

## Program Overview

Completed by greenestws@gmail.com on 4/25/2022 12:47 PM

**Case Id:** 15163

**Name:** greeNest transformations - 2022

**Address:** \*No Address Assigned

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### Program Overview

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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](mailto: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](http://www.cityofws.org/clfrf)

### Contact Information

For any questions or concerns, please email [ARPA@cityofws.org](mailto:ARPA@cityofws.org) or call City Link at 336-727-8000.

## A.Contact Information

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Name: greeNest transformations - 2022

Address: \*No Address Assigned

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### A.Contact Information

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Please provide the following information.

#### ORGANIZATION/AGENCY INFORMATION

##### A.1. Organization/Agency Name

greeNest

##### A.2. Mailing Address

630 Brookstown Ave. Winston -Salem, NC 27101

##### A.3. Organization Website

greenestws.org

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

2,015

##### A.5. Organization/Agency Fiscal Year

##### 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

Julia

##### A10. Last Name

Toone

##### A11. Title

Executive Director

##### A12. E-mail

julia@greenestws.org

##### A13. Phone Number

(336) 661-8091

##### BOARD CHAIR

##### A14. First Name

Charmaine

##### A15. Last Name

Carillo-Angino

##### A16. E-Mail

cangino@aol.com

##### A17. Phone Number

(904) 612-5524

##### A18. Term Expiration Date

12/31/2024

## B. General Project Information

Completed by greenestws@gmail.com on 4/25/2022 12:48 PM

**Case Id:** 15163

**Name:** greeNest transformations - 2022

**Address:** \*No Address Assigned

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## B. General Project Information

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Please provide the following information.

### PROJECT INFORMATION

#### B.1. Project/Program Title

Essentials for Finally Home

#### B.2. Project Location/Address

630 Brookstown Ave. Winston-Salem, NC 27101

### PROJECT CONTACT/MANAGER

#### B3. First Name

Julia

#### B4. Last Name

Toone

#### B5. Title

Executive Director

#### B6. E-Mail

julia@greenestws.org

#### B7. Phone Number

(336) 661-8091

## C. General Project Narrative

Completed by greenestws@gmail.com on 4/25/2022 1:15 PM

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## C. General Project Narrative

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Please provide the following information.

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

This year, greeNest is seeking \$81,410 from the City of Winston-Salem to purchase housing essentials for the Finally Home program. Specifically, \$32,375 for new queen mattresses and bedframes, \$13,125 for gently used queen mattress sets from Goodwill and Habitat ReStore, \$6,750 for home cleaning packs, \$10,080 for microwave ovens and \$19,080 for dressers. (Habitat ReStore and Goodwill do not have the capacity to provide enough queen mattresses to meet the amount requested through Finally Home so we must purchase new ones to meet the need.)

Each year, greeNest's Finally Home program provides Winston-Salem and Forsyth County's most vulnerable, low-income residents with the opportunity to shop for furnishings which transform the housing they have waited for into a home. In FY 2020, 208 households, totalling 452 individuals were impacted by the Finally Home program, shopping at greeNest's showroom for furniture and home essentials to fully furnish their homes.

Finally Home is the only program in Winston-Salem or Forsyth County that helps our most vulnerable community members furnish their new homes. The program saves participants valuable time and money. One afternoon spent shopping at greeNest's furniture showroom is all the time needed for program participants to fully equip their home's living room, kitchen, and bedroom. Finally Home shoppers also find essentials needed for day-to-day living such as cookware, dishes, utensils, bed and bath linens, as well as decorative items such as rugs, lamps, and artwork. Finally Home also significantly decreases the financial burden and stress of furnishing an empty apartment. A one-bedroom apartment can be completely furnished with necessities and essentials from greeNest's showroom for about \$250. The low-average estimated retail cost to furnish a one-bedroom apartment is \$2500.

We are grateful to our generous community for their furniture donations to greeNest. Unfortunately, those donations do not completely fill the need and we must purchase essential items to fill in the gaps. With the increase in referrals, this gap has widened and our need for support has grown. These items include dressers, microwave ovens, bedrails, mattresses, and cleaning supplies for the cleaning buckets that each participant receives. Program support from the city for the Finally Home program will enable greeNest to achieve its goal to meet growing demand for this program. This support will enable greeNest to continue our work transforming lives one nest at a time.

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

Finally Home participants are referred to greeNest by over 95 partner agencies. These agencies include local nonprofits, community groups, and faith communities who work with families and individuals who are transitioning from a housing crisis into stable housing.

