

Program Overview

Completed by thaizlip@gmail.com on 4/16/2022 5:33 PM

Case Id: 15161

Name: Journee Bees Village - 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 thaizlip@gmail.com on 4/24/2022 8:24 AM

Case Id: 15161

Name: Journee Bees Village - 2022

Address: *No Address Assigned

A.Contact Information

Please provide the following information.

ORGANIZATION/AGENCY INFORMATION

A.1. Organization/Agency Name

Journee Bees Village

A.2. Mailing Address

P.O. Box 24032 Winston-Salem, NC 27114

A.3. Organization Website

<https://www.journeebees.com/>

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

2,018

A.5. Organization/Agency Fiscal Year

-701,202,106,302,022

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

LaTonya

A10. Last Name

Haizlip

A11. Title

Director of Operations

A12. E-mail

admin@journeebees.com

A13. Phone Number

(336) 331-3478

BOARD CHAIR

A14. First Name

Antonio

A15. Last Name

Wright

A16. E-Mail

plucksports@gmail.com

A17. Phone Number

(336) 575-6523

A18. Term Expiration Date

07/01/2024

B. General Project Information

Completed by thaizlip@gmail.com on 4/24/2022 12:57 AM

Case Id: 15161

Name: Journee Bees Village - 2022

Address: *No Address Assigned

B. General Project Information

Please provide the following information.

PROJECT INFORMATION

B.1. Project/Program Title

Community Bridge Connect

B.2. Project Location/Address

1225 E 5th St Winston-Salem, NC 27101-2710

PROJECT CONTACT/MANAGER

B3. First Name

Tonya

B4. Last Name

Haizlip

B5. Title

Director of Operations

B6. E-Mail

thaizlip@gmail.com

B7. Phone Number

(336) 745-1388

C. General Project Narrative

Completed by thaizlip@gmail.com on 4/24/2022 10:47 PM

Case Id: 15161

Name: Journee Bees Village - 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

Community Bridge Connect is a collaborative project between Journee Bees Village, Eliza's Helping Hands and Hogar Immigrant. CBC will provide services to residents of Winston-Salem Forsyth County in the areas of: crisis intervention, access to mental health services, domestic violence interventions, substance use assistance, case management, preventative gang education, financial literacy, career planning, and access to health education.

Journee Bees Village will assist individuals ages 16-25 to provide case management services, linkages to post-secondary education programs, social and emotional learning, community resource connection, peer support training and WRAP groups (wellness recovery action plans).

Requested funds will be used to cover operating cost, funds to assist participants with paying for certification programs that do not offer scholarships or financial aid, peer support trainings, transportation, and general participant needs (job related items, rent assistance, food and utility assistance).

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

Interested participants will be able to access services in-person through entry points at each Community Bridge Connect partner agency; CBC will also establish an online inquiry request. Notification about our new program will be distributed to each organization and agency throughout Winston-Salem/Forsyth County.

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

50

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

Yes

TOTAL FUNDING REQUEST

C.5. Total Operating Funding Request

\$387,000.00

C.6. Total Capital Funding Request

\$0.00

SPENDING TIMEFRAME

C.7 Capital Spending Timeframe

3 years

C.8 Operating Spending Timeframe

3 years

D. Project Budget Categories

Completed by thaizlip@gmail.com on 4/24/2022 10:45 PM

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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
Personnel	\$225,000.00
Equipment	\$10,000.00
Supplies	\$4,000.00
Professional Trainings	\$8,000.00
	\$247,000.00

Capital Costs	Total
	\$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
Education Financial Assistance-Certification/Education Fees	\$70,000.00
Emergency Financial Assistance-Housing/Food	\$50,000.00
Professional facilitator fees for workshops, certification courses	\$20,000.00
	\$140,000.00

Please list below all known/expected **individual** grants and contributions totaling 10% or more of the project's budget.

Note: capital revenues and expenditures must be balanced (be equal)

Capital	Total
	\$0.00
	\$0.00

E. Demographic and Geographic Distribution

Case Id: 15161
Name: Journee Bees Village - 2022
Address: *No Address Assigned

Completed by thaizlip@gmail.com on 4/24/2022 1:19 AM

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 thaizlip@gmail.com on 4/24/2022 6:12 PM

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F. Alignment to Strategic Plan

Please provide the following information.

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

Tier 1:

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

Tier 2:

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

Tier 3:

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

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

Tier 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.

Tier 1:

Funding for economic development

Journee Bees Village in Coordination with Community Bridge Connect will assist participants with identifying and linking them with community opportunities that will provide them with employment training. Community Bridge Connect will host workshops and seminars with city experts to provide information on small business development, accessing government contracts and economic development opportunities for black and brown marginalized communities.

