

## Life's Center

---

*RFP for Coronavirus State and Local Fiscal Recovery Funds*

### ***Asheville Buncombe Institute of Parity Achievement***

---

JeWana Leann Grier-McEachin  
P.O. Box 448  
56 Walton St  
Asheville, NC 28802

info@abipa.org  
O: 828-251-8364  
M: 828-778-7122  
F: 828-251-8365

### ***JeWana Leann Grier-McEachin***

---

P.O. Box 448  
Asheville, NC 28802

jewana@abipa.org  
O: 828-251-8364  
M: 828-778-7122  
F: 828-251-8364

# Application Form

---

## *Question Group*

---

Buncombe County requests proposals for projects to help the community recover from and respond to COVID-19 and its negative economic impacts.

Buncombe County has been awarded \$50,733,290 in Coronavirus State and Local Fiscal Recovery Funds (Recovery Funding), as part of the American Rescue Plan Act. This infusion of federal resources is intended to help turn the tide on the pandemic, address its economic fallout, and lay the foundation for a strong and equitable recovery.

Buncombe County is committed to investing these funds in projects that:

- Align to county strategic plan and community priorities
- Support equitable outcomes for most impacted populations
- Leverage and align with other governmental funding sources
- Make best use of this one-time infusion of resources
- Have a lasting impact

Proposals shall be submitted in accordance with the terms and conditions of this RFP and any addenda issued hereto.

[Click here for the full terms and conditions of the RFP](#)

## **Coronavirus State and Local Fiscal Recovery Funds\***

Name of Project.

Life's Center

## **Amount of Funds Requested\***

\$10,880,000.00

## **Recovery Fund Eligible Category\***

Please select one:

Address disparities in public health outcomes

## **Brief Project Description\***

Provide a short summary of your proposed project.

Life's Center will intentionally and innovatively address health disparities in public outcomes. ABIPA requests funding for program implementation and the purchase of a space to operate out of. Life's Center will be a collaboration between ABIPA and NC Brookhaven Behavioral Health to provide supportive services to individuals through utilizing a space that celebrates and cultivates resilience, restoration, and renaissance.

We will focus on growing the Community Health Worker and Peer Support Specialist workforce, supporting individuals that are unemployed and under employed, and provide a state of the art space for small businesses and non-profits emerging as a result of the impact of Covid-19.

## Project Plan\*

Explain how the project will be structured and implemented, including timeframe.

Life's Center will be modeled after the dream of our late founder Charles Blair to replicate the Jackson Medical Mall in Jackson Mississippi 1996 by Dr. Aaron Shirley, which was transformed from an abandoned shopping mall to a modern medical and retail facility. The mission was to provide healthcare for the underserved and to promote economic and community development, was made possible through strategic partnerships with UMMC, Jackson State University and Tougaloo College. Twenty years later, the Jackson Medical Mall sits proudly in the center of the state's capital city, providing high quality health and community services to the public. Though the primary eligibility category of funding selected is address disparities in public health outcomes, this project actually an integration of enhanced behavioral and mental health services, support local health and safety workforce, improve the design and execution of health and public health, small business and non-profit support, assistance to households, services for disproportionately impacted communities, and assistance to unemployed workers. ABIPA will be the anchor institution to build on the foundation our 17 years of social determinants of health work. We will hire, train, and dispatch CHWs and Peer Support Specialist that will have the opportunity to be cross and specialty trained to meet the needs of community members. We will share space and collaboratively cross refer participants with NC Brookhaven and they will provide mental health supportive services to individuals that do not have insurance or Medicaid. Program participants and patients of NC Brookhaven will have access to resource connection services provided by community health workers, peer support, and NC Brookhaven's clinicians and ACT team. We will also formally partner with Operation Gateway to grow and provide specialty services for formally incarcerated individuals that are seeking to re-enter society with gainful employment and health supports. AM Strengths: job search workshops assisting closing the unemployed gap in Buncombe County. Services provided in a three tiers approach: Tier 1: Job Search Workshops i. Identifying Jobs ii. Resume Writing iii. Preparation for a job interview Tier 2: One on one assistance to workshop participants needing additional hands-on assistance Tier 3: Referrals from Community Health Workers (CHWs) for one to one coaching for job search assistance. Life's Center will also have cooperative space, funding and supportive services that will be available to individuals and organizations that are starting new or trying to grow small businesses and non-profits. With the intention of modeling a wholistic model all of the services will be available at this one stop shop. The final element will be having a Community Kitchen that will provide food demonstrations, a space for pop up restaurants, and support to individuals that desire to do catering. Funding will be utilized over the 5 year period.

