

A. Organization & Contact Information

Case Id: 14373
Name: Eliza's Helping Hands, Inc-C.A.R.E. - 2022/23
Address: *No Address Assigned

Completed by kenyact2015@gmail.com on 10/31/2021 6:59 PM

A. Organization & Contact Information

The Request for Proposals and additional materials to assist with completing the application can be found on the City's webpage for [Community Agencies](#)

A.1. Organization Name

Elizas Helping Hands

A.2. Project/Program

Creating Access for Relationship Enhancement

A.3. FY 2022-23 Funding Request Amount

\$35,000.00

A.4. Agency's Total Operating Budget

\$200,000.00

A.5. Mailing Address

1225 East 5th Suite 100 Winston-Salem, NC 27101

A.6. Project/Program Location Address

1225 EAST 5TH STREET SUITE 100 Winston - Salem, NC 27101

A.7. Organization Website

www.elizashelpinghands.org

A.8. Year 501(c)(3) status obtained

2015

A.9. Organization Fiscal Year

01/2021 to 12/31/2021

A.10. Federal Tax ID Number

A.11. Federal DUNS Number

EXECUTIVE DIRECTOR/MANAGER

A.12. Name, Title

Kenya Thornton, Agency Director

A.13. Email

kenyact2015@gmail.com

A.14. Phone

(336) 682-2331

CONTACT

A.15. Name, Title

Kenya Thornton

A.16. Email

kenyact2015@gmail.com

A.17. Phone

(336) 682-2331

BOARD CHAIR

A.18. Name

Claudia Davis

A.19. Term Expiration

12/31/2023

A.20. Email

elizashelpinghands2019@gmail.com

A.21. Phone

(336) 865-0388

B. Project Overview

Completed by kenyaact2015@gmail.com on 10/31/2021 7:12 PM

Case Id: 14373

Name: Eliza's Helping Hands, Inc-C.A.R.E. - 2022/23

Address: *No Address Assigned

B. Project Overview

Please provide the following information.

APPROACH (7 POINTS)

B.1. Provide a concise description of the proposed project/program, indicating specifically how City funds will be used. Briefly, what are the goals/objectives of the project/program?

Our CARES program is designed to assist families, individuals, and children in the area of mental health, domestic violence, child abuse, and substance abuse. Our primary target population is those from the Black and Hispanic communities with little or no access to health care. Since COVID has become a part of our lives, we have seen many layers of inequality in many areas including mental health services. Those needs have grown in recent months in particular in communities of color.

Many of our core base of clients are either previously incarcerated individuals coming through either the courts, the Department of Social Services, probation parole. Since COVID has come into our lives, we have seen an uptick in self-referrals from the Black and Hispanic community who are in need of some form of mental health services to help deal with depression, anxiety, domestic violence, and substance abuse that the era of COVID has enhanced.

The goal of CARES is to reduce recidivism, crime rate, giving support to communities of color who need it the most especially during this time of COVID. Offering our services at little or no cost using the potential funds provided by the city. This will be addressed by using evidence-based techniques, counseling, support services that will help them identify the root issues to eradicate their limiting beliefs while working on their social and emotional well-being for them and their families. In the end, the small investment will help to continue to make sure that we are giving access to those communities who typically don't have resources to pay for services

When working with previous offenders, their children, and their families, CARES will continue to take a trauma-centered approach. We recognize that the majority of this population has undergone significant trauma, while in the prison system, before entering the prison system, and those that were left behind. HANDS aims to help individuals and their families process through this trauma and adjust to the barriers that emerge when reentering the community. After recognizing these components, therapists work alongside clients to break down situational barriers and help clients to challenge their negative thoughts and beliefs. The overall goal of the program is to help communities of color overcome the situational factors on top of dealing with the new challenges that COVID has added.

City funds will be used to create new job positions, including support specialists and a community outreach coordinator. We will also use funds to contract out therapists who are presently working for our parent organization, Community Intervention, and Educational Services. City funds will also be used to absorb the costs of individuals who may not have little or no insurance. An educational and life coach strategist will also work with the program to make sure that clients are given access to information regarding financial and educational opportunities.

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

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Since COVID has made all of us modify how we deliver services to the community, we have made significant changes so that clients that are in need of services can still have access to quality services. They can still contact our offices via phone, through our website, and with our new online and HIPPA approved Therapy notes system which allows clients to speak and visually communicate with their case manager or therapist. Those who don't have access to technical devices or the internet will still have access to our office with extended hours and days because of the increase in the need for services due to COVID.

B.3. Describe the unmet need that the proposed project/program seeks to address. Include data supporting the need.

There has always been an unmet need for mental health services in both the Black and Hispanic communities. It's either lack or no insurance, little or no accessibility to services, lack of outreach, the cultural stigma that lies with getting help, racism, and having little resources. Many of these challenges have gone on for generations and its not until the era of COVID that many of these layers are being talked about and challenged.

African Americans:

Poverty level affects mental health status. African Americans living below the poverty level, as compared to those over twice the poverty level, are twice as likely to report psychological distress.

