

A. Organization & Contact Information

Case Id: 11159
Name: Positive Wellness Alliance - 2021/22
Address: *No Address Assigned

Completed by srussell@pwanc.org on 11/19/2020 2:59 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

Positive Wellness Alliance

A.2. Project/Program

Supportive Housing Services

A.3. FY 2021-22 Funding Request Amount

\$36,750.00

A.4. Agency's Total Operating Budget

\$1,337,166.00

A.5. Mailing Address

PO Box 703 Lexington, NC 27292

A.6. Project/Program Location Address

704 Brookstown Ave. Winston-Salem, NC 27101

A.7. Organization Website

www.positivewellnessalliance.org

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

1994

A.9. Organization Fiscal Year

January - December

A.10. Federal Tax ID Number

A.11. Federal DUNS Number

EXECUTIVE DIRECTOR/MANAGER

A.12. Name, Title

Sophia Russell-Hall, Executive Director

A.13. Email

srussell@pwanc.org

A.14. Phone

(337) 722-0976

CONTACT

A.15. Name, Title

Sophia Russell-Hall, Executive Director

A.16. Email

srussell@pwanc.org

A.17. Phone

(336) 722-0976

BOARD CHAIR

A.18. Name

Courtney S. Jones

A.19. Term Expiration

07/01/2021

A.20. Email

courtneyjjones.courtney.s.courtneyjones@truist.com.

A.21. Phone

(336) 722-0976

B. Project Overview

Completed by *srussell@pwanc.org* on 11/19/2020 4:01 AM

Case Id: 11159

Name: Positive Wellness Alliance - 2021/22

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 program will encompass Rapid Re-Housing and Permanent Supportive Housing for individuals living with HIV/AIDS who are experiencing homelessness in Winston-Salem, Forsyth County. The goals for both programs for agency, through the City of Winston-Salem funds, are to identify those individuals who are chronically homeless, provide financial assistance to secure stable housing through interactive case management services, and maintain monthly contact with the clients to ensure ongoing stability.

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

Access:

Referrals made to Positive Wellness Alliance (PWA) supportive housing program are from medical providers, social service agencies and shelters. The agency also receives referrals from previously assisted clients, as well as through community partner agencies. The Coordinated Intake Center provides an additional avenue for agency referrals.

Services:

Post referral, potential housing clients are interviewed and assessed to determine housing needs. During the assessment, the Supportive Housing Case Manager (SHCM) gathers further socioeconomical information from client to address and seek additional referral needs through internal agency programs and/or external social services. Depending upon the sustainability of the client's situation, a client may qualify for a housing voucher through the City of Winston-Salem HUD funding or Positive Wellness Alliance HOPWA funding for local affordable housing opportunities. During the client's enrollment process, the SHCM works with the client to find housing by utilizing resources or through developed relationships with landlords and property managers. Clients also have access to additional assistance, if needed, through the agency's HOWPA emergency financial assistance. These emergent funds are coordinated through HIV medical case managers and client self-referrals and are administered by the guidelines established through the Region 3 Network of Care. Clients qualify based on income eligibility, medical treatment adherence, and the establishment of a housing plan. Emergency Financial Assistance (EFA) payments are made directly to the utility company or landlord. Upon intake, housing clients (both those seeking housing and requesting emergency assistance) are informed of other PWA programs designed to enhance their independent living skills such as the food pantry, medical case management, risk counseling and support groups. Most housing clients who enter this program are also linked to agency's medical case managements. This is done in effort to provide a holistic approach to comprehensive case management services that support, empower, and ensure the client's success through the program.

Outcome:

Clients who participate in the supportive housing case management program achieve housing through financial assistance through PSH and RRH funds. The Supportive Housing Case Manager continues their communication with the

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client through their housing journey as well as afterwards. PWA's case management services are required to conduct client care calls based upon the level of the clients needs. This occurs to ensure the client continues to remain in secure and safe housing. The SHCM also works with clients in developing a housing care plan to assist client to reaching their level of self-sufficiency, maintains communication with landlord/property manager, and links client to medical case management services, as needed.

B.3. Below, please provide anticipated service metrics into the appropriate fields.

Where applicable, applicants will be reimbursed funds based upon timely submissions of eligible invoices. These invoices should describe services rendered and should align with the goals and objectives cited here. Where outcomes do not align with goals, please be prepared to provide a written summary of shortcomings. If applicable and serving individual clients over a period of time.

