

## Program Overview

Completed by [sheck@imprintscares.org](mailto:sheck@imprintscares.org) on 4/22/2022 8:48 AM

**Case Id:** 15136

**Name:** Imprints Cares - 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

Completed by sheck@imprintscares.org on 4/5/2022 10:44 AM

Case Id: 15136

Name: Imprints Cares - 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

Imprints Cares

##### A.2. Mailing Address

502 N. Broad Street Winston Salem, NC 27101

##### A.3. Organization Website

<https://imprintscares.org>

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

1,969

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

2,022

##### 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

Claudia

##### A10. Last Name

Barrett

##### A11. Title

Executive Director

##### A12. E-mail

[cbarrett@imprintscares.org](mailto:cbarrett@imprintscares.org)

##### A13. Phone Number

(336) 722-6296

##### BOARD CHAIR

##### A14. First Name

Lynn

##### A15. Last Name

Segal

##### A16. E-Mail

[lynnbrennersegal@gmail.com](mailto:lynnbrennersegal@gmail.com)

##### A17. Phone Number

(336) 722-6296

##### A18. Term Expiration Date

06/30/2024

## B. General Project Information

Completed by sheck@imprintscares.org on 4/22/2022 8:49 AM

**Case Id:** 15136

**Name:** Imprints Cares - 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

Imprints Cares Family Resource Center for Children with Exceptional Needs

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

711 Coliseum Plaza Court Winston Salem, NC 27106

### PROJECT CONTACT/MANAGER

#### B3. First Name

Shannon

#### B4. Last Name

Heck

#### B5. Title

Director of Development and Marketing

#### B6. E-Mail

sheck@imprintscares.org

#### B7. Phone Number

(336) 955-3989

## C. General Project Narrative

Completed by [sheck@imprintscares.org](mailto:sheck@imprintscares.org) on 4/22/2022 8:55 AM

Case Id: 15136

Name: Imprints Cares - 2022

Address: \*No Address Assigned

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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

Imprints Cares is requesting ARPA funds to support families disproportionately impacted by COVID-19. Imprints Cares project will address two primary COVID-19 related needs: 1) After being housed in the Augsburg Community Center for the last 53 years, Imprints Cares was notified in August 2021 that the pandemic had prompted Augsburg Lutheran to expand its homeless men's ministry and that we would need to find a new home for our agency by August 2022. 2) Families of children with special needs experienced increased isolation during the pandemic. Many children missed or received delayed services which resulted in emotional and behavioral challenges, changes to daily routines, and regression in developmental milestones. Our project requests support for the purchase of a new building to house our Expanded Learning program and to create the first Family Resource Center for Students with Exceptional Needs in Winston-Salem. Imprints Cares will also utilize the center to host Group Connections for children enrolled in our Ready for School (prenatal – age 5) programs which serve more than three hundred families annually.

Imprints Cares intends to use capital project ARPA funds to purchase the former Data Max Building. We feel this property is ideal to house our Expanded Learning Program and to develop a Family Resource Center for students with exceptional needs. This center will offer early diagnosis and intervention services, which are vital in mitigating delayed diagnosis in students. This location is centrally located and ideal for families in Winston -Salem. The proposed site offers ~1.32 acres with a 20,664 SF 2- story special use facility, parking (114 spaces) and open space. The property is zoned LB-L and is located at 711 Coliseum Plaza Court. The building is served by two Winston Salem Transit Authority bus lines – 88 and 90 – and has convenient access to Atrium Health Wake Forest Baptist, downtown Winston-Salem, and other nonprofit agencies.

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

Families who enroll their children in our school-based Expanded Learning programs register through our online portal. Families with exceptional students are interviewed by our director of Expanded Learning and placed in a program site that best meets the students' cognitive and developmental needs. Families also may be referred to nearby partner agencies including Winston Salem Forsyth County Schools, ABC of NC, The Exceptional Children's Center, CDSA, or the Enrichment Center.

