

RESOLUTION ATTACHMENT
ARPA Transformational Grants – Funding Round 2
Scope of Work by Organization

Imprints Cares

- *Project:* Program Support for Family Resource Center for Children with Exceptional Needs
- *Funding Amount:* \$500,000
- *Scope of Work:* Imprints Cares is requesting ARPA funds to support families disproportionately impacted by COVID-19. Families of children with special needs experienced increased isolation during the Pandemic. Many children missed or received delayed services which resulted in emotional and behavioral challenges, changes to daily routines, and regression in developmental milestones. Our project requests support for our Expanded Learning program and for programs in our new, first Family Resource Center for Students with Exceptional Needs in Winston-Salem. Imprints Cares will house Group Connections for children enrolled in our Ready for School (prenatal – age 5) programs which serve more than three hundred families annually. Further, Imprints Cares will offer early diagnoses and intervention services, which are vital in mitigating delayed diagnosis in students. The services that will be provided in Imprints Cares new location are centrally located and ideal for families in Winston-Salem, with convenient access to Atrium Health Wake Forest Baptist, downtown Winston-Salem, and other nonprofit agencies.

Acción Hispana dba Qué Pasa

- *Project:* Proyecto Mariposa (Project Butterfly)
- *Funding Amount:* \$386,150
- *Scope of Work:* This project seeks to address the needs of the low-income Hispanic population in Winston-Salem. This project will engage with the Hispanic community to understand their more complex needs such as professional development, personal growth, family relationships, and financial planning. Our goal is to address the root cause of the many disparities experienced by the Hispanic community and provide solutions that can help break cyclical challenges such as poverty, economic immobility, and a lack of access to education. This Hispanic population is unique and complex due to a variety of factors that can include language barriers, cultural norms, lack or underutilization of digital access, and legal status. These factors make it much more challenging for Hispanics to access traditional resources, understand what they can do to have a better life, and overcome distrust and fear of systems – such as governments, banks, medical care, etc. Many of these challenges were finally highlighted and made visible by the COVID-19 pandemic.

Through this project, Qué Pasa (under the wing of Acción Hispana) will engage in a large-scale data collection project to ultimately create solutions that can help the Hispanic community of Winston-Salem achieve their goals and live a better life. The most important thing we can do for this community is to provide them with a platform,

a voice, and visibility to express their needs rather than assuming we know their needs. This project will have two distinct phases: a discovery phase and a solutions phase.

In Discovery, Qué Pasa, as a trusted source of information for the Hispanic community, will engage with partners and contractors to develop surveys (in Spanish) that will be self-completed or administered and completed in individual interviews or small group settings. These surveys will allow individuals to self-identify needs in their daily lives, but the survey design and the interviews/group sessions will also be written and administered in ways that allow us to identify other, deeper needs of the community – creating an evidence-based solution based on “people intelligence.”

In Solutions, Qué Pasa will work with our team and contractors to build out a digital platform on our website that will contain information, resources, learning opportunities, places to connect, and a needs matching systems that will be directly based on the identified needs of the Hispanic Community. Through this online hub, individuals will have free access to qualified information and professional designed learning experiences, group sessions, and events that directly help them work towards better outcomes in all aspects of their lives. This allows individuals to grow and flourish personally while also allowing them to envision a better life, increasing their changes for economic mobility, and improving their overall well-being (including mental and behavioral health).

Goler Community Development Corporation/Winston-Salem Black Chamber of Commerce

- *Project:* TechCareers
- *Funding Amount:* \$500,926
- *Scope of Work:* TechCareers strives to strengthen the community by fostering economic growth, job creation, and increased wealth while improving quality of life for residents of Forsyth and surrounding counties. TechCareers serves a connector; linking participants to technical education, employability training and community resources to develop the existing workforce for employment in the Information & Technology industry. The program uses a research-based, mixed-method model to address unemployment, underemployment, and lack of diversity in technology with a focus on minorities, women, and veterans. Further, in collaboration with community partners like Forsyth Technical Community College, the program delivers practical trainings with flexible scheduling, employability coaching, and barrier resolution. An intensive case management component s integrated to provide personal support to each partnership.

