

Application: 0000000067

Edward Wall - ed.wall@uwdc.org
Funding for Community Response and Preparedness

Summary

ID: 0000000067
Last submitted: Apr 18 2024 07:46 AM (CDT)

Application: Funding for Community Response and Preparedness

Completed - Apr 18 2024

Application: Funding for Community Response and Preparedness

SECTION 1: GENERAL INFORMATION

Lead Name of Organization:

United Way of Dane County

Fiscal Agent (If Applicable):

(No response)

Contact Name:

Ed Wall

Address:

2059 Atwood Ave.

City, State, Zip Code:

Madison

Email Address:

ed.wall@uwdc.org

Phone Number:

608-219-5006

SECTION 2: APPLICATION DETAILS

Name of Project/Program/Initiative:

211 App Spanish Version

Amount requested:

Request Limit: \$14,000

\$ 14,000

Project Start Date:

06/01/2024

Project End Date:

12/31/2024

Brief Summary of your Program:

100 Words Limit

211 is a phone prefix designated by the federal government as a connection point for people in need of resources. In Dane County, that service is provided by United Way of Dane County (UWDC), which offers free, confidential 211 services 24x7x365. In October of 2023, UWDC introduced a mobile device App that puts access to resources in the palm of a user's hand. Currently that App is only available in English, but we have had many requests to provide a Spanish language version for clients in need. This application would help fund that Spanish language development.

1. Please provide a full description of your project including the activities, with a specific focus of how it is responsive to the priorities of the RFP and addresses one or more of the HVA priorities.

In times of need over the last 100 years, United Way of Dane County has stepped up to lead community-wide initiatives to support families, and provide poverty relief, educational reforms, healthcare access and disaster response.

One of the core functions of UWDC's efforts in helping support the community is providing our free, confidential 211 services, which connects those in need with the resources that can help them overcome a multitude of challenges. These include resources around housing, food, utility assistance, mental health and addiction, legal aid & immigration, healthcare, crisis help, transportation, and disaster response.

In October of 2023, UWDC released the 211 App, a first of its kind initiative in Wisconsin, that offers the ability to search for and connect people in need with resources more accessible. The App was subsequently rolled out statewide and has been utilized thousands of times by clients who are addressing life's daily challenges.

One request that we get repeatedly is for the App to be made available in a Spanish language version for our community members who may not be proficient in English, or maybe assisting someone else in need who only speaks Spanish.

Converting the 211 Resource Database from English to Spanish is a time consuming project for which we currently do not have resources. It will involve outside computer programmers and software architects that work within the database backbone system, VisionLink. This project will also involve assigning Spanish speaking UWDC 211 staff to review the translations to ensure they are correctly indexing during the translation process so that clients are seeing high quality responses to their needs.

UWDC 211 is often designated by the Governor, County Executive and government leaders as the intake for damage and victim information during an emergency management declaration. The use of the new 211 App will allow people affected by disaster to easily search for resources when typical lines of communication may be overwhelmed or unavailable. Being able to provide those capabilities to our Spanish speaking population in Wisconsin would be a great step forward for a traditionally marginalized population.

In times of disaster, the availability of language translators for those in need may be difficult to find, or their services overwhelmed by the impact of the event. Being able to quickly refer people to the 211 App that is offered in their native language would be a force multiplier in responding to all citizens in need.

2. Please describe what information, research, and/or best practices are being utilized to inform the design of your program.

UWDC 211 has been providing services to our 7-county service area for over 24 years. Every year, tens of thousands of people call 211 to look for resources that help them during life's challenges. Approximately two percent of those callers are Spanish speakers where we use a contracted language line or UWDC Spanish speaking staff to help facilitate those requests.

It is often a difficult process for people who have limited proficiency in English to find confidential help. In times of disaster or crisis response, as systems stretch their capacity to respond, that frustration and inability to get help is often magnified.

Creating a Spanish version of a normal App is not that complex, as it usually just involves standard translation on a word for word basis. However, in an App that is based off of a very complex resource database like 211's, it is much more involved. It not only requires word translation, but also computer code, data strings, geolocation (mapping), transactional relationships, quality assurance queries, and reverse reporting on data analytics.

As of 04/09/2024, the UWDC 211 App has had over 10,000 subcategory searches for individual resource needs. Of those inquiries, over 500 were accessed from mobile devices that were established with a Spanish language preference, which equates to approximately 5% of clients. Of the caller interactions in 2023, UWDC provided 47,546 resource referrals through 23,695 total contacts from people in need. Of those 23,695 contacts, there were 417 Spanish language calls that required translation services. On a statewide basis, which the App is available to, there were 243,000+ calls to 211 centers, with over 4,000 of those calls requiring Spanish translation services.

