

Milwaukee Continuum of Care HMIS Lead Agency Request for Proposals

Introduction

The Milwaukee Continuum of Care (CoC) is designed to promote community-wide goals to end homelessness; provide funding to quickly rehouse homeless individuals including unaccompanied youth and families while minimizing trauma and dislocation to those persons; promote access to, and effective utilization of mainstream programs; and optimize self-sufficiency among individuals and families experiencing homelessness. The CoC is composed of service providers for homelessness prevention, emergency shelter, safe havens, transitional housing, street outreach, permanent housing, supportive services, Coordinated Entry, a Homeless Management Information System (HMIS), and other interested organizations and individuals. The Milwaukee CoC's mission is to organize people and resources to end homelessness in Milwaukee.

The CoC is a group of membership agencies working together to create, implement, monitor, and modify collective goals to end homelessness in Milwaukee County. The CoC solicits the input of its Full Body membership on large decisions, is governed by a CoC Board, and accomplishes its work through various committees and workgroups. The Milwaukee CoC appoints a Collaborative Applicant, an HMIS Lead, and Coordinated Entry Lead.

Request for Proposal Information

The Milwaukee CoC Board through Community Advocates Public Policy Institute invites proposals from not for profit, private corporations or government entities located in Milwaukee County to fulfill the Homelessness Management Information System (HMIS) Lead Agency.

Funding is available from the annual NOFO application funded by the U.S. Department of Housing and Urban Development (HUD). Any award is contingent upon the availability of funding from the U.S. Department of Housing and Urban Development. The funding for the lead agency is determined by the annual NOFO grant. The previous funding award, which was used by the HMIS Lead Agency, was \$142,392.00. There is a match requirement of 25% of the award.

The award for the HMIS Lead Agency is required to focus on serving CoC member agencies, by extension homeless individuals and families in Milwaukee County. The Lead HMIS Agency will operate separately but in conjunction with a Coordinated Entry Lead Agency and a Collaborative Applicant that will support overall efforts— each of these agencies will have their own designated grants and budget.

The Milwaukee CoC HMIS Lead Agency will be expected to work with the Milwaukee CoC Board and any existing grantee if there is to be a transition in grantees. Exact start date is to be determined and based on fiscal year and any transition planning that may need to happen.

Milwaukee CoC HMIS Lead Agency funding requires attending regular CoC meetings; providing regular budgetary and progress reports to the CoC; connecting with and supporting member organizations within the CoC; executing outlined activities throughout the year; and being held accountable for measurable outcomes in order to continue funding.

Eligibility and Minimum Requirements

To be eligible, applicants must be an established 501(c)3 nonprofit, tax-exempt organization, private corporation or a government entity. Nonprofit applicants are required to submit an IRS determination letter and recent audit to Community Advocates.

Applicants will demonstrate the following philosophical approaches in service delivery:

- Fairness and belonging – Applicant should be committed to ensuring member organizations feel supported and encouraged to have a voice at the table. This includes making space for people with lived experience.
- Influential and visionary leadership – Applicant should be prepared to engage and supporting member organizations in an effort to create a stronger, more cohesive system.
- Seek forward thinking solutions while building on existing practices – Applicant should be willing to stay on top of evolving practices and research while ensuring goodness of fit for the community.

Awardee will be required to report to the CoC at bi-monthly meetings including a budget report and any emerging issues. A more robust, written report will be required semi-annually.

Awardee will be able to fulfill the following obligations:

- Ensure all HMIS operational agreements, policies and procedures and privacy notices are reviewed and in place.
- Provide annual schedule of all required trainings and ensure all training requirements for HMIS users are completed as required.
- Have a strong data quality plan and regularly review for updates, plan must be submitted to CoC Board.

- Complete or assist with the Longitudinal System Analysis, HUD CoC Program Notice of Funding Availability, Consolidated Annual Performance Evaluation Report, CoC 10 Year Plan, Partner Agency Annual Performance Report, and other reports to funders from agencies federally mandated to use HMIS.
- Demonstrate security and confidentiality plans required by HUD HMIS standards.
- Complete customer satisfaction survey of HMIS end users annually and provide summary report to CoC Board.
- Maintain regular communication with HMIS users.
- Attend regular CoC Board Meetings and provide updates, including a financial report and any emerging issues.
- Collaborate with the CoC Collaborative Applicant and Coordinated Entry Lead Agency.
- Assist in carrying out the annual Point in Time (PIT) data collection.

Application Review Process

Each proposal will be reviewed and scored by an independent review panel of three to five reviewers using a points scoring model.

Applicants will receive notification of grant award via email in late November.

