

Warrior Moms Ink

RFP for Coronavirus State and Local Fiscal Recovery Funds

Warrior Moms www.WarriorMoms.us

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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. To date, Buncombe County has awarded projects totaling \$23,093,499, leaving a balance of \$27,639,791 available to award.

Visit <http://www.buncombecounty.org/recoveryfunding><http://www.buncombecounty.org/recoveryfunding><http://www.buncombecounty.org/recoveryfunding><http://www.buncombecounty.org/recoveryfunding><http://www.buncombecounty.org/recoveryfunding> for details.

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](#)

Organization Type*

Nonprofit

Nonprofit documentation

If nonprofit, attach IRS Determination Letter or other proof of nonprofit status.

WM NC Articles.jpeg

Name of Project.*

Warrior Moms Ink

New/Updated Proposal*

Is this a new project proposal or an updated version of a proposal submitted during the earlier (July 2021) Recovery Funding RFP?

Updated version of previously submitted proposal

Amount of Funds Requested*

\$75,000.00

Category*

Please select one:

- Affordable Housing
- Aging/Older Adults
- Business Support/Economic Development
- Environmental/Climate
- Homelessness
- K-12 Education
- Infrastructure and/or Broadband
- Mental Health/Substance Use
- NC Pre-K Expansion
- Workforce

Small business and non-profit support

Brief Project Description*

Provide a short summary of your proposed project.

Business Support/Economic Development: Warrior Moms supports equitable outcomes for one of the most impacted populations, single mothers who live in poverty. Warrior Moms as an organization has studied, research and implemented proven and tested intellectual property products, tools and therapeutic/healing processes that creates remedies for emotional paralysis of toxic stress/trauma, depression and anxiety that comes from living under the systematic oppression of racism, classism, poverty and the residue of COVID-19 in this country. Warrior Moms has developed, owned and copywritten intellectual products such as a documentary, a therapeutic playwright, podcast and books. Our goal is to offer stipend opportunities, online courses and coaching for single mothers to thrive in the midst of chaos by utilizing these tools to assist with emotional well-being and empowerment through entrepreneurship. Our goal is to channel the negative energy into a profitable positive outcome.

Project Plan*

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

Business Support/Economic Development: I am seeking support to bring forth a pilot stipend program offering that will align with the mission of Warrior Moms- "We eradicate emotional paralysis". Warrior Moms Ink- A co-op equity led intellectual property innovative platform that focuses on eradicating emotional paralysis that comes from the systematic oppression of racism, classism, poverty and the residue of COVID-19. This vision is a hybrid operation. Our online course and coaching will be offered to cohorts over the period of 2 years. Once each cohort has completed the online phase, through our entrepreneurial coaching, we will discover what product or service they will create. We will assist until they launch their business, service or product. The end goal is that each participant will be able to showcase their business, product or service at an expo vendor event. The realization is that they have now learned how to monetize their pain and adversity. This shared experience will heal others and ignites a path towards entrepreneurship, wealth and well-being.

Statement of Need*

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

Black single moms have been oppressed, stressed, depressed and anxious prior to COVID-19. If momma is oppressed, stressed, depressed and anxious, her children will experience the same in which affects our future. Since COVID-19 and the continued uncertainties of this world, these emotions have increased. Our goal is to release the pressure of emotional paralysis and offer ways to profit from their adversity. Asheville, NC has 11.7% blacks in population, poverty rate is 13.5%, blacks are the second highest ethnic group that lives in poverty. ~ DataUSA.com. There are 27% of single parent households in Buncombe County alone. With this grant, we will be able to serve single mothers of all races.

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.

"Racial equity is about applying justice to a system that's been out of balance. When a system is out of balance, single mothers, her children and her support systems suffer the most due to being emotionally out of balanced, as a result of the system. Trauma, toxic stress, depression, anxiety and the residue of COVID 19 has become an overwhelming mental and physical health issue for black Americans. Being emotionally paralyzed pauses the idea to even think about hope for the future, our children and our households. Our country has been hovered with the fog of fear, uncertainty, stress, anxiety, depression and mental illness. Financially supporting Warrior Mom Ink project will create spaces to channel the explosiveness of pain, trauma and heartache that dwells within every single mother, her children and support system to a place of hope, emotional release and clarity towards her reason of being. I am a black single mother of 3 and I know firsthand of the struggles and victories as a single mother. I recognize my purpose in life and now I share with other single moms to heal and thrive in this new world we're experiencing.

