



2015 Social Service Funding Application - Special Alcohol Funds

Applications for 2014 funding must be complete and submitted electronically to the City Manager's Office at ctoomay@lawrenceks.org by 5:00 pm on Friday, May 2, 2014. Applications received after the deadline **will not** be reviewed by the Social Service Funding Advisory Board.

General Information: Each year, the City Commission considers requests for the allocation of dollars to a number of agencies that provide services benefiting the Lawrence community. These funds are to be used pursuant City Charter Ordinance 33, which states,

"Moneys in the special alcohol and drugs programs fund shall be expended on such programs, services, equipment, personnel, and capital expenditures as the governing body may from time to time determine is in the best interest of the public to address one or more of the following:

- (a) Prevention of alcoholism and drug abuse, including but not limited to education, counseling, public informational efforts and related activities; or
- (b) Alcohol and drug detoxification efforts and related activities; or
- (c) Intervention in alcohol and drug abuse or treatment of persons who are alcoholics or drug abusers or are in danger of becoming alcoholics or drug abusers; or
- (d) Law enforcement, prosecution, court activities and programs, or portions thereof, related to apprehending, prosecuting, adjudicating or monitoring individuals who are alcoholics or drug abusers or are in danger of becoming alcoholics or drug abusers, including individuals who are or may be charged with violating laws related to alcohol or drug use; or
- (e) Education, counseling, public information efforts, and related and associated activities related to preventing drug abuse and alcohol abuse, including but not limited to efforts to encourage healthy youth and family development and related efforts which include as a partial element drug abuse and alcohol abuse education, counseling, or public information efforts; or
- (f) Programs, activities, or efforts related to preventing or intervening in drug abuse and alcohol abuse, including programs, activities, or efforts for which drug abuse and alcohol abuse prevention or intervention comprises a partial element of the complete program, activity or effort; or
- (g) Any program, activity, or effort, or a portion thereof, that the governing body determines seeks to discourage, prevent, intervene, or address issues related to alcohol or drug abuse. The appropriation of funds by the governing body for such a program, activity, or effort shall be conclusive of compliance with provisions of this ordinance, and separate findings shall not be required."

Applications will be reviewed by the Social Service Funding Advisory Board at meetings held from 8:00 a.m. to 12:00 p.m. on May 23 and May 30. Applicants are asked to make a contact person available by phone in case questions arise.

Following their review, the Advisory Board will forward recommendations for funding to the City Commission. Recommendations will be based upon the following criteria:

- availability of city funds
- the need demonstrated through the agency's application
- the stated objectives of the applicant's program
- alignment of the program with City Charter Ordinance 33
- the efforts to collaborate and avoid duplication of service demonstrated through the application
- outcomes that move program participants from total dependency toward measurable levels of independence
- ability to measure progress toward the program objectives and the City Commission Goals
- past performance by the agency in adhering to funding guidelines (as appropriate)

The final decision regarding funding will be made by the City Commission when they adopt the Annual Operating and Capital Improvement Budget in August.

Other Information. Collaboration and/or coordination between organizations is highly recommended and multi-agency proposals to address an identified community problem are encouraged. Programs should have research based effective strategies or "promising approaches." All programs must have goals with measurable outcomes.

Please note that funds will be disbursed according to the following schedule unless otherwise agreed to in writing:

- First half of funds will not be disbursed before April 1
- Second half of funds will not be disbursed before October 1

The budget picture from the Kansas Legislature creates uncertainty as to the status of the local portion of the alcohol liquor tax. If the Legislature decides to eliminate or reduce the local portion of this tax, it will impact the City's ability to fund programs. The City of Lawrence is proceeding with the Request for Proposal process and accepting applications for the alcohol tax revenues, with the understanding that funding levels, if any, are unknown and potentially subject to reductions by the State Legislature.

Questions? Contact Casey Toomay, Budget Manager at ctoomay@lawrenceks.org or 785.832.3409.



2015 SOCIAL SERVICE FUNDING APPLICATION – SPECIAL ALCOHOL

SECTION 1. APPLICANT INFORMATION

Legal Name of Agency: **Big Brothers Big Sisters of Douglas County**

Name of Program for Which Funding is Requested: **Hawks, Cops & Kids**

Primary Contact Information (must be available by phone 5/23/14 and 5/30/14 from 8 a.m. to noon.)

Contact Name and Title: **Stacie Salverson-Schroeder, Area Director**

Address: **2518 Ridge Court, Lawrence KS 66046**

Telephone: **785-843-7359 (office) 785-221-9221 (cell)**

Fax: **785-331-2893**

Email: **sschroeder@ksbbbs.org**

SECTION 2. REQUEST INFORMATION

The criteria for each application questions are explained below.

A. Amount of funds requested from the City for calendar year 2015: \$5,500

B. Provide a brief description of the program. Summary of program should be clear and concise. How is program consistent with City Charter Ordinance 33? Is program based on proven effective strategies or “promising approaches?” Description should address how program is designed to have long-term effects on a person’s decisions about alcohol and other drug use. When appropriate, program design takes into account the person’s family and/or community.