Average Number of Participants Served at a Single Time

2

Maximum Number of Participants to Be Served at a Single Time

4

Unduplicated Total Number of Participants to Be Served During the Program Year

15

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.

PWA provides services to men, women and transgender individuals living with HIV/AIDS and their families with a high focus provided to minority and marginalized populations with the most severe needs. Households served typically are receiving disability income or no income because the virus has hindered their health and ability to work and function. This limitation of income often leads persons living with HIV to become homeless if they are unaware of PWA as the primary housing safety net provider in our region. Individuals experiencing homeless who are living with HIV often require additional and urgent medical attention to regain the stability of their health while trying to acquire stable housing.

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 National Alliance to End Homelessness "HIV/AIDS and homelessness are intricately related. The costs of health care and medications for people living with HIV/AIDS are often too high for people to keep up with. HIV+ persons are in danger of losing their jobs due to discrimination or as a result of frequent health-related absences. As a result, up to 50% of HIV+ individuals in the US are at risk of becoming homeless." In addition, the National Health Care for the Homeless Council reported that "homeless people with HIV/AIDS encounter many challenges to their health. Due to factors such as poor hygiene, malnutrition, and exposure to cold and rainy weather, homeless people are already three to six times more likely than housed people to become ill." Not only is housing important for the healthcare for HIV+ people, housing is also prevention for the community. According to the National AIDS Housing Coalition, "rates of HIV infection are 3 times to 16 times higher among persons who are homeless or unstably housed, compared to similar persons with stable housing and 3% to 14% of all homeless persons are HIV+ (10 times the rate in the general population)". These figures indicate that a higher concentration of HIV among the homeless may lead to survival risk behaviors which could lead to higher transmission of HIV among both the homeless and general community. Positive

Wellness Alliance strives and will continue to work to make more robust the supportive housing program. The National AIDS Housing Coalition reports, “over time, persons who improved their housing status reduced the risk behaviors by half; while persons whose housing status worsened over time were 4 times as likely to exchange sex for housing”. It is our agency's mission to improve the quality of life and place HIV+ homeless individuals into stable and secure housing.

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?

PWA collaborates on long term housing plans and client success strategies with a wide variety of partnering community agencies for emergency assistance, social supportive services (i.e., interfaith care), shelter and housing. Those agencies include The Bethesda Center, Crisis Control Ministries, the Fellowship Home, Hawley House, Samaritan Ministries, Ministries Beyond Welcome, the Salvation Army Shelter, Sunnyside Ministries, New Communion Mobile Food Pantry, Centenary United Ministries, the Shalom Project, and several others. These collaborations create a network of resources to maintain stability and in turn maintain the health of our clients.

With the focus on healthcare, PWA also connects clients to medical resources through the Region 3 Network of Care, administered through PWA. In collaboration with the Coordinated Intake Center through the Continuum of Care, PWA offers housing and shelter solutions through the established referral process reducing the duration of homelessness. PWA participates in the Continuum of Care meetings, the Operating Cabinet, and HMIS transitional trainings.

PWA provides medical case management, which works to help clients gain access to primary healthcare and medications, linking them to a broad range of health and social services, and empowering clients to take an active role in maintaining their health. PWA also has a community wide food pantry available for various households. Through our food pantry, we are able to address the need of food insecurity for the clients by offering food boxes, food box deliveries, and hygiene products monthly that fits the needs of their households helping to stretch their income so they can maintain housing. PWA will utilize HMIS for data and service information to ensure clients are referred properly to supportive services. PWA will utilize information from the COC to report housing needs for the local community and the housing needs for the HIV community to other HIV Care providers throughout Region 3 Network of Care. Maintaining compliance of monitoring requirements through HMIS ensures the efficient use and tracking of funds.

IDIS Setup

No data saved

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IDIS Setup

Please provide the following information

Project Name

National Objective

Activity Number ID

HUD Activity Code

Project Description

Accomplishment Type

Initial Application Date

Service Area

Ward

Census Tract(s)

Block/Group

MWBE

C. Strategy and Performance

Completed by srussell@pwanc.org on 11/19/2020 4:59 AM

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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):

Livable Neighborhoods

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 the stated program goals provided in C.5. are not achieved.

To monitor program performance, housing retention for the overall program will be monitored monthly. If we find that clients are at high risk of becoming homeless again, we will attempt to identify the reasons and adjust the type and

level of services to improve housing stability. Secondly, if we find that individuals who are on the RRH program are ending their funding cycle, if they are eligible, we will refer them to our in-house housing program, HOPWA, to secure their housing.

