

# A. Organization & Contact Information

**Case Id:** 14536  
**Name:** My FACE, Inc. - 2022/23  
**Address:** \*No Address Assigned

Completed by dothula@gmail.com on 11/19/2021 3:42 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**

My FACE, Inc.

**EXECUTIVE DIRECTOR/MANAGER**

**A.12. Name, Title**

Dothula Baron, President/Executive Director

**A.2. Project/Program**

MENTOR (Mentoring, Empowerment, Nurturing, Training, Opportunities, Responsibility)

**A.13. Email**

myfaceinc2008@gmail.com

**A.3. FY 2022-23 Funding Request Amount**

\$25,000.00

**A.14. Phone**

(910) 795-6359

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

\$80,000.00

**CONTACT**

**A.15. Name, Title**

Dothula Baron, President

**A.5. Mailing Address**

PO Box 773 Winston-Salem, NC 27102

**A.16. Email**

myfaceinc2008@gmail.com

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

2021 Salem Bluff Drive Winston-Salem, NC 27127

**A.17. Phone**

(910) 795-6359

**A.7. Organization Website**

My FACE, Inc.

**BOARD CHAIR**

**A.18. Name**

Dothula Baron

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

2015

**A.19. Term Expiration**

12/31/2024

**A.9. Organization Fiscal Year**

My FACE, Inc.

**A.20. Email**

myfaceinc2008@gmail.com

**A.10. Federal Tax ID Number**

**A.11. Federal DUNS Number**

**A.21. Phone**

(910) 795-6359

## B. Project Overview

Completed by dothula@gmail.com on 11/19/2021 3:43 PM

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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?**

MENTOR (Mentoring, Empowerment, Nurturing, Training, Opportunities, and Responsibility) is a holistic program that provides services to unemployed/underemployed families. These services encourage single heads of household (also called participants, mentees, clients) to work towards improving themselves socially and professionally. They assist families in writing Family Empowerment Plans (FEPs), helping them follow through on those plans, and keeping data on their progress. The service providers participate in intensive training in how to be a service provider. This training includes, coaching, problem solving, goal setting, and using community resources and other needed tools for working with families. Families receive assistance from service providers who are a part of their own community and are therefore familiar with the families circumstances.

The goal of MENTOR is to empower families to compete in the marketplace, creating opportunities for improving their economic status. Objectives are for heads of household to:

- 1.) Identify and attain adequate education;
- 2.) Obtain sufficient employment;
- 3.) Improve ability to maintain household budgets;
- 4.) Secure basic needs, i.e., rent, utilities, clothing, food, personal items, and school supplies;
- 5.) Attain proficiency in effective communication;
- 6.) Enhance personal leadership and empowerment skills; and
- 7.) Learn general computer skills through 21st century society and culture.

In order to meet these objectives, we have established relationships with Family Services, Goodwill, GreeNest, Habitat for Humanity, HOPE, Salem Chapel, Social Services, Boston-Thurmond Community Engagement Roundtable, and WS/FC Schools among other community institutions, for helping family heads acquire tools for upward economic mobility. Additionally, MENTOR provides personal leadership and empowerment training on zoom in:

- 1.) Loving the Woman Within;
- 2.) Building Effective Relationships;
- 3.) Finding and Living Your Life's Purpose;
- 4.) Career Planning;
- 5.) Money Management;
- 6.) Parenting;
- 7.) Entrepreneurship;
- 8.) Problem Solving/Collaboration;
- 9.) Job Readiness, among other topics.

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Funding from the City of Winston-Salem would specifically be used for:

- 1.) Incentives for Mentors;
- 2.) Office Space; and
- 3.) Training for Mentors and Mentees (heads of household).

The President/Executive Director has worked with many programs, focusing on women's issues, and presented workshops on life skills and personal development for varied audiences throughout the South.

