

## Project NAF (Nurturing Asheville & Area Families)

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*FY 2017 Buncombe County Community  
Funding*

### ***Mount Zion Community Development, Inc.***

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# Application Form

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## Project Name\*

Name of Project

Project NAF (Nurturing Asheville & Area Families)

## Amount Requested\*

Amount Requested

\$50,000.00

## Service Area\*

Which Commissioner Districts are served by this program?

Access a map of Buncombe County Commissioner districts [here](#).

District 1

District 2

District 3

## Which county sustainability goal aligns best with the goals of this project?\*

Based on the Buncombe County Sustainability Plan, select a Category, Goal & Objective that align with the focus of the project and the specific results that will be achieved.

Access the Buncombe County Sustainability Plan [here](#).

Community > Healthy People > Decrease infant mortality and low weight births

## If applicable, select a second sustainability goal that aligns with project goals.

**Result 2 is optional** - Select if project aligns with more than one Sustainability Category, Goal & Objective.

Community > Healthy People > Reduce tobacco use and exposure to second hand smoke

## If applicable, select a third sustainability goal that aligns with project goals.

**Result 3 is optional** - Select if project aligns with more than one Sustainability Category, Goal & Objective.

*[Unanswered]*

## **Project Description**

### **Project Description\***

#### **Description of Project**

Project NAF (Nurturing Asheville & Area Families) is a minority infant mortality reduction program. The overarching goal is to increase the quality of prenatal care, & decrease the rate of infant mortality, low-weight births for African American pregnant women in Buncombe County. Project NAF is designed to address the gap between participant's knowledge & behavior; & assists participants in building capacity, skills & changing behavior to implement attained information & knowledge. Goals are addressed through: health education & support for participants focused on: breastfeeding initiation & maintenance up to at least 6 weeks, eliminating use & exposure to tobacco, safe sleep, a reproductive life planning, & improving self-esteem & other women's wellness initiatives. Project NAF works to develop strategic partnerships with other providers & community leaders to reduce racial disparities in maternal & infant care & improve the physical environments in which program participants live.

### **How many people will this project serve?\***

State the number of individuals or households in Buncombe County that will be served by this project. Also state the number of people that will experience the desired result. For example, if dropout prevention services are being delivered to 100 students, how many will successfully graduate from high school?

Project NAF will serve 40 Buncombe County African American pregnant and post-partum women and their babies prenatally up to 2 years postpartum. 100% of program participants will receive: case management and case coordination services, education and information, and, health education, well child medical and appropriate immunization support, referrals and advocacy services

1. 100% will receive a minimum of 1 monthly contact and an alternate contact (community visit (school/work) or telephone call and a minimum of 2 home visits.
2. 75% (90) will report a 50% increase in knowledge on breastfeeding initiation and maintenance up to at least 6 weeks, eliminating use and exposure to tobacco, safe sleep, folic acid pill consumption, reproductive life planning and self-esteem.
3. 90% (31.5) will report receiving the assistance, support, & education necessary to make informed decisions; 80% (28) will report improved prenatal care.

### **Describe the people this project will serve.\***

Characterize the demographics of the project's target population in terms such as age, gender, income, race, ethnicity, geographic area, etc. Include information about method of referral/recruitment of the target population.

Project NAF will serve 40 African American pregnant women of all ages who reside in Buncombe County, all zip code areas. Women can be served prenatally up to two years postpartum (interconception period), or beginning in the 60 day postpartum period and up to 2 years postpartum in each year. Up to 25% (10) participants can enter the program during the 60 day postpartum period. Of those in the current Project NAF case load, only 11% have any insurance other than Medicaid.

Participants are recruited through: referrals from past/current program participants; African American churches & faith-based partnerships; the local schools; Project NAF's Planning Advisory Committee, and through other community partners. Project NAF also conducts recruitment through advertisements on WRES 100.7 FM and in The Urban News. Project NAF staff members develop and maintain community partnerships to enhance recruitment activities, as well as to reduce racial disparities in maternal and infant care.

## What key steps will you take to achieve the results of this project?\*

Describe the core elements of your implementation plan, including milestones that will take place within the funding timeframe.

1) Reduce the incidence of infant mortality & low birth weight among Buncombe County African Americans through the provision of case management; (2) Improve access to community based services to reduce the incidence of low birth weight & infant mortality (3) Increase outreach & education in the community to reach additional program participants & to develop strategic partnerships with community partnerships

By June 30, 2016 Program Participants will have:

100% (40), completed an initial psycho-social assessment & care plans identifying assets, strengths, needs and referrals

100% (40), received information to address activities reported on their initial assessment and care plans addressing barriers to accessing health care and building a healthy lifestyle

100% (40), received information on: measures to reduce the incidence of infant mortality; community resources; information on risk factors, and, safe behaviors/activities associated with positive pregnancy birth outcomes

## Describe the evidence of success that backs this project's approach.\*

What evidence of success (i.e. evidence-based research, practice model, accreditation, industry standards, and/or other framework) are you using as a basis for your project design?