Moreover, the Supportive Housing Case Manager will continue to work with the Community Intake Center (CIC), Bethesda Center, Samaritan, Salvation Army, and City with Dwellings as well as additional community partner agencies to locate individuals who met the criteria for our housing program and develop a plan to secure their housing. We also plan to attend meetings through Cardinal Innovations, other local agencies, and medical facilities to

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inform them of our program to ensure we are meeting our projected goals.

Our agency conducts internal monthly as well as quarterly reviews of all of our case management programs to assess where we are with meeting goals. If we discover a goal may not be met, our advantageous approach is to contact our monitor with the City of Winston Salem for TA and discussion regarding our ideas to accomplish the goal(s) through more innovative methods, if possible.

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.

PWA will utilize reports from the HMIS to track program performance measures and service information to ensure clients are referred properly to supportive services. Additionally, PWA will utilize information from the COC to report housing needs for the local community and the housing needs for the HIV community to other HIV Case providers through the Region 3 Network of Care. Maintaining compliance of monitoring requirements through HMIS as well as Neighborly guarantees the efficient use and tracking of funds. If the client utilizes other services offered by PWA, we may cross reference Emergency Financial Assistance (EFA) and voucher recipients with the medical appointment adherence report to ensure compliance to health care needs.

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.

Applicants will be reimbursed funds based upon timely submissions of eligible invoices. These invoices should describe services rendered and should align with the goals and objectives cited here. Where outcomes do not align with goals, please be prepared to provide a written summary of shortcomings.

Stated Program Goals	Program Activities in Support of Goals	FY 19-20 Previous Year Results	FY 20-21 Current Year Projected Results	FY 21-22 Next Year Anticipated Results
90% of families will maintain permanent housing for a minimum of 12 months	Case managers provide mentoring to ensure housing stability through connecting individuals to budget counseling and employment opportunities	Worked with 12 individuals to ensure housing status remained permanent	90% will maintain permanent housing for 12 months	95% will retain permanent housing and secure stable employment
Homeless individuals at shelters will be offered HIV testing and education	Provide HIV testing and education at homeless shelters in the City of Winston-Salem.	Discussions with shelters have been confirmed; working with POSSE and United Health Centers to solidify collaboration post COVID.	45% of homeless individuals in shelters will be tested.	65% of homeless individuals in shelters will be tested
Dual enroll each PSH	Case managers will	SHCM worked with	Work with 11	Work with 12

and RRH participant into medical and housing case management	provide monitoring and guidance in the areas of addressing social economic and factors of social determinants of health i.e., ensuring medical adherence, budget counseling, employment readiness, continued education	12 individuals; 12 of 6 have remained in dual case management and housed after 6 months	individuals; 94% will remain in dual case management and housed after 6 months	individuals; 95% will remain in dual case management and housed after 6 months
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	Total Unduplicated Number Served	Total Number Served
FY 19-20 Previous Year Results	12	12
FY 20-21 Current Year Projected Results	11	6
FY 21-22 Next Year Anticipated Results	12	0

C.6. FY 19-20 Program Accomplishments

Key accomplishments in FY 19-20:

- Agency received 12 referrals from CIC, to date agency has received 50 referrals since FY17.
- 12 individuals have been housed; 12 have retained housing for more than 6 months
- MIA/Hard Cases count decreased to zero in comparison to 2018-19 (3).
- Dual case management initiative began in 2019 ensuring individuals needs are met and ensures additional coverage for housing case managers.
- To date all 12 individuals are in dual case management services and have maintain housing and medically adherent as a result of the model.
- Agency's "Housing to Health" initiative provided all newly housed persons with furniture for their apartment

C.7. FY 21-22 Key Objectives

Key Objectives for FY 21-22:

- Develop and secure additional housing options for clients
- Develop and secure employment opportunities for clients to maintain stable and secure housing through partnering agencies
- Explore and develop additional options of emergency housing assistance for individuals living with HIV/AIDS
- Strengthen agencies housing case management program

D. Organizational Capacity

Completed by *srussell@pwanc.org* on 11/19/2020 5:59 AM

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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 Positive Wellness Alliance (PWA) is to provide services, support, and community to improve the quality of life of people living with and affected by HIV/AIDS.

Major services offered by PWA include women, men, and mixed gendered support groups for our clients. Support groups are offered to all participants of case management services or for individuals living with HIV/AIDS. Topics discussed often cover budgeting, how to secure stable housing, effective ways to establish secure employment, and group discussion. Positive Wellness Alliance also offers nutritional needs for those living with HIV/AIDS and the community-at-large at our agency through our Food Pantry.

