

YWCA Swim Equity Program

FY2021 Strategic Partnership Grants

YWCA of Asheville and Western North Carolina

Beth Maczka
185 S. French Broad
Asheville, NC 28801

O: 828-254-7206

Sala Merritt

185 S. French Broad
Asheville, NC 28801

grants@ywcaofasheville.org
O: 828-254-7206 ext. 206

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*

YWCA Swim Equity Program

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

Resident Well-Being

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

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 2,000 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.

In 2019, we revisited our partnership with Asheville Middle School and began to offer swim lessons to the IRL (In Real Life) program. This is offered to 32 low-income students providing them the opportunity to

learn to swim after school! This is not a new partnership there were some challenges in 2017 that have since been resolved and the program is back on FY19/20.

The YWCA is going into its' 112th year of eliminating racism and empowering women!

Lastly, but not the least, in the past year the YWCA of Asheville has hired its' 2nd African American , female, CEO - Libby Kyles who is a native Ashevilleian.

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?

Drowning is the leading unintentional cause of death for children under four. African-American children ages 5-19 are almost six times more likely to drown than white children of the same age. This inequality is historically rooted in racism including slavery, the Jim Crow laws of the American South, and today's anglicized ideas of beauty. Since the early 1950s, the YWCA of Asheville has been teaching children of color to swim. We were one of the first pools in WNC to integrate and we continue to provide one of the few diverse pools in the area today. The YW has taught generations of families to swim in an effort to combat the shocking inequities in drowning deaths among children. We are now working to expand our Swim Equity Program to even more children in the community that may otherwise never be exposed or have access to this life-saving skill.

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 appreciate support for swim lessons with Asheville Middle school, due to scheduling challenges, after the first semester we repurposed grant money to serve Asheville City Preschool, and 5 other programs which serve underserved children. Funding from the Buncombe County Strategic Partnership Grant will allow us to continue the program, offering 32 weeks of swim instruction per year to 140 children through Asheville City Preschool(ACPS), Asheville Middle School's In Real Life (IRL) Program, and participants in the YWCA's Early Learning Program (ELP). Through these initiatives we will address the inequality in drowning deaths, the inequity in access to recreational facilities and instruction, and promote a low-impact form of physical activity among a population that is at a greater risk of obesity and other health issues.

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.

The YW's Swim Equity project will serve up to 238 children per year per year. We will offer 16 weeks of swim instruction -- one session in fall (8 weeks) and one session in spring (8 weeks). Each session will serve 208 Asheville City Preschool students and 30 students through IRL. Though the YW offers swim scholarships to the community, it can still be hard for families to access these programs. By serving children through programs they are already involved with - ACPS, IRL, ELP, SALSA, and PEP- we are reaching children who would not otherwise have access to quality swimming lessons. Children benefiting from scholarships will primarily be preschool students ages 3-5, and will also reach and middle schoolers through IRL

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 currently are serving Asheville Middle school, Asheville City Preschool, and 5 other programs which serve underserved children. Funding from the Buncombe County Strategic Partnership Grant will allow us to continue the program, offering 32 weeks of swim instruction per year to 140 children through Asheville City Preschool(ACPS), Asheville Middle School's In Real Life (IRL) Program, and participants in the YWCA's Early Learning Program (ELP). Through these initiatives we will address the inequality in drowning deaths, the inequity in access to recreational facilities and instruction, and promote a low-impact form of physical activity among a population that is at a greater risk of obesity and other health issues.

Evaluation*

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

Each student's age and race will be tracked in a Google spreadsheet. The spreadsheet will also track each student's competency level every week focusing on levels 1 and 2 include floating on front and back, streamlining, arm mechanics, leg mechanics, whole stroke, and treading in semi-deep water. If a student is not performing well in an area or is not progressing to the next level, the spreadsheet will document what they are struggling with and why, so that the issue can be addressed. 85% of students who receive swim lessons from the YWCA will reach a level of swimming competency and water safety by demonstrating water comfort, basic swimming skills, breath control, comfort floating, and increased endurance.

