



Junior League of Madison

Women Building Better Communities

2007-2008 Community Partnership Application

September 2007

Dear Agency Director:

How can we work together to benefit the women and children of Dane County?

The Junior League of Madison (JLM) works with local organizations and agencies to develop and implement volunteer-based programs that fulfill our mission of supporting initiatives that benefit the health and well-being of women and children in our community. JLM provides program support to select community organizations through the provision of trained volunteers and funding.

In an effort to fight childhood obesity, JLM is currently focusing its volunteer and financial resources on initiatives that focus on childhood nutrition and fitness. The JLM believes that children are our community's most important resource and recognizes that childhood obesity, poor nutrition and a lack of physical activity are serious health problems for our children and their families. The objective of the JLM's **Mad About Kids' Health** initiative, a multi-year, multi-faceted commitment to addressing this issue is to help foster a healthy community environment that encourages, promotes and provides healthy eating and activity choices for children while improving their self-esteem and working to reduce and prevent childhood obesity.

We believe that our more than 300 volunteers, together with dedicated local community partners who are committed to the same goals, can lower the incidence of childhood obesity in our area by:

- encouraging children to make healthy choices about nutrition and fitness,
- engaging families in those important decisions, and
- providing opportunities for area children and their families to engage in activities that underscore the importance of those choices.

If you are seeking support for programs or have volunteer opportunities that benefit the women or children of Dane County, especially those that are directed toward childhood nutrition and fitness, please review the enclosed guidelines and submit the application and program summary form by October 20 to assist us in evaluating the potential fit between the JLM and your organization. If you have questions, please contact the Junior League office at (608) 268-1414 and someone will return your call, or e-mail Lynn Wood at lwood@wcgpr.com.

We look forward to hearing from you!

Sincerely,

Lynn Wood
Community Research Committee Chair
Junior League of Madison, Inc.
517 N. Segoe, Suite 201
Madison, WI 53705

To learn more about the Junior League of Madison,
visit us at www.juniorleagueofmadison.org or call 608-268-1414



Application for Partnership with the Junior League of Madison

Overview

The Junior League of Madison, Inc. (JLM) is an organization of women committed to promoting volunteerism, developing the potential of women and to improving the community through the effective actions and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

In 2006, after completing nearly two years of research and community assessment, the JLM voted to dedicate the majority of its volunteer and financial resources to supporting efforts that address the issue of childhood nutrition and fitness in an effort to fight childhood obesity. The commitment means that the funds raised by the JLM and the volunteer time of the organization's more than 300 members will focus on supporting programs and initiatives that foster a healthy community environment that encourages, promotes and provides healthy eating and activity choices for children while improving their self-esteem and working to fight childhood obesity.

Partnership Opportunities

The Junior League of Madison is seeking to partner with community organizations for which it can provide trained volunteers and/or funds in one of three ways:

- **Collaborate on the development of a long-term initiative** that has measurable outcomes or partner with existing collaborations on existing projects for 3-5 years.
- **Provide monetary support and trained volunteers to supplement an existing project(s) for a one-year period.** The project must include a variety of specific volunteer opportunities (May – April).
- **Provide trained volunteers for short-term assistance on projects through our Done-In-A-Day program,** such as providing on-site support during a community event, hosting a drive for needed items or assisting with a specific, short-term project for a larger initiative.*

**Please note that JLM members cannot raise funds on behalf of our community partners. Additionally, JLM will not consider proposals from individuals, political organizations for political purposes, religious organizations for religious purposes, capital fund or endowment fund drives.*

Partnership Criteria

JLM invites organizations and local agencies **with a 501(c)(3) status** to submit the attached preliminary application requesting volunteer assistance and/or monetary support for the development and/or implementation of a volunteer-based program that will address the fitness and nutrition needs of children within Dane County. Proposals will be evaluated according to the following general criteria:

- **Impact:** Ability to significantly serve the needs of children in our community;
- **Strength of Partnership:** Ability for organization to operate in conjunction with JLM;
- **Quality:** Proposals must outline a well-managed plan for a proposed volunteer project;
- **Opportunity:** Degree to which the project provides for involvement of JLM volunteers; and
- **Interest:** Potential appeal to JLM Membership.