## Statement of Need\*

Describe the need that this project will address. Include data to demonstrate the need, and cite the source of the data.

Just as there is a space like the Family Justice Center that provides specific support to those that are negatively impacted by domestic violence, there has always been a need for a space that addresses social determinants of health in the same way. As addressed by Jackson Mississippi in 1996, and Dr. Charles Blair seeking to replicate in Asheville in the early 2000s this has been a historic need that has been exasperated by the affects of the social determinants of health and health disparities, structural and institutional racism. Health disparities are caused by a complex interaction of multiple factors including individual, genetic and environmental risk factors (Olden & White, 2005). Pervasive structural inequities and social determinants of health are believed to be the primary cause (OMH, 2011; World Health Organization, 2011). Health disparities definitions vary (Carter-Pokras & Baquet, 2002), but they all address differences in health status between one population group in comparison to a more advantaged group and most address issues of social justice and

equity. Through training and deployment of community health workers (CHWs) to response efforts and by building and strengthening community resilience to fight COVID-19 through addressing existing health disparities this work will not only provide a workforce to address the problem it will also employ at rates that will allow community members working in the community to reinvest in the community that the live in and love. This has been a dream of our organization for over a decade but as a small non-profit we have never had the access or infrastructure support to accomplish a project of this size. This funding will provide us with the support to establish Life's Center and support community members that have experienced and been impacted by the same inequities in tandem.

### Link to COVID-19\*

Identify a health or economic harm resulting from or exacerbated by the public health emergency, describe the nature and extent of that harm, and explain how the use of this funding would address such harm.

The training and deployment of community health workers (CHWs) to response efforts and by building and strengthening community resilience to fight COVID-19 through addressing existing health disparities has been and will continue to be one of the keys to success. Program strategies include integrating CHWs into organizations and care teams and strengthening relevant CHW knowledge, roles, and skills to prepare them to successfully engage with existing state and/or local public health-led actions to manage COVID-19 among priority populations. Priority populations are those with increased prevalence of COVID-19 and are disproportionately impacted by long-standing health disparities related to sociodemographic characteristics, geographic regions, and economic strata. Examples include, racial and ethnic minority groups, persons who are economically disadvantaged, justice-involved, experiencing homelessness, or have certain underlying medical conditions that increase COVID-19 risk. We are partnering specifically with NC Brookhaven because it will allow us to support an African American Veteran Owned and Operated business to provide the services. The pandemic is not just a medical phenomenon; it affects individuals and society and causes disruption, anxiety, stress, stigma, and xenophobia. The behavior of an individual as a unit of society or a community has marked effects on the dynamics of a pandemic that involves the level of severity, degree of flow, and aftereffects. Rapid human-to-human transmission of the SARS-CoV-2 resulted in the enforcement of regional lockdowns to stem the further spread of the disease. Isolation, social distancing, and closure of educational institutes, workplaces, and entertainment venues consigned people to stay in their homes to help break the chain of transmission. However, the restrictive measures undoubtedly have affected the social and mental health of individuals from across the board.

### Population Served\*

Define the population to be served by this project, including volume and demographic characteristics of those served.

