

Proposal Writing Basics

Wisdom Exchange Project Outline

| | | |
|----------------------------|--|----------------------|
| Need | <ul style="list-style-type: none"> Many students are reading below grade level Senior citizens are in need of meaningful work opportunities | |
| Project Description | <ul style="list-style-type: none"> Local senior citizens tutor elementary school students in reading | |
| Goals | <ul style="list-style-type: none"> Increase reading levels for students Provide meaningful, rewarding volunteer work opportunities for seniors | |
| Objectives | <ul style="list-style-type: none"> Recruit 20 students, grades 3 thru 6, who are below grade level in reading Increase reading levels of at least 75% of the participants to their grade level in one year Recruit, train, and retain at least 20 seniors as tutors for one year | |
| Methods | <ul style="list-style-type: none"> One senior citizen will tutor one student for 2 days a week for one year Tutors are trained volunteers from Madison Community Center; students are from P.S. 27 | |
| Staff Responsible | <ul style="list-style-type: none"> Project Coordinator to oversee project Reading Instructor (consultant) to provide training for seniors and to be available as resource | |
| Collaboration | <ul style="list-style-type: none"> Steering Committee will include representatives from the school administration, parents and the senior center. | |
| Evaluation | <ul style="list-style-type: none"> A pre- and post-test to determine reading skills. Student folders with progressive work samples. Volunteers and staff meeting logs to evaluate and record the successful procedures and the obstacles encountered A survey for volunteering seniors re: their learning experience, satisfaction, etc. | |
| Sustainability | <ul style="list-style-type: none"> Donations will be solicited from individuals in the community Future support will be sought from United Way and from local government agencies | |
| Budget | Proposed Expense Budget for Wisdom Exchange Project | |
| | Executive Director | 5% Time @ \$60,000 |
| | | \$ 3,000 |
| | Project Coordinator | 1/3 FTE @\$42,000/yr |
| | | \$14,000 |
| | Fringe | @20% |
| | | \$ 3,400 |
| | Personnel Cost Subtotal | \$20,400 |
| | | |
| | Consultant/Reading Spec. | 20 days @\$500/day |
| | | \$10,000 |
| | Consultant Cost Subtotal | \$10,000 |
| | | |
| | Supplies, reading materials | \$ 5,000 |
| | Printing, copies | \$ 1,000 |
| | Transportation for seniors to school | \$ 2,000 |
| | Snacks for meetings | \$ 1,000 |
| | Phone | \$ 1,000 |
| | Other Than Personnel Cost Subtotal | \$10,000 |
| | Total Direct Costs | \$40,400 |
| | Indirect Costs @15% | \$ 6,060 |
| | | |
| | Grand Total | \$46,460 |

A Local Station Initiative for Campaign 2000 and Beyond

Background

Campaign 2000 has already begun. With much of television continuing to retreat from substantive political coverage, and the digital revolution reinventing our democratic enterprise, a significant opportunity exists for local stations, both public and commercial, to revitalize electoral coverage. The following proposal details how stations might establish a new model for covering local elections, a "best practices" approach that would help define a new multi-media standard for the next century.

Project Goals

The overall objective of the Best Practices 2000 project is to seed innovative election coverage in ten pilot projects around the country and to provide timely coverage information and resources to other public and commercial stations. The project will also assess the obstacles and incentives to achieve that goal, with an eye towards broader dissemination of the project in 2002. Specifically, the proposed project will:

- foster public/commercial station collaborative election coverage in 10 selected markets
- encourage stations nationwide to pursue innovative coverage of local elections
- create a "best practices" manual featuring examples of innovative local coverage
- conduct a series of workshops for station producers to plan local political coverage
- create an election coverage Mentor Network
- develop prototype digital convergence models and web designs
- establish a series of partnerships with civic and media organizations
- plan for thorough evaluation to assist in planning for the next election in 2002

Project Timeline

| | | |
|--------------|-------------------|-----------------------------|
| Phase One: | National Planning | Spring, 1999 – Fall, 1999 |
| Phase Two: | Regional Training | Fall, 1999 – Summer, 2000 |
| Phase Three: | Local Production | Winter, 1999 – Fall, 2000 |
| Phase Four: | Evaluation | Winter, 2000 – Spring, 2001 |

Wisconsin Public Television

WPT has worked with over 30 public stations in creating programs for PBS. These efforts have ranged from specials like *The Flood of '93* to documentary *The 30-Second Candidate*. WPT has created alliances with national media, including USA TODAY, National Public Radio, and U.S. News and World Report. This collective experience, along with our long standing ties to public station programmers and public broadcast organizations, places WPT in an ideal position to develop this project.

