

Program Overview

Completed by info@hopews.org on 3/25/2022 11:12 AM

Case Id: 15065

Name: H.O.P.E. of Winston-Salem - 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 info@hopews.org on 4/6/2022 9:38 AM

Case Id: 15065

Name: H.O.P.E. of Winston-Salem - 2022

Address: *No Address Assigned

A.Contact Information

Please provide the following information.

ORGANIZATION/AGENCY INFORMATION

A.1. Organization/Agency Name

HOPE of Winston-Salem

A.2. Mailing Address

355 NW Crawford Place Winston-Salem, NC 27105

A.3. Organization Website

www.hopews.org

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

2,014

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

Scott

A10. Last Name

Best

A11. Title

Executive Director

A12. E-mail

scott@hopews.org

A13. Phone Number

(336) 750-7964

BOARD CHAIR

A14. First Name

Nathan

A15. Last Name

Atkinson

A16. E-Mail

nathan@villagejuiceco.com

A17. Phone Number

(336) 749-0492

A18. Term Expiration Date

06/30/2023

B. General Project Information

Completed by info@hopews.org on 3/31/2022 11:06 AM

Case Id: 15065

Name: H.O.P.E. of Winston-Salem - 2022

Address: *No Address Assigned

B. General Project Information

Please provide the following information.

PROJECT INFORMATION

B.1. Project/Program Title

H.O.P.E. of Winston-Salem, Help our People Eat

B.2. Project Location/Address

355 NW Crawford Place Winston-Salem, NC 27105

PROJECT CONTACT/MANAGER

B3. First Name

Tyler

B4. Last Name

Beyea

B5. Title

HOPE of Winston-Salem

B6. E-Mail

tyler@hopews.org

B7. Phone Number

(336) 757-6120

C. General Project Narrative

Completed by info@hopews.org on 4/6/2022 10:28 AM

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Name: H.O.P.E. of Winston-Salem - 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

H.O.P.E. of Winston-Salem - Help Our People Eat, through enrichment of bodies and minds.

H.O.P.E. of Winston-Salem is a grassroots non-profit, working at the intersection of children's health and food insecurity. We strive to improve health outcomes in children and their families by providing access to nutrient-dense food items, as well as empower individuals to lead healthier lives. We do this through our Help Our People Eat program, which engages community-wide support to prepare and distribute nutritious meals to children and fresh produce to their families each weekend. Each week, we procure, prep, and distribute approx. 1,000 healthy meals to children and 3,000 lbs. of fresh local produce to parents, directly to the neighborhoods where they reside.

Using our (3) vehicles, H.O.P.E. has carefully chosen 30 sites in the areas of greatest food-insecurity in many of Winston-Salem's neighborhoods as sites for distribution. Most of our meals and produce are distributed to neighborhoods east of I-52, with the Boston-Thurmond Neighborhood and two locations in the Peters Creek & Academy area being exceptions.

Most children we see are elementary school age (approx. 6-12 years old), many of whom come to the HOPE truck unaccompanied by a parent. There is a significant sense of isolation out on routes. Not only are sources of food often at least a mile away, they are often of poor nutritional content or fast-food establishments. These are areas of extreme poverty: \$HHI 200% below the poverty line; low maintained roads; little to no transportation; lots of unsafe debris and these are areas of high crime. Each weekend, HOPE staff/mostly volunteers prep and deliver meals, produce, milk and water to children to these sites via caravan in the afternoon hours.

This transformative grant will help with Operations costs, which includes funding food and non-food items for meals, and any other needs to keep the process of 'Help Our People Eat' going. The needs for nutrition are ever growing in the population we serve, so our efforts to expand ways to make produce more accessible is vital. This award will keep HOPE driving as well as help our efforts to enrich and expand to meet needs of healthy foods for physical health, mental health and social behaviors.

