

Original

COVER SHEET

APPLICANT INFORMATION

Legal Name of Organization: Bill Wilson Center

Mailing Address: 3490 The Alameda

City: Santa Clara

State: CA

Zip Code: 95050

Web Address: www.billwilsoncenter.org

Contact Person: Lorraine Flores

Title: Division Director Compliance, Evaluation & Research

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Executive Director: Sparky Harlan

Email: sharlan@billwilsoncenter.org

TYPE OF FUNDS REQUESTED: CDBG (Minimum Request \$25,000) GENERAL FUNDS (Minimum Request \$10,000)

PROGRAM OVERVIEW

Program Name: Family and Individual Counseling

Location(s) where Sunnyvale clients will be served (include full street address(es):

3490 The Alameda; 1671 The Alameda; Peterson Middle School

Brief Program Description:

Enter text here. **DO NOT EXCEED THE SIZE OF THE BOX.** Text will not print and your application will not be accepted. This note applies to all boxes that allow multiple lines of text in this application.

The Family and Individual Counseling Program will provide 340 individual, family, and/or group counseling sessions for 60 unduplicated Sunnyvale residents annually; all clients will be of low-income or less. This will be an increase of 100% in the number of sessions (170 current goal) as well as unduplicated clients (30 current goal).

Application Form
City of Sunnyvale Human Services Funding
January 2015

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Application Form
 City of Sunnyvale Human Services Funding
 January 2015

SECTION 1: FUNDING REQUEST FOR SUNNYVALE PROGRAM

A. City of Sunnyvale Funding Categories (See RFP Notice, page 8). Please select one:

- Operational Emergency Seed Program

B. Consolidated Plan Priority Need Type.

Select only one:

- A. Basic Needs (Food, financial aid, emergency shelter)
 B. Youth Intervention (mentoring/after-school programs)
 C. Mental Health or Substance Abuse Counseling
 D. Other Supportive Services (Legal aid, senior care services, disability-related services, etc.)

C. Program Financials¹

Funding Amount Requested: \$35,000.00 Funding Type: CDBG GENERAL FUNDS

Total Program Cost: \$403,493.00

Cost per client for proposed Sunnyvale Program: \$614.14

Number of Sunnyvale clients to be served with City grant: 60

Total matching funds for proposed Sunnyvale services: 41,722

Match Ratio (% of program funded by matching funds): 54%

Is Applicant currently receiving funding from Sunnyvale? Yes No

Has the Applicant applied for funds from the City of Sunnyvale for this Program before? Yes No

If yes, complete the following chart for the previous five years.

Fiscal Year Applied	Amount Requested	Amount Awarded by City
2014-15	35,000	17,180
2013-14	35,000	17,500
2012-13	35,000	23,174
2011-12	35,000	21,290
2010-11	15,864	15,864

¹ NOTE: Please see pages iii-iv of Application instructions for details on how to calculate Program Cost and Cost per client

Application Form
City of Sunnyvale Human Services Funding
January 2015

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SECTION 2: PROGRAM INFORMATION

A. Program Overview and Target Clientele

1. Provide a brief description of the proposed Program, including the specific services to be provided to Sunnyvale clients with funds from the City of Sunnyvale. Describe your target clientele in terms of age group, income level, household type, etc.

Sunnyvale low-income residents will have access to counseling provided by Bill Wilson Center's Family and Individual Counseling Program. Clients can work with mental health professionals to address emotional issues, as a family and/or individually. Faced with problems such as marital/family conflict, school related issues, substance abuse, depression, anxiety, stress, out-of-control behavior - both adults and young people can gain the tools to better communicate, understand, cope, react, and make changes in ways that are positive for themselves and those around them.

Bill Wilson Center (BWC) will provide a total of 340 individual, family, and/or group counseling sessions for 60 unduplicated Sunnyvale residents of low or no incomes. Services will be provided at BWC's Santa Clara and San Jose sites, and Outreach Counseling at Peterson Middle School in Sunnyvale (SCUSD). All BWC services are provided in a culturally competent and respectful way.

