

**Buncombe County FY2019 Strategic Partnership Grants
Application Summary Sheet**

Project	Getting Ahead in a Just Gettin By World
Organization	YWCA of Asheville and Western North Carolina

Amount Requested	\$22,000	Strategic Priority or Sustainability Goal	Diverse Community Workforce
New or Renewal Request	New	Area Served	Districts 1, 2 and 3

Organization Description	<ul style="list-style-type: none"> In 1907, the YWCA of Asheville formed as a boarding home for women coming into the city to work. Since then, the YW has responded to the changing needs of our community and impacts over 2,000 individuals per year. 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.
Key Steps	<ul style="list-style-type: none"> YWCA's Getting Ahead in a Just Gettin' By World (GA) program is a service that directly supports affordable housing and increased employment opportunities. 40-hour workshop that empowers women in poverty to build their resources for a more prosperous life for themselves, their families, and their communities. GA has two tracks, the first at the micro level working with women and families to understand the causes of poverty and to build resources and networks to economic security. Second, working at a community level to build bridges out of poverty rather than sustain the status quo.
People Served	<ul style="list-style-type: none"> 30 low-income women in Buncombe County. Additionally, roughly 20 children could be positively impacted by their parent's economic advancement as a result of GA GA targets low-income women whom are diverse in age and ethnicity, living at or below 200% of the Federal poverty index line, and living in the City of Asheville and Buncombe County. The plan is to target survivors of domestic and sexual violence, and mothers of young children in the upcoming year. In 2016-17 GA participants consisted of 72% African American, 26% Caucasian, 2% mixed race women, ages 19-80.
Outcomes	<ul style="list-style-type: none"> The curriculum uses The Getting Ahead Outcome Indicators Scale to track success. The scale is composed of multiple concrete indicators in seven areas—Stability of Life, Financial Resources, Emotional Resources, Mental Resources, Language Resources, Social Support Resources, Physical Resources—and qualitative indicators in five areas—Spiritual, Integrity, Motivation, Role Models, and Knowledge of the Hidden Rules. Progress will be tracked every six months. The scale for Meeting Standards is composed of four options: (1) No Action, (2) Initiated but Not Achieved, (3) Achieved, and (4) Maintained over Time.

Budget			
Amount Funded FY2018	n/a	Increase Request	n/a
Administrative Budget	14% (from 2016 IRS Form 990)	Total Organization Budget	\$3,531,139 (projected FY2019)
Other Funding Sources: Church Donations, Individual donations, Government Funding, Private foundations, Program Fees, United Way			

Strengths
Project design is evidence based, replicating a structured model, and/or best practice
SMART Outcomes (specific, measurable, achievable, realistic and, time-bound)
Well-linked, creative, and/or non-traditional partnerships

Getting Ahead in a Just Gettin By World

FY2019 Strategic Partnership Grants

YWCA of Asheville and Western North Carolina

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Application Form

Question Group

Project Name*

Name of Project.

Getting Ahead in a Just Gettin By World

Amount Requested*

\$22,000.00

PROJECT NARRATIVE

Area Served*

Which areas of the County will be served by this project? Which Commissioner District(s) will be served?

A Buncombe County Commissioner district map is available at [THIS LINK](#).

District 1

District 2

District 3

Organization Description*

Tell us about your organization. What is your mission? Highlight two or three key facts and accomplishments that best define your organization.

In 1907, the YWCA of Asheville formed as a boarding home for women coming into the city to work. Since then, the YW has responded to the changing needs of our community and impacts over 2,000 individuals per year. 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.

In 2017 the YWCA celebrated 110 years of eliminating racism and empowering women!

Strategic Priority*

Which of the following priorities best reflects the primary goal of your project?

Buncombe County Commissioners are dedicated to strengthening the quality of life for everyone by setting new fiscally, socially and environmentally responsible goals that will guide decisions and improve our community for future generations. The Board has committed to strategic priorities as a guide to shape partnerships and

investments of resources to insure a healthy, safe, well-educated, thriving and sustainable community.

Details about the Strategic Priorities are available at [THIS LINK](#).

Diverse Community Workforce

Strategic Priority - Other Sustainability Goal

If you selected "Other Sustainability Goal" from the list of Strategic Priorities, please list it here.

Details about the Sustainability Goals are available at [THIS LINK](#).

[Unanswered]

Shared Vision*

What critical community problem or challenge are you hoping to improve through this project?

YWCA's Getting Ahead in a Just Gettin' By World (GA) program furthers City Council's Vision 2036 by providing a service that directly supports affordable housing and increased employment opportunities. Almost 40% of women in WNC live near or below the federal poverty line even though 72% are employed (The Status of Women in Western North Carolina, 2013). Getting Ahead seeks to increase the economic resiliency of low-income women in order to reduce the number of women in our area who live below the poverty line.

Key Steps*

How will the project work? What are specific activities and milestones that your project entails?

Based in Ruby Payne's Bridges model, GA is a 40-hour workshop that empowers women in poverty to build their resources for a more prosperous life for themselves, their families, and their communities. GA has two tracks, the first at the micro level working with women and families to understand the causes of poverty and to build resources and networks to economic security. Second, working at a community level to build bridges out of poverty rather than sustain the status quo. GA graduates are given the opportunity to join community task forces, boards, committees, etc.

