

A. Organization & Contact Information

Case Id: 10640
Name: greeNest-program support-2020-21 - 2020/21
Address: *No Address Assigned

Completed by jritchiebritt@aol.com on 11/21/2019 8:13 AM

A. Organization & Contact Information

The Request for Proposals and additional materials to assist with completing the application can be found on the City's webpage for [Community Agencies](#)

A.1. Organization Name

greeNest

A.2. Project/Program

Program Support

A.3. FY 2020-21 Funding Request Amount

\$25,000.00

A.4. Agency's Total Operating Budget

\$427,283.00

A.5. Mailing Address

630 Brookstown Ave. Winston -Salem, NC 27101

A.6. Project/Program Location Address

630 Brookstown Ave. Winston -Salem, NC 27101

A.7. Organization Website

greeNest

A.8. Year 501(c)(3) status obtained

2015

A.9. Organization Fiscal Year

greeNest

A.10. Federal Tax ID Number

A.11. Federal DUNS Number

EXECUTIVE DIRECTOR/MANAGER

A.12. Name, Title

Julia Toone, Executive Director

A.13. Email

greenestws@gmail.com

A.14. Phone

(336) 661-8091

CONTACT

A.15. Name, Title

Julia Toone, Executive Director

A.16. Email

greenestws@gmail.com

A.17. Phone

(336) 661-8091

BOARD CHAIR

A.18. Name

Joanna Britt

A.19. Term Expiration

12/31/2020

A.20. Email

jritchiebritt@aol.com

A.21. Phone

(336) 418-1876

B. Project Overview

Completed by greenestws@gmail.com on 11/22/2019 1:51 PM

Case Id: 10640

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Address: *No Address Assigned

B. Project Overview

Please provide the following information

APPROACH (7 POINTS)

B.1. Provide a concise description of the proposed project/program, indicating specifically how City funds will be used. Briefly, what are the goals/objectives of the project/program?

The mission of greeNest is to serve our most vulnerable neighbors with a compassionate bridge to housing needs. We provide gently used, donated furniture and housewares to individuals and families moving from crisis to sustainable housing. Our "showroom" is outfitted with large furniture (such as sofas and chairs, dining tables and beds), kitchen needs (pots and pans, kitchen utensils and dishware) bed and bath linens and decorative items (rugs, lamps, art). For about \$125-150, participants, working with their case managed programs, may fully furnish a one-bedroom apartment. This not only offers the participant choice, but real ownership-not just a handout. Case managers accompany their clients as they "shop" for their new homes. Furnishing fees are paid by either the partner agency or by the participants themselves.

In addition to our regular furnishings program, we also provide new beds and bedding for children who are sleeping on the floor through our Up Off the Floor program. We partner with Title I elementary school guidance counselors and social workers in the WSFC School system who identify children in need and make the referral to greeNest. There is no furnishing fee for our Up Off the Floor program.

greeNest is transforming our community, one nest at a time. Our program provides a much needed service in the community. Through community donations, we are able to furnish homes at an affordable rate for those who lack the resources to do this through the usual channels.

Requested funds will be used to support our mission and services. Our goals are to partner with community agencies to serve individuals who lack the resources to furnish their homes with affordable, gently used furniture and housewares and to provide a shopping experience that is respectful and empowering for all involved.

B.2. How will a participant access the proposed project/program, use the services, and derive a beneficial outcome from participation?

Participants receive referrals from one of our more than 65 partner agencies. These agencies include local nonprofits, community groups and pastoral care programs working with families and individuals transitioning from a housing crisis into stable housing. We actively seek to add to our community partners so that we can address community need.

Partner agencies must have case managed programs and pay a one-time \$25 fee. (This fee is waived for Title I schools.) Upon certifying the participant's eligibility for services, the partnering agency identifies the items the participant needs and schedules the participant's appointment to select these furnishings from our showroom floor. Each participant gets an hour to shop. Choice is a focus of our service. We want the participants to choose the furniture that they want and need and we seek to offer items that are of good quality. Volunteers carefully sort, clean and repair all donated items. They then tastefully display them in living, dining and bedroom vignettes.

Our strategy is to offer the community a place where gently used furniture and housewares go directly into the hands of those in need. Our furniture showroom and warehouse is a place where community volunteers have the opportunity to connect with partner agencies and the newly housed, where individuals and families are empowered to select for themselves the items they want and need and where those transitioning from crisis can furnish their homes at an

affordable price, creating a warm and welcoming environment. We believe it is more likely that clients will remain in stable housing situations because of our service.

