

A. Organization & Contact Information

Completed by karen@sergeifoundation.org on 11/21/2019 4:19 PM

Case Id: 10768

Name: 2021 Triad Dog Games - 2020/21

Address: *No Address Assigned

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

The Sergei Foundation

A.2. Project/Program

2021 Triad Dog Games

A.3. FY 2020-21 Funding Request Amount

\$5,000.00

A.4. Agency's Total Operating Budget

\$100,704.00

A.5. Mailing Address

PO Box 15 Oak Island, NC 28465

A.6. Project/Program Location Address

Winston-Salem Fairgrounds 421 27th St NW Winston-Salem , NC 27105

A.7. Organization Website

The Sergei Foundation

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

2010

A.9. Organization Fiscal Year

2009

A.10. Federal Tax ID Number

A.11. Federal DUNS Number

EXECUTIVE DIRECTOR/MANAGER

A.12. Name, Title

Karen Fullerton, MBA - Founder and CEO

A.13. Email

karen@sergeifoundation.org

A.14. Phone

(336) 306-6861

CONTACT

A.15. Name, Title

Karen Fullerton, MBA - Founder and CEO

A.16. Email

karen@sergeifoundation.org

A.17. Phone

(336) 306-6861

BOARD CHAIR

A.18. Name

Karen Fullerton, acting chair/interim

A.19. Term Expiration

12/31/2020

A.20. Email

karen@sergeifoundation.org

A.21. Phone

(336) 306-6861

B. Project Overview

Completed by karen@sergeifoundation.org on 11/21/2019 10:38 AM

Case Id: 10768

Name: 2021 Triad Dog Games - 2020/21

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 activity we are requesting funding for is our Triad Dog Games event. As an annual event 2014-2019, The Sergei Foundation's board decided to make it every-other year to help with attendance and keep it as an anticipated event. This request is specifically for the May 1, 2021 Triad Dog Games. The event is The Sergei Foundation's only major fundraiser in the Triad to support its veterinary medical care programs for low and moderate income individuals.

The event continues to be the only sport-dog competition that includes all major dog sports for competitors and allows for general attendee participation and spectatorship. Dog sports represented have included: Dock Jumping, Skyhoundz national-qualifying DiscDogathon (Frisbee), Agility, and Flyball. Smaller events, such as Dachshund races, are also part of the event.

City funds will be used to help cover event expenses:

The greatest expenses are always associated with the cost to obtain the dock jumping and disc events, as each host group travels from out of state to perform and organize these events as part of Triad Dog Games. More specifically, the cost to host runs between \$4,000-\$5,000 including hotel rooms and out of state travel for event hosts/vendors of Ultimate Air Dogs and the disc event. (This does not include). The fees to the Fairgrounds for event space, personnel, ticket master functions ranges in the \$4,000-\$5,000 range as well. Advertising in an expense that is directly correlated to our budget and in the past has run between \$3,000-\$8,000.

The goals/objective for Triad Dog Games:

To raise funds to support low-income veterinary subsidy programs and other operational costs. More specifically, The Sergei Foundation's goal is to raise enough sponsored funding to completely cover Triad Dog Games' event expenses, so the risk is reduced should inclement weather negatively affect attendance. It is possible for The Sergei Foundation to incur a loss, as this is an outdoor event. It is important to minimize this risk since this is The Sergei Foundation's only major fundraiser.

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

Triad Dog Games is an event that will run from 10am-3pm on Saturday, May 1, 2021. Participation is directly correlated with the weather, as it is an outdoor venue. Free passes have also been given away as benefits to sponsorship packages, press, and as promotions.

The public may pay an admission fee to access the event via the Fairgrounds' ticket booth. Admission is \$6 adult and free to children 10 and under. This provides full access to watch all of the activities. Should people wish to enter their dog(s)

into any competition, additional vendors charge fees for sporting events which go directly to those vendors.

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?

The number of participants who attend may all be served at the same time, as this is an entertainment event as well as a participatory event. The maximum number that can be served would exceed the attendance that would ever be realistic to attend Triad Dog Games, as the venue itself supports such large events as the Dixie Classic Fair.

The participants at the event only would be between \$600-2,000 (as a one-day event). In addition to that number, the total number of "participants" if looked at from the benefiting grantees of programs funds as a result of this event would range between 600 and 800 people.

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.

Although all are welcome to attend Triad Dog Games, the demographic/population targeted by media for attendees include household income of \$75,000+, dog-owners, and family-oriented.