In short, a Spanish version of the App would be useful to not just Dane County, but the state as a whole.

3. Please describe the target population of your program, including how your program is designed to address the specific needs of the communities you're attempting to impact with the program.

The target population for this project would be Spanish speaking individuals in the Dane County area who would utilize 211 services. In times of crisis, people often struggle to find resources because caregivers, resource providers and basic services are compromised as a result of the incident. By developing the Spanish version of the 211 App, we would be able to help people navigate an intuitive App that connects them to our resource systems on their own.

We would undertake a community awareness program where UWDC 211, along with our resource partners who work closely with the Spanish speaking populations, could educate and help setup users in the community. The time for this type of project is before a crisis and not during or after one has occurred.

4. Using the table below, describe the implementation plan and timeline for the program (Complete at least 2).

	Estimated Benchmark Date (Month, Year)	Key Staff (Name and Title)	Milestone (Program development phase completed)
A.	June 2024	Edward Wall; 211 Director	Initial Design Specs
B.	July 2024	Hardin Development	Project Coordination / API Design
C.	August 2024	Hardin Development	Identify taxonomies, key phrases, and text translation requirements
D.	September 2024	Assign Spanish Translation Service (TBD)	Begin Translation
E.	October 2024	UWDC & Community Partners	Begin testing of Spanish translation and edits to API

5. Provide 1-2 objectives for your program that connect to measuring the success of project activities.

Objectives should use the SMART approach:

- **Specific:** includes the “who”, “what”, and “where”
- **Measurable:** focuses on “how much” change is expected
- **Achievable:** realistic given program resources and planned implementation
- **Relevant:** relates directly to program/activity goals
- **Time-bound:** focuses on “when” the objective will be achieved

	Describe Objective	Evaluation Tool (i.e. client surveys, program hours or number of individuals reached)	Outcome (i.e. # of individuals reached, % of positive feedback from surveys)
Objective 1	Fully accessible Spanish version of the 211 App	Combined efforts of UWDC 211 staff, Hardin Development engineers, and community based resource providers to test applications.	Tested and deployed 211 App that meets the needs of the community.
Objective 2	Increased availability and use of community resources by Spanish speaking community members	Educational presentations at community centers and other gathering points for Spanish speaking individuals to increase usage. Tracking of Spanish access will be reported on through App data.	Increased use of the 211 App by Spanish speaking households as tracked by App access data.
Objective 3	Address basic needs for Spanish speaking community by putting resources in their hands	Through App data, identify top needs of the Spanish speaking community and share data with community resource providers to address unmet needs.	Improved delivery of timely resources for the Spanish speaking community. Identify unmet needs and work to fill gaps in services.

6. Provide information on any integration or collaboration with other organizations in Madison and Dane County.

UWDC 211 has deployed 211 Kiosks throughout Madison and Dane County. We were advised by Centro Hispano that the kiosk at their location was not being used because it did not have a Spanish language capability. Likewise, we saw that 5% of App users were accessing through mobile devices that were registered with a Spanish language preference. Along with our local observations, we saw that thousands of households across the state were trying to search for resources from Spanish language devices.

UWDC 211 will partner with all community services, and specifically those focused on Spanish speaking clients, to gather parameters for App preferences, usability, and testing translation strings. Latinx is the second largest population / ethnic group in Dane County, and our ability to connect them with needed resources lags behind in the capability to deliver needed resources.

SECTION 3: BUDGET

Project Budget

Please complete and attach your proposed budget using the following template:

[Budget Template](#)

[Budget UWDC-211.xlsx](#)

Filename: Budget UWDC-211.xlsx **Size:** 19.4 kB

SECTION 4: REQUIRED ATTACHMENTS

IRS Determination Letter

Document confirming your agency's non-profit status

[IRS Determination Letter UWDC.PDF](#)

Filename: IRS Determination Letter UWDC.PDF **Size:** 190.7 kB

Organizational Budget

Agency budget for the most recent year

[2024 Operating Budget.pdf](#)

Filename: 2024 Operating Budget.pdf **Size:** 112.2 kB

Collaborative Agreement or Memorandum of Understands

Fiscal Agent Form

[Fiscal Agent Template](#)

[UWDC Fiscal Agent.pdf](#)

