

## Program Overview

Completed by juwonc@smartstart-fc.org on 4/25/2022 4:07 PM

**Case Id:** 15282

**Name:** Juwon Crowell - 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 juwonc@smartstart-fc.org on 4/25/2022 4:21 PM

**Case Id:** 15282

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## A.Contact Information

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Please provide the following information.

### ORGANIZATION/AGENCY INFORMATION

#### A.1. Organization/Agency Name

Smart Start of Forsyth County

#### A.2. Mailing Address

7820 North Point Boulevard, Suite 200, Winston-Salem, NC  
27106 Winston-Salem, NC 27106

#### A.3. Organization Website

Smartstart-fc.org

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

1,994

#### 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

Dr. Louis

##### A10. Last Name

Finney

##### A11. Title

CEO

##### A12. E-mail

louisf@smartstart-fc.org

##### A13. Phone Number

(336) 275-6011

#### BOARD CHAIR

##### A14. First Name

Reggie

##### A15. Last Name

McCaskill

##### A16. E-Mail

tworams12c@hotmail.com..

##### A17. Phone Number

(336) 416-6775

##### A18. Term Expiration Date

05/24/2024

## B. General Project Information

Completed by juwonc@smartstart-fc.org on 4/25/2022 4:23 PM

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## B. General Project Information

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Please provide the following information.

### PROJECT INFORMATION

#### B.1. Project/Program Title

Nurturing Fatherhood Coalition

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

7820 North Point Blvd. Ste 200 BLk, NC 27127

### PROJECT CONTACT/MANAGER

#### B3. First Name

Juwon

#### B4. Last Name

Crowell

#### B5. Title

Project Director

#### B6. E-Mail

juwonc@smartstart-fc.org

#### B7. Phone Number

(336) 761-4285

## C. General Project Narrative

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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

Smart Start of Forsyth County (SSFC) will engage the Winston-Salem Community by creating a Nurturing Father's Coalition (NFC) to guide fathers and male caregivers to promote strong family relationships and healthy child development. SSFC will engage fathers and male caregivers who are participating in a range of activities and increase understanding of how meeting other men can help fathers and male caregivers make progress toward their reaching goals. SSFC will facilitate the creation of a coalition that is comprised of fathers and male caregivers to develop leadership skills, interpersonal skills, parenting skills and job skills.

SSFC will collaborate with community organizations that welcome fathers as mentors or provide mentors to fathers with children coping with Adverse Childhood Experiences ACEs. Those organizations include Family Services Head Start Program, the Public Schools, Wake Forest University, and NC-Pre-K Programs. We will also collaborate with local childcare programs that are part of our network that include North Point Academy, TLC Learning Academy, Oak Summit, Victoria's Academy, Inc., Church Childcare, Church Childcare 2, Bailey Preschool, Generations Preschool & Child Care Inc., Little Geniuses Learning Center, Easton, Walkertown, Caleb's Creek. NFC will also partner with Greek Panhellenic Organizations including Alpha Phi Alpha, Omega Psi Phi, Phi Beta Sigma, Tau Kappa Epsilon, Sigma Alpha Epsilon, Sigma Phi Epsilon, Sigma Chi to serve as mentors and workshop facilitators.

SSFC understands that strong father-staff relationships are the foundation for active father's participation in communities. It is critical for fathers and caregivers to produce a strong relationship with their children directly and indirectly in different activities throughout the year. As participants in NFC, fathers and male caregivers will commit to activities which will include fitness activities, movie marathons, hike camp and/or rock climbing, amusement parks, community services projects, road trips, photo hunts, playing board games, bowling and concerts. These are some the activities in which they will participate. Overall SSFC will look for family centered, community engagement and leadership opportunities that will build on a father's and male caregiver's strengths that give the fathers and male caregivers the opportunity to play an active, positive role in the child's life.

