

Program Overview

Completed by carolynedmond3@gmail.com on 4/22/2022 3:57 PM

Case Id: 15256

Name: Edmond, Carolyn - 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 carolynedmond3@gmail.com on 4/22/2022 4:02 PM

Case Id: 15256

Name: Edmond, Carolyn - 2022

Address: *No Address Assigned

A.Contact Information

Please provide the following information.

ORGANIZATION/AGENCY INFORMATION

A.1. Organization/Agency Name

Wise Fellowship

A.2. Mailing Address

1077 Day Lilly Court Kernersville, NC 27284

A.3. Organization Website

www.wisefellowship.org

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

2,013

A.5. Organization/Agency Fiscal Year

2,022

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

Carolyn

A10. Last Name

Edmond

A11. Title

President

A12. E-mail

carolynedmond3@gmail.com

A13. Phone Number

(336) 682-1447

BOARD CHAIR

A14. First Name

Carolyn

A15. Last Name

Edmond

A16. E-Mail

carolynedmond3@gmail.com

A17. Phone Number

(336) 682-1447

A18. Term Expiration Date

12/31/2022

B. General Project Information

Completed by carolynedmond3@gmail.com on 4/22/2022 4:05 PM

Case Id: 15256

Name: Edmond, Carolyn - 2022

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B. General Project Information

Please provide the following information.

PROJECT INFORMATION

B.1. Project/Program Title

Wise Mobile Reading

B.2. Project Location/Address

1640 SM Caesar Drive Winston Salemersville, NC 27284

PROJECT CONTACT/MANAGER

B3. First Name

Carolyn

B4. Last Name

Edmond

B5. Title

Project Administrator

B6. E-Mail

carolynedmond3@gmail.com

B7. Phone Number

(336) 682-1447

C. General Project Narrative

Completed by carolynedmond3@gmail.com on 4/22/2022 4:33 PM

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C. General Project Narrative

Please provide the following information.

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

The WISE Mobile Reading Van will drive to communities (inclusive of Winston-Salem Forsyth County Schools Kimberly Park, Ashley and Cook Elementary) in the 27101 and 27105 zipcode areas. These schools are at risk for illiteracy. It will set up in these communities, equipped with volunteers and books to read to pre-kindergarten age children 3 and 4 years old. The 1st Mobile Reading Van has been self-funded by Carolyn Edmond. The goal is to have 10 Mobile Reading Vans to deploy through at risk communities for literacy.

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

WISE intentionally is providing easy access to children by bringing Mobile Reading to the directly to these communities. Data shows the earlier children are exposed to reading, the better readers the child will become. Wise intends to provide the access for volunteers to read to the children and easy access for the children to participate in Mobile Reading. Wise will also be present at school celebratory events to engage with parents, current students and pre-kindergarten children.

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

500

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

Yes

TOTAL FUNDING REQUEST

C.5. Total Operating Funding Request

\$40,000.00

C.6. Total Capital Funding Request

\$60,000.00

SPENDING TIMEFRAME

C.7 Capital Spending Timeframe

July 2022-July 2023

C.8 Operating Spending Timeframe

January-December

D. Project Budget Categories

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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
Gas (monthly) for 5 Mobile Reading Vans	\$5,340.00
Insurance (monthly) for 5 Mobile Vans	\$10,500.00
Property Tax (annually) for 5 mobile vans	\$1,780.00
Office Supplies	\$3,000.00
Snacks for kids (5mobile vans)	\$2,500.00
Repairs (5 mobile vas)	\$3,000.00
NC inspection for 5 mobile vans	\$150.00
Website maintenance	\$500.00
Training	\$1,000.00
President Compensation	\$12,230.00
	\$40,000.00

Capital Costs	Total
Cost of 4 Pre-Owned Vans	\$28,000.00
Conversion Cost for 4 Vans	\$32,000.00
	\$60,000.00

PROJECT/PROGRAM REVENUE CATEGORIES

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

Operating	Total
self funded	\$2,500.00
	\$2,500.00

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
---------	-------

6 of 20

Donations solicited through website	\$6,000.00
	\$6,000.00

E. Demographic and Geographic Distribution

Case Id: 15256
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Completed by carolynedmond3@gmail.com on 4/22/2022 5:04 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)

100.00 %

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 carolynedmond3@gmail.com on 4/22/2022 5:08 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 1

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

Tier 2

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

selected.

