

# The Hand-Up Project

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*FY2021 Strategic Partnership Grants*

## ***YMI Cultural Center***

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Ms. Dewana LaShanda Little  
39 S. Market Street  
Asheville, North Carolina 28801

ymicc@att.net  
O: 8282574045  
M: 8287476097

## ***Ms. Dewana LaShanda Little***

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71 short Madison Ave  
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dlittle@ymiculturalcenter.org  
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# Application Form

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## ***INSTRUCTIONS***

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As part of the FY2021 Strategic Partnership Grants program, Buncombe County requests proposals for community-based projects working toward outcomes in alignment with Strategic Plan focus areas.

Please refer to the Grant Guidelines published on the Strategic Partnership Grants website at [buncombecounty.org/grants](http://buncombecounty.org/grants) for complete information about the grant program, including: Purpose; Funding; Eligibility; Timeline; Grant writing workshop; Review process; Awards; and more.

**Applications are due by 5:00 on February 14, 2020.**

## ***BASIC INFORMATION***

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**BASIC INFORMATION – Before completing the application, please tell us a little about the request.**

### **Project Name\***

The Hand-Up Project

### **Strategy\***

Recognizing that some projects will use more than one strategy, select the strategy that most closely applies to this project:

- Environmental Stewardship - High quality air, water, farmland and renewable energy for future generations
- Educated & Capable Community - A county where all people thrive and demonstrate resilience throughout their lives
- Vibrant Economy - A robust and sustainable economy that builds on homegrown industries/talent and provides economic mobility for all
- Resident Well-Being - A county where residents are safe, healthy, and engaged in their community

Vibrant Economy

### **Funding Request\***

How much funding is this project requesting for FY2021?

\$40,000.00

## Grant Guidelines\*

Have you read and understand the information presented in the FY2021 Grant Guidelines Strategic Partnership Grants?

Click here for the Grant Guidelines.

If no, please contact County staff to request assistance: Rachael Nygaard, (828) 250-6536 or rachael.nygaard@buncombecounty.org.

Yes

## Nonprofit Status\*

Upload proof of nonprofit status, such as IRS Determination Letter or documentation from the North Carolina Secretary of State. If this documentation is not available, briefly state the reason.

1984 IRS Determination Letter.pdf

## Board of Directors\*

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.

YMI Board List 2019-20.pdf

# APPLICATION

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**APPLICATION QUESTIONS – Responses to these questions will be scored by the grant committee. Each question is worth 10% of the final score.**

## Organization\*

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

Mission: The YMI Cultural Center elevates Black communities through cultural, economic and leadership development activities.

The YMI is 127 years old, founded by Mr. Isaac Dickson, Dr. Edward Stephens and George Vanderbilt, in 1892. Post-slavery, it was the center of the civic, cultural and business life of Asheville's black community and it continues to be a preferred location. The YMICC is upholding the pre-determined commitment of the YMI's predecessors to the Black community. "to improve the moral fiber of the black people through education focusing on social, cultural, business and religious life". The YMI was one of the first Businesses that made up the Historical Black Business District of Eagle Market Street. We are historically designated locally and nationally.

The 127-year-old institution was constructed in 1892 and in 1893, the YMI's doors opened. Post-slavery, The YMI was the true center of the civic, cultural and business life of Asheville's black community. YMI stands for the originally incorporated name known as the "Young Men's Institute". Our annual Goombay Festival is a 39-year-old event that brings out thousands of people every year. We are still standing strong after all of these years and are ever committed to the preservation of our history and the Elevation of our community.

## Need for the Project\*

What is the main issue this project is established to address? What data or qualitative factors/stories are available to show that need?