The number of counseling sessions provided to clients will be dictated by need. Counseling interns and graduate students, closely supervised by licensed Marriage and Family Therapists, provide counseling tailored to each individual. Parents can learn how to strengthen their familial unit by increasing problem solving skills, learning better conflict resolution, and effective parenting. Youth can gain skills for focusing on individual development and self-esteem that in turn builds resilience. This gives them the strength to stay away from drugs and/or gang activity, and to strive for academic success.

2. Describe the type of needs(s) that the proposed Program would address, its impact on Sunnyvale, and which need or objective of the City's Consolidated Plan it is primarily intended to meet.

When there are worries about keeping a roof over the heads of the family and food on the table, many necessities frequently become "luxuries." Unfortunately, basic needs most often forgone include healthcare, especially mental health care. Lack of insurance or under-insurance puts access to quality care out of the reach of the majority of low-income people. The effects of this disparity are compounded as the link between economic hardship and conflict within the family is well documented. Disruptions, loss of home, drug and alcohol abuse, domestic violence, and many other conflicts become commonplace as struggling families are stretched to a breaking point.

BWC is proposing to provide family and individual counseling to low-income Sunnyvale residents. Our proposal is in support of the objectives of Goal C: Other Community Development Efforts, and more specifically:

Prioritization (a): Basic needs (such as food, shelter, transportation, health & mental health care, employment assistance/training, child care, etc.); and,

Prioritization (b): Mental health, addiction and substance abuse counseling, particularly for youth and those exiting institutions

Through access to counseling services, long-term negative effects of the fallout of economic hardships (such as losing one's home; being forced to live in cramped quarters; children needing to leave their schools and friends) can be mitigated. The community of Sunnyvale can only benefit as its low-income residents work with compassionate mental health professionals to communicate, cope, and work towards more positive outcomes. Because of our long and extended involvement with the community, both in Sunnyvale (over 9 years) and the larger Santa Clara County (37 years), we are especially suited for meeting the mental health needs of the population in need, and are the most logical provider for family and individual counseling services.

Application Form
City of Sunnyvale Human Services Funding
January 2015

3. Describe the Program's client eligibility requirements. Note if the clients are at-risk and/or an under-served population, and explain why.

Our target populations are youth, individuals, and families of low-income or less, with a particular focus on youth ages 12–18, and their families. We expect populations to benefit from our proposed counseling program which will include: at risk of or - homeless youth and families; minor and adult victims of violence and abuse; and community members with disabilities. Our largest racial group, based on data collected in our current program provided to Sunnyvale residents, consists of clients self-identifying as Latino/Hispanic, with White/Caucasians being the second largest group. Persons served through this program will be considered at-risk and underserved because of low or no income and lack of healthcare coverage - and the resultant consequence of not having the resources to address emotional-mental health issues.

Counseling is cost prohibitive for those earning low wages. Further, even with low incomes, many do not qualify for government subsidized health care for a number of reasons. There is also a large group considered under-insured, with coverage that does not allow for counseling or with an HMO that severely limits the number of counseling sessions, thereby creating an unmet need. BWC does not limit counseling as it is need-based.

4. What other private or public organizations are now, or will be, addressing the same needs as the proposed program? List and describe the services provided by each agency to address these needs. Explain how the proposed program augments rather than duplicates the services of others. Describe how your agency collaborates with similar or complimentary service providers.

Youth, Family, Individual, and Group Counseling Services: City of Sunnyvale-Columbia Neighborhood Center; John F. Kennedy Counseling Center; Domestic Violence Counseling-YWCA/Support Network. BWC's Counseling Program differs in that we are able to provide a continuum of care to our clients through other BWC programs. At times it may be necessary for youth to stay at our Youth Shelter (only licensed facility in Santa Clara County) for their well-being. Counseling is provided during and after the youth's stay, supporting a family's progress in making positive changes.

We offer access to more intensive therapies: Parent Child Interaction Therapy, and MH services with medication monitoring for youth 24 and younger. Our broad range of services is vital for the stability and permanency of our clients, lessening current and future homelessness. We welcome collaboration as a way to reduce duplication, expand delivery, cross refer, and improve outcomes. We provide Critical Incident Stress Management to municipality first responders, schools, and groups in response to acute trauma. Partners include Challenge Team Sunnyvale, SCC Department of Family and Children Services and Probation, and Santa Clara USD.