In 2017, suicide was the second leading cause of death for African Americans, ages 15 to 24.1

The death rate from suicide for African American men was more than four times greater than for African American women, in 2017.

However, the overall suicide rate for African Americans is 60 percent lower than that of the non-Hispanic white population.

African American females, grades 9-12, were 70 percent more likely to attempt suicide in 2017, as compared to non-Hispanic white females of the same age.

A report from the U.S. Surgeon General found that from 1980 - 1995, the suicide rate among African Americans ages 10 to 14 increased 233 percent, as compared to 120 percent of non-Hispanic whites.

Hispanic Study:

There is less research focusing on the relationship between Latinos and mental health stigma. A study conducted among Latino college students demonstrated that those with higher levels of stigma were less open to seeking mental health treatment (23). Similar findings are present in other populations of Latinos. Among Latinos caring for a relative with schizophrenia, mental health stigma was related to more depressive symptoms suggesting that stigma kept them from speaking about their relative to others and obtaining needed social support (19). An examination of older Latinos found that they reported a greater embarrassment concerning having a mental illness than that of African Americans or European Americans and that this shame may be related to beliefs about disappointing family (29). There is some evidence that mental health stigma is significantly involved in creating shame and impacting treatment-seeking among Latinos, which suggests that further examination is needed.

Resources:

<https://www.ncbi.nlm.nih.gov>

<https://minorityhealth.hhs.gov/>

COLLABORATION (6 POINTS)

B.4. Describe any specific collaborative relationships with other organizations (public or private) and how they will impact the project/program. How will collaboration contribute to the planning, implementation, operation, oversight,

and performance measurement of the proposed project/program?

Eliza's Helping Hands, in partnership with her parent organization, Community Intervention and Educational Services, has established numerous community partnerships. For the past 5 years, we have received referrals from Winston-Salem's probation and parole offices, Forsyth County District Attorney office, Department of Social Services, Winston-Salem Police Department, A Voice for Children and Nurturing Families, and TASK Substance Abuse Services and Creindas Familias.

Our working partnership with these agencies will allow CARES to effectively reach pre-trial individuals in the Winston-Salem community. Besides, Project Re-entry has agreed to be a referral source for the CARES program, which will help us reach previously incarcerated individuals recently reentering into the Winston-Salem community. Our newly established partnership with McBride SOMOS Consultants and Latinas Finas will also help us to reach the Hispanic population of Winston-Salem that are often neglected for services.

Through collaboration with these agencies, we will be able to quickly build a client base for CARES. Our community partnerships will not impact the operation, oversight, or performance measurement of the proposed outcome; however, we will share our data statistics for CARES and the demographics it serves, with our community partnerships.

C. Strategy and Performance

Completed by kenyaact2015@gmail.com on 11/19/2021 8:15 AM

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C. Strategy and Performance

Please provide the following information.

STRATEGY (5 POINTS)

C.1. The City of Winston-Salem's strategic priorities, adopted most recently in the [2017-2021 Strategic Plan \(2019 Update\)](#) and under review for adoption by City Council for FY 2022 - FY 2025 Strategic Plan, are used as guiding principles to establish community priorities based on the vision, mission, and values set forward by the Mayor and City Council.

Indicate which of the City's strategic focus areas your program aligns with best (select one):

Safe and Secure Community

C.2. Select the service area(s) that your project/program relates to:

- Housing/Homelessness
- Economic Development
- Construction Rehabilitation
- Poverty Reduction
- Arts and Culture
- Youth
- Public Safety
- Transportation
- Other

PERFORMANCE (15 POINTS)

C.3. Describe the system to be used to track participant and program data. List any key reports and their frequency that will be used to capture project/program performance.

We will be using 3 systems, the first is Therapy notes, which is a web based system that allows up to tract client progress and keep demographics of clients backgrounds. The second is Client tracking whcih allows us to share information with other providers that we work with so that they can track clients attendance and services and allows direct communication through the portal that way they are aware of challenges and additiaonl services needed. Both of these portals provide detail information in live time so that all providers involved with client can see and track progress.

C.4. Explain the steps that will be taken if the stated program goals provided in C.3. are not achieved.

We subscribe to a licensed, HPPA approved, internal online database to track participants and related

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activities, programs/demographics in both pre and post services. This system is customized for Eliza’s Helping Hands and allows us to be able to retrieve this information when we do our reporting. Eliza’s Helping Hands database will produce daily, monthly, quarterly and annual reports that document all demographic, statistical, and program services/activities information related to the program both at local sites and statewide. Specific data queries may be made to track individual or subgroup outcomes as needed/requested.

For this program, we will record the demographics of each client in our online database. We will keep case notes for each individual therapy session and will keep reflection notes which highlight the key summation of each group session. In addition, we will do bi-monthly follow-ups to collect data on previous clients for 12 months post-completion of the program. These follow-ups will be used to assess the recidivism rate, as well as the employment rate of previous clients.