Proposal Requirements

Each applicant organization must submit a written proposal. Please follow the directions for the written proposal and provide all the information requested. Several reviewers will score your proposal; thus, it is important that your proposal is clear, concise and follows the prescribed format.

General instructions

- The full package must include narrative response, logic model, budget and narrative explanation of that budget, IRS letter of determination for nonprofit organizations, and a copy of your most recent audit including a management letter if one was issued.
- Documents will be submitted electronically. Narrative response, logic model, and budget documents should be combined in one PDF document. IRS letter and audit documents could be included as separate documents.
- Proposals must adhere to a 5-page limit for narrative response. Single-spaced is okay, 1.15 spacing is encouraged. Minimum of an 11-point font with 1-inch margins. Please do not include any additional information that is not requested (i.e. brochures, flyers, etc.)

- The proposal must include a logic model (template provided) which will not count towards the page limit.
- The proposal must include a budget and budget narrative (template provided) which will not count in your page limit.

Proposals should be submitted electronically to Kari Southern at

ksouthern@communityadvocates.net by October 31st, 2025 no later than 5:00pm CST.

Subject line should read “Milwaukee CoC HMIS RFP Submission”. Applicants will receive confirmation that their submission was received and is under review. Proposals that are emailed late will not be accepted.

Specific Instructions: Following are instructions for each section of the proposal.

Application Cover Page: The application page is the first page of the application. Please see the form in this packet or replicate the form and complete all items. The application page also requires a brief project abstract (250-word limit) that should include goals, objectives, expected outcomes and target population. The form must be signed by an authorizing official of the organization, i.e. board chair or executive director.

Project Narrative (70 points): The project narrative will provide reviewers with information about your organization and your proposed project. You must follow the format provided below and label each section and subsection as indicated.

- 1. Organization mission, history and organizational capacity (5 points):** Please describe the organization's mission and a brief history including history of involvement in homelessness programming. Consider including any previous awards of similar size and scope. Describe how your organization possesses the *capacity* to execute the HMIS Lead Agency role. (Organizational capacity includes aspects such as financial management, overall management and staff support systems, ability to perform program evaluation, systems in place to process payroll and accounting, appropriate technology and maintenance, etc., but you do not need to specifically address each of these elements.) Please include any work you've done around process and systems improvement.
- 2. Grants Management (15 points):** Describe your plan for managing the award. How have you or will you deal with underperforming agencies?
- 3. Systems Improvement (15 points):** Describe how you plan to approach process and systems improvement work across partners utilizing HMIS (consider using the logic model to expand on this). How would you go about working to reduce homelessness based on the previous point-in-time numbers? Please share your strategy for ensuring a compliant, streamlined and efficient HMIS system.
- 4. Fairness and Belonging (5 points):** The CoC Board expects a commitment to fairness and belonging. Please share your plans for including this in your work with the priority population, partner agencies, fiscal contributors and volunteer groups. How do you ensure that lived experience is utilized in this work?

5. Leadership Skills (25 points): The CoC is interested in learning about your leadership skills. Please address the following areas:

- a. System strength: What policies and procedures would you implement with participating agencies, and how would you ensure these are tracked and completed? How do you propose to track trainings and data reporting for partners? How do you plan to engage in the Longitudinal System Analysis, HUD CoC Program Notice of Funding Availability, Consolidated Annual Performance Evaluation Report, CoC 10-Year Plan, Partner Agency Annual Performance Reports, and other reports to funders from agencies federally mandated to use HMIS?
- b. Management of sub-committees: How would you utilize the HMIS advisory board to support the work with the overall CoC? How would you plan to incorporate recommendations from your advisory and/or leadership committees and boards? What is your plan for regular communication with subcommittees and the full CoC?
- c. Evaluation: How do you plan to ensure customer satisfaction? How would you assist an underperforming agency? Describe how you plan to share the data quality plan and ensure that it is regularly reviewed.
- d. Staffing structure: Describe the infrastructure and staffing your agency would use to implement the HMIS lead agency contract (including management, communications and fiscal).
- e. Security: How would you ensure partner agencies meet all training requirements? What does it look like to provide user guidance for system use, data entry, data reporting and data security and confidentiality? How will you demonstrate evidence of security and confidentiality plans required by HUD and what are your plans for reviewing and ensuring they are up to date?

6. Collaboration (5 points): Describe how you intend to connect and collaborate with the CoC Collaborative Applicant and the CoC Coordinated Entry Lead?

Logic Model and Budget Information (30 points):

1. **Logic Model (10 points):** Each proposal must include a completed logic model using the format included in this packet. Instructions for completing the logic model are provided on the logic model form, below, and in the appendix. Please be brief and to the point. Please use lists instead of sentences. Quantify information

whenever possible. The logic model will become part of Lead your Milwaukee CoC HMIS Lead Agency contract if your project is selected for funding.