Filename: UWDC Fiscal Agent.pdf **Size:** 549.2 kB

	A	B	C	D	E
1					Tab 4b
2	United Way of Dane County				
3	2024 Operating Budget				
4	October 5, 2023				
5		2024	2023		
6	Revenue	Budget	Budget	Variance	% Change
7	Campaign Revenue				
8	Total Campaign Pledges	19,375,378	19,588,675	(213,297)	-1.09%
9	UWDC Foundation	511,000	478,000	33,000	6.90%
10	Less: Umbrella Designations	(1,275,378)	(1,188,675)	(86,703)	7.29%
11	Local Campaign Results	18,611,000	18,878,000	(267,000)	-1.41%
12	Community Focused Grants	85,967	334,940	(248,973)	-74.33%
13	Allowance for Uncollectibles	(624,450)	(634,800)	10,350	-1.63%
14	Add: Prior Year Pledge Collections	50,000	50,000	-	0.00%
15	Net Campaign Results	18,122,517	18,628,140	(505,623)	-2.71%
16	Non-campaign Revenue				
17	Government Grants	1,918,000	860,000	1,058,000	123.02%
18	HealthConnect	1,200,000	1,050,000	150,000	14.29%
19	Other Program Revenue and Grants	152,000	142,000	10,000	7.04%
20	Total Non-campaign Revenue	3,270,000	2,052,000	1,218,000	59.36%
21	Operating Revenue				
22	Investment Income	225,000	60,000	165,000	275.00%
23	Rental Income	68,071	66,765	1,306	1.96%
24	Rental Expenses (Agency)	(98,964)	(93,319)	(5,645)	6.05%
25	Sponsored Activity Income	380,000	200,000	180,000	90.00%
26	Sponsored Activity Expense	(380,000)	(200,000)	(180,000)	90.00%
27	Miscellaneous Income	78,985	60,000	18,985	31.64%
28	Total Operating Revenue	273,092	93,446	179,647	192.25%
29	Total Revenue	21,665,609	20,773,586	892,023	4.29%
30	Expenses				
31	Program Expenses				
32	Vision Council Program Funding				
33	Vision Council Funding	6,126,515	6,126,515	-	0.00%
34	Vision Council Targeted Funding	1,205,420	1,329,300	123,880	9.32%
35	Subtotal Vision Council Funding	7,331,935	7,455,815	123,880	1.66%
36	Government Grants	1,918,000	860,000	(1,058,000)	-123.02%
37	AmeriCorps Match	744,597	644,090	(100,507)	-15.60%
38	Total Vision Council Program Funding	9,994,532	8,959,905	(1,034,627)	-11.55%
39	Contracts and Designations				
40	Designations to United Way Agencies	2,010,000	2,032,655	22,655	1.11%
41	Community Health Charities	340,000	487,500	147,500	30.26%
42	American Heart Association	170,000	187,000	17,000	9.09%
43	Designations to Other United Ways	185,000	254,326	69,326	27.26%
44	Write-In Agency Designations	1,095,000	1,272,619	177,619	13.96%
45	Total Contracts and Designations	3,800,000	4,234,100	434,100	10.25%
46	Internal Program Expenses				
47	2-1-1 Program	696,838	649,609	(47,229)	-7.27%
48	Community Engagement	746,298	723,955	(22,343)	-3.09%
49	Community Focused Grants	85,967	334,940	248,973	74.33%
50	HealthConnect	1,200,000	1,050,000	(150,000)	-14.29%
51	Community Impact	1,950,329	1,907,578	(42,751)	-2.24%
52	Community Services	124,110	119,981	(4,129)	-3.44%
53	Total Internal Program Expenses	4,803,542	4,786,063	(17,479)	-0.37%
54	Total Program Services	18,598,074	17,980,068	(618,006)	-3.44%
55	Operating Expenses				
56	Resource Development and Marketing	2,448,054	2,254,238	(193,816)	-8.60%
57	Executive/Finance/Info Services	1,416,583	1,346,756	(69,827)	-5.18%
58	Total Operating Expenses	3,864,636	3,600,994	(263,642)	-7.32%
59	Total Program Services and Operating Expenses	22,462,710	21,581,062	(881,649)	-4.09%
60					
61	Surplus/(Deficit) from Operations	(797,101)	(807,476)	10,375	-1.28%
62					
63	Memo:				
64	Capital Improvements Equipment	40,000	85,800	45,800	53.38%
65	Release of Board Designated Net Assets	-	-	-	#DIV/0!
66	Depreciation	227,317	180,000	(47,317)	-26.29%
67					
68	86/14 Calculation				
69	Net Campaign Results	19,346,880	19,754,827		
70	Non-campaign Revenue	3,270,000	2,052,000		
71	Operating Revenue	273,092	93,446		
72	Total Revenue	22,889,972	21,900,273		
73	Program Services	19,822,437	19,106,754		
74	Program Services Ratio	86.6%	87.2%		
75	Memo:				
76	Public Sector Revenue Addition	1,275,378	1,164,186		
77	Public Sector Program Expense Addition	1,224,363	1,126,686		
78	Public Sector Uncollectible (4%)	51,015	37,500		