Tier 2:

Poverty reduction/cessation

Journee Bees Village in coordination with Community Bridge Connect will work with participants ages 16-25 to engage in post-secondary education and/or certification programs to gain the education and skills necessary to increase their incomes to livable wages or above.

Community engagement (Power of connections)

Journee Bees Village joined in collaboration with Eliza's Helping Hands and Hogar Immigrant to create Community Bridge Connect. In addition to our partnership, we are also committed to reaching out to other organizations that offer services that will be beneficial to our participants. We will also create a path to help our participants learn to navigate community resources for their future needs.

G. Collaboration

Completed by thaizlip@gmail.com on 4/24/2022 6:16 PM

Case Id: 15161

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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?

2

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

Eliza's Helping Hands will provide services in crisis intervention, access to mental health services, domestic violence substance abuse assistance, case management, preventative gang education, financial literacy, career planning, and access to health education.

Hogar Immigrant will provide bilingual perspective and access to therapists, group support, and case managers that are well versed in helping the Latinx and undocumented community with their issues and challenges, and help us with language and cultural barriers.

H. Administration/Reporting

Completed by thaizlip@gmail.com on 4/24/2022 11:30 PM

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H. Administration/Reporting

Please provide the following information.

Per U.S. Treasury rules and associated guidance, the City's framework for using these funds aligns with specific administrative reporting requirements. The administration/reporting criterion has three core elements: 1) the organization's/project's development of clear performance indicators and measurable outcomes, 2) the use of evidence-based interventions, 3) and the City's evaluation of organization and project risk.

H.1. Please clearly define the workload and outcome measures that are associated with your project/program

Workload	4 staff will manage a caseload up to 50 participants per year, each of those households will receive an estimated \$500 worth of services in financial assistance and in-kind donations.
Effectiveness/Outcome	Projected success rate: 75% of participants will complete the entire program and show improvements in increased employment, adequate housing, improved education outcomes, increased improvements in resource navigation and the ability to self-resolve.

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

Yes

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



Program Model Evaluation

Transformative grant chart.pdf

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



Risk Matrix

50994_Risk AssessmentJB.xlsx

I. Capacity

Completed by thaizlip@gmail.com on 4/24/2022 10:01 PM

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Address: *No Address Assigned

I. Capacity

Please provide the following information.

An organization's capacity can be defined as its ability to implement the proposed project, as characterized by the alignment of its mission and vision with the proposed project, existing internal infrastructure to support it, and its plan for implementation and assessment of project success.

I.1. Please provide your organization's vision and mission statements and explain the alignment between the proposed project/program and the organizational mission.

Our mission is to promote strategic goals to break the cycle of generational poverty by helping individuals construct long-term, comprehensive strategies to overcome personal and systemic barriers.

Our vision is to create a global community of individuals with sustainable purposes to guide them away from the pitfalls of generational poverty and directly into a myriad of financial, family, and social successes.

The proposed services that will be offered under Community Bridge Connect aligns with Journee Bees Village's mission to help individuals navigate resources and obtain educational and job skills to break the cycle of generational poverty. Our case management component and skills development will assist individuals with creating long-term goals and tools to reduce the chances of the next generation falling prey to poverty.

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.

Journee Bees Village began providing services in 2018. We started by offering community outreach information sessions in the areas of child care, employment, small business and vocational resources. We also operated as a resource connect for individuals who attended these sessions. Information sessions were housed at various community centers throughout the east, and northeast wards of the city for residents of those communities.

In 2019, we formed a partnership with the Winston-Salem Street School and provided weekly club sessions for students in the areas of: finance, mental health/substance use education, healthy choices, social and emotional learning, career planning after high school. We worked with a core group of students who earned incentives at the end of the sessions.

Also in 2019, we hosted a community outreach event, bringing together some members of the faith community, city and county government officials and mental health providers to bring awareness to breaking the stigma of mental illness and treatment in the African-American community.

In 2020, we were greatly affected by COVID-19. We were able to continue offering weekly virtual club sessions at Winston-Salem Street school, but we had to end our in-person community outreach sessions.

Also in 2020, we received a COVID-19 impact grant from the City of Winston-Salem for \$20,000. We were able to manage this fund and serve 65 households with assistance in rent, mortgage, utilities, food, transportation and

medication co-pays. In addition, we served 91 households with resource connection in the areas of mental health/substance use counseling, legal aid, employment, housing, social services and education.

As of today, we are partnered with certified Peer Support Specialists, who are offering mental health/substance use support to youth and families.

Community Bridge Connect will be housed at Eliza's Helping Hands, 1225 E 5th St, Winston-Salem, NC 27101.

