

Program Overview

Completed by hu2363@gmail.com on 4/4/2022 10:31 AM

Case Id: 15130

Name: Underwood, Harry - 2022

Address: *No Address Assigned

Program Overview

Please provide the following information.



City of Winston-Salem
ARPA Transformational
Non-Profits Application

City of Winston-Salem
P.O. Box 2511
Winston-Salem, NC 27102
336-727-8000
ARPA@cityofws.org

This application portal is to request funding from the City of Winston-Salem as part of the Transformational Non-Profits Application Process. Applications received through this portal will only be reviewed by the City of Winston-Salem. Other jurisdictions may have separate application processes. Please contact other jurisdictions (e.g., Forsyth County) for instructions regarding requests to those jurisdictions.

Submitting an application does not guarantee funding. Please see the section below regarding the scoring process. The Mayor and City Council will have final decision-making authority regarding program funding requests.

Non-profit organizations may submit funding requests for capital or operating costs.

Minimum Criteria

- Must be registered non-profit organization (includes faith-based organizations providing a public purpose)
- Must have been incorporated as a non-profit for at least one year

Scoring Process and Matrix

All completed applications will undergo a review to ensure required documents are attached. Fully completed applications will be reviewed by selected City staff members and scored based on the scoring matrix approved by the Mayor and City Council. [Click here](#) to view the scoring matrix. Scored applications will be reviewed by the City's Management Team for potential recommendation to the Mayor and City Council who will have authority to appropriate funding for programs.

Staff reserves the right to contact any applicant to request clarification or additional details regarding application responses and materials.

Defining Performance Measures

Sections of the application will reference performance measures and outcomes as required by the U.S. Department of Treasury. Specifically, the application will request workload and effectiveness/outcome measures. Please see this video (<https://www.cityofws.org/2809/Performance-Measures-Video>) for general information on performance measures.

Upcoming Application Orientation Session

The City will host a virtual application orientation session on April 1, 2022 at 10:00 am. The meeting will take place virtually via the Zoom platform and will also have a live simulcast on the City's YouTube page. The link for that meeting will be posted the morning of the meeting to the website: www.cityofws.org/clfrf

Contact Information

For any questions or concerns, please email ARPA@cityofws.org or call City Link at 336-727-8000.

A.Contact Information

Completed by hu2363@gmail.com on 4/10/2022 9:48 AM

Case Id: 15130

Name: Underwood, Harry - 2022

Address: *No Address Assigned

A.Contact Information

Please provide the following information.

ORGANIZATION/AGENCY INFORMATION

A.1. Organization/Agency Name

Winston-Salem Center for Education and the Arts

A.2. Mailing Address

624 West 6th Street Suite 170 Winston-Salem, NC 27101

A.3. Organization Website

wscea.org

A.4. Year 501 (c)(3) Status Obtained

2,010

A.5. Organization/Agency Fiscal Year

630

A.6. Federal Tax ID Number

A.7. Federal DUNS Number

A.8. Federal SAM Registered?

No

ORGANIZATION/AGENCY CONTACT INFORMATION

EXECUTIVE DIRECTOR

A9. First Name

Cathy

A10. Last Name

Owen

A11. Title

President

A12. E-mail

cathyannowen@gmail.com

A13. Phone Number

(336) 407-1577

BOARD CHAIR

A14. First Name

Cathy

A15. Last Name

Owen

A16. E-Mail

cathyannowen@gmail.com

A17. Phone Number

(336) 407-1577

A18. Term Expiration Date

06/30/2023

B. General Project Information

Completed by hu2363@gmail.com on 4/6/2022 2:50 PM

Case Id: 15130

Name: Underwood, Harry - 2022

Address: *No Address Assigned

B. General Project Information

Please provide the following information.

PROJECT INFORMATION

B.1. Project/Program Title

Building infrastructure repair

B.2. Project Location/Address

624 West 6th Street Suite 170 Winston-Salem, NC 27104

PROJECT CONTACT/MANAGER

B3. First Name

Harry

B4. Last Name

Underwood

B5. Title

Treasurer

B6. E-Mail

hu2363@gmailcom._

B7. Phone Number

(336) 765-8296

C. General Project Narrative

Completed by hu2363@gmail.com on 4/6/2022 3:52 PM

Case Id: 15130

Name: Underwood, Harry - 2022

Address: *No Address Assigned

C. General Project Narrative

Please provide the following information.

