

**Buncombe County FY2020 Strategic Partnership Grants  
Application Summary Sheet**

<b>Project</b>	<b>Financial Capabilities &amp; Housing Program</b>
<b>Organization</b>	<b>CCCS of WNC, Inc. DBA OnTrack Financial Education &amp; Counseling</b>

<b>Amount Requested</b>	\$15,000	<b>Strategic Priority or Sustainability Goal</b>	Affordable Housing
<b>New or Renewal Request</b>	New	<b>Commissioner Districts Served</b>	All

<b>Organization Description</b>	<ul style="list-style-type: none"> <li>OnTrack’s mission is to help people achieve their money and housing goals through financial education, counseling and support so that they can overcome crises, afford basic needs, improve money management skills and make sound financial choices rooted in their values. Client build financial capabilities as they increase knowledge, build savings, improve credit and access appropriate financial products</li> </ul>
<b>Project Description</b>	<ul style="list-style-type: none"> <li>Asking for support for OnTrack’s Financial Capabilities &amp; Housing Program which provides financial education, counseling, coaching and support to low-income, financially vulnerable people so they can create a foundation for their housing, credit and money stability and success. Program areas will be Credit, Budgeting/Money Management and Homeownership.</li> <li>Goal: As clients increase their financial capabilities they: 1) create effective budgets to prioritize housing and build savings; 2) address credit issues that negatively impact housing and borrowing options; and 3) take steps toward homeownership to build assets now and for future generations.</li> </ul>
<b>People Served</b>	<ul style="list-style-type: none"> <li>The Financial Capabilities &amp; Housing Program will serve 1,022 people. Credit Builder Program will serve 265 people. Money Management Program will serve 608 people. Homebuyer program will serve 149 people.</li> </ul>
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>Credit Builder: 199 (75%) of clients take at least one Credit Action Step within 45 days of counseling.</li> <li>Homebuyer: 112 (75%) of clients take at least one Homebuyer Action Step within 45 days. Results are tracked in client management system.</li> <li>Money Management: 547 (90%) of clients increase their knowledge/skills to manage/modify their monthly budget. Results of post-counseling client questionnaires are compiled in an excel spreadsheet.</li> </ul>

<b>Budget</b>			
<b>Amount Funded FY2019</b>	n/a	<b>Increase Request</b>	n/a
<b>Project Budget</b>	\$732,537	<b>Total Organization Budget</b>	\$1,232,538
<b>Other Funding Sources:</b> Community Foundation of WNC Matched Savings Program, SunTrust’s Lighting the Way program, Mission Health, HUD Housing Counseling grants, and Capital One			

<b>Additional Information</b>
<ul style="list-style-type: none"> <li>Project aligns with Affordable Housing strategic priority but as a supportive service is not eligible to be funded through the Affordable Housing Services Program (which funds development, home repair, rental assistance, etc.)</li> <li>Organization received a County HHS contract for \$3,800 in FY2019 for services to Economic Services clients</li> </ul>

# Financial Capabilities & Housing Program

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*FY2020 Strategic Partnership Grants*

## ***CCCS of WNC, Inc. DBA OnTrack Financial Education & Counseling***

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## ***Ms. Celeste Bailey Collins Ms.***

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# Application Form

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## Question Group

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Please complete the form below and upload the required files for your application. Organizations submitting more than one project must complete one submission form for each project. Incomplete applications will not be considered.

Priority is given to nonprofit organizations with projects that contribute to Buncombe County's strategic priorities or sustainability goals.

For FY2020, no Strategic Partnership Grant applications will be considered for the strategic priorities "Affordable Housing" or "Early Childhood Education." Funding for affordable housing projects is managed through Buncombe County's Affordable Housing Services Program. Funding for early childhood projects will be managed through the newly forming Early Childhood Education and Development Fund.

### Project Name\*

Name of Project.

Financial Capabilities & Housing Program

### Amount Requested\*

\$15,000.00

### 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](#).

Increase financial capabilities for people to increase knowledge, build savings, and improve credit.