"The abrupt abandoning of their responsibilities by local commercial television stations and networks has only increased the alienation of the electorate."

Ed Fouhy,
Executive Director
Pew Center on the States

"The best hope for public television stations is to do more, not less, for their communities"

Andy Yocom
Station Manager
WTTW, Chicago

"If I had a choice between watching what you typically see in news about campaigns and our typical ad, I'd watch the typical ad."

Kathleen Hall Jamieson
Dean, Annenberg School
of Communication
University of
Pennsylvania

"We need to do more local production or, frankly, we're dead. We have to craft a local identity. We need to present a service that people feel is customized for them."

Bryce Combs
WMVS, Milwaukee

Habitat for Humanity® ReStore

Accept donations of new and gently-used building materials and household goods and keep them from landfills.

Sell those items to the public at a fraction of the retail price with the help of community volunteers.

Use the proceeds to achieve Habitat's mission to build homes, communities, and hope.

By collecting donated used and surplus building materials and household goods and selling these items to the public, Habitat ReStores provide funding to build simple, decent and affordable homes. In 11 years, the first Habitat ReStore in Dane County has provided the income to build 10% of Habitat's homes for low income families in need and kept tens of thousands of tons of materials from area landfills. After over a decade of success, the opportunity to help more families and further reduce the waste stream has come. Habitat for Humanity of Dane County will open a second ReStore at 5906 Odana Road in July 2012.

Introducing Habitat ReStore West

The original Habitat Restore on Cottage Grove Road opened in 2001 with the support of the Madison Community Foundation, The Evjue Foundation, the Department of Natural Resources, and others in the community. This location has been extremely successful, generating enough income since inception to build 20 homes for people in need and keeping 1,000 tons of building material out of Dane County landfills annually. Nationwide, over 720 ReStores support their local Habitat for Humanity affiliates. Over 50 cities have multiple ReStores.

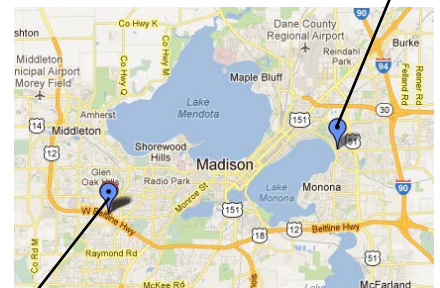
A team of volunteer professionals, Habitat ReStore staff and a national Habitat ReStore consultant have carefully analyzed the feasibility of opening a second Habitat ReStore in the Dane County market. The current store is well above the national Habitat ReStore averages in gross sales, number of donations, and profit margin—all indicators that the current store has neared maximum capacity.

| 2010 Statistics | U.S. ReStore Average | Dane County ReStore |
|---------------------|----------------------|-----------------------|
| Gross Sales | \$300,000 | \$765,000 |
| # of Donations | 3,000 | 5,720 |
| Avg. Donation Value | \$100 | \$134 |
| Facility Size | 14,750 | 12,500 |
| Profit Margin | 25% | 34% |
| \$ per square foot | \$30 | \$55 |
| Staffing | 1 FTE/\$100K gross | 5.25 FTE/\$765K gross |

Dane County has distinct East/West commerce patterns, and research indicates Habitat should expect an increase in new donors and shoppers by opening a West location. The Odana Road location places the ReStore in the middle of a busy retail hub and near other thrift stores, including St. Vincent de Paul, Pink Poodle, Comfy Chair, Odana Antiques, and Rethreads. It also gives the store visibility from the Beltline Highway.



Habitat ReStore East, 208 Cottage Grove Road



Habitat ReStore West, 5906 Odana Road

The purpose of Habitat Restore West is the same as the original store—to generate income for HFHDC to build homes for people in need and provide green alternatives to landfill disposal, while offering the community affordable access to building materials. In March 2012, the Habitat board unanimously approved the opening of a second location.

The objectives of the expansion to two Habitat ReStores are to:

- Generate income to help Habitat build four homes annually for people in need within three years of opening the new store by selling donated material;
- Nearly double the amount of material kept out of area landfills to 1,800 tons annually within three years of opening the new store by diverting materials;
- Expand access to affordable building materials to Western Dane County by opening the store by July 2012 and performing community outreach to this new market

Funding the start-up of ReStore West is an investment in the expansion of a proven environmentally and socially responsible way to keep good, reusable materials out of the waste stream while providing funding for Habitat's community improvement work. We look forward to your partnership in the development of our second Habitat ReStore and the simple, decent, affordable housing it will help us build with families in Dane County.