Population Served*

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

Single mothers of all races and her children will be served. We will provide these healing platforms to 50 families in Buncombe and Haywood counties. Shiloh has one of the highest rates of single mothers, our goal is to share this platform to this community specifically.

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.

Here are some testimonies from the Warrior Moms experiences: Here's some testimonies: "Warrior Moms Programs has given me a sisterhood that I can trust and share my experiences, the non-judgment zone is great, you need support through challenging circumstances, this program has been extremely helpful in helping me during a very stressful period in my life. I used my book to start my day and my calendar to keep up. The quotes in the book helped me to remember to stay focused and let life be, now I'm closer to getting my ideas and dreams that have been in sight for years, rolling! I was able to clear my mind after reading the affirmation book, using these tools helped me stay calm and in tune! This program was right on time, it made me realize how everyone who suffers from whatever situation you find yourself in, could find solace with others in the same situation. The Warrior Moms experience allowed me to awaken my purpose and explore all the possibilities life really can bring. This experience changed my thinking and tapped me back into the creative part of myself which I had lost. I now realize that people are no different than flowers, we too need light and water in order to grow, this is a great life lesson. Warrior Moms created a space that allowed my creative artistic mind to ignite growth and healing around issues that relate to our current cultural climate, resulting from the emotional psychological paralysis experience by many of us living in physical and mental poverty. This project has kicked started many ideas and possibilities to create and potentially impact the African American community to foster hope while promoting healing."

We plan to measure success by visual testimonies, short story documentaries and surveys. We will serve 50 households.

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 measure by visual testimonies, online course questionnaire and surveys.

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?

There is a lot of work to be done to achieve an equitable world and it is going to require people working across job types, industries, and needs to ensure it is done. Oppressive forces and interactions that fuel inequity take place at the individual, interpersonal, institutional, and structural levels. Our goal is to provide opportunities in supplemental income/business creations, emotional/mental well-being and entrepreneurial training to develop the entrepreneurial mind-set and business success. We will tailor our services for solution to the challenge and opportunities identified to address the needs of single moms. COVID-19 has increased this known fact: Racial equity is about applying justice to a system that's been out of balance. When a system is out of balance, single mothers, her children and her support systems suffer the most due to being emotionally out of balanced, as a result of the system. Covid-19, trauma, toxic stress, depression and anxiety has become an overwhelming mental and physical health issue for single mothers. Being emotionally paralyzed pauses the idea to even think about hope for our future. Warrior Mom Ink project will create space to channel the explosiveness of pain, trauma and heartache that dwells within every single mother. This project will allow single mothers to channel negative energy and monetize from their adversity. Then and only then will they begin to recover from pre-COVID-19 and current circumstances because of COVID-19.

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.

As a grassroots organization, Warrior Moms will offer the free online course, book materials, coaching and assist with product creations. As a member of Black Wall Street, we have access to their building at 8 Rivers District. We will also partner with organizations (Job and Family Services, United Way, Schools, etc) that support single moms and utilize their data base to promote this opportunity. The use of a videographer, website developer, graphic designer, PR consultant and accountant will be paid as contractors. About 45% of the scope of work will be subcontractors.

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.

My name Nicole Lee, a loving mother of three, 25-year successful entrepreneur, owner of counsel to the entrepreneur, self-published author of 13 books, inspirationalist and founder of Warrior Moms, a 501- (c)(3) social enterprise. We focus on entrepreneurship, empowerment and emotional well-being, as well as personal and professional success.

Over a 5-year period, Warrior Moms has received funding from 7 private foundations. We have been very successful in each project and has made a great impact in 2 states: North Carolina and Ohio.

“By now you realize that you have been touched by an artist that God has gifted you. Nicole has been graced with the gift to beautify the crowns of his children filling them with the spirit of love, self-esteem and confidence He wants us to have. Nicole has a gift and she activates it, which certainly gives compliment to the Creator”. ~Sharla C.