There is no other agency in our community helping newly housed individuals furnish their homes.

Eligibility for Finally Home is based on criteria set by each partner agency and most typically includes the participant's

ability to maintain housing through a consistent income, as well as participating in applicable training such as financial management, parenting or life skills. The greeNest program team communicates with case managers prior to the client's shopping appointment to ensure the furniture showroom is stocked with a good selection of items the shopper needs. Volunteers carefully sort and clean all donated furniture to make sure all items are in good repair, then creatively display them in living, dining and bedroom vignettes that resemble a retail furniture showroom.

greeNest's board, staff, and volunteers put a great deal of thought and care into the program to ensure every Finally Home shopper has a great experience in the showroom. Housing insecurity negatively impacts the physical and mental health of individuals. Community volunteers are trained to make each Finally Home shopper feel cared for, safe, and respected when they visit the showroom. Only one appointment is scheduled at a time so program participants can have the showroom to themselves and take the time they need to make decisions. It is an exciting time for shoppers; they are beginning a new chapter in life and the greeNest team is both honored and excited to help individuals create their new home. greeNest has created a place where individuals and families are empowered to choose the items they want and need at an affordable price. Once all furniture and furnishing choices are made, a pick-up and delivery time is set up and scheduled by the program participant.

The furniture showroom and warehouse are a place where volunteers are able to connect with and get to know our partner agencies and participants as well as gain a better understanding of the stories and circumstances of individuals who are newly housed. At greeNest, supporting the creation of a warm and welcoming new home is an important part of helping participants successfully start a new chapter in their lives. We believe it is more likely that clients will remain in stable housing situations because of our service.

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

500

**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**

85.00 %

**TOTAL FUNDING REQUEST**

**C.5. Total Operating Funding Request**

\$81,410.00

**C.6. Total Capital Funding Request**

\$0.00

**SPENDING TIMEFRAME**

**C.7 Capital Spending Timeframe**

N/A

## C.8 Operating Spending Timeframe

12 months

## D. Project Budget Categories

Completed by greenestws@gmail.com on 4/25/2022 1:13 PM

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### D. Project Budget Categories

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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
New queen mattresses and frames	\$32,375.00
Refurbished GW and Habitat Mattress sets	\$13,125.00
Cleaning packs	\$6,750.00
Dressers	\$19,080.00
Microwave Ovens	\$10,080.00
	\$81,410.00

Capital Costs	Total
n/a	\$0.00
	\$0.00

### PROJECT/PROGRAM REVENUE CATEGORIES

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

Operating	Total
City of WS ARPA	\$81,410.00
	\$81,410.00

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
N/A	\$0.00
	\$0.00



## E. Demographic and Geographic Distribution

Case Id: 15163

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Completed by greenestws@gmail.com on 4/25/2022 12:59 PM

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### E. Demographic and Geographic Distribution

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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)

85.00 %

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 greenestws@gmail.com on 4/25/2022 1:01 PM

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### F. Alignment to Strategic Plan

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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.**

greeNest's Finally Home program provides essential furnishings and housewares to individuals and families transitioning from homelessness into stable affordable housing. Finally Home is the only program in Winston-Salem or Forsyth County that helps our most vulnerable community members furnish their new homes. The program saves participants valuable time and money. One afternoon spent shopping at greeNest's furniture showroom is all the time needed for program participants to fully equip their home's living room, kitchen, and bedroom. Finally Home shoppers also find essentials needed for day-to-day living such as cookware, dishes, utensils, bed and bath linens, as well as decorative items such as rugs, lamps, and artwork. Finally Home also significantly decreases the financial burden and stress of furnishing an empty apartment. A one-bedroom apartment can be completely furnished with necessities and essentials from greeNest's showroom for about \$250. The low-average estimated retail cost to furnish a one-bedroom apartment is \$2500. With their new home fully furnished for an affordable amount, program participants are not burdened with those expenses and have funds to dedicate to other housing and living costs. With support from this grant, we anticipate being able to serve 500 people referred to Finally Home with all requested furniture and houseware essentials.

## G. Collaboration

Completed by greenestws@gmail.com on 4/25/2022 1:02 PM

Case Id: 15163

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Address: \*No Address Assigned

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### G. Collaboration

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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?**

Collaborative partnerships with the public and private sectors are central to greeNest's Finally Home program. Program participants are referred to Finally Home through one of our 95 Partnering agencies.

Our organization partners with schools, social service agencies and faith-based outreach programs in Forsyth County that assist families and individuals who have experienced a housing crisis.