Family and community engagement are powerful tools for making schools more equitable, culturally responsive, and collaborative. During the pandemic we recognized the need to increase family engagement, so we integrated one of our Parents as Teachers family educators into our Expanded Learning model as a pilot. The family engagement specialist works with children and families building a trusting relationship through authentic engagement which includes regular phone conversations, parent meetings, and home visits. Students receive before and after school services and are assessed for academic and social emotional development. We have realized the far-reaching implications of this position and currently have a diverse staff of 3 family engagement specialists, including 2 bi-lingual Spanish speaking specialists and one African American male specialist working with students at Ashley Academy.

Imprints Cares currently serves 50 students in our inclusion program, this new location will allow us to expand services by providing before and after-school care to 100 students. We know from talking with parents that our special needs

children experienced detrimental losses in learning, socializing, and development throughout the pandemic. Research suggests that the school interruption was especially detrimental to children with special needs who require additional learning support to succeed and thrive in more structured settings. Imprints Cares has cared for children with special needs for 7 years, providing both after-school programs and summer enrichment camps. Our program is designed to promote academic enrichment, provide homework assistance, and encourage improved social/emotional development. The teachers who work in the inclusion program at Imprints Cares Downtown have over 35 years of experience working with children with Autism, Down's Syndrome, Cerebral Palsy, and birth related injuries. Both field supervisors are retired EC teachers who recognize the importance of tailoring after-school opportunities to each child's specific needs. Enrolled children will hone gross and fine motor skills as well as increase social emotional development through use of our Imagination Playground, an innovative playground block system that encourages learning, social development, movement, and fun. The Imagination Playground curriculum includes structured weekly lessons which enhance development through building-based activities. We are also working with Kaboom, a nonprofit agency who helps communities build playgrounds. We have applied for a matching grant so we can update our current playground suitable for our special needs students, which will also be available to the greater community.

We will use funding to expand our reach in afterschool programming focusing on evidence-based strategies that address educational disparities, social-emotional, and the mental health needs of students. Imprints Cares is the largest provider of before and after-school programs in Winston-Salem with more than 13 years of experience serving children. Imprints Cares high quality, structured after-school programs integrate homework help and tutoring with STEAM enrichment activities, a phonemic literacy curriculum, and daily social and emotional learning lessons aimed at narrowing the academic learning gap. ARPA funds will also be used to provide families of students with exceptional needs a safe, nurturing after-school and summer camp environment.

A Family Resource Center for Students with Exceptional Needs would:

1. Increase family support and provide opportunities for peer-to-peer connection among families.
2. Enhance the well-being of children with special needs by providing structured, daily out-of-school care staffed by trained professionals.
3. Increase the number of children served in our inclusion program from 50 to 100 – increasing economic opportunities for working parents who receive care.
4. Provide a one-stop shop for parents to access resources offered by a variety of community agencies.
5. Offer a gathering place for community meetings and educational programs of specific interest to the community.
6. Offer the only full-day summer enrichment camp for children with special needs.

Children with special needs who are enrolled in out of school time care at Imprints Cares receive enhanced care, assistance with homework, and support for developmental milestones identified in Individual Education Plans. A recent study by the Afterschool Alliance found that, "Afterschool, while not a replacement for compensatory service, can provide an additional layer of support in a timelier manner to students with disabilities and their families struggling with learning loss and developmental regression caused by prolonged pandemic-related school changes." An academically rich before and after-school environment not only allows for an extension of the school day and additional academic enrichment, but also allows for parents and guardians to gain peace of mind. The impact before and after-school care has on families cannot be understated. Working families rely on before and after-school care to allow them the flexibility to focus on work and supporting their families. Eighty-five percent of parents of after-school program participants agree that after-school programs help to give working parents peace of mind about their children when they are at work. (America After 3pm: After School Programs in Demand. 18).

