

OPERATIONALIZING THE GRASSROOTS

PROGRAM INTERVENTION FOR SYSTEMS TRANSFORMATION

Thriving
Together.

A ACTION 4
EQUITY

We heal
together.

INTRODUCTION

- **COMMUNITY IMPACT**
- **GRASSROOTS POWER**
- **SYSTEMS CHANGE CIVIC INFRASTRUCTURE**
- **OPERATIONALIZING WS GRASSROOTS**



Kenneth Reid
Action4Equity
Chief Operating Officer

COMMUNITY IMPACT

In 2021, Action4Equity was awarded a \$20k grant from the City of Winston-Salem's Social Justice/Anti-Poverty Funding for the purpose of operationalizing the grassroots community to pilot community-led solutions to some of our most pressing and pervasive issues.

Black Business Investment

\$130K

We engaged with 49 Black owned businesses, spending over \$130,000, where a remarkable 92% of our vendors were Black-owned.

Creating Jobs for City Residents

\$1.3M

Our investment in employees and contract labor reached \$1.3 million, with 91% of our full-time staff and contractors being Black, showcasing our dedication to inclusive economy

Revenue Growth Rate

1775%

We achieved a phenomenal revenue increase of 1775%, growing from \$80,000 in 2019 to \$1.5 million in 2022, a testament to our strategic and impactful operations.

Return on Investment

\$380

A one-time \$20,000 grant from the City of Winston Salem was effectively transformed into a total of \$7.6 million in funding over three years, demonstrating our ability to maximize funding and expand our impact.

7.6M BREAKDOWN

Action4Equity was able to transition from EMP to Full Circle Mentoring, develop civic infrastructure to solve problems raised by community, achieve major policy wins and become more sustainable by providing services to solve systemic problems vs relying solely on grant funding.

Embedded Mentor Program (WSFCS)

\$1.4M

We launched the program in four schools serving 200 youth and families with 20 mentor advocates working in the schools, communities and homes.

We Heal Together (SAMHSA)

\$4.0M

In collaboration with CTCRC we furthered the work of EMP under the vision of Shantae Graham centering Full Circle Mentoring.

Private Foundations

\$1.0M

The grants received from KBR, ZSR, Winston Salem Foundation and others were used to develop the civic infrastructure needed for everyone to thrive together.

Service Revenue (Atrium)