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

Partners of Community Bridge Connect will create a plan using a phase model. We will gradually fold participants into the program by preparing a referral system for this project, assign tasks within each organization to team members, work with a system to make sure that reporting is done with collaboration with an outside source. We will start seeing clients to determine any barriers and guide and assist them with those barriers as needed.

I.3a. Describe the program assessment plan including how the data will be collected for selected performance metrics and any other evaluation tools that will be used to determine program/project success.

Quarterly assessments will be conducted for the duration of program participation (1-4yrs). After participants complete the program, six month and one year follow-up assessments will be conducted in the areas of: education, finances, housing, health and family dynamics. Data will be collected using a Charity Tracker system and Google suites spreadsheets and word document charts.

J. Impact/Community Need

Completed by thaizlip@gmail.com on 4/24/2022 12:56 AM

Case Id: 15161

Name: Journee Bees Village - 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.

Forsyth County is ranked third from the bottom of all U.S. counties. The odds of getting out of the bottom 20th percentile in Winston-Salem is just 4.5%.²

Economic mobility is stagnated and increasingly harder for those experiencing poverty to move up the economic chain. Concentrated poverty in Winston-Salem increased from two in 2000 to nineteen between 2008-2012. Colorado is the only other city in the nation that shares the same rate of change.

Source: Why is Economic Mobility So (Surprisingly) Low in North Carolina?; CSEM Policy Brief: Volume 1, Issue 1, Spring 2019 Craig Richardson, Ph.D., Winston-Salem State University

With the recent pandemic and recession, it is expected that these numbers will skyrocket within the upcoming months and years, specifically for individuals in black and brown communities.

Mitigating factors that will contribute to this increase include; decrease in adequate and available housing, gaps in education, loss of household income, gaps in mental health and substance use treatment for uninsured individuals.

As a result, Winston-Salem has experienced a recent surge of violent crimes, homelessness, and an increased cost of living.

Community Bridge Connect will offer services to alleviate some of the barriers for black and brown communities to access much needed services to help them sustain their needs or improve their current circumstances.

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

Participants involved with Community Bridge Connect will gain low barrier access to resources that will assist them with job skills training in accredited certification courses, crisis intervention, domestic violence assistance, substance abuse assistance, case management, preventative gang education, financial literacy, career planning and access to health education.

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

Participants who complete Community Bridge Connect will gain the education and skills necessary to obtain employment that pays above poverty level wages. They will also learn how to navigate the system and advocate for needed resources. Participants will also gain the tools necessary to resolve negative life situations.

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

Quarterly assessments will be conducted for the duration of program participation (1-4yrs). After participants complete the program, six month and one year follow-up assessments will be conducted in the areas of: education, finances, housing, health and family dynamics.

K. Funding Stability

Completed by thaizlip@gmail.com on 4/24/2022 5:22 PM

Case Id: 15161

Name: Journee Bees Village - 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?

No

K.2. Approximately what percentage of your organization's total budget is covered by competitive grants that you must re-apply for?

0.00 %

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

0.00 %

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

Journee Bees Village is currently participating in the BUILD (Building Up Initiatives and Leadership Diversity) program through Hands on Northwest North Carolina. BUILD provides capacity building education to BIPOC led nonprofit organizations. As a part of program participation, organizations are awarded a \$10,000 stipend to implement capacity building goals and objectives.

In order to implement ongoing fundraising projects, Journee Bees Village is in the process of working with Outfitters4, a local nonprofit consulting company. Outfitters4 will assist Journee Bees Village with development projects and operational support.

Working with a consulting firm will place us in good standing with the financial goals we have in place for the future of Journee Bees Village.

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 thaizlip@gmail.com on 4/24/2022 1:54 AM

Case Id: 15161

Name: Journee Bees Village - 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
Antonio Wright	Black	African-American	Male
Shaveda Shaw	Black	African-American	Female
LaShanda Butler	Black	African-American	Female
Sherman Wright	Black	African-American	Male

M. Required Documents

Completed by thaizlip@gmail.com on 4/25/2022 4:45 PM

Case Id: 15161

Name: Journee Bees Village - 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

Form 990N.pdf

Organization By-Laws *Required

Final Bylaws.docx.pdf

Articles of Incorporation *Required

11195_NC SOCJB.pdf

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

Final Bylaws.docx.pdf

IRS 501(c)3 Designation Letter *Required

501(c)(3).pdf

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

Organization's Certified Financial Statements.pdf

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

North Carolina Secretary of State Search ResultsJB.pdf

N. Submit

Completed by thaizlip@gmail.com on 4/25/2022 4:46 PM

Case Id: 15161

Name: Journee Bees Village - 2022

Address: *No Address Assigned

N. Submit

Please provide the following information.

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

LaTonya Haizlip

Electronically signed by thaizlip@gmail.com on 4/25/2022 4:45 PM

04/25/2022