

Program Overview

Completed by dothula@gmail.com on 4/1/2022 9:10 AM

Case Id: 15116

Name: TEAM for Women - 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 dothula@gmail.com on 4/22/2022 1:05 PM

Case Id: 15116

Name: TEAM for Women - 2022

Address: *No Address Assigned

A.Contact Information

Please provide the following information.

ORGANIZATION/AGENCY INFORMATION

A.1. Organization/Agency Name

My FACE, Inc.

A.2. Mailing Address

PO Box 773 Winston-Salem, NC 27102

A.3. Organization Website

myfaceinc2008@gmail.com

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

2,015

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

Dothula

A10. Last Name

Baron

A11. Title

President/Executive Director

A12. E-mail

dothula@gmail.com

A13. Phone Number

(910) 795-6359

BOARD CHAIR

A14. First Name

Dothula

A15. Last Name

Baron

A16. E-Mail

dothula@gmail.com

A17. Phone Number

(910) 795-6359

A18. Term Expiration Date

12/31/2024

B. General Project Information

Completed by dothula@gmail.com on 4/15/2022 9:29 AM

Case Id: 15116

Name: TEAM for Women - 2022

Address: *No Address Assigned

B. General Project Information

Please provide the following information.

PROJECT INFORMATION

B.1. Project/Program Title

TEAM for Women

B.2. Project Location/Address

PO Box 773 Winston-Salem, NC 27102

PROJECT CONTACT/MANAGER

B3. First Name

Dothula

B4. Last Name

Baron

B5. Title

President/Executive Director

B6. E-Mail

myfaceinc2008@gmail.com

B7. Phone Number

(910) 795-6359

C. General Project Narrative

Completed by dothula@gmail.com on 4/20/2022 10:44 AM

Case Id: 15116

Name: TEAM for Women - 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

TEAM for Women is the continuation of a project started two years ago called MENTOR (Mentoring, Empowerment, Nurturing, Training, Opportunities, Responsibility) which was initiated in the Fall of 2019. It is a holistic program that provides mentors to unemployed/ underemployed families. These mentors encourage heads of household to work towards improving themselves socially and professionally. They assist families in writing Family Empowerment Plans (FEPs), helping them follow through on those life plans, and keeping data on their progress. Mentors serve as coaches, counselors, trainers, advisors, support personnel, facilitators, and guides. The uniqueness of MENTOR is that families are mentored one-on-one by members in their own neighborhoods. As part of the initial phase of this project, we enrolled one individual, and six months later, we had a total of nineteen young women who had been referred by their school counselors and parent involvement coordinators.

During Phase One, we conducted two trainings, one in 2019 for four (4) potential mentors and one in 2020 for another five (5) mentors. We are now in the process of designing another training for 2022. Also, we have presented several leadership workshops online with themes, such as "Befriending You," "Honoring the Woman Within," "Remaining Stable in a World of chaos," "Finding and Living Your Life's Purpose," " and Loving the Queen Within." We also held Face-to-Face Meet and Greets in which we had motivational speakers and career counselors. We have made presentations on My FACE at schools, universities, festivals and developed many marketing tools, i.e., a logo, a website, a brochure, a display table and table cover, plus giveaways like face masks and t-shirts.

In spite of the trials we have met during Covid 19, seven women have met their FEP goals; there are another seven who will meet their goals within the next few months. Our plan is to enter into Phase Two (TEAM for Women), in which those who finished Phase One will graduate and then reach back to help those still in need of mentoring. We will also add another thirty-one (31) participants over the next year-and-a-half. The goal of TEAM for Woman is to empower families to compete in the marketplace, creating opportunities for improving their economic status. Plans are for heads of household to 1.) Complete their Family Empowerment Plans and determine what steps they will take to accomplish their goals; 2.) Identify education necessary to attain the license or degree they desire; 3.) Apply for and obtain sufficient employment; 4.) Develop and maintain household budgets; 5.) Make sure basic needs, i.e., rent, utilities, clothing, food, personal items, and children's needs, are met; 6.) Attain proficiency in effective communication; and 7.) Enhance personal leadership and empowerment skills.

Individuals are eager to join but we need strong mentors in order to fulfill our promises. If we receive an ARPA grant for My FACE, Inc., we will be able to hire a full-time Executive Director, and additional part-time staff, including an Executive Assistant, a Mentor Coordinator, a Grants Writer, and a Public Relations/Marketing Coordinator. We will also be able to give a small stipend to our Mentors.

