

Program Overview & Eligibility

Completed by lacrosse.development@usc.salvationarmy.org on
9/18/2024 9:43 AM

Case Id: 31059

Name: The Salvation Army of La Crosse - 2024

Address: 223 North 8th Street, La Crosse, WI 54601-3359

Program Overview & Eligibility

Please read the following information.



City of La Crosse
Specialized Housing
Program

City of La Crosse
400 La Crosse Street
La Crosse, WI 54601
(608) 789-7512

Partners may include public and private non-profit organizations and for-profit organizations. Collaboration between entities is encouraged. ARPA funds must be expended toward a sustainable solution by December 31st, 2026. Key subjects of interest to the Pathways Home team:

- Facility Design & Capacity
- Operational Plan
- Financial Sustainability

The objective of this Request for Proposals (RFP) is for partner(s) to present proposed plans to develop sustainable housing solutions utilizing the American Rescue Plan Act (ARPA) grant funding and leverage other community funding sources to meet the unique needs of homeless individuals and families.

Following the RFP, proposals will be scored by the Pathways Home Action Team and the Economic & Community Development Commission. Final decision on proposal selection will be made by the City of La Crosse Common Council. Please review the [City of La Crosse Terms and Conditions](#) before submitting an application.

1. Contact Information

Completed by lacrosse.development@usc.salvationarmy.org on
9/26/2024 6:34 PM

Case Id: 31059

Name: The Salvation Army of La Crosse - 2024

Address: 223 North 8th Street, La Crosse, WI 54601-3359

1. Contact Information

Please provide the following information.

ORGANIZATION INFORMATION

1.1. Official Organization Name

The Salvation Army of La Crosse

1.2. Mailing Address

223 North 8th Street La Crosse, WI 54601-3359

1.3. [Federal ID Number](#)

36-2167910

1.4. Unique Entity Identifier (UEI) Number

NDM9CJA8ZSH8

1.5. Type of Organization (check all that apply):



Non- Profit Organization



For-Profit Organization



Department of City of La Crosse

ORGANIZATION POINT OF CONTACT

1.6. Authorized Contact Person

Michael Quam

1.7. Title

Development Director

1.8. E-Mail

michael.quam@usc.salvationarmy.org

1.9. Phone Number

6087826126239

1.10. Secondary Contact Person

Major Alan Hellstrom

1.11. Title

Corps Officer

1.12. Phone Number

6087826126222

1.13. E-Mail

alan.hellstrom@usc.salvationarmy.org

2. Organization Qualifications

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2. Organization Qualifications

Please provide the following information.

ORGANIZATION INFORMATION

2.1. Include the length of time the organization has been in operation, the date of incorporation, the purpose of the organization, and the type of corporation. Describe the type of services provided, the organization's capabilities, the number and characteristics of clients served, and license to operate (if license is necessary).

The Salvation Army is a 501(c)3 corporation that was incorporated in 1865, and The Salvation Army of La Crosse has been serving La Crosse since 1896. We serve the community by providing both short-term shelter and long-term solutions to individuals and families experiencing homelessness and to close the housing gap. We house 65 to 80 people a day, 365 days a year, in the La Crosse Corps Community Center and Emergency Shelter. In addition, we provide meals through our lunch window to anyone who comes to the window, providing 140 to 200 meals a day to people above and beyond those we serve in the facility. In addition, we serve countless others through rent assistance, utility assistance, housing vouchers, and clothing vouchers. We are completely aligned with Housing First with supportive services, and are committed to collaboration and alignment with the City of La Crosse's and County of La Crosse's partnership "Pathways Home."

2.2. Briefly describe the organization's existing staff positions and qualifications, its capacity to carry out this activity.

Salvation Army programs are led by Salvation Army officers. These officers are responsible for leading by assessing needs, delivering programs and directing ministries for our local community. From serving food to balancing the books, they function as the Executive Directors and the Pastors for The Salvation Army of La Crosse. The Salvation Army provides training, including a training college, for that role. The next level of staff positions includes Social Services Director, Business Coordinator/Administrator, Development Director, and Thrift Store Manager. The position of Social Services Director requires a Master's Degree, typically in social services or an equivalent. The positions overseen by the Social Services Director include case managers, the shelter manager, housing specialist, shelter advocates, community health workers, and kitchen management and staff. The Business Coordinator/Administrator manages background operations including property management, and finances. The position of Development Director requires a Master's Degree, typically business related or an equivalent, and oversees fundraising, public relations, event planning, and volunteer recruitment.

RELEVANT EXPERIENCE

2.3. Organizations shall provide information regarding experience with similar projects specifically related to:

- A. Emergency Shelter
- B. Bridge Housing
- C. Permanent Supportive Housing
- D. Case Management
- E. Supportive Services
- F. Real Estate Development

G. Collaboration

Emergency Shelter

The Salvation Army has over 128 years of experience serving La Crosse, and the La Crosse Corps Community Center and Emergency Shelter is the area's only 24/7 emergency shelter within a 50-mile radius. This facility is a 60-to-90-day program-based emergency shelter, and the current program allows individuals to save money, receive case management, gain employment, remain sober, and receive life-changing support to achieve their personal goals.