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

Currently, participants are accessing the project through Boston-Thurmond area schools--Paisley International Baccalaureate Magnet; Kimberley-Park, and Cook. Families in this district come from the Boston-Thurmond, East Winston, and Easton-Clemmons Road neighborhoods. Plans are to recruit from other schools in the district. Mentors work one-on-one with participating families to help them develop Family Empowerment Plans. They also help families identify community resources for assisting them in implementing their plans. Participants set goals in their Family Empowerment Plan, then meet with mentors weekly. Their progress is evaluated on a quarterly basis to determine whether they are making progress towards their goals. Mentors work with heads of household during their program until they reach their goals, which may include acquiring a cosmetology license, becoming a chef, acquiring a CDL for long distance truck driving, completing a college degree, starting a business , or any number of other aspirations. An added benefit that was added last year is the zoom training from which participants learn leadership and personal development skills. Ultimately, heads of household will derive a beneficial outcome by improving their financial status and acquiring adequate, sufficient income for supporting their families comfortably.

**B.3. Describe the unmet need that the proposed project/program seeks to address. Include data supporting the need.**

Historically women and men of color have lagged behind the majority population, socially and economically, and thus have been generally powerless and disenfranchised. They have not been encouraged to be strong leaders. Our vision is that all women and young men of color will be prepared to live and thrive abundantly, proficiently and effectively in the contemporary world. An unmet need in the Boston-Thurmond neighborhood is the large numbers of never-marrieds, many of whom are low income single mothers. According to Winston-Salem City-Data, the median household income is \$24,521, less than half the North Carolina rate; and approximately 60% have less than a high school education; approximately 60% of the total Boston-Thurmond population are black, almost 15% are white, and roughly 25% are Hispanic, black/white, and other; thirty-nine (39) per cent are below the poverty level. Another interesting point is that 38.7% are in service occupations, compared to 20.7% in the state, another indication of low incomes. Additionally, the percentage of never married females 15 years and older is 12.5%, while in North Carolina, it is 15.2%; plus the number of married couples is low (36.9%), compared to 57 state-wide. Academically, only 4% of the total residents in Boston-Thurmond were in undergraduate college in 2015. We want to raise this statistic.

This population needs My FACE's assistance, not only because many of them want to raise their standards of living, but also, because of city efforts to revitalize neighborhoods in 27101, 27105, and 27107 neighborhoods. In the the Boston-Thurmond and East Winston neighborhoods, efforts are underway to revitalize those communities. My FACE is focusing on assisting residents in upward academic and economic mobility to prepare families for the dramatic changes happening in their neighborhood. Right now, most of our mentors are residents of Boston-Thurmond community and are African-American.

We help families in the neighborhood elevate their skills in personal development and leadership, including communication, esteem-building, affirmation, responsibility, self-respect/honoring oneself, respect for others,

acknowledging/encouraging other women, trust, relationship-building, team building and problem solving. MENTOR is addressing this need where low income, unemployed and underemployed families reside.

We are hearing from our participants that they never had anyone truly be a "mother-figure." They appreciate having an older adult talk to them, give them guidance, and show that they care. Our single heads of household are in their twenties and thirties, who admit that when they were younger, they got off track, and went in directions that they regret. They really want our help and we are prepared to give it to them.

#### **COLLABORATION (6 POINTS)**

**B.4. Describe any specific collaborative relationships with other organizations (public or private) and how they will impact the project/program. How will collaboration contribute to the planning, implementation, operation, oversight, and performance measurement of the proposed project/program?**

Collaboration is in place with the CDC of Southern Winston-Salem, Family Services, Goodwill, M.L. King Community Center, the Ministers Conference, NC Work Career Center, and Social Services. They all have educational and work programs in place that will benefit our families, and have agreed to work with us in our efforts. All of them, plus Winston-Salem/Forsyth County Schools have committed to send us referrals. Habitat for Humanity has agreed to talk to potential families who might be interested in and want affordable new homes, and Salem Chapel is also supportive. They both have provided us meeting space, when needed.

## C. Strategy and Performance

Completed by dothula@gmail.com on 11/19/2021 3:43 PM

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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's strategic priorities, adopted most recently in the [2017-2021 Strategic Plan \(2019 Update\)](#) and under review for adoption by City Council for FY 2022 - FY 2025 Strategic Plan, are used as guiding principles 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. 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.

Monitoring and evaluation will consist of:

Family Empowerment Plans (FEPs): Mentors brainstorm with heads of household/mentees to develop life goals and plans., which are reviewed frequently to determine where success are made and plans need to be altered.

