

# Empowering the Community through Enrichment Programming

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*FY 2018 Buncombe County Community Funding*

## **WRES-LP**

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# Application Form

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## Project Name\*

Name of Project

Empowering the Community through Enrichment Programming

## Amount Requested\*

Amount Requested

\$7,000.00

## 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 > Citizen Participation in Community Decisions > Ensure that information reaches citizens

## 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 > Educational Resources that Match the Needs of the Community > Promote programs that supplement equitable educational opportunities for all ages

## 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***

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### **Project Description\***

#### Description of Project

WRES's mission is to produce and air segments that are relevant to our community. Just a few of the main important life issues that will be addressed include: job readiness, homeownership, financial wellness, entrepreneurship, and health and wellness awareness. It is our objective to empower our listeners with skills and knowledge that will improve the overall quality of health and life in People of Color and those of low wealth in our community.

WRES' staff works with local nonprofit organizations to provide informative radio programs that provide valuable information to the community. The shows focus on providing information on social determinants of health, education, economic empowerment, housing services, financial and investment, and small business development. Increasingly, there is a need for informative announcements to be provided on important topics, including the forest fires, public health, and educational announcements, which creates opportunities for more Public Service Announcements.

### **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?

The listenership is approximately 400 to 500 businesses and households throughout the Asheville and Buncombe County.

### **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.

WRES is a low-powered radio station that primarily covers the City of Asheville; however, it reaches into some parts of Swannanoa and Emma. The listenership of WRES includes individuals who are low, moderate, and higher-income, men and women, African Americans, whites, and Latinos.

Due to the fact that WRES offers low-cost programming, it is able to garner listeners from all over the community to hear the variety of programs that are offered.

## **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.

WRES/Empowerment Resource Center (WRES/ERC) will use Buncombe County funds to promote diversity in the use of services, including health and wellness, housing, legal, domestic violence, and other social services, through on-air interviews with service providers as well as Public Service Announcements. Anticipated budget increase is principally to expand underwriting sales to community businesses and agencies, allowing WRES/ERC to grow and to pay a living wage to its employees.

On a daily basis WRES/ERC will air three shows hosted by various service providers that focuses on the aforementioned areas. The shows will last 30 to 60 minutes in duration. They will also provide key information for the individuals as well as provide contact information for the listeners to access the services. Additionally, WRES/ERC will air a minimum of eight Public Service Announcements a day that will focus on vital information that is important to the community.

## **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?

A report to the Leadership Conference on Civil Rights (2009) states that each day 93% of individuals in America over the age of 12 are touched by radio stations. They further state that minority owned and/or operated stations develop programming that meet of the needs of minority audiences, which is true of WRES' programming format. A 2005 (Chock and Lee) study looking at Public Service Announcements found that "positive emotions" shared in the announcements created "positive views" within the individuals who listened to the announcements, and the study also revealed that if individuals could see how the message applied to them, they were more likely to adhere to the message. WRES' community oriented Public Service Announcements offer informative messages for listeners to learn about various way to improve their quality of life.

## **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.

Unlike most organizations that track their efforts, WRES is governed by the Federal Communications Commissions, which requires every program to use industry appropriate software.

## **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?

WRES is a low-powered FM station that is broadcasted via the radio airwaves and online. Contractors are currently developing a management software to assist with improving the quality of digital recording, monitoring and hosting for the station.

## ***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.

WRES's mission is to produce and air segments that are relevant to the community. The project will help advance WRES's mission by providing opportunities to hear from local individuals on subjects are relative to the listeners' quality of life, while at the same time provide opportunities for individuals who have limited public speaking skill sets to improve their public speaking abilities in a non-threatening manner.

### **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.

WRES's strength is it's commitment to providing impactful programming that meets the growing demands of the citizens within the community.

WRES developed a credit monitoring program that focused on providing credit reports for individuals; increased the variety of shows offered on the station to include an expanded focus in areas beyond inspirational, money management and affordable housing awareness to mental illness awareness, higher education awareness and community and social engagement; and WRES provided up to date announcements of the forest fires and smoke issues during a critical time with in the community.

### **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.

WRES works closely with local governments, nonprofits, churches and businesses. Each entity provides support via contributions, advertisements or broadcasts.

## ***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.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).

### **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.

WRES' financial statements are less than \$110,000. It is cost prohibitive to hire a third party entity to review the financials; however, the Board of Directors do monitor the finances.

## 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.

WRES Buncombe County Budget 7-1-2017 to 6-30-2018.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.

Anticipated budget increase is principally to expand underwriting sales to community businesses and agencies, allowing WRES/ERC to grow and to pay a living wage to its employees.

## 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.

There are no capital projects included in the request to Buncombe County.

## 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

WRES does not offer health insurance to employees at this time.

**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

\$12.50 - \$14.99 per hour (two)