Permanent Supportive Housing

Between October 2022 and August 2024, The Salvation Army of La Crosse has assisted 104 individuals with their moves into permanent housing, including families. The Salvation Army of La Crosse has placed people into permanent housing with only a 4% rate of recidivism.

Case Management

Our case managers work to develop a person-centered plan of action, to equip people with the tools for independent living. Case managers work one-on-one with clients to help them acquire a job, secure permanent housing, repair credit, and assist in all aspects focusing on harm reduction.

Supportive Services

Our practical programs and services include housing opportunities, life preparedness, spiritual services, and a fresh start for a better future. Additionally, clients are provided access to onsite community collaborations providing substance abuse resources, mental therapy, and physical health services. A pastoral care team provides spiritual assessments and care for shelter residents. This team visits the facility weekly to connect with interested residents for prayer and spiritual care.

Collaboration

Viterbo University's nursing students, with the supervision of their instructors, work alongside the La Crosse County Health Department, St. Clare Health Mission, Mayo Clinic Health System, Gundersen Health System, and others to provide health screenings, adult immunizations, health education, and referrals. These services are all provided at no cost.

Documentation

Organization's affirmative action plan from the personnel policy manual and/or nondiscrimination employment/service policy and grievance procedure.

Affirmative Action and Non-Discrimination in Employment Policies (Includes Grievance Procedure at B.6).pdf
Salvation Army Non-Discrimination in Programs and Delivery of Services Policy.pdf

3. Scope of Work

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9/26/2024 6:48 PM

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3. Scope of Work

Please provide the following information.

3.1. Project Description:

As La Crosse faces a dramatic rise in homelessness, we recognize that we must adapt and increase our capacity to meet this need by significantly expanding and renovating our current facility. Accordingly, the project for which we are seeking funding is the renovation and reconfiguration of the La Crosse Corps Community Center and Emergency Shelter to maximize the flexibility to meet these current needs as well as future needs as they arise. The changes will allow for increased shelter capacity and a more dignified living environment for the clients served. The current space we have is limited, and the quality and comfort of the shelter is insufficient. Expanding the shelter is required to provide more beds to serve both individuals and families at our current site. It will enhance the safety and security of the shelter and make the occupancy of the space more functional, private, and comfortable for individuals and families.

The La Crosse Corps Community Center and Emergency Shelter is approaching 70 years in age, and is not in compliance with the Americans with Disabilities Act. There are multiple deficiencies within our facility, including the utilization of our gymnasium and cafeteria as shelter for 30 individuals. Our continued need to use this space for both housing and serving meals perpetuates an unsanitary, high-tension environment. This is counterproductive to our mission of providing care and dignity to those temporarily experiencing homelessness on their journey to permanent housing.

Dedicated private rooms and expanded spaces within the shelter will allow us to better serve diverse populations and give us flexibility with the spaces provided, reducing barriers to service. Currently, families served by The Salvation Army of La Crosse are placed in hotels to maximize the beds available for individuals. Having families onsite allows for greater access to the resources which the program provides, such as meals, laundry facilities, and access to case workers. When families are placed in hotels, the effectiveness of case management is compromised due to less in-person contact, and necessities are not being met. The project includes the expansion of our Family Enrichment Center, which provides a nurturing and safe place for families who are experiencing homelessness.

The renovation and reconfiguration of the La Crosse Corps Community Center and Emergency Shelter will provide The Salvation Army of La Crosse with the opportunity to improve both the quantity and quality of the emergency services provided. In addition, the project will encompass collaboration and cooperation with the City of La Crosse, La Crosse County, and other community service providers in creating the best pathway home solutions for serving individuals and families experiencing homelessness. With more space and facility renovations, we will be in a better position to provide the services of a program-based emergency shelter, allowing individuals to save money, receive case management, gain employment, remain sober, and receive life-changing support to achieve their personal goals.

The timeline of the project is that we anticipate the project to begin in December of 2025, and our goal is to be operating as a fully-renovated facility by December 31, 2026. ARPA funding dedicated to this project will be fully expended by December 31, 2026.

3.2 Number of additional housing units:

44

3.3. Notes

Note regarding the number of additional housing units: the project will create 44 additional beds, with the flexibility to increase to 64 additional beds.

Note regarding Section 4.4, "Other Agencies Applied to for Funds: " We are interpreting "agencies" to mean governmental or administrative agencies, which we have not applied to, so the number in the text box is unchanged at "0.00."

4. Financial

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4. Financial

Please provide the following information.

