

REQUEST FOR PROPOSAL

Proposal Name: VIOLENCE PREVENTION GRANT PROGRAM

Release Date: October 10, 2025

Due Date: November 14, 2025

RFP Number:	14078-0-2025-AM										
Funding Priority:	Public Health is looking to fund projects in the area of Violence Prevention that contribute to the existing work being done to support high need communities.										
Submission Deadline:	11:59 P.M. CDT, Friday, November 14, 2025 Proposals received after the deadline will not be considered.										
Number of Awards:	4										
Total Available Funds:	\$200,000										
Individual Fund Limit:	\$200,000										
How to Apply:	All application material must be submitted on our application portal site: https://vpgrant.smapply.io/										
Questions?	Contact: Ahmad Moghadam Email: amoghadam@publichealthmdc.com Phone: 608-243-0326										
Anticipated Timeline: (These dates may be adjusted as needed.)	<table><tr><td>October 10, 2025</td><td>RFP Released</td></tr><tr><td>November 14, 2025</td><td>Application Due Date – no later than 11:59 P.M. CDT</td></tr><tr><td>December 5, 2025</td><td>Intent to Award Notifications</td></tr><tr><td>January 1, 2025</td><td>Project Start Date</td></tr><tr><td>December 31, 2026</td><td>Project End Date</td></tr></table>	October 10, 2025	RFP Released	November 14, 2025	Application Due Date – no later than 11:59 P.M. CDT	December 5, 2025	Intent to Award Notifications	January 1, 2025	Project Start Date	December 31, 2026	Project End Date
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SECTION 1: OVERVIEW

Background

Previously, Public Health Madison and Dane County (PHMDC) has received funds from the American Rescue Plan Act (ARPA) allocated toward violence prevention, intervention, and healing efforts in Madison and Dane County. ARPA provides funding to states, counties, and municipalities directly to support ongoing response efforts, and recovery from the COVID 19 public health emergency through the Coronavirus State and Local Fiscal Recovery Funds (SLFRF) program. PHMDC has received funding to support violence prevention efforts from both the City of Madison and Dane County, as a sub recipient. The City of Madison allocated \$1,200,000 to PHMDC for violence prevention efforts in Madison. Dane County allocated \$300,000 to specifically support the efforts of the Madison and Dane County Violence Prevention Coalition in its work that occurs outside of the City of Madison.

PHMDC made the plan to allocate \$1,065,000 in contracts over the next two years, through July 2024, to organizations conducting and supporting violence prevention, intervention, and healing efforts in Madison and Dane County, based on prioritized Roadmap activities determined by the Madison and Dane County Violence Prevention Coalition.

In July 2022, PHMDC released its first round of funding to five agencies, awarding a total of \$299,858.98 to the grant applicants. In 2023, PHMDC funded an additional eight agencies. In the 2024 round, PHMDC received funds from Dane County and the city of Madison to fund the Violence Prevention Grant Program. Funding priorities were determined based on feedback from individuals across community sectors, including nonprofit leaders and public employees. PHMDC funded 8 agencies, awarding a total of \$410,000.

For our year 2025 grant program, through funds made available by the City of Madison and Dane County, we sought to fund and support programs that enhance the program support of Public Health's Violence Intervention or propose an innovative strategy for addressing Violence Prevention.

For 2026, through funds made available from the city of Madison we are seeking programs to support violence prevention efforts that enhance the work of Public Health Violence Prevention staff.

What are we looking to fund?

Total funds available are \$200,000 for Violence Prevention Programming with a project period January 1, 2026 - December 31, 2026. For this year of funding, we will be looking to fund programs that will support the existing work of the Public Health's Violence Prevention Unit in four high need communities in Dane County: Kennedy Heights, Parks Cedar, Harmoney, and Madison Estates. To support these communities this grant will fund programs that focus on four funding categories.

Funding categories:

- **Child/Youth Engagement:** Examples include after school programming, art workshops, or other forms of enrichment aimed at engaging children.
- **Teen Engagement:** Examples include mentoring, school support, or employment training
- **Adult Engagement:** Examples include Workforce Development, Job Searching or Skills Development, or other forms of enrichment

- **Mental Health:** Examples include wellness or support circles, individual mental health or other forms of resources for those in need.