The population for The Sergei Foundation's programs (people who will benefit from the funds raised at the event) consists of verified, low income individuals/families (same as Federal WIC national program guidelines), who have a dog or a cat as a companion pet in need of veterinary medical attention. These owners are typically facing hardships such as unemployment or receive state or federally funded aid.

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.

Triad Dog Games meets an unmet needs as far as an event/tourism opportunity as it is the only event of its kind in the Piedmont Triad area.

The unmet need served by The Sergei Foundation is also unique to the area, as no shelters or humane societies assist "owned" pets without the surrender of the pet. The Sergei Foundation keeps these dogs and cats in the home, allowing valuable shelter space to be reserved for strays and other non-medical surrenders. Alternatively, some families who refuse to part with their pet may choose not to pay a heat bill or a rent payment to aid their pet. The Sergei Foundation is the only human service nonprofit that aids in pet care in Winston-Salem, thus, allowing their limited funds to be available for basic needs.

These lower income families need this assistance because veterinarians do not offer free services and rarely even will see an animal without upfront payment from clients. These factors often lead the individual to drastic measures of leaving the animal unattended to die (cruelty cases) or anonymous drop offs to rescues or city/county funded shelters hoping the animal will receive care - which is a direct cost/expenditure increase to those entities. This save the County shelter money to re-home/care for animal. This varies among organizations, but averages \$400-\$700 dollars annually (Sources: <https://www.petfinder.com/pro/for-shelters/facts-about-animalsheltering/>).

If the pet does not survive as a result of not obtaining veterinary care, this often causes mental/emotional distress further debilitating an individual from at least short-term function (or long-term for possible service animals). (Source: https://www.upi.com/Health_News/2010/02/02/Pets-help-owners-deal-with-tough-economy/UPI-36391265093777/#ixzz3JXc0kjWn). The Sergei Foundation also tracks this internally via surveys to grantees who have been assisted. Results are in the required documents upload section.

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?

Outreach to and collaboration with is always extended to Triad area rescues and shelters. In showing cooperation with other animal non-profit groups, we offer them free adoption space/opportunity at Triad Dog Games. This collaboration does not affect the project's implementation, operation, oversight, or performance.

Outreach to sponsors are imperative to underwrite the cost of the event so that we may meet our fundraising goals. Mercedes Benz was our automotive sponsor in 2019, taking over for Modern Automotive who had been a major event sponsor from 2014-2018. Carolina Veterinary Specialists and smaller areas businesses are often sponsors.

C. Strategy and Performance

Completed by karen@sergeifoundation.org on 11/21/2019 4:17 PM

Case Id: 10768

Name: 2021 Triad Dog Games - 2020/21

Address: *No Address Assigned

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.

Event success will be primarily be measured by attendance during the event, sponsorship dollars secured, and attendance income. Success will also be measured by the draw of attendees and competitors from outside of Forsyth County, tracked by zip codes via an entry survey as was done in previous years.

Feedback will be solicited from the venue (Winston-Salem Fairgrounds), partners and other stakeholders. If original goals are not achieved, modifications would be made for future years to either a) reduce goal benchmarks or b) re-evaluate continuation of the event. The Sergei Foundation's CEO and board of directors, will evaluate and decide what steps to take should original goals not be achieved. For example, in 2019 our goals for attendance and program fundraising were not achieved, and it was decided to request an earlier date from the Fairgrounds to avoid 90+ degree weather (which deters pets/pet-owners) and to try an every-other-year format to aid in attendance as the

other events in Winston-Salem grow and compete for same-day participation. As a result of this decision, the next event is schedule for Sat., May 1, 2021 - nearly three weeks earlier than it was in 2019 and skips a 2020 Triad Dog Games' event.

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.

- 1) Since the event has been at the Winston-Salem Fairgrounds, the number of purchased tickets are tracked by Fairgrounds/Ticket Master staff and reported to The Sergei Foundation. This is a one-time report provided within a couple of weeks after the event. Unfortunately, these numbers do not include competitors, volunteers and promotional ticket giveaways. These additional participants are estimated and added to the final attendance counts.
- 2) Household zip codes have also been tracked upon entry, randomly, from those wishing to provide it.
- 3) Quickbooks will track vendors and sponsors.
- 4) Salesforce CRM database captures grantee and application data for the resulting veterinary program assistance as a result of the fundraising.