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

Help Our People Eat provides a much-needed resource for children who may have little of nutritional value to eat when school is not in session. 18.7% of children are food insecure in Forsyth County, NC. Hunger inhibits brain development, educational performance, and social interaction. A healthier diet at an early age has shown enormous success in taste preference later in life, which in turn reduces risks of diet-related illness. To participate in the H.O.P.E. of W-S meal distribution program, the children we serve just need to be at the sites at the times the trucks are there. The H.O.P.E. kids/parents have a schedule of what time we are there each week and can just show up- meals are free to children (there needs to be a parent nearby). We have a longstanding relationship with these families, so we want to make sure that the visit and distribution is a positive and safe experience. That is why the grant is critical to our goal to curb food insecurity.

To date, we have delivered over 400,000 meals and 710,000 lbs. of produce directly to 30 sites, including schools, community centers, apartment complexes, many high crime, low maintained roads, where there are high children population. Each weekend they receive a free meal, including nutritious sandwich (low sodium, low sugar, no allergy), fruit/veggie, snack, milk, water, and a 5 lb. bag of produce for parents. This gives the children a dependable, vitamin enriched lunch that will help with their Monday school energy level. Children will feel the effects with the fundamental needs of nutrition at key meal before the school week. By including lots of different produce in their diets at a younger age, they will be less fussy eaters for better health and wellness.

In addition to 'Help Our People Eat', we are offering Cooking Classes, where we connect with our local parents/children to attend a fun, informative and health-driven cooking demonstration from one of the well-known chefs from Winston-Salem. The pilot program has proven so successful, we have a wait list for attendees, and chefs want to come back. Attendees receive food ingredients, kitchen tools and a voucher to be redeemed at the H.O.P.E. Neighborhood Produce Market. Our Neighborhood Produce Market provides access to fresh fruits and vegetables in an area void of fresh food access. It is also a market suited perfectly for urban farmers and small family farms in and around Winston-Salem to sell into throughout the growing seasons. Our prices are extremely competitive, and we accept SNAP/EBT benefits.

A healthier diet at an early age has shown success in taste preference later in life, which in turn reduces risks of diet-related illness. Every child deserves to have access to have nutritious, vitamin-enriched food, no matter what zip code.

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

5,000

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

Yes

TOTAL FUNDING REQUEST

C.5. Total Operating Funding Request

\$75,000.00

C.6. Total Capital Funding Request

\$0.00

SPENDING TIMEFRAME

C.7 Capital Spending Timeframe

N/A

C.8 Operating Spending Timeframe

7/1/22-6/30/23

D. Project Budget Categories

Completed by info@hopews.org on 3/31/2022 12:57 PM

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D. Project Budget Categories

Please provide the following information.

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

Operating Costs	Total
Items for Meal production- Food Related	\$81,000.00
Non food program expenses	\$124,260.00
Transportation Maintenance- 3 vehicles	\$8,000.00
Administrative/ Safety	\$35,000.00
Food Supplies	\$238,000.00
	\$486,260.00

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
General Donors	\$54,031.41
Liberty Hardware	\$25,000.00
Elevation Church	\$16,000.00
Underground House Fund	\$10,000.00
Crabtree Family Foundation	\$6,825.00
City of W-S Transformative Grant	\$75,000.00
TBD DONATIONS/GRANTS/ Online Events	\$300,000.00
	\$486,856.41

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

7 of 25

N/A	\$0.00
	\$0.00

E. Demographic and Geographic Distribution

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Name: H.O.P.E. of Winston-Salem - 2022

Address: *No Address Assigned

Completed by info@hopews.org on 3/31/2022 12:59 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 info@hopews.org on 4/6/2022 10:31 AM

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F. Alignment to Strategic Plan

Please provide the following information.

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

Tier 1:

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

Tier 2:

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

Tier 3:

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

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

Tier 2

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

Tier 3

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

selected.