## Organization Description\*

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

OnTrack's mission is to help people achieve their money and housing goals through financial education, counseling and support so that they can overcome crises, afford basic needs, improve money management skills and make sound financial choices rooted in their values. Client build financial capabilities as they increase knowledge, build savings, improve credit and access appropriate financial products.

Highlights:

- 1-Building financial capabilities creates economic mobility and self-sufficiency by empowering people with knowledge, skills action and access to financial products.
- 2-Building assets through our matched savings and homebuyer programs impacts the racial wealth gap.
- 3-Building employer commitment and investment in workforce financial wellness programs gives employees tools and resources to address housing, credit and savings challenges.

## Project Description

What do you propose to do? What is your plan? What are your goals?

Whether someone wants to rent an apartment or buy a house, their MONEY and CREDIT will play a significant role in the options available and, most importantly, the cost!

Proposal/Plan: We are asking for support for OnTrack's Financial Capabilities & Housing Program which provides financial education, counseling, coaching and support to low-income, financially vulnerable people so they can create a foundation for their housing, credit and money stability and success. Program areas will be Credit, Budgeting/Money Management and Homeownership.

Goal: As clients increase their financial capabilities they:

- 1) create effective budgets to prioritize housing and build savings;
- 2) address credit issues that negatively impact housing and borrowing options; and
- 3) take steps toward homeownership to build assets now and for future generations.

## Key Steps\*

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

Our Financial Capabilities & Housing Program provides a clear path for clients:

Credit Builder clients begin with Credit Class to learn about credit reports/scores, overextended credit, collections, borrowing costs, and credit improvement. Then they meet with a Counselor to review credit reports/scores, develop a Credit Action Plan to address problems and set target dates for next steps and follow-up.

Money Management clients attend either a Budget & Debt Class or Manage Your Money series, followed by a counseling sessions to develop a budget, plan savings, deal with debt, create a tracking system and/or review banking options.

Homebuyer clients attend an Education series or Homebuying 101 class. Online education is available for those who can't attend in person. Homebuyer Counseling includes basic budgeting plus credit building for

homebuying, housing affordability and downpayment assistance information. Clients follow-up with their counselor on Homebuying Action Plan progress.

## 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](#).

Districts 1,2 and 3

All Buncombe County residents are eligible for services; however, this program focuses on low-income people who are cost burdened by unaffordable housing, lack budgeting skills, have poor credit histories or want to become homeowners.

We are working to expand awareness and utilization of our services by people of color because we believe our programs can help close the existing wealth gap. Our overall efforts are showing results. In 2013, only 12% of our agency clients (for all service types) were people of color; now it is 28% and for Buncombe County it is an impressive 32% with 21% being African American.

OnTrack's offices are in the United Way Building which has free parking and also is on the bus route making it convenient and accessible for people who use public transportation. Education and counseling are available on Saturdays and weekday evenings to meet the needs of people with varying work schedules or family responsibilities.

## 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 Financial Capabilities & Housing Program will serve 1,022 people.

Credit Builder Program will serve 265 people. Demographics: 80% with incomes below the Area Median Income(AMI); 64% female; 47% people of color. Credit Builder clients' goals often include qualifying for rentals or improving their score to qualify for better lending rates and decrease the cost of borrowing.

Money Management Program will serve 608 people. Demographics: 74% female, 29% people of color; 79% are below AMI. Clients want help dealing with debt, moving out of poverty, saving money or reaching other financial goals.

Homebuyer program will serve 149 people. Demographics: 78%, 40% people of color; 66% are below AMI. Many are first-time homebuyers who aren't familiar with the homebuying process, resources available, how to assemble a team of professionals, or how to change their financial behaviors (budgeting and credit) for sustainable homeownership.

## 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?

- Self-Help Credit Union: affordable products for OnTrack clients; OnTrack provides on-site financial counseling/coaching for its customers
- Community Action: OnTrack Financial Capabilities training for LifeWorks case managers
- Community Foundation: SECURE matched-savings program for low-income clients to build emergency savings and learn money/credit skills.
- YWCA, Community Action Opportunities, Verner Center: OnTrack provided SECURE program to clients and staff
- Mountain Housing Opportunities refers potential renters for credit improvement, provides homebuyer Down Payment Assistance and requires OnTrack's HOED
- Mutual referrals: Habitat for Humanity-affordable homeownership; Pisgah Legal Services-free legal advice for eligible consumers.
- HCA and YWCA: matched-savings homeownership and connect employees with OnTrack's services.
- The Biltmore Company offers OnTrack programs: Bridge (housing/childcare monthly subsidies), matched savings for homeownership, and Car Purchase.