We receive referrals for our Up Off the Floor program from guidance counselors and social workers in WSFC Title I Schools. They identify children who, due to a lack of family resources, do not have a bed and must sleep on the floor or share a bed with another family member. School personnel help the family to set up the appointment to pick out the bed(s) at greeNest. Each child receives a new platform bed, mattress and can select from a variety of bedding options. All items are packaged so that they can be transported by car and do not require larger vehicles, vans or trucks. There is no charge to the family for the Up Off the Floor program. We work closely with the WSFC School Administrative Office to increase awareness of this service.

B.3. How many participants on average will be served at any one time? What is the maximum number that can be served at any one time? What is the unduplicated total number of participants to be served during the program year?

greeNest only allows one participant to “shop” at a time. One of the organization’s core values is choice. Participants are encouraged to choose their favorite items – without competition from other shoppers. After each participant has finished their shopping, chosen items are removed from the showroom floor and are replaced with new inventory in time for the next participant to shop. For our regular furnishing program, we can serve up to 325 participants per year. In addition, our Up Off the Floor program, which is a bed distribution program for children in the Winston-Salem/Forsyth County Schools, can accommodate up to 250 participants per year.

NEED (7 POINTS)

B.4. Describe the population(s) to be served. Describe the key demographic and economic characteristics of the clients to be served.

All our participants fall below the poverty level in their income. We have helped furnish the homes of over 700 families since we opened our doors in April 2015. We have served over 1600 individuals including 826 children. Poverty does not discriminate, as we have served people of all racial groups, including a number of refugee families. Through our Up Off the Floor program we have provided over 300 beds for elementary aged children in the Title 1 elementary schools in the Winston-Salem/Forsyth County Schools who were sleeping on the floor. We have just increased this service to include the siblings of the elementary aged children who are referred. All referred participants in either program must work through an agency or organization or school that provides case managed services, so each must also meet the requirements of each agency’s protocols.

B.5. Describe the unmet need that the proposed project/program seeks to address. Why does the population described above need the proposed assistance? Include data supporting the need.

According to the Forsyth Futures 2017 Report on Poverty in Forsyth County, the percentage of residents whose family income does not meet their estimated needs, is about 43%, about double the percentage in poverty when compared to the federal threshold. Children are especially vulnerable, with more than one quarter of Forsyth County's children live in poverty. Families that experience poverty have an even more difficult time reestablishing their lives if they lose their homes. For many low-wage workers the large disparity between their income and the cost of living forces their families to choose between paying for basic necessities like food and medication or paying for housing.

The Homeless Point-in-Time Count is a one-day count of sheltered and unsheltered homeless individuals and families in Forsyth County. The count, coordinated by United Way of Forsyth County and the Winston-Salem Forsyth County Homeless Council, helps determine the extent of homelessness in our community. According to the most recent Point-In-Time count for Forsyth County, 544 individuals lived either in shelters or on the streets (449 family units including 90

children under the age of 18). In any given year, approximately 1,800 people experience homelessness in Forsyth County.

According to The Ten-Year Plan to End Chronic Homelessness in Forsyth County, Winston-Salem has developed a strong community-based response to homelessness. Despite this, our residents continue to endure crises, many repeatedly and for long periods of time. The Ten-Year Plan called for a "Housing First" approach that emphasizes placing individuals and families who are homeless in safe and affordable housing with mechanisms that support sustainable living. greeNest is one such mechanism. "Housing First" is premised on the belief that causes of homelessness can be more effectively addressed once a person is housed and supportive services are offered. The longer people remain homeless, the more medical issues result. Children who are sleeping on the floor experience more illness resulting in more frequent absences from school. Adults who have been chronically homeless tax the emergency services of the local hospitals. This cycle strains the entire community.

Furnishings play a major role in maintaining a permanent, independent living situation by providing participants with a tangible sense of ownership and stability that comes from returning to a healthy home at the end of their day. The lack of essential furnishings is unhealthy as well as demoralizing and could make a return to homelessness more likely. greeNest provides affordable furnishing options to transitioning individuals and families who are taking steps to improve their life situations, so their homes will be positive, nurturing and encouraging places of refuge.

Forsyth County's network of social service agencies and pastoral care teams respond to the deep need. Their work is never-ending and always evolving. But once all these agencies complete their jobs and are finally able to help a family gain sustainable housing, the apartment is bare. greeNest fills this need by offering access to affordable furnishings and choice in selecting these items. greeNest strives to build confidence and empowerment by providing access to quality furnishings and home goods donated by the community. greeNest fills a gap in the Forsyth County "chain" that links participants, their case managers and agencies, and ultimately, their homes.

COLLABORATION (6 POINTS)

B.6. Describe any specific collaborative relationships with other organizations (public or private) and how they will impact the project/program. How will collaboration contribute to the planning, implementation, operation, oversight, and performance measurement of the proposed project/program?