Help Our People Eat initiative addresses the below Priorities with the following mission and methodology:

Children's Health and Wellness:

We work at the intersection of children's health and food insecurity. We strive to improve health outcomes in children and their families by providing access to nutrient-dense food items, as well as empower individuals to lead healthier lives. We do this through our Help Our People Eat program, which engages community-wide support to prepare and distribute nutritious meals to children and fresh produce to their families each weekend. This program provides a much-needed resource for children who may have little of nutritional value to eat when school is not in session. Over 30,000 children in Winston-Salem Forsyth County Schools are eligible for free/reduced breakfast and lunch programs, approx. 60% of whom are in elementary school. Hunger inhibits brain development, educational performance and social interaction. A healthier diet at a young age has shown great success in taste preference later in life, which in turn reduces risks of diet-related illness.

Action Plan:

18.7% children in Forsyth County lives in a household that struggles with food insecurity. Transportation is a huge obstacle for so many of these families. The Help Our People Eat program tackles these issues head on. Since our inception, we have delivered over 400,000 nutritious meals to children when school is not in session and food resources are often scarce. We have also provided over 700,000 pounds of fresh fruits and vegetables to families in Winston-Salem, many of whom do not have adequate access to a grocery store or other fresh-food outlets. This distribution of food is done in partnership with 30+ delivery points, including churches, apartment complexes, community centers and schools. Help Our People Eat connects with hundreds of volunteers (of all ages) and makes operational decisions with feedback and input from those we serve.

Community Connectivity:

Specific to fresh produce, H.O.P.E. of Winston-Salem developed three partnerships throughout 2021 that increased the amount of fruits and vegetables we were able to distribute to children and their families. The first was a Produce Market Distribution at Forsyth Tech. This was a twice-monthly distribution of fresh fruits and vegetables on their Silas Creek campus and provided approximately 9,000 lbs. of produce to community members. The second was a partnership with Harmony Ridge Farms that connected farm-fresh food with residents in the Boston-Thurmond community and beyond. Over the course of 12 weeks, H.O.P.E. distributed CSA boxes to families that totaled 10,000 lbs. of fresh produce. Key to this partnership was the sponsorship of CSA memberships and we generated over \$36,000 in sponsorship funds to secure 68 CSA boxes per week over the summer months. Finally, we connected with an urban farming group, Granville District Farms, that led an initiative to execute mobile produce markets in certain distribution areas we visit on the weekends. This partnership provided more ways to get good food into the hands of children and families that need it.

H.O.P.E. of Winston-Salem has continued significant collaborative work over the past year. As mentioned, we developed new partnerships with Forsyth Tech and Harmony Ridge Farms that provided additional access to fresh produce for families in need. We also created a strong partnership with an urban farm that led to mobile fresh produce markets at numerous locations throughout Winston-Salem over the summer months.

We also continued a long-term partnership with Wake Forest Baptist Health that started with data collection from children and families participating in our weekend meal and produce distributions. This data continues to prove informative. We have officially partnered with the Downtown Health Plaza on a prescription produce initiative via our Neighborhood Produce Market and have recently created logistics around delivering fresh produce directly to patients of the DHP. This partnership also helps sustain our weekly Neighborhood Produce Market, which is a one-of-a-kind

access point to nutrient-dense food items in the middle of a food desert.

Finally, we have continued a collaboration with the Wake Forest School of Medicine for 3rd year med students to participate in our Sunday afternoon meal and produce distributions. This provides a direct link to better understanding social determinants of health within populations we serve.

Measurement:

We look at the impact of our work in a variety of different ways. First is direct, quantitative measures. To date, we have provided over 400,000 nutritious meals to children at risk of hunger and over 700,000 pounds of fresh fruits and vegetables to their families. Second, we seek input and feedback from residents and community leaders to ensure that what we are providing and how we go about it are done in the most effective and beneficial way. We have also been extremely intentional on gathering input for additional programming we are now starting to execute at our operations facility. How well we incorporate this input and feedback is a very important measure of success for us. Finally, we see the involvement of individuals we serve in the actual operations/programming of our organization as vital to its impact upon those we serve.