Internal Revenue Service

Department of the Treasury

**P. O. Box 2508
Cincinnati, OH 45201**

Date: July 2, 2003

**United Way of Dane County, Inc.
P.O. Box 7548
Madison, WI 53707-7548**

**Person to Contact:
Robert Molloy 31-04023
Customer Service Representative
Toll Free Telephone Number:
8:00 a.m. to 6:30 p.m. EST
877-829-5500
Fax Number:
513-263-3756
Federal Identification Number:
39-0817532
Accounting Period Ends:
December 31**

Dear Sir or Madam:

This is in response to your request of July 2, 2003, regarding your organization's tax exempt status.

In July 1951, we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

We classified your organization as a publicly supported organization, and not a private foundation, because it is described in sections 509(a)(1) and 170(b)(1)(A)(vi) of the Code. This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's purposes, character, method of operations, or sources of support have changed, please let us know so we can consider the effect of the change on the organization's exempt status and foundation status.

Your organization is required to file Form 990, *Return of Organization Exempt from Income Tax*, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

As of January 1, 1984, your organization is liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more the organization pays to each of its employees during a calendar year. There is no liability for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes. If you have any questions about excise, employment, or other federal taxes, please let us know.

United Way of Dane County, Inc.
39-0817532

Donors may deduct contributions to your organization as provided in section 170 of the Code.

Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

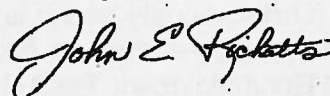
Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on Form 990-T, *Exempt Organization Business Income Tax Return*. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. If your organization had a copy of its application for recognition of exemption on July 15, 1987, it is also required to make available for public inspection a copy of the exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the permanent records of the organization.

If you have questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



John E. Ricketts, Director, TE/GE
Customer Account Services

FISCAL AGENT ROLES AND RESPONSIBILITIES

A Fiscal Agent relationship is an arrangement in which a 501c(3) organization agrees to act and provide services in support of or on behalf of another entity. Grant allocations are awarded to the Fiscal Agent with the understanding that the Fiscal Agent and the applicant have agreed to some level of collaboration on the identified project.

Fundamental expectations of the Fiscal Agent and applicant relationship:

1. The Fiscal Agent should read the application and have confidence that the applicant agency will be able to successfully implement the proposed project or program.
2. The Fiscal Agent will accept allocated funds from PHMDC for the identified program or project and reimburse the applicant for allowable expenses incurred performing the work of the contracted program.
3. The Fiscal Agent and the applicant agency will decide who will provide and purchase the necessary insurance coverage for the identified program.
4. The Fiscal Agent will ensure that the funded project or program is in compliance with PHMDC Service Contract requirements.


Additionally the party acting as the Fiscal Agent may want to:

- Ensure that the proposed project or program is in alignment with agency mission and goals.
- Seek Board approval before accepting responsibility for the Applicant's program or project.
- Establish a formal Memorandum of Understanding with the Applicant that outlines the roles and responsibilities of parties involved.

The Fiscal Agent should complete the following:

Applicant Agency or Group:	United Way of Dane County - 211
Amount Requested:	\$14,000
Title of Proposal:	211 App Spanish Version
Applicant Contact Person:	Ed Wall; Director 211
Address:	2059 Atwood Ave., Madison, WI. 53704
Telephone:	608-219-5006
E-Mail:	Ed.wall@uwdc.org
Name of Fiscal Agent:	United Way of Dane County
Fiscal Agent Contact Person:	Nicholas Wood; VP / CFO
Address:	2059 Atwood Ave., Madison, WI. 53704
Telephone:	608-246-4397
Email:	Nick.wood@uwdc.org
Is Fiscal Agent a 501c(3)?	Yes
Will the Fiscal Agent include the proposed project on their insurance policy?	Yes

If the applicant agency is funded through PHMDC, funds will be administered through a contract with the identified Fiscal Agent. As an identified Fiscal Agent for this proposal, Agent agrees to meet fundamental expectations as outlined in this document. Additionally, the Fiscal Agent states intent to comply with PHMDC contract requirements.

Fiscal Agent Signature:	
Enter Name:	Nicholas Wood; VP / CFO
Date:	April 18, 2024