The My FACE Board of Directors truly believe in this effort. Along with our mentors, we have diligently worked to make our MENTOR Project succeed. We believe that through MENTOR and TEAM for Women, we can make a major impact on

poverty in Winston-Salem. These single mothers need our help. We could provide several examples, but the one we are most happy to share is that of a thirty-three year old mother of six children between the ages of 10 and 16. "Tracey" has been in our program for almost two years, during which we have provided her meals, toiletries, cleaning products, Christmas presents for the children, clothing and schools supplies. When we met her, she was working in a full-time office job for a delivery service, which required her to work sometimes seven days a week for long hours most days. Of course, this was an excessive burden for her and her children. One of the first things we did with her was to help her write a Family Empowerment Plan (FEP) which included her professional life goal and the necessary steps for achieving this goal. She determined that she wanted to be a tractor trailer driver, which would involve obtaining a CDL license. Because of the children, she needed a job that would require local driving and would give her workdays to accommodate her children's school hours. After receiving her CDL, she applied for truck driving jobs and was hired by a company in Thomasville, NC which met her expectations. Because of this newly acquired position, "Tracey" will be able to move to a larger house in a safer neighborhood, much closer to her oldest child's high school. Since she has to drive an hour each day to and from work, she will need another car that is more economical and uses less gas. She will be able to afford this second car as well. We are elated that we have been able to mentor and support "Tracey" in meeting her goals and in making life a little easier for her and her children.

The above story exemplifies the value of this project and demonstrates that it works! We are committed to doing this work to assist low-income single mothers in attaining upward economic mobility and becoming the best they can be! We simply need monetary and human resources in order to continue to make this happen; and thus, we begin Phase Two!

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

The Winston-Salem/Forsyth County Schools Community Engagement Office is very supportive of My FACE; thus, potential participants/heads of household will access the TEAM for Women Project through their school counselors and parent involvement coordinators. Because of this endorsement, participants are referred and monitored by school personnel who want their families to succeed. Mothers enter the program, commit to participation, make goals, and work to fulfill those goals. Heads of household will maintain contact with their mentors who will motivate and encourage them. Following these steps will derive definite beneficial outcomes from participation through training, preparation and acquiring better paying jobs.

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

105

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

Yes

TOTAL FUNDING REQUEST

C.5. Total Operating Funding Request

\$50,000.00

C.6. Total Capital Funding Request

\$0.00

SPENDING TIMEFRAME

C.7 Capital Spending Timeframe

0

C.8 Operating Spending Timeframe

July 2022 - December 2023

D. Project Budget Categories

Completed by dothula@gmail.com on 4/15/2022 9:37 AM

Case Id: 15116

Name: TEAM for Women - 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
Salaries	\$109,500.00
Fringe Benefits	\$33,000.00
Contractors (7 @ \$1,200 each)	\$12,600.00
Furniture/Equipment	\$2,000.00
Supplies	\$900.00
Travel/Mileage	\$2,000.00
Printing	\$1,500.00
Marketing	\$3,000.00
Rent (\$350/month)	\$6,300.00
Insurance	\$3,000.00
	\$173,800.00

Capital Costs	Total
	\$0.00
	\$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
Truliant	\$8,000.00
Black Philanthropic Initiative	\$10,000.00
W-S Community Agencies Grant	\$50,000.00
W-S Foundation	\$15,000.00
Kate Bitting Reynolds	\$25,000.00
ARPA Transformative Grant	\$50,000.00
Individual Donations	\$7,000.00

Special Events	\$8,800.00
	\$0.00
	\$173,800.00

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
	\$0.00

E. Demographic and Geographic Distribution

Case Id: 15116
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Completed by dothula@gmail.com on 4/20/2022 10:46 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)

100.00 %

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

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

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

F. Alignment to Strategic Plan

Completed by dothula@gmail.com on 4/15/2022 9:40 AM

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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 outcomes of our TEAM for Women Project (classes, licenses or degrees, jobs) explicitly address economic development by adding to the financial success of the families we work with. This population needs the assistance we provide, not only because many of them want to raise their standards of living, but also, because of city efforts to revitalize neighborhoods in 27101, 27105, and 27107 neighborhoods. In the Boston-Thurmond and East Winston neighborhoods, efforts are underway to revitalize those communities. My FACE is focusing on assisting residents in upward academic and economic mobility to prepare families for the dramatic changes happening in their neighborhoods. Right now, most of our mentors are residents of Boston-Thurmond community and others either live in East Winston or the Clemmons Road/Easton communities.