“What else do I do with this gift? I am a single mother who knows firsthand the challenges and victories that single mothers face. This represents a driving motivation behind the concept of “Warrior Moms”. The “Warrior Moms” project was created to awaken the warrior spirit from within so that the single mother may continue the works of raising our future leaders of the world.

OFFERINGS:

- Entrepreneurial Success Strategies
- Empowerment Products and Strategies
- Personal and Professional Development Strategies
- Research Analysis Stipend Programs
- Stress Management

OUTCOMES:

- Visual solutions and tools to assist with our current times.
- Guidance and tools to assist with eradicating emotional paralysis such as fear, anxiety, depression, and stress.
- Awake and enlighten the entrepreneurial spirit from within by listening and guidance.
- Eradicate negative thinking.
- Create a framework of prioritizing and simplicity.
- Develop a realistic map towards achieving one’s goals.
- Guidance to shift from problem mode to solution mode.

-Development of a supportive peer network.

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.

Warrior Moms Ink Recovery-Funds-budget (1) (1).xlsx

Special Considerations*

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

NICOLE LEE RESUME 2021.pdf

Insight from "Harvard Business Review" of how COVID 19 created trauma and how we can heal:

"Covid-19 has changed the way we work. Leaders and employees around the world are concerned about worker safety, disrupted supply chains, and debilitating losses; of normalcy, control, connection, and profit. David Blustein, a vocational psychologist, notes that millions of workers are facing disturbed routines, upended identities, and a loss of financial security. Their stress is only compounded by the uncertainty of how long this will last.

How we cope with this trauma will define our inner lives, our businesses, our communities, and our world. As businesses and employees resume operations, how do we collectively brave a changing work environment? As an organizational psychologist and business consultant, we suggest that the surest and fastest way to return to productive, high performance work is through storytelling and story-listening designed to activate post-traumatic growth.

What Is Post-Traumatic Growth?

While many people are aware of Post-Traumatic Stress Disorder (PTSD), fewer are familiar with Post-Traumatic Growth (PTG). PTG has been defined as "the transformative positive change that can occur as a result of a struggle with great adversity." PTG is not the opposite of PTSD; it's the experience of growth that follows from struggle in the aftermath of trauma.

Research shows that people who make meaning out of trauma report:

- An increased sense of their own strength and capacities to prevail.
- Improved relationships with others, including a greater sense of belonging.
- A greater sense of compassion.
- And an increased sense of purpose and appreciation for life."~ <https://hbr.org/2020/09/an-exercise-to-help-your-team-overcome-the-trauma-of-the-pandemic>

So imagine how THIS theory affects single mothers and her children?

File Attachment Summary

Applicant File Uploads

- WM NC Articles.jpeg
- Warrior Moms Ink Recovery-Funds-budget (1) (1).xlsx
- NICOLE LEE RESUME 2021.pdf



NORTH CAROLINA

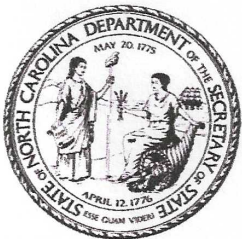
Department of the Secretary of State

CERTIFICATE OF AUTHORITY

I, Elaine F. Marshall, Secretary of State of the State of North Carolina, do hereby certify that

WARRIOR MOMS

having filed on this date an application conforming to the requirements of the General Statutes of North Carolina, a copy of which is hereto attached, is hereby granted authority to transact business in the State of North Carolina.



Scan to verify online.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal at the City of Raleigh, this 8th day of December, 2020.

