

Asheville Dream Center Adopt-A-Block Addiction and Recovery

RFP for Coronavirus State and Local Fiscal Recovery Funds

Asheville Dream Center

Michelle Coleman
1854 Hendersonville Road Suite A #5
Asheville, NC 28803

Infoavldc@gmail.com
O: 8432762857
M: 8432762857

Michelle Coleman

1854 Hendersonville Road Suite A #5
Asheville, NC 28803

Mcolemanavldc@gmail.com
O: 8432762857
M: 8432762857

Application Form

Question Group

Buncombe County requests proposals for projects to help the community recover from and respond to COVID-19 and its negative economic impacts.

Buncombe County has been awarded \$50,733,290 in Coronavirus State and Local Fiscal Recovery Funds (Recovery Funding), as part of the American Rescue Plan Act. This infusion of federal resources is intended to help turn the tide on the pandemic, address its economic fallout, and lay the foundation for a strong and equitable recovery.

Buncombe County is committed to investing these funds in projects that:

- Align to county strategic plan and community priorities
- Support equitable outcomes for most impacted populations
- Leverage and align with other governmental funding sources
- Make best use of this one-time infusion of resources
- Have a lasting impact

Proposals shall be submitted in accordance with the terms and conditions of this RFP and any addenda issued hereto.

[Click here for the full terms and conditions of the RFP](#)

Coronavirus State and Local Fiscal Recovery Funds*

Name of Project.

Asheville Dream Center Adopt-A-Block Addiction and Recovery

Amount of Funds Requested*

\$2,918,282.00

Recovery Fund Eligible Category*

Please select one:

Assistance to households

Brief Project Description*

Provide a short summary of your proposed project.

The Asheville Dream Center is proposing to continue and expand the Adopt-A-Block program and use this program to springboard into a Residential Substance Abuse Facility.

Adopt-A-Block partners with volunteers and local organizations to visit low income and at-risk families with the goal to reach all 12 Asheville Housing Authority Properties. Our program includes distributing food,

hygiene products, diapers and baby items, beds, washers and dryers. We also offer mentorship, personalized care and guidance to each person in order to prevent homelessness, addiction relapse and overcome social and economic barriers. Such social inequalities put many of these people in constant struggle. Our program will help families and individuals develop positive social skills, secure employment, continue their education, overcome life-controlling issues, engage in healthy community and secure non-project based housing. Our goal is to lead them out of subsidized housing and government assistance.

Project Plan*

Explain how the project will be structured and implemented, including timeframe.

Adopt a block was founded by the Los Angeles Dream Center in 2000 and was replicated in Asheville in March of 2020. The LA dream center has impacted over 50,000 lives and adopted over 135 blocks in many under resourced communities. Asheville Dream Center is currently serving 234 apartments every week in the Hillcrest Community. This is structured with a site coordinator that oversees and designates volunteers for necessary projects and needs. Team leaders take each group of volunteers to their specific rows and apartments to do outreach and needs assessments. Consistent team leaders take 4 to 5 volunteers to assigned apartments to maintain and develop relationships with each family. Through these relationships the program meets the practical, spiritual, social and mental needs of families. We would like to continue to work with these families, but our proposed project is to expand to the additional 11 properties under the Asheville Housing Authority. With the requested funding we will be expanding into Klondyke and Deaverview by the end of 2021 which will bring our number of apartments served to 572. As part of our 5-year strategic direction our plan is to expand into the other 9 properties with a total of 1917 apartments.

Congruently we are launching an addiction/recovery residential program, so that men and women who are overcoming life controlling issues such as drugs, alcohol, depression, and abuse receive the support and resources they need to transition to a place of resiliency and recovery. The program is structured to eliminate distractions while providing personalized care, mentorship and guidance to focus on the foundations to rebuild their lives. This program will help individuals develop positive social skills, continue in education, secure employment, obtain independent housing and reintegrate into the community. This program is an intense 10-12 month residential program that takes a holistic approach of focusing on the physical, emotional, and spiritual well being of a person. This is accomplished through a structured environment, work therapy, change groups and curriculum that focuses on character development, recovery principals and life skills training. This facility will be structured with a director to oversee all programming, staffing and facility operations. The home will also consists of a couple that are the residential house parents who are certified as peer support specialists that will help provide food, mentorship, and education. The home will have 4 resident advisors who work 12 hour shifts to oversee the programs of the residents. They are responsible for overseeing that the rules and regulations of the program are met. Qualified and trained volunteers will augment staffing. When transitioning out of the facility they will continue to stay connected through a support network and receive follow up care for 1 year. Our strategic plan is to have this implemented by June 2022 with appropriate funding.