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

2,000

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

Yes

**TOTAL FUNDING REQUEST**

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

\$0.00

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

\$950,000.00

**SPENDING TIMEFRAME**

**C.7 Capital Spending Timeframe**

60 days from award

**C.8 Operating Spending Timeframe**

no operating funds are requested

## D. Project Budget Categories

Completed by [sheck@imprintscares.org](mailto:sheck@imprintscares.org) on 4/22/2022 11:07 AM

Case Id: 15136

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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
Imprints Cares is not requesting operating costs	\$0.00
	\$0.00

Capital Costs	Total
Purchase of 711 Coliseum Plaza Court	\$1,050,000.00
	\$1,050,000.00

### PROJECT/PROGRAM REVENUE CATEGORIES

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

Operating	Total
We are not requesting program funding	\$0.00
	\$0.00

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
Individual donation	\$100,000.00
City ARPA Funds	\$950,000.00
	\$1,050,000.00



## E. Demographic and Geographic Distribution

Case Id: 15136  
Name: Imprints Cares - 2022  
Address: \*No Address Assigned

Completed by sheck@imprintscares.org on 4/21/2022 9:31 AM

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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)

50.00 %

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 [sheck@imprintscares.org](mailto:sheck@imprintscares.org) on 4/21/2022 9:48 AM

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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 3

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

**selected.**

ARPA funds will enable Imprints Cares to purchase a building to house our Expanded Learning programs which offer 17.5 hours of care weekly to working families. Access to safe, nurturing before and after-school care is essential for both employees and employers. Parents of children with special needs face additional barriers to finding out of school time care and summer coverage, ARPA funds will allow Imprints Cares to expand capacity to serve both neurotypically developing children and those with special needs - promoting economic mobility and mitigating gaps in childcare availability.

## G. Collaboration

Completed by sheck@imprintscares.org on 4/22/2022 8:57 AM

Case Id: 15136

Name: Imprints Cares - 2022

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?**

Recognized as a leader in the field of early childhood development and family engagement, Imprints Cares partners with families in building authentic relationships and improving family outcomes. We will leverage existing relationships to create a streamlined system of services for exceptional students and their families. Potential Partners in our Family Resource Center for Students with Special Needs include:

- Winston-Salem Forsyth County Schools: Our Expanded Learning programs are housed in schools throughout the county, the district will have a satellite Pre-K intake office in our new building, assessing disabilities in children beginning at 4 years of age.
- Child Developmental Services Agency (CDSA), Developmental Pediatrics Atrium Health Wake Forest Baptist: Provide early detection of disabilities for children 0-3.
- ABC of NC: Collaborative programming.
- Exceptional Children's Center: Collaborative programming
- Developmental Therapy Associates: Provide speech and language therapy for children with special needs.
- The Enrichment Center: Collaborative programming.
- Elevation Church: Collaborative programming and partnership.
- Wake Forest School of Medicine IQ Community Lab: Assisting to create sustainable business model.
- United Way Place Matters Program: Community collaboration and programming.

## H. Administration/Reporting

Completed by sheck@imprintscares.org on 4/22/2022 12:14 PM

Case Id: 15136

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Address: \*No Address Assigned

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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	<p>Our Expanded Learning programs serve children from pre-k into middle school, offering high quality before and after school care, including a special needs inclusion program, and summer enrichment camps where children discover, learn and grow. We currently have 26 program sites, including 11 Title 1 schools. Imprints Cares is proud to be a major nonprofit employer in our city. Imprints Cares currently has more than 300 staff, with a large percentage (~70%) being teachers and staff from the WS/FCS district. Our Expanded Learning programs serve more than 1,600 children every day, allowing parents to go to work knowing their children are in a safe nurturing environment before and after school. We serve families from all socioeconomic levels, offering fee-for service programming, income-based scholarships, and tuition free sites. Without our Expanded Learning program, there would be a huge gap in before and after school care for working families. Families receiving our services are employed by 1,290 employers in our community, with Atrium Health Wake Forest Baptist being the largest followed by Novant Health, Wake Forest University, Hanes Brands, and countless others like the City of Winston-Salem, Forsyth County, Winston-Salem Forsyth County Schools, and small family-owned businesses. Imprints Cares believes every child deserves an equitable opportunity to grow, learn, and thrive regardless of their zip code or circumstances. Imprints Cares key student outcomes are: Increase third grade reading proficiency, improve transition into the school environment through enhanced family engagements, and increase access to high-quality and after-school and summer enrichment for economically disadvantaged students. Our Expanded Learning programs serves many students with Individual Education Plans which establish growth during a school year. Imprints Cares collaborates with parents and school personnel to establish individual goals aimed at building academic or functional skills.</p>
Effectiveness/Outcome	<p>Imprints Cares utilizes multiple evidence-based interventions in our after-school program including:</p> <ul style="list-style-type: none"><li>• Triple P Parenting – The Positive Parenting Program is one of the most researched parenting programs with more than 300 clinical trials showing the</li></ul>

