

Program Overview

Completed by regina@bostonthurmondunited.org on 4/23/2022
6:18 PM

Case Id: 15261
Name: Boston Thurmond - 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/clrf

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 regina@bostonthurmondunited.org on 4/25/2022
9:15 AM

Case Id: 15261
Name: Boston Thurmond - 2022
Address: *No Address Assigned

A.Contact Information

Please provide the following information.

ORGANIZATION/AGENCY INFORMATION

A.1. Organization/Agency Name

Boston-Thurmond Community Network

A.2. Mailing Address

P.O. Box 961 Winston-Salem, NC 27102

A.3. Organization Website

www.bostonthurmondunited.org

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

2,019

A.5. Organization/Agency Fiscal Year

630

A.6. Federal Tax ID Number

A.7. Federal DUNS Number

A.8. Federal SAM Registered?

Yes

ORGANIZATION/AGENCY CONTACT INFORMATION

EXECUTIVE DIRECTOR

A9. First Name

Regina

A10. Last Name

Hall

A11. Title

Executive Director

A12. E-mail

regina@bostonthurmondunited.org

A13. Phone Number

(336) 769-6253

BOARD CHAIR

A14. First Name

Maurice

A15. Last Name

Green

A16. E-Mail

mog@zsr.org

A17. Phone Number

(336) 725-7541

A18. Term Expiration Date

06/30/2022

B. General Project Information

Completed by regina@bostonthurmondunited.org on 4/25/2022
9:20 AM

Case Id: 15261

Name: Boston Thurmond - 2022

Address: *No Address Assigned

B. General Project Information

Please provide the following information.

PROJECT INFORMATION

B.1. Project/Program Title

Boston-Thurmond United Initiative

B.2. Project Location/Address

915 BRIDGE ST Winston Salem, NC 27101

PROJECT CONTACT/MANAGER

B3. First Name

Regina

B4. Last Name

Hall

B5. Title

Executive Director

B6. E-Mail

regina@bostonthurmondunited.org

B7. Phone Number

(336) 769-6253

C. General Project Narrative

Completed by regina@bostonthurmondunited.org on 5/2/2022
4:34 PM

Case Id: 15261
Name: Boston Thurmond - 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

Boston-Thurmond is a pivotal residential neighborhood just north of downtown Winston-Salem, along University Parkway. The neighborhood footprint encompasses 14th, Cherry, and E. 25th Streets, and stretches from Northwest Boulevard to Coliseum Drive. Approximately 3,600 residents call Boston-Thurmond home, but Boston-Thurmond residents are not always benefiting from the economic restructuring that is part of the new “innovation economy” in the Triad. The neighborhood is undergoing community-wide and resident-led efforts to develop and revitalize aspects of the neighborhood that have been neglected, while protecting it from gentrification.

In May 2019, Boston-Thurmond became part of the Purpose Built Communities network of community revitalization initiatives across the country. The official name of the initiative is Boston-Thurmond United (BTU). Boston-Thurmond United includes both the Boston-Thurmond Community Network (BTCN), and Boston-Thurmond Community Engagement Roundtable (BTCER). BTCN ensures that residents are involved in all steps of decision-making, partners are mutually accountable to residents, and community efforts are strongly supported over a sustained period. The role of BTCN is to provide the foundation upon which residents can strengthen their leadership of the initiative, through transparency, accountability, and organization. BTCN also ensures that sustainable resources are available through leveraging of both public and private funds. BTCER is the resident-leadership organization that develops the vision for the neighborhood and builds capacity for community leadership.

The mission of BTU is to end the cycle of intergenerational poverty in the Boston-Thurmond community by working with partners to achieve the following vision:

- All families have safe, dignified, and affordable housing;
- All children in Boston-Thurmond obtain an education that ensures social connectivity, self-efficacy, and a post-secondary education;
- All families have a strengthened mind and body, and obtain health and well-being through quality health care, food, and physical activity.

The neighborhood has a range of assets and highlights an underlying strength of character that is integral to the neighborhood’s identity. The neighborhood has its challenges, which represent significant opportunities to empower Boston-Thurmond as a strong community and an involved partner in shaping future growth. With longstanding and dedicated residents, historically significant architecture and a strategic in-town location, the future potential of the Boston-Thurmond neighborhood is bright.