Upon review of the preliminary applications, JLM will identify a group of finalist organizations to submit more detailed proposals and will initiate in-person presentations and/or site visits, if deemed necessary, during the review process. Supplemental Documents may be requested if your project is selected by the JLM.



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Project Policies

- Only projects that do not discriminate on the basis of race, religion, color or national origin will be considered.
- The project proposal must demonstrate an organized structure with clear, measurable goals and objectives toward a specific purpose.
- Every project must utilize Junior League volunteers in an effective way. JLM will not sponsor a project unless it provides opportunities for service by its members. Those opportunities must be clearly defined in the project proposal and must include quality training opportunities for members.
- Requested funding will be used for program development, professional guidance, educational materials and/or public education. JLM will generally not fund general endowment funds; salaries, grants or loans to individuals; fundraising events; religious organizations for religious purposes; or political organizations, campaigns or candidates.
- Projects must not duplicate efforts of other community organizations/agencies.
- If a long-term project is accepted, JLM and the sponsor/partner organizations will enter into a 3-5 year agreement, beginning in May, subject to annual review of program effectiveness and operation.
- If a one-year project is accepted, JLM and the sponsor organization will enter into a one-year written agreement spanning from May 1 to April 30. To extend beyond one year, the project must be re-submitted for consideration by November 15 of that year.
- All accepted projects must demonstrate the potential for financial self-sufficiency following JLM involvement.
- The sponsoring organization must provide adequate insurance coverage fro any claims that might arise as a result of JLM involvement with the project and name the JLM as an additional insured on such policies.

Preliminary Project Application

Name of Organization: _____

Contact person: _____ Title: _____ Phone: _____

_____ E-mail address: _____ Mailing Address: _____

_____ Web Address: _____

1. Please identify the type of partnership relationship for which you are applying (see "partnership opportunities" section above for descriptions).

Select One (multiple applications can be submitted for consideration of multiple partnership opportunities):

- Multi-year collaboration (volunteers and funds up to \$10,000 per year)
- One-year collaboration on a specific community project (volunteers and funding up to \$5,000)
- Short term project assistance via the Done-in-a-Day program (volunteers and funding up to \$500)

2. Briefly describe the nature of your request:

- Total monetary request (if any): _____
- Total number of volunteers needed: _____

3. Has your organization ever received volunteers or funding from the Junior League of Madison?
___yes ___ no

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If yes, please describe dates, amounts or services:

4. To the best of your knowledge, are there any Junior League of Madison members involved with your organization (board member, volunteer, staff, etc.)?
___yes ___ no

If yes, please list names and roles:

5. Does the program support or complement JLM's mission statement or current focus on childhood obesity and nutrition?

- Yes, the project supports the JLM's mission statement
- Yes, the project supports the JLM's current focus on childhood obesity and nutrition
- No, the project does not support the JLM mission statement or focus on childhood obesity and nutrition

5. Is the project new or existing for your organization?

- New
- Existing

6. Please attach a document that is no more than two pages in length that provides the following information (items (f) and (g) may be included as separate sheets and do not need to be a part of the two page summary):

- a. A brief mission statement for your organization, including the make-up of the constituency your organization serves, and a statement of purpose regarding the project for which you seek the JLM's assistance:
- b. Description of the goals and objectives of the project
- c. Description of the population served by the project
- d. Timeline for implementation
- e. A summary of the role that JLM volunteers will play in the event/project. Please include information on the number of volunteers needed and the number of hours or length of shift required for each volunteer as well as times of day for volunteer activity.
- f. Total budget for the project
- g. A list of your current Board of Directors or Advisory Board.

7. Does your organization partner with any other organizations on this project?

___yes ___ no

If yes, please list:

Printed Name and Title: _____

Signature: _____ Date: _____

Please submit applications to:

Community Research Committee, Junior League of Madison, Inc., 517 N. Segoe, Suite 201, Madison, WI 53705 or e-mail to Lynn Wood, Community Research Chair at lwood@wcgpr.com.