Collaboration is the foundation of greeNest. Our entire operation depends on partnering with social service agencies and faith-based organizations in Forsyth County who are assisting families and individuals facing some kind of crisis. We are a resource for their clients who need home furnishings. We also partner with the Winston-Salem/Forsyth County School system to identify children in need of beds and bedding. Some of the donated items we receive do not meet our criteria for furnishings. We redirect almost all of those items to a variety of other nonprofits including Goodwill of NWNC, Habitat Restore, Second Harvest Food Bank (community cooking school classes), and The Olio. Goodwill reciprocates our redirect of items by giving us gift cards with which we may shop in their stores for items we need for our clients.

greeNest is run almost entirely by volunteers. We employ three part-time people and have only recently hired a full-time Executive Director. Individual volunteers and corporate volunteer groups assist in sorting and cleaning donations, bundling dining and cooking packs, preparing furniture for the showroom floor, and welcoming our participants as they shop.

Without collaboration with other agencies and community groups, greeNest would cease to operate.

C. Strategy and Performance

Completed by greenestws@gmail.com on 11/22/2019 1:51 PM

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C. Strategy and Performance

Please provide the following information

STRATEGY (5 POINTS)

C.1. The City of Winston-Salem adopted the [2017-2021 Strategic Plan \(2019 Update\)](#) as a guiding document to establish community priorities based on the vision, mission, and values set forward by the Mayor and City Council. Indicate which of the City's strategic focus areas your program aligns with best (select one):

Economic Vitality and Diversity

C.2. Select the service area(s) that your project/program relates to:

- Housing/Homelessness
- Economic Development
- Construction Rehabilitation
- Poverty Reduction
- Arts and Culture
- Youth
- Public Safety
- Transportation
- Other

PERFORMANCE (15 POINTS)

C.3. Explain the plan for monitoring and evaluating the project/program. Also include the steps that will be taken if original goals provided in C.5. are not achieved.

Our goals are to partner with community agencies to serve individuals who lack the resources to furnish their homes with affordable, gently used furniture and housewares and to provide a shopping experience that is respectful and empowering for all involved. We believe that we will serve 325 individuals in our regular furnishings program and 250 children in our UP Off the Floor program in the 2020-2021 year. We anticipate that for all services 90% of participating clients and case managers will be very satisfied with our services.

The Program Manager communicates with all partner agencies and solicits and tallies feedback through a survey that is given to both the client and the case managers at the completion of every client visit. This survey is to assess satisfaction with our services. The Program Manager keeps track of all referrals and client information. We also have a Program Committee that includes representation from partner agencies. This committee is responsible for ensuring that services are meeting the needs of the partner agencies and community. They also promote our ongoing effort to connect to additional agencies, community groups and pastoral care groups.

The greeNest Warehouse Manager tracks furniture donations and distributions, moves furniture to and from the warehouse floor, helps volunteers to arrange the showroom, communicates with furniture donors, supervises volunteers as they clean, sort and repair donations, manages building and facility repairs and maintenance and reports all warehouse needs to the Executive Director.

The greeNest Warehouse Assistant supports the Warehouse Manager in all of his/her activities.

We will know that we are successful if we meet our goals for program service numbers and clients and case managers report a high level of service satisfaction.

If we don't meet our program goals for numbers served by the Furnishing and Up Off the Floor and regular furnishing programs, we will work with our Program Committee and partner agencies to determine if there are barriers to service that are limiting people accessing our programs. If barriers are identified we will work to reduce or eliminate them. If client and case manager follow-up survey results show any dissatisfaction with the services we offer or their experience with greeNest, we will consult with our Program Committee, clients and partner agencies to address any issues and improve services.

C.4. Describe the system to be used to track participant and program data. List any key reports and their frequency that will be used to capture project/program performance.

Participant and program data is tracked through an Access database and is reviewed and evaluated monthly by the Program Manager and our bookkeeper.

C.5. Use the chart below to show how your agency measures program effectiveness. List goals, activities, and performance measures you will use to evaluate services, facilities, and programs that will be funded by the City. Performance measures can be quantitative and/or narrative.

- Include at least three goals and performance measures.

- One of the performance measures must include the unduplicated number of participants served.