C.1. Provide description of project and how funds will be used

The Winston-Salem Center for Education and the Arts (WSCEA), an all volunteer nonprofit, provides rent-free operating space for four nonprofits: The Winston-Salem Street School, Authoring Action. Dress for Success, and Leadership Winston-Salem. A retaining wall between the building and the sidewalk has been weakened by water damage which threatens to collapse the wall. Total repair of the wall is necessary to prevent collapse of part of the building and the retaining wall. The loss of the use of the building would stop some operations and detrimentally affect tenant staffs, students and other persons who interact with the nonprofits.

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

By making this unusual, nonrecurring repair, WSCEA will protect the building and grounds well into the future and allow the nonprofit tenants to operate without interruption. The most significant benefit will be to allow the some 800 youth and adults to continue to benefit daily by increasing their knowledge, confidence, leadership skills and personal interaction skills. A well maintained and functioning building is a crucial element in transforming lives of so many disadvantaged youth and adults.

C.3 Total estimated number of unique participants to be served annually

800

C.4. Will program beneficiaries be only residents of Winston-Salem?

No

Describe the other areas (counties) that will benefit

Forsyth County

Estimate the percentage of beneficiaries that will be residents of Winston-Salem

80.00 %

TOTAL FUNDING REQUEST

C.5. Total Operating Funding Request

\$9,000.00

C.6. Total Capital Funding Request

\$70,000.00

SPENDING TIMEFRAME

C.7 Capital Spending Timeframe

2022

C.8 Operating Spending Timeframe

2022

D. Project Budget Categories

Completed by hu2363@gmail.com on 4/5/2022 1:52 PM

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D. Project Budget Categories

Please provide the following information.

Use templates below to input **the total** Project Budget (**only requested expenses and estimated revenues related to the program or project for which you are requesting funding**) by clicking **Add Column**. Please include all funding from the City and other sources.

| Operating Costs | Total |
|-------------------------------|------------|
| Removal of deteriorating wall | \$9,000.00 |
| | \$9,000.00 |

| Capital Costs | Total |
|--|-------------|
| Underpin build footing using 3 helical piles | \$15,000.00 |
| Replace retaining wall with a cantilever stem wall | \$55,000.00 |
| | \$70,000.00 |

PROJECT/PROGRAM REVENUE CATEGORIES

Please fill out the revenue estimate table. **Note: operating revenues and expenses must be balanced (be equal).**

| Operating | Total |
|-------------------|------------|
| Truist Foundation | \$9,000.00 |
| | \$9,000.00 |

Please list below all known/expected **individual** grants and contributions totaling 10% or more of the project's budget.

Note: capital revenues and expenditures must be balanced (be equal)

| Capital | Total |
|---------------------|-------------|
| ARPA | \$60,000.00 |
| Various individuals | \$10,000.00 |
| | \$70,000.00 |

E. Demographic and Geographic Distribution

Case Id: 15130
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Completed by hu2363@gmail.com on 4/5/2022 12:26 PM

E. Demographic and Geographic Distribution

Please provide the following information.

Demographic distribution is an assessment of the level of the project funds spent on a program or service provided at a physical location in a Qualified Census Tract (QCT), OR where the primary intended beneficiaries live within a QCT, OR whether the program benefits residents that earn less than 60 percent of median income for the City, OR whether over 25 percent of program beneficiaries are below the federal poverty line.

E.1 Is this project/program located in a QCT or serve residents that live in a QCT?

Yes

If yes, what percentage of clients served are estimated to be residents of QCTs? ([Click here](#) to view the QCT mapping tool)

95.00 %

E.2 If the project or program is not a QCT or specifically serve residents in a QCT, will residents meet the follow criteria:

25% or more of participants below the federal poverty line or participants served make less than 60% of the Area Median Income

The project/program does not operate in a QCT, and beneficiaries neither reside in a QCT nor meet the income thresholds mentioned above.

F. Alignment to Strategic Plan

Completed by hu2363@gmail.com on 4/6/2022 3:50 PM

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F. Alignment to Strategic Plan

Please provide the following information.

Strategic planning is a process in which organizational leaders determine their goals and objectives, and allocate needed/limited resources to successfully achieve those goals and objectives. [Click here](#) to view Winston Salem's Strategic Plan. The Strategic Plan includes three (3) tiers of priorities:

Tier 1:

- Focus on job creation/sustainability and workforce development
- Collaboration and funding for pre-K opportunities
- Funding for affordable housing
- Funding for economic development

Tier 2:

- Poverty reduction/cessation
- COVID reopening plan
- Community engagement (Power of connections)
- Funding for arts

Tier 3:

- Community Fundraising
- Environmental initiatives
- Address digital divide
- Address childcare needs
- Neighborhood maintenance
- Organization efficiency and public-private partnerships
- Law enforcement reform

F.1. Please select the primary priority from the list above addressed by your project/program.

