

Program Overview

Completed by joytwilliams@gmail.com on 4/14/2022 6:07 AM

Case Id: 15201

Name: Hope To Thrive ARPA - 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 joytwilliams@gmail.com on 4/22/2022 8:54 AM

Case Id: 15201

Name: Hope To Thrive ARPA - 2022

Address: *No Address Assigned

A.Contact Information

Please provide the following information.

ORGANIZATION/AGENCY INFORMATION

A.1. Organization/Agency Name

Hope to Thrive

A.2. Mailing Address

5059 Butterfield Dr Winston Salem, NC 27105

A.3. Organization Website

www.hope2thrive.com

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

2,018

A.5. Organization/Agency Fiscal Year

4,012,022

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

JOY

A10. Last Name

WILLIAMS

A11. Title

Executive Director

A12. E-mail

joy@hope2thrive.com

A13. Phone Number

(336) 412-1382

BOARD CHAIR

A14. First Name

Angela

A15. Last Name

Allen

A16. E-Mail

justiceproject@outlook.com

A17. Phone Number

(910) 301-1250

A18. Term Expiration Date

03/31/2023

B. General Project Information

Completed by joytwilliams@gmail.com on 4/22/2022 2:51 PM

Case Id: 15201

Name: Hope To Thrive ARPA - 2022

Address: *No Address Assigned

B. General Project Information

Please provide the following information.

PROJECT INFORMATION

B.1. Project/Program Title

Hope To Thrive Trauma, Race and System Transformation

B.2. Project Location/Address

5059 Butterfield Dr Winston Salem, NC 27105

PROJECT CONTACT/MANAGER

B3. First Name

JOY

B4. Last Name

WILLIAMS

B5. Title

Executive Director

B6. E-Mail

joy@hope2thrive.com

B7. Phone Number

(336) 412-1382

C. General Project Narrative

Completed by joytwilliams@gmail.com on 4/25/2022 11:21 AM

Case Id: 15201

Name: Hope To Thrive ARPA - 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

Hope To Thrive's (HTT) mission is to inspire hope for all communities to thrive in health and wellbeing. We aim to inspire hope within communities most impacted and those experiencing negative social-emotional and health impacts of ACEs, trauma, and toxic stress. We address specific concerns within communities that experience persistent poverty, housing instability, hyper-segregation, and systemic racism by providing culturally appropriate education about ACEs, and how to mitigate and prevent toxic stress through immediate relief (e.g. food pantry), mental health support, and other services. We use the public health social-ecological model to advocate for trauma resilience by engaging with individuals, government officials, and other community stakeholders that might affect health. Our overall goal is to help impact the ability of parents and caregivers in Forsyth County to have accessible and effective resources for their children to learn and grow, and live in an environment where all children can thrive. This project focus is to engage traditionally marginalized leaders of organizations in qualified census tracts and relevant stakeholders, in order to contribute to the City's strategic plan for economic vitality and diversity, among other alignment within the City's strategic plan.

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

Participants (various stakeholders) are recruited through word of mouth, through our current Black, Indigenous, People of Color Executive Director round table, philanthropist outreach, such as Kate B. Reynolds Charitable Trust and the Winston Salem Foundation, and by other partnering white-led organizations such as HANDSON NW, and through marketing, including door to door, and phone calls. We are building a momentum to help recruit other participants who are currently traditionally marginalized Executive leaders of nonprofits serving Winston Salem/Forsyth County. While the participants are various, the actual beneficiaries of the project are traditionally marginalized populations, especially serving those living in qualified census tracts.