Stated Program Goals	Program Activities in Support of Goals	FY 18-19 Previous Year Results	FY 19-20 Current Year Projected Results	FY 20-21 Next Year Anticipated Results
greeNest will serve 325 (unduplicated) participants in its furnishings program in the fiscal year 2020-2021.	greeNest will work with partnering agencies to serve individuals transitioning from crisis into stable housing with furnishings and housewares. We will actively seek to increase both the number of partner agencies we serve but also increase awareness of our services through social and print media, participation in community events	209 participants were served in the furnishings program.	250 participants will be served in the furnishings program.	325 unduplicated individuals will be served in the furnishings program in 2020-21 year.

	and with assistance from other partner agencies. This includes a push to include more pastoral care programs.			
greeNest will serve 250 (unduplicated) children in the Up Off the Floor program in the fiscal year 2020-2021.	greeNest will work with Title I school representatives to serve elementary aged children and their siblings who are sleeping on the floor with beds and bedding.	264 children in WSFC Title I Schools who were identified as sleeping on the floor were provided beds and bedding.	125 (*This number is lower because the grant that funded this program ended and we didn't initially have a new funding source. Fortunately, we have recently been awarded a 3 year grant to provide beds/bedding for this program.) children in WSFC Title I Schools who were identified as sleeping on the floor were provided beds and bedding.	250 unduplicated children and their siblings in WSFC Title I Schools who are identified as sleeping on the floor will be provided beds and bedding.
90% of participating clients will report that they are very satisfied with their shopping experience at greeNest.	greeNest collects gently used furnishings and housewares from the community. Volunteers clean, repair, sort and display items in the furniture showroom. Volunteers and staff create a warm and respectful atmosphere and encourage choice for all participants.	We did not distribute the satisfaction survey in 2018-19.	90% of participating clients will report that they are very satisfied with their shopping experience at greeNest.	90% of participating clients will report that they are very satisfied with their shopping experience at greeNest.
90% of participating partner agency case managers will report being very satisfied with their client's shopping experience.	greeNest collects gently used furnishings and housewares from the community. Volunteers clean, repair, sort and display items in the	We did not distribute the satisfaction survey in 2018-19.	90% of participating partner agency case managers will report being very satisfied with their client's shopping experience.	90% of participating partner agency case managers will report being very satisfied with their client's shopping experience.

	furniture showroom. Volunteers and staff create a warm and respectful atmosphere and encourage choice for all participants.			
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C.6. FY 18-19 Program Accomplishments

In 2018-19, we have moved to a new location, more than doubling our showroom and warehouse space, hired our first Executive Director, added 19 new partner agencies, and increased the number of people served in our furnishings program. We also hosted our first major fundraiser that raised more than \$90,000.

C.7. FY 20-21 Key Objectives

greeNest plans to continue to increase marketing efforts to the community to increase the awareness of our services. We hope to increase and diversify our volunteer base to both add service hours and to connect with a broader community audience. We will continue to regularly assess our programs for quality, service satisfaction and potential barriers that impact access to our programs. We also plan to be more involved in community conversations around affordable housing.

D. Organizational Capacity

Completed by greenestws@gmail.com on 11/22/2019 1:52 PM

Case Id: 10640

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D. Organizational Capacity

Please provide the following information

MISSION (5 POINTS)

D.1. Provide an overview of the organization. Include the organization's mission statement and the major services, programs, and activities provided. How does the proposed project/program help advance the mission of your organization?

The mission of greeNest is to transform our community, one Nest at a time. We collect gently used furniture and home goods from the community, and, working through over 65 case-managed programs in Forsyth County, provide affordable access to these items for families who are transitioning from crisis situations into sustainable housing. Our “showroom” is beautifully arranged and decorated by our volunteers to provide a warm shopping experience for our participants as they choose items for their own homes – something many have not done for a very long time (if ever!). For a small furnishing fee – usually between \$125-\$150 – families may fully furnish a one-bedroom apartment. Through our Up Off the Floor program we have provided over 300 beds for elementary aged children in the Winston-Salem/Forsyth County Schools.

Whether establishing a home following chronic homelessness, domestic violence situations, insect infestation, or incarceration, each of these situations has a unique solution, but they all require furnishings. Four walls do not make a healthy home. Furnishings play a major role in maintaining a permanent, independent living situation by providing participants with a tangible sense of ownership and stability that comes from returning to a healthy home at the end of their day. Furnishing a home can be a huge expense, but greeNest provides affordable furnishing options to individuals and families who are taking steps to improve their life situations so their homes will be positive, nurturing and encouraging places of refuge. Our selections include furniture, cookware, dishes, small appliances, clean bedding, bathroom items and accessories. At greeNest, we offer opportunities for involvement through volunteerism, furniture donations, financial support, and corporate giving, as we strive to create a healthy, vibrant community.

Funding for our regular furnishing program will allow us to provide home furnishings to 325 individuals in a given year, and beds and bedding for approximately 250 children.

FUNCTION (5 POINTS)

D.2. How long has your organization been in operation?

We were incorporated by the state 9/18/2014, received our approved 501(c)(3) status on 3/5/ 2015, and opened 4/7/15.