5. Describe any direct, quantifiable cost savings your proposed program would generate for the City, such as reducing a need for city services, (police, etc.). Attach any reports or other documentation supporting your estimates of city savings. Do not include cost savings to other public or private entities (county, state, federal agencies, or businesses).

Bill Wilson Center is proposing to provide mental health services to Sunnyvale's low and no income residents. We do not have data available to provide city with savings documentation. However, as our economy continues to struggle, more and more people are experiencing higher levels of stress and depression. Providing counseling on coping skills and depression to a family in crisis of losing their home, or being unemployed, is of immeasurable value to the community. BWC has exceeded the number of clients and encounters contracted under previous CDBG awards - and that in itself points to the existing need among community members for mental health services. We do know that access to counseling not only reduces personal suffering, but also lowers hospitalizations, the need for law enforcement interventions, sick-days taken off from work, and children missing school days. All these effects have a direct positive impact on our expenses and earnings, individually and as a community.

Application Form
 City of Sunnyvale Human Services Funding
 January 2015

6. Number of unduplicated clients estimated to be served by the proposed program with the requested City grant funds in next fiscal year (must be consistent with Section 1.C).

Sunnyvale funded Clients: 60 Total Program Clients: 657

a. If the agency currently receives Sunnyvale funding, will the amount requested for FY 2015-16 result in an increase in the number of Sunnyvale clients currently being served by the agency (with any funding source)?

Yes No (If Yes, continue, if No, go to "B. Objectives")

b. How many additional Sunnyvale clients are expected to be:

Extremely Low Income 20-25 Very Low Income 5-10 Low Income: _____

Please complete the table below, using actual client data from prior years; only for the specific program for which you are requesting City funds:

Time Frame	Number of Sunnyvale Clients Served with City Funds*	Total Number of Clients Served	Amount of Sunnyvale Funding Received, if Any	Average Annual Program Cost Per Client
Average of past 5 years	75	730	\$19,002.00	\$253.36
FY 2013-14	49	623	\$17,500.00	\$546.88
Estimated for FY 2015-16	60	657	\$35,000.00	\$583.33

* If not funded previously by the City, enter the number of Sunnyvale clients served with any source of funds.

Application Form
 City of Sunnyvale Human Services Funding
 January 2015

Please provide the number of unduplicated Sunnyvale clients served by income level and special needs, if any:

	2013-2014 Actual	2015-2016 Proposed		2013-2014 Actual	2015-2016 Proposed
	SUNNYVALE ONLY			SUNNYVALE ONLY	
Extremely Low Income (0%-30% AMI)	25	45	Youth (0-18 years)	35	37
Very Low Income (31%-50% AMI)	5	10	Adults (19-61 years)	14	20
Low Income(51%-80% AMI)	3	5	Seniors (62+ years)		3
Moderate Income (81%-120% AMI)	2		Disabled Individuals		
Above Moderate Income (120%+ AMI)	3		Other Special Needs		
Total	38	60	Total	49	60

B. Objectives

For each program objective, please indicate the proposed type and number of units of service to be provided during the next fiscal year. Units of service are those units that will be used to calculate program performance and justify reimbursement requests. You must include at least one type of unit, and may include up to four types.

Objective (unit of service) e.g. hours of service, meals provided, evictions prevented, etc.	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Annual
Counseling Sessions: Individual, Family, Group	80	88	88	84	340

Application Form
 City of Sunnyvale Human Services Funding
 January 2015

C. Program Administration and Monitoring

1. Use the table and space below to briefly describe how the program will be managed and administered, including proposed staff time and staff functions.

Position Title	Program Duties	Total Annual Salary	Total Hours per Week	% Time Allocated to Sunnyvale Grant Activity	Amount of Salary to be funded by grant, if any
Director of Counseling Services	Provides direction and management	91,462	40	.10	9,146
Family Therapist	Provides individual, family and	33,280	20	.50	16,640
Administrative Assistant	Client reception, data entry, and	32,032	40	0	0

Counseling is provided by graduate student interns and are assigned clients based on appropriate matches, e.g., area of expertise. Interns are supervised by MFTs; therapists are assigned as needed. The program director (MFT) oversees the entire program and reports to BWC's associate director.

