

# A. Organization & Contact Information

**Case Id:** 10721  
**Name:** Center For Smart Financial Choices - 2020/21  
**Address:** \*No Address Assigned

Completed by bfalkner@cfsfc.org on 11/21/2019 2:42 PM

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## A. Organization & Contact Information

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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

Center for Smart Financial Choices

### A.2. Project/Program

Credit and Savings Builder

### A.3. FY 2020-21 Funding Request Amount

\$5,000.00

### A.4. Agency's Total Operating Budget

\$73,620.00

### A.5. Mailing Address

2806 Reynolda Road Suite 198 Winston Salem, NC 27106

### A.6. Project/Program Location Address

Various locations Winston-Salem, NC 27106

### A.7. Organization Website

www.cfsfc.org

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

2011

### A.9. Organization Fiscal Year

calendar

### A.10. Federal Tax ID Number

### A.11. Federal DUNS Number

### EXECUTIVE DIRECTOR/MANAGER

#### A.12. Name, Title

Betty Ann Falkner

#### A.13. Email

bfalkner@cfsfc.org

#### A.14. Phone

(336) 970-7962

### CONTACT

#### A.15. Name, Title

Betty Ann Falkner, Executive Director

#### A.16. Email

bfalkner@cfsfc.org

#### A.17. Phone

(336) 970-7962

### BOARD CHAIR

#### A.18. Name

Rhonda Frazier

#### A.19. Term Expiration

11/30/2020

#### A.20. Email

rfrazier@icloud.com

#### A.21. Phone

(336) 254-9582

## B. Project Overview

Completed by bfalkner@cfsfc.org on 11/22/2019 11:13 AM

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### B. Project Overview

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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 Credit and Savings Builder (CSB) Program is a series of financial education workshops designed to be used by both for-profit and non-profit organizations to offer to their employees/clients served as a way to build the foundations of money management. The hands-on, interactive program combines financial competency with goal setting, increases self-awareness and provides personal motivation/empowerment. Individuals learn how to build an Emergency Savings Account, Build or Improve their Credit and set up a Personalized Spending Plan. The program was reviewed and refined by a team of local community leaders in 2018 through Leadership Winston-Salem. Currently, the Executive Director of CFSFC is the primary facilitator of this program.

City funds will be used to:

- help cover the cost of preparation and materials for workshops
- help cover the cost of Executive Director to train qualified volunteers to be able to facilitate the workshops independently, allowing a wider reach and impact
- help offset the cost of the program for local businesses and nonprofits

The goals/objectives of the project include:

- increasing the number of participants in Winston-Salem exposed to the program
- building sustainability within CFSFC by training a group of volunteers to be able to deliver the materials effectively

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

Participants will access the financial education workshops in one of two ways: 1) through their place of employment where the company offers paid time for them to participate; 2) through a nonprofit organization where they are already receiving services for a different need. Workshops will be held at locations convenient and accessible to participants (at their place of work or at the partnering nonprofit's location). The hosting organization can decide which and how many of the classes to offer, and group sizes will generally be small (approximately 10 participants) which allows for more personal connection and trust-building with the facilitator.

The beneficial outcomes for participants include:

- increased understanding of his/her relationship to money;
- increased ability to read, discuss and communicate about personal financial issues;
- gained knowledge of banking, credit and basic money management practices;
- increased understanding of the need for protection against unforeseen emergencies, planning for major life events, and saving and investing in his/her future

They will also be tracked to determine what behaviors have been changed, including but not limited to:

- Achievement of their personal and financial goals;
- funding an emergency savings account;
- establishing a personal relationship at a credit union or bank;
- reduction in overdrafts;
- decreasing reliance on payday loans or loans from family members;
- paying bills on time and/or working on paying down debt

**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?**

A typical Credit and Savings Builder workshop is designed for between 5-15 participants. We anticipate serving between 200-300 individuals with the CSB program during the program 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.**

The participants we reach through our nonprofit partners are within the low to moderate income criteria, with little to no emergency savings available and limited knowledge about credit and personal finance. The majority of this particular population are women as shown below in the partner collaboration section.