This project is established to addressing disparities in economically disadvantaged People of Color (POC), such as health, Employability and educational inequalities. The vision for this project is the Elevation of the African American/Black community. Our Vision is "Moving Black Culture Forward". As we look at the recent statistical data for Buncombe County it is clear from the data that shows disparities in every category from economics to Health to education that there is a racial divide. The YMI Cultural Center (YMICC) is mission driven to elevate the Black community and this project is one of the drivers that we will be utilizing to further of mission by providing programming that promotes Health, Civic Engagement, Economic and Leadership Development. The shared vision and the hope is to implement programming in partnership with community, city and county departments, nonprofit and for profit entities that helps to reduce the deficits across all categories. We recognize that it is going to take all of us working together to influence the change that we want to see. The problems were not created overnight and the solutions will not work overnight but as long as we are working towards community centered, shared goals then all can be accomplished. This project is to unite the community around impactful programming that improves the socioeconomic and educational achievements for people of color (POC). We cannot keep talking about the issues as the problem get worse but we have to take action and the YMICC historically has been the place for this type of initiative.

## Project\*

Explain the project and how it will work. Include the overall purpose and any models or evidence-based practices that will be included. What specific activities and milestones are included in the project plan?

We propose to implement programming that promotes Health, Civic Engagement, Economic and Leadership Development. The implementation of these programs will be community driven and centered in partnership with other agencies. Economic Development: we will be working in partnership with the COA's Economic Development and Community Engagement staff to provide training for minority business owners and contractors to support them in building capacity to competitively bid and procure contracts, as well as the economic infusion in low-wealth communities through the intentional search and hiring of minority contractors for the YMI renovations. We will also be working with Workforce Development agencies and initiatives to support the establishment of a reintroduction to Skilled trades and workforce development opportunities. Leadership Development and Civic Engagement: with a focus on "Youth", who will be offered stipends for attending school board, city and county meetings and tasked with identifying issues within their respective community, and developing solutions. Health programming: with a focus on healing and self-care through classes and other health related activities. The YMI Cultural Center will refurbish and operate a computer lab and co-working space for a variety of uses including, but not limited to, student/youth and other community use, group co-working projects, workshops and programming, business development, and minority business use. Programming implemented will promote health, civic engagement, and economic & leadership development to uphold the commitment of the YMI Cultural Center as the center of the civic, cultural, and business life of Buncombe county's black community.

## People Served\*

How many people will be served by this project? Describe the people served, including demographics such as geography, income, race & ethnicity, age, etc.

This project will serve all members of the community but is mission specific to Black/African Americans. We serve all demographics without limits, even though we are mission driven to elevate the Black community we are inclusive of all. We recognize that in order to influence the change that we want to see in greater community that has an impact on the racial disparities across all categories is through the unity of us all.

## Results\*

What results do you hope to achieve with this project? Be specific about how much impact the project will have in line with Commissioner focus areas.

We propose to implement programming that promotes Health, Civic Engagement, Economic and Leadership Development. The implementation of these programs will be community driven and centered in partnership with other agencies. Economic Development: we will be working in partnership with the COA's Economic Development and Community Engagement staff to provide training for minority business owners and contractors to support them in building capacity to competitively bid and procure contracts, as well as the economic infusion in low-wealth communities through the intentional search and hiring of minority contractors for the YMI renovations. Leadership Development and Civic Engagement: with a focus on "Youth", who will be offered stipends for attending school board, city and county meetings and tasked with identifying issues within their respective community, and developing solutions. Health programming: with a focus on healing and self-care through classes and other health related activities.

## Evaluation\*

How will you know you have succeeded? Explain the project evaluation process, including specific measures that will be tracked.

Success of each program area will be assessed through pre and post surveys of participants, community input sessions, and final review with program staff. Success for this project will be the increased engagement of POC in programs and increased awareness.

## Collaboration\*

List any formal and/or supportive partners. Describe their roles in the project. How will they make it stronger?

There are no organizations in WNC who is mission specific to elevate the Black community. We are working with several agencies for events and programming like UNCA, Self-Help Credit Union, Wake Forest University School of Divinity, Delta House, as well as community groups like Medicare for All, Sister Cities and local artist, caters, entrepreneurs and community members. All of our partners are helping us to reach our Restoring the YMI goals. The goals of this initiative outside of the renovations includes: The 5 Rs of campaign. Resurrect - The YMICC under new leadership, Revive - The Legacy of the YMICC, Reconnect - To community which historically has been the root and driver of the success of the YMICC, Restore - Relationships with supporters of the YMICC, Restructure - The internal business model for the YMICC. We are in partnership with several local for-profit and non-profit organizations, UNCA, and Chapel Hill. The local Colleges and Universities partners with us on curation projects, and other classes taught in our facilities that are open to the public. Local for-profit businesses partner with us around promotion of our programs, events and our agency as a whole. Through our partnership with local nonprofits and community members we are able to not only, implement programming based on the needs or interest of the community but to also have community advisory committees that support the work of the YMI.

