



Place Matters Funded Programs 2020-2021

2020-2021 PLACE MATTERS FUNDING PRIORITIES

The Place Matters Funding Priorities below have been identified by the Place Matters Resident Impact Council and approved by the Board of Directors of United Way of Forsyth County. The term “CiVIC Neighborhoods” refers to the 13 neighborhoods in north/northeast Winston-Salem that are a focus of Place Matters – a resident-led, asset-based initiative to focus investments on interconnected solutions within this specific area of our community (See map below for more details).

HOUSING STOCK & VACANT LOTS	GUIDING STRATEGIES
<p style="text-align: center;">CiVIC Outcome: The CiVIC Neighborhoods’ physical appearance and structures will be enhanced, and lead to improved health and safety, increased property values, and better quality of life.</p> <p style="text-align: center;">United Way Investment Priority: Stable Forsyth</p>	<p>Housing</p> <ul style="list-style-type: none"> • Increase improvement of existing housing stock, including repair and maintenance, to increase property values. <p>Resident Support</p> <ul style="list-style-type: none"> • Increase the knowledge of renter’s rights, support for renter advocacy, and home repair skills for homeowners. • Increase the knowledge of homeowner’s rights, with a particular focus on estate planning • Provide a limited baseline of support for rent/mortgage assistance, utility assistance, and shelter. <p>Vacant Lots</p> <ul style="list-style-type: none"> • Increase the utilization of, or repurposing of, vacant lots. <p>Apprenticeship</p> <ul style="list-style-type: none"> • Support the creation of apprenticeship to advance residents’ socio-economic mobility.
EDUCATION	GUIDING STRATEGIES
<p style="text-align: center;">CiVIC Outcome: CiVIC residents will have neighborhood and programmatic support to improve soft skills and have equitable access to lifelong learning.</p> <p style="text-align: center;">United Way Investment Priority: Educated Forsyth</p>	<p>School Success</p> <ul style="list-style-type: none"> • Student support—children from Pre-K through high school will be supported with strategies to increase appropriate grade promotion; increase grade level proficiency in math and reading, with an intentional focus on 3rd grade reading proficiency and increase the neighborhood graduation rate. Additionally, out-of-school programming (i.e. before and after-school and summer enrichment programs) will enhance academic success, promote and foster parent / family engagement, and mitigate the effects of summer slide. • Childcare—quality, local, and affordable childcare, especially during the summer months that enhances children’s education and provides opportunities for continued development.

	<ul style="list-style-type: none"> • Experiential education—classroom education will be supplemented such that students graduate from high school equipped for the next phase of their life. <p>Youth & Young Adults</p> <ul style="list-style-type: none"> • Youth and young adults will develop appropriate conflict resolution and soft skills for work and community relationships. • Entrepreneurship, internships, and apprenticeship opportunities will provide practical experience and skill development. <p>Senior Development</p> <ul style="list-style-type: none"> • Seniors will build on and continue to use existing skills and opportunities to acquire new skills.
UNEMPLOYMENT & UNDEREMPLOYMENT	GUIDING STRATEGIES
<p>CiVIC Outcome: Employment and incomes will increase in the CiVIC Neighborhoods by removing barriers to meaningful, sustainable employment.</p> <p>United Way Investment Priority: Economically Mobile Forsyth</p>	<p>Job Placement</p> <ul style="list-style-type: none"> • CiVIC residents will acquire new jobs and/or increased wages through intentional connections with local employers who commit to their hiring, training, and retention. <p>Skill Development</p> <ul style="list-style-type: none"> • Individuals and families acquire the necessary skills to achieve greater long-term financial stability. • Young adults and re-entrants will acquire and strengthen skills leading to sustainable, in-demand, and living wage jobs. <p>Entrepreneurship Training & Support</p> <ul style="list-style-type: none"> • Residents will receive training in entrepreneurship, business planning, and management. • Residents will have increased access to capital for start-up expenses and professional development.
HEALTHY LIVING	GUIDING STRATEGIES
<p>CiVIC Outcome: CiVIC residents will improve their physical and mental health, and overall quality of life, through medical care; healthy behaviors and preventative care; and nutrition.</p> <p>United Way Investment Priority: Healthy Forsyth</p>	<p>Healthcare</p> <ul style="list-style-type: none"> • Residents will have access to and regularly seek preventative healthcare (including emotional and behavioral health) and appropriate screenings. <p>Healthy Behaviors</p> <ul style="list-style-type: none"> • Residents will increase physical activity levels • Residents will have access to fresh and healthy food, as well as opportunities to expand practical knowledge of nutritious food preparation. <p>Senior Care</p> <ul style="list-style-type: none"> • Senior residents will have common barriers to aging-in-place removed (housing, health, etc.) • Senior residents will have reduced social isolation through regular interaction and connections with their community.