To provide the necessary resources for the work in the Boston-Thurmond neighborhood, BTCN is taking the lead with fundraising for the BTU Initiative. Funds will be used from 2022-2026 to do the following:

- a) Fund an early learning strategy partnering with Imprints Cares to implement an early literacy initiative in Boston-Thurmond and surrounding neighborhoods in the 27105 and 27101 zip codes to provide quality, early learning interventions to children and families;
- b) Retain consultant/firm to conduct a landscape analysis of the Boston-Thurmond neighborhood and complete a feasibility study to determine options for development around housing and other community development including options to expand health and wellness initiatives with new brick and mortar facilities throughout the community;

c) Launch the first phase of the mixed-income housing and community development strategy (land acquisition: vacant lots, houses owned by absentee landlords, and dilapidated/ significantly underutilized buildings to be used for communal programming and services). In March 2021, over 30 properties were purchased in Boston-Thurmond and surrounding streets by a Charlotte-based real estate investment firm for \$1.7M. This real estate investment firm operates under an umbrella company that specializes in storage units. Several residents contacted our staff out of extreme concern that this may be the beginning of a trend coming to Boston-Thurmond. Residents want to protect properties that they have lived in for years and are afraid of quick gentrification. Residents have contacted our organization as well as Mayor Pro-Tempore Adams to complain about signs in the neighborhood with wording such as “We Buy Houses.” This has been a very intimidating scare tactic for residents. We recognize that and see the urgent need to acquire as much land as we can to protect the history and culture of the neighborhood. This is our best bet to safeguard the Boston-Thurmond neighborhood from slumlords and land-developers whose interest is not aligned with the mission and values of the BTU initiative and overall revitalization effort for the neighborhood. Boston-Thurmond is also in an opportunity zone which is very attractive to wealthy developers. If BTU owns the land, BTU will control what happens with the land. The BTCN board has slots for six (6) residents on its board of directors, so, all decisions are made with resident approval so, residents should rest assured that decisions will be made by residents and stakeholders, for residents.

The land acquisition phase also includes the purchase, and up-fit (lead-based paint, mold remediation, roof replacement) of a building in the Boston-Thurmond neighborhood that can be used as office space for BTU staff, BTCER resident leaders, and other community partners. We have been in conversations with several community organizations to co-occupy space in the building including WFU Office of Civic and Community Engagement to host educational programming catered to K-12 initiatives including a college clinic that will serve as a "one-stop shop" for young people in Winston-Salem/Forsyth County who are interested in pursuing higher education. The College Clinic will offer mentoring and coaching from undergraduate College Navigators. Participants may attend workshops on topics including financial aid and FAFSA applications, the college application process, local and national scholarships, financial literacy, career exploration, and transition to life in college. In addition, programs will be available for guardians and families. The clinic will have a specific focus on serving under-represented minorities, low-income students, students aging out of foster care, and disconnected youth.

The College Clinic will serve students in several ways. First, the clinic will offer workshops to students and families. The workshops will cover the following topics: (a) how to navigate the college application process; (b) how to apply for financial aid and scholarships; (c) financial literacy; (d) career exploration; and (e) transition to college/university life. These workshops will be free and open to the community, with a specific focus on serving low-income students during their junior and senior years of high school. Second, the College Clinic will pair a low-income student and/or prospective first-generation college student with an undergraduate college student mentor. These mentors, called “College Navigators,” will design individualized action plans for their mentees, provide support and encouragement, and help seniors to navigate the college application process. Undergraduate college students will provide feedback on personal statements, mock interviews, and resume development. Finally, the College Clinic will serve as a site for graduate students in the Wake Forest University Counseling Program to work with groups of low-income and prospective first-generation college students. These processing groups serve as an important support system and networking opportunity for students in the community;