Tier 2 and Priorities HOPE of W-S Help Our People Eat will address

5.1: Design and fund programs with community partners to use American Rescue Plan Act funding to address health disparities, build stronger neighborhoods, address educational disparities, and promote health childhood outcomes.

7.1: Design long-term, relationship-focused neighborhood engagement strategies to maximize information flow and encourage public discourse about relevant topics.

7.2: Use resident survey response data to pilot new marketing strategies and evaluate outreach methods for potential upscaling.

7.3: Review options for social media analytics and engagement platforms to expand reach and input/feedback opportunities

G. Collaboration

Completed by info@hopews.org on 4/6/2022 10:33 AM

Case Id: 15065

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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?

HOPE of W-S works has long-term partners, as well as partners that come in to help during their grant/volunteer cycle, so it varies.

Here is a sample of our new and long-term partners:

Second Harvest Food Bank - A key source of fresh produce

Boston Thurmond United & Boston-Thurmond Community Roundtable - Our headquarters are based in the Boston-Thurmond neighborhood, so we want to work with all community leaders for ways to grow as a resource for accessibility of nutrition and enrichment.

Forsyth Tech – Partnering on a seasonal Produce Market; distributed 9,000+ lbs. of produce in 2021

Harmony Ridge Farms - Partner on a CSA programs and farm-fresh produce; Distributed over 10,000 lbs. of farm-fresh produce in 2021

Granville District Farms - Collaborated on a Mobile Market for more accessibility for produce to neighborhoods during the week in 2021, partnership on our Neighborhood Produce Market to continue in 2022

Wake Forest Baptist Health (Atrium) - Data collection from children and families participating in our weekend meal and produce. They have also had regular volunteers come in each week to help with meal distribution. Additionally, we were able to collaborate on a voucher program for New Mothers to get produce at our neighborhood market

Downtown Health Plaza - Collaborating on produce access for patients via our Neighborhood Produce Market

Elevation Church - They have provided a regular group of volunteers as well as donations to help fund operations.

Hope Community Church - As a longtime partner, they have always helped prepare meals and distribute over 150 meals each week at 3 of our distribution points

Wake Forest University - They have hosted several fundraising events and awareness events for H.O.P.E. as well as provide volunteers that help with food preparation and distribution

There are many more organizations that help through volunteering, social media connections, events and donations. HOPE of W-S is a grassroots organization that depends on community support to fill in the weekend gap of providing meals, when school is not in session. We were grateful for the funding from the City of W-S last year, which helped significantly fund our weekend meals and we were able to increase our produce output. This will lead to better health and wellness, plus the produce was a wide variety, introducing the children to new foods to make them less picky eaters.

H. Administration/Reporting

Completed by info@hopews.org on 4/6/2022 10:36 AM

Case Id: 15065

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Address: *No Address Assigned

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	Full-Time Executive Director focused on strategic initiatives, relationship building, program implementation and administrative needs. Part-time Operations Manager focused on food procurement, volunteer management, food preparations and distribution readiness. One Sunday Coordinator to oversee distribution operations each week. Three part-time Weekend Drivers to drive the H.O.P.E. vehicles on respective routes. One part-time Development Director focused on fundraising, development, and marketing.
Effectiveness/Outcome	We look at the impact of our work in a variety of different ways. First is direct, quantitative measures. To date, we have provided over 400,000 nutritious meals to children at risk of hunger and over 700,000 pounds of fresh fruits and vegetables to their families. Second, we seek input and feedback from residents and community leaders to ensure that what we are providing and how we go about it are done in the most effective and beneficial way. We have also been extremely intentional on gathering input for additional programming we are now starting to execute at our operations facility. How well we incorporate this input and feedback is a very important measure of success for us. Finally, we see the involvement of individuals we serve in the actual operations/programming of our organization as vital to its impact upon those we serve.

