

Getting Ahead in a Just Getting By World

FY2021 Strategic Partnership Grants

YWCA of Asheville and Western North Carolina

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Application Form

INSTRUCTIONS

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 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

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

Project Name*

Getting Ahead in a Just Getting By World

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

Educated & Capable Community

Funding Request*

How much funding is this project requesting for FY2021?

\$30,000.00

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.

501 c 3 letter September 2015.pdf

The YWCA of Asheville and Western North Carolina is a 501c3. Please see uploaded verification letter.

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.

UPDATED Board List 19-20.pdf

APPLICATION

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.

In 1907, the YWCA of Asheville formed as a boarding home for women coming into the city to work. Since then, the YW has responded to the changing needs of our community and impacts over 3,000 individuals per year. The YWCA of Asheville is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom, and dignity for all. The YWCA works to accomplish this mission by providing programs that help bridge gaps in education, earning power, health and wellness, and access to childcare for low-income and/or minority families in our community.

This year will be 113 years of the YWCA working to eliminate racism and empower women!

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?

YWCA's Getting Ahead in a Just Gettin' By World (GA) program furthers County Commission's Vision by providing a service that directly supports affordable housing and increased employment opportunities. Almost 40% of women in WNC live near or below the federal poverty line even though 72% are employed (The Status of Women in Western North Carolina, 2013). Getting Ahead seeks to increase the economic resiliency of low-income women in order to reduce the number of women in our area who live below the poverty line.

Based in Ruby Payne's Bridges model, GA is a 40-hour workshop that empowers women in poverty to build their resources for a more prosperous life for themselves, their families, and their communities. GA has two tracks, the first at the micro level working with women and families to understand the causes of poverty and to build resources and networks to economic security. Second, working at a community level to build bridges out of poverty rather than sustain the status quo. GA graduates are given the opportunity to join community task forces, boards, committees, etc.

Goals: 1) After attending the workshop series, 80% of participants will report an increased understanding of the causes of poverty and demonstrate knowledge of how to access resources, reducing barriers to employment.

2) With case management, 70% of participants will build their resources and report increases in income, educational goals, employment status, a decrease in debt and/or a positive change in support systems.

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?

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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.

children could be positively impacted by their parent's economic advancement as a result of GA. GA targets low-income women whom are diverse in age and ethnicity, living at or below 200% of the Federal poverty index line, and living in the City of Asheville and Buncombe County. We plan to target survivors of

domestic and sexual violence, and mothers of young children in the upcoming year. In 2018-19 GA participants consisted of 65% African American, 30% Caucasian, 5% mixed race women, ages 19-80.

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.

It is our expectation that we will achieve the following goals:

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We believe that this project will have a great impact on the Commission focus area as it pertains to an "Educated and Capable Community". We understand that poverty is systemic. We also understand that in order to break this cycle of poverty that individuals need to understand these systems and learn ways to navigate them. In GA, that is what we strive to do and have accomplished in the past.

Our participants come together to learn ways to break the system of poverty in order to make better lives for themselves and their families. We offer 18 months of case management, collaborate with other organization to make sure that we are working with the whole situation and not just a piece of it. We provide a solid foundation upon which to grow from. We teach life skills that can be taken and applied immediately after each class. We help to educate and create those capable communities that is spoken about in the Commissioners focus area.

Evaluation*

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

The curriculum uses The Getting Ahead Outcome Indicators Scale to track success. The scale is composed of multiple concrete indicators in seven areas—Stability of Life, Financial Resources, Emotional Resources, Mental Resources, Language Resources, Social Support Resources, Physical Resources—and qualitative indicators in five areas—Spiritual, Integrity, Motivation, Role Models, and Knowledge of the Hidden Rules. It is designed to provide an array of indicators in each area that can be tailored to reflect the needs and desired outcomes of individual participants. Progress will be tracked every six months. The scale for Meeting Standards is composed of four options: (1) No Action, (2) Initiated but Not Achieved, (3) Achieved, and (4) Maintained over Time. The current version was the result of multiple reviews by an expert panel (DeVol, Pfarr, and Dreussi Smith) and pilot-testing in sites using the model.

Collaboration*

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

Similar services in the past and currently are Asheville are Verner Center's Moms on the Move (MOM), Community Action Opportunities' Lifeworks (LW), and the Housing Authority's Family Self Sufficiency (FSS) program. LW and FSS provide similar case management services, but unlike GA, do not offer a structured curriculum that

dives into the systemic causes of poverty. We will cross refer with MOM and Lifeworks. Many organizations serve similar beneficiaries including several of our partners such as Our VOICE, Helpmate, Habitat for Humanity, and Wheels for Hope. We partner with various agencies to offer GA to their clients and to refer YW's clients to their services when appropriate, such as OnTrack.

With this said, there are no other programs that offer the stipend component that we offer. This stipend which is paid at the successful completion of the cohort is what draws most people in and keeps them there.

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.

Getting Ahead - COMPLETED FY21_SPGrant_Budget_Form.xlsx

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.

Other funding sources for this project include United Way (confirmed - 3 year grant), Wells Fargo (confirmed), Community Foundation of Western North Carolina (applying for), City of Asheville (confirmed) Additionally, we will be re-applying for these grants as these opportunities become available over the next several months FY20/21. These funding streams have been stable over the past 4-6 years.