d) Fund a public art project in Boston-Thurmond to preserve the cultural history and heritage of the neighborhood by creating physical, visual art that highlights the people, places, and events that have shaped and continue to reshape Boston-Thurmond. BTU embraces the opportunity for residents to shape untold stories of their neighborhood through art. The physical art will both revitalize neglected infrastructure and memorialize important stories Residents have already been integrally involved in identifying, researching, and telling their stories. A public art project in Boston-Thurmond can communicate current resident efforts as well as what is special – historically and culturally – about the neighborhood to younger or newer residents who do not know a lot about the neighborhood’s history or who have not yet become involved in its revitalization. Generated stories could also inform related opportunities that may arise, such

as public art initiatives such as future neighborhood murals and sculptures;

e) Purchase a van to provide transportation to programs in efforts to increase resident partnerships and engagement;

f) Build the operational budget to hire additional staff including a Community Resource Connector who will conduct administrative tasks to assist staff, BTCER resident leaders, and BTCN staff, but will also work with other community agencies to connect residents with adult literacy opportunities such as GED, Adult High-School Diploma, and/or Adult Basic Education (ABE).

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

By helping to establish the Purpose Built Communities framework in Boston-Thurmond, BTCN will be building a base to tackle issues of poverty and inequity that affect all residents of the neighborhood. Funding the above programs/initiatives, will allow residents to derive the following beneficial outcomes from participation:

a) Participants in the BTU & Imprints Cares Early Learning/Neighborhood Literacy Coaching Program will have several access points to the program including: Medical facilities with OB/GYN services and pediatrician care. Specific medical partnerships for this program include Downtown Health Plaza (Atrium Health) and Today's Woman/Today's Pediatrics (Novant). These are places where Imprints Cares staff is already located. While at the medical facility, staff will work with the parent/caregiver and the child to ensure they are receiving age/culturally-appropriate-books and are taking advantage of community reading circles. reading The Community Navigator will recruit children and families throughout the neighborhood including churches, the community center, and other community events. The Kindergarten Navigator will be stationed at both neighborhood elementary schools to offer the program enrollment and to offer program services once enrolled. Additionally, participants will receive quarterly home-visits from program staff.

The BTU & Imprints Cares Early Learning/Neighborhood Literacy Coaching Program promotes healthy childhood environments. The program will address educational disparities exacerbated by COVID-19, (especially by providing literacy coaching and support to parents and caregivers who have chosen to take advantage of early learning services for homecare providers). Boston-Thurmond is a high-poverty school district. Funding this program will be another way to increase resources for home visiting programs for families with young children in a high-poverty school district. This program will also strengthen the "cradle-to-career" pipeline to education in Boston-Thurmond. Funding the BTU/Imprints Cares literacy program, will be investing in the youngest citizens of Winston-Salem and creating educational equity in a neighborhood that has suffered from it for years. Funding the early learning/literacy coaching program will provide "kindergarten readiness" for children up to five-years old. By the time they start kindergarten, each child will have a minimum of 100 books in their home book library, and a College Savings Account with a minimum of \$500.

Overall, we want to provide quality, early childhood education to the neighborhood residents; *In 2018, 35% of Boston-Thurmond residents with children between 0-4 years old, reported the use of informal childcare within their home, 31% reported paying for childcare, 21% reported leaving children with relatives or friends for childcare, and the remaining 2% reported using a childcare in a faith-based setting.

The current reality is that there is a lack of quality early learning options and no high-quality early learning center in the Boston-Thurmond neighborhood. Until that happens, our goal is to create a high-quality early learning/literacy coaching program for neighborhood children and families. We want to ensure a very high-quality birth-12th grade education experience for all neighborhood children because we understand that excellent education opportunities are critical to helping families break the cycle of poverty. We also understand that high quality education options attract and retain neighborhood residents, especially families with school-aged children.