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 |
|--|---|---|---|--|
| Organize and run Triad Dog Games 2021, increasing attendance back to 2018 and earlier levels of at least 1200 attendees. | Secure earlier date for the event at the Fairgrounds so it's cooler for dogs, potentially increasing overall attendance. Switch to an every-other year format for the Triad as a strategy to increase attendance and the view that it is now a "limited-timing" event to better compete with increasing spring events. | Attendance of 2019 Triad Dog Games was 509 tickets + 213 promo/free + 145 registered competitors = 867. | N/A - no 2020 event. | 1500 total attendees. |

| | | | | |
|---|--|--|-----------------------------|---|
| <p>Maintaining and/or increase percent of visitors outside of Forsyth County at 36% of all attendees.</p> | <p>Secure earlier date for the event at the Fairgrounds so it's cooler for dogs, potentially increasing overall attendance.</p> <p>Solicit Our State magazine for article or at least more event exposure. If not PR, advertising in the event e-mail mailings.</p> <p>PR program to involve more TV mentions as a high-reach medium (ex: a grantee and their pet as spokesperson/spokes-pet).</p> | <p>36% came from outside of Forsyth County.</p> | <p>N/A - no 2020 event.</p> | <p>36% minimum for attendees outside of Forsyth County.</p> |
| <p>Raise funds to serve 250 households or 620 family members with our veterinary funding programs.</p> | <p>Secure earlier date for the event at the Fairgrounds so it's cooler for dogs, potentially increasing overall attendance (and funding for the programs).</p> <p>Maintain sponsorship relationships.</p> <p>Work with the Fairgrounds for better joint promotion with their overall events schedule to increase awareness and</p> | <p>224 application (556 individuals) served.</p> | <p>N/A - no 2020 event.</p> | <p>250 families/620 individuals assisted.</p> |

| | | | | |
|--|-------------|--|--|--|
| | attendance. | | | |
|--|-------------|--|--|--|

C.6. FY 18-19 Program Accomplishments

- In kind advertising donated for event (billboards and radio value \$7,705.00)
- UpDog Challenge was a success with more entries than DiscDogathon from previous years.

C.7. FY 20-21 Key Objectives

- Add a new event! Introduce Lourd Coursing to replace the disc event to generate new interest in both competitors and attendees.
- Keep Triad Dog Games a premier dog event in not only the City of Winston-Salem, but the entire Piedmont Triad Area.

D. Organizational Capacity

Completed by karen@sergeifoundation.org on 11/21/2019 2:10 PM

Case Id: 10768

Name: 2021 Triad Dog Games - 2020/21

Address: *No Address Assigned

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 Sergei Foundation was Incorporated in North Carolina in September 2009 and received its 501(c)(3) charity status in January 2010. It was founded in Winston-Salem by Karen Fullerton to keep companion dogs and cats with their owners when emergency or critical veterinary needs arise. For those who are unable to pay for life-saving veterinary care, mental, emotional and physical trauma is experienced. The Sergei Foundation was organized to provide a lifeline to these low-income individuals/families so their pets can obtain needed veterinary treatment and to provide those individuals with compassionate, emotional support, reflected in it's mission statement: "Savings companion pets' lives by coordinating care for sick and injured dogs or cats, providing families with resources to obtain life-saving veterinary treatment."

So often, especially for those who cannot have children, pets are truly considered to be a family member. Most veterinarian hospitals will not assist these types of pet owners because they cannot afford the care or sometimes even the deposit required to examine the animal. In addition, individuals who have service animals who are injured have a physical need for their pet. As a result, a community need was seen, and The Sergei Foundation's mission was established to "save companion pets' lives by providing veterinary financial assistance to families unable to afford emergency, life-saving care." Our current programs include the Emergency Vet Care Fund and the General Vet Care Fund and serve low to moderate income individuals/families. Currently, program parameters follow the same household income parameters as the federal WIC program.

In addition, The Sergei Foundation provides services to help people who may not qualify for financial assistance with information and resources such as basic veterinary information or referrals to veterinarians who offer free initial exams or lower-cost treatment options. To date, the Foundation has awarded over \$210,000 for veterinary medical services to date, which has assisted thousands of individuals and their pets. Triad Dog Games is the only major fundraising event of The Sergei Foundation and is a large part of its budget and programmatic support.

FUNCTION (5 POINTS)

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

Since September 2009.