Project NAF, a N.C. Healthy Beginnings Project, is evidence based and proven effective in reducing minority infant mortality through the integration of women's wellness by the provision of counseling/education & referrals on: breastfeeding education, smoking cessation, safe sleep, folic acid consumption, reproductive life planning, women's wellness support(healthy weight, nutrition,& physical fitness),promoting well/sick child medical visits, appropriate immunizations, providing outreach to the priority population, providers, & community leaders on the issues of minority infant mortality, & by developing strategic partnerships with community partnerships/leaders to reduce racial disparities and minority infant mortality.

Evidence programs like Healthy Beginnings has made progress in reducing infant deaths and improving equities in birth outcomes (NC DHHS: Oct 2012. The 2011 rate of 7.2 deaths per 1000 births is the state's second lowest in history, the 2012 rate was 7.0 per 1000 births.

## Describe your data collection, tracking, and reporting procedures.\*

Explain your methods for documenting project, service and client information. Include a description of any software or other tools utilized.

Project NAF utilizes Pre-Post participation and one-on-one surveys with participants to collect and track qualitative data on satisfaction, knowledge acquisition and behavior changes. Project NAF staff members complete monthly activity logs to track quantitative data on monthly activities with participants. Project NAF completes several reports on a regular basis: Activity reports on the first of the month following services rendered; Quarterly one-on-one logs (birth outcome/referrals/scope of work); Buncombe Co. Quarterly Reports, DHHS Healthy Beginning (quarterly); Initial Assessment upon enrollment, Participant Empowerment Logs (quarterly), Service Logs (monthly) and Bi-annual reports. All reports are reviewed by Executive Director prior to submission to the Board of Directors and appropriate funders.

MZCD staff members have computers with Microsoft Access and Microsoft Office 2014 applications and internet access that are used to enter data into the Project NAF database.

### **Explain your technological resources and capacity.\***

Explain your current technological strengths and barriers and how this impacts your ability to track data and report outcomes. Who is responsible for adaptation and use of technology within your organization?

Project NAF staff members participate in on-going trainings on data collection and reporting. Trainings include education on monitoring and review of technology to track what is effective and what is ineffective in evaluation. At the onset of employment, all staff are trained that “If it is not documented, it did not happen”. The Executive Director and staff are cognizant that documentation is needed to record pertinent facts, for internal compliance & risk management. Project NAF staff have extensive training and experience at maintaining and reporting on outcomes.

The most consistent barrier for data collection is limited administrative help. Often staff must work longer hours to ensure that data is entered into the system in a timely manner and this sometimes impacts service delivery.

The Executive Director has oversight to ensure data is entered to meet contractual agreement with funders and to ensure an appropriate paper trail that aligns with program activities.

## **Organizational Profile**

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### **How does the proposed project support your mission and strategic plan?\***

State your mission and the date of your most recent strategic plan, and explain how the proposed project helps advance your organizational goals.

MZCD's mission is twofold: (1) empowerment of the individual and community by providing spiritual, economic, socio-economic, educational, and cultural opportunities to the greater Asheville/Buncombe County Community to address the needs for jobs, housing, crime prevention, education & health care, and (2) collaboration with local community-based organizations in the physical redevelopment of the “Block” for housing and supportive services. Project NAF works to ensure the health of minority babies during their first year of life and beyond by providing pre/post natal support services.

Through case coordination services, this proposed project advances MZCD's goals through the provision of economic, socio-economic, educational, cultural opportunities and health care services to African American pregnant & post-partum women as well as in providing jobs that addresses unemployment, the need for jobs, housing, crime prevention. Latest Strategic Plan Date: Board Meeting 12-20-2015

### **What expertise/accomplishments do you have that are relevant to the proposed project?\***

List your organization's strengths as well as accomplishments from the past 3 years that position the organization to be successful with the proposed project.

For over 17 years, the Project NAF Program has been blessed to serve African-American pregnant women, their babies and families; and has been successful in improving the health of women with pregnancy risks through education, advocacy & support services to impact/reduce Minority Infant Mortality

Project NAF Honors to impact health disparities:

- Executive Director (ED): Recipient of the first NC DHHS Lisa Clarke Award. This award honors an individual or program that builds collaborations, demonstrates outstanding service in recognizing a need or identifies a service gap & serves as a champion for programs & communities around issues that affect women, children & families.

- ED served as Tri-Chair of N. C. Social Work Conference; Honored during the N. C. Public Health Association in 2015

- ED: Listed as Women in History (Via The Urban News)

- Continued collaborative partnership w/Buncombe County HHS

- Member of the N. C. Child Fatality Task Force, Mission's Diversity Committee

## Describe partners that are critical to the success of your organization.\*

List any external partners, intermediaries or advisors important to your success, and describe their role and evidence of their commitment. Describe successful collaborations with these people or groups.