## Budget\*

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

Explain how grant funds will be used, specifically what type of expenses will be covered by County funds. Describe other sources of revenue, including type of funding, source, restrictions and status.

YMICC FY21\_SPGrant\_Budget\_Form (1).pdf

County Funds will be used for operational expenses, training, travel, equipment, marketing, client support, contracted services, meetings, insurance and other supplies. We have other committed funding to support this project from local grants, sponsors and In-kind donations of time and services.

## Other County Funding\*

List all other Buncombe County funding that is provided to your organization. For each item, list the project being funded, amount of funding, source (grant, departmental contract, etc.) and whether funding is to be renewed for FY2021.

We receive "No" county funding at this time.

## Sustainability\*

How will the project continue to succeed after the funding of the grant? Explain your plan for making this an ongoing effort.

This project will be maintained and Managed in a collaborative of Executive Director, Staff, Board and community partners. This project will self-sustain due to the increase in income from the additional rent through the co-working space options, and the upgrades to existing rental spaces scheduled to take place this year. This will also give us the capacity to offer co-working space for

minority businesses owners. In future years I foresee the YMI Cultural center becoming the destination for

cultural, leadership and economic activities as it continues to be a preferred location for events, exhibitions,

meetings and businesses.

## OPTIONAL INFORMATION

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**OPTIONAL INFORMATION – This information will not impact grant scoring but will be helpful to the committee.**

### Partial Funding

If the project were to be offered a grant for partial funding, what factors would need to be considered?

If we were able to be offered partial funding, I feel that would be better than no funding. If this were to happen then we would work to raise the necessary funds needed or down size the project to fit the funding available. However, please take into consideration that we are applying to be fully funded at the requested amount.

## Resource Support

Beyond this grant request, how can Buncombe County support your organization with this project and in strengthening your work?

Beyond this Grant Buncombe County could recognize the YMI Cultural Center as one of the oldest African American Cultural centers in our nation, one of the last standing African American/Black lead agencies in our city and an historical asset to to county. This recognition could come in the form of us being a budgetary line item for operational support annually or funding opportunities to support restoration/renovations of the building. The county would be investing in the Black community and the preservation of our rich History here. I do think that this is an opportunity for us to strategically partner for mutual benefit.

## Other

Is there anything else that you want the committee to know?

## File Attachment Summary

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

- 1984 IRS Determination Letter.pdf
- YMI Board List 2019-20.pdf
- YMICC FY21\_SPGrant\_Budget\_Form (1).pdf



Internal Revenue Service  
District Director

Department of the Treasury

Date:

JUL 03 1984

YMI Cultural Center  
P. O. Box 7301  
Asheville, NC 28807

Our Letter Dated:

October, 1981

Person to Contact:

Cheryl Mahle/dh

Contact Telephone Number:

(404) 221-4516

Employer Identification Number:

58-1448997

File Folder Number:

580015017

Dear Sir or Madam:

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

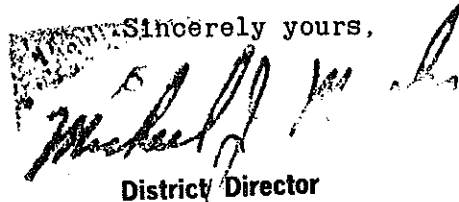
Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Internal Revenue Code, because you are an organization of the type described in section \_\_\_\_\*. Your exempt status under section 501(c)(3) of the code is still in effect.