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

Participants will access the proposed program by submitting a hard copy and online comprehensive survey application developed by SSFC to assess father and male caregivers' strengths and opportunities. SSFC will also allow participants to access the program via phone, email, and/or walk-in. Participants will also be able to access our program confidentially through our organization's website where they can apply. The NFC will be promoted through news stations, radio stations, local newspapers, social media outlets, referrals, word of mouth, and events within our community.

The comprehensive survey application will include questionnaires to help SSFC gauge those fathers dealing with poverty, systemic racism, low-wage occupations, mental health issues, transportation issues, and uninhabitable living conditions. The questionnaires are associated with the community development and prevention of Adverse Childhood Experiences

(ACEs) through these topics to assist parents with skills that will help them steer behaviors as their children develop and allow SSFC to measure success. With this goal, SSFC wants to ensure the Nurturing Fatherhood Coalition continues after funding ends for community building and prevention of ACEs.

The intent of the services is two-fold. The first is to provide anecdotal and specific evidence of the Nurturing Fatherhood Coalition's impact on obtaining a better understanding of ACEs and the systems within Winston-Salem that perpetuate ACEs. The second is to provide the (NFC) Nurturing Fatherhood Coalition with current information to help fathers and caregivers in the Early Childhood Community dismantle systems that cause ACEs.

The beneficial outcome for participants in the SSFC Nurturing Fatherhood Coalition will be stronger family and father-child relationships which lead to an overall and stronger community. SSFC Nurturing Fatherhood Coalition will also benefit from having a greater understanding of their place and value in their family and community. NFC will also connect parents to the living wage campaign, which will develop a deeper relationship with the Asset Building Coalition (ABC) of Forsyth County. The intent is for the NFC to continue to provide support through meetings and peer counseling to support their long-term work in the community and the betterment of their children.

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

5,000

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

Yes

**TOTAL FUNDING REQUEST**

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

\$948,150.00

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

\$0.00

**SPENDING TIMEFRAME**

**C.7 Capital Spending Timeframe**

0

**C.8 Operating Spending Timeframe**

36 months

## D. Project Budget Categories

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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
One Project Director and 4 full-time employees for 36 months	\$948,150.00
Consumable office supplies and materials used in the daily operations of the project to support 5.0 employees	\$9,600.00
Costs associated with travel by the Projects Director, mental health professional, bilingual support specialist and any contracted person to travel throughout Winston-Salem, up to two trips per week for the duration of the grant reimbursement for meals and travel costs shall be at the State of North Carolina State Rates for 36 months.	\$17,000.00
All communications and postage costs for internal and external marketing. This will also include mass mailing at least three times per year for 36 months.	\$6,200.00
Printing, binding, copying costs for internal-use items. This will include brochures, pamphlets, flyers, etc. distributed for community needs.	\$10,000.00
Costs for employee training on the evidenced-based models and tools to measure the program and training related to impact on Winston-Salem Fathers, their families and children. This training is provided virtual and offsite for 36 months.	\$30,000.00
Cost of advertising for recruitment of employees as well as advertising and publicizing direct services to the community. This includes newspaper ads in the Chronical, Podcast, Winston-Salem Journal, Winston Business Journal, Que 'Pasa for 36 months.	\$18,000.00
Annual cost for meeting space to cover security, rental, maintenance, etc.	\$6,000.00
Costs of stipends for caregiver's families and community members to participate in community coalition meetings. Also, annual recognition and incentives for fathers	\$32,000.00

completing NFC program. Other costs include travel reimbursement for father's childcare.	
Costs for five Microsoft Surface Pro and five printers for use by 5.0 employees to use the data sharing program that assesses the progress of the program, complete reports and provide virtual training and meetings when applicable.	\$16,720.00
Services to support individual fathers required specialized one on one counseling for themselves or their children as referred from the full-time staff or Individual Education Plan referrals from the school district and also to support for 36 months.	\$42,000.00
Heat, utility, cell phones, rent, admin support, info technology	\$94,815.00
	\$1,230,485.00

Capital Costs	Total
N/A	\$0.00
	\$0.00

**PROJECT/PROGRAM REVENUE CATEGORIES**

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

Operating	Total
Project Operation	\$1,230,485.00
	\$1,230,485.00

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

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

Capital	Total
N/A	\$0.00
	\$0.00



## E. Demographic and Geographic Distribution

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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)

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

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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.**

The primary priority is 7. Which is to design strategies to connect residence to each other and the city. Community engagement (Power of connections). The project will design long-term relationship- focused neighborhood engagement strategies to maximize information flow and encourage public discourse about relevant topics.