Helping families elevate their skills in personal development and leadership, including communication, esteem-building, affirmation, responsibility, self-respect/honoring oneself, respect for others, acknowledging/encouraging other women, trust, relationship-building, team building and problem solving, also, contribute to economic success. These proficiencies are expected outcomes for our TEAM for Women Project. My FACE addresses cultivation of these skills as part of our workload for low-income, unemployed and underemployed families in Winson-Salem.

G. Collaboration

Completed by dothula@gmail.com on 4/15/2022 9:41 AM

Case Id: 15116

Name: TEAM for Women - 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?

Collaboration is in place with the CDC of Southern Winston-Salem, Goodwill, WSFC Schools, The Car(es) Project, and Habitat for Humanity. They all have educational and work programs in place that will benefit our families and have agreed to work with us in our efforts.

The Car(es) Project will help with financial literacy training and car purchases where necessary.

CDC of Southern Winston-Salem will share space with us, make family referrals, and assist with addressing basic needs.

Goodwill will help with training and referral of participants to educational programs and institutions.

Habitat for Humanity has agreed to talk to potential families who might be interested in and want affordable new homes.

WSFC Schools will make referrals to My FACE from schools where large numbers of parents are in need.

H. Administration/Reporting

Completed by dothula@gmail.com on 4/15/2022 10:05 AM

Case Id: 15116

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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	105 clients, including mothers and children 10 mentors to be trained and assigned 50 sessions between mentor and each client 12 leadership trainings
Effectiveness/Outcome	By December 2023, approximately 105 family members will be participants in the TEAM for Women Project. By December 2023, My FACE will have at least 10 total mentors trained and participating in the TEAM for Women Project. By December 2023, 50 women will be enrolled with the TEAM for Women Project as program participants. By December 2023, 75% of all our program participants will have participated in our leadership training. By December 2023, at least 40% of our total program participants will have received licenses or certificates for their chosen careers.

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

No

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

Risk Matrix

***No files uploaded*

I. Capacity

Completed by dothula@gmail.com on 4/20/2022 11:10 AM

Case Id: 15116

Name: TEAM for Women - 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.

My FACE's mission is to improve and enhance the status and quality of life for women and young men of color. Our vision is as follows:

Historically women and men of color have lagged behind the majority population, socially and economically, and thus have generally been powerless and disenfranchised. They have not been encouraged to be strong leaders. Our vision is that all women and young men of color will be prepared to live and thrive abundantly, proficiently and effectively in the contemporary world. This project aligns with our mission in that we are assisting low-income single mothers in achieving upward economic mobility, and thus, improving and enhancing the quality of their lives. We continue to support disenfranchised populations in becoming strong leaders, successfully competing in the world marketplace.

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.

In the past two years that My FACE has been fully functioning, we have been determined to build a firm foundation and at the same time stay within our means. We have a strong Board of Directors, composed of an attorney, an educator employed by the NC Department of Education, a medical professional, a librarian who was formerly employed with the Library of Congress, a retired Human Resources Director, a university grants administrator, a nonprofit Executive Director, and a high school principal. The Executive Director has led three other nonprofit and social justice agencies. Currently, she is a consultant working with agencies throughout the nation--from California to Mississippi. She brings that knowledge and experience into My FACE. We also have an exemplary panel of advisors with years of phenomenal experience who support us vehemently. In addition, we are building a powerful group of mentors who believe in this project and My FACE in empowering low-income families to become all they can be. At the same time, we have been effective in building relationships with key organizations, such as the WSFC Schools, Goodwill, and Social Services. We have also been successful in developing tools and guidance for encouraging and advancing our clientele to gain the skills they need to become more prolific in securing better employment and increasing incomes. My FACE has developed positive responses from foundations, marketing firms, media personalities, and individual donors. All of this has taken place in just a few short years and during the Covid pandemic. The major focus of our work has been focused on MENTOR (Mentoring, Empowerment, Nurturing, Training, Opportunities, and Responsibility), a project that assists unemployed and under-employed women in attaining upward economic mobility. We are now proposing to expand and enhance that project.

