



# BUILDING THRIVING NEIGHBORHOODS: UNITED WAY OF FORSYTH COUNTY'S PLACE MATTERS INITIATIVE 2023-2024 PROGRAM GUIDE

## BACKGROUND

United Way of Forsyth County's Place Matters is an innovative place-based approach to community development. Place Matters invests in evidence-based programs committed to the creation of Thriving Neighborhoods within a specific area of Winston-Salem; the northeastern corridor, an area marked by disparities in health, socioeconomic wellbeing, and education. The initiative encourages collaboration and interconnected solutions to best engage residents, address equity, and promote economic mobility.

Place Matters addresses needs deemed most critical by the communities it serves. Priority areas to focus services for this investment cycle were determined through an in-depth community assessment and vetting by the resident-led impact council. Programs were reviewed and selected by the council for their potential to enhance housing and neighborhood revitalization, healthy living, intentional employment, and lifelong learning. We feel asset-based philanthropy that builds from community input produces valued and sustainable improvements, empowers residents, and best leverages existing community resources. The partner programs offer services and opportunities to improve the lives of those who live in the northeastern Winston-Salem corridor.

These are just some examples of Place Matters' impact:

- **Housing:** Since funding began, 13 new homes have been built in the Bowen Park neighborhood through Place Matters partnerships with Habitat for Humanity of Forsyth County and Liberty East Redevelopment, Inc. These are the first new homes built in this neighborhood in over 50 years.
- **Healthy Living:** In a single year, nearly 4000 residents received support to help live a healthier life, including doctor's visits, counseling, access to healthy food, and classes to cook healthy food.
- **Education:** Place Matters students continue to excel in markers of education achievement. Current partners are aligned with strategies to foster 3<sup>rd</sup> grade reading success, mitigate summer learning loss and support grade level achievement and timely graduation.



## PLACE REALLY MATTERS!

The opportunity for a good life begins in our families, schools, and jobs. And it begins in our neighborhoods. To help ensure sustainable change, United Way has launched Place Matters – an innovative, asset-based strategy to focus investments on interconnected solutions within 13 neighborhoods within the northeastern corridor of Winston-Salem.

In addition to being committed to programming that fosters diversity, equity, and inclusion, potential funded partners must also ensure that programming adds to the asset base of the Place Matters community by offering programming within the community’s boundaries. A map of the area is provided below. This link connects to a real-time Google Map of the community, represented by the highlighted area, <https://tinyurl.com/PlaceMattersMap>.





## PLACE MATTERS PRIORITIES

The **Place Matters Funding Priorities** below have been identified through a community assessment process, vetted by the Place Matters Resident Impact Council, and approved by the Board of Directors of United Way of Forsyth County. The Resident Impact Council has given their 13 neighborhoods, the focus of the Place Matters work, a collective name: CiVIC = Community Voices Impacting the Community (shown above).

HOUSING & NEIGHBORHOOD REVITALIZATION	GUIDING STRATEGIES
<p><b>CiVIC Outcome:</b> 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><b>Housing Stock</b></p> <ul style="list-style-type: none"> <li>● Increase improvement of existing housing stock, including repair and maintenance (internal and external), to increase property values.</li> </ul> <p><b>Resident Support</b></p> <ul style="list-style-type: none"> <li>● Increase the knowledge of renter’s rights, support for renter advocacy, and home repair skills for homeowners.</li> <li>● Increase the knowledge of homeowner’s rights, with a particular focus on estate planning</li> <li>● Provide a limited baseline of support for rent/mortgage assistance, utility assistance, and shelter.</li> </ul> <p><b>Vacant Lots</b></p> <ul style="list-style-type: none"> <li>● Increase the utilization of, or repurposing of, vacant lots.</li> </ul> <p><b>Apprenticeship</b></p> <ul style="list-style-type: none"> <li>● Support the creation of apprenticeships to advance residents’ socio-economic mobility.</li> </ul>
HEALTHY LIVING	GUIDING STRATEGIES
<p><b>CiVIC Outcome:</b> 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><b>Healthcare</b></p> <ul style="list-style-type: none"> <li>● Residents will have access to and regularly seek preventative healthcare (including emotional and behavioral health) and appropriate screenings.</li> </ul> <p><b>Healthy Behaviors</b></p> <ul style="list-style-type: none"> <li>● Residents will increase physical activity levels.</li> </ul>