2. How will the effectiveness of your program be measured during each year of the grant?

Measurements over a 12-month period:
 * 70% of counseling clients will increase their coping skills
 * 70% will report a reduction in family conflict
 * 70% will report a reduction of high risk behaviors
 BWC uses both quantitative and qualitative measures to evaluate the effectiveness and impact of services, as well as the number of services provided, following all standards of documentation. At the end of therapy or group sessions, clients complete a post-test to measure changes in behavior, skills and attitude. Counselors write a final report on each client, which includes demographic information, number of sessions, and outcome. Services and the progress made toward reaching individual goals are tracked, with the counselor recording client information on project tracking forms and in the client's case file. BWC is HIPAA compliant and the organization complies with all applicable statutes, regulations, policies, procedures, program rules and other requirements.

Application Form
City of Sunnyvale Human Services Funding
January 2015

3. Describe your policies and procedures for assuring that people with disabilities and/or limited English proficiency have equal access to services and benefits. Attach your agency's Language Access Policy and disability-related policies, if any.

BWC policies, procedures, and practices provide the framework for services that create an environment that is culturally appropriate, with services provided by culturally proficient personnel. Intake forms for the Counseling Center are available in Spanish and English. Counseling services are provided in English, Spanish, Vietnamese, and six additional languages. Clients are provided assistance with filling out intake forms to address literacy and other language needs. Bill Wilson Center will

- * Assign a bilingual staff member to work with non-English speaking clients or
- * Access other staff from other departments or community partners who may be more culturally and/or linguistically appropriate to assist the client in conjunction with the counseling staff.

Other policies and information (e.g., grievance procedures, client rights) are available in five languages. Services are designed to address the unique needs of children, youth and families in our community. Both counseling sites have elevators and ramps for those with physical limitations.

4. Provide a brief general description of your agency and the services it provides. Describe your agency's experience in providing the proposed services. If previously funded by the City, what goals and accomplishments were achieved with City funds?

BWC, a 501(c)(3) community based organization, has been providing counseling services to our community's children, youth, families and individuals in Santa Clara County since 1973. The majority of clients we see are low or no income. Our mission is to support and strengthen the community by serving youth and families through counseling, housing, education, and advocacy, and to prevent poverty by building connections for youth and families. Our first program, for counseling, continues to serve the mental health needs of the community, including specialized therapies. Today, we serve more than 10,000 clients annually through 19 key programs that include youth shelter/group homes, transitional housing, drop-in services, counseling/mental health services, foster family and adoption services, call centers, safety network, volunteer, and mentor and youth leadership development programs.

Our FY 13/14 goal for Sunnyvale CDBG was to provide 174 counseling sessions to 32 low-income residents. We have far exceeded those goals: 476 individual and group sessions were provided to 49 residents of low- or extremely low-income.

5. Explain how your agency collects client eligibility and demographic data, consistent with CDBG requirements for public services programs. Attach a copy of your client application or income verification form.

Clients complete an intake form that captures demographic information, including race/ethnicity and income. Clients have the option to self-identify their race and ethnicity, even choosing to "not declare". The agency requests verification of income (such as payroll check stubs, letters of benefit award, etc.). The agency maintains a central database to capture this demographic data and to track the number and type of services provided for each client.

Application Form
City of Sunnyvale Human Services Funding
January 2015

D. Consolidated Plan Goals

Please indicate which Consolidated Plan Goal(s) will be met by the Program and briefly describe how your Program meets the Goal(s).

- Goal #2:** Support activities to end homelessness
- Goal #3:** Support activities that provide basic services
- Goal #4:** Promote fair housing choice
- Goal #5:** Expand economic opportunities for low-income households.

Bill Wilson Center provides low or no cost counseling for youth and families of low or no incomes, providing essential services (health) to special needs populations: children, youth, disabled, homeless, victims of domestic violence, and seniors. Access to our broad range of services brings stability and permanency to those we serve - helping in the reduction or prevention of current, future, and generational homelessness.

E. HUD Performance Measures

HUD required that recipients of federal funding assess the outcomes of their programs. Please identify which HUD objective and HUD outcome will be addressed by your proposal.