The other half of participants will be targeted through their employer. Many of these will fit into the moderate income criteria as they will be working for employers with the following characteristics:

- Employees hourly workers like the City of Winston Salem
- Relies heavily on contract or seasonal employees
- Employs workers who may have multiple jobs, or participate in the gig economy
- Pays employees with cash
- Employs workers who earn most of their wages through tips
- Employs workers who may not have bank accounts or established credit
- Employs workers who may rely on paycheck cashing services or use paycheck loan services

**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.**

When people know how to make sound decisions about their personal finances, their strong financial behavior leads to financially secure lives. The fewer people who make bad decisions about their personal finances, the stronger the society will become. Financial education is important because it equips us with the knowledge and skills we need to manage money effectively. Without it, our financial decisions and the actions we take—or don't take—lack a solid foundation for success. And this can have dire consequences: nearly half of Americans don't expect to have enough money to retire comfortably; credit card debt has reached its highest point ever and forty percent of Americans can't afford a \$400 emergency expense.

This lack of financial capability has had a devastating effect on our local community. According to the NC Justice Center Poverty Report for 2017:

- o North Carolina has higher rates of poverty, deep poverty, and child poverty than the majority of states. The state's poverty rate, child poverty rate, and deep poverty rate rank 13th, 17th, and 15th highest in the nation, respectively.
- o Race and gender play significant roles in poverty. Communities of color, women, and children are more likely to face economic hardship than white people, men, and older adults.

o An estimated 41 percent of Forsyth County workers do not earn sufficient wages to meet their families' regular day to day needs even when working full-time.

Increasing an individual's or family's financial capability leads to an increase in economic opportunity and more choices in life. Building the financial security of community residents helps create strong, stable neighborhoods.

### **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?**

The Shalom Project's Flourish Program - The Center for Smart Financial Choices (CFSFC) started working with the Shalom Project this year to offer the Credit and Savings Builder workshops to participants of their Flourish Program (a high-impact poverty reduction model aimed to support women and their families who are on their journey out of poverty). Two workshops have been held in 2019 with another three on the schedule for 2020. Collaboration with this group has allowed the financial education needs of the Flourish program participants to be met while increasing the outreach of the credit builder program.

H.O.P.E of Winston-Salem - CFSFC been working with H.O.P.E over the last year to offer financial education classes to the clients from the Kimberly Park neighborhood. With the completion of their new, permanent building space, H.O.P.E now has the capacity to host our workshops with a particular focus on how to stretch budgets, increase savings and helping them make the right spending choices when it comes to food . Through our collaboration they will provide the space and audience (low-income families who already receive food assistance from them) and CFSFC will offer our series of workshops.

Crosby Scholars SHE program- the SHE Project, a program designed to use a holistic approach to address root causes of poverty. This project will guide African American and Latina girls in areas of concentrated poverty living in Forsyth County to pursue careers in science, technology, engineering, and math (STEM). CFSFC has been asked to collaborate with the SHE Project in providing financial classes on saving money and budgeting to the parents of their teens. Classes will begin in January 2020 and continue bi-monthly throughout the year.

City of Winston Salem Office of Business Inclusion & Advancement - YouthBuild & SOAR programs- CFSFC has provided financial education classes through these six month city sponsored programs since 2017 . The second SOAR class was held with participants in the spring of 2019. The next YouthBuild program is scheduled for the month of January 2020. CFSFC offers an expanded program encompassing five sessions with a work readiness component added to the credit and saving building program. This collaboration allows participants of the program to build money management skills as well as building overall social-emotional learning.

Twin Domes (Great Clips Franchisee)- CFSFC began working with employees of Great Clips in 2018 who were seeking to build their credit and savings. A total of 34 individuals have completed the Savings Modules (1 & 2) and 22 have completed both the Savings & Credit Modules (1-4). These participants have been tracked through pre and post evaluation processes and again at a 30 day follow up to determine the effectiveness of the learning.

