

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

<b>Project</b>	<b>GO Green! Enhancing Employment Pathways</b>
<b>Organization</b>	<b>Green Opportunities</b>

<b>Amount Requested</b>	\$200,000	<b>Strategic Priority or Sustainability Goal</b>	Diverse Workforce
<b>New or Renewal Request</b>	Renewal	<b>Commissioner Districts Served</b>	District 1

<b>Organization Description</b>	<ul style="list-style-type: none"> <li>Mission is to train, support and connect marginalized individuals to viable career pathways. The vision is to create “green” jobs and remove employment barriers in Asheville. Since then, GO has expanded into a full service agency with vocational training in construction, culinary arts, GED attainment and Ready to Work. GO equips students for jobs in WNC’s growing economy. The end result is to lift the standard of living for our region while providing qualified candidates for Asheville’s tight labor market.</li> </ul>
<b>Project Description</b>	<ul style="list-style-type: none"> <li>Will offer free vocational training and work transition assistance to 96 low-income, at-risk Buncombe County residents, ages 16-60. Those enrolled in GO programs are trained in industry aligned vocational career paths. They also receive comprehensive support services to meet practical living and social needs. All students who successfully train with GO receive work placement assistance. They are also eligible to receive support services and counseling from case managers for 12-months following program completion.</li> </ul>
<b>People Served</b>	<ul style="list-style-type: none"> <li>Will serve 96 marginalized adults, ages 18-60, who are seeking job placement assistance and are residents of Buncombe County. Of that number, 100-percent qualify as low or extremely low income according to federal guidelines. Many have, at minimum, three or more at-risk factors that impede their participation in the workforce. The most common at-risk factors include: low educational attainment; underemployment or chronic unemployment; substance use; homelessness; incarceration or criminal histories. Many of these individuals live in predominately African American communities with long-standing histories of institutional racism and economic exclusion.</li> </ul>
<b>Outcomes</b>	<ul style="list-style-type: none"> <li>Tracks student progress at regular intervals throughout their participation. A combination of anecdotal notes, such as: instructor progress reports, student satisfaction surveys, the completion of milestones identified in each student's custom work plan and verbal student feedback are all used to measure results, such as: number of acquired certifications, number of job placements, length of time on a job placement, hourly wages earned and the measurable change in household income and living conditions</li> </ul>

<b>Budget</b>			
<b>Amount Funded FY2019</b>	\$50,000	<b>Increase Request</b>	\$150,000
<b>Project Budget</b>		<b>Total Organization Budget</b>	
<b>Other Funding Sources:</b> Grants, donations, special events, corporate sponsors			

<b>Additional Information</b>
<ul style="list-style-type: none"> <li>Slightly behind on performance targets for FY2019 grant based on seasonality and anticipated to meet by end of year</li> </ul>

# GO Green! Enhancing Employment Pathways

---

*FY2020 Strategic Partnership Grants*

## ***Green Opportunities***

---

Lisa Lemons  
PO Box 7235  
Asheville, NC 28802

info@greenopportunities.org  
O: 828-398-4158

## ***Lisa Lemons***

---

PO Box 7235  
Asheville, North Carolina 28802

lalemons@greenopportunities.org  
O: 828-398-4158

# Application Form

---

## Question Group

---

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.

GO Green! Enhancing Employment Pathways

### Amount Requested\*

\$200,000.00

### 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](#).

Diverse Community Workforce

### 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](#).

## Organization Description\*

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

Green Opportunities' mission is to train, support and connect marginalized individuals to viable career pathways. GO is the brainchild of Dan Leroy & Dwayne Barton. Both men shared a common vision to create "green" jobs and remove employment barriers in Asheville. Since then, GO has expanded into a full service agency with vocational training in construction, culinary arts, GED attainment and Ready to Work.

GO equips students for jobs in WNC's growing economy. The end result: GO lifts the standard of living for our region while providing qualified candidates for Asheville's tight labor market.

We are pleased to share that in 2018:

- GO graduated 96 students
- Delia Landing, local caterer and GO alum, was selected as After 5 Asheville's first minority vendor
- J. Hackett, Executive Director, was voted Asheville's Chamber of Commerce Business Man of the Month
- And, GO was recognized by Mountain Area Workforce Development for its pre-apprentice programs

## Project Description

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

Green Opportunities will offer free vocational training and work transition assistance to 96 low-income, at-risk Buncombe County residents, ages 16-60. Those enrolled in GO programs are trained in industry-aligned vocational career paths. They also receive comprehensive support services to meet practical living and social needs. All students who successfully train with GO receive work placement assistance. They are also eligible to receive support services and counseling from case managers for 12-months following program completion.

Our end goal is to help marginalized individuals gain the vocational and soft skills necessary to achieve long-term financial self-sufficiency. This improves community sustainability and breaks the cycle of generational poverty.

## Key Steps\*

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

GO's programming year aligns with its fiscal calendar of July 1- June 30. Programs run in organized cohorts at regularly scheduled intervals throughout the year. The YouthBuild Construction is a 6-9 month program and the Culinary program lasts for 17 weeks. Ready to Work pairs students with short-term racks leading to specific career outcomes, such as peer support specialist. The duration of Ready to Work varies by the requirements of the selected track.