D.3. How does your organization benefit and serve the City of Winston-Salem and its citizens?

Having access to affordable home furnishings can give a family a sense of comfort, security, and self-worth. We know having home furnishings is important but will not solve all a family’s problems. It may, however, enable them to address other greater issues.

Winston-Salem is a city of juxtaposed conditions: abundance and scarcity. greeNest is a means for families who have abundant resources to share with families who live in scarcity. Whether donating gently used home furnishings to be placed on our showroom floor for selection or donating two hours of time to put together a bath kit, city residents can become part of a great story of transformation! We have heard time and again that this opportunity to volunteer

gives people a chance to interact with the people they are serving in a direct and meaningful way. Volunteering at greeNest helps to break down the stigma of “us” and “them” because dignity is at the core of our values. And because we work with people in a wide variety of circumstances, volunteering provides connections that cross over imagined or unseen divides within our community.

Transformation works both ways; not only are our participants transformed as they move into their homes, but those providing needed items and those volunteering at greeNest are equally transformed.

Our mission is to serve our most vulnerable neighbors, however, “Transforming our Community, one Nest at a Time” does not only refer to our program participants, but to all who share in the greeNest experience!

STRUCTURE (5 POINTS)

D.4. In the chart below, list key personnel involved in the proposed project/program.

Position Title	Activities/Inputs	Total Work Hours Per Week	% of hours proposed to be funded
Program Manager	Communication with partner agencies. Scheduling of clients. Tracking clients. Collecting and tallying survey results.	29	16.70 %
Warehouse Manager	Picking up furnishings, tracking intake and distribution of furniture, organizing volunteers to sort, clean and repair donations.	29	16.70 %
Warehouse Assistant	Picking up furnishings, tracking intake and distribution of furniture, organizing volunteers to sort, clean and repair donations.	20	16.70 %

D.5. List all executive staff and their compensation (other than per diem).

Executive Staff Name	Title/Role	Compensation	% of Hours Proposed to be Funded
Julia Toone	Executive Director	\$62,000.00	0.00 %

D.6. Attach an organizational chart

Organizational Chart *Required

greeNest Organizational Chart.docx

D.7. Please complete the Diversity of Employment and the Employment Profile below. See the [Request for Proposals \(RFP\)](#) for definitions of position types used in the Employment Profile.

Describe the hiring process and how it is structured to provide the most diverse candidate pool.

In order to provide equal employment and advancement opportunities to all individuals, employment decisions at greeNest will be based on merit, qualifications, and abilities. greeNest does not discriminate in employment opportunities or practices on the basis of race, color, religion, sex, sexual orientation, national origin, age disability or any other characteristic protected by law.

We will make reasonable accommodations for qualified individuals with known disabilities unless doing so would result in undue hardship. This policy covers all aspects of employment, including selection, job assignment,

compensation, discipline, termination, and access to benefits and training.

When greeNest has a job opening, the position is posted on Indeed and in the HandsON Northwest NC newsletter. We also post flyers in community locations where potential candidates frequent. We send out a job posting to all members of the Continuum of Care Network.

As a newer agency, we have until recently relied on volunteer support for all agency work. In the last year and a half we have established 3 part-time positions (program manager, warehouse manager and warehouse assistant) and in April we hired our first Executive Director (full-time). For the 3 part-time positions, no degree was required. Selection was based on field experience related to the job description. The Executive Director position did require a minimum of a college degree and nonprofit leadership experience.

Once applications are received, they are reviewed by the Executive Director to determine which ones meet the educational and experience required for the posted position. The applicants whose education and experience most closely match the requirements of the position are invited to an initial telephone interview with the Executive Director. After the initial interview, the applicants that most closely match the position requirements and that seem to be a good fit for the organization are invited for an in-person interview with the Executive Director and other staff members that hold similar positions in order to assess which candidate will be the best fit for the open position and the organization.

Please enter the total number of Full-Time Positions and Employees you have in the table below

	Male - White	Male - Black	Male - Other	Female - White	Female - Black	Female - Other
Executives/Managers				1		
Professionals						
Technicians						
Office/Clerical						
Laborers/Service Workers						

Please enter the total number of Temporary/Part-Time Positions (FTE) and Employees you have in the table below

	Male - White	Male - Black	Male - Other	Female - White	Female - Black	Female - Other
Executives/Managers						
Professionals	1					
Technicians						
Office/Clerical				1		
Laborers/Service Workers			1			

D.8.