## G. Collaboration

Completed by juwonc@smartstart-fc.org on 4/25/2022 4:32 PM

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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?**

Services- Will provide us access up to 700 families in their head start program to recruit fathers and male caregivers and to provide workshops for their parents and meeting space at no cost to the grant.

Wake Forest University- Use of their athletic department to provide physical training and coaching for fathers and males and care givers. We will also use their campus meeting space for meetings. Along with other facilities used by coaches and staff.

Winston Salem/Forsyth County Public Schools- WSCFS will provide us with 400+ students and father and/or caregivers involved with their children. WSFCS will also provide us with auditorium, library, and classroom space for NFC engagement and learning sessions.

Panhellenic organization- Alpha Phi Alpha, Omega Psi Phi, Phi Beta Sigma, Tau Kappa Epsilon, Sigma Alpha Epsilon, Sigma Phi Epsilon, Sigma Chi. Fraternities will provide support, mentorship and assist with community service projects to empower NFC.

Atrium Health Wake Forest Baptist Hospital- Baptist hospital will provide us with direct connection to be able to offer classes and engage continuing learning opportunities for NFC fathers that are preparing for a newborn child and/or need additional emotional, mental, and male support.

Novant Health- Novant Health hospital will provide us with and direct connection to be able to offer classes and engage continuing learning opportunities for NFC fathers that are preparing for a newborn child and/or need additional emotional, mental, and male support.

Childcare Centers-North Point Academy, TLC The Learning Academy, Oak Summit, Victoria's Academy, Inc., Church Childcare, Church Childcare 2, Bailey Preschool, Generations Preschool & Child Care Inc. Little Geniuses Learning Center, Easton, Walkertown, Caleb's Creek

Public Library – Will provide resources which include new and updated literature to allow NFC access to read. The public library will also provide a venue for small and large group learning sessions.

Family Childcare Homes

Victoria Academy

Oak Summit  
Church Childcare  
Church Childcare 2  
Bailey Preschool  
Generations Preschool & Child Care, Inc.  
Little Geniuses Learning Center  
WSFC School System – NC PreK  
Easton  
Walkertown  
Caleb's Creek

## H. Administration/Reporting

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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	The Father Friendliness Organizational Self-assessment tools were developed by the National Center for Strategic Nonprofit Planning and Community Leadership (NPCL) in partnership with the National Head Start Association (NHSA); the U.S. Department of Health and Human Services Administration for Children and Families, Region V; the Illinois Department of Public Aid; and the Division of Child Support Enforcement. The FFOSA will help fathers in NFC learn about the types of father engagement strategies it would need to engage fathers and male care givers of ACES children. The tool will provide NFC baseline information about Winston-Salem.
Effectiveness/Outcome	

#### 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

Yes, SSFC will use the evidenced-based Parent Family and Community Engagement Framework to intervene and engage the community to support fathers and their children coping with ACE's. The PFCE Framework describes the Father Support Coalition foundatio



Program Model Evaluation

NFC program.docx

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



# I. Capacity

Completed by juwonc@smartstart-fc.org on 4/25/2022 4:41 PM

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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.**

Our vision is to provide an equitable early childhood system that fosters an environment for learning, growing, developing, and succeeding. Our mission is to promote equitable access to quality, comprehensive early childhood development and education in response to the needs of our community.

