does your program plan to address them?*

A barrier for elders is often the need transportation to activities. Those who receive Medical Assistance can be transported via MTM for many services. Some people can drive themselves, and sometimes friends or family provide transportation. In addition, transportation can be provided by staff in limited circumstances.

For people who cannot attend because of transportation or mobility issues, staff will go into homes/community to provide services. With the person or family's permission, staff may bring a community member along as a peer who can introduce and explain services or the community building activity.

With the State of Wisconsin previous fund of Telebehavioral Health, the SEAHC is able to implement and continue to provide a telehealth services for individual in the Hmong and Cambodian communities who are unable to commute or having mobility issues that prevent them from coming to the SEAHC office for services.

A long-standing barrier for older folks goes back to their history and their present reality. In Laos, Hmong elders were the strong pillars of the Hmong society. They were honored and respected and they provided stability, leadership, and strength to their families and their communities. But now in the U.S., they believe family and community view them as burdens and think they no longer are able to contribute. Those Cambodians who lived through the Khmer Rouge regime had most of their relationships destroyed and they were taught to keep to themselves for their safety. They were stripped of any positive social roles they may have held. For both this loss of social stature, compounded with cultural and economic stressors, have led to social isolation and their feeling that they are not valuable or their ideas are not welcomed. Therefore, it will be healing for them to be valued members of groups and committees working on community building.

Language is seldom a barrier in that staff speak the languages of clientele served.

Trust always needs to be developed over time. SEAHC has the advantage of having been in these communities over three decades and has a proven record of being trust-worthy, confidential and helpful. The program can use this history to build trust with new Hmong participants. Because there is less trust among Khmer members, especially those who are younger and less familiar with SEAHC, it will be crucial to have a Khmer staff who is within their age group, who understands long-standing divisions, and is not closely aligned with any one particular segment of this complex community.

For people we hope to engage, those between the ages of 25-50, there are the barriers of time and energy, what with school or work, children, and parents often living with them. Building community might sound interesting but it is difficult to fit it into busy lives. The solution will be for staff to have flexible schedules so that meetings and trainings can occur after work hours or on weekends. This group may also prefer to have mainly virtual meetings.

**s. Enrollment & Engagement Approach:**

*Describe how participants will be enrolled and engaged in the program. Include any tools, processes, or approaches you will use that are responsive to the needs and preferences of the population served (e.g., Individual Service Plan (ISP), intake forms, assessment tools, culturally responsive practices).*

Engagement will happen through individual contacts, word of mouth introductions, and diverse activities and events that will attract different groups of people. Younger adults might be engaged through public meetings or sponsored talks; older people through activities such as bingo or a trip to a communal garden. Enrollment for most will be quick and will feel informal. For new elders, we know that engagement will happen over time, as the person becomes interested in activities.

Each identified person who joins for a purpose of bettering the community will be assigned a "point staff person" who will ensure that the person is informed of activities that are occurring, that their opinions are heard, and that they are caught up on details of plans that happened when the person is absent. A simple intake form with basic information will be completed and will include demographic and contact information. For those whom we predict will need more engagement due to needing more support and resource management, a straightforward assessment and service plan will be developed with the person and their family. Plans will include skill development but may also include the expectation that staff will accompany to appointments for resources as needed.

The staff person assigned will meet with the individuals to determine whether s/he is needed to be evaluated by the SEAHC Psychiatrist or referred for more comprehensive services with the Dane County CCS program for more intensive case management services.

### **3. PROGRAM LOCATION, DESCRIPTION, AND STRUCTURE**

- A. Activities: Describe your proposed program activities. Please be sure to specify your program type, i.e. shelter services, workshops, helplines, classes, etc.).