The Mobile Reading Van will improved literacy of pre-kindergarten (3 and 4 year old) providing children a jumpstart into love of reading and success in school. Driving the Mobile Reading Van directly to the neighborhood will provide community engagement/support.

G. Collaboration

Completed by carolynedmond3@gmail.com on 4/22/2022 5:15 PM

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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?

Winston-Salem Forsyth County School System office of Community Engagement- Mark Batten & Parent Involvement Coordinators at Kimberly Park Elementary, Cook Magnet and Heather Robbins - WSFCS Pre-K Instructional Coach
Ashley Elementary
Smart Start, Headstart, Forsyth County Public Library

H. Administration/Reporting

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Completed by carolynedmond3@gmail.com on 4/22/2022 5:21 PM

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 Mobile Reading Vans will run Monday-Thursday from 10a-12pm and 1-3pm and weekends for special events
Effectiveness/Outcome	Data supports the simple plan to consistently read to children is very effective when done early at possible. Our program will target 3 and 4 year olds.

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

**No files uploaded

I. Capacity

Completed by carolynedmond3@gmail.com on 4/22/2022 5:37 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.

Vision - WISE is confident that children can have a successful education journey when there is easy access to reading, tools and resource that progress children to literacy.

Mission- WISE transforms the lives of children, one child at a time by providing easy access to education creating the opportunity to literacy

We Value

R - Respect. We respect and celebrate individual accomplishments

E - Education We value how education changes lives

A - Action We do what's necessary for children' success

D - Dedication. We are dedicated to the moment every child we engage with shouts "I can Read"

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.

Currently WISE has 1 van. The van conversion was self funded by the President. The request for an additional 4 vans is to deploy more effectively to communities. Each Van has 2 mobile reader volunteers.

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

Partner with WSFC Schools to identify 3 and 4 year olds for program. Engage with community engagement coordinators with Kimberly Park, Cook and Ashley. Drive directly to communities, setup in the community with welcoming open doors of the van, for kids to peruse books and Mobile Readers READ!

Barrier will be occasional inclement weather

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.

Assessment in collaboration with Heather Robbins, Instructional Coach of WSFC Schools and 1:1 feedback from Mobile Volunteer Readers

J. Impact/Community Need

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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.

WSFCSchool System, NC Pathways to Grade Level Reading Forsyth County Data

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

The consistent schedule of the Mobile Reading Vans provide consistency and support to create a great pathway to success for the children

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

Progression of the program and graduates of the program will be the greatest word of mouth for new and upcoming children to participate. These success stories will be the voice of the program.

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

With the initiation of a children into the program, an assessment will be conducted. These children's progress will be measured in accordance with established monitoring/measuring tools

K. Funding Stability

Completed by carolynedmond3@gmail.com on 4/22/2022 5:46 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?

No

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

5.00 %

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

95.00 %

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

This is the 1st grant application submitted. WISE needs funding for the next 4 vans to put through the conversion process to become operational as a Mobile Reading Van

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



Commitment Letters

***No files uploaded*

L. Representation

Completed by carolynedmond3@gmail.com on 4/25/2022 11:13 AM

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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
Jovan Brim	Black	Black	Female
Theresa Hymes	Black	Black	Female
Truth McMurray	Black	Black	Female

M. Required Documents

Completed by carolynedmond3@gmail.com on 4/25/2022 2:01 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

WISE code conflict policy.docx

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

Form 990 request.docx

Organization By-Laws *Required

IMG-8806.jpg

IMG-8807.jpg

IMG-8808.jpg

IMG-8809.jpg

Articles of Incorporation *Required

1b_31665062_1bf6fac4678a494fbf26f83c1bb1bcdf.pdf

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

WISE code conflict policy.docx

IRS 501(c)3 Designation Letter *Required

IMG-8811.jpg

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

Banking balance as of Marc 22 2022.xls

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

IMG-8812.jpg

N. Submit

Completed by carolynedmond3@gmail.com on 4/25/2022 2:19 PM

Case Id: 15256

Name: Edmond, Carolyn - 2022

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N. Submit

Please provide the following information.

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

Carolyn O Edmond

Electronically signed by carolynedmond3@gmail.com on 4/25/2022 2:19 PM

04/25/2022