	<p>Community & Police Relations</p> <ul style="list-style-type: none">• Residents and police will build substantive trust and community-based policing solutions for their neighborhoods.• Police will have appropriate skills for conflict resolution, de-escalation techniques, and proper community/cultural competency.
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HOUSING

United Way of Forsyth County’s overarching Place Matters’ investment strategy is to invest in neighborhoods that lack equitable resources, using resident leadership to connect and build assets that create a thriving place to live. The ultimate outcome, as related to housing, is to provide support and leverage intentional and impactful partnerships that promote the enhancement of the CiVIC neighborhoods physical appearance (to include the safe and healthy occupancy of homes) increase property values, and consequently result in better quality of life.

Lead Agency	Habitat for Humanity of Forsyth County
Program Name	Place Matters Housing and Neighborhood Revitalization
Program Summary	Habitat for Humanity of Forsyth County’s program goal is to foster and support the quality of life for residents of the Place Matters neighborhoods through the creation of affordable housing, improved housing stock, the reduction of vacant and problematic parcels, the improvement of home maintenance and financial skills of Place Matters neighbors, and the creation of employment opportunities for residents.



EDUCATION

Place Matters’ Guiding Strategies in Education prioritize *supporting students toward success, providing affordable childcare, and encouraging experiential learning, while offering opportunities to citizens of all ages to build on existing skills.* The following programs have been chosen by Place Matters as key investments in accelerating these strategies.

Lead Agency	Girl Scouts
Program Name	Girl Scouts Leadership Experience
Program Summary	The target audience for this program is girls ages 5-17 who reside in the Place Matters community. The program activities are based upon four pillars: STEM (Science, Technology, Engineering and Mathematics); Outdoor skills, Entrepreneurship, and Life Skills, engaging the girls with hands-on activities designed to stimulate interest in STEM and other topics to increase girls' confidence in their learning ability. The program will collaborate with Ashley, Kimberly Park, and Cook Elementary schools as well as a church in the Place Matters community. Scholarships will be available.

Lead Agency Grace Presbyterian Church

Program Name **JRAMS (Jackets and Rams Achieving Maximum Success)**

Program Summary JRAMS is a mentoring partnership between Grace Presbyterian Church, Winston-Salem State University and Carver High School. The program focus is on addressing student’s academic needs as well as their social/emotional learning needs. The program also provides support for the families of the JRAMS through a parent education component.

Lead Agency Imprints Cares

Program Name **Parents as Teachers**

Program Summary Imprints Cares targets families with children ages prenatal to kindergarten entry who live in the Place Matters neighborhoods or areas of influence. The families participating in the Parents as Teachers (PAT) program receive home visits once or twice a month, lasting about an hour and include a parent/child activity for the family and the educator to do together, information on age appropriate child development, and support for any concerns the family has. Further support and tracking are available to be sure they are on track developmentally; children who show delays are connected to early intervention services and families are connected to supportive networks.

Lead Agency LEAD Girls of NC

Program Name LEAD Girls

Program Summary LEAD Girls workshops offers leadership and personal development training for at-risk girls ages 11 to 15. LEAD Girls offers a structured series of workshops equipping girls to be able to identify and make choices for their lives now and in the future, with a focus on growing into strong, independent and self-sufficient women. LEAD offers engagement in civic activities and community service projects while learning new outlets for their emotions. They learn accountability and how to see and avoid bad choices. LEAD Girls believes it’s work benefits not only individual girls and families, but the greater Winston-Salem community.

Lead Agency TURN
(Through Unity Reformation is N-avoidable)

Program Name **TURN After School Tutoring, Enrichment and Food Program**

Funded Collaborators Calvary Hill Church of God

TURN provides a safe haven for children in the community after school and during the summer, giving working parents an alternative to children coming home to unsupervised homes. TURN provides tutoring services to children in k-12th grade while promoting social development and enrichment activities. TURN also provides volunteer opportunities in programs such as Crosby scholars and training which can lead to employment. The TURN team has extensive experience in providing programs that aid children in improving academic performance.

