



CITY OF APPLETON

MEMORANDUM

Date: May 20, 2024

To: Finance Committee

From: Kara Homan, AICP, Director of Community Development
Olivia Galyon, Community Development Specialist

Subject: ARPA Non-Profit Grant Award Recommendations

The American Rescue Plan Act provided the City of Appleton with an ARPA award of \$14,981,841, of which \$8,000,000 was set aside for internal and external programmatic areas of focus. These focus areas included Early Childhood Development, Childcare, and Family Support which received an allocation of \$1,500,000, and Mental Health, Community Wellness, and Violence Prevention, which received an allocation of \$1,000,000. All ARPA funds are required to be obligated by the end of 2024 and spent by the end of 2026.

The Common Council apportioned the entire Early Childhood Development, Childcare, and Family Support allocation to the non-profit grant opportunity, and the remaining \$500,000 from the Mental Health, Community Wellness, and Violence prevention allocation to the grant opportunity. It was identified that needs in these areas would be best served by non-profit organizations providing necessary services and programs in the community. The City opened a competitive application process to allocate the remaining funding to non-profits, with a four week application window.

The City received a total of nine applications to the Early Childhood Development, Childcare, and Family Support program, and 18 applications for the Mental Health, Community Wellness, and Violence Prevention program, as outlined in the attached exhibit A. All received applications were reviewed by our ARPA consultants, Booth Management and Consulting, to ensure project and budget eligibility under the ARPA requirements. ARPA Grant Review teams were formed, comprised of City staff and professionals working in fields related to the grant opportunity. Once applications were deemed eligible, all applications were sent to members of the ARPA review team for each category, for review and individual evaluation.

The review teams for both grant opportunities convened to make funding recommendations based on their discussion, evaluations, and the impact each project would have on the community. Overall community impact and program sustainability/longevity once funding is spent were two areas of focus for grant reviewers. The recommendations are as follows:

Mental Health, Community Wellness, and Violence Prevention:

<i>Applicant</i>	<i>Program Type</i>	<i>Requested Funding</i>	<i>Award Recommendation</i>
NEW Mental Health Connection	Mental Health	\$100,000	\$100,000
World Relief	Community Wellness	\$123,679	\$50,000
Boys and Girls Club of the Fox Valley	Community Wellness – TRAC and STAR	\$100,000	\$100,000
Pillars, Inc.	Community Wellness	\$119,319	\$120,000
Valley Packaging Industries	Mental Health	\$130,775	\$130,000

Brief program summary:

NEW Mental Health Connection: This program seeks to build on the success of Project Zero to improve mental health, reduce suicide, and eliminate disparities in mental health and suicide-related outcomes. This includes expansion of existing adult suicide death review, increase data collection related to mental health and suicide, create a community wide suicide prevention action team, and connect various service organizations to drive change in approaches to mental health.

World Relief: This program will provide a refugee wellness community education program for World Relief’s community partners, who may face barriers in communicating with and providing services to recently settled refugees. This program will help organizations in the area to better assist refugee populations and increase understanding of the challenges these residents may be facing.

Boys and Girl’s Club of the Fox Valley: Both proposed programs will provide case management services to students to grow their community attachment and improve school performance. Scholars on Target to Achieve Results (STAR) is focused on responding to systemic issues facing Black youth, including the disproportionate impact of COVID-19, higher rates of adverse childhood experiences, underrepresentation in schools, and experiences of racism and discrimination. The Truancy Reduction and Assessment Center (TRAC) focuses on truancy by working with families, law enforcement, county and community support services, and school district to address various issues related to school attendance.

Pillars, Inc.: ARPA grant funds would support two years of wage increases for Pillars shelter advocates and other frontline hourly workers; incentives for advocates and their supervisors who ensure that new employees are trained methodically; and professional development that builds capacity among all Pillars employees.

Valley Packaging Industries: The Mental Health Navigator program focuses on providing prevention and diversion, outpatient treatment, crisis care, outreach to individuals not receiving care, and support for harm reduction and long-term recovery initiatives. The MHN program provides individuals with assistance in connecting with a provider, setting up appointments, obtaining insurance, transportation to and from appointments, and identifying free or low-cost care options.

Early Childhood Development, Childcare, and Family Support:

<i>Applicant</i>	<i>Program Type</i>	<i>Requested Funding</i>	<i>Award Recommendation</i>
Us 2 Behavioral Health Care	Childhood and Family Mental Health	\$292,094	\$250,000
YMCA of the Fox Cities	Expansion and Renovation	\$238,775	\$250,000
Building for Kids	Program Development	\$252,558	\$250,000
First 5 Fox Valley	Expansion and Renovation	\$1,125,700	\$750,000

Brief program summary:

Us 2 Behavioral Health Care: Us 2 is seeking funding to expand its perinatal mental health program to address this issue. The expansion will increase the organization’s capacity by hiring and training additional staff in maternal care programs, address early childhood development through infant mental health, adding support groups for clients.

YMCA of the Fox Cities: YMCA plans to renovate three spaces to introduce part-time licensed, flexible childcare services catering to children from infancy through age five. This initiative aims to fill the gap for families seeking care that aligns with their varied schedules, ensuring children receive consistent, high quality care even if only required for certain hours or days of the week. Additionally, the demand for full-time childcare is also evident, as highlighted by the significant number of children on the waiting list. Due to this demand, the YMCA project will expand its offerings to include one additional room within its full-time childcare center.

Building for Kids: The Early Childhood Program Continuum Project will make targeted investments that develop, launch, and expand age-based cohort programming for children ages 0-5 and their families to address these challenges and invest in our shared future. These programs will incorporate the evidence-based intervention of intergenerational play-based learning in the following bands: Welcome Baby Connecting and Play-Group Events (prenatal to 18 months), Early Explorers Program (18 to 36 months), and Junior Explorers (36-60 months).

First 5 Fox Valley: A Family Resource Center is a physical location that is a hub of family support, services, and opportunities. Family Resource Centers focus on the strengths of children, families, and communities and work to empower parents. They address current issues like isolation by building communities of peer support and develop social connections that reduce stress. This funding would support First Five Fox Valley in their mission to purchase and renovate the current location of the Trout Museum of Art, to turn the building into a Family Resource Center space and provide resources to families in the heart of Appleton.