Tier 2

F.2. Please select the secondary priority from the list above addressed by your project/program.

Tier 1

F.3. Please describe how the workload or outcomes from your project/program addresses the primary priority you

selected.

Each of the nonprofit organizations occupying the building operated by the WSCEA exist to provide educational and personal development for individuals principally in the lower economic classes in Winston-Salem. Their programs reduce poverty. The Winston Salem-Street School allows high school dropouts to resume their academic and personal development and earn a high school diploma leading to meaningful employment. Authoring Action provides tools to youth for their personal success in any career, calling and life path, teaching them to think analytically, present confidently and express themselves dynamically through creative writing, speech, film and design. Dress for Success empowers women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life. Leadership Winston-Salem programs are all about building strong, lasting relationships with other leaders, learning more about our community, and being inspired to make a difference in Winston-Salem. This is community engagement.

G. Collaboration

Completed by hu2363@gmail.com on 4/5/2022 2:13 PM

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Address: *No Address Assigned

G. Collaboration

Please provide the following information.

Collaboration is when an organization is partnering or proactively working with one or more external stakeholders to achieve the same goal.

G.1. How many other external partners, organizations, stakeholders will you be collaborating with to provide the project/program?

3+

G.2. Please provide the names of the organizations and the roles they will serve in the project/program?

Each of our tenants will collaborate with the project and its disruption to normal business activity Each will benefit by having a dependable and safe building to serve students and next generation community leaders.

Winston-Salem Street School

Authoring Action

Dress for Success

Leadership Winston-Salem

H. Administration/Reporting

Completed by hu2363@gmail.com on 4/5/2022 2:35 PM

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H. Administration/Reporting

Please provide the following information.

Per U.S. Treasury rules and associated guidance, the City's framework for using these funds aligns with specific administrative reporting requirements. The administration/reporting criterion has three core elements: 1) the organization's/project's development of clear performance indicators and measurable outcomes, 2) the use of evidence-based interventions, 3) and the City's evaluation of organization and project risk.

H.1. Please clearly define the workload and outcome measures that are associated with your project/program

| | |
|-----------------------|--|
| Workload | The project will be developed and supervised by a structural engineer and construction undertaken by a licensed contractor experienced in retention wall construction. |
| Effectiveness/Outcome | The wall and building support will comply with building codes. |

H.2. Does the project/program use evidence-based interventions?

No

H.3. For transparency purposes, the risk matrix is attached. This is NOT required, however, you can self-assess if you wish. Please fill out and upload the [Risk Matrix](#).



Risk Matrix

Risk Assessment.xlsx

I. Capacity

Completed by hu2363@gmail.com on 4/5/2022 2:56 PM

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I. Capacity

Please provide the following information.

An organization's capacity can be defined as its ability to implement the proposed project, as characterized by the alignment of its mission and vision with the proposed project, existing internal infrastructure to support it, and its plan for implementation and assessment of project success.

I.1. Please provide your organization's vision and mission statements and explain the alignment between the proposed project/program and the organizational mission.

The WSCEA mission is to offer rent-free space to non-profit tenants that have missions offering intellectual and spiritual growth through education and the arts for the betterment of the community.

The WSCEA vision is to support such organization with the goal of developing the educational, interpersonal and economic life skills of youth and young adults to enhance their opportunities to become more productive citizens.

This project will provide a safe environment for the nonprofits to operate for many years.

I.2. Describe the organization's current infrastructure and capacity to deliver the program services or complete the project. Include any relevant current programming and experience providing similar services.

WSCEA has provided a safe, secure, and properly maintained building since 2012. This project is a necessary and unplanned repair required to continue to provide for safe occupancy of those using the building.

I.3. Describe the program/project implementation plan. Include any known barriers to success and how those will be overcome

The program will commence as soon as the funds become available. A lack of funding is the only known barrier to success.

I.3a. Describe the program assessment plan including how the data will be collected for selected performance metrics and any other evaluation tools that will be used to determine program/project success.

The wall demolition and replacement will pass all building code and safety inspections.

J. Impact/Community Need

Completed by hu2363@gmail.com on 4/6/2022 2:58 PM

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J. Impact/Community Need

Please provide the following information.

Impact/Community needs concern whether or not the proposed project will address an identified need within the community and what the short term (One year) and long term (3 years) impact of this project will be

J1. Describe the identified community need for this project/program. Cite specific data or studies/reports that have identified this as a community need.

The community needs more youth to complete their high school education to become greater assets for Winston-Salem. The community needs to address the enhanced well being of youth developed through enhanced verbal, written, artistic skills to offset the increase in debilitating mental health.