Activities provided will be those that we know are valued and popular with Hmong and Cambodian participants. They will include:

- A group setting for Hmong individuals at the SEAHC site five days/week where a variety of activities and programs will be offered.
  - For Cambodians a group setting is naturally provided at the Temple to many. We will use that site as appropriate. For those who do not response positively to the Temple setting, we will develop an alternative setting where people can congregate.
  - Bingo—which is important because there is comfort in a well-known game and is also used to teach about numbers, listening skills and practice saying English words out loud.
  - Noon meals—it is important to give participants familiar food that is nutritious and healthy. Meals are provided five days/week at the Center and two times/week at the Temple.
  - Art projects—classes and individual opportunities because we know that Southeast Asians deal with feelings and organize thoughts through art.
  - Educational activities such as math problems, technology tips—classes and individual opportunities which give people a sense of mastery of their world and the ability to participate in the community building we will be facilitating.
  - Games and fun—a variety will be offered because people only stay involved for the long term if they are also having fun and feeling some optimism.
  - Picnics and outings—a way to introduce people to one another and to build relationships and new environments.
  - Exercise classes--physical activities are important for overall health and are another way to engage people with staff and with each other.
  - Expanded gardening opportunities—gardening is a central activity to many, and the need is to locate more plots and locations. Touching soil, seeing things grow and being in nature puts people in touch with their inner strength and good feelings. From a foundation of feeling good about themselves, they can begin to build communities that are likewise strong, and importantly, build self confidence and self-esteem..
  - Hosting community get-togethers, including within individual clans for the Hmong.
  - Education, especially about what makes healthy communities as well as other topics—Classes and workshops offered by UW Extension, Public Health, MG&E, etc. As much literature and research shows, mental exercise in addition to the physical, is also very important in building mentally healthy and satisfied people.
  - Classes to teach how to obtaining resources or navigating life issues.
- Group discussion about suicide and prevention.

**B. Use of Evidence-Based or Promising Practices:**

Please identify any evidence-based or evidence-informed models, practices, or curricula used, including sources or documentation of their effectiveness. If your program does not use a formal evidence-based model, describe the rationale for your approach and how it aligns with the goals of crisis intervention and prevention.

SEAHC has used evidenced-based and/or evidenced-informed practices throughout its existence, depending on what services are being offered. For prevention, the public health approach has proven most successful as connection with each other is the proven variable both for individuals and groups. The staff who will operate this initiative are trained in public health principles, including equity, collaboration, empowerment and a public health (rather than individual) approach which addresses underlying environmental and social factors, and community engagement.

For non-clinical support groups, we have developed curricula that have worked. They start with safe, impersonal subject matter and move to slightly more difficult to talk about topics over time. Art projects are used during the hour. The timeline for more delicate topics happens at its own pace, based on each group's individual tolerance, but we find it does happen.

There is evidence that support for males when discussing ideas and feelings is most effective when accomplished through sports or other outward-looking activity. Therefore, activities such as volleyball, hunting and fishing are offered to male groups.

Especially for those who have high need for help, especially individual or family help, it will draw from the “Kajsiab House's Hmong Family Model” that was developed with the help of earlier SAMHSA grants and fine-tuned through University of Wisconsin Partnerships planning and implementation grants. This program was recognized as a best practice model.

Because safety, for individuals and the community, is paramount, each person who receives support services that will be asked to respond to a Columbia Suicide Severity Rating Scale (CSSRS) survey each 6 months they are in program, and more often if the person expresses suicidal ideation. The CSSRS is an evidenced-based practice of SAMHSA and was developed for use by lay persons. It is a tool used to screen for a person’s safety (suicidal ideation) rather than being a mental health assessment.

- C. Program/Service Schedule and Location: Please fill out the charts below to describe the schedule for your proposed program or service, including days and hours that services, classes, workshops, or other activities will be operating (if your staff operates during varied hours, please give your best overview of when your staff are interacting with clients).
- If your program operates at **multiple locations** with the **same schedule**, please list all locations TOGETHER in **TABLE 1** and include the schedule of operation
  - If your program operates at **multiple locations** with **different schedules**, use **TABLE 2** in addition to table 1 to detail each location’s unique schedule
  - If you are submitting a JOINT/MULTI-AGENCY application:
    - Use **TABLE 1**, if the service operates at **multiple locations** with the **same hours** (Please list all locations)
    - Use **TABLE 2**, in addition to table 1, if the service is operating at **multiple locations** with **different hours**

Table 1:

PROGRAM LOCATION(s):		
Day of the Week	Start Time	End Time
Monday	8:30 AM	3:30 PM
		OPEN FOR EMERGENCIES AFTER WORK HOURS
Tuesday	8:30 AM	3:30 PM
		OPEN FOR EMERGENCIES AFTER WORK HOURS
Wednesday	8:30 AM	3:30 PM
		OPEN FOR EMERGENCIES AFTER WORK HOURS
Thursday	8:30 AM	3:30 PM
		OPEN FOR EMERGENCIES AFTER WORK HOURS
Friday	8:30 AM	3:30 PM