Collaboration*

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

The YWCA has begun a successful partnership with Asheville Middle School Asheville City Preschool. We have collaborated to create a thoughtful design for the program that will best address the needs of the population we serve. The program launched in January and we look forward to a lasting partnership between the YWCA and Asheville City Preschool. Other area organizations offer swim lessons and scholarships to the community it can still be hard for families to access these programs. By serving children through programs they are already involved with such as Asheville City Preschool, In Real Life, and the YWCA's Early Learning, we are reaching children who would not otherwise have access to quality swimming lessons. Additionally, these lessons are offered to our MotherLove and Getting Ahead participants as well.

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.

Swim Equity - COMPLETED FY21_SPGrant_Budget_Form (4).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.

The cost to provide 238 students with swimming lessons is approximately \$45,992. We are also requesting \$25,000 from Asheville City's Strategic Partnership Fund. We will use the portions of this funding to purchase swimwear and goggles for each students as well.

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 112 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 4 years YW completed a Financial Sustainability Plan, a business plan, and a Strategic Plan. Most recently we completed the CCAT, Core Capacity Assessment Tool, through WNC Nonprofit Pathways. 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. The Aquatics program will continue to be supported by program fees, contributions, and rental income. The YW's pool has carried a deficit for many years. By expanding our community programming we will reduce our deficit as we continue to address the racial disparity in drowning deaths.

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 to receive partial funding it would affect our ability to meet the need for these lessons. We would need to cut back on some of the participants that we would be able to serve.

Resource Support

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

Please consider conducting site visits in order to see the wonderful work that we at the YWCA are doing as well as other agencies. We believe that will provide an opportunity to truly see the value in the work that is being done. Additionally, it would be wonderful if you could offer multi-year grants.

Other

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

File Attachment Summary

Applicant File Uploads

- 501 c 3 letter September 2015.pdf
- UPDATED Board List 19-20.pdf
- Swim Equity - COMPLETED FY21_SPGrant_Budget_Form (4).xlsx

CINCINNATI OH 45999-0038

In reply refer to: 0248206070
Sep. 03, 2015 LTR 4168C 0
56-0547476 000000 00
00014957
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.

0248206070
Sep. 03, 2015 LTR 4168C 0
56-0547476 000000 00
00014958

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

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20

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
Jessica "Jess"	Adams	jessadams1756@gmail.com
Kathryn "Katie"	Hast	kathryn.hast@gmail.com
Leah	Noel	lnoel@lbnocpa.com
Lindsey	Wilson	lindseychristmaswilson@gmail.com
Marla	Molina	mmolinadc@gmail.com
Marsha	Davis	marsha@mandelrodisfund.org
Ronnetta "Ronnie"	Copeland	copeland.ronnetta@gmail.com
Sherry	Whitesides Hick	sherry0402hicks@gmail.com
Tamarie	Macon	tamarie.macon@gmail.com
Veronika	Gunter	veronika.gunter@gmail.com
Yolanda	Fair	yolanda.fair@gmail.com
Zakiya	Bell-Rogers	zkbrogers@gmail.com

Officers

President Betsey Russell
 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 WESTERN NORTH CAROLINA
Project Name:	YWCA SWIM EQUITY
Grant Amount Requested:	30,000

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

FY2021 Proposed Project Expenses	Proposed Grant	Other Funds	Total	Notes
Personnel	\$ 30,000	\$ 150,680	\$ 180,680	
Training		\$ 1,000	\$ 1,000	
Travel			\$ -	
Supplies / Materials		\$ 13,500	\$ 13,500	
Meetings (Food, Interpreting, Child Care, etc.)			\$ -	
Equipment / Furniture		\$ 5,000	\$ 5,000	
Printing / Marketing		\$ 1,000	\$ 1,000	
Licensing / Memberships / Dues / Subscriptions			\$ -	
Client Support		\$ 2,000	\$ 2,000	
Contracts		\$ 3,000	\$ 3,000	
Professional Services (Legal, Accounting, etc.)		\$ 1,500	\$ 1,500	
Insurance and Bonds		\$ 10,192	\$ 10,192	
Building Maintenance (Rent, Utilities, Repairs, etc.)		\$ 92,175	\$ 92,175	
Benefits		\$ 27,319	\$ 27,319	
List other costs:			\$ -	
List other costs:			\$ -	
List other costs:			\$ -	
Total			\$ 337,366	

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/ begins in March 2020