These collaborations allow CFSFC to plan and schedule workshops for a variety of individuals from diverse programs thereby increasing the impact of our financial education. Operationally CFSFC and its partners schedule programs at days/times that best meet the needs of the populations served. Also, with a steady stream of participants, we are able to access participant data which demonstrates the changes which have been made leading to increased financial capability of the individuals.



## C. Strategy and Performance

Completed by bfalkner@cfsfc.org on 11/22/2019 11:26 AM

Case Id: 10721

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### C. Strategy and Performance

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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.**

- To measure participant growth, the CSB program incorporates a pre- and post-survey assessment, where participants' knowledge and financial habits are reported and compared to measure growth from the very first workshop attended until the final workshop. There are also evaluation metrics within each workshop to measure knowledge and participant feedback for specific areas. Both paper and digital surveys are utilized.
- To measure overall participation, we currently keep track of all workshops presented, partner sites, and total number of attendees using Excel. This will continue to be used to measure the reach and impact of the CSB program.
- We use the volunteer management software, VolunteerLocal, to communicate with and keep track of all volunteer opportunities, hours, training, etc. This will be further utilized to help reach the goal of training and using more volunteers to teach the CSB program.

If original goals are not met, the following steps will be taken:

1. We will use our partners relationship with their clients to track and follow-up with participants and measure changes in financial behaviors.
2. For volunteers, we will communicate with them directly to ensure they receive the training they need to lead workshops.

**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.**

We use a designated Excel spreadsheet format to keep track of all programs offered and participant information. Regular activity and participants reports are produced for CFSFC board and committee meetings to keep programs on track, are fulfilling mission and demonstrate overall participation and partner collaborations. Some of the Board members volunteer for the Credit & Savings Builder program and provide input to improve service.

**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
Increase the number of Winston-Salem residents exposed to the Credit and Savings Builder program to 200 per year.	Executive Director will maintain current partnerships and seek collaboration with three new partners to host the program.	Worked with three different community partners (Great Clips, WS SOAR, Crosby Scholars SHE Program) to reach a total of 61 individuals with the CSB program.	Work with three community partners (Great Clips, WS Soar, Shalom Project Flourish) to reach 90 individuals with the CSB program.	Work with six different community partners to reach approximately 200 individuals with the CSB program.
Use the expertise of qualified volunteers to independently facilitate the CSB workshops in order to broaden the reach of the program, and to give more time to CFSFC Executive Director for fundraising and building sustainability.	Provide well-packaged materials and support to currently trained volunteers to be able to independently facilitate a workshop without the presence of the Director.	Trained two volunteers who worked alongside CFSFC Director to facilitate approximately half of the CSB workshops offered.	Trained four additional volunteers who continued to work alongside Director to help facilitate the majority of CSB workshops offered.	Build a total of at least six trained volunteers who have the expertise, confidence and access to necessary materials to teach any of the CSB workshops at any given time, independent of the Director.  At least one third of the total workshops presented

				throughout the year will be led by one of these trained volunteers.
Participants of CSB workshops will demonstrate a positive change in financial behaviors after completing the series.	CFSFC will track progress to measure knowledge gained and build relationships to ensure future growth.	Worked with 61 individuals, 75% reported they are working on building an emergency savings, monitoring spending on wants and feel more confident in dealing with finances.		

**C.6. FY 18-19 Program Accomplishments**

- Credit and Savings Builder was taken on as a project by Leadership Winston-Salem, which resulted in marketing materials for the program, including a video to promote the program. A list of potential local businesses was generated to help CFSFC guide efforts in soliciting new host partners.
- CFSFC hosted a total of eight different workshops to three different host sites, resulting in 61 participants engaging with the program.