Elaine F. Marshall

Secretary of State

Document Id: C202031701072

Verify this certificate online at <https://www.sosnc.gov/verification>

Coronavirus State and Local Fiscal Recovery Funds Proposed Project Budget

Organization Name:	Warrior Moms
Project Name:	Warrior Mom Ink
Amount Requested:	75,000

Proposed Project Revenue Funder	Amount	Confirmed or Pending?	Notes
Proposed Buncombe COVID Recovery Funds	\$ 75,000.00	Pending	
List other sources here			
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Total	\$ 75,000.00		

Proposed Project Expenses	Proposed Recovery Funds	Other Funds	Total	Capital or Operating Expense?	Notes
Stipend for Warrior Moms	\$ 25,000.00		\$ 25,000.00	Operating	
Stipend for participants	\$15,000.00		\$ 15,000.00	Operating	
Web Development	\$4,000.00		\$ 4,000.00	Expense	
Course materials	\$ 6,000.00		\$ 6,000.00	Expense	
Marketing and Promotion	\$4,000.00		\$ 4,000.00	Expense	
Space rental	\$5,000.00		\$ 5,000.00	Operating	
Event supplies	\$3,000.00		\$ 3,000.00	Expense	
Subcontractors(graphic design, PR,accountant, videographer)	\$ 10,000.00		\$ 10,000.00		
Registrations (LLC, Trademark)	\$ 3,000.00		\$ 3,000.00		
List expenses here			\$ -		
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List expenses here			\$ -		
Total			\$ 75,000.00		

NICOLE LEE

RESUME

AuthorNicoleLee1@gmail.com

Recent Achievements:

Racial Justice Coalition Lead Volunteer in Grant Writing/Fundraising:

To accomplish a significant shift in the lived reality of Black people in this region - a radical reduction in the racial wealth gap, the racial homeownership gap, the racial health gap, the racial safety gap, etc.

Vision:

RJC will become a model for how to engage issues of community safety, enacting reparations sustainably and locally for blacks and reimagining a community where justice exists for all people.

Mission:

The Racial Justice Coalition (RJC) is a broad-based alliance of individuals and organizations committed to addressing systemic racism and state-sanctioned violence against black people who are impacted by poverty, criminalization, and mass incarceration. RJC seeks to achieve and sustain deep equity by building power to those historically underrepresented.

New Faces of Fundraising Graduate:

New Faces of Fundraising (NFF) is designed to introduce diverse students to the field of non-profit fundraising. The program was created by the Greater Cincinnati Chapter of the Association of Fundraising Professionals and is funded by The Greater Cincinnati Foundation (GCF).

My internship was complete successfully with Cincinnati Black Theatre Company, here's a testimony: "From simplifying the mission statement, to cultivating relationships with various arts foundations and donors, to coordinating board engagement to meet grant submission deadlines; Nicole was simply amazing. Her positive energy, and drive for simplicity and efficiency were an incredibly generous gift to our board" ~ CBTC Team

• People's Liberty Grantee:

This opportunity empowered and enlighten poverty stricken and high infant mortality rated communities of Greater Cincinnati, Oh. The Warrior Moms® Project is founded on the premise that single mothers are unrecognized warriors who deserve to be celebrated for their strength. The celebration consisted of a Workshop, Makeover Photoshoot and Finale Photo Gallery events.

Warrior Moms journey has become a 501C-3 Non-Profit status, currently in the stages of becoming a social enterprise, Cindendant Film Festival Documentary, future published book and graphic novel.

- **Finalist in the Shark Pool Investor Event**

Thru the African American Chamber, I won the opportunity to present my business vision of creating a One Stop Shop Beauty and Healing Center, for the Hair and Beauty Industry, which is one of the most influential industries, which has an untapped economic potential in the art of Healing. Shared vision to local investors in September 2012.

- **Developer, BBIN (beauty barber industry network):**

Appointed as lead developer through the African American Chamber of Commerce to create a cohort for buying power through distributors, group health insurance discounts and ongoing seminars to help expand business successfully in November 2009.

- **Board of Trustees, Franciscan Hair Cuts from the Heart:** Appointed to sit on the board for Voucher restructuring and Fundraiser committee. Participated in volunteer services as acting as Salon Manager of volunteered stylist, operation of business within the Salon and serviced clients of all walks of life, from homeless to mental illness, by sharing positive words of encouragement, presence of peace and quality service of touch.