Attach participant/program data sample report

Participant/Program Data Sample Report *Required

Sample service note 2020.docx

C.5. Use the chart below to show how your agency measures program effectiveness. List goals, activities, and performance measures you will use to evaluate services, facilities, and programs that will be funded by the City. Performance measures can be quantitative and/or narrative.

Applicants will be reimbursed funds based upon timely submissions of eligible invoices. These invoices should describe services rendered and should align with the goals and objectives cited here. Where outcomes do not align with goals, please be prepared to provide a written summary of shortcomings.

Stated Program Goals	Program Activities in Support of Goals	FY 20-21 Previous Year Results	FY 21-22 Current Year Projected Results	FY 22-23 Next Year Anticipated Results
90% of clients will have access to mental health, crisis or intervention.	Support Specialists provide individual and group counseling and mental health services.	We served 125 clients with mental health services and clients with domestic violence and mediation services.	We are currently have received this year 325 cases involving mental health services and offenders.	We are projected to serve at least 425 clients during this period of COVID

	Total Unduplicated Number Served	Total Number Served
FY 20-21 Previous Year Results	200	210
FY 21-22 Current Year Projected Results	275	300
FY 22-23 Next Year	350	375

Anticipated Results		
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C.6. FY 20-21 Program Accomplishments

From January to October of 2021, we have served over 2,456 clients already using some of the resources and tools that we already have in place. With a 5% recidivism. In 2020 we were able to serve 450 more clients for the year with a 2% recidivism rate. As our program and services have expanded the community has taken more notice and we were given foundation grants and private donations from local businesses in the community.

C.7. FY 22-23 Key Objectives

The primary objective of CARES is to give access to Black and Hispanic Communities who have little or no access to mental health and support services making sure that we also continue to allow access to offenders coming out of the prison system. The secondary objective of CARES is to work alongside communities of color, with the goal of giving these communities access to financial and educational access.

Attach participant/program data sample report

Documentation



Participant/Program Data Sample Report

Sample service note 2020.docx

D. Organizational Capacity

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D. Organizational Capacity

Please provide the following information.

MISSION (5 POINTS)

D.1. Provide an overview of the organization. Include the organization's mission statement and the major services, programs, and activities provided. How does the proposed project/program help advance the mission of your organization?

Since 2012, the mission of Eliza's Helping Hands, along with its parent organization, Community Intervention and Educational Services has been to assist the most vulnerable populations of Winston-Salem by providing quality services in the center of the city in the historic Winston Mutual Building. Our current services are offered to victims, offenders, and families affected by domestic violence, sexual assault, mental health challenges, and crimes in the community. We aim to provide our clients with the resources necessary to overcome all the barriers that they face, which in turn increases safety and awareness in the city.

We fulfill our mission by offering a variety of services that help victims of violent crimes overcome emotional, social, and legal barriers. Presently our agency has the following programs:

- Trauma-Focused Treatments
- Court Advocacy
- Child Care
- Voice for Children and Nurturing Families
- Creating Access to Relationship Enhancement
- District Criminal Court Mediation
- Supervised Child Visitation
- Wellness Services

Individuals on the path to becoming offenders and individuals transitioning out of the prison system are vulnerable populations because of the various social, economic, and emotional barriers they face. The CARES program will advance our mission by enabling us to provide these vulnerable populations with the social and emotional tools they need to prevent reoffending and effectively transition back into the community.

FUNCTION (5 POINTS)

D.2. How long has your organization been in operation?

Since April of 2012 9 years

D.3. How does your organization benefit and serve the City of Winston-Salem and its citizens?

Our organization serves the City of Winston-Salem by providing needed mental health and therapeutic resources to its vulnerable populations, which include those individuals entering back into society from prison and pre-offenders. Our agency's target population is the Black and Hispanic communities and those from low-income homes who may be in need of our services but have little or resources but need our services.

This program benefits the citizens of Winston-Salem by allowing access to mental health services, domestic violence, sexual assault, and advocacy for children in our community. Doing this allows some of the most vulnerable communities access to quality services which in return enhances the lives of those who live in our community. Healthy families and individuals equal a safer and economically stable city

This program also benefits the vulnerable populations of Winston-Salem by providing the necessary resources for pre-trial and previously incarcerated individuals to overcome the barriers they face. Through counseling and case management services, these individuals are given the resources necessary to ensure they do not re-offend.

The CARES program also benefits the City of Winston-Salem by helping to fulfill the WSFC East End Plan and Community Development Plan. Two goals expressed in this plan are to Expand Economic Opportunities (Goal 2) and to Expand Access and Opportunities (Goal 3). This program will expand economic opportunities by increasing the number of employable individuals in Winston-Salem by reducing the recidivism rate and connecting clients to job and educational resources. CARES will also expand access and opportunities by providing vulnerable populations with access to the therapeutic resources needed for emotional and social enhancement.

STRUCTURE (5 POINTS)

D.4. In the chart below, list key personnel and executive staff involved in the proposed project/program.