Please note: The examples provided are not exhaustive and Public Health is interested in wide range of potential projects. However, the focus should be on considering root factors that contribute to violence occurring, with an attention to many sectors of a community that impact prevalence of violence, such as health, education, employment, mental health, income, inequity (on the basis of race, color, gender/gender expression, ability, religion, sexual orientation or place of birth/place of residence), and access to human services.

We further consider the importance of collective action and collaboration to create systems and community that reduce violence from occurring.

What will implementation look like?

Every applicant is required to select one of the categories above that their program will focus on, with the expectation that the program will look to support the four communities previously mentioned. Selected agencies will work in partnership with Public Health's Violence Prevention Team to engage residents in these communities in programs and activities.

Selected agencies will work with Public Health to further scope services during the contracting period.

Eligibility and Allowable Expenses

Eligibility:

An organization is eligible to apply for and receive funds under this grant opportunity, if the organization's current service area is within Dane County and the organization meets one of the following criteria:

- Nonprofits
- Community organizations
- Governmental agencies
- Institutes of K-12 Education, preschools, and childcare centers
- Native American Tribal Organizations

Allowable Expenses:

Eligible expenses include **personnel, supplies, equipment, travel** or **consultant fees** that support training, education, or evaluation addressing one or more of the defined priority areas. See below for details for eligible expenses.

Personnel

Costs associated with staff employed by the applying agency, this includes salary and fringes benefits related to the implementation of the proposed project.

Supplies

Supplies are tangible items that have an on-going or short-term use with a cost less than \$5,000 (i.e. masks, hand sanitizer, printer paper, etc.).

Equipment

Equipment is defined as tangible, non-expendable personal property (including exempt property) that has a useful life of more than one year and an acquisition cost of \$5,000 or more per unit.

Travel

Transportation, lodging, and meals related to supporting the program.

Consultant Costs

This category includes hiring an individual to give professional advice or services (e.g., training, evaluation, for a fee, but not as an employee of the recipient organization).

*Capital expenses related to the purchase of vehicles or property are not eligible. All awarded funds must be utilized in the timeline outlined in resultant contracts. Expenses not incurred by the contract end date will not be reimbursed. In awarding grants, we may identify specific uses for allocations.

SECTION 2: HOW TO APPLY

Application Process

- All documents and information related to this RFP are available on [our website](#).
- All application material must be submitted on our application portal site: <https://vpgrant.smapply.io/>
- Please note that any written materials, including letters of support, brochures, pictures, or other materials not specifically requested in the application form will not be included in information given to reviewers or committee members, or considered in the evaluation of proposals.
- **Applications are due no later than Friday, November 14, 2025.** No exceptions will be made.

Document	Submission Format	Requirement
A. RFP Application	Application Portal	Required
B. Budget Template (Budget for the proposed program)	Upload to Portal	Required
C. Letters of Support, Collaborative Agreements, and/or MOUs (If applicable)	Upload to Portal	If applicable
D. Sample Work: Provide samples of previous assessment reports or similar documents that demonstrate your ability to deliver high-quality, actionable insights.	Upload to Portal	If applicable

Review Process & Scoring Rubric

Submitted proposals will be reviewed for completeness and compliance with RFP guidelines. All incomplete RFP submissions may be determined nonresponsive and removed from further consideration.

Our designated RFP Reviewers will score submitted proposals. Our staff may contact applicants during the review process for clarification on submitted items. However, we may make preliminary selection(s) based on the original proposals only, without negotiation or communications with applicants.

Our staff will make final determination of funding recommendations to present for final approval to the Board of Health.