Big Brothers Big Sisters:

Big Brothers Big Sisters of Douglas County’s mission is to provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever. Over the years, the definition of a child at risk or facing adversity expanded from living in a single-parent home to currently include, those living at or below the poverty level, living with abusive situations, non-violent juvenile offenders and their at-risk siblings, as well as children who have a family member residing in prison.

Hawks, Cops & Kids Event:

Once a year, Big Brothers Big Sisters of Douglas County partners with Kansas Athletics and the local law enforcement to host “Hawks, Cops & Kids.” Hawks, Cops & Kids presents youth, in grades first through eighth, with an opportunity to learn about health, fitness, personal safety, drug abuse, drug resistance education, internet safety and teamwork in a fun and welcoming environment. The topics discussed at Hawks, Cops & Kids are direct outreach about important life decisions, therefore the one day event is open to any student between first and eighth grades, regardless if they are enrolled in the Big Brothers Big Sisters program. This event serves as a link to the students in the community who could potentially utilize additional resources, like a Big Brother or Big Sister.

C. Provide a brief description of how the need for this program was determined.

The need for the program should be clearly established and outlined. When appropriate, the context of other services available, or the lack thereof, should be provided. Statistical data that supports community need should be provided.

Big Brothers Big Sisters:

Our program, through the tedious work of trained Match Support Specialists (also referred to as Case Managers), matches a carefully screened, qualified and caring adult volunteer (Big) with an at-risk child (Little). Volunteer mentors in the Community-based program provide Littles with non-judgemental adult friendship, time and attention on a weekly basis, through one-on-one outings tailored to the match’s combined interests. Through this relationship, Bigs help their Littles discover a world of possibilities and opportunities they may not be able to experience outside of their time together. With this support, Littles learn core values and behaviors, which in turn help them to avoid negative life choices. Throughout the life of a match, a Big Brothers

Big Sisters Match Support Specialist supports and supervises the Bigs, Littles and the Little's Parent/Guardian with monthly follow-up phone calls, formal evaluations and occasionally scheduled match activity opportunities.

Public/Private Ventures, an independent Philadelphia-based national research organization, looked at over 950 boys and girls from eight Big Brothers Big Sisters agencies across the country selected for their large size and geographic diversity. This study, conducted in 1994 and 1995, is widely considered to be foundational to the mentoring field in general and to Big Brothers Big Sisters Community-Based program in particular. Approximately half of the children were randomly chosen to be matched with a Big Brother or Big Sister. The others were assigned to a waiting list. The matched children met with their Big Brothers or Big Sisters about three times a month for an average of one year. Researchers surveyed both the matched and unmatched children and their parents on two occasions: when they first applied for a Big Brother or Big Sister, and again 18 months later.

Researchers found that after 18 months of spending time with their Bigs, the Little Brothers and Little Sisters, compared to those children not in our program, were:

- 46% less likely to begin using illegal drugs
- 27% less likely to begin using alcohol
- 52% less likely to skip school
- 37% less likely to skip a class
- 33% less likely to hit someone

They also found that the Littles were more confident of their performance in schoolwork and getting along better with their families. "We have known all along that Big Brothers Big Sisters' mentoring has a long-lasting, positive effect on children's confidence, grades, and social skills," affirms Karen J. Mathis, Big Brothers Big Sisters of America's President and CEO, "and the results of this impact study scientifically confirm that belief."

"These dramatic findings are very good news, particularly at a time when many people contend that 'nothing works' in reaching teenagers," said Gary Walker, then-President of Public/Private Ventures. "This program suggests a strategy the country can build on to make a difference, especially for youth in single-parent families."

According to the study, our one-to-one matches are the driving force behind making an impact on children. A Big Brothers Big Sisters' match is carefully administered and held to the strictest standards. Agency staff strives for matches that are not only safe and well suited to each child's needs, but also harmonious and built to last.

Hawks, Cops & Kids:

Alongside of providing a mentor, Big Brothers Big Sisters seeks to offer activities for the children with mentors, the children on the waiting list and the children in the community who would benefit from the program. Hawks, Cops & Kids serves as an opportunity to get educational information to the children in our community in a fun and exciting way, as well as, reinforcement to the positive effect of having a Big Brother or Big Sister.

D. Describe the desired outcomes of this program (see Logic Model). At least one Process, one Behavioral and one Impact Outcome must be included and clearly outlined on Logic Model. Outcomes must be measured by an identified evaluation tool. Does agency show adequate progress towards achieving their targeted outcomes if previously funded. See below.

E. Describe any coordination efforts your agency has made. Program strategy should involve a coordinated approach. Description should address how this particular program or service fits with other existing efforts to reduce fragmentation and duplication.

Hawks, Cops & Kids is an event coordinated by Big Brothers Big Sisters, local law enforcement and Kansas Athletics and is open to any child between the grades of first and eighth, regardless if they are involved in the Big Brothers Big Sisters program.

