

# Welcome Home

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*FY 2018 Buncombe County Community  
Funding*

## ***Homeward Bound of WNC***

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# Application Form

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## Project Name\*

Name of Project  
Welcome Home

## Amount Requested\*

Amount Requested  
\$20,000.00

## 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 > Increase opportunities for civic engagement and participation

## 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 > Affordable, Green, and Liveable Housing > Work in partnership with other organizations to assist families in finding safe, affordable housing

**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**

### **Project Description\***

#### Description of Project

Under the direction of Homeward Bound's Welcome Home Program Director, the Welcome Home program provides opportunities for Buncombe County community members to partner with Homeward Bound of WNC in ending homelessness through donations of household goods and furniture to help homeless individuals and families have the items necessary when they move into affordable, permanent housing. Community members (individuals, businesses, faith communities, civic organizations, schools, etc.) collect and donate gently used household goods (i.e. bedding, toiletries, shower curtains, pots and pans, dishware, silverware, cleaning supplies, etc.) and furniture (i.e. beds, side tables, couches, dressers, dining table and chairs, etc.). These items are dropped off at the agency's Welcome Home Donation Center in Woodfin or Welcome Home staff pick up the items from out in the community using the agency's box truck. The Welcome Home program utilizes the Donation Center to store furniture and household goods and then distributes those items when moving individuals and families into housing. The Welcome Home program also provides opportunities for Buncombe County community members to physically help individuals and families move into housing in coordination with the agency's Housing Services Department. Providing needed household goods and furniture helps program participants feel supported by the community in their new homes and increases their probability of remaining stably housed.

### **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?

During FY2018, the Welcome Home program will serve at least 225 households in Buncombe County by moving them from homelessness into housing, providing needed household goods and furniture upon move-in. The Welcome Home program will also engage at least 480 community members consisting primarily of individuals, businesses, faith communities, civic organizations, and schools who will donate household goods and furniture; as well as, donate their time to help individuals and families physically move into housing.

### **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.

Homeward Bound of WNC works with individuals and families experiencing homelessness in Buncombe County. The Welcome Home program specifically serves those experiencing literal homelessness (i.e. living on the streets, in emergency shelter, and in places not meant for habitation) regardless of age, gender, race, ethnicity, marital status, sexual orientation, or gender identity. The program serves those referred by the agency's Housing Services Director who works with the larger Asheville and Buncombe County community's Coordinated Assessment Workgroup that prioritizes the most vulnerable literally homeless individuals and families who are in critical situations and need to be moved into housing first. This population is among the most economically disadvantaged in Buncombe County. 84% fall at or below 30% of Area Median Income, while 16% fall between 30% and 60% of Area Median Income.

### **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.

Under the supervision of the Welcome Home Program Director, the agency will increase opportunities for community members to engage in the work of ending homelessness by increasing the part-time Welcome Home Manager from 16 hours per week to 32 hours per week at the beginning of FY2018. This management position will supervise the Hands and Feet Volunteer specifically serving the Welcome Home program through the Young Adult Volunteer Program with the Presbyterian Church (USA). These 2 staff will coordinate pick-ups of furniture and household goods out in the community along with donation drop offs at the Donation Center facility in Woodfin. They will also work with Homeward Bound housing case managers and community members to physically move individuals and families from homelessness into housing. The agency will also create capacity for these staff to coordinate the program from the Donation Center by installing internet access, a computer, and a printer.

### **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?

Homeward Bound of WNC's Welcome Home program is based on the Housing First model, a national best practice. In Housing First, individuals and families are first moved into housing and then provided case management support to help address income needs, mental health, substance use, and physical health conditions, as appropriate, in order to help them remain in housing. The Housing First model is the basis of both the Federal Strategic Plan to End Homelessness and the local 10-Year Plan to End Homelessness that is currently being updated by the Homeless Initiative Advisory Committee. Welcome Home supports Homeward Bound's Housing First efforts by providing needed household goods and furniture for individuals and families as they move from homelessness into housing, making the transition from homelessness to housing easier. Instead of moving into an empty apartment, program participants move into furnished homes.