## 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?

Associate Executive Director oversees counselors and educators, provides program management and reviews client feedback and program performance to ensure continuous quality improvement.

Program Development & Homebuyer Program Director manages program revisions, external partnerships, and community work groups/advocacy. Involved in Co-Think, Success Equation, Affordable Housing Advisory Committee.

9 certified Financial/Credit/Housing counselors (two bi-lingual) provide individual appointments to review clients' income, expenses, housing, debt, and credit to create realistic action plans. They also conduct client follow-up consultations/appointments as needed.

4 certified Financial Educators teach classes which are open to the community and offered on-site at partner agencies and employers.

3 Client Services Representatives (one bi-lingual) provide intake, screening, scheduling for education/counseling services.

Executive Director, Director of Finance offer administrative support.

## 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.

Success:

Credit Builder: 199 (75%) of clients take at least one Credit Action Step within 45 days of counseling

Homebuyer: 112 (75%) of clients take at least one Homebuyer Action Step within 45 days of counseling.

Action Plan results are tracked in our client management system.

Money Management: 547 (90%) of clients increase their knowledge/skills to manage/modify their monthly budget. Results of post-counseling client questionnaires are compiled in an excel spreadsheet.

Model: Prosperity Now reports “Evidence shows financial capability strategies—helping families access financial information, connecting them to safe and affordable financial products, building savings and wealth—boosts programmatic outcomes.”

Model: The 2016 HUD Homeownership Education and Counseling (HEC) study stated “HEC helps participants expand their housing searches, avoid risky purchases/mortgages, lower housing costs, improve credit scores, save more and avoid/resolve delinquency, default, and foreclosure.”

## 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 significant funding streams projected for this program include Community Foundation of WNC Matched Savings Program (approximately \$77K already committed), SunTrust’s Lighting the Way program (\$75K budget with October 2019 decision), United Way allocations (approximately \$67K with June 2019 decision), contract with Mission Health (\$60K already committed), HUD Housing Counseling grants (approximately \$53K with September/October 2019 decision), and Capital One SmartGrowth program (approximately \$39K with decision before June 2019).

## Sustainability\*

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

We will continue to pursue grants such as listed above for our important programs that promote housing stability and financial well-being.

OnTrack Workforce Programs gives us a structured way to work with employers on a “fee for service” basis which strengthens our agency’s cash flow while meeting the needs of local workers. The programs are helping local businesses provide employee programs to address unaffordable housing/childcare, lack of reliable transportation and homeownership. Our goal is to expand employer contracts and the availability of workplace financial wellness programs.

The OnTrack Keystone Society invites supporters to make a three year, undesignated financial commitment with two levels: individuals (\$5k/year) and businesses (\$10K/year). In 2018 we launched a Stepping Stone Giving Level (\$1,200/year). Our goal is to add more donors in general and especially to each major gift category year.

## 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.

OnTrack Strategic Partnership Grants-FY2020-budget.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.

OnTrack Audited Financial Statements FYE 6-30-18.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.

OnTrack IRS 990 FYE 6-30-18.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.

2019 OnTrack Board of Directors 01-22-19.pdf

## 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

Celeste Collins



Other attachments or supplemental information may be submitted to Rachael Nygaard at [rachael.nygaard@buncombecounty.org](mailto:rachael.nygaard@buncombecounty.org)

## File Attachment Summary

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### ***Applicant File Uploads***

- OnTrack Strategic Partnership Grants-FY2020-budget.xlsx
- OnTrack Audited Financial Statements FYE 6-30-18.pdf
- OnTrack IRS 990 FYE 6-30-18.pdf
- 2019 OnTrack Board of Directors 01-22-19.pdf