**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.**

SSFC is the largest funder of early care and education funds in Winston-Salem. It is responsible for the assurance that Winton-Salem children and their families have high-quality early care and education services in their childcare centers. SSFC is also the funder for the state's NC-Pre-K program and childcare subsidies for low-income parents in Winton-Salem. SSFC has experience providing similar services in Winston-Salem, whereas, during the 2021–2022-year, SSFC received funding to create a parent engagement program funded by the state to develop a parent coalition to support Pre-K services. This program currently engages parents and supports their work toward advocating on behalf of their children to receive high quality childcare services. SSFC also leads a county wide Adverse Childhood Experience (ACE) Coalition program responsible for organizing county wide parents regarding ACE awareness and counseling for parents. SSFC also funds multiple early care and education nonprofits to support family childcare, teacher training, parents, fathers, and funding teacher scholarships.

SSFC is managed by a diverse board of parents, elected officials, city, county, and business leaders committed to the Vision and Mission of SSFC. SSFC's President/CEO has over 25 years of experience leading early childcare organizations and managing local, state, and federal childcare funds up to \$90 million and 1,500 employees. SSFC's Chief Program Officer has over 25 years managing multiple childcare centers and leading countywide childcare implementation in Head Start programs. SSFC also has experience creating and maintaining fatherhood empowerment programs. He most recently founded A Men Everybody Needs (AMEN) a state of Florida funded fatherhood program serving Jacksonville, Palm beach, Pinellas, and Hillsborough County Florida. SSFC's CFO has 25 years of experience in finance and a master's in accountancy. Our family engagement coordinator has a bachelor's in social work with over a decade of experience in North Carolina working with parents. He is responsible for managing over \$10.8 million in local, state and federal funding. SSFC's Director of Community Education is a Winston Salem native that has a master's degree in conflict resolution with over four years of teaching special education in the WSFCS. Our ACES Project Director is a Winston Salem Native that was a former NFL free agent which allowed him many opportunities prior to the end of his career to be able connect with children of all ages. This relationship started by offering relationship skills and development camps in areas that were under privileged and resourced. Understanding exposure is what the Winston-Salem community needs and



the opportunities that bring our community closer is what propelled our ACEs Project Director to want to infuse more effective programs within Winston-Salem. Our ACES Project Director has 15 years' experience working in the Winston-Salem Public Schools, early childhood programs and community engagement work to support fathers and male caregivers in Winston-Salem. He has a BA in family and community services from East Carolina University, a master's in education and education specialist from North Central University. Our ACE's Project Director has also engaged the community of Winston-Salem for over a decade on social justice issues regarding father involvement, parent engagement and education reform. The referenced employees will all be engaged to ensure the success of the Program and its staff funded by the grant.

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

#### Program Implementation Plan

The program implementation plan includes the recruitment of (5) key positions by SSFC within the first 30 days upon notification of funding. SSFC will use its current assessment survey for Fathers and male caregivers by adding it to its online platform and social media. SSFC has office space for employees and the ability to have employees work remotely to ensure they are working in the community throughout the project. The program is expected to begin its first meetings within 90 days of funding and will use its current space, library and childcare centers for meeting locations.

These barriers include early childhood male role models, lack of paid leave, lack of community support, the stereotype of manhood. These barriers will be overcome by identifying early childhood fatherhood traumas and partnering with bona fide fathers and/or male role models. Lack of paid leave will be rectified by creating scheduled times during the week in the event of longer working hours. Lack of community support will be overcome by fathers connecting with male support groups and attending events. Male stereotypes will be overcome by specifying what parental roles and responsibilities will include. When we have meetings or events in person transportation will be provided (uber, lift, city bus, share ride, etc.) to be able to attend meetings or events. The last resort for emergent situations for non-present attendees would be attending by way of zoom and/or Microsoft teams.