	<p>efficacy of the model in equipping parents with skills needed to raise children in safe, loving, and predictable environments. Triple P offers the Stepping Stones curriculum geared specifically towards parents of children with special needs.</p> <ul style="list-style-type: none"> <li>• Parents as Teachers (PAT) – Imprints Cares flagship program for children under 5 years of age. All Expanded Learning family engagement specialists are certified in the PAT model.</li> <li>• Second Steps Social and Emotional Out of School Time Curriculum – This evidence based Social and Emotional Learning curriculum is utilized in our before/after school programs daily.</li> <li>• STEM Gems – Individualized STEM activities designed by the National Association of After School Providers.</li> <li>• Heggerty Phonemic Awareness Literacy curriculum includes standardized assessments that have been created to align with common core state standards.</li> </ul> <p>Integrating family engagement is essential as part of our moral commitment to social justice and educational equity for disenfranchised families. Our program is rich in academic content and support for our students and families. We are committed to continued learning and adaptation of programs to best meet the needs of our families. Imprints Cares facilitates meaningful family and community engagement by promoting open dialogue and ensuring regular communication between the program and family members. We believe our organization is well positioned to validate our work as an evidence-based model recognized for addressing the developing social, behavioral, and academic needs of children as well as studying the impact our programming has on family dynamics and poverty.</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://www.triplep.net/glo-en/the-triple-p-system-at-work/training-and-delivery/evaluation/>  
<http://ijbmcnet.com/images/Vol4No1/4.pdf> <https://parentsasteachers.org/research-and-quality-improvement-index>

**Program Model Evaluation**

*\*\*No files uploaded*

**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 [sheck@imprintscares.org](mailto:sheck@imprintscares.org) on 4/21/2022 10:27 AM

Case Id: 15136

Name: Imprints Cares - 2022

Address: \*No Address Assigned

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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.**

Imprints Cares mission is to nurture children for lifelong success. Our vision is to unlock the full potential of children and their families for success in school and life. Further, Imprints Cares pledges to promote educational and health equity in our community. We are committed to addressing structural barriers which prevent children and their families from reaching their full potential by embracing cultural diversity and continuously seeking to create safe and inclusive environments where children can learn, grow, and thrive. We believe every child deserves an equitable opportunity to grow, learn, and thrive regardless of their zip code or circumstances.

Staying true to our mission, Imprints Cares expanded high-quality services to serve students from low performing schools and students with exceptional needs. We will utilize the property at 711 Coliseum Plaza Court to meet the growing demand in our community for after-school care. This property has ample parking for the Imprints Cares fleet of buses, which allows us the opportunity to transport students who otherwise would not have the means to engage in our services.

Expansion of services to children with special needs and the creation of a Family Resource Center for Exceptional Children is central to our mission of nurturing children for lifelong success. Our vision to nurture children, strengthen families, and build community aligns with the goal of expanding access to care to children with special needs and their families. We build relationships that offer a safe and trusted place for families to leave their children, promote economic mobility, increase resilience, and strengthen positive parenting behaviors.

### **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.**

Imprints Cares is the only nonprofit agency in Winston-Salem to serve young children and their families from prenatal into middle school. As the largest provider of before and after school programming in the WS/FCS district our Expanded Learning team is staffed by highly qualified, degreed professionals with decades of experience overseeing programs which serve children and families. Imprints Cares manages a multi-million-dollar platform of grants and donations annually. Additionally, Imprints Cares received \$646,000 in I-Cares funds to operate eleven remote learning centers during the period of school closures. Imprints Cares also received a Payroll Protection Plan loan of \$700,000 which was forgiven in late 2021. During the pandemic, Imprints Cares never closed, being the only nonprofit in our community to serve the needs of young children and their working families. Our comprehensive portfolio of services and strong business model position us well to continue delivering the highest quality services in our city. While this application is specific to our Expanded Learning programs, it is important to note that our agency has a strong organizational culture and we firmly believe that to achieve lifelong success, family engagement must be central to everything we do. When The Mary Reynolds Babcock Foundation heard of our need to leave Augsburg Community Center, their national board of

directors rallied together and gifted Imprints Cares their building at 2920 Reynolda Road. This generous gift will house our Ready for School (prenatal – age 5) programs, but the property is not large enough to meet the needs of our whole agency.