		OPEN FOR EMERGENCIES AFTER WORK HOURS
Saturday	Choose an item.	Choose an item.
	EMERGENCY & BY APPOINTMENT	
Sunday	Choose an item.	Choose an item.
	EMERGENCY & BY APPOINTMENT	

*\*If hours are different than those listed, please use rows below drop-down list*

**Table 2:** (Optional/if needed)

PROGRAM LOCATION(s):		
Day of the Week	Start Time	End Time
Monday	Choose an item.	Choose an item.
Tuesday	Choose an item.	Choose an item.
Wednesday	Choose an item.	Choose an item.
Thursday	Choose an item.	Choose an item.
Friday	Choose an item.	Choose an item.
Saturday	Choose an item.	Choose an item.
Sunday	Choose an item.	Choose an item.

*\*If hours are different than those listed, please use rows below drop-down list*

If applicable, please list the third and any subsequent service locations. Include the specific program schedule(s) differences as compared to the programs included in the tables above:

#### 4. ENGAGEMENT COORDINATION AND COLLABORATION

- A. Family Engagement: Describe how your program engaged youth, individuals, and families in the development of this proposal, and how they will be involved in the implementation and assessment of the program activities.

Because we have been working to build community in the Hmong and Cambodian groups over decades, and most deliberately over the past 2 1/2 years as part of the WSCF grant, we have talked with groups about what they need to see in their community so they can get their needs met, feel comfort and support, and grow. This has been accomplished through a variety of groups at the SEAHC, in neighborhood settings, by meeting with Hmong and Cambodian staff both at our sites and at other SEA social service organizations. We work with a committee that is comprised of Hmong and Cambodian members who lead the discussion and submit their ideas to staff, including the people who write proposals. We strive for equal numbers of Hmong and Cambodian participants but actually have more Hmong taking part currently. Therefore, we have reached out to

Cambodians to speak with us individually. It will be important for those people who have given their time in the initial thought process about the implementation for this program to stay involved throughout the assessment phases as the program proceeds. We will work to ensure that people continue interest in its development by providing refreshments or meals, showing interest in their points of views and not taking more of their time than is necessary. Meetings of the interest groups will likely only need to occur every other month after the program is underway. There will be ongoing opportunities for volunteer efforts for those interested in doing more.

Other family engagements that the SEAHC will be involved include the annual event on September during the suicidal awareness month, tables at the Hmong New Year celebration, event at the Cabodian Temple, and cultural events in the communities.

- B. Neighborhood/Community Engagement: Describe how your program engaged neighborhood residents or other relevant community stakeholders in the development of this proposal, and how they will be involved in the implementation and assessment of the program activities.

We originally engaged neighborhood residents through word of mouth, meaning asking the people we know to introduce us to their family members, neighbors and friends. We also connected with community center directors and staff of residential programs who let us provide discussion groups in their space to hear about needs and concerns in their specific neighborhood. We brought food and sometimes t-shirts to initially engage people. We then got back in touch with those who had an interest in continuing to think about what their particular area or group needs. Through Memorandums of Understanding, we also engaged the networks of the WI Hmong Association and the Cambodian Temple Board. The WI Hmong Association was most helpful by posting our information on their website and in meeting minutes. For the Cambodians, verbal communications and introduction to our staff person dedicated to the Temple worked.

- C. Collaboration: Please complete the table below and respond to the narrative questions regarding program collaboration with community partners.

**Note:**

- Single applicants **MUST** list all partners/collaborators below and include a letter of commitment/support from the agency partner highlighting the ways in which the agency will support the program.
- Joint Lead applicants **MUST** include the program partners list, their role & responsibilities, contact person, and attach a Memorandum of Understanding MOU.