The logic model is a one- to two-page summary of your program. The logic model is a framework that shows the relationship between the program's ultimate goal (its results) and the strategies and activities it is using to achieve it, along with how it will measure progress along the way. Please see the Appendix for more information on constructing your logic model.

The logic model should include the following:

- **Inputs/Resources:** Funding, staffing and other resources that will be dedicated to the program.
- **Activities:** List of concrete actions that will take place, what your organization will do with its resources to direct the course of change.
- **Outputs:** Include what is immediately produced (number/type of meetings held, events planned, policies developed, etc.).
- **Immediate Outcomes:** The initial or immediate benefit or impact of the program. Include such things as increases in knowledge or basic needs being met. In each box, following the outcome, in parentheses list the method of measurement (i.e., screening tool, attendance sign-in sheet, etc.).
- **Intermediate Outcomes:** The longer-term benefit or impact of the program. For example, what do you hope will occur because of new knowledge or basic needs being met? In each box, following the outcome, in parentheses list the method of measurement (i.e., screening tool, attendance sign-in sheet, etc.); and
- **Outcome Indicator:** For both immediate and intermediate outcomes, detail what the indicator of your program's progress toward the identified outcome is. These must be specific and calculable indicators.

2. **Budget (10 points):** Using the budget form included in this packet, complete a line-item budget for your project that includes the total project costs, and other funding or resources that will support the project in 2026. Please use the funding amount listed in the 'Request for Proposal Information'.
3. **Budget Narrative (10 points):** Include a one-page budget narrative that provides a brief explanation of every line item in the proposed Lead Agency budget. *Example:*

“The \$25,000 allocated for staff will cover 100% of the time for the CoC HMIS Coordinator who will be primarily responsible for meeting with partners, presenting at the CoC Board Meeting and running data analysis.” Please also explain the source and use of funds/resources claimed as in-kind or cash match.

Application Cover Page

Milwaukee Continuum of Care RFP for 2026 CoC HMIS Lead

Agency Name	
Street Address	
City/State/Zip	
Contact Person Name, Phone, Email	
Date of Most Recent Agency Audit	
Authorizing Official's Name and Title	
Authorizing Official's Signature	

Project Abstract (250 word limit):

Narrative Questions to Respond to:

1. Please share an overview of your agency's experience, history, and capacity including connections within the community around homelessness.
2. Describe how you intend to manage this grant. How have you or will you deal with underperforming agencies?
3. Describe your plans around process and systems improvement. How do you intend to address quality improvement? Share your strategy for ensuring a compliant, streamlined and efficient HMIS system.
4. The CoC Board expects a commitment to fairness and belonging. Please share your plans for including this in your work with the priority population, partner agencies, fiscal contributors and volunteer groups.
5. The CoC is interested in learning about your leadership skills. Please address the following areas:
 - a. System strength: What policies and procedures would you implement with participating agencies, and how would you ensure these are tracked and completed? How do you propose to track trainings and data reporting for partners? How do you plan to engage in the Longitudinal System Analysis, HUD CoC Program Notice of Funding Availability, Consolidated Annual Performance Evaluation Report, CoC 10 Year Plan, Partner Agency Annual Performance Reports, and other reports to funders from agencies federally mandated to use HMIS? Management of sub-committees - How would you work with current sub-committees (CoC Leadership, NOFO Committee, Coordinated Entry Leadership Committee, Youth Action Board, Shelter Task Force and Nominations Committee), and would you envision any other sub-committees which may be necessary? How would you collaborate with the full body, and other leadership entities (Coordinated Entry and HMIS)?
 - b. Management of sub-committees: How would you utilize the HMIS advisory board to support the work with the overall CoC? How would you plan to incorporate recommendations from your advisory and/or leadership committees and boards? What is your plan for regular communication with subcommittees and the full CoC?

- c. Evaluation: How do you plan to ensure customer satisfaction? How would you assist an underperforming agency? Describe how you plan to share the data quality plan and ensure that it is regularly reviewed.
 - d. Staffing structure: Describe the infrastructure and staffing your agency would use to implement the HMIS lead agency contract (including management, communications and fiscal).
 - e. Security: How would you ensure partner agencies meet all training requirements. What does it look like to provide user guidance for system use, data entry, data reporting and data security and confidentiality? How will you demonstrate evidence of security and confidentiality plans required by HUD and what are your plans for reviewing and ensuring they are up to date?
6. Describe how you intend to connect and collaborate with the CoC Lead Agency and the CoC Coordinated Entry Lead?

Logic Model:

Please see Appendix A for the logic model template. All applicants need to submit a logic model as part of their application package.