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

Individual citizens of the city benefit by receiving financial aid, allowing them to obtain veterinary care for their companion pets that may not otherwise receive necessary treatment. There are no other emergency sick and injured pet funds that have the extensive veterinary network as The Sergei Foundation or that fund up to our maximum

award of \$1,000. The reality is that life-saving surgeries typically start at \$600, and the pet would not likely survive, or be in critical pain for an inhumane amount of time, while the owners reach out to a number of smaller groups— often with \$100-\$200 maximum outlays— to obtain funding needed for treatment.

Our network and relationships with local veterinarians often allow for 24/7 emergency outreach and the willingness for vets to start treatment based on The Sergei Foundation's involvement that would otherwise not be extended by them to the general public.

In addition to benefiting their pets, The Sergei Foundation's programs benefit the overall health and well-being of individuals. A grantee exit survey was started in the fall of 2015, which asks the pet owners who have been assisted to rate their physical, mental, and emotional status both before and after The Sergei Foundation's involvement. Results overwhelming show that The Sergei Foundation's assistance reduces physical, mental, and emotional distress. Upon assistance, the majority had extreme change for the better in all listed areas.

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 |
|----------------|--|---------------------------|----------------------------------|
| CEO/Acting ED | Sole event manager for Triad Dog Games and reviews all program applications, manages awards and grantee surveys. | 40 | 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 |
|----------------------|-----------------|--------------|----------------------------------|
| Karen Fullerton | Founder and CEO | \$42,000.00 | 0.00 % |

D.6. Attach an organizational chart

Organizational Chart *Required

org chart2019.jpg

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.

The Sergei Foundation is an equal opportunity employer and postings would be made public on its website and social media for all to view/apply. Applications received and reviewed would be without knowledge of race, color, religion, sex or national origin.

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 | | | | 1 | | |
| Laborers/Service Workers | | | | | | |
| | | | | | | |

D.8.

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

2019 board list.pdf

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."

Since this proposal is for the 2021 event, key milestones include:

- Secure date for 2021 with Fairgrounds (done; it is Sat., May 1, 2021)
- Solicit/recruit event sponsors: August 2020 – January 2021
- Create media/marketing plan: December 2020
- Promotions: January – May 2021 (social media and traditional)
- Solicit/firm vendors: January – March 2021
- Operational tactics: Feb – March 2021
- Promote competition entry: April 2021
- Event date, rain or shine! Saturday, May 1, 2021

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?

All appeals for participation, outreach, and marketing start with the event website (www.TriadDogGames.com) and its Facebook page. These are public sites and show up in general internet searches and are accessible to all persons and businesses who wish to participate in Triad Dog Games.

E. Cost Effectiveness

Case Id: 10768

Name: 2021 Triad Dog Games - 2020/21

Address: *No Address Assigned

Completed by karen@sergeifoundation.org on 11/21/2019 3:44 PM

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 | \$80,564.00 | \$72,000.00 | \$75,000.00 |
| Fundraising | \$10,070.00 | \$7,000.00 | \$8,500.00 |
| Management and General | \$10,070.00 | \$13,000.00 | \$11,000.00 |
| | \$100,704.00 | \$92,000.00 | \$94,500.00 |

| Expenditures by Category | Budgeted FY 19-20 | Projected Actuals FY 19-20 | Proposed Budget FY 20-21 |
|---|---------------------|----------------------------|--------------------------|
| Employee Salaries and Wages | \$47,000.00 | \$46,500.00 | \$42,000.00 |
| Employee Benefits | \$6,000.00 | \$6,000.00 | \$5,000.00 |
| Facility Rent and Utilities | \$0.00 | \$0.00 | \$0.00 |
| Training and Conference Registration | \$0.00 | \$0.00 | \$0.00 |
| Membership and Dues | \$447.00 | \$300.00 | \$400.00 |
| Travel and Transportation | \$1,560.00 | \$1,200.00 | \$900.00 |
| Grants to Individuals and Organizations | \$34,400.00 | \$27,500.00 | \$34,200.00 |
| 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 | \$1,000.00 |
| Other Operating Expenditures | \$11,297.00 | \$10,500.00 | \$11,000.00 |
| Capital Outlay | \$0.00 | \$0.00 | \$0.00 |
| | \$100,704.00 | \$92,000.00 | \$94,500.00 |

| Revenues by Category | Budgeted FY 19-20 | Projected Actuals FY 19-20 | Proposed Budget FY 20-21 |
|-----------------------------------|-------------------|----------------------------|--------------------------|
| City of Winston-Salem | \$5,000.00 | \$5,000.00 | \$5,000.00 |
| Forsyth County | \$0.00 | \$0.00 | \$0.00 |
| State of North Carolina | \$800.00 | \$800.00 | \$800.00 |
| Federal Government | \$0.00 | \$0.00 | \$0.00 |
| Admissions/Program Revenues/Sales | \$13,223.00 | \$12,000.00 | \$13,950.00 |