IFB Solutions

- *Project:* Job Training and Employment for People Who Are Blind
- *Funding Amount:* \$300,000
- *Scope of Work:* Industries for the Blind, DBA IFB Solutions is requesting grant funding to support job training for 60 new hires including 30 who are blind or visually impaired and retaining 67 current IFB employees in Winston-Salem. The new textile

manufacturing projects will create or sustain 127 meaningful and challenging jobs for people who are blind and sighted in the community.

IFB will have several major production line changes through FY 2023 due to new and updated requirements from the Department of Defense. We are expecting a production ramp up between February and June 2023 with continual training into June 2023 as delivery requirements increase and new employees are hired to meet the requirement.

Piedmont Environmental Alliance

- *Project:* Green Communities, Green Jobs
- *Funding Amount:* \$195,000
- *Scope of Work:* Through this project, PEA seeks to transform the city by utilizing the power of connection to elevate vital environmental issues, promote economic vitality and green jobs, and create a more just, resilient, and sustainable city. Climate change and related environmental sustainability issues are already impacting our community and others like it around the world. TO make a difference, we need a powerful and coordinated local movement that elevates intersectional and economic issues, engages the community, and creates strategic, equitable, and inclusive solutions across disciplines and stakeholders.

PEA will bring together a diverse array of partners across sectors to address the interconnected systemic issues that our city faces, including climate change, economic development, community health, and environmental justice. We will develop new relationships and community connections that increase awareness of the rich assets that already exist in our community and begin the work of utilizing our assets to develop innovative solutions that transform the city. PEA will focus on three key strategies to achieve this transformation: 1) Grow the local green job economy, increasing the pipeline of candidates eligible for jobs and connecting job seekers with employers, 2) Build partnerships across sectors and neighborhoods with regular sustainability roundtables that facilitate intersectional solutions for vital community issues, and 3) launch an environmental action coalition to mobilize the community and support forward-thinking environmental initiatives.

Senior Services

- *Project:* Intergenerational Programs for Arts and Wellness
- *Funding Amount:* \$450,000
- *Scope of Work:* Senior Services' vision is to provide a national model for the delivery of senior services in a state-of-the-art adult day health/day center. Through this project, the City will support programs offered through Senior Services new facility including Meals on Wheels/Senior Lunch, Home Care, and a newer Creative Connections Arts approach. Participants will access the various programs and services provided in the Center by working directly with each partner (Elizabeth and Tab Williams Adult Day Center, Family Services Child Development Center, Atrium Health Wake Forest Baptist's Sticht Center, Novant Health, Winston-Salem State's health Science

Department, Sawtooth School for Visual Arts, Hispanic League, and HandsOn NWNC) in accordance with their specific eligibility requirements. Further, extensive research confirms that participation in arts has both psychological and physiological benefits. The Arts provides opportunities for people of all ages to experience a new sense of control or mastery.

Smart Start of Forsyth County

- *Project:* W-S Childcare COVID-19 Relief Fund
- *Funding Amount:* \$660,000
- *Scope of Work:* Smart Start of Forsyth County (SSFC) will focus on addressing childcare needs through our project Winston-Salem Childcare COVID-19 Relief Fund. The Relief fund will support the need of Childcare in Winston-Salem, through collaboration and funding for Pre-Kindergarten opportunities. SSFC will focus on opening and maintenance of closed, licensed family childcare homes in Winston-Salem, NC. Smart Start of Forsyth County has always played a vital role in supporting childcare programs to provide the highest quality early learning experience for our city's early learners. As childcare programs continue to struggle with 28% remaining closed and others unable to fully open due to staff shortage, wage inequities, and increased cost, the W-S Childcare COVID-19 Relief Fund will be a lifeline for child and family childcare programs to get the tools and resources they need during this challenging time. Smart Start of Forsyth County will increase access to childcare programming by enhancing at least 25 classrooms and family childcare homes in Winston-Salem. Through this project SSFC will target childcare deserts within the Qualified Census Tract that were directly impacted by COVID-19 pandemic causing closures and loss of revenue.

The SSFC Early Childhood Coaches will work directly with participants including educators, center directors, family childcare homes, parents, families, and current SSFC staff to ensure that the Winston-Salem community has knowledge of addressing childcare needs. SSFC will utilize the Wonderschool online platform to support the enrollment and marketing for child and family childcare facilities. With the addition of the licensed program by Wonderschool, SSFC will offer a business support program implemented by the SSFC Early Childhood Coaches to provide assistance on licensing support, business training, childcare training, and operations of the Wonderschool platform.