Partner Organization	Role & Responsibilities	Contact Person	Signed MOU (Yes/No)?
Grand Journey	An agency that shares the mission of serving Southeast Asians and can refer back and forth to each other	Linda Aroonsavath	No
Journey Mental Health Center/Emergency Services Unit	Available for crisis responses, including stabilization. They refer to SEAHC for cultural help.	Chris Seeley	No
Public Health Madison Dane County	Connects around shared community responses and information.	Randy Molina	No
Safe Communities	Helps introduce SEAHC to new organizations, works together with efforts in the community.	Leah Rolando	No
Cambodian Temple	Works in concert with us to provide services to Cambodians.	Sien Suon	Yes

WI Hmong Association	An avenue to involved Hmong adults who are often in the work world who may be interested in building community.	Nang Hue Yang	Yes
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List any additional partners, their role & responsibilities, contract person and MOU information (if applicable):

Freedom Inc., Hope Vang, contact person. Freedom Inc. supports the work of SEAHC. In fact, until we could apply for and receive our own 501 (c )(e ) status, they functioned as SEAHC's fiscal agent.

How do these partnerships enhance this proposal?

Hmong and Cambodian people are now living in many neighborhoods in Madison. Although most are still connected to others in their ethnic groups, they also need to make new pathways outside of their ethnic group for how to get their needs met, both life-supporting and social. Some individuals who used to be better connected through clans or the Temple now live apart from others and now feel isolated. In all these situations, many people and organizations are necessary to reach people and deliver what they need and want.

Through the Wisconsin Hmong Association, we will connect with the Hmong Clan leaders to gain access and connection with Hmong families in Madison.

Journey Mental Health Center's Crisis Unit (aka Emergency Services Unit) works with SEAHC staff to keep those who express or act on suicidal thoughts and actions safe. The Crisis Unit also depends on SEAHC to provide information and modeling to their staff on how to work with Southeast Asian individuals and families.

Both Public Health and Safe Communities are helpful in keeping our efforts going forward in the larger Madison community, providing training and perspective to staff and some resources.

What are the decision-making agreements with each partner?

SEAHC retains all decision making about the proposed program, as does each partner about its own programs. There are informal agreements about how to refer to one another and to support each other's work but it does not rise to the level of decision making.

Even with WI Hmong Association and the Cambodian Temple, where formal Memoranda of Understanding are in place, the agreements are about connecting with community members rather than decisions and how they are made.

- D. Resource Linkage and Coordination: What resources are provided to youth, individuals, and families participants by your proposed program/service? How does the program coordinate and link participants to these resources?

The proposed program will be able to support people/families who have individual needs to a point. They will provide resource management and acquisition and can link people to resources and help them access those agencies or services. It hopes to teach how to use those services so participants learn that no matter where they present for services, what language they speak and whatever cultural perspectives and biases they bring, there is help they can get. Staff will work where such resources are and how to access them.

If people need more or ongoing help to get what they need, either in terms of resources or individual support (i.e., full case management), they will be referred to other services within SEAHC or to other agencies.

## 5. PROGRAM QUALITY, OUTPUTS, OUTCOMES AND MEASUREMENT

### A. Program Outputs – Please tell us how you are measuring your output data such as: Unduplicated Youth, Individuals, Families, Community Events, Program Hours, etc. Please see Guidelines 1.1

- 5 noon meals provided per week
- \* 50 people on average served per week
- 50-75 people on average who come to SEAHC's group setting per week, and average 20 people come to the program each day of the week
- description of arts and crafts activities and average number per week:
  - learning activities, Bingo, recognizing number and the English alphabets.
  - coloring and painting for focusing and hand coordination skills.
  - practice movement with light exercises for balancing
  - math skills with number money counting
  - gardening twice per week for outside activities and outside environment
  - cooking skills, learning new nutrients and diets
  - bring in speakers to talk about safety concerns and health education
  - hold flu clinic and covid -19 vaccine onsite for at risk seniors and families
- 2 picnics per year, 1 annual event per year
- 4 outings to practice being together in the larger mainstream city of Madison population, and possibly into each other's communities
- 16 of new garden sites/plots
- 2 UW Extension--education CLASSES, ESP. ABOUT HEALTHY COMMUNITIES AND NUTRITIONS.
- Bingo at least 2X/week.
- classes, educational forums--attendance lists and consumer satisfaction surveys

### B. Program Outcomes

Please describe the data and the data source used to choose your outcome objectives:

Outcomes:

The SEAHC maintain daily attendance and will conduct an annual survey to collect data that shows people who receive service from the program will show an improvement:

1. 75% will feel safe in the community and their homes.
2. 75% will show improvement or strengthen family skills
3. 75% or more will connect to more community resources
4. 20 people will focus on individual and families needs per each quarter
5. 75% will have the skills to promote self reliance
6. zero institutionalization and continue to prevent from being institutionalized
7. 24 people will receive assistance with their basic needs per quarter
8. 80% or more will know who to contact when they need crisis services or in crisis

Service plan results showing people have met the goals they set for themselves, including obtaining resources and abilities to live lives such as they hoped to. They will report of satisfaction about the services they received.