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

1,525

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

No

Describe the other areas (counties) that will benefit

All of Forsyth County

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

80.00 %

TOTAL FUNDING REQUEST

C.5. Total Operating Funding Request

\$84,000.00

C.6. Total Capital Funding Request

\$0.00

SPENDING TIMEFRAME

C.7 Capital Spending Timeframe

N/A

C.8 Operating Spending Timeframe

1 year

D. Project Budget Categories

Completed by joytwilliams@gmail.com on 4/25/2022 2:39 AM

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Name: Hope To Thrive ARPA - 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
Project Manager	\$65,500.00
Intern	\$12,000.00
Marketing	\$6,000.00
PPE	\$3,000.00
Materials and Supplies	\$6,500.00
Indirect Costs	\$17,000.00
Contract Services	\$22,000.00
Stipends for Traditionally Marginalized Executive Directors to join Roundtable	\$40,000.00
Food and travel	\$12,000.00
	\$184,000.00

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
ARPA City of Winston Salem	\$84,000.00
WS Foundation	\$50,000.00
KBR	\$50,000.00
	\$184,000.00

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
N/A	\$0.00
	\$0.00

E. Demographic and Geographic Distribution

Case Id: 15201
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Completed by joytwilliams@gmail.com on 4/22/2022 2:49 PM

E. Demographic and Geographic Distribution

Please provide the following information.

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

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

Yes

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

95.00 %

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

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

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

F. Alignment to Strategic Plan

Completed by joytwilliams@gmail.com on 4/25/2022 11:30 AM

Case Id: 15201

Name: Hope To Thrive ARPA - 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 2

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

selected.

The workload and outcomes from the Hope To Thrive ARPA project will address Tier 1 economic development through engagement of various stakeholders around trauma informed, mitigation, and prevention. Specifically, we will focus on capacity building of traditionally marginalized Executive Directors in the Winston Salem area, as well as introducing a trauma informed process to other various stakeholders of barriers to economic vitality and diversity within Winston Salem. We will do this at least through four ways:

- 1) Education, support, and training to assist small nonprofits in the creation of jobs, providing housing, helping to recommend and identify helpful policies to incentivize business recruitment, providing economic opportunity and empowerment to marginalized residents,
- 2) Engaging stakeholders in a trauma informed process and education in all of these areas to help bridge economic gaps that are barriers to economic vitality and diversity
- 3) Community engagement around trauma informed mitigation and prevention according to the leading researcher Dr. Nadine Burke Harris whose team developed a Roadmap for cities, counties, and the like to follow around trauma and ACEs (adverse childhood experiences), which will help foster collaboration and synergy leading to economic vitality and diversity.
- 4) Constructing a power map that will add to what Partnership for Prosperity has already started. This project will include a power layer that will help illustrate the various stakeholders and how power and money is flowing in Winston Salem, and surrounding areas that help to promote or hinder economic vitality and diversity.

G. Collaboration

Completed by joytwilliams@gmail.com on 4/25/2022 2:49 AM

Case Id: 15201

Name: Hope To Thrive ARPA - 2022

Address: *No Address Assigned

G. Collaboration

Please provide the following information.

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

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

3+

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

The following list is not inclusive of all the support, but includes some of the partnerships:

This same project was submitted to KBR and the following collaborators submitted letters of support:

Wake Forest University Office of Civic and Community Engagement has written a letter of support to attest of my character and leadership as a VISTA Volunteer.

CROSSNORE is a conversation partner in this project and is working towards the same goal of trauma informed WS and will be instrumental in the community engagement aspect.

HUSTLE WS, they will help support the organization in the recruitment of traditionally marginalized Executive Directors of nonprofits who are serving in qualified census tracts.

Jurnee Bees is helping with providing education and organizational support to traditionally marginalized Executive Directors of nonprofits who are serving in qualified census tracts.

County Manager Dudley Watts is in support of this project engaging government officials and staff on the County level as part of the stakeholders with the aim to help support directly traditionally marginalized leaders.