Generally, people recently released from quarantine can experience stigmatization and develop a mix of emotions. Everyone may feel differently and have a different welcome by society when they come out of quarantine. People who recently recovered may have to exercise social distancing from their family members, friends, and relatives to ensure their family's safety because of unprecedented viral nature. Different age groups respond to this social behavior differently, which can have both short- and long-term effects. Health workers trying to save lives and protect society may also experience social distancing, changes in the behavior of family members, and stigmatization for being suspected of carrying COVID-19. 6 Previously infected individuals and health professionals (dealing pandemic) may develop sadness, anger, or frustration because friends or loved ones may have unfounded fears of contracting the disease from contact with them, even though they have been determined not to be contagious. However, the current situation requires a clear understanding of the effects of the recent outbreak on the mental health of people of different age groups to prevent and avoid the COVID-19 pandemic. With these factors in consideration and knowing that minorities have been disproportionately by the pandemic this will be our targeted but not exclusive segment served. We

surveyed over 200 individuals and 89% of those surveyed stated that they thought a Center offering these services was needed. 57% of those surveyed stated that they would access services of this sort in South Asheville if it were not available directly in their neighborhood, that is why we are seeking to acquire a facility in this area of the city.

## Results\*

Describe the proposed impact of the project. List at least 3 performance measures that will be tracked and reported. If possible, include baselines and goals for each performance measure.

- We will train and hire 10 individuals as Community Health Worker/Peer Support Specialist
- We will support the development or sustainability of 5 non- profits and 5 small businesses for 3-5 years the time it takes for a business to know if it will be successful or fail.
- We will provide person centered and collaborative supportive services to at least 1,000 for the grant period.
- We will leverage the investment made through this funding to foster a sustainable program with raising an annual goal of 10% off granted amount to build a operating reserve
- 100 individuals will be supported with job readiness services annually in one on one and group settings.
- 100 formally incarcerated participants will be supplied with person centered navigation and resource access.
- 100 participants will be provided with unlimited mental health wellness access annually.

## Evaluation\*

Describe the data collection, analysis, and quality assurance measures you will use to assure ongoing, effective tracking of contract requirements and outcomes.

We will utilize current partnership with UNC Health and wellness department for evaluation support in addition to local Community Based Researchers. We will also provide and produce an annual report of evaluation and research findings to be shared with funders and the community at large in varying research translation methods.

## Equity Impact\*

How will this effort help build toward a just, equitable, and sustainable COVID-19 recovery? How are the root causes and/or disproportionate impacts of inequities addressed?

This addresses a holistic approach to a just and equitable model of COVID-19 recovery by investing in and growing organizations and individuals that would not normally have access to this funding due to the lack of funding or capacity to receive and manage a funding opportunity of this size. ABIPA as an organization would have never been able to compete for a funding opportunity of this size for various equity reasons that are often not addressed on an organizational level, this would give us and those that we will be investing in to demonstrate how reimagining funding through a crisis can set us up for success as a community beyond the emergency.

## Project Partners\*

Identify any subcontractors you intend to use for the proposed scope of work. For each subcontractor listed, indicate:

- 1.) What products and/or services are to be supplied by that subcontractor and;
- 2.) What percentage of the overall scope of work that subcontractor will perform.

Also, list non-funded key partners critical to project.

NC Brookhaven Behavioral Health- Mental Health support 25% scope of work  
AM Strengths: job search workshops assisting closing the unemployed 15% Scope of Work  
Operation Gateway- Reentry & Peer Support 25%  
UNC Asheville-Ameena Batada and Researchers-Evaluation 10%

## Capacity\*

Describe the background, experience, and capabilities of your organization or department as it relates to capacity for delivering the proposed project and managing federal funds.

We have managed grants for over 17 years we have also built into the application pieces to strengthen our ability to manage.

## Budget\*

Provide a detailed project budget including all proposed project revenues and expenditures, including explanations and methodology. For all revenue sources, list the funder and denote whether funds are confirmed or pending. For project expenses, denote all capital vs. operating costs, and reflect which specific expenses are proposed to be funded with one-time Buncombe County Recovery Funds.