### **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.**

How data will be collected by: A program pre assessment, midyear assessment and end of year assessment will be collected by google surveys, google journals, and google reviews. Also, data will be collected by previous effective methods, according to, "Teaching practices" strategies for promoting open exchanges with fathers about their child's learning and development:

1. Encourage fathers to share their observations of their children, their expectations, and their questions.
2. Ask them specific questions: "How did your daughter learn to climb the stairs?"
3. Avoid vague questions: "How's she doing at home?"
4. Plan teacher-parent conferences or home visits at times convenient for fathers. This may require staff to have a flexible schedule depending on fathers' work or school schedules.
5. Focus on the child's strengths and encourage parents to identify and tell you what a child can do before talking about what a child cannot do.
6. Take opportunities to have brief, positive exchanges with fathers and mothers at the beginning or end of the day. For example, describe how the child learned something new in class or persisted at a task. If a child takes the bus or the father does not see the teacher or home visitor regularly, call to share these stories.
7. Make the connections between children's learning activities in Head Start and school readiness. Connect the behavior of infants and toddlers to later school success.
8. Share observations of children's activities to highlight the connection between learning, exploration, and play. For example, share how a child is learning about math while building blocks, or developing science concepts at the water table.

9. Talk with fathers to discuss the process of development. Explain important ideas, such as "children develop at different rates and in different ways" or "she's letting us know when she doesn't like something by saying no; this can happen as toddlers try out their independence."

10. Connect fathers who may have questions or concerns about their child's development with program support staff, such as a disability services coordinator or the mental health consultant. Reach out to other parents, if appropriate, to provide additional support.

Performance metrics: The performance metric that will be used to assess our program will be qualitative measures and quantitative measures. According to "Championing Fatherhood" often included open-ended questions asking respondents to describe their experience, beliefs, or views about a topic. For example, evaluators could ask fathers to describe if, how, and to what extent their relationship with their children has changed since attending the fatherhood program.

Also, quantitative measures are statistics driven and may include questions or items that ask fathers to rate or rank some aspect of behavior, attitudes, or beliefs. For example, fathers may be asked to rate how important their role as a father is to them compared with other roles. There are also quantitative measures that ask fathers to count the frequency of a behavior, such as the number of days per month they had contact with children. In addition, there are quantitative observational measures, where an observer may count the number of times that the father engages in a child related behavior such as praising the child.

Overall effectiveness of project: According to "Birth to Five Engagement Guide" the effectiveness of NFC will be success if these necessities are in place:

#### Professional Development

- Support a coordinated approach for the program's training and professional development system. Ensure the system supports positive, culturally responsive family and father engagement practices.
- Affirm the role of fathers in their child's development during staff training.
- Plan professional development opportunities for staff, parent leaders, and fathers with a focus on areas of interest to fathers.
- Offer staff development and reflective practice opportunities to address biases and attitudes that interfere with building positive staff-father relationships.

#### Continuous Learning and Quality Improvement

- Analyze and use program self-assessment and community assessment data to set strategic long-term goals to provide family and father engagement services.
- Include fathers in assessing and monitoring progress toward each program goal or objective.
- Value fathers' role in strategic planning and continuous program improvement.

#### Program Environment

- Ensure father-friendly spaces with welcoming pictures, materials, and furniture.
- I welcome diverse cultures, languages, and family arrangements.
- Promote inclusive communication. Use gender-neutral forms for information about parents without reference to mothers or fathers. Request information about non-residential parents.
- Include fathers in communications about the child and invite them to teacher-parent conferences.
- Ensure flexible staff schedules if needed to accommodate fathers' availability for meetings.
- Plan program activities designed for fathers and invite their feedback.

#### Family Partnerships

- Emphasize the development of positive staff relationships with fathers that focus on their goals for their children, their families, and themselves.
- Implement policies and procedures to include fathers in the family partnership process.
- Show respect for the diversity of fathers' experiences and their goals.
- Consider a parenting curriculum that recognizes the unique role of fathers in their child's life.

#### Teaching and Learning

- Encourage staff to plan activities for fathers—and mothers—that strengthen the parent-child connections.
- Value the information and knowledge parents have about their child.
- Expect staff to share ongoing assessment data with families, including nonresidential parents.
- Promote father engagement in activities to prepare children for the transition to kindergarten.