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

The My FACE TEAM for Women Project implementation plan consists of the following steps:

- Training new mentors
- Recruiting new program participants/clients
- Assigning participants to mentors
- Scheduling weekly meetings between mentors and clients
- Conducting monthly report meetings and refresher training for mentors
- Requesting quarterly reports from mentors
- Arranging and conducting leadership training for program participants
- Planning and conducting bi-annual meet and greet sessions for participants and mentors:

Barriers to success include:

☒ Recruiting qualified and committed mentors

Retaining mentors is a major challenge. We have trained nine potential mentors, but illness, discomfort and uneasiness with communicating with our target population, plus busy schedules have all been major barriers to success. Covid-19 created problems with meetings as well. All of our trainees have meant well but circumstances presented situations that were unavoidable. The few mentors we have remaining have taken on extra loads to be there for the clients we are committed to. We have reset our buttons and have attracted two new mentor trainers, both of whom have academic backgrounds and strong ideas for vetting and selecting candidates who are committed and dedicated to making this project a success. We plan to require resumes, conduct interviews, check references, and give them a small stipend for their time and talent. We already have six potential mentors who have agreed to be part of TEAM for Women. If funded for this transformative grant project, we will be able to give the mentors a small stipend for their time, effort, and talent.

☒ Securing necessary funding

Additional funding will allow us to hire more staff and contractors who will assume some of the responsibility for getting things done. We will hire an executive assistant, a mentor coordinator, and contract with mentors, who will take a lot of the load off the Executive Director.

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.

Data will be collected by our mentors, including the number of our clients that set goals and the number that achieve them. The program assessment plan will include:

- 1.) Evaluation summaries will be gathered after each mentor training session.
- 2.) Mentors will keep a log of each meeting they have with program participants/clients, whether in person, by phone, or by email and complete a quarterly report.
- 3.) My FACE staff will conduct a one-page post-test assessing whether participants have retained knowledge learned from leadership sessions. My FACE staff will help develop, administer, and summarize this evaluation tool.
- (4.) Participant testimonials. At the end of each year, client/program participants will complete a testimonial about their experience in the My FACE Team for Women Project, what they achieved, and what My FACE could have done differently to assist them. This will include a short interview.

We will track the encounters we make, as well as our input, their responses, and the results of those encounters.

J. Impact/Community Need

Completed by dothula@gmail.com on 4/15/2022 10:22 AM

Case Id: 15116

Name: TEAM for Women - 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.

Currently, My FACE primarily serves low-income single mothers in the Boston-Thurmond community. We also serve families in East Winston and the Clemmonsville Road area, communities that feed students into Paisley, Cook, and Kimberley-Park schools. Historically women and men of color have lagged behind the majority population, socially and economically, and thus have been generally powerless and disenfranchised. They have not been encouraged to be strong leaders. Our vision is that all women and young men of color will be prepared to live and thrive abundantly, proficiently and effectively in the contemporary world. According to Winston-Salem City-Data, the median household income in the Boston-Thurmond neighborhood is \$24,521, less than half the North Carolina rate; and approximately 60% have less than a high school education; approximately 60% of the total population are black, almost 15% are white, and roughly 25% are Hispanic, black/white, and other; thirty-nine (39) per cent are below the poverty level. Another interesting point is that 38.7% are in service occupations, compared to 20.7% in the state, another indication of low incomes. Additionally, the percentage of never married females 15 years and older is 12.5%, while in North Carolina, it is 15.2%; plus, the number of married couples is low (36.9%), compared to 57 state-wide. Academically, only 4% of the total residents in Boston-Thurmond were in undergraduate college in 2015.

Similarly, the median income in the East Winston community is \$20,687 with approximately 35% having less than a high school education; approximately 75% are black and almost 13% are white, black/white and other. The percentage of single mother households is 22.6%, and the percentage of never marrieds 15 years and older is 26.8%, more than twice the percentage points in the Boston-Thurmond community. Approximately, 35% have less than a high school education, and only 20% have a high school degree or equivalent.

The numbers and percentages show that, if residents of these communities are to begin to measure up to the rest of society, they will need a tremendous amount of help. We want to change the lives of these single mothers. Of course, My FACE's efforts are new and in need of adequate resources to help these single mothers succeed. We have the inspiration and motivation but need support in doing this. We want to transform our target population--single mothers. An ARPA grant could help exceedingly!