Grantors and contributors may rely on this determination until the Internal Revenue Service publishes notice to the contrary. However, a grantor or a contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section \_\_\_\_\* status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section \_\_\_\_\* organization.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



District Director

\* 170(b)(1)(A)(vi) and 509(a)(1)

## **YMI CULTURAL CENTER BOARD OF DIRECTORS 2019-2020**

Anthony Thomas – YMI Board Chair

14 Old Chapman Place

Leicester, NC 28748

- General Manager – UpStaff Personnel
- Mountain Housing Opportunities – Board Member
- Francine Delany New School – Board Member
- LEAF – Board Member

lindia Pearson – YMI Board Vice Chair

5F Stewart Street

Asheville, NC 28806

(828) 407-0318

- Accountant II – Green Opportunities
- Residents Council of Asheville Housing Authority
- Pisgah View Tenant Association
- Pisgah Legal-Board Member
- Green Opportunities

Nina Ireland – YMI Board Secretary

14 Jordan St Asheville NC 28801

828 216-6005

- Insurance Agent/bail agent

Macky Bah – YMI Board Treasurer

85 Arlington Street, Asheville, 28801 NC

917 328 2450

- Chief Financial Officer at Neota Logic
- Chief Financial Officer at Compliance HR

Monica McDaniel

478 Caribou Rd.

Asheville, NC 28803

8282807269

- Childcare Teacher – Asheville JCC

James Love

809 Turtle Creek Dr

336-264-8737

- Support Staff at Autism Society of North Carolina
- LEAF Teaching Artist

Joseph Hackett

2 Herman St. Asheville, NC 28801

828-785-0233

- Pastor – New Mt Olive Missionary Baptist Church
- Board Chair of Asheville City Schools Foundation

Troy Taylor

98 Woodward Asheville NC 28804

484.477.7196

- Music Producer/Teaching Artist
- Burton St. Community Association
- Just Folks Organization of Asheville

Sherman Williams

PO Box 2414; Asheville, NC 28802.

(828) 505-6118

- Founder/Director – Front Management Sports, Education, and Youth Development Agency
- Green Opportunities – Board Co-Chair

## Strategic Partnership Grants Proposed FY2021 Project Budget (July 1, 2020 - June 30, 2021)

<b>Organization Name:</b>	
<b>Project Name:</b>	
<b>Grant Amount Requested:</b>	

<b>FY2021 Proposed Project Revenue</b>	<b>Amount</b>	<b>Committed or Pending?</b>
Proposed Buncombe County Strategic Partnerships Grant	\$ 40,000	
Local Grant	\$ 10,000	Committed
In-kind	\$ 10,000	Committed
Sponsorship	\$ 5,000	Committed
<b>Total</b>	<b>\$ 65,000</b>	

<b>FY2021 Proposed Project Expenses</b>	<b>Proposed Grant</b>	<b>Other Funds</b>	<b>Total</b>	<b>Notes</b>
Personnel	\$ 8,000	\$ 2,000	\$ 10,000	
Training	\$ 1,000	\$ 2,000	\$ 3,000	
Travel	\$ 8,000	\$ 2,000	\$ 10,000	
Supplies / Materials	\$ 1,000	\$ 1,000	\$ 2,000	
Meetings (Food, Interpreting, Child Care, etc.)	\$ 5,000	\$ 2,000	\$ 7,000	
Equipment / Furniture	\$ 1,500	\$ 3,000	\$ 4,500	
Printing / Marketing	\$ 1,500	\$ 1,500	\$ 3,000	
Licensing / Memberships / Dues / Subscriptions			\$ -	
Client Support	\$ 3,000	\$ 5,000	\$ 8,000	
Contracts	\$ 8,000	\$ 2,500	\$ 10,500	
Professional Services (Legal, Accounting, etc.)			\$ -	
Insurance and Bonds	\$ 1,000	\$ 2,000	\$ 3,000	
Building Maintenance (Rent, Utilities, Repairs, etc.)	\$ 2,000	\$ 2,000	\$ 4,000	
List other costs:			\$ -	
List other costs:			\$ -	
List other costs:			\$ -	
List other costs:			\$ -	
<b>Total</b>			<b>\$ 65,000</b>	

<b>Overall Organization Budget</b>	<b>Amount</b>	<b>Notes</b>
FY2019 Actual Year-End Revenue	\$ 166,021	
FY2019 Actual Year-End Expenses	\$ 139,364	
FY2020 Adopted Budget Amount	\$ 250,000	
FY2021 Proposed Budget Amount	\$ 950,000	