#### Community Partnerships

- Partner with community organizations and look for opportunities to extend community services for fathers.
- Invite current and former fathers to contact community partners they know.
- Develop networks, peer-to-peer groups, and volunteer opportunities that support fathers' goals and strengthen connections to other fathers and community resources.

#### Access and Continuity

- Emphasize the importance of recruiting fathers and inviting their participation in the program.
- Support the staff responsible for enrolling families to ensure they make outreach efforts where fathers live and work.
- Build collaborations across organizations to ensure continuity of service delivery for fathers and their families.

## J. Impact/Community Need

Completed by juwonc@smartstart-fc.org on 4/25/2022 4:42 PM

Case Id: 15282

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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.**

Research now shows that divorce or separation of a parent or guardian is one of the two most prevalent adverse childhood experiences nationally and in every state. The father is the parent least likely to live with the child after divorce or another type of separation. An “adverse childhood experience” (ACEs) is an experience or event in a child’s life that creates trauma and, accordingly, leads to a negative outcome during childhood or later in life. Many children experience multiple ACEs. One in 10 children, for example, experience three or more ACEs. These children are at an especially elevated risk for a host of negative outcomes. One of these outcomes is toxic stress.

A vital hedge against toxic stress and other ACEs is a steady, supportive relationship with a caregiver, such as an involved, responsible, committed dad. That is why helping dads to become the best dads possible must be part of any sane strategy to address ACEs. It can prevent parental separation in the first place and, when separation occurs, help repair the damage wrought by separation.

Child Trends recently analyzed national data from 2021 to identify the prevalence of ACEs nationally and in each state. Although the date is recent, there is continued evidence to demonstrate that due to the COVID-19 pandemic additional research and work with families is required since many centers in childcare are closed, new problems related to mental health and trauma related issues are currently occurring in children and Fathers are disproportionately left out of ACE’s inquiries and their ability to react and comprehend the seriousness of ACE’s and its impact to children and their fathers in Winston-Salem.

1. Half of all N.C. children have had an ACE. The city of Winston-Salem statics is at 62% and there is empirical data that crime in 2021 and 2022 has increased in neighborhoods where SSFC children are served.
2. A much higher proportion of Black and Hispanic children have had an ACE, compared to White and Asian children specifically in Winston-Salem NC whose population is 46.2% White, 34.9% African American, 14.3% Hispanic, 2% Asian, 1.9% mixed and .6.10 other according to the 2022 NC Statistical Atlas.
3. According to MarketWatch news and data “researchers argue in a newspaper that children with divorced parents are less likely to go to college because of psychological reasons. Not financial reasons.
4. According to National Chinan University and National Taiwan University. Students were 10.6% less likely to be admitted to a university if they were between the ages of 13 and 18 when their parents divorced.
5. Along with being separated from a parent by divorce or another factor (e.g., having an incarcerated parent, violence in their community), economic hardship is the other most prevalent ACE.
6. According to MarketWatch news and data, Father absence also plays a role in economic hardship. Children in single-parent homes are more likely to live in poverty.

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

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**above.**

According to “Community Engagement Birth to Five Father Engagement” When fathers are engaged in their communities, the short-term impacts results is enhanced connections to peers and the community. Participating in a range of activities and meeting other men can help fathers make progress toward their goals. They can form a support network as they share successes and solve challenges. Among peers, fathers can develop leadership skills, interpersonal and parenting skills, and job skills.

Identifying organizations that welcome fathers as mentors or provide mentors to fathers. For example, explore volunteer opportunities with children's arts programs or sports organizations, including Special Olympics, a national program for children with disabilities. Fathers who are skilled at using tools might be interested in helping to rebuild homes. Others that are aware of food insecurity in their community may volunteer at a food bank. When fathers are engaged in community life, they feel a sense of purpose and fulfillment.

Strong father-staff relationships are the foundation for active father participation in communities. Staff know the communities and maybe members of the communities they serve. They know the fathers as individuals. They can look for community engagement and leadership opportunities that build on a father's strengths.