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

No

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



Risk Matrix

Risk Assessment.xlsx

I. Capacity

Completed by info@hopews.org on 4/6/2022 10:56 AM

Case Id: 15065

Name: H.O.P.E. of Winston-Salem - 2022

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.

H.O.P.E. of Winston-Salem works at the intersection of food insecurity and children's health by making healthy food choices more accessible to residents in poverty, through direct delivery. We do this through our Help Our People Eat program, which engages community-wide support to prepare and distribute nutritious meals to children and fresh produce to their families each weekend. This program provides a much-needed resource for children who may have little of nutritional value to eat when school is not in session. 18.7% of children are food insecure in Forsyth County, NC. Hunger inhibits brain development, educational performance, and social interaction. Access to more vitamin enriched food, especially, fresh produce at a young age has shown great success in taste preference later in life, which in turn reduces risks of diet-related illness.

Since we focus only on W-S, we are working to curb food insecurity right in our neighborhoods that are in the category of food desert and have a large population of children. The children we serve all go to Title 1 schools and are eligible for the free/reduced breakfast & lunch program. The free breakfast/lunches at school may be the only meals they have that day.

H.O.P.E. has deliberately chosen the weekend as a meal/produce day to fill the gap when school is not in session. The neighborhoods we deliver to have HHI less than 200% of the poverty line. Difficult choices may have to be made between food or any produce at all, or utilities, rent and other necessities. With multiple children in the home, children may have empty fridges and cupboards and if they eat anything, it will be cheap high sugar, salt, high fat fast food. Long term, this will may lead to growth challenges, obesity, diabetes and heart problems, etc.

Through H.O.P.E.'s efforts, we are able to get our vehicles and caravan with volunteers to hand out lunches, with low sugar, low salt, no allergen, vitamin-enriched and tasty, so the children will start the school week with a sharp and mind ready to learn.

The lunches consist of high-quality meats and cheeses, separate condiments, fruit/vegetable, snack, milk, water for children (majority of children are between 6-12), and we hand out 5 Lb. bags of various produce to parents. This fits in with the Strategic Goals of the Transformative Grants through our commitment to curbing food insecurity, starting children with the fundamentals of healthy eating to help their mind/body and soul, and long-term health and wellness. We have seen children that have grown through the program come to HOPE to volunteer to help the younger generation.

There is also a social element to the deliveries. There is a relationship building aspect as we know the families and are

introduced to new families weekly as more people become aware of the program. Children are lined up when they know the truck is coming, as they know a dependable meal is coming and they have smiles for us. Additionally, sometimes we are able to provide items like socks, hygiene kits, toys, books, etc. if we get donations. During Christmas we have a toy drive and deliver bags of clementines, socks, soccer balls and visits with Santa as this may be the only opportunity for a visit with Santa. We are an effective conduit for additional resources reaching those in need.

The work we do is heartwarming and heartbreaking at the same time. The ideal situation is that hunger does not exist as all children had enough to eat. But in reality, hunger is more prevalent now than ever, so the need for services H.O.P.E. provides (as well as working with other non-profits), is important. Collaboration with community groups, awareness through media, and encouraging volunteerism are the trio to helping HOPE drive 1,000 meals and 3,000 lbs. of produce directly every weekend.

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.

H.O.P.E. has a small, grassroots team, which is why all need to jump into each role when needed. The rest of the help comes from an amazing group of volunteers. Since we are a family friendly non-profit, we have opportunities for families and work with Crosby Scholars and local schools for volunteers. Volunteers sign up regularly, and we also have a regular roster of volunteers that just love the work. It is amazing that people give H.O.P.E. their most important gift, time. HOPE of W-S headquarters is such a positive place, as it is always filled with people crunching vegetables, making sandwiches and more, but smiling, chatting and making new friends. That positivity spills out into the community we serve.

Current Staff Includes:

Scott Best - Full Time Executive Director; Oversees implementation of program as proposed. Will track funding expenditures and reporting, as well as application and tracking for Federal Requirements.