This will require significant initial investment and focus to ensure successful implementation and operation including resident input and community support, a consistent commitment to build upon initial successes, and an ongoing focus to sustain excellent outcomes on a long-term basis (even if we build an early learning center down the road, we will maintain this program as well as the early learning center).

b) Collaborating on public art projects will offer our residents educational, creative, and engaging opportunities to

explore untold stories. We are excited to leverage existing partnerships focused on community building in Boston-Thurmond. These partnerships will also aid with giving residents access to the public art project. Our partners include:

- o Winston-Salem/Forsyth County Schools (WS/FCS) and Public Art Commission - A public partnership that is key to installing art at specific locations and ensuring long-term maintenance.
- o WS/FCS, Senior Services, Inc. - These organizations will engage youth and older residents in creative expression. Seniors Services, Inc. will soon break ground on a unique, intergenerational center on one edge of the Boston-Thurmond neighborhood.
- o BTCER -This organization will support resident engagement efforts through their quadrant leaders and planning teams.
- o Neighbors for Better Neighborhoods - This organization will provide support with resident engagement and asset mapping throughout the neighborhood.
- o Wake Forest University (WFU) Environmental Journalism Class will continue to feature Boston-Thurmond in their documentary project, and will provide class coordination, in-kind support, coordination with WSSU students to journal our public art project.
- o Winston-Salem State University (WSSU /University of North Carolina School of the Arts (UNCSA) will assist BTU in the public art project using students' expertise gained through the Center for Design Innovation's Spatial Justice Studio. These students will assist with asking questions that entice residents to think critically about the strategic placement of public art in the neighborhood.
- o Paisley Alumni Association- This organization will assist with engaging past and present Paisley students with the public art project and will encourage participation around the proposed project at Paisley Memorial Park.

BTU is committed to implementing community engagement at each stage of this process. For example, we will rely on the BTCER Revitalization and Beautification team to assist engagement with installed art. BTU is committed to intergenerational engagement in coordination with partners to identify stories, and select a number of local artists who are former or current residents of Boston-Thurmond. We will continue our connections with higher education institutions for oral histories, and visual arts for storytelling that influences appropriate public art for Boston-Thurmond.

c) Boston-Thurmond has approximately 3,600 residents. All residents will benefit from the landscape analysis and feasibility study to determine housing and community development opportunities within the neighborhood.

d) All Boston-Thurmond residents will have access and benefit from an office building/headquarters to visit staff and take advantage of community programming and services including the College Clinic. There is clear evidence of need and benefit to Boston-Thurmond students, families and other students within Winston-Salem/Forsyth County for having a College Clinic operating in the Boston-Thurmond headquarters space.

In 2017, 90% of Forsyth County residents had a high school diploma or higher. However, only 34% of residents had a bachelor's degree or higher (US Census, Education Attainment). According to Forsyth Futures, the percentage of students deemed "economically disadvantaged" enroll in college at a significantly lower rate (42%) than "non-economically disadvantaged" students (66%). In addition, White students are more likely to attend college (70%) than their Black (54%) or Latino (36%) peers.

Clearly, there is a significant gap between the percentage of residents who earn a high school diploma or GED (90%) and the percentage of residents who earn a bachelor's degree or higher (34%). The College Clinic would aim to close this gap by offering information about the college application process. Further, there is a significant gap in college enrollment between economically disadvantaged students (42%) and non-economically disadvantaged students (66%). This demonstrates a need for College Clinic services to assist low-income and first-generation college students with targeted services and free coaching.

College Preparedness

Students who graduate and wish to enroll at a post-secondary institution still face barriers to achieving that goal. Colleges and universities expect applicants to demonstrate a certain level of educational proficiency, usually measured through standardized tests like the SAT and ACT. According to data from the National Clearing House, in 2019, only 30%

of economically disadvantaged students were considered proficient on the ACT as compared to 66% of those considered non-economically disadvantaged. ACT proficiency in North Carolina is defined by having a composite score of 17 or higher--the minimum score required for admission into the University of North Carolina system. The majority of White students are considered proficient on the ACT (77%), while African American and Hispanic students lag behind at 31% and 32%, respectively.

Worldwide COVID-19 Pandemic and Impact on Education

While the long-lasting health, economic, and educational impacts of the COVID-19 pandemic have yet to be seen, data suggest there have been devastating impacts to the quality of life for lower income people of color in particular. Factors like access to broadband internet, educational attainment of guardians in the household, and other challenges to supporting remote instruction may lead to increased learning loss and education inequality for low-income and minority families. The College Clinic will provide mentoring services, which may provide necessary support for low-income sophomores, juniors, and seniors. The College Clinic will connect high school students to information and support throughout the applications process.