Table 1 below shows Imprints Cares current organizational structure.

Our program staff is the key to the success of our program and the WS/FCS strongly supports our model of employing teachers and staff from each of the schools. Field Supervisors support the Site Supervisor and school team who implement the program. Our enrichment coordinator supports the team with STEM and STEAM activities, field trip opportunities, and Fun Friday games. Team members model appropriate behaviors by engaging in mentoring activities and promote learning in a fun and nonthreatening way. Students leave our program at the end of the day after structured enrichment and recreational opportunities, completing their homework, and enjoying a nutritious, hot supper. Our Parent Advisory Committee, comprised of diverse parent representatives from participating schools, also provides feedback and suggestions for improvements to program offerings.

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

Imprints Cares proposes to purchase the building at 711 Coliseum Plaza Court to house Imprints Cares Expanded Learning staff, business operations staff, before/after school inclusion program, and to implement a Family Resource Center to serve families of children with special needs. Our greatest sense of urgency is securing funding to purchase the property, without funding there will certainly be gaps in Expanded Learning services, which will have far reaching implications for working families in our community.

Once we can secure the property, we will begin working to upfit the property to meet the needs of our agency and the families we serve. With a move out date of August 2022 from the Augsburg Community Center, we have organized a building taskforce, made up of Imprints Cares leadership (5), board of directors (4), an architect, and realtor. This taskforce has been actively engaged in identifying and vetting potential property, communicating with the full board of directors and staff to provide transparent communication and streamlining the process. Our realtor and architect have been instrumental in guiding us and helping us navigate the current market and having a clear understanding of the cost. Once we have secured the property, we will begin upfitting based on our established timeline and feel confident that we can transition our Expanded Learning staff, business operations staff, and students with exceptional needs program prior to our August 31st deadline. Given our decades-long experience we are confident that we can transition locations and do not anticipate significant implementation barriers.

**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.**

Our evaluation will be comprehensive in scope, responsive to change, and useful in improving the quality of the programs delivered. To ensure comprehensiveness, we will ground our efforts on a social-ecological perspective that considers the student in the context of their social and physical environment. For example, we will assess the knowledge, skills, and attitudes of the participating students in the context of the policies, systems, and environments provided by the before and after-school, and summer enrichment programs. We will employ validated measures and tools that are responsive to change so that the impact of quality improvement activities can be assessed in real time. The overarching goal of Expanded Learning is to provide opportunities for participating youth to cultivate social, emotional, academic, and physical health. As such, we will evaluate the program at the programmatic, staff, and student level to ensure uniform delivery, fidelity, and effectiveness. Specifically, we will:

1. Assess implementation of programmatic activities at the site level to ensure that all components are delivered as



designed.

2. Assess staff behaviors to ensure that programmatic activities are delivered consistently within and between after school/summer enrichment sites.
3. Assess student impacts to determine the effectiveness of programmatic activities on social, emotional, academic, and health during the school year and throughout the summer.
4. Assess parental engagement and supplemental family intervention referrals.

Family resource centers are community-based, flexible, family-focused, and culturally sensitive hubs of support and resources that provide programs and targeted services based on the needs and interests of families of children with exceptional needs. As we implement this innovative family resource center, we will include the following performance measures in our evaluation metrics:

- Parent skill training (Triple P - Positive Parenting Program). All full-time Expanded Learning staff will be certified in the Triple P model.
- Track early diagnosis and intervention services.
- Track family support services including mental health or family counseling.
- Expand inclusion services for typically developing children and children with special needs (including daily before and after-school care and special needs full-day summer enrichment camp).