Statement of Need*

Describe the need that this project will address. Include data to demonstrate the need, and cite the source of the data.

The focus of our program is to serve individuals that reside in public housing with focus on the disproportionately impoverished African American community that reside there. We currently work closely with HACA leadership and property managers so that our leadership team can respond to the needs of the current or incoming residents.

The poverty threshold for an individual in Buncombe County as of 2020 is \$13,465 and for a family of four is \$26,246, the current percent of individuals in poverty is 12.3% this equates to 30.6 thousand out of 248 thousand individuals (census.gov, datausa.io) Those living below the poverty level for whites in buncombe county is 11.6% and for black is 19.2% (data.citizen-times.com/americancommunitysurvey/buncombecounty) In 2019 41.7% of children live in poor or low income homes (nchild.org). The Median household income in 2019 was \$52,207 and the median household income for black households was \$33,324 (data.citizen-times.com/americancommunitysurvey/buncombecounty). The needs that this project will address is preventing homelessness, substance abuse treatment and counseling, support for abused women, meeting practical needs of families, mentorship for finances, job training and education. The residential treatment facility would focus on rampant substance usage disorders that plague those living in low income and project-based housing units. In 2018 there were 265 reported opioid overdoses, 79 buncombe residents died of unintentional overdose and 606 naloxone reversals were reported (buncombecounty.org)

Link to COVID-19*

Identify a health or economic harm resulting from or exacerbated by the public health emergency, describe the nature and extent of that harm, and explain how the use of this funding would address such harm.

We started the Adopt-A-Block program at the start of the Covid-19 pandemic and began building relationships with families in the areas that we were serving. We personally saw substance abuse and physical abuse rise exacerbated by the lack of support and resources during the pandemic. The lack of childcare as children were at home from school created an issue where many single moms had to quit their jobs to take care of their children. Prior to COVID-19 Buncombe County's unemployment rate was 3.4% but increased to 17% in April and May of 2020, creating even more financial hardships for the population we serve. We saw families suffer through depression, fear, and anxiety and many of them turned to substance use to cope with the distress. One by one, we helped several families by providing the practical needs, necessities and mentorship resulting in some being able to leave abusive situations, start back to school and to begin reaching out to us as needs arose. This year we have given 29 beds to children sleeping on the floor and 24 washers and dryers to single moms and grandmas due to limits on the bus for number of people. These are just two of the areas that we were able to assist out of many more. We have trained alcohol and substance abuse counselors ready to help families that are facing life-controlling addictions. The use of these funds would not only assist in expanding our Adopt-A-Block program to help families in all 12 Asheville Housing Authority locations, but to also address the need of a residential addiction and recovery program. Our goal is to build healthy families physically, emotionally, spiritually, mentally, and socially.

Population Served*

Define the population to be served by this project, including volume and demographic characteristics of those served.

Hillcrest is composed of 234 apartments with 558 residents currently.

- 191 white
- 310 black
- 28 multiracial
- 24 nonaffiliated

Of those

- 354 female
- 204 male
- 286 children under the age of 18
- 47 between the ages of 18 and 25
- 128 between the ages of 25 and 40
- 77 between the ages of 40 and 65
- 20 individuals over the age of 65

Expanding into Klondyke and Deaverview would bring the number of apartments served to 572 with 1186 residents.

This includes:

- 432 white
- 652 black
- 45 multiracial
- 50 nonaffiliated
- 3 asian
- 4 american Indian

of those residents

- 732 are female
- 454 male
- 550 children under the age of 18
- 104 individuals between the ages of 18 and 25
- 256 between the ages of 25 and 40
- 231 between the ages of 40 and 65
- 45 over the age of 65

Crime among these communities is a know problem in our city. Hillcrest community saw 156 reported incidents requiring police in 2019, 185 in 2020 and already 68 in 2021. Klondyke saw lower numbers in 2019 of 52 and increase in 2020 to 67 and 28 to date in 2021. Deaverview community saw 161 in 2019 a decrease in 2020 to 127 and already in 2021 89 incidences. The total among 9 reporting communities for 2020 was 1025 calls up from 950 in 2019. In 2021 they have already responded to 474. These calls range in nature from assault, larceny, weapons and drug charges just to name a few.