- e) All residents will benefit from the use of the BTU van to transport residents to and from community programs, events, and activities.
- f) All residents will benefit from having a “Community Resource Connector” who also serves administrative tasks for the organization by connecting them to public benefits navigators within the broader community to meet needs that may be outside the scope of our organization. They will have access to the Community Resource Connector by contacting our office and visiting them there and/or BTU sponsored events and activities.
- g) All residents will benefit from BTU replacing old, dilapidated housing with high-quality mixed-income and affordable housing, along with and community development projects such as public art and expansion of current physical and mental wellness with community-specific facilities and programs.

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

3,650

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

Yes

TOTAL FUNDING REQUEST

C.5. Total Operating Funding Request

\$821,003.00

C.6. Total Capital Funding Request

\$3,694,500.00

SPENDING TIMEFRAME

C.7 Capital Spending Timeframe

2022-2026

C.8 Operating Spending Timeframe

2022-2026

D. Project Budget Categories

Completed by regina@bostonthurmondunited.org on 4/25/2022
3:57 PM

Case Id: 15261
Name: Boston Thurmond - 2022
Address: *No Address Assigned

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
BTU & Imprints Cares Early Learning/Literacy Program	\$571,003.00
Landscape Analysis/Feasibility Study	\$50,000.00
Community Resource Connector/Admin. Assistant	\$200,000.00
	\$821,003.00

Capital Costs	Total
Land Acquisition (including Office Building)	\$3,204,500.00
Upfit Costs(lead-based paint & other lead hazards)	\$150,000.00
BTU Van (w/brand wrapping)	\$90,000.00
Neighborhood Public/Cultural Art Project	\$250,000.00
	\$3,694,500.00

PROJECT/PROGRAM REVENUE CATEGORIES

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

Operating	Total
Imprints Cares	\$300,000.00
	\$300,000.00

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
	\$0.00
	\$0.00

E. Demographic and Geographic Distribution

Case Id: 15261
Name: Boston Thurmond - 2022
Address: *No Address Assigned

Completed by regina@bostonthurmondunited.org on 5/1/2022
4:57 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 regina@bostonthurmondunited.org on 4/25/2022
4:13 PM

Case Id: 15261

Name: Boston Thurmond - 2022

Address: *No Address Assigned

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 3

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

The workload and outcomes from our project/program addresses the Tier 1 priority by providing a five-year plan for a Pre-K, evidence-based literacy program in Boston-Thurmond and other neighborhoods immediately outside of the neighborhood boundaries that are located in the 27105 and 27101 zip codes. This program shows collaboration of funding with our organization, and Imprints Cares. Based on our proposal the workload shows 150 children will benefit from our program by its completion. The outcomes include : development of children's early language and literacy skills. Imprints Cares will implement a number of assessments to track the efficacy of the program model including the Ages and Stages Questionnaire, Social Emotional Learning, and the Protective Factors Survey. Children 3-5 years old will receive the Bracken School Readiness Assessment annually. That assessment will show what areas require growth which will be addressed with the children in their final year before entering Kindergarten.

G. Collaboration

Completed by regina@bostonthurmondunited.org on 4/25/2022
4:20 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?

Imprints Cares (Early Learning/Literacy Program): Program Design, Implementation, Staffing, and Partial Funding
Neighborhood Public/Cultural Art Project:

Collaborating on public art projects will offer our residents educational, creative, and engaging opportunities to explore untold stories. We are excited to leverage existing partnerships focused on community building in Boston-Thurmond including:

- o Winston-Salem/Forsyth County Schools (WS/FCS) and Public Art Commission - A public partnership that is key to installing art at specific locations and ensuring long-term maintenance.
 - o WS/FCS, Senior Services, Inc. - These organizations will engage youth and older residents in creative expression. Seniors Services, Inc. will soon break ground on a unique, intergenerational center on one edge of the Boston-Thurmond neighborhood. (Support letter is attached.)
 - o BTCER -This organization will support resident engagement efforts through their quadrant leaders and planning teams. (Support letter is attached.)
 - o Neighbors for Better Neighborhoods - This organization will provide support with resident engagement and asset mapping throughout the neighborhood. (Support letter is attached.)
 - o Wake Forest University (WFU) Environmental Journalism Class will continue to feature Boston-Thurmond in their documentary project, and will provide class coordination, in-kind support, coordination with WSSU students to journal our public art project. (Support letter attached)
 - o Winston-Salem State University (WSSU /University of North Carolina School of the Arts (UNCSA) will assist BTU in the public art project using students' expertise gained through the Center for Design Innovation's Spatial Justice Studio. These students will assist with asking questions that entice residents to think critically about the strategic placement of public art in the neighborhood.
 - o Paisley Alumni Association- This organization will assist with engaging past and present Paisley students with the public art project and will encourage participation around the proposed project at Paisley Memorial Park.
- Land Acquisition: BTU will work with BTCER, and the Boston-Thurmond Neighborhood Association (BTNA) on ideas for development based on results from the completed landscape analysis/feasibility study for community development opportunities within the neighborhood.

H. Administration/Reporting

Completed by regina@bostonthurmondunited.org on 5/2/2022
4:43 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	Number of children served in Early Literacy Program, Number of Books Given to Children in Household, Number of Household Visits, Number of Community Navigator Visits and Reading Circles outside of the home.
Effectiveness/Outcome	Reading/Literacy Scores on the annual assessments

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

Yes

Please provide a link to (or attach a copy of) the evaluation of the program model



Program Model Evaluation

BTU.RevisedPartnership.Proposal.22-27.pdf

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

BTCN_Risk Assessment.xlsx

I. Capacity

Completed by regina@bostonthurmondunited.org on 4/25/2022
4:53 PM

Case Id: 15261
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Address: *No Address Assigned

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 mission of Boston-Thurmond United (BTU) is to end the cycle of intergenerational poverty in Boston-Thurmond community by promoting the following:

- All families have safe, dignified, and affordable housing
- All children in Boston-Thurmond obtain an education that ensures social connectivity, self-efficacy, and a post-secondary credential.
- All families have a strengthened mind, and body, and obtain health and well-being through quality health care, food, and physical activity.

A guiding principle for the BTU effort is to use a racial equity lens to support key investments in the areas of housing, education, health and wellness, and economic mobility.

As BTU, BTCN and BTCER members share the following values:

- Community ownership of solutions
- Revitalization without displacement
- Public and private partnerships

The alignment between our mission statement and proposed project/program goals is seen with the proposed early learning/literacy coaching program (making sure all children in Boston-Thurmond obtain an education that ensures social connectivity and self-efficacy). The landscape analysis/feasibility study and land acquisition aligns with the mission because it helps our organization identify ways to build, create, and acquire places for families to have safe, dignified and affordable housing.

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.

BTCN has had extensive experience with community engagement processes, and the Executive Director has made community engagement a key priority of the organization. Subsequently, the second full-time position for the organization was dedicated to a Community Partnerships and Engagement Manager. This person's primary responsibility is to connect with community residents and stakeholders to ensure the organization achieves and sustains success through partnership, coordination, and focus on shared goals.

Over the years, BTCN and BTCER have accomplished the following:

- o Organized neighborhood leads/liaisons (per quadrant).
- o Engaged residents to participate in a naming process for a neighborhood walking trail that will bridge Boston-Thurmond with Crossnore Children's Home.

- o Participated in after school activities, and other partnerships with the three neighborhood schools.
- o Conducted monthly full-group and team meetings using virtual and in-person engagement practices.

Led a digital equity initiative in the neighborhood (providing hard-wired internet to families with school-aged children without internet).

Currently operate a joint emergency home repair scholarship program for residents to receive up to \$5,000 for emergency home repairs

Currently lead a Forsyth County Birth Stories initiative with Population Health Improvement Partners, KBR, National Birth Coalition, and Reset and Heal, LLC to gather birth stories of black and brown women.

Currently sponsoring a neighborhood reading initiative for youth and youth at heart.