Attach a list of all Board Members AND compensation (other than per diem) *Required

greeNest Board of Directors 2019.docx

D.9. Number of full Board meetings held during the last twelve months

6

D.10. Number of Board's Executive Committee meetings held during the last twelve months

6

ABILITY (5 POINTS)

D.11. Describe the implementation or operational plan to get the proposed project/program up and running in a timely manner. Describe any key contingencies on which the startup depends. Please upload any maps, milestones, etc. to "F. Required Documents."

greeNest started its furnishing program in 2015 and piloted the Up Off the Floor program in 2016. All program services will be operational July 1, 2020.

D.12. How do your policies and procedures (including marketing, outreach, eligibility determination and appeals) ensure fair and equal access to the benefits of the program to all persons who seek to participate?

greeNest's furnishings program is open to any individual who has been referred by one of our partner agencies. Program participation is determined by the referring partner agency and varies by program. We actively seek adding partner agencies. The only criteria for partner agencies is that they serve Forsyth County, have case managed programs and provide support services to individuals and families who are experiencing a housing crisis.

greeNest's Up Off the Floor program is open to any family who has a child in a WSFC Title I School, is not able to provide a bed for the child and receives a referral from that school.

Services are advertised in a variety of ways, Social Media, local publications, and community presentations (including to the school system). Shopping appointments are offered Monday-Friday between 8:30-5:00 and on the 1st and 3rd Saturdays of the month to accommodate a variety of work schedules.

We frequently receive calls from individuals who would like to participate in our program. Since we work through other agencies, we try to connect callers to a partner agency so they can get a referral for services.

E. Cost Effectiveness

Case Id: 10640

Name: greeNest-program support-2020-21 - 2020/21

Completed by greenestws@gmail.com on 11/22/2019 1:54 PM

Address: *No Address Assigned

E. Cost Effectiveness

Please provide the following information

BUDGET AND FUNDING (10 POINTS)

E.1. Please complete the table to show the organization's operating budget.

Expenditures by Program	Budgeted FY 19-20	Projected Actuals FY 19-20	Proposed Budget FY 20-21
Program Services	\$255,574.00	\$249,001.00	\$184,730.00
Fundraising	\$35,707.00	\$29,136.00	\$49,190.00
Management and General	\$136,002.00	\$92,635.00	\$131,328.00
	\$427,283.00	\$370,772.00	\$365,248.00

Expenditures by Category	Budgeted FY 19-20	Projected Actuals FY 19-20	Proposed Budget FY 20-21
Employee Salaries and Wages	\$147,890.00	\$102,066.00	\$163,696.00
Employee Benefits	\$0.00	\$0.00	\$0.00
Facility Rent and Utilities	\$71,600.00	\$78,702.00	\$75,900.00
Training and Conference Registration	\$1,400.00	\$55.00	\$1,400.00
Membership and Dues	\$100.00	\$754.00	\$1,000.00
Travel and Transportation	\$1,710.00	\$1,366.00	\$1,710.00
Grants to Individuals and Organizations	\$63,200.00	\$63,200.00	\$0.00
Contracted Fundraising Services	\$1,500.00	\$140.00	\$1,500.00
Goods Purchased for Resale	\$27,000.00	\$27,000.00	\$43,200.00
Other Contracted Services	\$19,650.00	\$20,672.00	\$19,980.00
Other Operating Expenditures	\$93,233.00	\$76,817.00	\$56,862.00
Capital Outlay	\$0.00	\$0.00	\$0.00
	\$427,283.00	\$370,772.00	\$365,248.00

Revenues by Category	Budgeted FY 19-20	Projected Actuals FY 19-20	Proposed Budget FY 20-21
City of Winston-Salem	\$0.00	\$0.00	\$0.00
Forsyth County	\$0.00	\$0.00	\$0.00
State of North Carolina	\$0.00	\$0.00	\$0.00
Federal Government	\$0.00	\$0.00	\$0.00
Admissions/Program Revenues/Sales	\$27,175.00	\$52,703.00	\$121,900.00
Memberships	\$0.00	\$0.00	\$0.00

Donations	\$336,800.00	\$174,618.00	\$119,100.00
Foundation Grants	\$25,000.00	\$3,108.00	\$17,500.00
Interest and Investment Income	\$75.00	\$10.00	\$1,500.00
Parent Organization	\$0.00	\$0.00	\$0.00
Other	\$38,233.00	\$140,333.00	\$105,248.00
	\$427,283.00	\$370,772.00	\$365,248.00

Describe any amounts listed under "Other Operating Expenditures" or "Other Revenues." Provide details on any specific federal government revenue sources.

Other Operating Expenditures consists of Office, miscellaneous operating, payroll, bank fees, and a 10% budget contingency expense. Other Revenue includes Corporate and Non Profit grants, and our operating deficit, which for 2020 is projected to be \$37,000.