Application: Scoring Rubric

Review Criteria	Points Available
<i>Descriptions of answers that would earn full points</i>	
PROGRAM DESCRIPTION	
Response explains the full details on the proposed program's services and activities, including aspects like curriculum, learning outcomes, and resources provided. Activities demonstrate a clear connection to violence prevention strategies and the selected program category. Response is understandable, well-defined, and a clear need for services is established. Data, research and evidence-based practices are discussed, as well as demonstrating previous experience providing services.	25
SERVICE AREA AND TARGET POPULATION	
Response provides details on how their project will be capable of engaging with residents of the priority communities. This includes recruitment strategies or past experience working in similar settings and ensuring program participation. Response also includes a clear plan for language accessibility.	15
IMPLEMENTATION	
Response describes past experiences implementing community-based programming using violence prevention and intervention methods. In addition, an implementation plan is clearly outlined. Response also discusses project timeline with identified benchmarks.	25
PROGRAM OBJECTIVES AND EVALUATION	
Response discusses how this initiative/project will measure success and includes evaluation methods. Response discusses which data and evaluation measures the applicant/initiative intends to use.	10
PARTNERSHIPS AND COLLABORATION	
Response discusses methods and strategies for working with the Violence Prevention team to coordinate services, including a communication and activities plan that supports a strong partnership.	
Response includes any partnerships and collaborations planned for the initiative/project. Relationships and the responsibilities of the partners are included, as well as how they strengthen the initiative/project. Applicant completed the Collaboration table	20
BUDGET PROPOSAL	
Applicant completed and submitted the 2025 Budget Template with their application materials. Response includes a budget justification that explains how expenses directly connect to the program activities.	5
Total Available:	100

SECTION 3: POST-AWARD

Contract and Reporting

Selected organizations will be required to sign an agreement with the Board of Health for Madison and Dane County on behalf of Public Health Madison and Dane County. All allocated funds will be administered through PHMDC. PHMDC reserves the right to negotiate the final terms of an agreement with the selected organization, including the final details of the Scope of Work.

Applicants will be required to submit detailed program and financial reports. The agreement will provide specifics for how to report this data. The agreement will also include requirements regarding nondiscrimination, Affirmative Action, and mandatory insurance coverage.

QUESTIONS: If you have any questions about these requirements or processes, please email Public Health Madison and Dane County Violence Prevention staff at amoghadam@publichealthmdc.com.

Post-Award Reporting & Evaluation

Monthly, Quarterly and Final Reports

Successful applicants will be required to submit monthly financial reports, quarterly program reports and attend monitoring meetings with PHMDC. Monthly financial reports will be submitted with invoices for reimbursement. All fiscal expenditures related to this project must be allowable, allocable, and have appropriate backup documentation. Quarterly program reports will be narrative based and will include standard questions. Quarterly reports will also include fields for quantitative and measurable data. The final report will include an evaluation of the project and a final expense report.

Project Evaluation

All contracted agencies will have the opportunity to work with PHMDC evaluators to create and implement evaluation measures for funded initiatives. Agencies will incorporate evaluation methods and metrics into their reporting check-ins, and final report. This should be consistent with the goals, objectives, evaluation and scope of work listed in the application.

Future Funding

Funds awarded are required to be spent during the contract period. If additional funds become available, the contracted agency may be eligible for an amendment with additional funding and additional time to continue the contract.

SECTION 4: GENERAL ADMINISTRATIVE INFORMATION

Contracting Entity

The Board of Health for Madison and Dane County on behalf of Public Health Madison & Dane County will administer the sub-recipient agreement(s) resulting from this RFP.

Official Communications

During the application process for this RFP, all official communication will be made via our website. We will post such notices, which will include, but not be limited to, an FAQ, any addenda (changes) to this RFP, clarifications to requirements, and public announcement of the selected applicant (s). It is your responsibility to regularly monitor this website for any such postings. Failure to monitor the website for FAQ and any addenda and include appropriate provisions in your response may result in your proposal being disqualified.

Acceptance/Rejection of Proposals

1. We reserve the right to accept or reject any or all proposals submitted, in whole or in part, and to waive any informalities or technicalities, which at our discretion is determined to be in our best interests. Further, we make no representations that a contract will be awarded to any applicant responding to this request. We expressly reserve the right to reject any and all proposals responding to this invitation without indicating any reasons for such rejection(s).
2. We reserve the right to postpone due dates and openings for our own convenience and to withdraw this solicitation at any time without prior notice.

Incurring Costs

This request for proposals does not commit us to make an award or contract, pay any costs incurred in preparation of proposals, or to procure or contract for services or equipment.

Applicant Qualifications & Risk Assessment

We may make such investigations as we deem necessary to determine the ability of the applicant to perform the work and carry out the program, and the applicant shall furnish to us all such information and data for this purpose, as we may request. We reserve the right to reject any proposal if the evidence submitted by, or investigated of, such applicant fails to satisfy us that the applicant understands the full scope of work and is properly qualified to carry out the obligations of the agreement and to complete the work. We also reserve the right to make adjustments based on the outcome of our assessment of risk for potential recipients, which could include increased reporting and monitoring obligations or a decision not to make the award.