Position Title	Activities/Inputs	Total Work Hours Per Week	% of hours proposed to be funded
Development/Community	Lead the execution, analysis, planning, control and evaluation of fundraising and event efforts; build strategic relationships within the community; conduct a variety of outreach activities; lead the outreach/fundraising committee meetings	30	60.00 %
Support Specialist with Licensure	Assist clients in achieving wellness and autonomy through leading individual and group therapy, and connecting them to resources that address the variety of needs they have as they reenter the community.	30	60.00 %
Support Specialist	Assist clients in achieving wellness and autonomy through leading individual and group therapy, and connecting them to resources that address the variety of needs they have as they reenter the community.	20	60.00 %
Support Specialalit	Assist clients in achieving wellness and autonomy through leading individual and group therapy, and connecting them to resources that address the variety of needs they have as they reenter the community.	20	60.00 %

D.5. List all executive staff and their compensation (other than per diem).

Executive Staff Name	Title/Role	Compensation	% of Hours Proposed to be Funded
Kenya Thornton	Agency Director	\$10,000.00	5.00 %
Tenika Clark	Advocate Counselor	\$5,000.00	5.00 %
Andrea Rodriguez	Spanish Advocate	\$5,000.00	5.00 %
Zaques McCoullough	Therapist/Child Trauma	\$5,000.00	5.00 %
Damon Rochester	Therapist/Adult Trauma	\$5,000.00	3.00 %

D.6. Attach an organizational chart



Organizational Chart *Required

organization chart.docx.icloud

D.7. Please complete the Diversity of Employment and the Employment Profile below. See the [Request for Proposals \(RFP\)](#) for definitions of position types used in the Employment Profile.

Describe the hiring process and how it is structured to provide the most diverse candidate pool. Best practices for accessing a diverse hiring process and candidate pool include:

The hiring process is as follows:

- 1) All applicants interested in employment must complete and submit an Agency Employment Application form online to be considered in the recruitment process. The Operational Director must receive applications no later than 5:00 P.M. on the closing date posted on each job posting. If no filing deadline is shown, applications will be accepted until a sufficient number of qualified applications are received.
- 2) After the application period is closed, applications will be reviewed and based on the information provided, the candidates matching the needs of the Agency will be invited to participate in the selection process. Each selection process may be different depending on the type of job for which the individual is applying. Usually, our process will consist of one or more of the following:

Written Test – Written tests are designed to test general aptitude or specific knowledge of the technical aspects of the job for which the individual is applying.

Performance/Practical or Agility Examination – Practical examinations are typically given for positions, which require specialized skill or ability, such as typing proficiency, computer skills or the operation of special equipment.

Oral Interviews – Those applicants who are successful in passing the initial testing and/or screening process will be invited to an oral interview. A panel of qualified subject matter experts typically conducts oral interviews. The interview will last approximately 30 – 60 minutes, depending on the position for which the individual is applying.

- 3) Following the selection process, the Operational Director will notify the applicant, by e-mail, of the status of the application. If the individual is successful in passing the selection process, his or her name will be placed on an eligibility list for the current position opening as well as any future positions which may become available for up to six

months after the eligibility list was established.

4) Background/Reference Checks are conducted for all potential employees by a third party.

5) Approximately two weeks after the interview, the applicant will be notified by e-mail of the results of his or her interview. The notification will inform the applicant if he or she was successful in the process. If successful, the applicant will be asked to come back and have a final interview with the board of directors.

The Operational Director and Program Director may conduct second interviews and hire anyone from the Eligibility List.

Diversity at Eliza’s Helping Hands, Inc

Eliza’s Helping Hands, Inc. makes every effort to seek and give opportunities to minorities who we feel may fit with our organization’s mission and goals. We seek out qualified individuals through the Urban League and diversityworking.com. Urban League is an agency that provides job placement for African American individuals.

Diversityworking.com is a website that offers searchable channels of minority job hunters. Through these two resources, we are able to more effectively reach qualified minority job applicants, and ensure the diversity of agency employees. It is also important to note that Eliza’s Helping Hands, Inc is an Equal Opportunity Employer, which does not discriminate on the basis of race, religious creed, color, national origin, age, ancestry, physical or mental disability, genetics, medical condition, family care status, marital status, veteran status, sex, sexual orientation, or pregnancy

Please enter the total number of Full-Time Positions and Employees you have in the table below, as well as the employee's appropriate race/ethnicity and gender identity.

	Male - White	Male - Black	Male - Other	Female - White	Female - Black	Female - Other
Executives/Managers					1	
Professionals					1	1
Technicians						
Office/Clerical					1	1
Laborers/Service Workers						
Total Full-Time						

Please enter the total number of Temporary/Part-Time Positions (FTE) and Employees you have in the table below, as well as the employee's appropriate race/ethnicity and gender identity.

	Male - White	Male - Black	Male - Other	Female - White	Female - Black	Female - Other
Executives/Managers						
Professionals				1		3
Technicians						
Office/Clerical						
Laborers/Service Workers						
Total Part-Time/Temp						

D.8.