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

The project implementation plan will be from 2022-2026 working with consultants, staff, partners, and residents to ensure accountability, transparency, and professionalism at every point of design, and implementation. Barriers to success could include shortages in certified workforce, and a surge in COVID-19.

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 program assessment plan will include data collection for selected performance metrics along the way. We will use the three national assessments to assess the reading scores/levels of children in the literacy program. Based on scores, we will meet with Imprints Cares to determine if we need to amend the program including recruitment methods, and the number of times we engage families with home literacy visits. We will constantly survey residents to see if they have feedback to provide on programming and services offered and will continue to ask them what they want to see in the community - including what they want to see our building used for in the community.

J. Impact/Community Need

Completed by regina@bostonthurmondunited.org on 4/25/2022
4:57 PM

Case Id: 15261

Name: Boston Thurmond - 2022

Address: *No Address Assigned

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.

Boston-Thurmond has 3,600 residents, and pre-COVID-19, almost 50% of them live in poverty, which is twice the city's average. Post-COVID-19, there is a high probability that this percentage has increased. While there are many well-maintained homes in the neighborhood, vacant, boarded-up or substandard housing persists throughout the neighborhood, and the elementary schools within the neighborhood have low school achievement scores. The community cited all of our programs as a specific need in 2017 in the Our Boston Thurmond Plan. The survey data is online (via Google).

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

The short term impacts of the program include increased levels in child literacy and a plan to provide dignified housing and community development that brings pride to the neighborhood.

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

Long term effects include bringing neighborhood history and pride back to the community. It also includes increased literacy among children and higher testing scores within neighborhood schools and higher number of children entering kindergarten at or above grade level.

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

The impacts above will be measured by test assessments and community surveys.

K. Funding Stability

Completed by regina@bostonthurmondunited.org on 5/1/2022
11:01 PM

Case Id: 15261
Name: Boston Thurmond - 2022
Address: *No Address Assigned

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?

50.00 %

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

100.00 %

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

We will enter a capital campaign after ARPA funds are depleted.

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 regina@bostonthurmondunited.org on 5/1/2022
4:55 PM

Case Id: 15261

Name: Boston Thurmond - 2022

Address: *No Address Assigned

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
Jane Aiken	White	Caucasian	Female
D. Ritchie Brooks	Black	African American	Male
Patricia Caldwell	Black	African American	Female
Joe Crocker	Black	African American	Female
Donald E. Flow	White	Caucasian	Male
Mary Ford	Black	African American	Female
Maurice "Mo" Green	Black	African American	Male
Zina Johnson	Black	African American	Female
Thomas Koontz	White	Caucasian	Male
Petitesa Mickle	Black	African American	Female
Pamela Oliver	Black	African American	Female
Anna Reilly	White	Caucasian	Female
Mark Tonnesen	White	Caucasian	Male
Delores Turner	Black	African American	Female
Doug Smith	White	Caucasian	Male
Claire Tuttle	White	Caucasian	Female
Paula Wilkins	Black	African American	Female

M. Required Documents

Completed by regina@bostonthurmondunited.org on 5/2/2022
4:40 PM

Case Id: 15261

Name: Boston Thurmond - 2022

Address: *No Address Assigned

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

btcn code of conduct.pdf

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

BTCN_990 DRAFT FILING for FY 20 21.pdf

Organization By-Laws *Required

REVISED BTCN BYLAWS.pdf

Articles of Incorporation *Required

REVISED BTCN BYLAWS.pdf

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

btcn code of conduct.pdf

IRS 501(c)3 Designation Letter *Required

IRS Forms for BTCN.pdf

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

BTCN_March 2022_Financial Reports.pdf

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

BTCN Secretary of State_ACTIVE STATUS.pdf

N. Submit

Completed by regina@bostonthurmondunited.org on 5/2/2022
4:43 PM

Case Id: 15261

Name: Boston Thurmond - 2022

Address: *No Address Assigned

N. Submit

Please provide the following information.

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

Regina F Hall

Electronically signed by regina@bostonthurmondunited.org on 5/2/2022 4:43 PM

05/02/2022