	<ul style="list-style-type: none"> <li>● Residents will have access to fresh and healthy food, as well as opportunities to expand practical knowledge of nutritious food preparation.</li> </ul> <p><b>Senior Care</b></p> <ul style="list-style-type: none"> <li>● Senior residents will have common barriers to aging-in-place removed (housing, health, etc.)</li> <li>● Senior residents will have reduced social isolation through regular interaction and connections with their community.</li> </ul> <p><b>Community &amp; Police Relations</b></p> <ul style="list-style-type: none"> <li>● Residents and police will build substantive trust and community-based policing solutions for their neighborhoods.</li> <li>● Police will have appropriate skills for conflict resolution, de-escalation techniques, and proper community/cultural competency.</li> </ul>
<b>EMPLOYMENT</b>	<b>GUIDING STRATEGIES</b>
<p><b>CiVIC Outcome:</b> Employment and incomes will increase in the CiVIC Neighborhoods by removing barriers to meaningful, sustainable employment.</p>	<p><b>Job Placement</b></p> <ul style="list-style-type: none"> <li>● Residents will acquire new jobs and/or increased wages through intentional connections with local employers who commit to their hiring, training, and retention.</li> <li>● Increase the number of BIPOC (Black, Indigenous, and People of Color) enrolled in training programs for jobs in high-growth sectors.</li> </ul> <p><b>Skill Development</b></p> <ul style="list-style-type: none"> <li>● Residents will acquire and strengthen skills leading to sustainable, in-demand, and living wage jobs.</li> </ul> <p><b>Entrepreneurship Training &amp; Support</b></p> <ul style="list-style-type: none"> <li>● Residents will receive training in entrepreneurship, business planning, and management.</li> <li>● Residents will have increased access to capital for start-up expenses and professional development.</li> </ul>



EDUCATION	GUIDING STRATEGIES
<p><b>CiVIC Outcome:</b> CiVIC residents will have neighborhood and programmatic support to improve soft skills and have equitable access to lifelong learning.</p>	<ul style="list-style-type: none"><li>• Children 5-9 (Kindergarten to Grade 3) are on track to read on grade level by the end of 3rd grade.</li><li>• Students 10-18 are on track to graduate from high school on time.</li></ul>



## 2023-24 FUNDED PROGRAMS

 Click the hyperlink to visit the funded partner's website.

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### HOUSING & NEIGHBORHOOD REVITALIZATION

Place Matters Housing and Neighborhood Revitalization, [Habitat for Humanity of Forsyth County](#)

### HEALTHY LIVING

Lifeline Center at Carver HS, [Alexander Youth Network](#)

Body and Soul Nutritious Eating and Active Living, [Cancer Services](#)

Healthcare Services for Place-Based Residents, [Community Care Center](#)

Healthy Eating Initiative, [Grace Presbyterian Church](#)

New Communion, [New Communion](#)

The CIVIC Senior Center, [The Salvation Army](#)

REACHE (WSSU RAMS Employment and Community Health Equity), [Winston-Salem State University: School of Health Sciences](#)

### EMPLOYMENT

Stay the Course, [Catholic Charities](#)

Neighborhood Empowerment Through Technology (NETT), [WinstonNet](#)

Startup Urban, [Winston Salem Urban League](#)

### EDUCATION

Freedom Schools, [Action 4 Equity](#)

Youth Worx, [Winston Salem Urban League](#)

YMCA Achievers, [YMCA](#)

JRAMS, [Grace Presbyterian Church](#)

LEAD Girls, [LEAD Girls of NC](#)

T.U.R.N Afterschool Program, [T.U.R.N.](#)

Level Up 2023-24, [WSFCS Carver High School](#)

2<sup>nd</sup> Chance for Graduation, [YWCA](#)

Best Choice, [YWCA](#)



## 2023-24 PROGRAM SUMMARIES



### HOUSING & NEIGHBORHOOD REVITALIZATION

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 *enhancement of the CiVIC neighborhoods physical appearance (to include the safe and healthy occupancy of homes), increase property values, provide resident support, 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:** Place Matters Housing and Neighborhood Revitalization addresses equity through the construction of affordable housing, home repairs, acquisition of vacant lots, financial skills training, and the creation of apprenticeship positions in construction. The initiatives will primarily serve residents within the 13 Place Matters neighborhoods who meet income requirements and demonstrate need. Home repairs will also be available to veterans anywhere in Forsyth County. Health outcomes, educational achievements, and income from employment are proven to benefit from access to safe, stable, and affordable housing. Such types of housing serve as capital that can propel families along the economic-mobility roadmap for generations. In the US, homeownership is one of the largest contributors to wealth.



## HEALTHY LIVING

The Place Matters Healthy Living priority recognizes the interplay and connectedness of health and other socio-economic factors and seeks to *increase 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 goals.