Lead Agency Winston-Salem/Forsyth Schools

Program Name **Level Up 2020**

Funded Collaborators Grace Presbyterian Church, Crosby Scholars and Level Up Mentoring

Program Summary Level Up seeks to improve Carver High School’s graduation rate through the use of academic enhancements, implementation of family engagement activities, emphasis on post-secondary planning from a College Advisor in collaboration with Crosby Scholars, and increasing the number of residential ninth graders who choose to attend Carver High School through funding of a Freshman Transition Coordinator. A structured tutoring program is implemented that targets students who are referred by their classroom teachers, administrators, and/or school counselors. Students’ social and emotional growth is assessed and impacted through the use of pre and post surveys

Lead Agency YMCA

Program Name **East Winston Student Enrichment Program (EWSEP)**

Program Summary EWSEP’s traditional summer programming incorporates academic support, enrichment activities, physical activity, healthy living and parent engagement. The YMCA combines traditional summer programming with a Summer Learning Academy curriculum to better serve the needs of the students primarily from the United Way CIVIC neighborhoods.

Lead Agency	YWCA
Program Name	Best Choice Academic Enrichment programs/Crosby Bigs for Success
Funded Collaborators	Crosby Scholars, Big Brothers Big Sisters
Program Summary	The YWCA’s Best Choice Center is a year-round academic enrichment program, providing After School and Summer Camp programs for K-8th grade students from Community Wide schools and Place Matters schools. After School and Camp Best Choice programs provide certified teachers, a computer lab, hot dinners after school, breakfast and lunch during camp sessions, parent-friendly hours (open until 6 pm Monday-Friday; summer camp begins at 7 am), and more.



HEALTHY LIVING

Place Matters’ Guiding Strategies in Healthy Living promote access to healthcare, development of healthy behaviors, support to senior residents, and the continued growth of trust and cross-community competency between police and residents. The following programs have been chosen by Place Matters as key investments in accelerating these strategies.

Lead Agency	Alexander Youth Network (AYN)
Program Name	Alexander Youth Network Lifeline Center at Carver High School
Program Summary	The target population for this program are students, families and community members in the Carver neighborhood. AYN’s Lifeline Resource Center (LRC) at Carver HS is a center that assists in linking students and parents to community resources. LRC provides a safe space for families and students to receive behavioral support in working together with the teachers and staff with mediations, referrals received in support as well as case management needs where community resources can be linked on behalf of the students and parents. The Alexander Youth Network LRC team, consisting of a case manager and a licensed therapist, work together with students, families, Carver High School and the community to ensure the students and parents have access to one or more sources of support and recovery. Alexander Youth Network believes healthy teens and families are the foundation of a strong community.



Lead Agency Cancer Services

Program Name **Body & Soul Nutritious Eating & Active Living**

Program Summary The goal of Body & Soul Nutritious Eating & Active Living is to reach community members through healthy lifestyle programming by assessing participants current access to preventive cancer care and providing follow-up care, responding to resident interests regarding positive health changes through cooking and exercise classes as well as access to screenings, and providing consistent programming to communicate healthy lifestyles. The target population is residents of the Place Matters neighborhoods, with particular emphasis on underserved individuals, minority populations, and individuals facing any type of cancer. The program supports a contracted health organizer within the Place Matters Neighborhoods and Cancer Services outreach staff.

Lead Agency Community Care Center

Program Name **Community Care Center - Healthcare Service for Place-Based Residents**

Funded Collaborators Insight Human Services

Program Summary Community Care Center is a multi-specialty clinic, with extensive collaborations throughout Forsyth County providing primary and specialty care plus medications and ancillary services. The target population is residents of the Place Matters neighborhoods with family incomes below 200% of the federal poverty level and who are without health insurance, including Medicaid, Medicare and private insurance. In addition to primary and specialty services (including mental health and substance abuse clinicians), the Care Center offers free medications, diabetes education, a social worker, physical and occupational therapy, psychiatry telemedicine, dentistry, and more.

Lead Agency Grace Presbyterian Church, USA

Program Name **Healthy Eating Initiative**

Funded Collaborators Crisis Control Ministry, Cooperative Extension Services, WSFCS (Carver HS)

The Healthy Eating Initiative (HEI) is a resource development collaborative designed to develop a food system which increases fresh produce accessibility through nutrition lessons, cooking experiences, and food-producing community gardens to promote healthier lifestyles. During the past three years, HEI has partnered with community residents of all ages, to address their community

health challenges with interconnected sustainable solutions. Under the auspices of the HEI, LaDeara Crest community has built, planted, harvested, and cooked vegetables during all seasons while having the access nutrition classes. The after-school program youth are regular participants in the garden to the table experience, expanding their cognitive and cooking skills. The Youth Urban Gardening Internship at Carver HS also provides high school students with experiential learning opportunities in sustainable gardening, nutrition and health, career readiness, entrepreneurship, and leadership.