- meetings/sessions will be scheduled and ongoing according to the service plan and as tolerated

Please complete the table(s) with your selected outcome objectives. Applicants must choose from the measurable outcomes listed in the RFP that correspond to the priority area for which they are applying.

Youth-specific programs are **required** to report on the youth outcomes identified in the RFP. In addition to these required outcomes, applicants may propose additional program-specific outcomes they plan to track and evaluate. **Note: Outcome EXAMPLE Objective is not required and is ONLY meant to serve as an example outcome to reference as you complete the other tables**

<b>Outcome EXAMPLE Objective:</b> 75% of clients report services were accessible, inclusive, and responsive to their individual identities and experiences ( this is an EXAMPLE ONLY and is NOT REQUIRED).				
<b>Performance Standard</b>	<b>Targeted Percent</b>	75%	<b>Targeted Number</b>	90 of 120 clients
	<b>Actual Percent</b>	78%	<b>Actual Number</b>	94 out of 120 clients
<b>Measurement Tool(s) and Comments:</b> Client exit survey and open-ended feedback forms				
Methodology: The primary measurement tool was an exit survey that used open-ended and multiple-choice prompts to allow participants to elaborate on their experiences. Surveys were distributed to all program participants at time of exit from services/at the point of program completion, surveys are voluntary and anonymous.				

<b>Outcome Objective #1:</b>				
<b>Performance Standard</b>	<b>Targeted Percent</b>		<b>Targeted Number</b>	
	<b>Actual Percent</b>		<b>Actual Number</b>	
<b>Measurement Tool(s) and Comments:</b>				
<b>Methodology:</b>				

<b>Outcome Objective #2:</b>				
<b>Performance Standard</b>	<b>Targeted Percent</b>		<b>Targeted Number</b>	
	<b>Actual Percent</b>		<b>Actual Number</b>	
<b>Measurement Tool(s) and Comments:</b>				
<b>Methodology:</b>				

<b>Outcome Objective #3:</b>				
<b>Performance Standard</b>	<b>Targeted Percent</b>		<b>Targeted Number</b>	
	<b>Actual Percent</b>		<b>Actual Number</b>	
<b>Measurement Tool(s) and Comments:</b>				
<b>Methodology:</b>				

*To add additional outcome objectives, please copy and paste the table below as needed.*

- C. **Data Tracking:** What data tracking systems are in place or will be in place to capture the information needed to document demographics, program activities, outcome measures, and expenses?

Staff will use a computer database interface that will record essential consumer information. The main purposes for this tool are to automate and centralize data collection, allow staff to gather consumer demographics, contacts, and outcome data both aggregate and individual.

The executive director and lead project worker will review summary data on a monthly basis. A brief monthly report will be issued that summarizes progress toward project objectives and includes recommendations for process improvement.

SEAHC has programs set up to track financials such as income and expenses. SEAHC contract with an independent contractor to maintain the agency's financial data and expenses. The expense records are kept according the general accounting practice (GAAP).

## 6. PROGRAM STAFFING AND RESOURCES:

- A. Program Staffing: Full-Time Equivalent (FTE) – Include employees, with direct program implementation responsibilities. **Please be sure to list all required certifications and training.** FTE = % of 40 hours per week. Use chart below and use one line per individual employee.

Position Title	FTE	Required Certifications and Training	Location(s)
Executive Director		Masters Degree in Social Work or Business	2814 Syene Road. Madison, WI 53713
Culture Broker		4 or more years of experiences or Bachelor's degree in Human Service field	2814 Syene Road. Madison, WI 53713
Suicial Awareness Specialist		4 or more years of experiences or Bachelor's degree in Human Service field	2814 Syene Road. Madison, WI 53713
Suicidal Awaeness Apecialist		4 or more years of experiences or Bachelor's degree in Human Service field	2814 Syene Road. Madison, WI 53713
Client Support Speialist		Knowledge of population andcultures	2814 Syene Road. Madison, WI 53713

- B. Volunteers: Describe your process for screening, training, and supervising volunteers who will have direct contact with program participants.