Union Community Development Corporation

- *Project:* Community Life Enhancement Programs
- *Funding Amount:* \$750,000
- *Scope of Work:* Union Community Development Corporation's (UCDC) mission is to work for the welfare of the homeless and indigents by providing counseling and social service intervention, and health care services. UCDC will provide, implement, and partner to offer several youth transformational programs: 1) Corner 2 Corner, 2) Urban Steam Foundation, and 3) Character Football League.

The Corner 2 Corner Gang Prevention and Anti-Crime Prevention Initiative offers inspiration, motivation, intervention, and transformation to individuals in the Qualified Census Tracts. This program is designed to establish conflict resolution, life-skills, problem solving methods, preventative mechanism for getting involved with gangs, drugs, and crime. The target for this program will be juvenile delinquents and those that are at-risk for gang and crime involvement. Further, the program will offer educational opportunities to increase scholastic performance and recreation programs to develop social and emotional skills. The program will also find ways to enhance better relationships between public safety, elected officials, clergy, community leaders, and those who are familiar with “street life.”

The After-School Accelerated STEAM Learning program will fill an important gap in education today. Integrating the Arts into STEM platforms combines subjects that are known to increase critical thinking and problem-solving skills through unique hands-on learning opportunities. The end results are 1st through 8th grade students who take thoughtful risks, engage in experiential learning, and are persistent in problem-solving. STEAM works by leveraging the benefits associated with STEAM with the accessibility of visual arts, poetry, music, and drama that meets art standards and content standards. UCDC will partner with the Urban Steam Foundation to provide STEAM education for children who are at-risk and in the Qualified Census Tracts.

The Youth Character League and Academic-Mentoring Program (YCFL) is for boys and girls ages 5-13 years old. YCFL provides youth a positive educational, character and athletic experience, while addressing the issues of childhood obesity, gang violence prevention, conflict resolution, health and nutrition through an innovative football and academic program. This program will be virtual and in-person and will focus on development in sports and recreation, academic achievement, huddle communication and relationship building, and parent support coaching.

Crosby Scholars

- *Project:* Community Partnership
- *Funding Amount:* \$116,573
- *Scope of Work:* Crosby Scholars requests funding for a new portal system in our database management system to increase efficiency and effectiveness of our efforts to assist public school students in preparing for successful college enrollment and career pathways. Crosby Scholars seeks to be a part of a holistic approach to address poverty in our community. Our free college access programming serves students in all Winston-Salem/Forsyth County public middle and high schools including 17 high-need Title 1 Schools.

The Crosby Scholars database is at the operational core of the organization, driving engagement and interaction with students and their families and collecting essential information to set benchmarks, standards, and new goals. The need for a new customized software system was heightened as a result of the increased gaps in education that occurred during COVID-19. Students and families have a greater need

for the resources Crosby Scholars offers due to a learning loss and disconnection that occurred during the pandemic. We have been collecting data for decades, and the current database does not lend itself to data analytics. As a result, we use multiple database management systems to navigate the many facets of our program. In addition to the current database, we use Google Sheets and Google Forms to collect information that we want to evaluate quickly and SignUp Genius for scheduling. We use Exceed for donor management and are streamlining our development databases, which include donors who contribute to The Crosby Invitational annual golf fundraiser, as well as individuals, corporations, and foundations.

United Health Centers

- *Project:* Providing Access to Healthcare
- *Funding Amount:* \$500,000
- *Scope of Work:* United Health Centers (UHC) proposes to use the requested ARPA funds to up fit a new facility that will provide access to high-quality, culturally competent healthcare services, aimed to positively impact the physical and economic viability of underserved residents living in the areas surrounding the Northwest Boulevard and Liberty Street neighborhoods.

The wealth gap in the US (and around the world) is intrinsically linked to access to healthcare, which often eludes many in Black, Indigenous, People of Color (BIPOC) communities. UHC's proposed project will provide access to care to thousands of underserved residents living in and around the 27105-zip code, affording them medical resources that will lead to economic opportunities to improve their lives. When people are healthy, they can work, learn, and live more productive lives, which in turn creates a more robust economy.