Tyler Beyea - Part Time Development Director; Oversees Marketing, Social and Event/Community Relations. Promotes programs to community and appreciation to supporters.

Salem Kirby - Part Time Operations Manager; Oversees all procurement, purchasing, deliveries and pickups of supplies. In addition, this role manages volunteers and oversees the assembly & staging of all meals and produce supplies for distribution each weekend.

Laurie Lonergan – Part Time Sunday Coordinator; Oversees Sunday distribution operations.

Terrance Scrivan, Sherard Ozaka and Javier Herrera - Part Time Weekend Operations Specialists; This role assists in meal preparation, drives H.O.P.E. vehicles on designated routes, trains volunteers, helps track meal and produce distribution stats.

H.O.P.E. of Winston-Salem also has an active Board of Directors

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

Help our People eat is an efficient and effective system developed to maximize output with a minimal overhead, so all funds go into meal/produce accessibility and programs for the neighborhoods.

Wed-Fridays- Ingredients are being picked up from Second Harvest Food Bank, Food Vendors, Local Growers, Individual Donors. Salem oversees to make sure volumes and quantities are enough to cover the weekend.

Thursday is the biggest intake day with the Food Bank visit- All day is spent shopping, then coming back to HOPEQUARTERS, unloading, organizing, counting, weighing and storing

Friday- Volunteers come in to weigh, prep, cut and get fruits and vegetables ready for bagging on Saturdays.

Saturday- 9:30-11:30- Volunteers (Family Friendly), groups, individuals, families sign up in advance to help get the full

meals ready for Saturday morning and Sunday deliveries. On Saturdays, we deliver meals within the Boston Thurmond neighborhood which is where our HOPEQUARTERS is location. The volunteers + a local church (Hope Community Church) prepare 1,000 meals (Vitamin Enriched Sandwich- low salt, low sugar, no allergens, Snack, Fruit, Healthy Treat, Milk, Water) + 3,000 lbs. of produce to be delivered Sunday morning and the big deliveries 12-4:00 to 30 food desert sites.

Sunday afternoon- 12:00- 4:00 HOPE of W-S Staff and Volunteers meet at HOPEQUARTERS, then the HOPE truck and HOPE large Van split 30 food desert delivery sites. Volunteers caravan in their own cars and help distribute meals, drinks, 3 lb. produce bags per parent, and if we have any other donations that day. There is a specific timeline for each stop, so there is time to greet the kids and it is not just a drop off. The timeline is helpful so children know when the meals are coming- they are typically waiting for us, or listening for the HOPE song coming from our trucks.

We have gotten to know the families, and to make sure we have enough meals for all children, we stick to 1 meal per child as long as there is a parent there. Sometimes the older children (maybe between 8-10) are bringing down their siblings, so we make exceptions with multiple meals. We also have cases where 1 woman takes care of 16 kids, but they are all not her own. Many are relatives' children, but she is the only one that can care for them. In that case, we always make sure there are several extra meals for her family.

One of the biggest challenges is seeing children without any parental supervision. Sometimes we have children ages 7-8 with babies and toddlers. While it's not a direct challenge, it is an extra safety precaution to make sure they get home safe, as the neighborhoods we serve are in higher crime areas. We also have to be mindful of safety of staff, volunteers and children. That is why we always caravan behind a vehicle, so there are multiple volunteers present. They can hand out food, make sure all children are in safe positions away from street/ our truck and other cars. Plus we can have a group for any safety concern with separate cars if needed.

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.

We look at the impact of our work in a variety of different ways. First is direct, quantitative measures. To date, we have provided over 400,000 nutritious meals to children at risk of hunger and over 700,000 pounds of fresh fruits and vegetables to their families. Second, we seek input and feedback from residents and community leaders to ensure that what we are providing and how we go about it are done in the most effective and beneficial way. We have also been extremely intentional on gathering input for additional programming we are now starting to execute at our operations facility. How well we incorporate this input and feedback is a very important measure of success for us. Finally, we see the involvement of individuals we serve in the actual operations/programming of our organization as vital to its impact upon those we serve.