**C.7. FY 20-21 Key Objectives**

- Increase the number of Winston-Salem residents exposed to the Credit and Savings Builder program to at least 200 per year.
- Use the expertise of qualified volunteers to independently facilitate the CSB workshops in order to broaden the reach of the program, and to give more time to CFSFC Executive Director for fundraising and building sustainability.
- Participants of CSB workshops will demonstrate a positive change in financial behaviors and report the accomplishment of short and long term goals they defined as their personal success.

## D. Organizational Capacity

Completed by [bfalkner@cfsfc.org](mailto:bfalkner@cfsfc.org) on 11/20/2019 1:17 PM

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Address: \*No Address Assigned

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### D. Organizational Capacity

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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 Center for Smart Financial Choices (CFSFC) helps people learn how to build and achieve financial goals, leading to a comfortable future for them and their families. Since its founding in 2011, CFSFC has helped more than 22,000 youth begin the process of becoming financially savvy and successful by offering workshops in the public schools of the Piedmont. We have also worked with over 3,000 adults to help build their savings, improve their credit and develop financial goals. We accomplish our mission by teaching financial education through personal interactive programs to enable individuals to make better financial decisions now and in the future.

#### FUNCTION (5 POINTS)

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

We have been in operation since August 2011 for a total of 8 plus years.

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

Financial education is a core life skill for thriving in modern society. Children are growing up in an increasingly complex world where they will eventually need to take charge of their own financial futures. As young adults learning to live independently, they will need to know how to budget and make wise financial choices for everyday living. The United States is a nation of the financially anxious and more than a quarter of Americans (28%) worry about their finances every day. As a nation, the United States ranks 14th in financial education according to Financial Literacy Around the World, a Standard and Poor's Rating Services Survey. Diane Vazza, head of Global Fixed Income Research at Standard & Poor's states, "Two-thirds of adults worldwide are financially illiterate. And in virtually every country across the globe, there is a 5% gender literacy gap."

The Center for Smart Financial Choices (CFSFC) is the only organization in the Piedmont Triad region whose mission is entirely financial education. CFSFC focuses its time on "teaching financial education through personal interactive programs to enable individuals to make better financial decisions now and in the future."

In the seven years since we began operations we have provided this education to over 22,000 teens and young adults and over 3,000 adults by meeting people where they are in life and providing workshops through employers, non-profit organizations, high schools, colleges and individually.

CFSFC has developed a two-prong approach to providing financial education:

1. YOUTH EDUCATION – We work with teens and college students to reinforce the habit of saving money, raise awareness that additional education is the key to making more money, and teach them to spend money wisely. We offer financial knowledge of credit and its role in their lives, improve budgeting skills and offer youth motivation to succeed in the future.

2. ADULT EDUCATION - We encourage adults to become financially competent individuals who understand their relationship to money, can read, discuss and communicate about personal financial issues and can apply what they have learned to new financial situations. CFSFC guides adults to understand their habits and attitudes around money which encourages them to change or modify behaviors. We provide values-based, financial education which gives individuals choices to improve their overall savings goals and credit health.

The Center for Smart Financial Choices is unmatched in the quality and authenticity of its programming and is a valuable asset to the Piedmont Triad community. Every single person deals with money in some shape or fashion every single day and we are providing the tools to enable all individuals to make smart financial choices every single time.

**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
Executive Director	-Responsible for scheduling financial education programs for public schools, colleges, non-profits and other community service providers. -Preparation and Presentation of Workshops -Program Evaluation -Volunteer Management - Strategic Planning with Board - Communication & Marketing -Budget and Finance -Program Management -Fund Procurement -Community Engagement	30	10.00 %
Volunteers	-Workshop Facilitation - Program presentation	8	0.00 %

**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
Betty Ann Falkner	Executive Director	\$48,594.00	10.00 %

**D.6. Attach an organizational chart**

**Organizational Chart \*Required**

CFSFC Organizational chart-2019.pdf

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.**

We will not be hiring anyone in the next year. If we did so, it is the policy of the Center for Smart Financial Choices to follow the spirit and intent of all federal, state and local employment law and are committed to equal employment opportunity. We do not discriminate against any employee or applicant in a manner that violates the federal, state and local law. Each person is evaluated based on personal skill and merit.