By being involved in these communities and getting people the help the need the dream centers in other areas such as LA have seen a decrease in crimes among these communities. We strive to replicate the same outcomes here in the city of Asheville.

Results*

Describe the proposed impact of the project. List at least 3 performance measures that will be tracked and reported. If possible, include baselines and goals for each performance measure.

By serving the most vulnerable population on a consistent basis and connecting them to the proper resources adopt a block can begin to create sustainable communities within the Asheville Housing Authority Properties. Needs assessments will be done initially on each individual to determine the level of involvement and care that is appropriate. By doing a needs assessment on everyone we are able to get baseline result to work from.

X amount of program participants obtain living wage employment

% of program participants enrolled in higher education

% of individuals that maintain housing after 3 months, 6 months, 9 months and 1 year.

Long term impact would be rehousing people in unsubsidized housing

Working within this community over the past year we have already seen individuals return to school, seek out employment and work on finding alternate housing solutions. By coming alongside of them and leading them to resources and providing mentorship we are able to see them gain confidence and strength to start the next stages of self-sufficiency.

Evaluation*

Describe the data collection, analysis, and quality assurance measures you will use to assure ongoing, effective tracking of contract requirements and outcomes.

Individuals within our adopt a block communities as well as our residential program will be tracked throughout the entire process. An initial intake is done on each individual and accurate information is entered in a residential management database. This will be updated as progress is made with each individual whether that is documenting the items needed and then given or progress made on their long-term goals. Residents within in our adopt a block communities, we will not only track the items requested and given but also any noteworthy information that could help with our interactions such as interventions/assistance they are receiving, participants residential movement, educational engagement.

Within the residential program more detailed information will be tracked. This will include any classes attended, short-term and long-term goals, meetings with staff, medical information and steps to self-sufficiency.

Process of intake to residential facility: Individual fills out an application and through personal phone interview an assessment is done on the individual. Once accepted into the program, the individual is allowed to bring two bags of clothing. Distractions of a cell phone are not allowed but they can make one ten-minute phone call to let any family know that they have arrived and are entering the program. Then they are assigned to an intake room where they will stay up to three days for an evaluation. During this time, they are required to learn the rules of the program. Once they accept the rules, they can enter the program. After the 3 days a holistic evaluation will be given to each client to determine next steps and program entry.

Equity Impact*

How will this effort help build toward a just, equitable, and sustainable COVID-19 recovery? How are the root causes and/or disproportionate impacts of inequities addressed?

Our service delivery method is meeting people where they are in real time and delivering services in their environment. By taking volunteers into their place of residency we are helping to alleviate the stigma associated with individuals who are living in Asheville Housing Authority properties. We begin by building

relationships with these individuals so we can start meeting their basic needs. This fulfills the lower level of the hierarchy of needs pyramid so they can begin progressing upwards. By helping to meet the individuals' basic needs and providing mentorship we can then begin working on the next steps of growth for these residents this includes enrolling in higher education and obtaining living wage employment, this will lead them to the goal of being out of subsidized housing and off government assistance.

Resources during COVID-19 were limited for individuals struggling with substance use, and people in need of childcare especially for those in project based housing. Addressing the ones struggling with substance use we are going to be able to provide a celebrate recovery meeting within the project based residential community. We are also working with Elevation Outreach (elevationoutreach.org) to spearhead an afterschool program for children in these communities. Elevation Outreach is ministry of meeting the needs of communities around the world through the power of partnership, they partner and serve with over 300 organizations.

Being involved with these residents over the past year we have been able to advocate for them and help them to get connected to the necessary available resources. By continuing our programs and expanding into other properties we will be able to provide services to more individuals who are struggling. Our residential treatment facility will take those individuals within Asheville Housing Authority Properties who are ready to break the chains of addiction and move them to a path of recovery.