Volunteers are welcome. Students especially might be interested in community building aspects. Screening involves the person meeting with the executive director and whatever staff will be working closely with the volunteer's chosen work. Each volunteer will have a background check completed and driving record if their volunteer work will involve driving. They will be supervised by an experienced staff person and will receive training needed for their position.

- C. Other Program Resources Please list any other program resources or inputs (e.g., program space, transportation, equipment, or other supports) that are necessary for the success of your program. Are these resources currently in place? If not, describe your plan and timeline for securing them.

All program resources to make this project successful are in place. Staff office space is available, as are computers and other equipment. Office space for community members who need individual support or services is also available.

## 7. BUDGET

- A. The budget workbook should be submitted with the proposal using the template provided in an Excel document or as a PDF. There are six tabs within the Excel spreadsheet: Cover Page, Board & Staff Demographics, Revenue, Expenses, Personnel, and Program Summary. **The Cover Page, Program Summary, and relevant Program Budgets must be submitted with this document for a proposal to be complete.**

### Joint/Multi-Agency Applications

- B. The Lead Applicant will be responsible for submitting the Budget Workbook and Budget Narrative(s) alongside all required materials.
- a. The budget template and budget narrative can be found on the [CDD Funding Opportunities Website](#).

## 8. If applicable, please complete the following:

### A. Disclosure of Conflict of Interest

Disclose any potential conflict of interest due to any other clients, contracts, or property interests, e.g. direct connections to other funders, City funders, or potentially funded organizations, or with the City of Madison.

II

### B. Disclosure of Contract Failures, Litigations

Disclose any alleged significant prior or ongoing contract failures, contract breaches, any civil or criminal litigation.

## APPLICATION FOR 2025 CRISIS INTERVENTION AND PREVENTION SERVICES PROGRAMS

## 1. ORGANIZATION CONTACT INFORMATION

Legal Name of Organization	Southeast Asian Healing Center, Inc.
Mailing Address	2814 Syene Road. Madison, WI 53713
Telephone	(608) 405-5889
FAX	(608) 405-5889
Director	Doua Vang
Email Address	doua.vang@neukllc.com
Additional Contact	Maivaj Yang
Email Address	maivaj.yang@neukllc.com
Legal Status	Private: Non-Profit
Federal EIN:	83-2393889

2. PROPOSED PROGRAMS	2026		If currently City funded	
Program Name:	Letter	Amount Requested	2025 Allocation	Joint/Multi Application - SELECT Y/N
Hnub Tshiab (New Day)	A	\$80,000		
Contact:		Doua Vang		
	B			
Contact:				
	C			
Contact:				
	D			
Contact:				
	E			
Contact:				
TOTAL REQUEST		\$80,000		

## DEFINITION OF ACCOUNT CATEGORIES:

**Personnel:** Amount reported should include salary, taxes and benefits. Salary includes all permanent, hourly and seasonal staff. Taxes/benefits include all payroll taxes, unemployment compensation, health insurance, life insurance, retirement benefits, etc.

**Operating:** Amount reported for operating costs should include all of the following items: insurance, professional fees and audit postage, office and program supplies, utilities, maintenance, equipment and furnishings depreciation, telephone, training and conferences, food and household supplies, travel, vehicle costs and depreciation, and other operating related costs.

**Space:** Amount reported for space costs should include all of the following items: Rent/Utilities/Maintenance: Rental costs for office space; costs of utilities and maintenance for owned or rented space. Mortgage Principal/Interest/Depreciation/Taxes: Costs with owning a building (excluding utilities and maintenance).

**Special Costs:** Assistance to Individuals - subsidies, allowances, vouchers, and other payments provided to clients. Payment to Affiliate Organizations - required payments to a parent organization. Subcontracts - the organization subcontracts for service being purchased by a funder to another agency or individual. Examples: agency subcontracts a specialized counseling service to an individual practitioner; the agency is a fiscal agent for a collaborative project and provides payment to other agency.