Lindsey and Juan Tobias are joined by the Habitat ReStore staff and volunteers that helped build their house.

What is Habitat for Humanity?

Habitat for Humanity International is a nonprofit, ecumenical Christian organization dedicated to eliminating substandard housing. Habitat is founded on the conviction that every person should have a simple, decent, affordable place to live in dignity and safety. Habitat's policy is to build with people in need regardless of race or religion, and we welcome volunteers and supporters from all backgrounds.

How Does Habitat Work?

Through volunteer labor, donations of money and materials and ReStore proceeds, Habitat builds and rehabilitates simple, decent houses with the help of partner families. Habitat homes are sold to partner families at no profit, financed with affordable, no-interest loans. The homeowners' monthly mortgage payments are used to build more Habitat houses. Including property taxes and insurance, the Habitat homeowner's monthly mortgage payment is no more than 25 percent of their gross income. In addition to a down payment and the monthly mortgage payments, homeowners invest their own labor -- sweat equity -- into building their Habitat house and the homes of others. Families are required to put in between 325 and 375 sweat equity hours. Each family must also attend educational courses on how to maintain a home, landscaping, budgeting, how to be a good neighbor and insurance.

What is your favorite part of volunteering at the ReStore?



"The staff and the people who come for bargains – which are abundant in price, quality and variety. People tell me they want to save the planet by recycling, reusing and reducing products – all which can be achieved at the ReStore!" -Vi Bergum



"Accepting donations from folks who are trying to recycle rather than destroy" - Karl Stadler



"The friendly staff and volunteers, raising money for Habitat homes and keeping things out of the landfill by recycling!" - Dave Granquist

Multi-Media Lab for Library Staff

Applicant:

- Current reference and instruction librarian at the University of Wisconsin-Madison
- Member of and instructor for the campus libraries Instructional Design Team
- Team is charged with creating online tutorials, as well as training other staff members (including graduate students) how to design and create online tutorials

The current tutorials created by the Instruction Design team have very high usage statistics and are linked to course related webpages across ten campus departments.

Purpose:

- Convert an available small office suite into a multi-media lab for librarians and library school students to have access to stable and good quality screen capture software and equipment for creating online tutorials
 - The office space already has suitable electrical outlets, circuits, and network connections for 4 workstations

The training group does a fantastic job. I wish I could create more tutorials for my library, but we do not have the proper equipment.

Benefits:

- Librarians and library staff may create virtual tours of libraries and resources
- Explain services and resources using point of need short tutorials (how do I find this article or use Interlibrary Loan)
- Current tutorials are used in 34 electronic course reserves pages, reaching approximately 300 students across 12 academic departments
 - Will increase usage by 50%
- Would provide opportunity for consistent software and results across the library system
- Not all libraries or library staff have access to this type of equipment
- Would be able to reserve a space and create an appointment with a trainer
 - Trainers are part of the Instructional Design Team charged with training other staff on instructional design (therefore, no extra charge for training; built into existing job duties)

The Instructional Design team really broke down the steps of creating an online tutorial into easy to follow steps. I have never created a video before, but I now have the confidence to try!

Costs and Budget:

| Item | Price per unit | Labor | Total |
|--|----------------|-------------------------------|------------------|
| Dell OptiPlex 7010 DT Desktop (includes mouse, keyboard, shipping, and 3-year warranty) | \$549.00* | 2 hours at \$20/hr for set up | \$2356.00 |
| Dell 19 Monitor - P1914S (includes shipping and 3-year warranty) | \$126.49* | Included above | \$505.96 |
| Plantronics DSP-400 USB Stereo Foldable PC Headset (includes shipping and 1-year warranty) | \$54.95* | Included above | \$219.80 |
| TechSmith Camtasia Studio V.8 | \$178.00* | 30 minute install at \$20/hr | \$752.00 |
| | | | |
| Matching funds** | | \$50.00 labor per unit | \$200.00 |
| | | | |
| Total Requested | | | \$3633.76 |

*UW-Madison Libraries is tax exempt

** The Library Technology Group has agreed to set-up and will provide any maintenance as part of their regularly scheduled staffing, if we can purchase the equipment. They only provide support for Dells and Apples as part of campus agreement with the companies.