Daily Logs: Mentors post on their log each time they make contact with heads of household/mentees or take action on their behalf. These activities are also viewed and taken in to account when reviewing Family Empowerment Plans (FEPs).

Mentor Evaluation Sheets : Mentors are evaluated on a regular basis to ensure they are fulfilling activities agreed upon in their Mentor agreements.

Quarterly Reports: Mentors complete Quarterly Reports based on items listed in their daily logs. This information helps to document project activities and gives us information to be used in grant applications and applications.

Annual Reports: Compilation of annual activities as reported in Quarterly Reports.

Evaluations: Single heads of household complete annual evaluations to self-determine their progress.

If original goals are not achieved, the Coordinator and Mentors, along with partners, will evaluate and plan strategies for moving forward. We will determine what elements will be deleted or modified and other elements that need to be added. Next steps will be decided. We are committed to our work with families in Boston-Thurmond and similar neighborhoods.

**C.4. Explain the steps that will be taken if the stated program goals provided in C.3. are not achieved.**

If program goals are not achieved, ten Board members and mentors go back and evaluate what has been done, as described in evaluations and reports to determine how we went wrong, and what we need to do differently.

**Attach participant/program data sample report**

**Participant/Program Data Sample Report \*Required**

- MENTOR DailyLog\_Template.docx
- MENTOR Quarterly Report\_\_ Heads of Household.docx
- MENTOR\_Annual Evaluation Form.docx
- MENTOR\_Family Empowerment Plan\_Worksheet.docx

**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 20-21 Previous Year Results	FY 21-22 Current Year Projected Results	FY 22-23 Next Year Anticipated Results
To increase opportunities for economic success of unemployed/underemployed families in 27101, 27105, and 27107 zip codes	Mentors worked with families, providing gentle guidance, direction, courage, and hope. Activities included: training mentors,	-Searched for and confirmed trainers for project mentors -Selected and trained nine mentors, and	By June 30, 2022, we will have trained a total of 15 mentors (since our inception), mentored a total of 30 heads of	Mentors will have worked with 50 families in either completing high school classes and taking GED,

	selecting families, pairing mentors with families, assessing needs, setting up regular meetings, meeting with school personnel, reviewing family progress mid-term and at end of year	assigned seven mentors -Worked with 20 families, assisting them in developing Family Empowerment Plans and implementing them.	household; assisted at least 30 families in either taking the G.E.D., enrolling in adult high school classes, or enrolling in FTC	enrolling in college classes, providing budget counseling, and preparing for job readiness, where necessary.
To empower heads of household for success in the community and the workplace	Mentors assisted family heads of household in determining and attaining leadership/empowerment skills	Mentors have demonstrated and exemplified leadership skills.	By June 30, 2022, thirty (30) family heads will have assisted 30 families in personal/leadership development who receive certificates for participating in monthly leadership development classes, moving them closer to achieving academic goals and increased income.	By June 30, 2023, forty (40) family heads will have received certificates for participating in monthly leadership development classes
To enhance opportunities for improving the financial status of families	Mentors worked with families, providing budget counseling, educational guidance, motivation and employment assistance, where necessary	Worked with 20 families in completing Family Empowerment Plans and working towards results. Three heads of household enrolled in classes at FTCC; one took GED; another became employed with our assistance, plus assisted with filing for unemployment and developing resumes.	By June 30, 2022, we will have trained a total of 30 heads of household in budgeting.	By June 30, 2022, we will have trained a total of 50 heads of household in budgeting.

	Total Unduplicated Number Served	Total Number Served
FY 20-21 Previous Year Results	50	350
FY 21-22 Current Year Projected Results	35	245
FY 22-23 Next Year Anticipated Results	100	700

**C.6. FY 20-21 Program Accomplishments**

Accomplishments in 2020-21 were:

- Strengthened Board of Directors; added new members
- Recruited Mentors
- Engaged Trainer(s)
- Expanded training curriculum and materials
- Trained 5 mentors in 2019 and 5 mentors in 2020
- Developed Daisy Log, Monthly Report, Quarterly Report, Annual Report, and Evaluation forms, plus Board of Directors Manuals
- Met with community agencies, including Goodwill, GreenNest, Ministers Conference, Salem Chapel, Social Services; engaged partners
- Met with Parent Involvement Coordinators and Guidance Counselors at Paisley, Cook, and Kimberley-Park
- Met with WSFCS Community Engagement personnel
- Distributed toiletry baskets, household cleaning supplies, gift cards for school clothing, book bags with school supplies, Christmas presents for all families
- Assisted with utility payments
- Developed Marketing/Public Relations program
- Hired part-time Public Relations Coordinator
- Purchased supplies and equipment for setting up displays
- Participated in for community events that promoted My FACE work
- Bought in motivational and workforce speakers for face-to-face Meet and Greet
- Continued leadership and personal development training on zoom

**C.7. FY 22-23 Key Objectives**

Key objectives for 2022-23 are:

- Objectives are to: 1.) Train at least 7 new mentors; 2.) Mentor 30 families to become strong, efficient contributors to society; 3.) Enroll family heads of household in education classes for either high school GED/graduation or college credits, where necessary; 4.) Ensure that all 30 family heads have completed Family Empowerment Plans and are working towards academic/employment goals; 5.) Train all families (30) in budgeting and financial literacy; 5.) Secure basic needs; i.e. food, clothing, shelter; 6.) Attain proficiency in effective communication; 7.) Enhance personal leadership and empowerment skills; and 8.) Learn general computer skills for navigating through 21st century society and culture.

**Attach participant/program data sample report**

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## Documentation

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 **Participant/Program Data Sample Report**

MENTOR DailyLog\_Template.docx

MENTOR Quarterly Report\_\_ Heads of Household.docx

MENTOR\_Annual Evaluation Form.docx

MENTOR\_Family Empowerment Plan\_Worksheet.docx

## D. Organizational Capacity

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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?**

Purpose: MY FACE was formed to train women in personal development and leadership, including communication, esteem-building, personal affirmation, responsibility, self-respect/honoring oneself, respect for others, acknowledging/encouraging other women, trust, relationship-building, team building and problem solving. Other activities include Education and Employment; Economic Awareness and Financial Competency; Civic and Political Awareness; Sexual Aptitude and Personal Health; and Spiritual Awakening. In the past, MY FACE has sponsored classes/workshops in topics, such as Economics 101 – Banking/Savings and Beating the Winter Blues.

Mission: To improve and enhance the status and quality of life for women and young men of color

Vision: Historically women and men of color have lagged behind the majority population, socially and economically, and thus have been generally been powerless and disenfranchised. They have not been encouraged to be strong leaders. Our vision is that all women and young men of color will be prepared to live and thrive abundantly, proficiently and effectively in the contemporary world.

Programs:

Personal Awareness and Leadership Development – MY FACE trains women in personal development and leadership, including communication, esteem-building, personal affirmation, responsibility, self-respect/honoring oneself, respect for others, acknowledging/encouraging other women, trust, relationship-building, team building and problem solving.

Education and Employment – MY FACE staff and mentors provide support and assistance for women who want to enhance their skills and further their careers. Where necessary, staff and mentors assist them in identifying potential trade schools or colleges, preparing and submitting applications, obtaining financial assistance, and enrolling in their chosen institution. Additionally, MY FACE was with individuals to prepare resumes, learn interviewing skills, understand appropriate dress, the job search, networking, self-awareness/life skills, preparing for the future, strengths/weaknesses, thinking outside the box, and self-sufficiency, and other related skills.

Because needs of African American males are extensive, in the future MY FACE will also work with young African American males to assist them in staying focused during high school, graduating, applying for, and enrolling in higher education. During their college years, MY FACE staff and volunteers act as mentors to ensure that students stay on track, maintain appropriate grade point averages and have other necessary tools for achieving college graduation and transitioning into the working world, including college/career planning and college funding.

Economic Awareness and Financial Competency – MY FACE realizes that women often are not very well versed in economic awareness and financial competency. Our aim is to change that phenomenon. MY FACE conducts classes and workshops that will include What is Wealth?, Economics 101 – Banking/Savings, Mortgage Bundling, Consumerism, Insurance and investments, Credit and Credit Cards, Money Management, Financial Literacy, and Managing through Tough Times, among others. We call on financial counselors and other similar professionals to assist in this training.