## J. Impact/Community Need

Completed by sheck@imprintscares.org on 4/22/2022 9:18 AM

Case Id: 15136

Name: Imprints Cares - 2022

Address: \*No Address Assigned

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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.**

Isolation and long-term school closures have long-term consequences, especially for the most vulnerable and marginalized, magnifying already-existing disparities within the education system. According to the 2021 Winston-Salem Forsyth County School District Report Card, only 23% of kindergarteners scored proficient in meeting key academic milestones and 3rd grade reading proficiency was reported at 52% using the iReady assessment. In addition, students with special needs accounted for 31% of chronic absenteeism. We know that all students suffered academically and socially during the pandemic, as an education nonprofit serving the most vulnerable families in our community, we know family engagement is more important than ever if we want to narrow the achievement gap for so many young students. We believe regular participation in an extended learning program will not only decrease absenteeism during the regular school day but create positive attitudes towards learning. Our eight-week summer enrichment camp offers working parents a safe nurturing environment where their child can continue to learn and grow during the summer months. An emphasis on academics and social-emotional development is integral to the Expanded Learning model. Offering a strong summer curriculum in phonemic awareness, STEM, and social-emotional development will allow us to formalize a methodology for tracking academic, social/emotional development and family engagement to ensure project goals are being achieved. This data will be vital as the new school year begins to assess outcomes related to summer slide. Imprints Cares has a strong presence in the Winston-Salem community and proven programmatic outcomes in preparing young children for kindergarten. In 2020, over 85% of the children served by our Parents as Teachers program screened as having the basic skills necessary to enter kindergarten ready to learn. Immersing trained Family Engagement Specialists into the Expanded Learning program model promotes the healthy transition for young children into the school environment, provides needed support to parents, and creates a robust referral pipeline for more intense family interventions. Family Engagement Specialists are well versed in program evaluation metrics, and we will incorporate an online based tracking tool to monitor student progress and parental engagement. During FY21, Imprints Cares provided more than \$600,000 in scholarships to support remote learning at five tuition free sites and to provide access to children of low-income families to quality before and after-school care.

Imprints Cares out of school time programs are well-designed and implemented by a highly trained staff. Studies of after-school and summer programs have demonstrated a number of positive outcomes including:

- Enhanced school engagement
- Decreased rates of absenteeism
- Improved social and emotional skills
- Reduction in disciplinary referrals.

National statistics demonstrate that approximately 12 percent of elementary aged children receive some type of special education services during the school day. Imprints Cares Inclusion Program currently serves 50 children. Imprints Cares

has been serving exceptional students for 7 years. During the school year, we pick students up from 15 different schools and provide before and after school programming at our Imprints Cares downtown location. This unique program integrates exceptional students with typically developing students to promote inclusive respect and understanding among peers. In the summer, we offer the only full day summer enrichment program designed specifically for exceptional students. Students engage in social and cognitive stimulated activities, including multiple field trips weekly. Demand for our services continues to grow as parents seek to navigate the high costs of care for children with special needs and their need to work. Imprints Cares provides after-school care for children with special needs at the same affordable rate that we offer our typically developing students. Additionally, we offer income-based scholarship assistance to enrolled students. The teachers who work in our inclusion program have over 35 years of experience working with children with Autism, Down's Syndrome, Cerebral Palsy, and birth related disabilities.

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

According to the Afterschool Alliance, parents of children with special needs who are enrolled in after-school programs report, that they can remain in the workforce or seek employment opportunities. Additionally, research shows that children who have access to critical supports and enrichment opportunities in a structured environment are more likely to overcome learning loss and developmental regression. Parents of children with special needs experience significant barriers to participation when compared to parents overall. In a recent survey completed by America After 3PM, parents of special needs children experience greater difficulty than parents overall (47%) finding an after-school program that meets their child's needs. Finally, a survey completed by Parents Together reports that parents of children with Individual Education Plans (IEPs) were more than twice as likely as parent of children without IEPs to say that their children struggled with remote learning and experience significant learning loss. . Expansion of Imprints Cares programs will increase capacity, lessen parental burdens, and build critical skills in enrolled children.

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

Children will exhibit stronger connections with peers. Children will show increased confidence in social and recreational skills.

Children will enjoy opportunities to develop workforce skills and be physically active

Families will keep or expand employment opportunities.

Parents will connect with community resources.