Sustainability*

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

YW's 111 year history, financial leadership, and resiliency predict future sustainability. The organization has no long-term debt, a strong asset to liability ratio, and a diverse revenue stream. Over the past five years YW completed a Financial Sustainability Plan, a business plan, and the CCA and the CCRE assessment tool . Most recently board and staff completed the CCAT, Core Capacity Assessment Tool, through WNC Nonprofit Pathways which is leading to an increased focus on building a thriving organizational culture. With quick implementation, we turned around deficits caused by changes to the voucher system for school aged children. We invested in a fundraising model to increase individual gifts through tours and an annual luncheon. In the past three years we've raised over \$700,000 in cash and five year pledges. United Way funded GA last year and we will be applying for their funding FY 20/21.

OPTIONAL INFORMATION

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 offered a grant for partial funding, we would be able to run the program but we would not be able to serve as many participants.

Resource Support

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

It would be helpful that as Buncombe County looks at grant funding and support of agencies that they look at 1) ways to conduct site visits so that they can see the work that is being done and 2) offer mutli-year grants to make it easier on the agencies who are applying for these grants.

Other

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

Yes, we appreciate all the support that we have received for the County if the past years. Your generosity helps to build better lives.

File Attachment Summary

Applicant File Uploads

- 501 c 3 letter September 2015.pdf
- UPDATED Board List 19-20.pdf
- Getting Ahead - COMPLETED FY21_SPGrant_Budget_Form.xlsx

CINCINNATI OH 45999-0038

In reply refer to: 0248206070
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BODC: TE

YWCA OF ASHEVILLE AND WESTERN NORTH
CAROLINA INC
185 S FRENCH BROAD AVE
ASHEVILLE NC 28801

052085

Employer Identification Number: 56-0547476
Person to Contact: Mrs. Turner
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Aug. 25, 2015, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in July 1971.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

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YWCA OF ASHEVILLE AND WESTERN NORTH
CAROLINA INC
185 S FRENCH BROAD AVE
ASHEVILLE NC 28801

If you have any questions, please call us at the telephone number
shown in the heading of this letter.

Sincerely yours,

Doris P. Kenwright

Doris Kenwright, Operation Mgr.
Accounts Management Operations 1

YWCA of Asheville
Board of Directors July 1, 2019- June 30, 2020

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First	Last	Preferred Email
Alaina	Nelson	alaina.nelson@edwardjones.com
Betsey	Russell	betseyrussell@gmail.com
Chloe	White Serapio	cwhite232@hotmail.com
Jackie	Kiger	jaclynkiger@gmail.com
Jerri	Jameson	jerri.jameson2@gmail.com
Jessica	Hooper	jessica.gaskin@yahoo.com
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Veronika	Gunter	veronika.gunter@gmail.com
Yolanda	Fair	yolanda.fair@gmail.com
Zakiya	Bell-Rogers	zkbrogers@gmail.com

Officers

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 1st Vice President Jessica Hooper
 2nd Vice President
 Secretary
 Treasurer
 Sustainability Chair Lindsey Wilson

CEO Libby Kyles
 CFO Suzy Johnson
 CPO Sala Menaya-Merritt
 CAO Coryn Harris

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

Organization Name:	YWCA OF ASHEVILLE AND WESERN NORTH CAROLINA
Project Name:	GETTING AHEAD IN A JUST GETTING BY WORLD
Grant Amount Requested:	\$30,000

FY2021 Proposed Project Revenue	Amount	Committed or Pending?
Proposed Buncombe County Strategic Partnerships Grant	\$ 30,000	
United Way	\$ 23,850	Committed
List other sources:		
List other sources:		
List other sources:		
List other sources:		
List other sources:		
List other sources:		
Total	\$ 53,850	

FY2021 Proposed Project Expenses	Proposed Grant	Other Funds	Total	Notes
Personnel	\$ 13,920	\$ 86,415	\$ 100,335	% of Getting Ahead Coordinator
Training		\$ 500	\$ 500	
Travel			\$ -	
Supplies / Materials			\$ -	
Meetings (Food, Interpreting, Child Care, etc.)	\$ 7,880		\$ 7,880	Food, Child Care, Transportation
Equipment / Furniture			\$ -	
Printing / Marketing			\$ -	
Licensing / Memberships / Dues / Subscriptions			\$ -	
Client Support	\$ 8,200	\$ -	\$ 8,200	Program supplies (books, etc.), stipends
Contracts			\$ -	
Professional Services (Legal, Accounting, etc.)		\$ 150	\$ 150	
Insurance and Bonds		\$ 354	\$ 354	
Building Maintenance (Rent, Utilities, Repairs, etc.)		\$ 4,461	\$ 4,461	
Benefits		\$ 22,289	\$ 22,289	
List other costs:			\$ -	
List other costs:			\$ -	
List other costs:			\$ -	
Total			\$ 144,168	

Overall Organization Budget	Amount	Notes
FY2019 Actual Year-End Revenue	\$ 3,640,924	Fiscal Year 7/18 to 6/19
FY2019 Actual Year-End Expenses	\$ 3,485,782	Fiscal Year 7/18 to 6/19
FY2020 Adopted Budget Amount	\$ (275,502)	Fiscal Year 7/19 to 6/20 - Net Profit/(Loss)
FY2021 Proposed Budget Amount	\$ -	Planning for Fiscal Year 7/20 to 6/21 begins in March 2020