We collaborate with 95 organizations for the Finally Home, including:

- Salvation Army
- Samaritan Ministries
- City with Dwellings
- Experiment in Self-Reliance
- Positive Wellness Alliance
- World Relief
- Family Services
- Project Reentry
- Bethesda Center
- Winston-Salem Forsyth County Schools
- St. Paul's Episcopal Church

Goodwill of NWNC and Habitat for Humanity of Forsyth County are both referring partners. In addition, they also provide greeNest with refurbished queen mattress sets at cost for our Finally Home program participants.

## H. Administration/Reporting

Completed by greenestws@gmail.com on 4/25/2022 1:03 PM

Case Id: 15163

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### H. Administration/Reporting

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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	250 families served by Finally Home program
Effectiveness/Outcome	250 families are able to fully furnish their homes with essentials through Finally Home. At least 50% of families served will maintain housing for at least one year.

#### 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 (2).xlsx

# I. Capacity

Completed by greenestws@gmail.com on 4/25/2022 1:06 PM

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## I. Capacity

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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.**

greeNest's mission is to provide affordable essential housewares and furnishings to low income families to help transform their houses into homes. We are "working together to transform our community, one nest at a time." Our Finally Home program provides gently used, donated furniture and housewares to individuals and families moving from crisis to sustainable housing. Our "showroom" is outfitted with large furniture, kitchen needs, bed and bath linens and decorative items that have been donated by the community. Per state regulations, greeNest cannot accept used mattresses so must purchase them. We are able to purchase about half of them through Goodwill of NWNC and Habitat for Humanity of Forsyth. The other half are purchased new. Additionally, community donations of furnishings and housewares do not always meet program need for the following items: cleaning packets, microwave ovens and dressers. We purchase new items to fulfill program need.

We partner with more than 95 community agencies to identify individuals and families who lack the resources to provide essential furnishings for their homes.

**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.**

greeNest's Finally Home program has been in operation since 2015. One FT (Executive Director) and 6 PT employees work to ensure all service goals are met. The Program Manager communicates with Partner Agencies, schedules program participant appointments and organizes volunteers to assist with shopping appointments. The Facilities Manager and Warehouse Coordinator accept and assess furniture donations, keep track of inventory to ensure that we have all necessary essentials and organize the volunteers who will assist with warehouse needs and refilling/redecorating the showroom floor for program participants. An additional Saturday Warehouse Assistant collects donations of furniture and housewares from the community on Saturdays. The Community Engagement Manager assists the Executive Director with community partnerships and communication. We contract with a bookkeeper and an accountant who assist staff with grant management and compliance with sound financial policies and procedures.

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

The program (Finally Home) is already established and running. City funding will allow us to meet an increased need for program services, which has average a 33% increase in the number of Finally Home program participants each year since 2016, greeNest's first operating year. There is also an anticipated need based on the lifting of the Covid-19 eviction moratorium and the increase in the number of street homeless individuals reported by the Winston-Salem Forsyth

County Continuum of Care, which has increased from roughly 50 individuals prior to the pandemic to a current number of 281.

New partner agencies come to greeNest for orientation that is provided by program and warehouse staff. We communicate updates and changes to partner agencies through regular emails. Referrals for both programs come through partner agencies. Referrals to the Finally Home program are submitted easily through our website. Once we receive a referral, our Program Manager follows up with the agency representative to schedule the program participant's Finally Home appointment. Usually, appointments can be made within one week of receiving the referral. Finally Home program participants come to greeNest with the referring agency's representation. They allow at least one hour to select the items they want and need. Program staff and volunteers help with the shopping visit. Program participants and agency representatives complete a visit experience survey at the end of the visit. They put their completed survey in a box (to provide anonymity) that is tallied monthly by the Program staff and then shared with Program Committee members. Program participant furniture delivery is arranged by the program participant and agency representative and takes place within 24 hours of the shopping visit.

A potential barrier to success is limited funding that would not allow us to purchase all essential furnishings and housewares to meet community need.

**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.**

Internally, program participants data such as demographics, greeNest visit information, and items selected by the client for their homes is tracked through a google database by greeNest's Program Manager.