Project NAF's Planning Advisory Committee has and continues to be involved with program planning and evaluation from inception to final decisions. Evaluation tasks include interpretation of evaluation information, and, development of recommendations for future program. Agencies represented: ABCCM: Tech Support, basic needs for program participants: Buncombe County Health & Human Services: Technical Support, Community Updates/Resources; North Carolina Preconception Health Campaign, Fullerton Genetics – Mission Health:

Preconception/Interconception Education (Participants), Speaker for Empowerment Sessions; Mt. Zion Missionary Baptist Church of Asheville, Inc.: Represents African American women of child-bearing age: N'Tyced: Referrals, Community Updates, Breast-Feeding Promotion; Western N. C. Community Health Services: Referrals, medical updates, marketing; WRES & The Urban News: to heighten community awareness about Minority Infant Mortality; MAHEC: Commitment based on signed MOA(s);

## Financial Information

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### Nonprofit financial assurance requirements:

Financial statements, prepared using a recognizable basis of accounting (i.e., modified accrual) and IRS Form 990s must be submitted to Buncombe County annually.

- Organizations with annual revenues of \$300,000 or greater must submit financial statements audited in accordance with generally accepted auditing standards.
- Those with revenues between \$100,000 and \$300,000 must submit financial statements reviewed in accordance with SSARS 19.

- Those with revenues of less than \$100,000 must submit non-disclosure financial statements compiled in accordance with SSARS 19.

All financial statements must be reported on by a certified public accountant and include a full balance sheet, income statement, and cash flow statement.

These requirements are considered minimum requirements. Organizations may submit a higher level of assurance than is required.

### **IRS Form 990 - Upload Here**

Click Choose File to upload a copy of the 990 form you most recently completed.

MZCD 2013 Form 990 Final - for Public Inspection (1).pdf Year Ending 2014.pdf

### **If your organization does not have a 990, briefly state the reason.**

Include a statement of intent to comply with nonprofit financial assurance requirements as listed above.

Statement of Intent: MZCD 2014 Form 990 currently in progress with Corliss & Solomon, PLLC. Contact: (828) 236-0206

### **Financial Statements - Upload here**

Click Choose File to upload a copy of the most recently completed financial statements (audit, compilation or review).

### **If your organization does not have financial statements, briefly state the reason.**

Include a statement of intent to comply with nonprofit financial assurance requirements as listed above.

Mount Zion Community Development, Inc. has initiated request to Corliss & Solomon, PLLC to complete a financial statement. Plans are to submit statement to the BCSF once completed

### **Complete Budget Worksheet - Upload Here\***

Download the budget form [Here](#).

Complete the budget form for this project/program and the overall agency. Save it to your computer, then upload it by clicking Choose File.

BCSF Community Funding Budget NAF 12-3-2015 bkg.ods

### **Budget Narrative\***

Describe all differences between current year and proposed year. List all pending funding

sources with expected date of notification. Please detail any other information that may help clarify the budget.

Current Year Approved Budget		Proposed Year Budget	
BCSF:	\$ 45,000.00	BCSF:	\$ 50,000.00
N. C. DHHS:	\$ 73,617.50	N. C. DHHS:	\$ 73,617.50 * (Pending)
Total:	\$118,617.50	Total:	\$123,617.50

\* N. C. DHHS Healthy Beginnings Grant Expected Date of Notification: 1/6/2016

Difference: Current FY & Proposed Year Budget: \$5,000.00

Project NAF: Additional \$5,000.00 to be used for Assistance to Individuals (Participants)

Empowerment Sessions: Snacks (\$2160); Gift Card-Incentives (\$2000) for Program Participants to attend 6 Sessions w/guest speakers; Gift cards will be copied, logged and signed for fiscal monitoring; Bus Tickets to seek employment, well/sick baby check-ups (\$180); Pampers (\$255.52) Car Seats to enhance travel safety (\$481.29); Total: \$5076.81. It is anticipated that the extra \$76.81 will be taken from alternate grant funding

**What (if any) portion of requested funds will be used to support capital expenses?\***

Capital projects are defined as those used to acquire or upgrade physical assets such as property, buildings, or equipment. Please detail.

None

**Employee Wages**

Please provide information about the wage breakdowns of your employees. Living wage for Buncombe County has been identified as \$11.00 per hour for employees with employer-provided health insurance and \$12.50 per hour for employees without.

**Employees with employer-provided health insurance\***

List the number of employees in your organization with employer-provided health insurance in each wage category. For salaried employees, use hourly wage equivalents.

\$7.25 - \$10.99 per hour

\$11.00 - \$14.99 per hour

\$15.00 - \$19.99 per hour

\$20.00 - \$24.99 per hour

\$25.00 - \$29.99 per hour



\$30.00 - \$34.99 per hour

\$35.00 - \$39.99 per hour

\$40.00+ per hour

Number of employees in your organization with employer-provided health insurance: 3

1 Staff: \$25.00 - \$29.99 per hour

2 Staff: \$15.00 - \$19.99 per hour

**Employees without employer-provided health insurance\***

List the number of employees in your organization without employer-provided health insurance in each wage category. For salaried employees, use hourly wage equivalents.

\$7.25 - \$12.49 per hour

\$12.50 - \$14.99 per hour

\$15.00 - \$19.99 per hour

\$20.00 - \$24.99 per hour

\$25.00 - \$29.99 per hour

\$30.00 - \$34.99 per hour

\$35.00 - \$39.99 per hour

\$40.00+ per hour

NA