**3. SIGNATURE PAGE****AFFIRMATIVE ACTION**

If funded, applicant hereby agrees to comply with City of Madison Ordinance 39.02 and file either an exemption or an affirmative action plan with the Department of Civil Rights. A Model Affirmative Action Plan and instructions are available at [cityofmadison.com/civil-rights/contract-compliance](http://cityofmadison.com/civil-rights/contract-compliance).

**CITY OF MADISON CONTRACTS**

If funded, applicant agrees to comply with all applicable local, State and Federal provisions. A sample contract that includes standard provisions may be obtained by contacting the Community Development Division at 266-6520. If funded, the City of Madison reserves the right to negotiate the final terms of a contract with the selected agency.

**INSURANCE**

If funded, applicant agrees to secure insurance coverage in the following areas to the extent required by the City Office of Risk Management: Commercial General Liability, Automobile Liability, Worker's Compensation, and Professional Liability. The cost of this coverage can be considered in the request for funding.

**4. SIGNATURE**

Enter name: Doua Vang

By entering your initials in the box you are electronically signing your name and agreeing to the terms listed above.

DATE 9/22/2025

INITIALS: DV

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**5. BOARD-STAFF DEMOGRAPHICS**

Indicate by number the following characteristics for your agency's current board and staff. Refer to application instructions for definitions. You will receive an "ERROR" until you finish completing the demographic information.

DESCRIPTOR	BOARD		STAFF		MADISON*		
	Number	Percent	Number	Percent	GENERAL Percent	POVERTY Percent	R/POV** Percent
<b>TOTAL</b>		<b>100%</b>		<b>0%</b>			
<b>GENDER</b>							
MAN	2	67%		0%			
WOMAN	1	33%		0%			
NON-BINARY/GENDERQUEER	0	0%		0%			
PREFER NOT TO SAY		0%		0%			
TOTAL GENDER	3	100%	0	0%			
<b>AGE</b>							
LESS THAN 18 YRS	0	0%		0%			
18-59 YRS	3	100%		0%			
60 AND OLDER		0%		0%			
TOTAL AGE	3	100%	0	0%			
<b>RACE</b>							
WHITE/CAUCASIAN	0	0%		0%	80%	67%	16%
BLACK/AFRICAN AMERICAN	0	0%		0%	7%	15%	39%
ASIAN	3	100%		0%	8%	11%	28%
AMERICAN INDIAN/ALASKAN NATIVE	0	0%		0%	<1%	<1%	32%
NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%		0%	0%	0%	0%
MULTI-RACIAL	0	0%		0%	3%	4%	26%
BALANCE/OTHER		0%		0%	1%	2%	28%
TOTAL RACE	3	100%	0	0%			
<b>ETHNICITY</b>							
HISPANIC OR LATINO	0	0%		0%	7%	9%	26%
NOT HISPANIC OR LATINO	3	100%	0	0%	93%	81%	74%
TOTAL ETHNICITY	3	100%	0	0%			
<b>PERSONS WITH DISABILITIES</b>	0	0%		0%			

\*REPORTED MADISON RACE AND ETHNICITY PERCENTAGES ARE BASED ON 2009-2013 AMERICAN COMMUNITY SURVEY FIGURES.

AS SUCH, PERCENTAGES REPORTED ARE ESTIMATES. See Instructions for explanations of these categories.

\*\*R/POV=Percent of racial group living below the poverty line.

**6. Does the board composition and staff of your agency represent the racial and cultural diversity of the residents you serve? If not, what is your plan to address this? (to start a new paragraph, hit ALT+ENTER)**



## 7. AGENCY GOVERNING BODY

How many Board meetings were held in 2024

3

How many Board meetings has your governing body or Board of Directors scheduled for 2024?

4

How many Board seats are indicated in your agency by-laws?

3

List your current Board of Directors or your agency's governing body.

<b>Name</b>	Nancy Vue-Tran			
Home Address	2645 Quartz Road; Fitchburg, WI 53711			
Occupation	Attorney			
Representing	Board President			
Term of Office	4 years	From:	11/2021	To: 10/2025
<b>Name</b>	Chong Vang			
Home Address	3301 Basil Drive' Madison, WI 53704			
Occupation	Attorney			
Representing	Secretary			
Term of Office	4 years	From:	891/2022	To: 08/2026
<b>Name</b>	Zang Vang			
Home Address	1266 Broadway Drive; Sun Prairie, WI 53590			
Occupation	Business Owner			
Representing	Treasurer			
Term of Office	4 years	From:	12/2021	To: 11/2025
<b>Name</b>				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy
<b>Name</b>				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy
<b>Name</b>				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy
<b>Name</b>				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy
<b>Name</b>				
Home Address				
Occupation				
Representing				
Term of Office		From:	mm/yyyy	To: mm/yyyy



AGENCY GOVERNING BODY cont.

