

YWCA's MotherLove Program

*FY 2017 Buncombe County Community
Funding*

YWCA of Asheville and Western North Carolina

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Application Form

Project Name*

Name of Project

YWCA's MotherLove Program

Amount Requested*

Amount Requested

\$25,000.00

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 > Educational Resources that Match the Needs of the Community > Increase high school graduation rate

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 > Decrease infant mortality and low weight births

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.

Project Description

Project Description*

Description of Project

Pregnancy is the primary reason high school girls don't finish their education. In 2014, Buncombe County experienced 208 teen pregnancies in girls ages 15-19. The County ranks 61st out of 100 counties in teen pregnancy rates. Women experiencing an unplanned pregnancy are less likely to obtain prenatal care, and their babies are at increased risk of low birth weight and premature birth. These children are more likely to live in poverty and have worse educational, behavioral, and health outcomes than children born to older parents. YW's MotherLove (ML) program provides case management to 30 pregnant and parenting teens, that includes academic goal setting, access to prenatal care and community services, financial management, and parenting skills. ML hosts monthly 'Lunch Bunch' meetings at area schools; topics include pregnancy prevention, parenting skills, college prep, careers, and financial planning. ML Alumni Committee offer support to high school parents through monthly gatherings.

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?

Annually, YW enrolls up to 30 pregnant or parenting teens from nine different schools in Buncombe county. These teens receive one-on-one case management as well as mentors and group education sessions. Additionally, 40 teens are engaged in educational services through Lunch Bunch. This number has reduced because teen pregnancy rates are down, however teen parent graduation rates are not increasing outside of ML. Finally, the ML Alumni Committee consists of 9 members who plan and facilitate gatherings for current ML participants with support from the ML Coordinator.

- 1.) 80% (24/30) of enrolled participants will graduate or advance to the next grade level.
- 2.) 100% (30/30) of enrolled participants will be exposed to pregnancy prevention curriculum, and 80% (24/30) will not experience a repeat pregnancy before age 19.
- 3.) 100% of enrolled participants (30/30) will access prenatal care and education around healthy pregnancy; 80% (24/30) of births will occur at 37 or more weeks of gestation.

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 typical MotherLove participant is a 16-year-old high school student, is eligible for Medicaid, and is experiencing her first unplanned pregnancy. Nearly all of the participants enrolled in MotherLove are experiencing multiple crises: attendance issues, lack of accessible, affordable child care, lack of resources and support, lack of transportation, and inability to cope with the transition to parenting. Many of the young women are non-compliant with prenatal or well baby care. Others have barriers to healthcare such as transportation or ability to pay, or are unable to afford prescribed medications. Many of the young women are in serious conflict with their parent(s) because they are pregnant or parenting.

Referrals to MotherLove are generally from the school, self referral, DSS workers, Buncombe County Health Department staff, and other youth-serving organizations. The current cohort of participants is 23% African American, 41% Latina, 27% White, and 9% Other.

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. Case management and one-on-one counseling. Each participant meets with a staff member for at least one hour each month for individual case management.
2. Home Visits to help participants provide healthy, nurturing homes for their children.
3. Evening Group Meetings for enrolled participants provide additional opportunities to discuss relevant issues in a supportive, group setting. Evening Group Meetings are coordinated and facilitated by the ML Alumni Committee.
4. Monthly Lunch Bunch meetings, held at seven area high schools. Participants are provided with a healthy lunch and receive pregnancy prevention education, information and links to community services, and share stories or seek advice from each other in an atmosphere of inclusion and acceptance. Lunch Bunch is open to any pregnant or parenting teen regardless of enrollment in the MotherLove program.

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?

MotherLove utilizes the Positive Parenting Program (Triple P), Partners for a Healthy Baby Curriculum, and the BDI Logic Model provided through the NC Teen Pregnancy Prevention Initiative (NCTPPI). Triple P is a countywide effort, is recommended by the American Academy of Pediatrics and the WHO, and it is currently used in more than 20 countries and 27 US states. Partners for a Healthy Baby is a nationally recognized, research-based, practice-informed curriculum that strives to improve birth outcomes, reduce rates of child abuse, strengthen families, enhance child developmental outcomes, promote family stability and economic security. The BDI Logic Model was created by NCTPPI based on statewide best practices and is a set of essential activities that lead to delaying a second pregnancy, completion of high school, ensuring healthy births and increasing successful transitions to adulthood including enrollment in post-secondary education, vocational training or employment at a living wage.

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.

MotherLove tracks participant progress through a State database. In this database MotherLove tracks attendance at Lunch Bunch and Group Meetings, as well as contraceptive use, case management meetings and notes, doctor's appointments, bi-annual goal reviews, and program compliance. School and MotherLove staff work closely to make sure participants are getting the academic support needed, are completing the required work, and meeting school attendance requirements. New knowledge and skills are observed through home visits and case management.

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?

The TPPI database works well for tracking attendance, goals, home visits, and notes. However, extracting information for reports, trends, or grant applications isn't possible. We have created a spreadsheet to capture this information and to be used in our quarterly County reports.

Two years ago the YWCA purchased new Daxco software to replace older 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.

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

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. Our mission-driven programs bridge gaps in earning power, education, health and wellness, and child care for low-income and minority members of our community.

In the YWCA strategic plan, passed by the board in May of 2014, the board and staff recommitted to eliminating health disparities that exist in our community along racial and income lines and empowering women. In line with our mission, the long-term impact of MotherLove is to develop healthy women, who are capable and involved parents, and have the education and skills necessary to play a positive role in our economy and society.

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.

MotherLove has been a thriving program at the YWCA for 30 years. Based on the results of the participants, there is a direct link between our program and successful completion of high school, the reduction of subsequent adolescent pregnancies, and healthy birth weights.

In the past three years we have enrolled 118 parenting teens who gave birth to 118 healthy babies. Less than 2% of participants have experienced a second teen pregnancy. All but four participants moved on to the next grade level or graduated. Compared with national data, which indicates that only 36% of teen mothers graduate and approximately 30% of adolescent mothers have a subsequent pregnancy, whereas 96% of MotherLove participants have graduated over the past ten 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.

The MotherLove program partners with participants' schools to ensure academic success and with Department of Health and Human Services to help streamline services to participants and to provide family planning. Helpmate, the local domestic violence shelter, provides educational services and also volunteer opportunities that allow students to organize and support the annual Domestic Violence Awareness Vigil. WNC Safe Kids teaches participants about child safety, e.g. SIDS awareness and car seat safety. The state department of Health and Human Services Teen Pregnancy Prevention Program provides support through ongoing training, data collection, funding and best practices. Finally, the MotherLove advisory committee, comprised of community stakeholders and service providers, help the program continue to grow and change to meet the needs of participants.

Financial Information

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.

[Unanswered]

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.

[Unanswered]

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.

County Budget Request - Mother Love (3).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. We have secured funding from NCTPPI and United Way of Buncombe County. Funding from the City of Asheville is pending with notification expected in late May.

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.