H. Administration/Reporting

Completed by joytwilliams@gmail.com on 4/25/2022 11:39 AM

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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	<p>Stakeholders:</p> <p>We plan to engage at least 15 (but knowing that our numbers could go as high as 30 or even reach 100) stakeholders over the course of the year to engage around trauma informed, mitigation and prevention that will lead to economic vitality and diversity. The breakdown could be as follows:</p> <p>15 Traditionally Marginalized Executive Directors and their organizations that are providing needed services (aligned with the Strategic Plan of the City) within the qualified census tracts to traditionally marginalized populations. Each of these organizations are estimated to serve at least 100 unduplicated participants within their programs, and total, the workload measure has a estimated reach of 1,500 unique participants who will benefit from a trauma informed training that will lead to economic vitality and diversity.</p> <p>Engaging with high profile and community level stakeholders - at least 5 different unique agencies/organizations, including philanthropists, and their Executive and office staff with a workload measure of three people per unique entity, totaling 15 stakeholders within 5 different agencies/organizations, with the reach into the community that covers resources valued at over 300 million dollars.</p>
Effectiveness/Outcome	<p>There are at least two major effectiveness measures, they are:</p> <p>We expect that 10% of those stakeholders engaged will attend at least one two hour training during the year.</p> <p>At least 80% of those attending the trainings will have a change in mindset when it comes to power, economic barriers, and how money if funneled into qualified census tracts that either promote or hinder economic vitality and diversity.</p>

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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

https://osg.ca.gov/wp-content/uploads/sites/266/2020/12/Roadmap-For-Resilience_CA-Surgeon-Generals-Report-on-ACEs-Toxic-Stress-and-Health_12092020.pdf

Program Model Evaluation

framework.gif

Logic Model template with Graphics (1).docx (1).pdf

Roadmap-For-Resilience_CA-Surgeon-Generals-Report-on-ACEs-Toxic-Stress-and-Health_12092020.pdf

socioecologicalmodel.jpg

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 joytwilliams@gmail.com on 4/25/2022 11:40 AM

Case Id: 15201

Name: Hope To Thrive ARPA - 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.

Hope To Thrive's Vision and Mission Statement is the following:

Hope to Thrive is a Winston-Salem faith-based non-profit organization that seeks to strengthen the health, wellbeing, and bonds of communities through local initiatives that address race, trauma, and systems change. Hope To Thrive does this through meeting the immediate needs of individuals and communities, such as offering a food pantry that was a response to the pandemic's impact on families, which in return, offers hope. Relationships are key to any sustainable and long term change, and Hope To Thrive uses the pursuit of healthy, nurturing relationships to get people to dream again, where people can thrive.

Hope to Thrive is committed to accurately representing the diversity of its surrounding community in its attempt to recruit and serve members of all identities, including but not limited to race, religion, sexual orientation and gender identity. This organization acknowledges and prioritizes the mental well-being of all those involved and will continue to do its best in respecting the needs of all its members.

The alignment of the proposed project and this mission and vision is that we are here to serve the community to help transform it from poverty to wealth building, from sickness to health, and to help build the environment in which we all live to be conducive to a healthy lifestyle.

The project is working on transforming the environment in which we live, and trying to help collaborate with those by bringing resources into qualified census tracts through various ways to help bring improvements.

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.

HTT's efforts will connect to existing efforts locally, nationally, and globally to assist Forsyth County in understanding the root causes of persistent poverty and the burden of chronic disease, and possibly be a model and create a roadmap for other counties to follow. These efforts can lead to better practices and research to reduce the occurrences and impact of ACEs and toxic stress among young children in Forsyth County.

HTT's first approach is focused on convening, facilitating, and coordinating governmental stakeholders to collectively understand and address trauma.

Creating the conditions for our youngest children and their families to thrive requires multi-faceted solutions, and engaging government officials is a key component. Hope To Thrive is establishing a working rapport with government

officials to engage in a process with elected officials and executive staff, to work alongside of community partners who are representative of historically marginalized communities to understand more fully ACEs, the economic and social impacts of trauma, and to build trust in forming a “we” when it comes to finding community and collective solutions that begin with a strong foundation of knowledge about the root causes of trauma and toxic stress in our county, and what gaps and opportunities exist within the current system of support for families to help their children thrive. Intentionally centering Historically marginalized groups in direct conversation with government officials is critical to build relationships that can change hearts, which laws and policies cannot do.