Tasks:

Conducts Open Houses and Enrollment Days to fill open spots  
 Prospective students complete the intake process and life/academic assessment  
 Case managers develop a custom work plan for each student outlining necessary milestones and timelines  
 Once enrolled, prospective students attend a "challenge week" to prepare for upcoming cohort  
 Actual training takes place and students earn credentials  
 Job developers find work placements or advanced training optys

Case management, support services and work placement are on-going

### 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](#).

Programs are open to low income residents, ages 16-60, of Buncombe County. A large concentration of students are drawn from US Census Tracts 2 and 9, which are in close physical proximity to Green Opportunities Training Facility located at 133 Livingston in the heart of South Asheville. Our students largely reside in Commissioner District #1.

### 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.

GO will serve 96 marginalized adults, ages 18-60, who are seeking job placement assistance and are residents of Buncombe County. Of that number, 100-percent qualify as low or extremely low income according to federal guidelines. Many have, at minimum, three or more at-risk factors that impede their participation in the workforce. The most common at-risk factors include: low educational attainment; underemployment or chronic unemployment; substance use; homelessness; incarceration or criminal histories. Many of these individuals live in predominately African American communities with long-standing histories of institutional racism and economic exclusion.

### 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?

Green Opportunities works with more than 40 community partners to realize its training and job placement goals. Vital collaborative partners include: United Way, AB Technical Community College, Manna Food Bank, YWCA, Buncombe County Partnership for Children, City of Asheville, Biltmore Farms, Association of Independent Restaurants, Goodwill Industries, SPARC, Asheville Housing Authority, UNC of Asheville and a host of others.

SPARC and Goodwill Industries performs similar services as GO, but no organization provides the level of support services that "wrap around" each student from the beginning of enrollment through 12-months following program completion in the manner that GO provides. GO traditionally serves persons that are the hardest to place and gives the most in-depth level of services.

### 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?

The key leaders responsible for GO workforce programs are:

J. Hackett, Executive Director, who is responsible for the daily administration of all GO programs. He has served in this role for the past four years and brings both corporate and nonprofit management experience to his job.

Gwen Hill, Program Director, oversees curriculum design, staff placement, case management services, program compliance and evaluation.

Eric Howell, YouthBuild Manager, oversees the daily implementation of the YouthBuild training program and related certifications.

Hayette Bouras, Kitchen Ready, oversees the daily implementation of the culinary program and catering social enterprise

Anthony Thomas, Upstaff Personnel Director, develops employer relationships and oversees placement opportunities for students and grads of GO

Franchesca Figaro - oversees fiscal management of all programs

## 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.

GO tracks student progress at regular intervals throughout their participation. A combination of anecdotal notes, such as: instructor progress reports, student satisfaction surveys, the completion of milestones identified in each student's custom work plan and verbal student feedback are all used to measure results. In addition, GO gleans insight into program effectiveness by measuring such quantitative data as: number of acquired certifications, number of job placements, length of time on a job placement, hourly wages earned and the measurable change in household income and living conditions.

Case managers and direct program staff are trained in the use of Salesforce, GO's data tracking software. Reports generated from this data show trends in student participation, gains in workplace skills, educational attainment and other desired outcomes.

All GO programs are designed and executed using evidence-based training models from such partners as the US Dept. of Labor and AB Tech.

## 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?

GO will actively compete for grant funding from new and existing funding sources, including but not limited to: the City of Asheville, Mountain Area Workforce Development, Mission Health, Vaya and a host of other foundations and charitable sources.

GO is also planning to launch its first multiple-year giving society among new and existing donors. The society will be introduced through GO's Legacy Builders Fundraising Breakfast scheduled for May 2019. The giving society is meant to create sustainable, unrestricted funding for GO. This initiative will be conducted as part of GO's general fundraising efforts that include: annual gifts, special events, corporate sponsors, Giving Tuesday, grants and other activities.

## Sustainability\*

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

GO operates two social enterprise programs, namely Southside Kitchen Catering and Southside Woodworks. Both enterprises produce and sell products that feed revenue back into GO's general operations.

GO also engages in year around fundraising activities. It has a strong history of acquiring grant funding and some private support to underwrite programming. GO added a fund development professional to its staff near the close of 2018 to identify and build on private donor relationships, assist with uncovering additional grant opportunities and explore alternative channels of funding.

The administrative/development teams are seeking ways to build grow GO's relationship with Mission Hospital and the Dogwood Alliance along with other key community funders.

## 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.

GO Buncombe County SPF FY20.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.

FINAL GO 2017 Financial Statements-1.recent audit as of 12.2018.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.

GO IRS Determination 501c3.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.

GO Board List Contact FY19.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

Heavenly Jackson, 02.08.2019

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

## File Attachment Summary

---

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

- GO Buncombe County SPF FY20.xlsx
- FINAL GO 2017 Financial Statements-1.recent audit as of 12.2018.pdf
- GO IRS Determination 501c3.pdf
- GO Board List Contact FY19.pdf