Lead Agency Mental Health Association

Program Name **Community and Police Relations**

Funded Collaborators Triad Restorative Justice

Program Summary Mental Health Association in Forsyth County (MHA) and Triad Restorative Justice (TRJ) work together to improve police relations within the Place Matters neighborhoods. A major component incorporates TRJ's "Circles for Community Concerns" to provide open, honest conversations whereby CiVIC residents and members of the WSPD and other first responders can connect, build trust, and curate healthy responses.

Lead Agency New Communion

Program Name **New Communion**

Program Summary The mission of New Communion is to address food inequalities within the Place Matters neighborhoods of Forsyth County, an area with overwhelmingly low median household incomes, lack of access to grocery stores, community meals, and adequate and accessible food pantries. New Communion works with persons living in poverty and in local food deserts through the concept of a mobile market/food pantry, offering free produce and pantry items. New Communion develops partnerships with various churches within and surrounding target areas in order to promote space sharing while seeking to empower and educate communities.

Lead Agency The Salvation Army

Program Name **CiVIC Senior Center**

Funded Collaborators Mental Health Association in Forsyth County

Program Summary The CiVIC Senior Center was designed by and for seniors from the 13 Place Matters / CiVIC neighborhoods as a place where older adults broaden their horizons daily through educational, social, and recreational activities. Evidence-based health promotion programs such as Walk With Ease, Healthy Living with Chronic Conditions, A Matter of Balance, and Tai Chi for Arthritis and Fall Prevention are a regular part of programming

Lead Agency Winston-Salem State University:
School of Health Science

Program Name **WSSU RAMS Employment and Community Health Equity (REACHE)**

Program Summary The WSSU RAMS Employment and Community Health Equity (REACHE) program has four areas of projects to enhance the East Winston community, particularly the Place Matters / CiVIC neighborhoods:
(1) fall risk, balance deficits, and frailty through health screening,
(2) increasing health and wellness through activity,
(3) reduce fall risk by providing home modifications and repairs to increase function within residents own home, and
(4) provide youths with disabilities leadership and entrepreneurial skills and assist with home modifications.

Lead Agency YMCA

Program Name **Coordinated Outcomes and Approaches to Community Health (COACH)**

Program Summary COACH is an initiative to improve healthy lifestyle outcomes in East Winston through a grassroots, resident focused approach. Understanding transportation is an issue for community access to physical activity, the YMCA provides community partner locations in economically distressed areas of the city to serve as satellite sites for exercise classes, walking groups, community health screenings, and health resource and informational seminars. Accessible physical activity, nutrition, and chronic disease interventions are provided at multiple sites throughout East Winston while community health navigators work directly with community members to build relationships and linkages between their identified health issues and available programs.



UN/UNDEREMPLOYMENT

Place Matters' Guiding Strategies in Un/Underemployment focus on *intentional job placement, individual & family financial stability & skill development, and entrepreneurial training in business planning and management*. The following programs have been chosen by Place Matters as key investments in accelerating these strategies.

Lead Agency	Catholic Charities Diocese of Charlotte
Program Name	Stay the Course
Program Summary	Stay the Course is a partnership with Forsyth Tech that provides intensive case management services to help students overcome obstacles outside the classroom which may affect educational continuity. The program helps students improve functional and interpersonal skills to advocate for themselves, access resources, and reduce stress. Stay the Course is targeted to residents of the CIVIC area. Program participants can attend any Forsyth Tech campus and must be enrolled in at least one non-distance learning class and will work with the Program Navigator to create an individualized path to graduation.



Lead Agency	WinstonNet
Program Name	Neighborhoods Empowered Through Technology (NETT)
Funded Collaborators	Forsyth Tech, Forsyth County Public Library
Program Summary	NETT aims to reduce the digital and technological disparity in the County and deliver a focused marketing and engagement strategy to target unemployed/underemployed adults in the 13 Place Matters / CIVIC neighborhoods and surrounding areas. WinstonNet offers the Computer Purchase Program, a 30-hour course on basic computer skills training; graduating students may qualify for financial assistance toward the purchase of a personal computing device. Community members also have access to computer literacy training, resume writing, test-taking skills, and science and technology classes.