Goals: 1) After attending the workshop series, 80% of participants will report an increased understanding of the causes of poverty and demonstrate knowledge of how to access resources, reducing barriers to employment.

2) With case management, 70% of participants will build their resources and report increases in income, educational goals, employment status, a decrease in debt and/or a positive change in support systems.

People Served*

Who are the members of our community this project will serve? How many people will be served? Include demographics, including age, area median income, race, neighborhood and/or school.

Annually, GA seeks to empower 30 low-income women in Buncombe County. Additionally, roughly 20 children could be positively impacted by their parent's economic advancement as a result of GA. GA targets low-income women whom are diverse in age and ethnicity, living at or below 200% of the Federal poverty index line, and living in the City of Asheville and Buncombe County. We plan to target survivors of domestic

and sexual violence, and mothers of young children in the upcoming year. In 2016-17 GA participants consisted of 72% African American, 26% Caucasian, 2% mixed race women, ages 19-80.

Partners*

Which other organizations are you working with to reach your goals? What other local organizations provide similar services or serve similar beneficiaries, and how do you work together?

Similar services in Asheville are Verner Center's Moms on the Move (MOM), Community Action Opportunities' Lifeworks (LW), and the Housing Authority's Family Self Sufficiency (FSS) program. LW and FSS provide similar case management services, but unlike GA, do not offer a structured curriculum that delves into the systemic causes of poverty. We will cross refer with MOM and Lifeworks. Many organizations serve similar beneficiaries including several of our partners such as Our VOICE, Helpmate, Habitat for Humanity, and Wheels for Hope. We partner with various agencies to offer GA to their clients and to refer YW's clients to their services when appropriate, such as OnTrack.

Personnel*

Who is responsible for the project? Briefly describe project leaders and the role each will play in the project. How do these leaders reflect the population or community that you serve?

GA's project leaders include the YWCA's Women's Empowerment Coordinator, Giannina Callejas and a co-facilitator who is hired from GA alumni from past cohorts. Giannina Callejas is a fluent Spanish-speaker who has increased outreach to Asheville's Latinx population. Under her leadership, 100% of the participants in the past cohort graduated and as of February 1, 2018, all alumni from that cohort are on track to meet their economic resiliency goals.

Success*

How will you measure results? What will success look like? How will you document the impact of your project? Include whether there is a model that serves as basis for project design.

The curriculum uses The Getting Ahead Outcome Indicators Scale to track success. The scale is composed of multiple concrete indicators in seven areas—Stability of Life, Financial Resources, Emotional Resources, Mental Resources, Language Resources, Social Support Resources, Physical Resources—and qualitative indicators in five areas—Spiritual, Integrity, Motivation, Role Models, and Knowledge of the Hidden Rules. It is designed to provide an array of indicators in each area that can be tailored to reflect the needs and desired outcomes of individual participants. Progress will be tracked every six months. The scale for Meeting Standards is composed of four options: (1) No Action, (2) Initiated but Not Achieved, (3) Achieved, and (4) Maintained over Time. The current version was the result of multiple reviews by an expert panel (DeVol, Pfarr, and Dreussi Smith) and pilot-testing in sites using the model.

Funding*

What is your plan for finding the balance of the project budget? What is your funding timeline and what are your other sources of support?

Other funding sources for this project include United Way (confirmed), Wells Fargo (pending), Sisters of Mercy (pending) and private donations.

Sustainability*

How will this project be maintained? Please describe funding sources and how you plan to sustain the project in future years.

YW's 110 year history, financial leadership, and resiliency predict future sustainability. The organization has no long-term debt, a strong asset to liability ratio, and a diverse revenue stream. Over the past three years YW completed a Financial Sustainability Plan, a business plan, and a Strategic Plan. Most recently board and staff completed the CCAT, Core Capacity Assessment Tool, through WNC Nonprofit Pathways which is leading to an increased focus on building a thriving organizational culture. With quick implementation, we turned around deficits caused by changes to the voucher system for school aged children. We invested in a fundraising model to increase individual gifts through tours and an annual luncheon. In the past three years we've raised over \$679,000 in cash and five year pledges. The Sisters of Mercy Foundation funded GA for the past two years. We are applying for their funding for 18-19. United Way funded GA last year and has committed to funding it again in 18-19.

ATTACHMENTS

Project Budget*

Download the budget form at [THIS LINK](#).

Complete the budget form for this project and the overall organization.

Save it to your computer, then upload it.

Buncombe County Grant - Getting Ahead 18-19 (1).xlsx

Financial Statements*

Upload a copy of the most recently completed financial statements.

All financial statements must be audited, reviewed or compiled by a certified public accountant and include a full balance sheet, income statement, and cash flow statement.

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

Audited Financial Statements FY 15-16.pdf

IRS Form 990*

Upload a copy of the 990 nonprofit tax reporting form that you most recently completed.

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

Form 990 FY 2016-2017.pdf

Board of Directors List*

Upload a current list of your organization's Board of Directors.

If your organization does not have a board of directors, briefly state the reason.

YWCA Board List 2017-18 (Names, Positions Only).doc

Authorized Signatory

By typing in below the name of the authorized signatory and date of submittal, you acknowledge that your governing body has authorized this application, that it is true and current to your knowledge. As a condition of any grant awarded, this organization will provide all information in the manner described in the contract to be executed between the organization and Buncombe County or its designee, including program and financial reporting.

Name & Date

Marsha Davis 2/9/2018