Parents will build skills through classes and workshops

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

In 2019, Imprints Cares entered into a partnership with Winston-Salem/Forsyth County Schools (WS/FCS) and Forsyth Futures in a Data Sharing Project which will allow for unprecedented access to student outcome measures. This web platform provides a central repository to access and track valuable student data and report on student performance longitudinally. Utilizing this data in conjunction with internal program metrics will allow us to track trends and identify relationships between student outcomes and participation in our program. We will identify several outcome measures in both the school and the expanded learning environment to track student academic progress and related factors that contribute to the developing child and engaged family including but not limited to test scores, homework completion, expanded learning and school attendance. We will employ comparative research in assessing test scores and attendance rates of students enrolled in the Expanded Learning program and students who are not, but with similar demographics. We will assess several programmatic impacts at the student level. Using the Heggerty Phonemic Awareness curriculum, in kindergarten we will assess baseline phonemic awareness and then end of year proficiency. The 1st grade and 2nd

grade assessment include beginning of the year baseline, midyear, and end of year assessments. Results will be measured using both qualitative and quantitative instruments. Parental satisfaction surveys and school personnel surveys will provide valuable qualitative insight into program satisfaction. Imprints Cares conducts qualitative parent satisfaction surveys two times each year, tracking parental engagement by the number of family engagement activities attended, school activities attended, parent/teacher meetings attended, and supplemental family intervention referrals made, and services provided. Family Engagement Specialists will also employ validated questionnaires in English and Spanish to assess emotional, social, and physical health. These measures will be collected in aggregate so that we can determine the effectiveness of the program in achieving the overarching goals. The Expanded Learning Parent Advisory Committee will support this project by providing insight into program evolution and ensuring a focus on educational equity. Feedback will be provided to Imprints Cares and to the WS/FCS district. Family Engagement Specialists who have expertise in working directly with marginalized families and establishing trusting relationships will encourage parents to have a voice and feel empowered to contribute to their child's academic success.

## K. Funding Stability

Completed by sheck@imprintscares.org on 4/22/2022 12:17 PM

Case Id: 15136

Name: Imprints Cares - 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?**

33.00 %

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

90.00 %

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

Imprints Cares proposes to use ARPA Capital Project funds to purchase the property at 711 Coliseum Plaza Court, Winston Salem, NC 27106 to house our programs for children with special needs and to create a Family Resource Center. Imprints Cares has sufficient operating funds to pay all upkeep expenses for the property once purchased.

**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 sheck@imprintscares.org on 4/14/2022 2:50 PM

Case Id: 15136

Name: Imprints Cares - 2022

Address: \*No Address Assigned

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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
Lynn Segal	White		Female
Elizabeth Dampier	White		Female
Joe Carroll	White		Male
Jennifer Hudson	White		Female
Mary Bolton	White		Female
Laurie Albertini	Asian		Female
Monica Brown	Black		Female
Kami Chavis	Black		Female
Dion Hillard	Black		Male
Tricia McManus	White	Hispanic/Latino	Female
Rebecca McNeely	White		Female
Tonya Monteiro	Black		Female
Bill Oakes	White		Male
Margaret Pike	White		Female
Angelica Regalado Cieza	White	Hispanic/Latino	Female
MacRae Robinson	White		Male
Claudia Munguia Barrett	White	Hispanic/Latino	Female

## M. Required Documents

Completed by [sheck@imprintscares.org](mailto:sheck@imprintscares.org) on 4/18/2022 10:24 AM

Case Id: 15136

Name: Imprints Cares - 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**

Imprints Cares Conflict of Interest Acknowledgement and Policy.pdf



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

Imprints Cares 2019 Final 990 Public Disclosure Copy.pdf



**Organization By-Laws \*Required**

Imprints Cares Bylaws\_signed09.29.20.pdf



**Articles of Incorporation \*Required**

Articles of Incorporation.pdf



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

Imprints Accounting Procedures.doc



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

IRS nonprofit letter.pdf

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

AUDIT-21 IC.final.pdf

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

Sam.gov registration.pdf



## N. Submit

Completed by sheck@imprintscares.org on 4/22/2022 12:18 PM

**Case Id:** 15136

**Name:** Imprints Cares - 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.

Shannon Wolfe Heck

Electronically signed by sheck@imprintscares.org on 4/22/2022 11:59 AM

04/22/2022