4.1. Total Cost of Project

\$18,800,000.00

4.2. Grant Amount Requested

\$1,200,000.00

4.3. Total Other Funding

\$17,600,000.00

4.4. Other Agencies Applied to for Funds:

Funding Sources/Revenues	Committed	Non-Committed
	\$0.00	\$0.00

4.5. Proposed Budget:

Funding Uses/Expenses	If Other, Enter Funding Use/Expense below	ARPA	Local	State	Federal	Private/Other/Donations
Renovation		\$1,200,000.00	\$0.00	\$0.00	\$0.00	\$17,600,000.00
		\$1,200,000.00	\$0.00	\$0.00	\$0.00	\$17,600,000.00

4.6. What will the funds be used for?

The funds will be used for the renovation and reconfiguration of the La Crosse Corps Community Center and Emergency Shelter.

4.7. Optional: Upload a document to reflect the project budget and financial plan



Project Budget and Financial Plan

Salvation Army Project Budget.pdf

Salvation Army Financial Plan.pdf

5. Terms & Conditions

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5. Terms & Conditions

Please provide the following information.

The intent behind conflict of interest provisions is to ensure that all funding decisions are made on their own merits. It is a conflict of interest for any employee, agent, consultant, officer, or elected or appointed official to provide inside information or participate in approving a Loan or Grant action when the person has business ties with the applicant or is a member of his/her immediate family. "Immediate family" is generally defined as the employee, spouse and children any marriage of either), parents and siblings, by blood or marriage-mother/father, step mother/father, mother/father-in-law, sister/brother, step sister/brother, sister/brother-in-law.

5.1. Are any employees, agents, consultants, officers, or elected officials of the organization requesting funds in a position to participate in the decision-making process for approval of this application?

No

5.2. Are any employees, agents, consultants, officers, or elected officials of the organization requesting funds in a position to gain inside information with regard to approval of this application?

No

5.3. Will any employees, agents, consultants, officers, or elected officials of the organization requesting funds obtain a financial interest from this activity?

No

5.4. Will any employees, agents, consultants, officers, or elected officials of the organization requesting funds have an interest in any contract, subcontract, or agreement with respect to funding this application, either for themselves or those with whom they have family or business ties during the applied for program year and one year thereafter.

No

6. Required Documents

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6. Required Documents

Please provide the following information.

Documentation



Articles of Incorporation/ By Laws

Salvation Army Articles of Incorporation.pdf

Salvation Army By-Laws.pdf



List of Board Directors or List of Oversight Committee - (for government organization)

Salvation Army Board of Trustees.pdf



Organizational Budget

Salvation Army Organizational Budget.pdf



Most recent audit (Financial Statement if audit is not required)

Salvation Army Audit.pdf



IRS 990

Salvation Army Form 990 Exemption Document.pdf



Any Additional Documents

Salvation Army Architectural Concept.pdf

Salvation Army Capital Campaign Brochure.pdf

Submit

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Submit

Once an application is submitted, it can only be "Re-opened" by an Administrator.

☒ I understand that for each type of activity undertaken, a sub recipient in consultation with the grantee should determine the comparable data that must be maintained in the individual case files and establish a system of ensuring that every file contains the necessary information. Although the list will vary from activity to activity, each project or case file should include documentation of the characteristics and location of beneficiaries, the compliance with special program requirements, the allowable of the costs, and the status of the case/project.

☒ I understand that a Subrecipient must also devote attention to implementing an efficient method for compiling cumulative data on its activities for inclusion in periodic reports required by the grantee. The Subrecipient should develop logs for recording and totaling programmatic data (by type of activity, for units of service, numbers of beneficiaries, etc.) as cases are initiated and as they progress to avoid searching through all of its individual case files to obtain aggregate statistics every time a progress report is due

☒ I understand that records are to be retained for 7 years from the date of submission of the activity closeout, unless there is litigation, claims, audit, negotiation, or other actions involving the records, which has started before expiration of the 7-year period. In such cases, the records must be retained until completion of the action and resolution of all issues which arise from it or the end of the regular 7-year period, whichever is longer.

☒ I understand that submitting a response to this RFP indicates an agreement with the Standard Contract Terms & Conditions for the City of La Crosse.

☒ I certify that no federal-appropriated funds have been paid or will be paid, by or on behalf of it, to any person for influencing or attempting to influence an officer or employee of any organization, a member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with the awarding of any federal contract, the making of any federal grant, the making of any federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of a federal contract, grant, loan, or cooperative agreement.

☒ I certify that I have been authorized by the applicant's governing body to submit this application and that the information contained herein is true and correct to the best of my knowledge.

Authorized Person Name

Major Alan Hellstrom

Printed By: Linzi Washtock on 10/14/2024

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Title

Corps Officer

Signature

Alan Hellstrom

Electronically signed by lacrosse.development@usc.salvationarmy.org on 9/26/2024 7:31 PM

Telephone

(608) 782-6126

Admin Docs

No data saved

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Admin Docs

Please provide the following information.

Documentation



Articles of Incorporation

Salvation Army Articles of Incorporation.pdf

Salvation Army By-Laws.pdf

Finance

No data saved

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Finance

Please provide the following information.

Account Number

[Munis Account Lookup](#)

Vendor Number

Invoice/Bill Number