J. Impact/Community Need

Completed by info@hopews.org on 4/6/2022 11:34 AM

Case Id: 15065

Name: H.O.P.E. of Winston-Salem - 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.

There is a significant need to curb hunger in our community. According to US News, 47.2% of children in WSFCS are in the free/reduced lunch program. 18.7% of children in Forsyth County (Feeding America) are food insecure. Winston-Salem in Forsyth County, NC has 21 food deserts and is ranked seventh on a national list of metropolitan statistical areas with the highest rate of food hardship according to the 2018 Food Research & Action Center report.

In a Metro with over 200,000, it is difficult to believe that numbers of hunger exist here, but the reality is there are children that go to school on empty stomachs more frequently than we'd like to think.

H.O.P.E. of W-S fills the gap between the wonderful backpack program (that goes out to school-aged children, but typically feeds a whole family), and daily school free breakfast/lunch program. With the school lunch program, children typically do not feel the effects of the meal until Wednesday, so they are losing 2 learning days. HOPE deliberately chose weekends, when children were least likely to have something available on the nutritious side. With a filling meal, milk, fruit/vegetables, they will have the fundamentals of growth, brain power and good energy to start the school week feeling good and ready to learn.

We speak to our HOPERs each week as well as the children, and they are grateful, let us know if they'd like something different with the meals, but mostly they are glad to see us. It is an effective method to reach people, get smiles, and let people know their neighbor's care.

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

The short-term impact is readiness for school. Too many children suffer at school with behavioral problems, listlessness, dehydration, inability to pay attention, and are more likely to miss school due to illness from not getting the right type of foods into their bodies.

Living way below the poverty lines leads to tough choices from parents. School-aged children have school meals, but what about the Pre-K who don't attend school, or the older kids at home, but don't go to school? Parents have to choose between mortgage and feeding their family a vitamin-enriched meal that costs a lot. Or utilities, or transportation to get to work. With these choices, and the logistics to any grocery option for healthier food options, fast food may be the only option. High fats, sugars, and low energy. Short term, healthy meal solutions will feed children 2-18 so their big meal may be the dependable lunch we give them that day. Milk for growth and water for lots of hydration and less soda. Monday school will feel much better with a belly full of good energy.

Also as we start our Cooking Classes, children are also learning the value and fun of cooking with their parent. That will encourage eating produce they do not know if they helped cook.

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

Long-term, an introduction of a variety of fruits and vegetables will lead to a wider range of food tastes later in life. Cutting back on fast food will help lower risk of diabetes, high blood pressure, obesity and lead to better health and wellness. Children will be less likely to fall behind, have long-lasting good energy, have better growth with proper vitamins for strength. There may also be an increase in self-esteem as children who go to school and feel sick and bad all around, tend to be labeled as such. By feeling good, they will not feel isolated at school.

Feeling good in body, will lead to feeling good in mind and soul long-term as there is a feeling that someone cares. Food deserts are isolating, so coming directly to their neighborhoods to visit and provide treats, helps with that sense of isolation. They will also be more likely to try new foods, be involved with cooking and learning about where food comes from. Especially as new produce is introduced, and cooking classes begin.

Curbing food-insecurity amongst our city's children, while encouraging enrichment and learning about why healthy food is so important to ALL children, will help our city's children enjoy better health outcomes later in life.

Another need HOPE helps with is volunteerism. HOPE of W-S is a family friendly non-profit, which means families can volunteer together. We also have student/scout/team building/company and several other groups that come into volunteer. It is wonderful to have littles volunteer as they are having fun AND they know they are helping other kids. PLUS, there is a spark for them to come up with ideas on their own to help HOPE kids. For example, we have kids to ask for item donations instead of birthday gifts. Volunteers for HOPE come back, and it helps Crosby Scholars and families looking to do a community activity together as a family.