The community benefits for women gaining skills and confidence to be prepared for enhanced employment opportunities.

The community benefits from next generation leaders being developed in leadership skills, more knowledgeable about the community and better connected to each other in Winston-Salem.

J2. Describe the short-term impacts of the project/program and how they align with the community need identified above.

The integrity and safety of the building are necessary to continue the day to day mission of the nonprofit occupants of the building.

J3. Describe the long-term impacts of the project/program and how they align with the community need identified above.

The integrity and safety of the building are necessary to continue the long-term mission of the nonprofit occupants of the building.

J4. Referencing previous section on outcomes, describe how the impacts noted above will be measured.

The wall and building will have structural integrity.

K. Funding Stability

Completed by hu2363@gmail.com on 4/5/2022 3:16 PM

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K. Funding Stability

Please provide the following information.

Funding stability is an assessment of both the organization's annual funding and the planned funding mechanism for the project/program from grants, donations, sales, and other income generators. To the extent possible, the City wishes to ensure applying entities have sustainable funding sources outside the City's ARPA allocation. An entity will be deemed as having superior funding stability if it demonstrates at least three years of sustainable grant, contribution, and/or fee-based revenues to cover operating costs. The entity must also demonstrate commitments from other organizations to cover the full cost of project deficits or future-year operating costs (in combination with realistic fee-based revenue assumptions).

K.1. Have your organization's operating revenues covered operating expenses the last three years?

Yes

K.2. Approximately what percentage of your organization's total budget is covered by competitive grants that you must re-apply for?

4.00 %

K.3. What percentage of your project/program's budget is covered by City ARPA funds as part of this request?

87.00 %

K.4. Please provide narrative on funding for this program after City ARPA funding has been exhausted.

WSCEA will continue to seek corporate and foundation grants and appeal for individual contributions.

K.5. Please attach commitment letters from other organizations showing financial support for the project/program.



Commitment Letters

Truist Foundation - Grant Approval 111320.pdf

L. Representation

Completed by hu2363@gmail.com on 4/6/2022 2:59 PM

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L. Representation

Please provide the following information.

Representation deals with how diverse an organizations leadership is compared with community demographics, which includes Winston-Salem's race/ethnic backgrounds as well as gender. Local non-profit organizations should reflect the communities they serve. Since organizations are requesting to receive ARPA funding through the City, we must ensure these entities hold themselves accountable to having diverse staff and leadership panels

L.1. Provide a list of board members including the race, ethnicity, and gender identification for each member.

| Name | Race | Ethnicity | Gender Identification |
|-------------------|-----------|--------------|-----------------------|
| Cathy Owen | Caucasian | non-Hispanic | female |
| Mark Thompson | Caucasian | non-Hispanic | male |
| Leslis Lowdermilk | Caucasian | non-Hispanic | female |
| Harry Underwood | Caucasian | non-Hispanic | male |
| Nancy Baxley | Caucasian | non-Hispanic | female |
| Wally Cox | Caucasian | non-Hispanic | male |
| Bob Edwards | Caucasian | non-Hispanic | male |
| Gary Stiffler | Caucasian | non-Hispanic | male |
| Bill Tutt | Caucasian | non-Hispanic | male |

M. Required Documents

Completed by hu2363@gmail.com on 4/5/2022 4:55 PM

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M. Required Documents

Please provide the following information.

For North Carolina Secretary of State - Current and Active Status, [Click Here](#)

Documentation

Code of Conduct/Conflict of Interest Policy *Required

Code of Conduct Statement of Policies.pdf

Copy of the agency's latest 990 Form as submitted to the Internal Revenue Service *Required

FY 2021 Audit and Tax Return.zip

Organization By-Laws *Required

2018 Bylaws Restatement(Corrected Copy).pdf

Articles of Incorporation *Required

Articles of Incorporation.zip

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

Diversity Statement.docx

WSCEA Capitalization Policy.docx

WSCEA Depreciation & Amortization Schedule.xlsx

IRS 501(c)3 Designation Letter *Required

tax exempt letter IRS.jpeg

Most recent audited financial statements or a third-party review *Required

FY 2021 Audit and Tax Return.zip

North Carolina Secretary of State - Current and Active Status *Required

Sec of State registration.jpg

N. Submit

Completed by hu2363@gmail.com on 4/10/2022 9:49 AM

Case Id: 15130

Name: Underwood, Harry - 2022

Address: *No Address Assigned

N. Submit

Please provide the following information.

I certify that all information entered into this application is true.

Harry Underwood

Electronically signed by hu2363@gmail.com on 4/10/2022 9:48 AM

04/10/2022