MENTOR will help advance our organization because its activities are exactly why My FACE was established.

**FUNCTION (5 POINTS)**

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

We were incorporated in 2008, and received our tax exempt status in 2015

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

My FACE was originally established in Wilmington, NC to serve the state of North Carolina. We just recently became visible in Winston-Salem. The Founder and President has served the city of Winston-Salem for many years having grown up here and lived here for many years since, when she served as Co-Chairman of the Governor's Conference on Leadership Development for Women in the 1980s. She also volunteered quite abundantly at the YWCA, here she helped establish a project entitled Black Women Coping that served 75 women as part of their very first event. She was also head of Women in the Work Force in High Point. She moved away in 1990, and just recently returned in 2016.

**STRUCTURE (5 POINTS)**

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

Position Title	Activities/Inputs	Total Work Hours Per Week	% of hours proposed to be funded
Executive Director	Visionary of the MENTOR Project. Develops , designs, manages, facilitates, and oversees key components of projects. Also, supervises the mentors' and their work with families. Key intermediary with Board of Directors. Responsible for fund development and works closely with Public Relations Coordinator in marketing the organization and its work.	40	0.00 %
Public Relations Coordinator	Designs presentations, business cards, posters, booklets, flyers, and other PR tools for publicizing My FACE and promotes My FACE through the media, including TV, radio, newspapers, and public speaking.	20	0.00 %
Mentors (5)	Works with families in determining and fulfilling goals	8	100.00 %
Trainers (2)	Trains Mentors and devises working materials and guide books for Mentors	8	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
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			Funded
Dothula Baron	Executive Director	\$0.00	0.00 %
Val Martin	Public Relations Coordinator	\$24,600.00	100.00 %

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

**Organizational Chart \*Required**

MyFACE\_OrgChart.docx

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

**Describe the hiring process and how it is structured to provide the most diverse candidate pool. Best practices for accessing a diverse hiring process and candidate pool include:**

The hiring process includes 1.) Announcing jobs among nonprofit agencies and job sites; 2.) Reviewing applications/resumes by Admin team; 3.) Using a score sheet to compare candidate qualifications; and 4.) hiring personnel.

**Please enter the total number of Full-Time Positions and Employees you have in the table below, as well as the employee's appropriate race/ethnicity and gender identity.**

	Male - White	Male - Black	Male - Other	Female - White	Female - Black	Female - Other
Executives/Managers					1	
Professionals						
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, as well as the employee's appropriate race/ethnicity and gender identity.**

	Male - White	Male - Black	Male - Other	Female - White	Female - Black	Female - Other
Executives/Managers						
Professionals					8	
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**

MyFACE\_BoardMembers2021.docx

**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**

2

**ABILITY (5 POINTS)**

**D.11. If this is an application for new funding, please describe the steps your organization will take to establish an action plan for successful program launch, including appropriate stakeholder training and coordination. Articulate a clear methodology for service delivery within the context of established goals and include a timeline of key action items and approximate dates for delivery.**

Operational Plan:

1. Train new mentors no later than February 2022
2. Meet with WSFCS Guidance Counselors and Parent Coordinators and other community agencies, i.e., CDC of Southern W-S, Family Services, Forsyth Tech, Goodwill, Hands on NW North Carolina, Social Services, Ministers Conference (during 2022)
3. Assist current heads of household in creating Family Empowerment Plans, quarterly and annual evaluations
4. Enroll heads of household in education classes for either high school, GED graduation or college credits
5. Train families in budgeting and financial literacy
6. Meet with new family heads of household (no later than April 2022)
7. Leadership Training at least nine (9) sessions over the course of the year.
8. PR Coordinator set up interviews with media
9. Encourage some heads of household to help with training families new to MENTOR

**D.12. Describe your organizations' past success with flexibly responding to unforeseen events, which had the potential to negatively impact deliverables. What were best practices learned, if any? How would you successfully use these practices with the proposed program, if necessary?**