Since the program has been around since 2014, we have seen success in several ways. We have seen several children that have gone through the program come and/or volunteer/work at HOPE.

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

We measure several ways - Quantitative and Qualitative. We utilize a tracking system on number of meals/bags of produce that are distributed each weekend at each distribution site. We also get feedback from schools and other community leaders/organizations on how our services are seen by residents.

As far as health outcomes, we've worked with Wake Forest Baptist Medical Center (Atrium) for research on the success of the programs. All with positive outcomes, which is why we'd like to expand our produce output through our sites, market, and cooking classes.

Additionally, we track our volunteers closely, when, and how many times. We have regular, weekly volunteers. Volunteers that come once a month. Businesses that come regularly. School groups. We had Eagle Scouts build a Blessings Box, Girl Scouts built and plant our garden and Eagle Scouts construct our raised plant beds at our entrance. Our volunteers are dedicated, so we can track them, but also the extent and ideas they bring to us to express their creativity and how it would benefit HOPE. HOPE of W-S is truly community driven, as we our neighbors' helping neighbors.

K. Funding Stability

Completed by info@hopews.org on 4/6/2022 12:13 PM

Case Id: 15065

Name: H.O.P.E. of Winston-Salem - 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?

37.00 %

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

15.00 %

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

Once the City ARPA funding has been exhausted, HOPE of W-S will fundraise through collaboration with businesses, a fundraising event, social media awareness and promotion, speaking engagements to build awareness of the issue of food insecurity. Since the majority of our funding comes from individual donations and our programming budget is based on the year prior, I based question K.2 including: Grants, Individual, Faith based and Corporate Contributions. We also apply for grants and letters at the end of the year to help with funding. The goal is to maintain and continue the level of growth of accessibility of healthy meals/produce, and collaboration is a big part of that growth.

We are unable to provide any commitment letters as funding organizations and donations change or are from personal accounts. We are providing our projects of funding goals top 5 fund sources since November (much of these funds have been allocated, but they are a sample of different organizations we work with). Thank you.

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



Commitment Letters

City of WS K.5 Additional Funding HOPE.pdf

L. Representation

Case Id: 15065

Name: H.O.P.E. of Winston-Salem - 2022

Address: *No Address Assigned

Completed by info@hopews.org on 4/6/2022 1:01 PM

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
Nate Atkinson	White		Male
Tembila Covington	Black		Female
Katina Little	Black		Female
Jen Kicinski	White		Female
Maria Vernon	White		Female
John Brockenbrough	White		Male
Cameron Berry	Black		Male
Andrew Darcy	White		Male
Diane Fitzhugh	Black		Female
Keisha Wisely	Black		Female
Meagan Hunt	White		Female
Bill Beyea	White		Male
Kyle Quinlivan	White		Male

M. Required Documents

Completed by info@hopews.org on 4/7/2022 9:29 AM

Case Id: 15065

Name: H.O.P.E. of Winston-Salem - 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

Conflict of Interest Policy - H.O.P.E. of Winston-Salem.doc

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

990 Filing_HOPE of WS_FYE 063021.pdf

Organization By-Laws *Required

Bylaws_HOPE of Winston-Salem_Updated 07182018.pdf

Articles of Incorporation *Required

Articles of Incorporation_HOPE of Winston-Salem.pdf

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

Non-discrimination Policy_HOPE of Winston-Salem.docx

IRS 501(c)3 Designation Letter *Required

501C3 Letter_HOPE.pdf

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

Financial Audit Report_HOPE_FYE 063018.pdf

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

North Carolina Secretary of State Search Results.pdf

N. Submit

Completed by info@hopews.org on 4/7/2022 9:29 AM

Case Id: 15065

Name: H.O.P.E. of Winston-Salem - 2022

Address: *No Address Assigned

N. Submit

Please provide the following information.

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

Tyler Beyea

Electronically signed by info@hopews.org on 4/7/2022 9:29 AM

04/07/2022