### **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.

To track community engagement, the Welcome Home Program Director oversees the data collection processes for the program. First, is the use of an Excel Spreadsheet where the Welcome Home Manager, along with the Hands and Feet volunteer, track the number of donation pick ups they conduct in the Buncombe County community, driving the agency's box truck to pick up items from community members; as well as, how many community members drop off donations at the Welcome Home Donation Center. Excel is also used to track how many households they serve by physically moving them from homelessness into housing. The Welcome Home program also uses the agency's donor database, Donor Perfect. Here, community groups conducting donation drives and sponsoring move-ins are recorded and tracked. In FY2018, the program will use a new computer located at the Welcome Home Donation Center to track data.

### **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 current technological strengths in implementing data collection and reporting for Welcome Home include use of Google Drive so Welcome Home data can be viewed throughout the fiscal year. The current technological barriers are that the 2 Welcome Home staff implementing the data collection procedures have to collect the data by hand and depend on the Program Director to enter it into a spreadsheet. In addition, they cannot see the information on Google Drive. This barrier will be addressed through the purchase of a computer, printer, and connection to the internet to be used by Welcome Home staff at the Donation Center. Currently, the agency has an Information Technology contract with a provider. Information Technology was identified as an area of concern by the board of directors during the agency's Executive Director transition time and will be addressed in the new Executive Director's 18-month strategic plan.

## **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.

Homeward Bound's mission is "working with others to end the cycle of homelessness." The agency's current strategic plan covers January 2015 through December 2018. The strategic plan focuses on Homeward Bound's mission of "working with others to end the cycle of homelessness" by building awareness of homelessness and how individuals, businesses, and faith communities can partner with Homeward Bound to end homelessness as we know it in our community. Welcome Home is an implementation of this focus. Welcome Home allows for community members to engage in the solution to homelessness by helping homeless neighbors in Buncombe County move back into housing that has furniture and household goods, turning their empty apartments into homes.

### **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.

Homeward Bound leads the community in its efforts to end homelessness through permanent housing. Homeward Bound staff attend national conferences to keep up-to-date on best practices. The agency also recognizes that Homeward Bound cannot do this work alone. It takes a community-wide effort. Homeward Bound created Welcome Home in December 2012. Welcome Home provides a rich, rewarding experience for community members to engage in the work of ending homelessness by providing an avenue to collect and donate household goods and furniture and volunteering to move clients into their new homes. Over the past 3 fiscal years, Welcome Home has helped 648 households move from homelessness into housing and has picked up donations of furniture from 500 local community members.

## 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.

Homeward Bound has partners critical to the success of Welcome Home. First is the Hands and Feet Volunteer Program with the Young Adult Volunteer Program of the Presbyterian Church (USA). Homeward Bound is in its 2nd year of utilizing support for Welcome Home through this program. Each year, Homeward Bound pays a stipend for a volunteer to help implement Welcome Home by picking up donations in the community and helping to physically move clients into housing. Second is Four Circles Recovery which sends a group of 8 to 15 people in the program once a week to help with big projects whether it be donation pick-ups or move-ins. Third is Goodwill Industries. Goodwill issues Homeward Bound a \$50 gift card to be used at Goodwill in exchange for items donated to Homeward Bound that we cannot use, but Goodwill can. Homeward Bound uses the gift cards to purchase needed household goods for clients. And finally, Welcome Home could not be implemented without contributions from the community.

## 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 2014-2015 Final Public Inspection-1.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).

Homeward Bound of WNC FS 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.

community-funding-budget-form.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.

In the project budget, the Salaries & Related Expenses increase is due to the proposed increase in work hours by the Welcome Home manager (from 16 per week to 32) and additional employer-provided health insurance for all for a full fiscal year. The increase in Occupancy & Related Costs is for proposed costs for a computer, printer, and internet access at the Donation Center. Assistance to Individuals decreases due to the current budget having funds for 2 Hands and Feet Volunteers and next year's budget is for 1. In the Total Organizational Budget, we project an increased cost of \$82,875 in health benefits and a reduction of \$181,779

in a Supportive Services for Veterans Families (SSVF) grant through the U.S. Department of Veterans Affairs. The organization has a current 3-year, non-refundable SSVF grant; however, we anticipate having the opportunity to apply for additional funding, but not at the current level. Thus, the overall organization budget we propose to decrease by \$98,806.

**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.

N/A

**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

N/A



**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

- \$15.00 - \$19.99 per hour = 44 employees
- \$20.00 - \$24.99 per hour = 7 employees
- \$25.00 - \$29.99 per hour = 3 employees

Homeward Bound of WNC will begin employer-provided health insurance January 1, 2017.