Objectives

- Objective #1: Creates a suitable living environment.** This objective relates to activities that are designed to benefit communities, families, or individuals by addressing issues in their living environment (such as poor quality infrastructure) to social issues such as crime prevention, literacy or elderly health services.
- Objective #2: Creates economic opportunity.** This objective applies to the types of activities related to economic development, commercial revitalization, or job creation.

Outcomes

- Outcome #1: Improve availability/accessibility.** This category applies to activities that make services, infrastructure, public facilities, housing, or shelters available or accessible to low/moderate income people, including persons with disabilities. In this category, accessibility does not refer only to physical barriers, but also to making the affordable basics of daily living available and accessible to low/moderate income people where they live.
- Outcome #2: Improve affordability.** This category applies to activities that provide affordability in a variety of ways in the lives of low/moderate income people. It can include the creation or maintenance of affordable housing, basic infrastructure hook-ups, or services such as transportation or day care.

Application Form
City of Sunnyvale Human Services Funding
January 2015

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Application Form
 City of Sunnyvale Human Services Funding
 January 2015

SECTION 3: FINANCIAL AND OTHER ORGANIZATION INFORMATION

A. Agency Information

Non-Profit with 501(c)(3) Status : Yes _____

Faith-based organization: No _____

Community Based Development Organization (CBDO): No _____

Community Housing Development Organization (CHDO): No _____

Other Type of Organization: No _____

Describe: n/a _____

DUNS Number: 095988747 _____

B. Total Agency Budget

	Planned 2015-16	Adopted (Actual if available) 2014-15	Actual 2013-14	Actual 2012-13
Administration	\$2,147,317.00	\$1,557,522.00	\$1,328,285.00	\$1,240,457.00
Fundraising	\$417,923.00	\$373,685.00	\$280,884.00	\$225,272.00
Proposed Program (Total Budget)	\$76,722.00	\$486,782.00	\$35,000.00	\$35,000.00
All Other Programs	\$14,844,336.00	\$14,570,180.00	\$13,120,344.00	\$12,330,427.00
Total Agency Budget	\$17,486,298.00	\$16,988,169.00	\$14,764,513.00	\$13,831,156.00

Application Form
City of Sunnyvale Human Services Funding
January 2015

C. Budget for Fiscal Years 2015-16 & 2016-17

Proposed Sunnyvale Program Annual Expenses*	City Funds	Matching Funds	Total
Salaries/Benefits/Payroll/Taxes	\$34,295.00	\$23,731.00	\$58,026.00
Office Supplies		\$492.00	\$492.00
Communication	\$705.00	\$1,450.00	\$2,155.00
Publications/Printing/Advertising		\$602.00	\$602.00
Travel		\$420.00	\$420.00
Rent/Lease/Mortgage		\$4,560.00	\$4,560.00
Utilities		\$2,340.00	\$2,340.00
Insurance		\$3,036.00	\$3,036.00
Equipment Rental/Maintenance		\$560.00	\$560.00
Audit/Legal/Professional Services (for CDBG portion only)			
Direct Services (Funding for specific service, e.g. meal, ride)			\$0.00
Contract Services		\$1,170.00	\$1,170.00
Other		\$3,361.00	\$3,361.00
Total Expenses	\$35,000.00	\$41,722.00	\$76,722.00

* Round to the nearest whole dollar and include only expenses associated with proposed program and Sunnyvale clients.

Application Form
 City of Sunnyvale Human Services Funding
 January 2015

Proposed Funding Sources for Sunnyvale Program	Amount
City of Sunnyvale	35,000
Other Jurisdictions	
Foundation	25,000
Individual Donations	
Client Sliding Scale Fees	16,722
TOTAL	76,722

1. Does your Organization have a HUD-approved indirect cost plan? Yes No

2. Does your agency charge any fees for the proposed Sunnyvale services? Yes No

3. Please explain how your organization is leveraging the requested City funds with other funds.

Our program leverages CDBG funding. CDBG program revenue is presented to prospective funders to demonstrate diversity of funding sources and community investment/support of the Family and Individual Counseling Program. Additionally, funding from other sources supports the Counseling Program, as well as other supportive BWC services accessible to counseling clients.