E.2. Has the City of Winston-Salem provided funding in the past? If so, provide a funding history of the most recent five years of City contributions in the table below.

Year	Funding Source	Funding Amount
2019		\$0.00

E.3. Please complete the table below to show specific details of proposed City funding and other leveraged funding for the proposed project/program.

Activity	Funding Requested from City	Funds from Other Sources	Other Funds Source
Rent/operating expenses	\$13,085.00	\$62,815.00	donations/fee based services
Personnel	\$4,145.00	\$23,299.00	donations/fee based services
Personnel	\$5,574.00	\$31,065.00	donations/fee based services
Personnel	\$2,196.00	\$12,240.00	donations/fee based services
	\$25,000.00	\$129,419.00	

E.4. If this year's request is different in any way (amount, activities, etc.) from a prior year's request, explain how and why. If you are a new applicant, please describe how you would adjust your project/program if your funding request is not funded at the full amount.

We have not submitted a request for funding prior to this request.

SUSTAINABILITY (7 POINTS)

E.5. Describe the plan to sustain the project/program funding in future years. Include information about other funding sources to leverage City funds requested.

We have been in operation for just over 4 years. In that time, both the numbers served and budget have grown. Our Board of Directors is working strategically to plan for a budget that uses a combination of donations and events, business and faith-based partnerships, grants and fee-based services to provide long-term sustainability. We currently leverage funds primarily through individual donations and events. There is great potential for growth in the percentage of funding provided through grants and fee-based services not yet tapped.

BARRIERS (3 POINTS)

E.6. Describe any potential barriers to the project implementation and how you plan to overcome them.

A potential barrier to our goal for the number of clients served in our Furniture Program is lack of affordable housing. If those who are experiencing homelessness don't have access to affordable housing, they will not need furniture and therefore would not count towards our service goal.

AVERAGE COST (5 POINTS)

E.7. Use the table below to show the average amount of City funds requested per beneficiary to be served during the year and the average total cost of the service per beneficiary to be served during the year (including all funding sources)

Proposed funds from the City for this project:	25000
Number proposed to be served for the year:	525
Average City funds per beneficiary:	48
Proposed funds from all sources:	365248
Number proposed to be served for the year:	525
Average total funds per beneficiary:	696

F. Required Documents

Completed by greenestws@gmail.com on 11/22/2019 1:54 PM

Case Id: 10640

Name: greeNest-program support-2020-21 - 2020/21

Address: *No Address Assigned

F. Required Documents

Please provide the following information

Documentation

Code of Conduct/Conflict of Interest Policy *Required

gN Code of Conduct.docx

Conflict of Interest Policy.docx

Submit a copy of the agency's latest 990 Form as submitted to the Internal Revenue Service. *Required

greeNest 2018 Form 990 - public disclosure copy (1).pdf

Organization By-Laws *Required

BY-LAWS - Amended July 2019.docx

Articles of Incorporation *Required

1b_35827541_740eb9d774aa41ce9f4d9c0f344d6c9a.pdf

1b_35827541_2a8855c5e6ad47779508ceb5ba300897.pdf

Organization Policies (including personnel, formal non-discrimination, procurement, accounting, etc) *Required

CONFIDENTIALITY POLICY Mar 2018.docx

employee handbook.docx

greeNest Fiscal Policies (3).docx

IRS 501(c)3 Designation Letter *Required

IRS notification (1) 503c3 approval.docx

Audited financial statements or a third-party review *Required

greeNest of Winston-Salem Final finance reveiw 18.pdf

North Carolina Secretary of State - Current and Active Status (<https://www.sosnc.gov/search/index/corp>)

***Required**

NC soliciation license 19-20.pdf

Other

***No files uploaded*

G. Community Development Only

Completed by greenestws@gmail.com on 11/22/2019 1:55 PM

Case Id: 10640

Name: greeNest-program support-2020-21 - 2020/21

Address: *No Address Assigned

G. Community Development Only

** Complete this section only if you are requesting funds for a Community Development project (for CDBG, HOME and/or ESG funding).**

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

1. In the right-hand column below, indicate the number of participants to be served by the proposed project/program within each income category during the year. Click [here](#) to see Winston-Salem income limits by household size.

Ranges of Income	# to be served
0 to 30% of median	0
31% to 50% of median	0
51% to 80% of median	0
Greater than 80% of median	0

2. Describe policies, procedures, and criteria for determining who is eligible. Describe the procedures for screening, eligibility determination, intake, assessment and orientation of participants

3. Explain how services will assist participants in reaching objectives of the proposed project/program. Describe the policies or procedures for follow-up after participants leave the proposed project/program.