Attach a list of all Board Members AND compensation (other than per diem) *Required

D.9. Number of full Board meetings held during the last twelve months

12

D.10. Number of Board's Executive Committee meetings held during the last twelve months

12

ABILITY (5 POINTS)

D.11. If this is an application for new funding, please describe the steps your organization will take to establish an action plan for successful program launch, including appropriate stakeholder training and coordination. Articulate a clear methodology for service delivery within the context of established goals and include a timeline of key action items and approximate dates for delivery.

The operational plan to get CARES up and running promptly is as follows:

1. Staffing:

- a. Interview potential applicants for the Community Outreach Coordinator position and hire individuals best suited for the position
- b. Interview potential applicants for support specialist positions and hire individuals best suited for positions

2. Community Outreach:

- a. Host a Virtual Community Block Party to raise awareness of Eliza's Helping Hands and the new HANDS program to individuals in the East Winston-Salem Community
- b. Go door to door in East Winston-Salem community and distribute flyers providing information about the CARES Program
- c. Confirm program operation with referral sources (i.e. Project Re-entry, McBride SOMOS Consultants, Latinas Finas, Winston Salem Police Department, Probation and Parole Offices, Forsyth County District Court, Children's Law Center, Department of Social Services, NC Department of Administration Council for Women, Voice for Children and Nurturing Families, and Downtown Health Plaza)
- d. Place advertisements in the Winston-Salem Chronicle and Winston-Salem Journal

3. Scheduling:

- a. Establish office hours and general availability times for individual and group counseling sessions.
- b. Coordinate with the parent organization, Community Intervention, and Educational Services, the times in which we will be renting out their office space
- c. Confirm enrollment of first 32 applicants

D.12. Describe your organizations' past success with flexibly responding to unforeseen events, which had the potential to negatively impact deliverables. What were best practices learned, if any? How would you successfully use these practices with the proposed program, if necessary?

Covid has taught us all how to change and make adjustments based on what is going on in the world, specifically our community. We have always tried to build our organization in a way that is not totally dependent on outside resources but still about to provide the necessary services and programs needed to service the community. COVID did not stop us from being able to service our population. It actually helped us reach more clients as we made a quick adjustment to online programs and services. You have to learn to adjust to your environment and you can't think that

everything is always going to be the same, so as a organization you always have to think ahead and share your knowledge with your client base so they are better prepared as a whole.

We were also able to help some clients with rental and utility assistance from resources saved in times of emergency, which in this case would have been COVID. So our thought process is to always think 5 years ahead and prepare financially and physically for any supplies and or services needed. We also make sure that we share important information regarding preparing our clients for the next challenge that our country may face, which includes financial education, supplies needed in crisis, having a back up plan in case of emergency. These to us was the best practices learned, you always have to be prepared for everything. We already had a chance to use these actions with our clients as we always try to include preparing to live not just for the moment but for the future.

D.13. How does your program's policies/procedures ensure fair treatment, equitable access, and utilization of benefits for all persons, particularly marginalized and underserved groups and communities (i.e., marketing, outreach, eligibility determination and appeals)?

Anyone referred by one of our referral sources will be deemed eligible for services upon completion of an intake. Eligibility criteria are that individuals are either pre-trial or were previously-incarcerated.

Individuals are eligible for scholarship opportunities if they do not have insurance and fall within the 0%- 30% of the median income range. Because only 32 individuals can participate in individual and group therapy at a given time, therapy will operate on a first come first serve basis, with special consideration paid to individuals who have very time-sensitive circumstances or are highly recommended by referral agencies. Family members and self-referrals will also be accepted for cases that have recently been released to the community. In addition, federal inmates may be referred by supervising officers or facilities.

E. Cost Effectiveness

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Address: *No Address Assigned

E. Cost Effectiveness

Please provide the following information.

BUDGET AND FUNDING (10 POINTS)

E.1. Please complete the table to show the organization's operating budget.

Expenditures by Program	Budgeted FY 21-22	Projected Actuals FY 21-22	Proposed Budget FY 22-23
Program Services	\$250,000.00	\$250,000.00	\$250,000.00
Fundraising	\$0.00	\$0.00	\$0.00
Management and General	\$50,000.00	\$50,000.00	\$50,000.00
Total Expenditures by Program	\$300,000.00	\$300,000.00	\$300,000.00

Expenditures by Category	Budgeted FY 21-22	Projected Actuals FY 21-22	Proposed Budget FY 22-23
Employee Salaries and Wages	\$150,000.00	\$150,000.00	\$150,000.00
Employee Benefits	\$0.00	\$0.00	\$0.00
Facility Rent and Utilities	\$27,000.00	\$27,000.00	\$27,000.00
Training and Conference Registration	\$0.00	\$0.00	\$0.00
Membership and Dues	\$0.00	\$0.00	\$0.00
Travel and Transportation	\$0.00	\$0.00	\$0.00
Grants to Individuals and Organizations	\$0.00	\$0.00	\$0.00
Contracted Fundraising Services	\$10,000.00	\$5,000.00	\$5,000.00
Goods Purchased for Resale	\$0.00	\$0.00	\$0.00
Other Contracted Services	\$0.00	\$0.00	\$0.00
Other Operating Expenditures	\$30,000.00	\$30,000.00	\$30,000.00
Capital Outlay	\$0.00	\$0.00	\$0.00
Total Expenditures by Category	\$217,000.00	\$212,000.00	\$212,000.00