In our work, we have found the most critical need for our clients is secure and stable housing. The supportive housing case management program advances are mission through offering opportunities for PWA to offer our services to individuals living with HIV/AIDS to ensure they have stable, secure and affordable housing. Further, individuals in Forsyth County are referred to Positive Wellness Alliance through several avenues such as Community Intake Center, Wake Forest University Health Services [Baptist Hospital] as well as through additional medical providers, FQHCs, public health department, social services, prisons/jails and homeless shelters. When a referral is made, the client is assessed to determine the most critical need. Working with the City of Winston-Salem in Rapid Re-Housing and Permanent Supportive Housing has allowed a more streamlined approach to placing our clients in stable living situations.

FUNCTION (5 POINTS)

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

28yrs

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

Positive Wellness Alliance assists individuals living with HIV/AIDS in our community to maintain their health and stability which minimizes the impact on the overall health and cost to the community. By transitioning clients from a chronic homeless situation into secure, stable housing and assisting clients to restore their health, our agency reduces the expenses experienced by the community-at-large that occur through shelter stays, food assistance, hospital stays, emergency room visits, police intervention, and the like. Our efforts, therefore, reduce the overall risk of transmission of HIV/AIDS and the subsequent costs of care to other community members and agencies.

STRUCTURE (5 POINTS)

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

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Position Title	Activities/Inputs	Total Work Hours Per Week	% of hours proposed to be funded
Supportive Housing Case Manager	Weekly meetings with CIC and any other required meetings; meet with clients, complete intake and placement; meet with clients weekly/ monthly	40	100.00 %

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
Sophia Russell-Hall	Executive Director	\$79,959.00	0.00 %
Michael Anders	Lead Case Manager	\$50,834.00	0.00 %

D.6. Attach an organizational chart

Organizational Chart *Required

Positive Wellness alliance Organization CHART 11 2020.pptx

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.

Open positions are posted via online job search engine (i.e., Indeed.com, LinkedIn.com). Applicant resumes are reviewed and interviews are scheduled based upon applicant meeting qualifications for posted position. At the time of the job offer to approved applicant, applicant’s references are contacted as part of the hiring process.

For internal hiring, the entire staff are informed of the open position opportunities. In like manner with the online job search applicants must meet the requirement as they determine. Internal applications are submitted and reviewed by the hiring committee (comprised of 3-4 Bard Members).

Positive Wellness Alliance is an Equal Employment Opportunity company which seeks to employ staff representative all people regardless race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age (40 or older), disability or genetic information.

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				1	
Professionals	1	1	1		4	2
Technicians						
Office/Clerical						
Laborers/Service Workers						
Total Full-Time						

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		2		1	1	
Technicians						
Office/Clerical						
Laborers/Service Workers						
Total Part-Time/Temp						

D.8.



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

Board of Directors_as of Nov 2020.pdf

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

12

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

8

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."

Our supportive housing case management program is now in its third year of operation. Our current Supportive Housing Case Manager comes with extensive experience working with homeless in Maui. Since that time, he has attended several required meetings for training for systems such as HMIS, Fair Housing and Reasonable Accommodations, Cardinal Innovations Trainings, Rapid Re-Housing, PSH, and Homeless Collaboration trainings. The current Supportive Housing Case Manager as well as Interim Executive Director have been intentional with seeking further training opportunities to bolster their knowledge of how the agency can assist with eradicating chronic homeless. Additionally, they have made connections with all homeless shelters in the County and numerous other referral resources such as prevention agencies, i.e., POSSE. The agency has collaborated with POSSE during HIV National Day of testing for two years in a row which has assisted in our community presence and education of the program and services offered by PWA. Our goal is to continue coordinating with POSSE to provide HIV testing and education at the shelters and local colleges in the coming year.

Additionally, the agency in the coming year, plan to host seminars and workshops to provide educational opportunities for staff of our community partners to share best practices for working with persons who are HIV+. To further ensure the bolstering of the program, the agency's most recently hired case manager will work in a dual case management capacity serving as a medical and supportive housing case manager. The agency anticipates hiring one to two more case managers to specifically cover its housing program initiatives between 2021-2022.

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?