H. Construction/Rehab Only

Completed by greenestws@gmail.com on 11/22/2019 1:55 PM

Case Id: 10640

Name: greeNest-program support-2020-21 - 2020/21

Address: *No Address Assigned

H. Construction/Rehab Only

** Complete this section only if you are requesting funds for a Housing Construction or Rehabilitation project.**
If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

1. Describe the proposed project, including any plans. If the project is approved, we will need a detailed work write-up.
2. Provide a projected timeline for the proposed work.
3. Describe how the project will be managed, including the contractor procurement process.
4. Describe the target market, including any special populations to be served.
5. Describe the services or program you plan to provide.
6. Describe the property management plan.
7. List the development team members.
8. Describe the financial capability of the sponsor/owner organization, including submission of the organization's operating budgets, agency audits, and Form 990s for the prior three years, unless already submitted to the City.
9. Listing of projects undertaken by principals over the past ten years, identifying project name and address, type of project, and number of units; please note any projects for which local government funding was received.

Project Name	Address	Type of Project	No. Units	Govmt Funding
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Documentation

Market study or other analysis to verify the need for the project.

***No files uploaded*

Development costs that include a detailed sources and uses statement of all funds, including the requested loan from the City, in electronic format, preferably a spreadsheet.

***No files uploaded*

Operating pro forma that includes rent and operating cost assumptions and all estimated loan payments, in electronic format.

***No files uploaded*

Operating Budget

***No files uploaded*

Form 990

***No files uploaded*

I. Emergency Shelter Only

Case Id: 10640

Name: greeNest-program support-2020-21 - 2020/21

Address: *No Address Assigned

Completed by greenestws@gmail.com on 11/22/2019 1:55 PM

I. Emergency Shelter Only

** Complete this section only if you are requesting funds for an Emergency Shelter project.**

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

Prior to the beginning of any funding year, any ESG-funded program must participate in the local Homeless Management Information System (HMIS) designated by the Winston-Salem/Forsyth County Continuum of Care, or for domestic violence programs, a comparable database in accordance with HUD's standards.

Emergency Shelter: Essential Services

Activity	Total Budget (\$)
Case Management	\$0.00
Child Care	\$0.00
Education Services	\$0.00
Employment Assistance	\$0.00
Job Training	\$0.00
Outpatient Health Services	\$0.00
Transportation	\$0.00
Legal Services	\$0.00
Services to Special Population	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00
	\$0.00

Emergency Shelter: Operating Costs

Activity	Total Budget (\$)
Rent	\$0.00
Shelter Security	\$0.00
Fuel	\$0.00
Equipment	\$0.00
Insurance	\$0.00
Utilities	\$0.00
Food	\$0.00
Furnishings (limited to less than \$500 per item)	\$0.00
Supplies	\$0.00
Maintenance or Minor Repairs	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00
	\$0.00

J. Rapid Rehousing and HMIS Only

Completed by greenestws@gmail.com on 11/22/2019 1:55 PM

Case Id: 10640

Name: greeNest-program support-2020-21 - 2020/21

Address: *No Address Assigned

J. Rapid Rehousing and HMIS Only

** Complete this section only if you are requesting funds for a Rapid Rehousing project.**

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

Prior to the beginning of any funding year, any ESG-funded program must participate in the local Homeless Management Information System (HMIS) designated by the Winston-Salem/Forsyth County Continuum of Care, or for domestic violence programs, a comparable database in accordance with HUD's standards.

Rapid Rehousing Financial Assistance

Activity	Total Budget (\$)
Rent Assistance	\$0.00
Rental Application Fees	\$0.00
Security Deposits	\$0.00
Last Month's Rent	\$0.00
Utility Deposits	\$0.00
Utility Payments	\$0.00
Moving Cost Assistance	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00

Rapid Rehousing Services

Activity	Total Budget (\$)
Case Management	\$0.00
Housing Search and Placement	\$0.00
Mediation	\$0.00
Legal Services	\$0.00
Credit Repair	\$0.00
Counseling	\$0.00
Information and Referral	\$0.00
Monitoring/Evaluation of Progress	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00

HMIS/Data Collection Budget

HMIS Activity	City ESG Request	State ESG Request
Staff Costs	\$0.00	\$0.00
Equipment	\$0.00	\$0.00
User Fees	\$0.00	\$0.00
	\$0.00	\$0.00

Submit

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Case Id: 10640

Name: greeNest-program support-2020-21 - 2020/21

Address: *No Address Assigned

Submit

I certify that the applicant meets the conditions specified in the application instructions and will be able to carry out the proposed services in concert with these conditions. I also certify that the organization is a certified IRS 501(c)(3) non-profit organization.

Julia Toone

Electronically signed by greenestws@gmail.com on 11/22/2019 1:55 PM