**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						
Technicians						
Office/Clerical						
Laborers/Service Workers						

**D.8.**



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

CFSFC Board Contact List1.pdf

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

4

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

4

**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."**

Since this is not a new program to CFSFC, it's implementation will just be a continuation and boosting of what we are already doing. We currently have several CSB workshops already scheduled for 2020 (Shalom Project's Flourish Program) and are in the middle of conversations with other partners to set up spring dates. We are working on getting

more materials into the hands of our trained volunteers so that they can more easily facilitate workshops on their own, and hope to have piloted a few of these volunteer-led workshops by March of 2020.

One key contingency on which the growth of this program will depend is that our youth programs in the public schools will be cut back by about half. For the last several years, CFSFC has dedicated 1-2 full days per week at a local school, offering workshops to teachers in Forsyth and Guilford County Schools. Starting in January of 2020, we will be cutting back these offerings to just one full day every other week, in order to open up more time for adult programs such as the Credit and Savings Builder.

**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?**

CFSFC does not discriminate against anyone seeking to participate who is either an employee of a local business partner or a client served by a nonprofit partner. Our intent is that those who most need financial education have access to the material we teach and will do whatever is in our power to make sure that any and all persons who seek to participate are able to do so.

## E. Cost Effectiveness

Case Id: 10721

Name: Center For Smart Financial Choices - 2020/21

Completed by bfalkner@cfsfc.org on 11/22/2019 1:18 PM

Address: \*No Address Assigned

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### E. Cost Effectiveness

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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	\$40,714.80	\$42,785.00	\$31,697.00
Fundraising	\$22,185.40	\$22,404.00	\$14,548.00
Management and General	\$19,134.80	\$19,724.00	\$13,648.00
	<b>\$82,035.00</b>	<b>\$84,913.00</b>	<b>\$59,893.00</b>

Expenditures by Category	Budgeted FY 19-20	Projected Actuals FY 19-20	Proposed Budget FY 20-21
Employee Salaries and Wages	\$63,814.00	\$66,409.00	\$48,594.00
Employee Benefits	\$0.00	\$0.00	\$0.00
Facility Rent and Utilities	\$0.00	\$0.00	\$0.00
Training and Conference Registration	\$2,761.00	\$4,158.00	\$2,400.00
Membership and Dues	\$275.00	\$439.00	\$389.00
Travel and Transportation	\$2,200.00	\$3,000.00	\$3,400.00
Grants to Individuals and Organizations	\$0.00	\$0.00	\$0.00
Contracted Fundraising Services	\$0.00	\$0.00	\$0.00
Goods Purchased for Resale	\$0.00	\$0.00	\$0.00
Other Contracted Services	\$0.00	\$0.00	\$0.00
Other Operating Expenditures	\$12,985.00	\$10,907.00	\$5,110.00
Capital Outlay	\$0.00	\$0.00	\$0.00
	<b>\$82,035.00</b>	<b>\$84,913.00</b>	<b>\$59,893.00</b>

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	\$5,000.00
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	\$10,500.00	\$9,762.00	\$7,500.00
Memberships	\$36,000.00	\$36,655.00	\$36,000.00

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Donations	\$5,000.00	\$7,248.00	\$5,500.00
Foundation Grants	\$12,000.00	\$0.00	\$2,500.00
Interest and Investment Income	\$120.00	\$212.00	\$400.00
Parent Organization	\$0.00	\$0.00	\$0.00
Other	\$10,000.00	\$10,000.00	\$10,000.00
	<b>\$73,620.00</b>	<b>\$63,877.00</b>	<b>\$66,900.00</b>

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

Expenditures- Advertising; IT Support; Telephone;Workshop Expenses, Scholarship payments & Supplies  
 Other Revenues- Corporate Sponsorship

**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	none	\$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
CSB workshop	\$5,000.00	\$5,000.00	Workshop fees
	<b>\$5,000.00</b>	<b>\$5,000.00</b>	

**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.**

If full funding is not received for this program, the primary adjustment we would make is to lower the projected number of participants reached from 200 per year to 100 per year. More of the Director's time would need to be spent fundraising, decreasing the amount of program time.