Professional Certifications and Licenses:

-Certification in Emotional Intelligence 2020

-WBE and MBE Certified thru the City of Cincinnati 2020-2022

-Ocean Accelerator Mentor 2020

-Certified SCORE mentor 2018-2020

-Completion of AmeriCorps VISTA Programs 2016-2019

-Certification in Fundraising thru New Faces of Fundraising (NFF) supported thru Association of Fundraising Professionals (AFP) 2018

-Certification in Leadership and Wealth building courses through Napoleon Hill Foundation, Purdue Calumet University, IN, (home study) 2013-2014

-Business Development Entrepreneur Certificate, Urban League 2009

-Managing Cosmetology and Instructors License, Larry Moore University of Hair Design 1993

Professional Background:

“How to Eradicate Fear- A Guide for Entrepreneurs” Virtual Course offering with AB Tech Community College, Asheville, NC (January 2021- Present)

How to Eradicate Fear is a guide for any entrepreneur who has had to navigate an environment filled with doubt due to the pandemic, unemployment and the uncertainties of our future. People's hopes, dreams, desires and aspirations have been covered by the smog of fear, depression and negative influences. Creating a space of authenticity and transparency, without judgment, creates a mindset of hope and ignites the idea of a bright future.

During this program, Nicole will work with participants and discuss ways that they can create that authentic space which is key to forward progress. She will offer visual solutions and tools that entrepreneurs can use to assist with our current times. Realistic, actionable and successful growth strategies will also be discussed.

Counsel to the Entrepreneur, LLC Asheville, NC (September 2016- Present)

- A unique consulting service that offers insight by listening and guiding the client to develop actionable and successful growth strategies.

Warrior Moms Asheville, NC (December 2016- Present)

- Warrior Moms was birthed as a solution to a civic challenge that will envision a supportive network of single mothers. Warrior Moms Vision: All single moms embrace a mind-set for success. Warrior Moms Mission: To enable single moms to overcome the emotional paralysis that comes from living in poverty. Warrior Moms is a project led social enterprise.

Hybrid Self-Published Author Asheville, NC (August 2015- Present)

-Published Author of 7 books that share insight of blissful living and tools given that share the ability to becoming aligned and exude positive energy body, mind and spirit.

Instructor, Developer Cincinnati, OH (2008-2020)

-CEU Certified Credit Courses-Hair Replacement and Salon Etiquette for Beauty Professionals.

Salon Favor, Owner/Operator West Chester, OH (2004– 2013)

-Provided an array of services including hair replacement, hair fusion, hair weaving, hair cutting, coloring, and design. Recommends needed services for healthy hair, scalp treatments, and other treatments. Arrange scheduling and follow-up services. Negotiates contracts with vendors. Responsible of managing, operating and controlling of any business that comes to Salon Favor. Responsible for commissioned stylist and student internship opportunist. Participated in Hair studies for Corporate Businesses. Personal Consultant for Salon Businesses.

BOBSA (non-profit), President of Ohio Chapter 501C-6 Cincinnati, OH (2006 – 2013)

-Responsible for leading beauty professionals to becoming members of the beauty supply association. Responsible for informing/educating entrepreneurs on how to become owners of beauty supply stores.

“Free Yo Self,” Visionary/Developer West Chester, OH (2005-2006)

-Created monthly sessions for women to come and be free from all life's issues which keeps them from their Purpose in life. Sessions were life changing and women were healed. Discussions were open and free, no judgment.

Artistic Creations/Part-Owner /Operator/Stylist Cincinnati, OH (1997-2004)

-Provides an array of services including hair replacement, hair fusion, hair weaving, hair cutting, coloring, and design. Recommends needed services for healthy hair, scalp treatments, and other treatments. Arrange scheduling and follow-up services. Negotiates contracts with vendors. Responsible of managing, operating and controlling of any business that comes to Artistic Creations. Responsible for booth rental stylist.

Independent Contractor/Managing Cosmetologist Cincinnati, OH (1993-1997)

-Provides an array of services including hair replacement, hair fusion, hair weaving, hair cutting, coloring, and design. Recommends needed services for healthy hair, scalp treatments, and other treatments. Arrange scheduling and follow-up services. Negotiates contracts with vendors.

References:

- 1. Dr. Joseph Fox: josephlfox1@gmail.com**
- 2. Connie Hinitz: connie.hinitz@gmail.com**