PWA strives to maintain and respect the confidentiality of all persons we provide service as well as our community partners. Our policies and procedures ensure fair and equal access to the benefits of the program to all persons living with HIV/AIDS who are experiencing homelessness by having consistent appearances and outreach in places where they may be temporarily housed, i.e., under bridges, local homeless shelters to establish relationships to develop trusting relationships. Our constant follow-up with clients and about services they receive also assist with ensuring all persons eligible for our program receive the benefits of their enrollment.

Outreach efforts are also conducted through relationships with City with Dwellings, Bethesda Center, ESR, Samaritan, Salvation Army, GreenNest, local landlords, YWCA, Ministries Beyond Welcome, Kairos Worship Center, Hawley House, local library, NorthStar LGBTQIA Center, MIXXER, PeopleReady, and The Institute for Regenerative Design and Innovation to continue to develop opportunities for those experiencing chronic homelessness.

E. Cost Effectiveness

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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 20-21	Projected Actuals FY 20-21	Proposed Budget FY 21-22
Program Services	\$730,405.00	\$612,000.00	\$2,251,553.00
Fundraising	\$5,000.00	\$800.00	\$5,000.00
Management and General	\$601,761.00	\$601,761.00	\$621,471.00
Total Expenditures by Program	\$1,337,166.00	\$1,214,561.00	\$2,878,024.00

Expenditures by Category	Budgeted FY 20-21	Projected Actuals FY 20-21	Proposed Budget FY 21-22
Employee Salaries and Wages	\$316,142.00	\$318,457.00	\$318,457.00
Employee Benefits	\$78,159.00	\$916,964.00	\$916,964.00
Facility Rent and Utilities	\$43,897.00	\$54,997.00	\$54,997.00
Training and Conference Registration	\$10,000.00	\$10,000.00	\$10,000.00
Membership and Dues	\$2,500.00	\$2,500.00	\$2,500.00
Travel and Transportation	\$0.00	\$0.00	\$0.00
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	\$0.00	\$0.00	\$0.00
Capital Outlay	\$0.00	\$0.00	\$0.00
Total Expenditures by Category	\$450,698.00	\$1,302,918.00	\$1,302,918.00

Revenues by Category	Budgeted FY 20-21	Projected Actuals FY 20-21	Proposed Budget FY 21-22
City of Winston-Salem	\$35,100.00	\$35,100.00	\$36,750.00
Forsyth County	\$0.00	\$0.00	\$0.00
State of North Carolina	\$695,034.00	\$495,034.00	\$845,034.00
Federal Government	\$0.00	\$0.00	\$0.00
Admissions/Program Revenues/Sales	\$0.00	\$0.00	\$0.00

Memberships	\$0.00	\$0.00	\$0.00
Donations	\$0.00	\$0.00	\$0.00
Foundation Grants	\$0.00	\$0.00	\$0.00
Interest and Investment Income	\$0.00	\$0.00	\$0.00
Parent Organization	\$0.00	\$0.00	\$0.00
Other	\$0.00	\$0.00	\$0.00
Total Revenues by Category	\$730,134.00	\$530,134.00	\$881,784.00

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 of WS	\$35,100.00
2018	City of WS	\$35,100.00
2017	City of WS	\$35,100.00

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
Salary for Supportive Housing Case Manager	\$36,750.00	\$0.00	
	\$36,750.00	\$0.00	

E.4. For each activity and line item above, please provide a short but detailed description of how City resources will be used to carry out proposed programming.

Supportive Housing Case Manager services will assist with aiding persons HIV+ experiencing homelessness to secure and affordable. This position is needed to ensure that those individuals have access to adequate case management services. Additional funds from agency's unrestricted funding may be able to support some of this is on.

E.5. Where another stakeholder or agency is providing non-monetary assistance with a particular aspect of your programming, please provide a short description of those activities and how they will supplement the use of City funds.

To create a sustainable program, PWA has begun to work with community partners on developing opportunities to provide funding for clients to secure stable employment. Although the funds for this program are largely for the Supportive Housing Case Manager, the position is vital to the success of this program. The agency plans to seek additional funding opportunities through state and federal dollars to leverage and support the position in the coming years.

E.6. 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, we are requesting additional funding for this position to cover the full salary of the SHCM, their mileage as

well as the use of cell phone which now extremely crucial and helpful to the work of the SHCM.

SUSTAINABILITY (7 POINTS)

E.7. Describe the plan to sustain the project/program funding in future years. Include information about other funding sources to leverage City funds requested.