**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 charge a minimal fee for partners to host the CSB program (different rates for for-profit and non-profit organizations), which lends itself to the sustainability of the program. However, the fee is not enough to cover the full cost of the workshop. Increased use of and reliance upon volunteers to lead the workshops would help to cover the cost difference and allow time for the Director to create more partnerships/host sites.

Other funding sources include: corporate sponsorships, collaborative grants and individual donations.

**BARRIERS (3 POINTS)**

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

Potential barriers include:

- Lacking commitment or funds from partner sites to host the program

Providing we have the time available in our schedule, we will not let a need for our services go unmet due to finances.

We will look for grants to offset the cost of the workshops.

- Limited time availability from volunteers to facilitate workshops

CFSFC is continuously recruiting volunteers and will use college finance students to fill in any gaps in volunteers.

**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:	\$5,000
Number proposed to be served for the year:	200
Average City funds per beneficiary:	15
Proposed funds from all sources:	10,000
Number proposed to be served for the year:	200
Average total funds per beneficiary:	10

## F. Required Documents

Completed by bfalkner@cfsfc.org on 11/22/2019 1:28 PM

Case Id: 10721

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Address: \*No Address Assigned

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### F. Required Documents

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Please provide the following information

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#### Documentation

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**Code of Conduct/Conflict of Interest Policy \*Required**

Code of Ethics & Conflict of Interest Policies of the Center 6.9.15.pdf



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

2018 CFSFC f990ez.pdf

Form 990 Schedule A-2018.pdf



**Organization By-Laws \*Required**

Bylaws (Revised June 2015).pdf



**Articles of Incorporation \*Required**

CFSFC Articles of Incorporation 2011.pdf



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

CFSFC Policies (June 2015).pdf



**IRS 501(c)3 Designation Letter \*Required**

IRS 501c3 Determination Letter.pdf

**Audited financial statements or a third-party review** \*Required

CFSEC December 2018 Financials Year-End Final.pdf

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

**\*Required**

North Carolina Secretary of State - Current and Active Status.pdf

**Other**

*\*\*No files uploaded*

## G. Community Development Only

Completed by bfalkner@cfsfc.org on 11/22/2019 1:29 PM

Case Id: 10721

Name: Center For Smart Financial Choices - 2020/21

Address: \*No Address Assigned

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### G. Community Development Only

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\*\* 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 bfalkner@cfsfc.org on 11/22/2019 1:29 PM

Case Id: 10721

Name: Center For Smart Financial Choices - 2020/21

Address: \*No Address Assigned

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### H. Construction/Rehab Only

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\*\* 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

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**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

Completed by bfalkner@cfsfc.org on 11/22/2019 1:29 PM

**Case Id:** 10721

**Name:** Center For Smart Financial Choices - 2020/21

**Address:** \*No Address Assigned

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## I. Emergency Shelter Only

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\*\* 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
	<b>\$0.00</b>

### 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
	<b>\$0.00</b>

## J. Rapid Rehousing and HMIS Only

Completed by [bfalkner@cfsfc.org](mailto:bfalkner@cfsfc.org) on 11/22/2019 1:29 PM

**Case Id:** 10721

**Name:** Center For Smart Financial Choices - 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
	<b>\$0.00</b>	<b>\$0.00</b>

## Submit

Completed by bfalkner@cfsfc.org on 11/22/2019 1:30 PM

**Case Id:** 10721

**Name:** Center For Smart Financial Choices - 2020/21

**Address:** \*No Address Assigned

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## Submit

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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.

*\*\*Not signed*