Participant feedback survey information is collected at the end of each visit from the program participant and from the partner agency case manager. This information is entered into a google spreadsheet and tallies are reviewed by greeNest's Program Committee members, which is comprised of partner agency representatives, board members and a former program participant. This committee meets every other month and makes recommendations for program changes based on information obtained from feedback surveys. The program committee also promotes our ongoing effort to connect to additional agencies, community groups and pastoral care groups. Additionally, greeNest's Program Manager tracks Finally Home visit dates and contacts clients and case managers one year after their visit to confirm that housing has been maintained. If it has, they are invited back for a bonus shopping visit to greeNest and provided a \$25 voucher to purchase additional housewares. This annual touchpoint helps us track housing status for program participants and maintain relationships with these individuals for continued program feedback. Beginning in 2023, greeNest will begin utilizing the Homeless Management Information System (HMIS) to track program participant information such as demographic data and housing status.

Finally Home furniture inventory is tracked by warehouse staff in a google spreadsheet. We track all incoming donations of furniture and housewares and all outgoing items selected by program participants. This is monitored on a daily basis to assess inventory needs and collated for a monthly report that is reviewed by greeNest's Executive Director and greeNest's bookkeeper.

All data outlined above is used to provide a "dashboard" to the greeNest Board of Directors at each meeting. Program goals are: 1) to connect to and serve those in need of our services, 2) to maintain the essential houseware and furnishing inventory requested by program participants 3) to provide an exceptional experience for all who visit greeNest and 4) to reduce the high housing turnover rate for those impacted by homelessness.





## J. Impact/Community Need

Completed by greenestws@gmail.com on 4/25/2022 1:08 PM

Case Id: 15163

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### J. Impact/Community Need

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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.**

Prior to greeNest's founding in 2015, no organization in the Winston-Salem Forsyth County area provided home furnishings for individuals who had been housed after experiencing housing instability or a housing crisis.

Each year since greeNest's first complete operational calendar year in 2016, the number of households benefiting from the Finally Home program has grown each year by an average of 33%.

Based on data from the Winston-Salem Forsyth County Continuum of Care regarding individuals experiencing homelessness in our community as well as data from Eviction Lab, a national database maintained by Princeton University, we anticipate continued increase in program need over the next two to three years.

Exacerbating the circumstances contributing to housing instability in our community is a crisis-level lack of affordable housing stock, low wages, and limited economic mobility. As a result of these and other factors, households become rent-burdened, making it difficult for individuals to remain stably housed.

Given the standard 30% metric guiding the amount a household can afford to spend of its monthly income on housing and utilities, the following data makes it very difficult for extremely low-income households maintain their housing: The city's lowest income households can afford \$464 in monthly rent, however, fair market rent for a one-bedroom apartment is \$670 (HUD 2021).

In Winston-Salem's high poverty neighborhoods, 59% of those households are considered rent or housing-cost burdened (DC study).

71% of households making below 30% of the Area Median Income of are severely cost burdened, paying more than 50% of their income on rent (WS/FC study).

When low-income households spend a high percentage of their income on fair market rentals, little remains for essentials like food, clothing, transportation, and medical care, which makes those households vulnerable to instability and eviction. Minor emergencies can become catastrophic and lead to displacement in the form of eviction or homelessness for these households, creating a ripple effect negatively impacting schools, neighborhoods, and homeless shelters throughout the community.

During the 15 months prior to March 2020, before the first eviction moratorium was put in place, Forsyth County averaged 880 eviction filings per month. In the 15-month period from April 2020 to the end of June, 2021 there were an

average of 262 eviction filings per month in Forsyth. That's a decline of about 70%. Experts anticipate the number of eviction filings to surpass the prior 880 average per month in 2022. When a family is evicted from their home, their household furnishings are usually lost.

The challenging economic conditions exacerbated by the pandemic have resulted in an increase in demand for greeNest programs. Based on eviction data, as well as an increase in the number of street homeless individuals from 50 to 281 over the course of the pandemic, the organization is anticipating an even greater demand for the Finally Home.

Housing Instability, homelessness and eviction can have lasting negative effects on mental health such as depression, anxiety, and post-traumatic stress disorder.

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

In the short-term, Finally Home program participants will be able to access all housing essentials to make their new house a home. These items are essential to day-to-day living. Having a warm bed to sleep in, a place to store belongings, dishware and cookware to prepare and serve meals and furniture for living help to transform the lives of our neediest community members. Within a 24 hour period, a Finally Home program participant may go from sleeping on the streets to having their own bed. In a day, they may go from eating at a soup kitchen to serving their family in their own kitchen.

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

In the long-term, greeNest's Finally Home program hopes to reduce the housing turnover rate in our community.

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

Internally, program participants data such as demographics, greeNest visit information, and items selected by the client for their homes is tracked through a google database by greeNest's Program Manager.

