

# YWCA's Getting Ahead in a Just Gettin' By World

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*FY 2017 Buncombe County Community  
Funding*

## ***YWCA of Asheville and Western North Carolina***

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# Application Form

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## Project Name\*

Name of Project

YWCA's Getting Ahead in a Just Gettin' By World

## Amount Requested\*

Amount Requested

\$10,000.00

## 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](#).

Economy > Workforce Development > Identify and reduce barriers to employment (e.g., childcare, transportation, housing, insurance)

## 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.

*[Unanswered]*

## 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**

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### **Project Description\***

#### **Description of Project**

Annually, the Getting Ahead in a Just Gettin' By World program empowers 30 low-income women in Buncombe County to build resources (such as income, assets, or support systems) for a more prosperous life for themselves, their families, and their communities. Over a structured 16-session series of workshops, the program seeks to make change on three levels: the individual, the institutional, and the community by understanding the causes of poverty, developing resources to address the causes, engaging the community and continuous evaluation and improvement. Participants complete an assessment of their personal and community resources then develop a plan to increase those resources with ongoing case management and support for up to 18 months. Participants are provided with transportation, no cost child care, and a small stipend while attending workshops. After graduation, participants continue to utilize no cost child care while working on their individual plans or utilizing resources.

### **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?

Getting Ahead (GA) serves 30 low-income women in Buncombe County annually through two cycles. One cycle per year will be targeted for 15 survivors of domestic violence and sexual assault as referred by Helpmate and Our Voice. Additionally, roughly 45 to 50 children could be positively impacted by their parent's economic advancement as a result of the Getting Ahead Program and we expect around half of these children to be served by our no cost child care center.

1) 80% (24/30) of participants will demonstrate an understanding of the causes of poverty and how to access resources, thereby reducing barriers to employment.

2) 80% (24/30) of participants will create a personal Resource Building Plan that includes goals and objectives to build a more prosperous life for themselves, their families, and their communities.

2) 70% (21/30) participants will increase their resources and improve their living conditions by achieving their Resource Building Plan goals.

### **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.

The target population of GA is low-income women diverse in age and ethnicity. A majority of our participants are mothers. We began recruitment within our walls by reaching out to our staff and families who have children attending Childcare (65% low income), After School (86% low income), Drop In Childcare (100% low income), MotherLove (100% low income), and Diabetes Wellness and Prevention (90% low income). We plan to accept referrals from other agencies in the coming year, including from Helpmate and Our Voice (pending funds).

This past year the GA pilot served 31 women living in poverty. Of this group, 26 have already or are on track to graduate from the program. This group consisted of 17 African American women, 6 Caucasian women, 1 Latina, and 3 women of mixed race; ages 19-80. Of the 26 graduates, 16 are mothers of young

children, representing 26 children. 10 of these children were cared for in our no-cost Drop- In Child Care Center while their mothers attended workshops.

### **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.

From July 2016-June 2017 the YW will offer two cycles of Getting Ahead for 30 participants.

Step 1: Recruit Participants

Step 2: Facilitate 16-Session Workshop Series

Step 3: Help participants create their individual Resource Building Plans

Step 4: Measure Knowledge Gained

Step 5: Provide ongoing support for participants in order for them to execute their individual Resource Building Plans

Step 6: Recruit and train up to 2 graduates to co-facilitate future Getting Ahead workshops

Step 7: Measure Participant successes in executing their Resource Building Plans

Step 9: Program Evaluation

Step 8: Institute program changes based on evaluations, feedback from participants, and anecdotal observations of the facilitator

Repeat all steps for each Getting Ahead cycle.

### **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?

Based on Ruby Payne's "Bridges Out of Poverty" and Philip DeVol's "Bridges to Sustainable Communities," Getting Ahead is a proven empowerment program for women and families living in poverty. Grounded in 30 years of longitudinal, and ongoing qualitative case-study, the research based program has been replicated in poverty stricken communities in more than 40 US states and in five foreign countries. A 2015 national study of Getting Ahead conducted by Elizabeth A. Wahler, PhD, at Indiana University, suggests that, "the program, when conducted according to the model designed by Philip DeVol, is facilitating positive changes in poverty-related knowledge, perceived stress, mental health and well-being, social support, self-efficacy, hope, and goal-directed behavior and planning. Statistically significant changes between beginning and ending Getting Ahead were observed on standardized measures for each of these constructs in a large, diverse, national sample of Getting Ahead investigators."

### **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.

Getting Ahead uses a combination of paper and electronic tracking. Individual client records are kept in paper files, with some demographic and contact information captured by group in an excel spreadsheet. Additionally, each participant has an electronic record of her goals and progress kept on an excel page. This is a "quick glance" summary of the more extensive notes kept in her paper file. All group agendas and invoices are maintained electronically using word and excel documents.