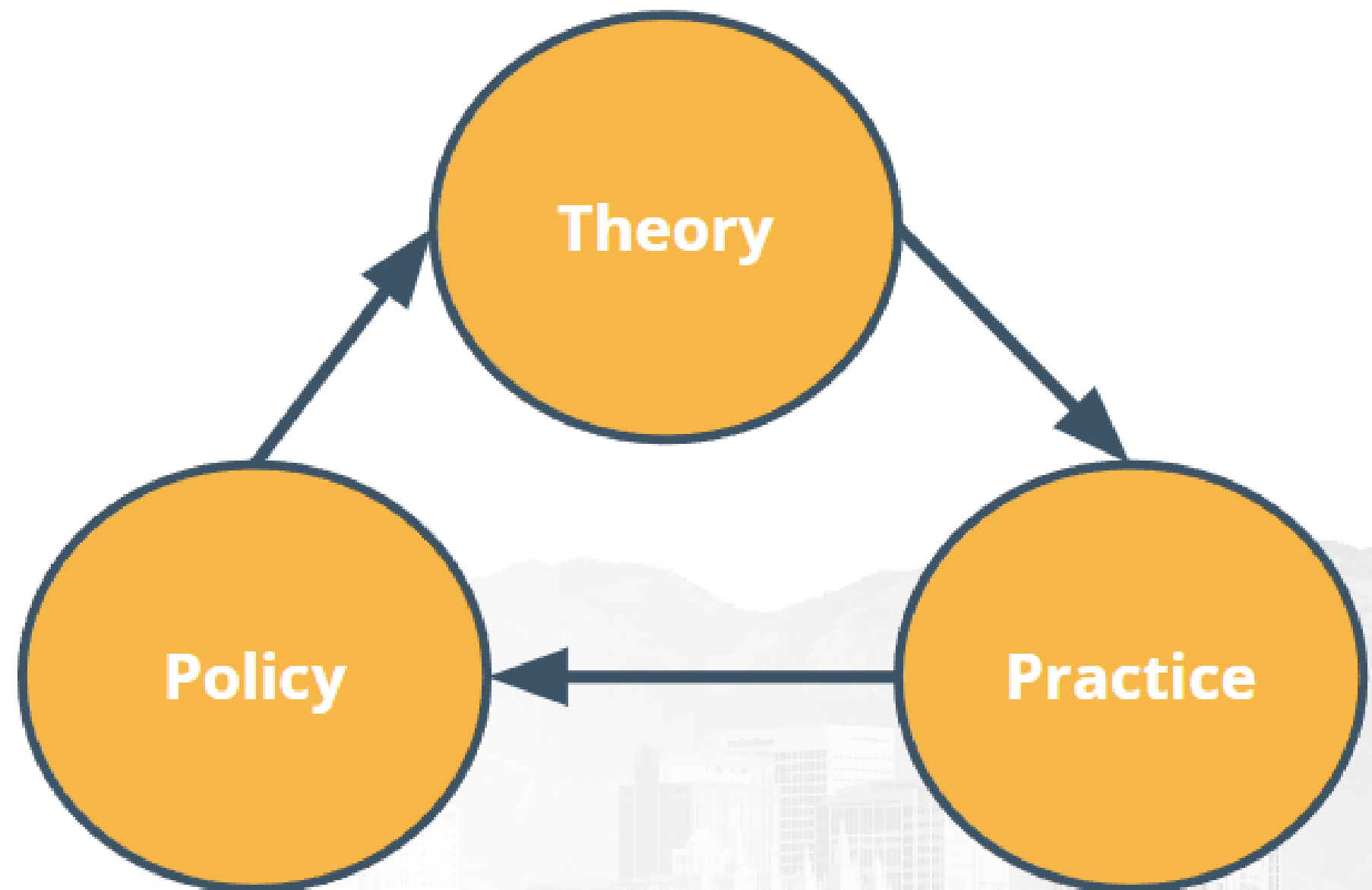
\$1.2M

Atrium contracted A4E to provide community based research and interventions for black maternal health to improve on their inequitable outcomes.

Methodology For Achieving Equitable Outcomes

Theory, Practice, Policy Framework

1. Theory
2. Practice
3. Policy



GRASSROOTS POWER



- **Embedded Mentorship:** Providing wraparound mentorship for students, creating strong connections from school to community, and ensuring holistic support.



- **Summer Achievement:** Empowering youth through culturally relevant education, leadership development, and academic enrichment, preventing summer slides. Data shows WS Freedom Schools improves family engagement.



- **Community Violence:** Addressing gun violence and community trauma through healing-centered approaches and community-driven solutions.



SYSTEMS CHANGE CIVIC INFRASTRUCTURE

Developing the foundational systems that align community priorities with policies and practices to dismantle inequities.



My Brother's Keeper: Empowering boys and young men of color with leadership opportunities and pathways to success through cross-sector collaboration.

**We heal
together.**

We Heal Together: Strengthening community resilience through trauma-informed initiatives, advocacy, and collective healing practices.

**Thriving
Together.**

Thriving Together: Creating a cohesive, cross-sector network to ensure every child, family, and community in Winston-Salem thrives without exception.





Shantae Graham
Full Circle Mentoring
Founder and Director

Meeting Families Where They Are . . .

OUR MISSION & TEAM

Full Circle mentors commit to advocating for systems change that meet each scholar's needs. Full Circle is committed to ensuring youth-led and youth-centered ideas, to promote healthy decision making for our entire community, by empowering youth to reach their full potential through education, mentorship, and innovative intervention programs.



LaSheka Witherspoon-King
Whole Child Coordinator



Maggie Zarate
Mentor



Sincere Hines
Mentor

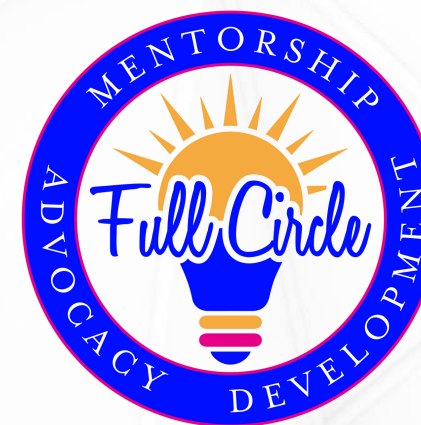


Terrence Hairston
Mentor



FULL CIRCLE MENTORING

- Arts Based and Trauma-Informed Self-Awareness SEL lessons taught daily
- Authentic Family Engagement
- School Check-Ins & Academic Advocacy
- Navigation Support to Community Resources
- Learning through crafting and play for engagement



WHOLE FAMILY IMPACT

Access to Programs

64%

FCM increased access to educational supports like tutoring, programs, sports, arts and more.

Access to Food, Housing and Employment

63%

FCM increased access to food, housing and employment to assist with basic needs and upward mobility

IEP Support

50%

FCM increased access to resources for those receiving Individualized Education Program (IEP)

Total Family Engagements

476

FCM provided a varying level of supports such as;

- Food
- Clothing
- Transportation
- School Supplies
- Legal Support
- Hygiene Products
- Holiday Support
- Rental/Bill Assistance

ACADEMIC IMPACT

Connecting Families to Resources

86

FCM provided 86 connections between families and community resources, such as food, housing, health services.

Education Opportunities and Employment

5

5 families have been connected to continuing education opportunities including GED, and CNA Certificates.

Mental Health Support

44

44 youth and families have been connected to Mental Health community partners

Employment Connections

7

FCM connected 7 families to new employment.

SCHOOL CHECK-INS

- FCM has made connections with cares team members at Mineral Springs Middle School, North Hills Elementary School and Reynolds High School
- With these connections we are able to build relationships that allow mentors to have constant updates on our scholar's progress and needs.
- There have been school check-ins for scholars via phone or in person weekly with Cares team staff, teachers, and school social workers.



STAYING CONNECTED

Full Circle implements a basketball, hockey and dance team, understanding the importance of keeping our youth active and healthy. In doing so, we have connected FCM scholars to organizations outside of their community!



PARENT FEEDBACK



SCHOLAR FEEDBACK