Project Partners*

Identify any subcontractors you intend to use for the proposed scope of work. For each subcontractor listed, indicate:

- 1.) What products and/or services are to be supplied by that subcontractor and;
- 2.) What percentage of the overall scope of work that subcontractor will perform.

Also, list non-funded key partners critical to project.

Project Partners:

1. Affordable Bedding: Supplying 40% off mattresses, bed frames, and box springs
2. Guaranteed Appliances: Supplying 10% off used washers and dryers (Guaranteeing product for one year)
3. Babies Need Bottoms: Supplying all diapers, wipes, shampoos, and clothes
4. Jordan Peer Recovery: Supplying groceries for families
5. Change Agent: Peer support specialist/ class leaders
6. Dream City Church- Peer support specialist/ class leaders
7. The Gathering Church- Mentorship
8. Elevation Outreach- After-School program for kids
9. World Vision- Food for families at Thanksgiving
10. MAPS- Supplies ultra sounds, pregnancy counseling, abortion recovery
11. Phoenix Dream Center- Supplies programming for Substance Abuse and Recovery and administrative financial support
12. LA Dream Center- Supplies programming for Substance Abuse and Recovery
13. South Texas Dream Center- Supplies programming for Substance Abuse and Recovery

Capacity*

Describe the background, experience, and capabilities of your organization or department as it relates to capacity for delivering the proposed project and managing federal funds.

Angela Pennell, Chief Operating Officer (COO) currently has an associate of applied science, Bachelor of Science Business Management. Additional Trainings include Mental Health First Aid, Motivational

Interviewing, Conflict Resolution, Conscious Leadership, Crisis Intervention Training, Leadership for Women, DDS Marketing/Sales Training, CME Trainings, Trauma Informed Care, Suicide Prevention, and QuickBooks certifications. Over the past 5 years she has worked with adults and children struggling with mental health diagnosis, substance use, abuse/neglect, and homelessness. She has successfully managed a transitional residential facility which included management of federal and state grants and managing the funding therein.

Michelle Coleman -Executive Director currently has a Masters Degree in Sports Marketing and Management, also finalizing her Doctorate in Strategic Leadership at Regent University. Over the past 12 years, she has worked with adults struggling with substance abuse, mental health, homelessness, human trafficking, domestic abuse, and foster care. She worked as the Director of Public Relations at the Los Angeles Dream Center for 5 years and assisted in all programs. She and her husband have also worked for 5 years in Sacramento where they successfully launched after-school programs for children, job training classes, and parenting classes, education support and financial classes to assist in adults having the tools needed for a holistic healthy life.

Matthew Coleman- Program Director of the residential substance abuse program. Matthew is a graduate of the Men's Discipleship Recovery Program in LA with the Dream Center. He was a program coordinator in his second year of transition and worked with all areas of the program. He is a personal success story of the residential program by continuing his education and now is the lead Pastor of Dream City Church Asheville.

Budget*

Provide a detailed project budget including all proposed project revenues and expenditures, including explanations and methodology. For all revenue sources, list the funder and denote whether funds are confirmed or pending. For project expenses, denote all capital vs. operating costs, and reflect which specific expenses are proposed to be funded with one-time Buncombe County Recovery Funds.

Download a copy of the budget form [HERE](#). Complete the form, and upload it using the button below.

Recovery-Funds-budget-template (1)-1-1.xlsx

Special Considerations*

Provide any other information that might assist the County in its selection.

We are going to launch a substance abuse program in Asheville that has already been tested and proven in cities such as Los Angeles and Phoenix. We have access to every detail of the successful program in these cities. The LA Dream Center is where our Founder and Executive Director Michelle Coleman met her husband Matthew and worked for five years. He was a graduate of the Men's Recovery and Substance Abuse Program that helped transform his life and enabled him to have a bigger vision for his life. The house parents that will be at the center in Asheville are currently graduates of the substance abuse program and are in a 6 month training program to become house parents. We believe in this city and that every person has value and purpose. Our goal is to see each one surrounded by a community of help so that they can go after their dreams. We want to empower people to dream big dreams for their lives. We have a proven track record for over a year of being "boots on the ground" with families in this city. We have helped two single moms enroll in college this fall. We have surrounded a total of 3 single moms with encouragement to be able to leave abusive situations. We have given 27 beds to children who were sleeping on the floors and helped several fill out job applications. We have gained the trust of families that we serve. Our heart is to have this Recovery Program that we know has been successful to be a tool to see people healthy and whole. www.dreamcenter.org is the site for the LA Dream Center.