Participant feedback survey information is collected at the end of each visit from the program participant and from the partner agency case manager. This information is entered into a google spreadsheet and tallies are reviewed by greeNest's Program Committee members, which is comprised of partner agency representatives, board members and a former program participant. This committee meets every other month and makes recommendations for program changes based on information obtained from feedback surveys. The program committee also promotes our ongoing effort to connect to additional agencies, community groups and pastoral care groups. Additionally, greeNest's Program Manager tracks Finally Home visit dates and contacts clients and case managers one year after their visit to confirm that housing has been maintained. If it has, they are invited back for a bonus shopping visit to greeNest and provided a \$25 voucher to purchase additional housewares. This annual touchpoint helps us track housing status for program participants and maintain relationships with these individuals for continued program feedback. Beginning in 2023, greeNest will begin utilizing the Homeless Management Information System (HMIS) to track program participant information such as demographic data and housing status.

Finally Home furniture inventory is tracked by warehouse staff in a google spreadsheet. We track all incoming donations of furniture and housewares and all outgoing items selected by program participants. This is monitored on a daily basis to assess inventory needs and collated for a monthly report that is reviewed by greeNest's Executive Director and greeNest's bookkeeper.

All data outlined above is used to provide a "dashboard" to the greeNest Board of Directors at each meeting. Program goals are: 1) to connect to and serve those in need of our services, 2) to maintain the essential houseware and furnishing

inventory requested by program participants 3) to provide an exceptional experience for all who visit greeNest and 4) to reduce the high housing turnover rate for those impacted by homelessness.

## K. Funding Stability

Completed by greenestws@gmail.com on 4/25/2022 1:08 PM

Case Id: 15163

Name: greeNest transformations - 2022

Address: \*No Address Assigned

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### K. Funding Stability

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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?**

0.00 %

**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 have been in operation for just over 7 years. In that time, both the numbers served and budget have grown. As awareness of the organization has grown, donor revenue has grown as well, an average of 37.5% each year. greeNest's Board of Directors strategically plans annual budgeted revenue using a combination of donations and events, business and faith-based partnerships, grants and fee-based services to provide long-term sustainability. We currently leverage funds primarily through individual donations and events. There is great potential for growth in the percentage of funding provided through grants and fee-based services not yet tapped. We have a plan to grow our fee-based services (sales of goods to the community).

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



**Commitment Letters**

goodwill letter.pdf

Habitat letter.docx

## L. Representation

Case Id: 15163

Name: greeNest transformations - 2022

Address: \*No Address Assigned

Completed by greenestws@gmail.com on 4/25/2022 1:08 PM

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### L. Representation

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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
Christien Amour	Black	African American	F
Jan Barbee	Caucasian	White	F
Lisa Bernthal	Caucasian	white	F
Karen Blaylock	Caucasian	white	F
Joanna Britt	Caucasian	white	F
Charmaine Carillo-Angino	Brown	Hispanic	F
Susan Doran	Caucasian	white	F
Sharon Frazier	black	African American	F
Tory Gillett	Caucasian	white	F
Anne Griffin	Caucasian	white	F
Trey Howe	Caucasian	white	M
Debbie Hunter	Caucasian	white	F
Reggie Mathis	black	African American	M
Denadia Napier	Black	African American	F
Carlos Tolbert	Black	African American	M
Ryan Youngblood	Caucasian	White	M

## M. Required Documents

Completed by greenestws@gmail.com on 4/25/2022 1:12 PM

Case Id: 15163

Name: greeNest transformations - 2022

Address: \*No Address Assigned

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### M. Required Documents

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Please provide the following information.

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

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### Documentation

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**Code of Conduct/Conflict of Interest Policy \*Required**

23359\_10610\_gN Code of Conduct.docx

23360\_11017\_Conflict of Interest Policy.docx

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

greeNest 2020 Form 990 - CSL filing copy.pdf

**Organization By-Laws \*Required**

BY-LAWS - Amended May 2016.docx

**Articles of Incorporation \*Required**

articles of incorporation.pdf

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

23365\_11021\_greeNest Fiscal Policies (3).docx

23364\_11019\_employee handbook.docx

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

Certification of Tax Exempt Status.pdf

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

greeNest Final 20 (1).pdf

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

notarized form.pdf

## N. Submit

Completed by greenestws@gmail.com on 4/25/2022 1:16 PM

**Case Id:** 15163

**Name:** greeNest transformations - 2022

**Address:** \*No Address Assigned

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## N. Submit

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Please provide the following information.

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

Julia Toone

Electronically signed by greenestws@gmail.com on 4/25/2022 1:16 PM

04/25/2022