As such, this funding will support HTT staff time, including hiring an intern, in order to creatively and innovatively engage government officials through hosting an ACEs aware process that includes creative seminars, attending government meetings and briefings, setting up one on one meetings, and other engagement to build a rapport and a shared language to better support a trauma resilient Forsyth County. These engagements will also include community groups most impacted by trauma and toxic stress.

The second approach is focused on providing education about ACEs and working with community partners to build community, organizational, and individual capacity in areas with low incomes. This training focus includes HTT being a community liaison between existing trauma resilience efforts and community members, and developing resources that will help streamline better coordination within and across the existing efforts of trauma resilience that will assist in regularly convening of community partners.

Further, culturally appropriate and community-wide training continues to be a need, and HTT has engaged in educating community participants around ACEs as a working knowledge for community members, as well as recruiting and securing registration for members of the community to attend the Crossnore TRC training, who otherwise would not have known or attended.

The training would include informing the community, offering nonrestrictive capacity funding as community stipends for participation, coordinating in both Spanish and English, of ACEs, resources available to understand, mitigate and prevent toxic stress, as well as connecting to larger bodies of work in which people can gain more tools and receive a deeper understanding.

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

It is difficult to reach all stakeholders at the same time, so the aim is to consistently engage stakeholders and key executive staff through various creative methods to share the ACEs and toxic stress resources, education, and training opportunities.

Stakeholders and their executive staff likely will not have allocated staff time to attend educational meetings such as this. But since many of the executive staff determine or make recommendations to govern the public health of the County and City, it would be imperative to have key staff also attend the ACEs trainings as a primary prevention effort. Working with key elected officials through the ordinary public engagement channels will help direct and guide how a process could include the staff with adequate relevance to their job description.

HTT has a steady involvement working with a large range of community partners in English and Spanish, so educating at least 5 consistent community partners/Executive Directors around ACEs is a slight challenge, but making sure that compensation is offered to acknowledge their time could help secure their attendance and involvement, and for that compensation to be aligned with an equitable allocation.

Developing a resource map of the power and flow of money in Forsyth County could be a challenge in that it would be time consuming, and more involved than what a year could produce, however, this power map could be done in phases, and Phase I could be focused on illustrating the major players.

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.

Evaluation Goal

The goal of the evaluation is to determine the effectiveness of “HOPE TO THRIVE ARPA Support Programs” in preventing transmission of COVID-19, helping to turn the tide of the pandemic, and reestablishing a viable economy and community. The evaluation plan is aimed to investigate components of the HOPE TO THRIVE ARPA Support Program that are performing optimally and should be expanded and replicated in future initiatives. In addition, this evaluation will help determine the sustainability of HOPE TO THRIVE ARPA Support Program for the following year.

Evaluation Team

Our team consists of HOPE TO THRIVE Support program staff and external researchers who are contracted who works within the communities we serve, and can access program data easily.

Evaluation Questions

Although the evaluation team generated many possible questions in a brainstorming session, the evaluation team prioritized the following as representing the most important aspects of the program that could be examined at this time.

Note that the evaluation questions do not address all of the program objectives. Priorities must be set based on need for information and resources available.

To determine if the program has been implemented as planned:

- Has appropriate (Spanish-speaking with a good understanding of local Spanish-speaking culture) staff been recruited?
- Has the staff (all HOPE TO THRIVE program employees) been trained appropriately (in HOPE TO THRIVE practice and cultural competency)?

To determine if the program is meeting its objectives:

- Have more participants been educated of the services and offered an opportunity to participate? (in Spanish or English, in a culturally sensitive manner)
- Are participants adhering to program (not lost to busy schedules and/or follow-up)?