To create a sustainable program, PWA has begun to work with community partners on developing opportunities to provide funding for clients to secure stable employment. Although the funds for this program are largely for the Supportive Housing Case Manager, the position is vital to the success of this program. The agency plans to seek additional funding opportunities through state and federal dollars to leverage and support the position in the coming years.

BARRIERS (3 POINTS)

E.8. Describe any potential programmatic barriers to project implementation (e.g. recruitment or outreach challenges, etc.) and your plans for overcoming them.

The initial learning curve for the supportive housing case manager was quite large when the program first began. Since that time, that curve has straightened through attendance at numerous trainings and meetings to acquire the necessary skills and knowledge to perform the job.

Although this has occurred to assist within addressing any internal barriers, there are additional barriers external the program that are out of the perimeter of our control. Barriers such as processes and systems through the Housing Authority, with housing requirements for funding allotments (vouchers) as well as some landlord or property companies.

To address those barriers, our agency has had several in person meetings with both the Housing Authority of Winston Salem as well as challenging local landlords and property owners. This has improved the overall flow of the housing process for many of our participants. Additionally, the Landlord Specialist hired by the United Way and Cardinal Innovation Housing Specialists have been a major contributors to assisting in bolstering those initial barriers. These collaborations have prevented delays in assisting clients as well as ensure that clients' paperwork is submitted in timely manner and financial commitments made for clients are satisfied in order to complete their housing process within 30-45 days.

E.9. Describe any institutional barriers to project implementation (e.g. staff vacancies, pending departures, etc.) and your plans for overcoming them.

We currently do not have an institutional barrier to project implementation. All needed staff persons are in place at this appointed time.

AVERAGE COST (5 POINTS)

E.10. 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:	36750
Number proposed to be served for the year:	12
Average City funds per beneficiary:	3063
Proposed funds from all sources:	
Number proposed to be served for the year:	
Average total funds per beneficiary:	

F. Required Documents

Completed by *srussell@pwanc.org* on 11/19/2020 7:08 AM

Case Id: 11159

Name: Positive Wellness Alliance - 2021/22

Address: *No Address Assigned

F. Required Documents

Please provide the following information

Documentation

Code of Conduct/Conflict of Interest Policy *Required

Positive Wellness Alliance Conflict of Interest Policy (00074165x9F41D) (00000003).pdf

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

PWA Final 19 (Final).pdf

Organization By-Laws *Required

Bylaws of PWA as of 09212017.pdf

Articles of Incorporation *Required

Articles of Incorporation.pdf

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

Equal Access to Housing Policy - Gender Identity.pdf

Non-Discrimination Policy.pdf

LEP limited english policy.pdf

Telecommute Policy - Approved via 422020 BOD mtg.docx

Accounting and Procurement Policies.docx

IRS 501(c)3 Designation Letter *Required

IRS determination letter PWA.pdf

Audited financial statements or a third-party review *Required

POSITIVE WELLNESS ALLIANCE_2019_990E_Final.pdf

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

***Required**

2020 status for the NC SOS.pdf

Other

2020 status for the SAM.pdf

G. Income Based Projects/Services Only

Case Id: 11159
Name: Positive Wellness Alliance - 2021/22
Address: *No Address Assigned

Completed by srussell@pwanc.org on 11/19/2020 7:08 AM

G. Income Based Projects/Services 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."

G.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.

Income Range	# 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

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

H. Construction/Rehab Only

Completed by srussell@pwanc.org on 11/19/2020 7:08 AM

Case Id: 11159

Name: Positive Wellness Alliance - 2021/22

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."

H.1. Describe the proposed project, including any plans. If the project is approved, we will need a detailed work write-up.

H.2. Provide a projected timeline for the proposed work.

H.3. Describe how the project will be managed, including the contractor procurement process.

H.4. Describe the target market, including any special populations to be served.

H.5. Describe the services or program you plan to provide.

H.6. Describe the property management plan.

H.7. List the development team members.

H.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.

H.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

Completed by srussell@pwanc.org on 11/19/2020 7:08 AM

Case Id: 11159

Name: Positive Wellness Alliance - 2021/22

Address: *No Address Assigned

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 *srussell@pwanc.org* on 11/19/2020 7:08 AM

Case Id: 11159

Name: Positive Wellness Alliance - 2021/22

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 srussell@pwanc.org on 11/19/2020 7:09 AM

Case Id: 11159

Name: Positive Wellness Alliance - 2021/22

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.

Sophia Russell-Hall..

Electronically signed by srussell@pwanc.org on 11/19/2020 7:09 AM