The logic model is a one- to two-page summary of your program. It serves as a framework illustrating the relationship between the program's ultimate goal (its results) and the strategies and activities it is using to achieve it, as well as how it will measure progress along the way. Please see the Appendix for more information on constructing your logic model.

The logic model should include the following:

- Inputs/Resources: Funding, staffing and other resources that will be dedicated to the program.
- Activities: List of concrete actions that will take place, what your organization will do with its resources to direct the course of change.
- Outputs: Include what is immediately produced (number/type of meetings held, events planned, policies developed, etc.).
- Immediate Outcomes: The initial or immediate benefit or impact of the program. Include such things as increases in knowledge or basic needs being met. In each box, following the outcome, in parentheses, list the method of measurement (i.e., screening tool, attendance sign-in sheet, etc.).

- **Intermediate Outcomes:** The longer-term benefit or impact of the program. For example, what do you hope will occur because of new knowledge or basic needs being met? In each box, following the outcome, in parentheses, list the method of measurement (i.e., screening tool, attendance sign-in sheet, etc.).
- **Outcome Indicator:** For both immediate and intermediate outcomes, indicate the specific and calculable indication of your program's progress toward identified outcome.

Budget: Using the budget template included in the appendix, complete a line-item budget for your project that includes the total project costs and other funding or resources that will support the project in 2026. Please use the funding amount listed in the 'Request for Proposal Information'.

Budget Narrative: Using the budget narrative template, include a detailed budget narrative that provides a brief explanation of every line item in the proposed Lead Agency budget.

APPENDIX A

- 1) Logic Model
- 2) Budget Template
- 3) Budget Narrative Template

Milwaukee Continuum of Care HMIS Lead Agency						
Logic Model						
Applicant:						
Inputs	Activities	Outputs	Immediate Outcomes	Outcome Indicator	Intermediate Outcomes	Outcome Indicator
<i>What resources go into the program</i>	<i>What activities the program undertakes</i>	<i>What is directly produced through the activities</i>	<i>The direct changes or benefits that result from the program (list measurement tool)</i>	<i>Specific and quantifiable</i>	<i>Change or impact expected to occur over time (list measurement tool)</i>	<i>Specific and quantifiable</i>

LOGIC MODEL GUIDE

A logic model specific to the proposed program must be submitted as part of the application. A brief introduction to logic models is included below with specific information about what your logic model must include.

A logic model is a systematic way to present and share your understanding of the relationships among the resources you have available to operate your program, the activities you plan, and the changes or results you hope to achieve. At its most basic, a logic model is a picture of your program, from the resources all the way to the long-term outcomes you believe will result from it. Logic models are not static documents – they should be revised periodically to reflect new evidence, lessons learned, and changes in context, resources, activities or expectations.

A logic model template is included as part of your application materials. You are required to use this template and your logic model must include the following components:

Inputs/Resources: These are the plans or resources you develop or steps you take to prepare for or support your program's implementation.

Activities: Activities are what your program will do with its resources. They are the concrete processes, events, and actions that are core to the design and implementation of your program.

Short-Term Outcomes - LEARNING: These are the initial changes you expect to occur in the program as a direct result of the program's activities and typically include changes in knowledge or awareness.

Intermediate Outcomes - BEHAVIOR: These are the changes that you want to occur after the initial change and typically include changes in skills or attitudes.

Long-Term Outcomes - CONDITION: These are the changes you hope will occur over time, resulting from the short-term and intermediate outcomes. These are measures of the longer results of the program; often occurring after the program is completed and directly related to the goal of the program.

The description of outcomes should include a description of measurement tools i.e. pre- and post-test, attendance sheet, etc.

2026 Proposed Annual Budget (January 1 to December 31, 2026)

Category	Project Request	In-kind or Cash Match	Total Project Cost
Salaries			
Fringe Benefits			
Payroll Taxes			
Professional Fees			
Background Checks			
Supplies			
Telephone			
Postage			
Occupancy			
Equipment Rental/Maintenance			
Printing			
Travel			
Conferences			
Membership Dues			
Awards and Grants			
Allocated Costs			
Client Transportation			
Depreciation			
Subcontracting			
Other			
TOTAL			

2016 Proposed Annual Budget Narrative (January 1 to December 31, 2026)

CATEGORY	DESCRIPTION
Salaries	
Employee Benefits	
Payroll Taxes	
Professional Fees	
Supplies	
Telephone	
Postage	
Occupancy	
Equipment Rental/Maintenance	
Printing	
Employee Travel	
Conferences	
Membership Dues	
Awards and Grants	
Allocated Costs	
Client Transportation	
Depreciation	
Other - Describe	