Revenues by Category	Budgeted FY 21-22	Projected Actuals FY 21-22	Proposed Budget FY 22-23
City of Winston-Salem	\$35,000.00	\$35,000.00	\$35,000.00
Forsyth County	\$0.00	\$0.00	\$0.00
State of North Carolina	\$0.00	\$0.00	\$0.00
Federal Government	\$0.00	\$0.00	\$0.00
Admissions/Program Revenues/Sales	\$150,000.00	\$150,000.00	\$150,000.00

Memberships	\$0.00	\$0.00	\$0.00
Donations	\$15,000.00	\$15,000.00	\$15,000.00
Foundation Grants	\$10,000.00	\$10,000.00	\$10,000.00
Interest and Investment Income	\$0.00	\$0.00	\$0.00
Parent Organization	\$15,000.00	\$15,000.00	\$15,000.00
Other	\$0.00	\$0.00	\$0.00
Total Revenues by Category	\$225,000.00	\$225,000.00	\$225,000.00

Describe any amounts listed under "Other Operating Expenditures" or "Other Revenues." Provide details on any specific federal government revenue sources.

N/A

E.2. Has the City of Winston-Salem provided funding in the past? If so, provide a funding history of the most recent five years of City contributions in the table below.

Year	Funding Source	Funding Amount
2017	SOAR	\$5,000.00
2018	SOAR	\$5,000.00
2019	SOAR	\$5,000.00
2020	SOAR	\$5,000.00

E.3. Complete the table below to show specific details of proposed City funding and other leveraged funding for the proposed project/program. List each additional funding source for the program.

Activity	Funding Requested from City	Funds from Other Sources	Other Funds Source
Therapist	\$10,000.00	\$7,500.00	Community Intervention
Community Advocate	\$10,000.00	\$7,500.00	Program reserves
Peer Specialist	\$15,000.00	\$7,500.00	Program Reserves
	\$35,000.00	\$22,500.00	

E.4. For each activity and line item above, please provide a short but detailed description of how City resources will be used to carry out proposed programming.

We will utilize the funds to offer services to clients who have little or no insurance who are in need mental health, substance abuse or other supportive services, primarily to the Black and Hispanic communities. This is to make sure that we close the gap

E.5. Where another stakeholder or agency is providing non-monetary assistance with a particular aspect of your programming, please provide a short description of those activities and how they will supplement the use of City funds.

We are thankful that we have the support of the community and residents of Forsyth. Community Intervention and Cresendia La Familias have been gracious enough for us to be able to use the services of their therapist and translators up to a certain amount to be able to assist clients with h

E.6. If this year's request is different in any way (amount, activities, etc.) from a prior year's request, explain how and why. If you are a new applicant, please describe how you would adjust your project/program if your funding request is not funded at the full amount.

Things have changed as COVID has embarked on our everyday lives, however, the fact that income inequality, access to both mental and physical health care and education have not changed in communities of color. Then when you bring COVID into all of those challenges for those communities, it's much more of a challenge to get access to services for these communities.

That's why this time around, we want to be able to make sure that we still allow access to the former offenders with their services, but we want to shift gears to make sure that we focus on the mental health and well being of communities of color. Because we tend to deal with the same population through the judicial system, we don't want that to be a barrier for those who may just need the services.

SUSTAINABILITY (7 POINTS)

E.7. Describe the plan to sustain the project/program funding in future years. Include information about other funding sources to leverage City funds requested.

Eliza's Helping Hands received a grant from the Winston-Salem Foundation earlier this year to work with a grant writer on grant opportunities for the agency. Along with grant funding, we plan to offer fundraisers to help sustain this program and others.

A Sustainability Plan has been developed by the board members of Eliza's Helping Hands, Inc., which includes plans and strategies for sustaining the resources that we currently have, as well as plans for expanding our plan to reach out to more donors and supporters of our work.

Sustainability Plan

Objectives

- Grow monthly giving base by 10%
- Raise \$5,000 (a 5% increase) in unrestricted funding to cover operating expenses
- Recruit 15 donors to join the planned giving society
- Increase year-end online giving by 10%
- Increase and approve services already in place
- Expand out U-Haul and Community Clothing store
- Reach out to more corporate donors for support
- Apply for more foundation and federal grants which are in line with our mission

Strategies

- Segment our March appeal so that we specifically ask for monthly gifts from donors who have given 2+ years in a row but aren't yet monthly donors.
- Find 5 opportunities and submit applications specifically for grants that cover operating expenses.
- Conduct 5 phone calls every month to major donors who have been giving for over 2 years to ask them to consider planned giving.
- Launch a social fundraising campaign during Giving Tuesday to generate more in online revenue

- Expand current services which allows room for fees to be charged for service

-

Action Plan, Roles, and Timeline

- Have committee talk to our network rep about social fundraising + purchase software by October 1
- Start thinking of how we can maximize the exposure for domestic violence awareness month
- Have committee draft messaging, campaign overview by October 15

- Volunteers will call 20 loyal supporters to explain the model and ask them to commit to being social fundraisers by October 20
- Have Phillip test and implement the software by November 1

BARRIERS (3 POINTS)

E.8. Describe any potential programmatic barriers to project implementation (e.g. recruitment or outreach challenges, etc.) and your plans for overcoming them.