File Attachment Summary

Applicant File Uploads

- Recovery-Funds-budget-template (1)-1-1.xlsx

Coronavirus State and Local Fiscal Recovery Funds Proposed Project Budget

Organization Name:	Asheville Dream Center
Project Name:	Adopt A Block/ Residential Substance Abuse Facility
Amount Requested:	\$2,918,282.00

Proposed Project Revenue Funder	Amount	Confirmed or Pending?	Notes
Proposed Buncombe COVID Recovery Funds			
Elevation Church	\$500	Pending	Starting November
Gathering Church	\$500	Confirmed	Monthly
Phoenix Dream Center	\$10,000	Pending	November
Franklin First Assembly of God Church	\$100	Confirmed	Monthly
Franklin First Assembly of God Church	\$3,000	Confirmed	Additional Annually
Motion Church in Puyallup, WA	\$5,000	Confirmed	One time Gift
Destiny Church in Rocklin, CA	\$12,000	Confirmed	One Time Gift- Will partner monthly 2021
Freedom House Church in Charlotte, NC	\$5,000	Confirmed	Annually
Various Pledged Individual Donors	\$4,000	Confirmed	Monthly
Dream City Church Asheville	\$5,000	Confirmed	Jan. 2022
Total	\$ 45,100.00		

Proposed Project Expenses	Proposed Recovery Funds	Other Funds	Total	Capital or Operating Expense?	Notes
Celebrate Recovery	\$ 86,400.00		\$ 86,400.00	operating expense	\$1800/mnth for supplies this would be over the 4 year period
Adopt a Block at Hillcrest	\$ 416,000.00		\$ 416,000.00	operating expense	
Adopt a Block at Klondyke	\$ 316,441.28		\$ 316,441.28	operating expense	
Adopt a Block at Deaverview	\$ 284,441.60		\$ 284,441.60	operating expense	
AP Salary	\$ 240,000.00		\$ 240,000.00	operating expense	Salary at \$60000/yr for 4 years
MC Salary	\$ 280,000.00		\$ 280,000.00	operating expense	Salary at \$70000/yr for 4 years
Property for Treatment Center	\$ 1,295,000.00		\$ 1,295,000.00	capital	9 unit Apartment complex with capacity for 32 residents
Food/Supplies		\$ 700,800.00	\$ 700,800.00	operating expense	32 individuals 3 meals a day for 4 years
Computers/Equipment		\$ 20,000.00	\$ 20,000.00	capital	
Peer Support Specialists		\$ 249,600.00	\$ 249,600.00	operating expense	2 peer support specialists at \$15/hr for 4 years
Training		\$ 5,024.00	\$ 5,024.00	operating expense	
Administrative Assistant		\$ 164,000.00	\$ 164,000.00	operating expense	1 administrative assistant for \$41000 for 4 years
Utilities		\$ 95,126.40	\$ 95,126.40	operating expense	Water and electric for 4 years
Insurance		\$ 44,400.00	\$ 44,400.00	operating expense	
Building Maintenance		\$ 68,822.40	\$ 68,822.40	operating expense	
Office Supplies		\$ 12,748.80	\$ 12,748.80	operating expense	
Transportation		\$ 40,960.00	\$ 40,960.00	operating expense	Gas, maintenance, and bus passes
IT costs		\$ 50,419.20	\$ 50,419.20	operating expense	IT costs for a 4 year period
Professional Fees		\$ 117,427.20	\$ 117,427.20	operating expense	
Vehicle		\$ 48,000.00	\$ 48,000.00	capital	
Intake/Outreach		\$ 41,000.00	\$ 41,000.00	operating expense	1 intake/outreach for \$41000 for 4 years
Housekeeping		\$ 48,000.00	\$ 48,000.00	operating expense	\$1000/mnth over 4 year period
Phones		\$ 22,483.20	\$ 22,483.20	operating expense	
			\$ -		
			\$ -		
Total			\$ 4,647,094.08		