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

The short-term impacts of TEAM for Women Project will be 1.) Commitment to themselves and their value in society; 2.) Setting life goals; 3.) Leadership development; 4.) Financial management; and 5.) Self-confidence and inner security. The initial phase of our project is introductory in which young ladies are accepted into the program and shown that we care and are supportive of them. Mentors are available to instill self-confidence and help them see their worth. In addition,

they set goals through the assistance of mentors and develop Family Empowerment Plans, where they decide on ambitions and careers. Last year, we emphasized leadership and empowerment through offering monthly workshops. Program participants were able to share stories and ask specific questions that allowed them to get comfort in knowing they were not alone or entirely different than others. Financial planning and money management are also basic. When they finally achieve their life goals established as part of their Family Empowerment Plan, they will have the skills and know-how to manage their increase in resources.

Preparation on an inner level is most essential in achieving outer success. These short-term impacts will help our participants to become powerful leaders and succeed socially, thus contributing to transformation of society, rather than being a burden on it.

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

Long-term impacts will include education and job security, including achievement of a degree, license or certification and securing a comparable job. Individuals often remain in poverty because they are not prepared for a suitable profession. With My FACE, young women are encouraged to attend school and seek economic mobility. As with the short-term impacts, the long-term impacts will further influence our participants' lives and those of their children. Major progress will not be seen in just a few short years, but My FACE is committed to seeing it through to major fruition.

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

Short-term impacts will be measured by 1.) Establishing life goals, 2.) Participation and post-test assessing knowledge retained from leadership training, 3.) Showing evidence of comprehending financial management through quizzes and tests, 4.) Demonstration of understanding and practice of subject content as determined by mentors, based on daily logs and quarterly reports, and 5.) Completing evaluation summaries gathered after each session.

Long-term impacts will be measured by completion of degrees, licenses, certificates and securing jobs as stated in their Family Empowerment Plans. At the end of each participants' tenure in the project, program participants/heads of household will complete a testimonial about their experience in the My FACE Team for Women Project, what they achieved, and what My FACE could have done differently to assist them. This will include a short interview.

K. Funding Stability

Completed by dothula@gmail.com on 4/20/2022 10:58 AM

Case Id: 15116

Name: TEAM for Women - 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?

62.00 %

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

28.80 %

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

Before and after ARPA funds are exhausted, My FACE will continue to pursue funding through foundations, government and corporate grants, donor campaigns and special events. We are assured that because of our track record, agencies and individuals will continue to support and believe in us and our work.

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



Commitment Letters

CollaborationLetter_CDC_For ARPA.pdf

CollaborationLetter_Goodwill_For ARPA.pdf

CollaborativeLetter_WSFCS_Community Engagement_April 2022.pdf

L. Representation

Completed by dothula@gmail.com on 4/15/2022 10:31 AM

Case Id: 15116

Name: TEAM for Women - 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
Barbara O'Neal	African American		Female
Barbara Parker	African American		Female
Brenda Sloan	African American		Female
Daisy Foster	African American		Female
Mary Ford	African American		Female
Mary Wakeford	European American		Female
Patricia Caldwell	African American		Female
Vicki Coward	African American		Female
Dothula Baron	African American		Female

M. Required Documents

Completed by dothula@gmail.com on 4/20/2022 11:03 AM

Case Id: 15116

Name: TEAM for Women - 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

MYFACE_ConflictOfInterest_e-signed.doc

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

Form 990-N_2020.jpeg

Organization By-Laws *Required

MyFACE_bylaws.doc

Articles of Incorporation *Required

ArticlesofIncorporation_2008.pdf

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

Financial Procedures.docx

IRS 501(c)3 Designation Letter *Required

MyFACE, IRS_ExemptLetter,p1.jpg

MyFACE, IRS_ExemptLetter,p2.jpg

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

Financial Review Letter 4.18.22.pdf

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

My FACE_NCNonprofitStatus.pdf

N. Submit

Completed by dothula@gmail.com on 4/22/2022 1:20 PM

Case Id: 15116

Name: TEAM for Women - 2022

Address: *No Address Assigned

N. Submit

Please provide the following information.

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

Dothula Baron

Electronically signed by dothula@gmail.com on 4/22/2022 1:19 PM

04/22/2022