| | | | |
|--------------------------------|---------------------|--------------------|--------------------|
| Memberships | \$4,500.00 | \$4,500.00 | \$4,500.00 |
| Donations | \$64,215.00 | \$63,000.00 | \$65,000.00 |
| Foundation Grants | \$12,500.00 | \$8,700.00 | \$5,000.00 |
| Interest and Investment Income | \$253.00 | \$248.00 | \$250.00 |
| Parent Organization | \$0.00 | \$0.00 | \$0.00 |
| Other | \$213.00 | \$252.00 | \$0.00 |
| | \$100,704.00 | \$94,500.00 | \$94,500.00 |

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

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 | City funds | \$5,000.00 |
| 2018 | City funds | \$5,000.00 |
| 2017 | City funds | \$5,000.00 |
| 2016 | City funds | \$5,000.00 |
| 2015 | City funds | \$5,000.00 |

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 |
|--------------------------|-----------------------------|--------------------------|---|
| 2021 Triad Dog Games | \$5,000.00 | \$23,000.00 | Event sponsors, vendors, admission |
| Vet care program funding | \$0.00 | \$71,500.00 | Direct public support and foundation grants |
| | \$5,000.00 | \$94,500.00 | |

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.

This year would be the same as years 2015-2018 funding. 2019-2020 was approved by the city to be reallocated to operations as our strategy changed to every other year.

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.

It is likely that past event sponsors will continue to support the event as they have for the previous multiple years. By providing the services and benefits promised event sponsors and continued success at attracting our estimated attendance, funders are happy to continue to support the event and ultimately The Sergei Foundation's nonprofit cause.

BARRIERS (3 POINTS)

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

The largest barrier is weather. When the event was scheduled later than mid-may, attendance figures went down (temperatures too hot for dogs; in the 90 degree mark). Also, if it rained, attendance went down.

Other barriers that we believe we have overcome for 2021 is having the event on the same weekend as WFU and other college graduations and the Greek Festival (always after Mother's Day).

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: | 5000 |
| Number proposed to be served for the year: | 1800 |
| Average City funds per beneficiary: | 2.77 |
| Proposed funds from all sources: | 94500 |
| Number proposed to be served for the year: | 1800 |
| Average total funds per beneficiary: | 52.50 |

F. Required Documents

Completed by karen@sergeifoundation.org on 11/21/2019 4:11 PM

Case Id: 10768

Name: 2021 Triad Dog Games - 2020/21

Address: *No Address Assigned

F. Required Documents

Please provide the following information

Documentation

Code of Conduct/Conflict of Interest Policy *Required

Conflict of Interest Policy[1].pdf

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

2018 990EZ_signed 9_9_2019.pdf

Organization By-Laws *Required

BYLAWS_SergeiFoundation_revised080415.pdf

Articles of Incorporation *Required

Articles of Incorporation.pdf

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

Employee Handbook.pdf

IRS 501(c)3 Designation Letter *Required

FedAwardLetter_501c30001_PO Box.pdf

Audited financial statements or a third-party review *Required

SERGEI AUDIT 2016 FINAL REPORT (1).pdf

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

*Required

nc sec state active.pdf

Other

Open ended Data_All_191121.pdf

G. Community Development Only

Completed by karen@sergeifoundation.org on 11/21/2019 4:12 PM

Case Id: 10768

Name: 2021 Triad Dog Games - 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 karen@sergeifoundation.org on 11/21/2019 4:12 PM

Case Id: 10768

Name: 2021 Triad Dog Games - 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 |
|--------------|---------|-----------------|-----------|---------------|
|--------------|---------|-----------------|-----------|---------------|

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: 10768

Name: 2021 Triad Dog Games - 2020/21

Address: *No Address Assigned

Completed by karen@sergeifoundation.org on 11/21/2019 4:12 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 karen@sergeifoundation.org on 11/21/2019 4:12 PM

Case Id: 10768

Name: 2021 Triad Dog Games - 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

Completed by karen@sergeifoundation.org on 11/21/2019 4:20 PM

Case Id: 10768

Name: 2021 Triad Dog Games - 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.

Karen L. Fullerton

Electronically signed by karen@sergeifoundation.org on 11/21/2019 4:20 PM