One of the potential barriers that we see making sure that we are reaching and getting the information out to the community regarding services to our target population. Some may have little or no access to various types of technical equipment. The other issue is making sure that we have enough staff to make sure we cover non-English speaking clients.

E.9. Describe any institutional barriers to project implementation (e.g. staff vacancies, pending departures, etc.) and your plans for overcoming them.

Our biggest barrier is growing and needing additional staff to continue to provide quality services to the community. We have spent the last three and half years being creative in how we provide services while keeping our costs down. We plan to collaborate with local universities, the Urban League and other community agencies to provide opportunities for those persons who may be interested in volunteering while earning credits for school. There are also programs which offer employment to individuals to work at companies and agencies in the community at no cost to the employer. We have taken advantage of that opportunity and hope to continue to do so.

AVERAGE COST (5 POINTS)

E.10. Use the table below to show the average amount of City funds requested per beneficiary to be served during the year and the average total cost of the service per beneficiary to be served during the year (including all funding sources)

Proposed funds from the City for this project:	35,000
Number proposed to be served for the year:	225
Average City funds per beneficiary:	200.00
Proposed funds from all sources:	57,500
Number proposed to be served for the year:	200
Average total funds per beneficiary:	500.00

F. Required Documents

Completed by kenyaact2015@gmail.com on 11/19/2021 8:16 AM

Case Id: 14373

Name: Eliza's Helping Hands, Inc-C.A.R.E. - 2022/23

Address: *No Address Assigned

F. Required Documents

Please provide the following information.

Documentation

Code of Conduct/Conflict of Interest Policy *Required

1725_CODE OF CONDUCT.docx

Submit a copy of the agency's latest 990 Form as submitted to the Internal Revenue Service. *Required

990 2020.pdf

Organization By-Laws *Required

1715_BYLAWS Elizas Helping Hands update 2018 .docx

Articles of Incorporation *Required

1716_Articles of Incorporation Nonprofit Corporation for Eliza's Helping Hands Inc-1.pdf

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

1732_Procurement-Policies-Elizas-1.doc

1731_Hiring Process Diversity Employment.doc

1730_Appendix O - Accounting Procedures-1.doc

IRS 501(c)3 Designation Letter *Required

1718_Determination letter IRS (1).pdf

Audited Financial statements or third-party review from 2019 and 2020. *Required

Statement of Accounting 2020.docx

North Carolina Secretary of State - Current and Active Status (<https://www.sosnc.gov/search/index/corp>)

***Required**

1720_NC SECRETARY OF STATE.pdf

Participant/Program Data Sample Report *Required

Sample service note 2020.docx

Other

1729_ELIZA HANDBOOK 2018

G. Income Based Projects/Services Only

Case Id: 14373

Name: Eliza's Helping Hands, Inc-C.A.R.E. - 2022/23

Address: *No Address Assigned

Completed by kenyaact2015@gmail.com on 11/19/2021 8:17 AM

G. Income Based Projects/Services Only

** Complete this section only if you are requesting funds for a Community Development project (for CDBG, HOME and/or ESG funding).**

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

G.1. In the right-hand column below, indicate the number of participants to be served by the proposed project/program within each income category during the year. Click [here](#) to see Winston-Salem income limits by household size.

Income Range	# to be served
0 to 30% of median	0
31% to 50% of median	0
51% to 80% of median	0
Greater than 80% of median	0

G.2. Describe policies, procedures, and criteria for determining who is eligible. Describe the procedures for screening, eligibility determination, intake, assessment and orientation of participants

H. Construction/Rehab Only

Completed by kenyaact2015@gmail.com on 11/19/2021 2:21 PM

Case Id: 14373

Name: Eliza's Helping Hands, Inc-C.A.R.E. - 2022/23

Address: *No Address Assigned

H. Construction/Rehab Only

** Complete this section only if you are requesting funds for a Housing Construction or Rehabilitation project.**
If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

H.1. Describe the proposed project and provide plans. If the project is approved, we will need a detailed work write-up.

H.2. Provide a projected timeline for the proposed work.

H.3. Describe how the project will be managed, including the contractor procurement process.

H.4. Describe the target market, including any special populations to be served.

H.5. Describe the services or program you plan to provide.

H.6. Describe the property management plan.

H.7. List the development team members.

H.8. Describe the financial capability of the sponsor/owner organization.