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

According to “A Fathers Impact on Child Development” the long-term impacts with engaged fathers is fathers and infants can be equally as attached as mothers and infants. When both parents are involved with the child, infants are attached to both parents from the beginning of life. Father involvement is related to positive child health outcomes in infants, such as improved weight gain in preterm infants and improved breastfeeding rates.

1. Father and male caregivers' involvement using authoritative parenting (loving and with clear boundaries and expectations) leads to better emotional, academic, social, and behavioral outcomes for children.
2. Children who feel a closeness to their father or male caregivers are twice as likely as those who do not to enter college or find stable employment after high school, 75% less likely to have a teen birth, 80% less likely to spend time in jail, and half as likely to experience multiple depression symptoms.
3. Fathers and male caregivers occupy a critical role in child development. Father's and male caregivers' absence hinders development from early infancy through childhood and into adulthood. The psychological harm of father absence experienced during childhood persists throughout the course of life.
4. The quality of the father-child relationship matters more than the specific number of hours spent together. Non-resident fathers can have positive effects on children's social and emotional well-being, as well as academic achievement and behavioral adjustment.
5. Elevated levels of father involvement are correlated with higher levels of sociability, confidence, and self-control in children. Children with involved fathers are less likely to act out in school or engage in risky behaviors in adolescence.
6. Children with actively involved fathers or male caregivers are: 43% more likely to earn A's in school and 33% less likely to repeat a grade than those without engaged dads.
7. Father or male caregivers' engagement reduces the frequency of behavioral problems in boys while also decreasing delinquency and economic disadvantage in low-income families.
8. Father engagement reduces psychological problems and rates of depression in young women.

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

The above impacts will be measured by reported questionnaires and diaries. Fathers and male caregivers will be asked to report their frequency of participation in a variety of parental activities (including bathing, feeding, and playing). This will also be measured by site visits, fathers' and male caregivers' activity or participation in task being completed with their child. This information will be kept with attendance logs, google documents and with anecdotal notes that will be stored at our SSFC headquarters by the Project Director.



## K. Funding Stability

Completed by juwonc@smartstart-fc.org on 4/25/2022 4:47 PM

Case Id: 15282

Name: Juwon Crowell - 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?**

10.00 %

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

75.00 %

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

The momentum from the NFC would set the platform for father to continue to meet and have stronger relationships with kids. SSFC will continue to use funds from NCPC to continue to support slightly some of the previous effort put for from the NFC.

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



**Commitment Letters**

Letter of Support - NPA S Hinton.pdf

Letter of Support V Stearns FS.docx

## L. Representation

Case Id: 15282

Name: Juwon Crowell - 2022

Address: \*No Address Assigned

Completed by juwonc@smartstart-fc.org on 4/25/2022 4:59 PM

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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
Anna Miller Fitzwater	White	White	Female
Tonya McDaniel	Black	African-American	Female
Louis Finney Jr. (CEO)	Black	African-American	Male
BENNET BRUFF	WHITE	WHITE	MALE
REGGIE MCCASKILL	BLACK	BLACK	MALE
SHERYLL STRODE	WHITE	WHITE	FEMALE



## M. Required Documents

Completed by juwonc@smartstart-fc.org on 4/25/2022 4:59 PM

Case Id: 15282

Name: Juwon Crowell - 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**

COI\_2022.pdf

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

990\_2019.pdf

**Organization By-Laws \*Required**

ssfcbylaws - signed.pdf

**Articles of Incorporation \*Required**

7845059-LetterOfDetermination.pdf

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

Employee Handbook.pdf

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

7845059-LetterOfDetermination.pdf

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

AUDIT\_2020.pdf

AUDIT\_2020.pdf

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

Certificate.pdf

## N. Submit

Completed by juwonc@smartstart-fc.org on 4/25/2022 4:59 PM

**Case Id:** 15282

**Name:** Juwon Crowell - 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.

Juwon Crowell

Electronically signed by juwonc@smartstart-fc.org on 4/25/2022 4:59 PM

04/25/2022