Proposal Content

The evaluation and selection of recipient(s) and the contract will be based on the information submitted in the applicant's proposal plus any additional information required. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a response.

Elaborate proposals (e.g. expensive artwork, news stories, and letters of support) beyond information required to present a complete and effective proposal, are not necessary or desired. Information provided by the applicant beyond the information required by this RFP may not be considered in the evaluation of the proposal.

Please consider federal, state and local laws and regulations that may affect cost, progress, performance or furnishing of the work.

Withdrawal or Revision of Proposals

1. An applicant may, without prejudice, withdraw a proposal submitted at any point in the process by requesting such withdrawal in writing (email is sufficient) to the RFP contact.
2. Proposals may not be modified or altered after the deadline.

Contract Documents

We will provide a contract to the selected applicants at the time of award.

Designation of Proprietary Information

Applicants are hereby notified that all information submitted in response to this RFP may be accessible to the public through our website and/or made available for public inspection according to public records laws of the State of Wisconsin or other applicable public record laws. Therefore, applicants are encouraged to refrain from submitting information that cannot be open for public inspection. However, if applicant s must include information deemed confidential and proprietary by the applicant, applicant must comply with these instructions:

1. All restrictions on the use or inspection of data contained within a proposal shall be requested prior to submission of the proposal itself. Written requests for confidentiality shall be submitted to the RFP contact by the applicant prior to the proposal submission date.

Requests shall use the following process:

- Email the RFP contact to discuss your concern.
 - Any information to be considered confidential or proprietary must clearly be stated on the attached “Designation of Confidential and Proprietary Information” form and must be submitted with the application package.
 - Any information to be considered confidential or proprietary must be separated from the rest of the proposal. Co-mingling of confidential/proprietary and other information is not acceptable.
 - Applicants may be asked to submit a written request for information to be considered confidential or proprietary. Provide specific information related to the claim for confidential and proprietary information including RFP section, page number, topic and specific concern that supports claim.
2. Your proposal will be subject to public records requests. Information usually cannot be kept confidential unless it involves a trade secret as defined in Section 134.90(1)(c) of the Wisconsin Statutes. Any information that will be included in any resulting contract cannot be considered confidential. A proposal, in its entirety, will not be considered confidential and/or proprietary.
 3. Proprietary information submitted in response to the RFP, will be handled in accordance with the applicable Wisconsin State Statute(s). However, we cannot ensure that the information will not be subject to release if a request is made under applicable public records laws. We will not provide advance notice to an applicant prior to release of any requested record.
 4. Applicants agree to hold us harmless for any damages arising out of the release of any material unless they are specifically identified. In the event the designation of confidentiality of this information is challenged, the selected contractor also agrees to provide legal counsel or other necessary assistance to defend the designation of confidentiality and, further, agrees to hold us

harmless from any penalties, costs, damages and fees, including attorney's fees, awarded to the requestor and ordered to paid by us, in any such legal action.

5. To the extent permitted by law, it is our intention to withhold the contents of the proposal from public view until such times as competitive or bargaining reasons no longer require non-disclosure, in our opinion. At that time, all proposals will be available for review in accordance with the Wisconsin Open Records Law.

Clarification Of Proposals

During the evaluation of proposals, we reserve the right to contact any or all applicants to request additional information for purposes of clarification of RFP responses, reject proposals which contain errors, or at our sole discretion, waive disqualifying errors or gain clarification of error or information.

Budget Analysis

We reserve the right to conduct a price and/or cost analysis to determine if the proposed budget is fair and reasonable. If only one responsive proposal is received, a detailed price and/or cost analysis may be requested of the single applicant. Applicants shall cooperate as needed with our efforts to perform said analyses.

Negotiation

We reserve the right to negotiate all final details with selected recipients, consistent with the requirements of this RFP.

Process

At any phase, we reserve the right to terminate, suspend, or modify this selection process; reject any or all proposals; and waive any informalities, irregularities, or omissions in submittals, all as deemed in our best interests.

Communication With Selection Committee

Applicants may not contact our staff or members of the Selection Committee at any time during the evaluation process, except at our specific request.

Right To Reject Proposals and Negotiate Final Terms

We reserve the right to reject all proposals and to negotiate the terms of the resulting sub recipient agreements, including the approved budget, prior to entering into an agreement.