### **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?

Two years ago the YWCA purchased new Daxco software to replace older, expensive and clunky systems used by various programs. This has greatly streamlined our processes especially in terms of enrollment and billing in our fitness and youth programs. This program is used successfully by several programs, therefore no one person holds all the knowledge reducing risk to the agency overall. We also have a part time IT Coordinator who has an extensive background in systems and is responsible for general support for all IT needs; phones, computers, printers/copiers, and database management.

We have explored various outcomes tracking software but have not yet found one that meets the various needs of all of our programs. Further, our budget does not allow for such an expense at this time.

## **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.

The YWCA of Asheville is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. The YWCA works to accomplish this mission by providing programs that help bridge gaps in education, earning power, health and wellness, and access to childcare for low-income and/or minority families in our community.

The YWCA's Strategic Plan, passed by the board in May of 2014, identifies empowering women, including economic empowerment programs, as an integral part of the organization's mission. Our previous women's economic empowerment program's, New Choices, most stable funding source was eliminated in the State Budget in FY13/14. Retooling the program with community input, diverse and multi-year funding, was identified as one of the organization's top five priorities in the Planning process. In February 2015 we implemented Getting Ahead to replace New Choices.

### **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.

Our Women's Empowerment program includes Getting Ahead, Drop In Childcare, and MotherLove.

The first cycle of GA served 17 women, 14 of whom graduated and are currently implementing their Resource Building Plans. Of those 14, 1 secured safe, permanent affordable housing, 2 are on track to home ownership, 2 started savings accounts and reached their savings goals, 1 increased her credit score dramatically, and 5 secured higher paying jobs. The second pilot cycle is still in session.

In the past three years, the YW's Drop In Childcare Center (DI) has helped 531 families improve economic security. DI provided 1,000 children with 15,000 hours of quality care while their parents worked to improve their family's economic situation.

MotherLove (ML) helped 114 young women who were pregnant or parenting move on to the

next grade level or graduate over the past three years. Nationally only 36% of teen mothers graduate, whereas 98% of ML participants have graduated over the past 10 years.

### **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.

On Track Financial Education and Counseling, Goodwill Industries, and Pisgah Legal Services are all strong partner agencies who provide services to GA participants and will refer their own clients to GA. On Track helps graduates reach their goals of increasing their financial resources through educational workshops and one-on-one services. Goodwill Industries will conduct resume writing, cover letter writing, and networking workshops for GA graduates on site at the YWCA in the evenings. This is outside of normal hours for Goodwill and displays a strong commitment of support on their part. Pisgah Legal Services is the only source of free legal support for our Getting Ahead graduates. Finally, Helpmate and Our Voice will refer appropriate clients to the Getting Ahead program in the coming year.

The pilot of GA was funded by the Sisters of Mercy of North Carolina Foundation and People In Need (Community Foundation of WNC).

## ***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.

990 Tax Return FY 2014-151.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.

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

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

Audited Financial Statements FY 2015-2015.pdf

### **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.

### **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.

Buncombe County Getting Ahead Budget 16-17 (1).xlsx

### **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.

The submitted budget reflects no significant changes in the current and proposed year.

Pending funding sources include: Sisters of Mercy Foundation (2/2016), Dreyfus Foundation (11/2015), TJX Foundation (Spring 2016), Heineman Foundation (11/2015), Fifth Third Foundation (3/2016), SunTrust Bank (Spring 2016), Duke Energy Foundation (12/2015), and Women For Women (LOI stage, 12/2015).

Unfortunately the agency ended the year in a deficit largely a result of unanticipated cuts by the state legislature to child care vouchers; resulting in a loss in our School Age Program, a program that had previously turned a profit. We are transitioning into a new business model in this program that will allow us to continue serving our target population but reduces costs and decreases our reliance on the voucher subsidy. The losses in this program as well as the adjustments to the expenses made thus far are reflected in the organizational budget which has been trimmed to reflect the loss in revenue.

**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

- \$7.25 - \$10.99 per hour- 14
- \$11.00 - \$14.99 per hour- 14
- \$15.00 - \$19.99 per hour- 7
- \$20.00 - \$24.99 per hour- 1
- \$25.00 - \$29.99 per hour- 2
- \$30.00 - \$34.99 per hour-1

**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

In accordance to our strategic plan, last year the YWCA raised all employees starting wage from 7.50/hour to 9.00/hour. While we are unable to offer a living wage at this time we do offer generous benefits including 10.5% retirement to everyone who works 1,000 hours/year, a free fitness membership, a 33% discount for our full time child care program.

\$7.25 - \$12.20 per hour- 54  
\$12.50 - \$14.99 per hour- 4  
\$15.00 - \$19.99 per hour- 1

As we implement our new comprehensive business model for our three child care programs we hope to become profitable once again, and be able to raise wages again for our front line staff-especially those in our Child Care, School Age and Drop In programs.