- **Big Brothers Big Sisters:** Specifically focuses on recruiting the children in Lawrence to attend this one day event to gather more knowledge on topics like drug resistance, bullying and teamwork. Outside of the children in the program, BBBS recruits with support from Boys and Girls Club, USD 497 and the local Boy Scout troops.
- **Local Law Enforcement:** Presents on social subjects, such as drug resistance, bullying and internet safety. Subjects are chosen based on the age of the attendees and what topics apply to current events.
- **Kansas Athletics:** Student athletes volunteer their time to work the event, spending time with the children in attendance, playing games and discussing teamwork and the importance of going to school.

F. Describe how your agency is capable of implementing the proposed program. Based on agency history, management structure, and staffing pattern, does organization have capacity to implement the proposed program and achieve the desired outcomes?

Hawks, Cops & Kids is a long-time activity hosted by Big Brothers Big Sisters. The continued partnership with Kansas Athletics and the local law enforcement with Big Brothers Big Sisters allows each organization the opportunity to contribute to the event. Big Brothers Big Sisters is charged with the majority of the organizational process and with the support of a VISTA and additional volunteers, the increased attendance and participation of local children will be easily accommodated. In the past, attendance has

been between 100-150 children. With the support of the City and additional volunteers, Big Brothers Big Sisters anticipates attendance in 2015 to grow to 250 children.

G. Provide a detailed budget for the proposed program using the categories provided. The budget request for the program described should be reasonable and spelled out according to the categories below. Does the organization use funding creatively to get the most for the money, i.e. use of students, volunteers, in kind donations, leveraging of this funding to get other funding, etc.? Are long-term plans for program funding discussed – will this be an annual request for alcohol tax, is it expected to increase, decrease, etc.? Are other sources of funds used for the program? If so, are they described.

Staff expenses: \$0 (any staff costs will be covered by corporate and individual donors).

Event expenses (food, t-shirts, participant take-away, signage): \$20/participant

Event promotion & signage: \$500

In the past, Hawks, Cops & Kids has been funded by the Big Brothers Big Sisters budget and through in-kind donations from local businesses. With a larger number of children in the community that could benefit from attending Hawks, Cops and Kids, learning about drug resistance, bullying and other social topics, it is a necessity to further fund this event with additional resources. While the request of funds through the City will cover the majority of the expenses, Big Brothers Big Sisters will continually utilize volunteers, like the Kohl's Cares program, as well as in-kind donations to support the event.

SECTION 3. LOGIC MODEL

Please complete the Logic Model below.

ASSESSMENT DATA	PROGRAM GOALS/ OBJECTIVES	TARGET GROUP	STRATEGIES	PROCESS OUTCOMES	BEHAVIORAL OUTCOMES	IMPACT OUTCOMES
<p>20% of community children are considered at risk, approximately 2,100 children.</p> <p>73% live in families with incomes at or below the poverty level</p> <p>82% are from single-parent homes</p> <p>61% live in families with alcohol or drug addiction backgrounds</p> <p>37% have been abused or neglected</p> <p>25% have a parent who has been, or currently is, incarcerated.</p>	<p>61% of the at-risk children in our community live in families with alcohol or drug addiction backgrounds.</p> <p>Hawks, Cops & Kids would allow an opportunity for these children to be educated by law enforcement on drug resistance, along with other social topics and choices.</p> <p>Additionally, Hawks, Cops & Kids would serve as an opportunity to share the BBBS program with families of children at-risk who are not currently enrolled.</p>	<p>BBBS strives to serve children ages 5-17 from one or more of the following groups:</p> <ul style="list-style-type: none"> • single parent homes • incarcerated family member, • juvenile offenders or siblings of juvenile offenders <p>other high risk environmental factors such as poverty, poor school performance, etc.</p> <p>Hawks, Cops & Kids is a benefit for any child between 1st -8th grades.</p>	<p>Hawks, Cops & Kids presents youth, in grades first through eighth, with an opportunity to learn about health, fitness, personal safety, drug abuse, drug resistance education, internet safety and teamwork in a fun and welcoming environment.</p>	<p>250 children will attend Hawks, Cops & Kids in 2015.</p> <p>With increased attendance at Hawks, Cops & Kids, 50 at-risk children will be introduced to the BBBS program for participation as a Little.</p>	<p>Maintain consistently positive results for areas of risk when matched with a Big Brother or Big Sister.</p> <p>Children and parents will report:</p> <p>25% better able to avoid substance abuse</p> <p>25% more likely to avoid delinquency</p> <p>25% will have improved self-confidence</p> <p>25% with improved attitude toward school</p> <p>25% with better school performance</p> <p>Note: Hawks, Cops & Kids will allow children not enrolled in the BBBS program an opportunity to gain knowledge of the program and its outcomes.</p>	<p>Children matched with a Big Brother or Big Sister for one year or more will:</p> <p>70% of children with an incarcerated parent will avoid detention and/or incarceration</p> <p>90% of children will avoid dropping out of school</p> <p>90% of children will avoid drug abuse and early use of alcohol</p> <p>Note: Hawks, Cops & Kids will allow children not enrolled in the BBBS program an opportunity to gain knowledge of the program and its outcomes.</p>