In 2020, our MENTOR Project encountered an unforeseen event in Covid-19. The pandemic hit us without warning, and we could not meet face-to-face with each other or our single heads of household. It threw us into a tailspin, so we did what we knew to do--redirected our services to supporting our clients' basic needs. Schools were closed; many businesses/institutions were closed. We asked our families what they needed. They replied honestly, asking for lotion, toothpaste, soap, etc., plus dish and laundry detergent, furniture polish, and other cleaning supplies. Our project was basically on hold. Everything we had promised to deliver was almost impossible; we helped people in need. Our families were ecstatic that we were there for them, during a tenuous time. Best practices learned were to realize that we have to be flexible and re-structure plans when necessary. We also realized that EBT cards only cover food, and that we must be constantly observant and aware of our families' needs and how to meet them, if we can.

Shawn Hunt, author of *Broadband Wherever*, devised ten best practices for responding to unforeseen events. They are:

- Do nothing, have a composed response
- Stay optimistic and learn from your mistakes
- Consult others
- Execute your plan

- Focus on the big picture
- Evaluate what can be done to present problem; how could it have been handled better
- Accept the unexpected,, expect the unexpected

These practices were in the forefront of our organization's thinking. We did our best to remain optimistic and to develop and execute a plan. When we realized that we couldn't continue to move forward as we had planned (to enroll our single mothers in classes or even meet with them at their homes or other places), we thought about opportunities. Asking our participants what they needed gave us direction. We got busy looking for funds to provide what they said they needed--toiletries, cleaning supplies, school supplies, etc.

**D.13. How does your program's policies/procedures ensure fair treatment, equitable access, and utilization of benefits for all persons, particularly marginalized and underserved groups and communities (i.e., marketing, outreach, eligibility determination and appeals)?**

My FACE is currently working on a Policies and Procedures Manual to address marketing, outreach, eligibility, appeals, etc. Tentatively in draft status to show that My FACE generally supports fairness ad equality in all its activities across the board, particularly in selection of vendors and contracts; i.e. insurance agents, accountants, consultants, etc.

## E. Cost Effectiveness

Case Id: 14536

Name: My FACE, Inc. - 2022/23

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 21-22	Projected Actuals FY 21-22	Proposed Budget FY 22-23
Program Services	\$50,500.00	\$41,000.00	\$41,000.00
Fundraising	\$0.00	\$0.00	\$0.00
Management and General	\$29,500.00	\$39,000.00	\$39,000.00
<b>Total Expenditures by Program</b>	<b>\$80,000.00</b>	<b>\$80,000.00</b>	<b>\$80,000.00</b>

Expenditures by Category	Budgeted FY 21-22	Projected Actuals FY 21-22	Proposed Budget FY 22-23
Employee Salaries and Wages	\$24,600.00	\$54,000.00	\$54,000.00
Employee Benefits	\$0.00	\$0.00	\$0.00
Facility Rent and Utilities	\$3,600.00	\$6,000.00	\$6,000.00
Training and Conference Registration	\$10,400.00	\$3,000.00	\$3,000.00
Membership and Dues	\$0.00	\$0.00	\$0.00
Travel and Transportation	\$1,200.00	\$4,000.00	\$4,000.00
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	\$14,400.00	\$6,000.00	\$6,000.00
Other Operating Expenditures	\$25,800.00	\$7,000.00	\$7,000.00
Capital Outlay	\$0.00	\$0.00	\$0.00
<b>Total Expenditures by Category</b>	<b>\$80,000.00</b>	<b>\$80,000.00</b>	<b>\$80,000.00</b>

Revenues by Category	Budgeted FY 21-22	Projected Actuals FY 21-22	Proposed Budget FY 22-23
City of Winston-Salem	\$30,000.00	\$25,000.00	\$25,000.00
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	\$0.00	\$0.00	\$0.00

Memberships	\$0.00	\$0.00	\$0.00
Donations	\$3,000.00	\$5,000.00	\$5,000.00
Foundation Grants	\$42,000.00	\$50,000.00	\$50,000.00
Interest and Investment Income	\$0.00	\$0.00	\$0.00
Parent Organization	\$0.00	\$0.00	\$0.00
Other	\$5,000.00	\$0.00	\$0.00
<b>Total Revenues by Category</b>	<b>\$80,000.00</b>	<b>\$80,000.00</b>	<b>\$80,000.00</b>

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
2020	N/A	\$0.00

E.3. Complete the table below to show specific details of proposed City funding and other leveraged funding for the proposed project/program. List each additional funding source for the program.