Download a copy of the budget form [HERE](#). Complete the form, and upload it using the button below.

ABIPA Recovery Funds Budget.pdf.xlsx

## Special Considerations\*

Provide any other information that might assist the County in its selection.

This would provide a once in a life time opportunity for us to realize a dream of our organization for building capacity during a crucial point in history of the country and our county.

## File Attachment Summary

---

### *Applicant File Uploads*

- ABIPA Recovery Funds Budget.pdf.xlsx

## Coronavirus State and Local Fiscal Recovery Funds Proposed Project Budget

<b>Organization Name:</b>	<b>Asheville Buncombe Institute of Parity Achievement (ABIPA)</b>
<b>Project Name:</b>	<b>Life's Center</b>
<b>Amount Requested:</b>	<b>10,630,000.00</b>

Proposed Project Revenue Funder	Amount	Confirmed or Pending?	Notes
Proposed Buncombe COVID Recovery Funds	\$ 10,630,000.00		This funding would formalize the Life's Center
List other sources here			
List other sources here			
List other sources here			
List other sources here			
List other sources here			
List other sources here			
List other sources here			
List other sources here			
List other sources here			
List other sources here			
List other sources here			
List other sources here			
List other sources here			
List other sources here			
List other sources here			
List other sources here			
<b>Total</b>	<b>\$ 10,630,000.00</b>		

Proposed Project Expenses	Proposed Recovery Funds	Other Funds	Total	Capital or Operating Expense?	Notes
Purchase of Building	\$ 4,000,000.00		\$ 4,000,000.00	Capital	Purchase and upfit of 1985 Hendersonville Rd or other viable location
Life's Center Administrator	\$ 400,000.00		\$ 400,000.00	Operating	Administrative and development of the work of the center
NC Brookhaven	\$ 500,000.00		\$ 500,000.00	Operating	Mental Health Services for clients that are not insured or experiencing a gap in access
AM Strengths Coachin	\$ 125,000.00		\$ 125,000.00	Operating	Employment Coaching Services
Operation Gateway	\$ 250,000.00		\$ 250,000.00	Operating	CHW and Re-entry Services
Non Profit Development Support	\$ 125,000.00		\$ 125,000.00	Operating	Funding for individual financial and development services for participants.
Small Business Development Support	\$ 125,000.00		\$ 125,000.00	Operating	Funding for individual financial and development services for participants.
Project Development Director	\$ 375,000.00		\$ 375,000.00	Operating	To write grants and implement development plan for sustainability beyond grant
Programming Expenses	\$ 200,000.00		\$ 200,000.00	Operating	Supplies
Technology	\$ 800,000.00		\$ 800,000.00	Operating	HER System, facility technology
Website and Social Media	\$ 25,000.00		\$ 25,000.00	Operating	Website and social media presence development and maintenance
Community Health Workers	\$ 1,125,000.00		\$ 1,125,000.00	Operating	5 FTE CHW @45,000/year with benefits
Peer Support Specialist	\$ 1,125,000.00		\$ 1,125,000.00	Operating	5 FTE PSS @45,000/year with benefits
Training	\$ 50,000.00		\$ 50,000.00	Operating	Training for CHW and PSS
Accounting Services	\$ 480,000.00		\$ 480,000.00	Operating	Accounting for Life's Center and each non profit and small business
Annual Auditing Services	\$ 300,000.00		\$ 300,000.00	Operating	Auditing services for Life's Center and each non profit and small business
Insurance and Fees	\$ 625,000.00		\$ 625,000.00	Operating	Medical Insurance, Worker's Comp, General Liability
Evaluation and Research	\$ 250,000.00		\$ 250,000.00	Operating	Evaluation and Research using Community Based Researchers

List expenses here			\$	-		
List expenses here			\$	-		
List expenses here			\$	-		
List expenses here			\$	-		
List expenses here			\$	-		
List expenses here			\$	-		
List expenses here			\$	-		
<b>Total</b>			\$	10,880,000.00		