Data Collection

The evaluation utilizes several methods of data collection in various ways: interview, survey, observation, and record review. Staff interview will be conducted to assess knowledge and behavior in accessing translators and LHAs. Written survey (in Spanish and English) will be administered to the participants to assess perceptions of the support (access to resources) and their comfort level (attitudes and beliefs).

Analysis

Both quantitative and qualitative methods will be used to analyze the data. Simple counts of frequency will be use for quantitative data analysis. Qualitative methods such as content analysis will be used to review training curriculum for themes and patterns.

Interpretation

Stakeholders will be included in a scheduled meeting to interpret the findings. The data from the evaluation will be

compared to the established program benchmarks. Stakeholders and those involved in program operations will be given an opportunity to justify the findings and make recommendations accordingly.

Dissemination

Evaluation finding will be disseminated via various channels. Presentations will be given at the program staff meeting and to stakeholders. A short report will be drafted and a presentation offered for the government staff and Executive leadership. An article will also be added to the newsletter.

Use

The Executive leadership of Hope To Thrive will use the findings to refine program strategies for internal uses. The findings will help guide the program to focus on areas that are most crucial for effective delivery of support and services to qualified census tracts.

J. Impact/Community Need

Completed by joytwilliams@gmail.com on 4/22/2022 9:19 AM

Case Id: 15201

Name: Hope To Thrive ARPA - 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.

According to one of the leading researchers of ACEs in the United States, Dr. Nadine Burke Harris, California's Surgeon General, The Roadmap to Resilience: The California Surgeon General's Report on Adverse Childhood Experiences, Toxic Stress, and Health, states that the original ACEs landmark study was conducted in a largely white, middle-class, privately insured population (which they found over six out of ten had at least one ACE), and subsequent studies found that it is much higher within the African American, Latinos, American Indians and those living in poverty, high school nongraduates, unemployed or unable to work, in lower income brackets, uninsured or underinsured, involved in the justice system, women, and/or identify as lesbian, gay, or bisexual. The report affirms, "To truly transform the negative outcomes associated with ACEs, California, as well as other states and nations, must act intentionally and inclusively to address the structural factors that result in disparities in health, social, and economic outcomes and opportunities."

HTT is connected to local, national, and global bodies of work around ACEs, aims to live in the community in which we serve, recruit leaders, staff, volunteers who are representative of those most impacted by ACEs, and to have an inclusive path for all children to learn, grow, and thrive. We aim to garner support for all to participate in better health for Winston Salem/Forsyth County that will lift everyone up, as ACEs are prevalent in all communities, and those historically marginalized are intentionally centered within the praxis of this proposal.

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

The short term (one year) impact of this project is to jump start the literature, community interest, and philanthropy focus among other ways, to provide funding in particular ways in order to create an environment that is inclusive for traditionally marginalized leaders to provide needed services through their organizations which are also often marginalized due to their small size and staff, that can help every aspect of one's life to thrive, especially those that are in qualified census tracts providing services directly related to the City's Strategic Plan.

The City's Strategic Plan is centered around serving those most marginalized, supporting in the following ways:

- 1) Economic Vitality and Diversity
- 2) Safe and Secure Community
- 3) Livable Neighborhoods
- 4) Healthy Environment

5) Quality Transportation

6) Service Excellence

7) Civic Engagement (not explicitly part of the strategic plan, but part of Hope To Thrive's goal to increase participation in government processes.)

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

The long term (three year) impact is much more robust, and will be dependent on other factors, such as continued funding, engagement, and staff retention. This current proposal is asking for funding for one year to focus on the engagement, recruitment, and planning that will lay the foundation for future funding requests--not necessarily provided by ARPA funds, but through other public and private donations if the project is still needed after year one goals are met. The outcomes of year one includes an asset map that will add to the City's Partnership for Prosperity's research, as well as funding plan that philanthropists could follow to direct funding in particular ways to small grassroots traditionally marginalized populations and communities through the organizations led by traditionally marginalized Executive Directors. These goals will help meet immediate funding disparities, and will help money flow directly to communities that need it most, through a strategy that is built on collaboration, research, evidence-based methods, and partnerships. It is absolutely crucial for the success of our residents, and the fulfillment of the City of Winston Salem's Strategic Plans.