Activity	Funding Requested from City	Funds from Other Sources	Other Funds Source
General Support	\$25,000.00	\$15,000.00	Truliant, Donations
Marketing/Public Relations	\$0.00	\$11,000.00	Winston-Salem Foundation
Meals Delivery	\$0.00	\$3,500.00	Truliant
Miscellaneous	\$0.00	\$0.00	Donations
	\$25,000.00	\$29,500.00	

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.

City funding would help with training, mentoring, and incentives for heads of household/mentees. Training expenses include contracting with a qualified trainer for facilitating discussions and sharing expertise in listening/communications skills, coaching families in self-affirmation and esteem-building, and supporting them in developing problem solving skills. Our motto is hope, courage and transformation. Other training expenses would include materials and supplies for implementing the actual training process.

Mentoring activities include time spent with heads of household and their families to meet the plans determined in the Family Empowerment Plans and other related activities. Once training is completed, funding would be designated for time spent with each family. Mentors are trained to connect with their mentees at least once per week. They keep a daily log to document activities that would take place during their time on the phone, on zoom, or in person. They will also document contact with other agencies that would provide specific support services, such as education, employment, health care, and transportation, just to mention a few.

Incentives are needs identified for each family, not just items to keep them interested but also materials and supplies needed to maintain healthy, wholesome families. With Covid 19, heads of household/mentees were asked to identify their needs. They mentioned toiletries, like shampoo and lotion. They mentioned cleaning products, such as detergent, soap, and bathroom cleaner. They mentioned back to school supplies and clothing. With one of the

families, we helped them get beds and mattresses when the children's rooms were flooded during a heavy storm and these pieces had to be replaced.

MENTOR is a holistic project. Though we work hard to make sure that our clients are encouraged and motivated to get the education needed for upward economic mobility, we also support them in fulfilling other areas of need, i.e. physical, mental, emotional.

**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.**

Other stakeholders/agencies have been absolutely astounding in providing services, such as HOPE, Salem Chapel, and Habitat for Humanity in providing meeting space; Cook, Kimberley Park, and Paisley Schools Guidance Offices in sharing resources and contacts; Social Services in assisting with locating employment; Goodwill in giving general support, guidance and training; The Rescue Mission that has given discounts on specific items we have needed for helping families; Green Nest, another local nonprofit, that has helped in giving furniture; Mattie Peebles, a local volunteer, who has supplied food, clothing, and furniture; and many other individuals who have shared their funds and other resources in helping MENTOR to help families in need. These stakeholders/agencies in no way perform the same services that city funding would provide but certainly supplement the use of city funds and help us to do a better job.

**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.**

If My FACE receives less than we request, then we will have to go elsewhere for additional funding. We have operated thus far on minimal income, and have received lots of additional volunteer support and in-kind donations, but eventually will have to cover at least some of these expenses; i.e. mentors, supplies, equipment, and printing. We have a team of dedicated staff, so the goals and objectives will probably not be affected. It would be much easier with City funding.

**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.**

The project will be sustained through foundation and corporate funding, plus special events and donations. We have strong interest from the Winston-Salem Foundation and the Women's Fund. Within the next few years, we will approach United Way, plus we will begin to approach major foundations. Though we do not have fundraising expenses included in our budget, we understand the need to be steadfast in acquiring funds and planning for the future of MyFACE.

**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.**

At this point, our biggest programmatic barrier is identifying mentors. Since we are a relatively new service, we will have to continually communicate and educate the public on our capability to support single mothers. We are in contact with churches and other community groups to make them aware of our need. We have also contacted agencies, like Hands on NW North Carolina, where we have placed a request for mentors on their website. We are also using social media. Where necessary, My FACE Board members fill in to ensure that we continue to serve our clients and fulfill our deliverables.

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

At this point, our biggest institutional barrier is funding. We need funding to compensate the mentors and to hire staff for ensuring that the work is done. Right now the President/Executive Director is doing a lot of the work with the assistance of volunteers who help with planning and supervision. Of course, it's difficult to hold volunteers accountable. Funding to compensate them would help tremendously.