**Name**

Home Address

Occupation

Representing

Term of Office

From:

mm/yyyy

To:

mm/yyyy

**Name**

Home Address

Occupation

Representing

Term of Office

From:

mm/yyyy

To:

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To:

mm/yyyy

**Name**

Home Address

Occupation

Representing

Term of Office

From:

mm/yyyy

To:

mm/yyyy

**\*\*Instructions: Complete this workbook in tab order, so the numbers will autofill correctly. Only fill in the yellow cells.**  
**Only use whole numbers, if using formulas or amounts with cents, convert to whole number before submitting to CDD.**

Please fill out all expected revenues for the programs you are requesting funding for in this application.  
 All programs not requesting funding in this application, should be combined and entered under NON APP PGMS  
 (last column)

REVENUE SOURCE	AGENCY 2026	PROGRAM A	PROGRAM B	PROGRAM C	PROGRAM D	PROGRAM E	NON APP PGMS
DANE CO HUMAN SVCS	0						
UNITED WAY DANE CO	0						
CITY CDD (This Application)	80,000	80,000					
City CDD (Not this Application)	55,000						55,000
OTHER GOVT*	169,413	169,413					
FUNDRAISING DONATIONS**	39,500	10,000					29,500
USER FEES	0						
TOTAL REVENUE	343,913	259,413	0	0	0	0	84,500

\*OTHER GOVERNMENT: Includes all Federal and State funds, as well as funds from other counties, other Dane County Departments, and all other Dane County cities, villages, and townships.

\*\*FUNDRAISING: Includes funds received from foundations, corporations, churches, and individuals, as well as those raised from fundraising events.

**\*\*Use whole numbers only, please.**

[illegible]



**\*\*List all staff positions related to programs requesting funding in this application, and the amount of time they will spend in each program.**

[illegible]

**CONTINUE BELOW IF YOU NEED MORE ROOM FOR STAFF POSITIONS**

\*List each staff position separately. Indicate number of weeks to be employed if less than full year in parentheses after their title.

**\*\*Full Time Equivalent (1.00, .75, .60, .25, etc.) 2,080 hours = 1.00 FTE**

**\*\*List all staff positions related to programs requesting funding in this application, and the amount of time they will spend in each program.**

	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025
Title of Staff Position*	Program A FTE**	Program B FTE**	Program C FTE**	Program D FTE**	Program E FTE**	Total FTE	Annualized Salary	2025 Payroll Taxes and Fringe Benefits	Total Amount	Hourly Wage***	2025 Amount Requested from the City of Madison
Suicidal Awareness Specialist	1.00					1.00	52,000	13,000	65,000	25.00	0
Suicidal Awareness Specialist	1.00					1.00	52,000	13,000	65,000	25.00	0
Client Support Specialist	1.00					1.00	49,920	12,480	62,400	24.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
						0.00			0	0.00	0
<b>TOTAL:</b>	7.08	0.00	0.00	0.00	0.00	7.08	371823.00	56370.00	428193.00	204.00	60580.00

\*List each staff position separately. Indicate number of weeks to be employed if less than full year in parentheses after their title.

\*\*Full Time Equivalent (1.00, .75, .60, .25, etc.) 2,080 hours = 1.00 FTE

## Program Summary

This tab should be completely filled in by your previous answers.

Pgm Letter	Program Name	Program Expenses	2026 City Request
A	Hnub Tshiab (New Day)	PERSONNEL	60,580
		OTHER OPERATING	15,220
		SPACE	4,200
		SPECIAL COSTS	0
		TOTAL	80,000
B	0	PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		TOTAL	0
C	0	PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		TOTAL	0
D	0	PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		TOTAL	0
E	0	PERSONNEL	0
		OTHER OPERATING	0
		SPACE	0
		SPECIAL COSTS	0
		TOTAL	0
TOTAL FOR ALL PROGRAMS			80,000