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

The short term impacts will be measured through the following, which helps to support the City's Strategic Plan:

Engaging stakeholders (at least three in every level according to the socio economic model, uploaded in program evaluation model)

Promote and provide community education around ACEs to community partners and other stakeholders

Provide additional ACEs training opportunities as a community liaison between existing trainings and communities to increase advocacy efforts that advance goals of Forsyth County being trauma resilient

Developing a Forsyth County Power Analysis Map and update the website as a community resource that shows the flow of power and money in Forsyth County, and the socio-economic impacts of trauma, trauma resilience, and trauma occurrence, as well as other educational information

K. Funding Stability

Completed by joytwilliams@gmail.com on 4/25/2022 11:43 AM

Case Id: 15201

Name: Hope To Thrive ARPA - 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?

65.00 %

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

46.00 %

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

The current proposal being submitted is unique to the Transformative Grant process that the The City of Winston Salem is offering through the ARPA funds. As such, we are considering this project as a unique opportunity to be a catalyst to help jump start or enhance the City's efforts to bring resources and to help turn the tide of the pandemic within the hardest hit communities, being aligned with the City's Strategic Plan.

"The City Council has approved a process for providing grants to non-profit organizations to fund "transformative" programs that address such social and economic needs as poverty alleviation, job training and economic mobility. Through the transformational grant program, the city of Winston-Salem seeks to move the needle on key components of the city's strategic plan, which trigger a profound, ripple effect of positive, multidimensional changes. Further, the city seeks to place equity at the forefront of the application, transforming historically significant and deeply disinvested low-income communities."

Further, Scott Tesh, the City's Budget and Performance Management Director, says that, "...the scoring matrix is probably going to provide a higher level of funding to those more transformational projects that have additional community impact so any non-profit may apply for any amount of money as long as they have been in service for a year but the intent is to create some sort of transformational change in the community so I would suggest that those that are new projects or expanded projects or programs are probably the types of thing that that the City Council would be looking for as part of a transformational grants process."

After the proposed project is completed, if the Board of Hope To Thrive, the community in which we are serving, and other stakeholders deem that this project is needed as well as should continue, then we will fold this project into the regular programming of Hope To Thrive and include it within our usual fundraising plan which includes public and private donations, grants, sponsorships, and sales.

As such, this is a program that was referred by various stakeholders to seek funding under this funding opportunity because of the transformation quality of the work. Currently, this is seen as a year project.

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 joytwilliams@gmail.com on 4/22/2022 11:03 AM

Case Id: 15201

Name: Hope To Thrive ARPA - 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
Angela Allen	Latinx/White	Mixed	Female
Pilar Horne-Davis	Black	African American	Female

M. Required Documents

Completed by joytwilliams@gmail.com on 4/14/2022 7:30 AM

Case Id: 15201

Name: Hope To Thrive ARPA - 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.pdf

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

Manage Form 990-N (e-Postcard)Accepted.pdf

Organization By-Laws *Required

Bylaws (Hope to Thrive) (2.28 w.o TC).docx.pdf

Articles of Incorporation *Required

Certified AOI-Hope to Thrive.pdf

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

Hope To Thrive Policy and Procedures Phase I.pdf

IRS 501(c)3 Designation Letter *Required

IRS+exempt+notice+(1).jpg

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

Hope To Thrive Financial Review 2022.docx.pdf

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

Hope To Thrive active status 2022.pdf

N. Submit

Completed by joytwilliams@gmail.com on 4/25/2022 11:44 AM

Case Id: 15201

Name: Hope To Thrive ARPA - 2022

Address: *No Address Assigned

N. Submit

Please provide the following information.

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

Joy T. Williams

Electronically signed by joytwilliams@gmail.com on 4/25/2022 11:44 AM

04/25/2022