**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:	25000
Number proposed to be served for the year:	100
Average City funds per beneficiary:	300
Proposed funds from all sources:	80,000
Number proposed to be served for the year:	100
Average total funds per beneficiary:	800

## F. Required Documents

Completed by dothula@gmail.com on 11/19/2021 3:52 PM

Case Id: 14536

Name: My FACE, Inc. - 2022/23

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**

MYFACE\_ConflictofInterest\_e-signed.doc

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

990N\_2020.jpg

**Organization By-Laws \*Required**

MyFACE\_bylaws.doc

**Articles of Incorporation \*Required**

My FACE\_ArticlesofIncorporation\_2008.pdf

MyFACE\_ArticlesofAmendment\_Additional Provisions.docx

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

My FACE\_Financial Procedures.docx

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

MyFACE, IRS\_ExemptLetter,p1.jpg

MyFACE, IRS\_ExemptLetter,p2.jpg

 **Audited Financial statements or third-party review from 2019 and 2020. \*Required**

Financial Letter as of 11.19.21.docx

My Face,, Inc. Profit & Loss YTD 11.19.21.pdf

My Face, Inc. BalanceSheet 11.19.21.pdf

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

**\*Required**

My FACE\_NCNNonprofitStatus.pdf

 **Participant/Program Data Sample Report \*Required**

MENTOR DailyLog\_Template.docx

MENTOR Quarterly Report\_\_ Heads of Household.docx

MENTOR\_Annual Evaluation Form.docx

MENTOR\_Family Empowerment Plan\_Worksheet.docx

 **Other**

MY FACE Brochure.pdf

Mentor Brochure.pdf

## G. Income Based Projects/Services Only

Case Id: 14536  
Name: My FACE, Inc. - 2022/23  
Address: \*No Address Assigned

Completed by dothula@gmail.com on 11/19/2021 3:53 PM

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### G. Income Based Projects/Services 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."

**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 dothula@gmail.com on 11/19/2021 4:06 PM

Case Id: 14536

Name: My FACE, Inc. - 2022/23

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."

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

N/A

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

N/A

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

N/A

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

N/A

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

N/A

**H.6. Describe the property management plan.**

N/A

**H.7. List the development team members.**

N/A

**H.8. Describe the financial capability of the sponsor/owner organization.**

N/A

**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	Govt Funding
N/A	N/A	N/A	0	No

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### Documentation

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**Development budget that include a detailed sources and uses statement of all funds, including the requested loan from the City, in electronic format, preferably a spreadsheet. \*Required**  
Construction Rehab Grant.docx

**Participant/program data sample report \*Required**  
Construction Rehab Grant.docx

**Market study or other analysis to verify the need for the project. \*Required**  
Construction Rehab Grant.docx

**Operating pro forma that includes rent and operating cost assumptions and all estimated loan payments, in electronic format. \*Required**  
Construction Rehab Grant.docx

# I. Emergency Shelter Only

Completed by dothula@gmail.com on 11/19/2021 3:54 PM

Case Id: 14536

Name: My FACE, Inc. - 2022/23

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
	\$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 dothula@gmail.com on 11/19/2021 3:54 PM

Case Id: 14536

Name: My FACE, Inc. - 2022/23

Address: \*No Address Assigned

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### J. Rapid Rehousing and HMIS Only

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\*\* 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

## K. HOPWA

Completed by dothula@gmail.com on 11/19/2021 3:54 PM

**Case Id:** 14536

**Name:** My FACE, Inc. - 2022/23

**Address:** \*No Address Assigned

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## K. HOPWA

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Please provide the following information.

**Are requesting funds for a HOPWA project?**

## Submit

*Completed by dothula@gmail.com on 11/19/2021 4:06 PM*

**Case Id:** 14536

**Name:** My FACE, Inc. - 2022/23

**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.**

Dothula Baron

*Electronically signed by dothula@gmail.com on 11/19/2021 4:06 PM*

# IDIS Setup

No data saved

**Case Id:** 14536

**Name:** My FACE, Inc. - 2022/23

**Address:** \*No Address Assigned

---

## IDIS Setup

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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**