

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

Project	Swim Equity
Organization	YWCA of Asheville and Western North Carolina

Amount Requested	\$20,000	Strategic Priority or Sustainability Goal	Healthy Living
New or Renewal Request	Renewal	Area Served	District 1

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"> Offering 32 weeks of swim instruction per year to 140 children through Asheville City Preschool (ACPS), Asheville Middle School's In Real Life (IRL) Program, and participants in the YWCA's Early Learning Program (ELP). Through these initiatives we will address the inequality in drowning deaths, the inequity in access to recreational facilities and instruction, and promote a low-impact form of physical activity among a population that is at a greater risk of obesity and other health issues. We will offer 16 weeks of swim instruction -- one session in fall (8 weeks) and one session in spring (8 weeks).
People Served	<ul style="list-style-type: none"> Serve up to 238 children per year per year. Each session will serve 208 Asheville City Preschool students and 30 students. Children benefiting from scholarships will primarily be preschool students ages 3-5, and will also reach and middle schoolers.
Outcomes	<ul style="list-style-type: none"> Each student's age and race will be tracked in a Google spreadsheet. The spreadsheet will also track each student's competency level every week focusing on levels 1 and 2 include floating on front and back, streamlining, arm mechanics, leg mechanics, whole stroke, and treading in semi-deep water. 85% of students who receive swim lessons from the YWCA will reach a level of swimming competency and water safety by demonstrating water comfort, basic swimming skills, breath control, comfort floating, and increased endurance

Budget			
Amount Funded FY2018	\$20,400	Increase Request	\$400 less
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 serves underserved, underrepresented, minority, and/or high-need population
Innovative and/or creative program design
Well-linked, creative, and/or non-traditional partnerships

YWCA Swim Equity

FY2019 Strategic Partnership Grants

YWCA of Asheville and Western North Carolina

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Application Form

Question Group

Project Name*

Name of Project.

YWCA Swim Equity

Amount Requested*

\$20,000.00

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](#).

This project will serve District 1, represented by Al Whitesides and Jasmine Beach-Ferreira. Targeted partners are Asheville City Preschool, Asheville Middle School's In Real Life Program and the YWCA's Early Learning Program.

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 partnered with Asheville Middle School to launch our Swim Equity Partnership, offering 18 low-income students the opportunity to learn to swim after school! In 2017 the YWCA also 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](#).

Other Sustainability Goal

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](#).

Healthy Environments, Equity in Access, and Healthy People

Shared Vision*

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

Drowning is the leading unintentional cause of death for children under four. African-American children ages 5-19 are almost six times more likely to drown than white children of the same age. This inequality is historically rooted in racism including slavery, the Jim Crow laws of the American South, and today's anglicized ideas of beauty.

Since the early 1950s, the YWCA of Asheville has been teaching children of color to swim. We were one of the first pools in WNC to integrate and we continue to provide one of the few diverse pools in the area today. The YW has taught generations of families to swim in an effort to combat the shocking inequities in drowning deaths among children.

We are now working to expand our Swim Equity Program to even more children in the community that may otherwise never be exposed or have access to this life-saving skill.

Key Steps*

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

We appreciate support for swim lessons with Asheville Middle school, due to scheduling challenges, after the first semester we repurposed grant money to serve Asheville City Preschool, and 5 other programs which serve underserved children. Funding from the Buncombe County Strategic Partnership Grant will allow us to continue the program, offering 32 weeks of swim instruction per year to 140 children through Asheville City Preschool(ACPS), Asheville Middle School's In Real Life (IRL) Program, and participants in the YWCA's Early Learning Program (ELP). Through these initiatives we will address the inequality in drowning deaths, the inequity in access to recreational facilities and instruction, and promote a low-impact form of physical activity among a population that is at a greater risk of obesity and other health issues.

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.

The YW's Swim Equity project will serve up to 238 children per year per year.

We will offer 16 weeks of swim instruction -- one session in fall (8 weeks) and one session in spring (8 weeks). Each session will serve 208 Asheville City Preschool students and 30 students through IRL. Though the YW offers swim scholarships to the community, it can still be hard for families to access these programs. By serving children through programs they are already involved with - ACPS, IRL, ELP, SALSA, and PEP- we are reaching children who would not otherwise have access to quality swimming lessons. Children benefiting from scholarships will primarily be preschool students ages 3-5, and will also reach and middle schoolers through IRL.

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?

The YWCA has begun a successful partnership with Asheville City Preschool. We have collaborated to create a thoughtful design for the program that will best address the needs of the population we serve. The program launched in January and we look forward to a lasting partnership between the YWCA and Asheville City Preschool. Other area organizations offer swim lessons and scholarships to the community it can still be hard for families to access these programs. By serving children through programs they are already involved with such as Asheville City Preschool, In Real Life, and the YWCA's Early Learning, Salsa Sabor y Salud, and Primary Enrichment Programs, we are reaching children who would not otherwise have access to quality swimming lessons.

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?

Project leaders include the YWCA's Aquatics Director, Kitty Schmidt. Kitty has worked for the YWCA for over 16 years and has been full time for 3 years as our Aquatics Coordinator. Kitty supervises a staff of lifeguards and swim instructors and makes sure everyone is up-to-date on their certifications. She keeps the pool in great shape, regularly passing health inspections with no findings, and expertly manages our extensive pool schedule of lessons, classes and open/lap swim.

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.

Each student's age and race will be tracked in a Google spreadsheet. The spreadsheet will also track each student's competency level every week focusing on levels 1 and 2 include floating on front and back, streamlining, arm mechanics, leg mechanics, whole stroke, and treading in semi-deep water. If a student is not performing well in an area or is not progressing to the next level, the spreadsheet will document what they are struggling with and why, so that the issue can be addressed. 85% of students who receive swim lessons from the YWCA will reach a level of swimming competency and water safety by demonstrating water comfort, basic swimming skills, breath control, comfort floating, and increased endurance.

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?

The cost to provide 238 students with swimming lessons will be \$39,592. We are also requesting \$20,000 from Asheville City's Strategic Partnership Fund. We will use the remaining \$408 to purchase swimwear and goggles for each student.

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 4 years YW completed a Financial Sustainability Plan, a business plan, and a Strategic Plan. Most recently we completed the CCAT, Core Capacity Assessment Tool, through WNC Nonprofit Pathways. 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 Aquatics program will continue to be supported by program fees, contributions, and rental income. The YW's pool has carried a deficit for many years. By expanding our community programming we will reduce our deficit as we continue to address the racial disparity in drowning deaths.

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.

01-Aquatics Budget - Swim Equity Grant - Buncombe County.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 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