H.9. Listing of projects undertaken by principals over the past ten years, identifying project name and address, type of project, and number of units; please note any projects for which local government funding was received.

Project Name	Address	Type of Project	No. Units	Govt Funding
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Documentation

Development budget that include a detailed sources and uses statement of all funds, including the requested loan from the City, in electronic format, preferably a spreadsheet. ***Required**

na_1.docx

Participant/program data sample report ***Required**

N_A 2.docx

Market study or other analysis to verify the need for the project. ***Required**

N_A 3.docx

Operating pro forma that includes rent and operating cost assumptions and all estimated loan payments, in electronic format. ***Required**

N_A 4.docx

I. Emergency Shelter Only

Completed by kenyaact2015@gmail.com on 11/19/2021 8:18 AM

Case Id: 14373

Name: Eliza's Helping Hands, Inc-C.A.R.E. - 2022/23

Address: *No Address Assigned

I. Emergency Shelter Only

** Complete this section only if you are requesting funds for an Emergency Shelter project.**

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

Prior to the beginning of any funding year, any ESG-funded program must participate in the local Homeless Management Information System (HMIS) designated by the Winston-Salem/Forsyth County Continuum of Care, or for domestic violence programs, a comparable database in accordance with HUD's standards.

Emergency Shelter: Essential Services

Activity	Total Budget (\$)
Case Management	\$0.00
Child Care	\$0.00
Education Services	\$0.00
Employment Assistance	\$0.00
Job Training	\$0.00
Outpatient Health Services	\$0.00
Transportation	\$0.00
Legal Services	\$0.00
Services to Special Population	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00
	\$0.00

Emergency Shelter: Operating Costs

Activity	Total Budget (\$)
Rent	\$0.00
Shelter Security	\$0.00
Fuel	\$0.00
Equipment	\$0.00
Insurance	\$0.00
Utilities	\$0.00
Food	\$0.00
Furnishings (limited to less than \$500 per item)	\$0.00
Supplies	\$0.00
Maintenance or Minor Repairs	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00
	\$0.00

J. Rapid Rehousing and HMIS Only

Completed by kenyaact2015@gmail.com on 11/19/2021 8:18 AM

Case Id: 14373

Name: Eliza's Helping Hands, Inc-C.A.R.E. - 2022/23

Address: *No Address Assigned

J. Rapid Rehousing and HMIS Only

** Complete this section only if you are requesting funds for a Rapid Rehousing project.**

If the section is not applicable to your project, please leave the questions blank and mark the step "Complete."

Prior to the beginning of any funding year, any ESG-funded program must participate in the local Homeless Management Information System (HMIS) designated by the Winston-Salem/Forsyth County Continuum of Care, or for domestic violence programs, a comparable database in accordance with HUD's standards.

Rapid Rehousing Financial Assistance

Activity	Total Budget (\$)
Rent Assistance	\$0.00
Rental Application Fees	\$0.00
Security Deposits	\$0.00
Last Month's Rent	\$0.00
Utility Deposits	\$0.00
Utility Payments	\$0.00
Moving Cost Assistance	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00

Rapid Rehousing Services

Activity	Total Budget (\$)
Case Management	\$0.00
Housing Search and Placement	\$0.00
Mediation	\$0.00
Legal Services	\$0.00
Credit Repair	\$0.00
Counseling	\$0.00
Information and Referral	\$0.00
Monitoring/Evaluation of Progress	\$0.00
Overhead Costs (limited to 15% of total activity request)	\$0.00

HMIS/Data Collection Budget

HMIS Activity	City ESG Request	State ESG Request
Staff Costs	\$0.00	\$0.00
Equipment	\$0.00	\$0.00
User Fees	\$0.00	\$0.00
	\$0.00	\$0.00

K. HOPWA

Completed by kenyaact2015@gmail.com on 11/19/2021 8:22 AM

Case Id: 14373

Name: Eliza's Helping Hands, Inc-C.A.R.E. - 2022/23

Address: *No Address Assigned

K. HOPWA

Please provide the following information.

Are requesting funds for a HOPWA project?

No

Submit

Completed by kenyact2015@gmail.com on 11/19/2021 2:21 PM

Case Id: 14373

Name: Eliza's Helping Hands, Inc-C.A.R.E. - 2022/23

Address: *No Address Assigned

Submit

I certify that the applicant meets the conditions specified in the application instructions and will be able to carry out the proposed services in concert with these conditions. I also certify that the organization is a certified IRS 501(c)(3) non-profit organization.

KENYA THORNTON

Electronically signed by kenyact2015@gmail.com on 11/19/2021 2:21 PM

IDIS Setup

No data saved

Case Id: 14373

Name: Eliza's Helping Hands, Inc-C.A.R.E. - 2022/23

Address: *No Address Assigned

IDIS Setup

Please provide the following information.

Project Name

National Objective

Activity Number ID

HUD Activity Code

Project Description

Accomplishment Type

Initial Application Date

Service Area

Ward

Census Tract(s)

Block/Group

MWBE