**Lead Agency:** Alexander Youth Network (AYN)

**Program Name:** Alexander Youth Network Lifeline Center at Carver High School

**Program Summary:** Lifeline Resource Center (LRC) operates within Carver High School of Forsyth County to ensure students and their parents have access to sources of support and recovery. The LRC team, consisting of a case manager and a licensed therapist, works closely with Carver High School staff, school programs, and community resources to address a variety of needs and position students to achieve self-sufficiency post-graduation. Their outpatient therapy services and behavioral support promote a healthy lifestyle. The majority of assisted students are economically vulnerable. The year-round service addresses barriers to economic mobility through improving students' physical and mental health, academic success, behavior management, school attendance, and community and family involvement. Alexander Youth Network believes healthy teens and families are the foundation of a strong community.

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**Lead Agency:** Cancer Services

**Program Name:** Body and Soul Nutritious Eating and Active Living

**Program Summary:** Body and Soul Nutritious Eating and Active Living hosted by Cancer Services helps to improve health outcomes for the residents living within the Place Matters footprint. They target underserved individuals, minority populations, and individuals facing any type of cancer. Health disparities are reinforced by racism and classism's influence on the unequal quality and distribution of resources. This program intervenes, by providing preventative care, improved food access, medical screenings and services, education in nutrition and physical activity, and patient advocacy and financial assistance. To promote healthy living, they offer cooking and exercise classes and connect people with a medical home and community/government resources for accessing nutritious foods.





**Lead Agency:** Community Care Center

**Program Name:** Healthcare Services for Place-Based Residents

**Program Summary:** Community Care Center (CCC) is a free clinic primarily serving economically vulnerable persons without health insurance. While this program concentrates its services on individuals in the CIVIC area suffering from high blood pressure and diabetes, other patients are also eligible for the program. A registered nurse will perform home visits for those who have ongoing chronic issues and difficulty keeping appointments. This makes care accessible by removing barriers such as cost, physical limitations, and transportation challenges. These home visits will also allow CCC staff to assess the condition of homes and, with patient consent, make referrals to other agencies.

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**Lead Agency:** Grace Presbyterian Church

**Program Name:** Healthy Eating Initiative

**Program Summary:** Healthy Eating Initiative participates with community residents to create and expand access to fresh and healthy foods through cooking experiences, adult/youth nutrition classes, and food producing community gardens. This program additionally offers a youth urban garden internship to high school students for sustainable food gardening, marketing, nutrition education, leadership skills, and career readiness.

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**Lead Agency:** New Communion

**Program Name:** New Communion

**Program Summary:** New Communion works with the community on food justice. Their mobile food pantry works to alleviate the harm of hunger and food insecurity within Forsyth County communities. They report distributing food to over 150 local families a week, with hopes to grow their capacity. They provide emergency response to residents in crisis and offer a variety of nutritious options for people to choose from. They host community events, holiday celebrations, and holiday meal distributions where they leverage food and fellowship as means to connect individuals and strengthen community.

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**Lead Agency:** The Salvation Army

**Program Name:** The CIVIC Senior Center

**Program Summary:** Before The CIVIC Senior Center, a dedicated program for seniors was not available in the Place Matters community. While the program is open to anyone who wishes to attend, the recruitment and engagement of older adults within northeast Winston-Salem is prioritized. The program approaches health holistically and considers the interplay between place, socio-economic factors, and health. The center works to increase access to healthcare, educate on health-related topics, and develop healthy behaviors. The interactive daily activities and classes serve to reduce social isolation and build meaningful relationships. The focus is on



enabling lifestyle modifications to reduce the risk of disease, disability, and injury through enjoyable and personalized activities.

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

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

**Program Summary:** REACHE primarily serves adults 40+ who are living in the CiVIC area. In efforts to prioritize healthy living, the program offers medical screenings, access to Occupational and Physical Therapists, training to reduce fall risk, activities and education to improve health and wellbeing, and home repairs to meet residents' needs. Community-based clinics will be provided weekly, through face-to-face instruction or Telehealth. Their services give residents opportunities to build relationships and reduce social isolation.

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## EMPLOYMENT

Place Matters' Employment priority addresses Economic Mobility with a focus on *intentional job placement, individual and family financial stability and 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

**Program Name:** **Stay the Course**

**Funded Collaborators:** Catholic Charities and Forsyth Tech

**Program Summary:** Stay the Course partners with Forsyth Technical Community college to support students. Services are available to students under 35 who are low income and seeking assistance to begin college or persist and graduate at any of the Forsyth Tech campuses. Their primary target are residents in the CIVIC area hoping to overcome barriers outside of the classroom that may affect educational continuity. The program teaches functional and interpersonal skills, giving students the confidence to advocate for themselves and opportunities to access resources and reduce stress. Participants will work with a Program Navigator to create an individualized path to graduation.

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**Lead Agency:** WinstonNet

**Program Name:** **Neighborhood Empowerment Through Technology (NETT)**

**Program Summary:** NETT aims to reduce the digital and technological disparity in Forsyth County. Their services target unemployed/underemployed adults in the CIVIC neighborhoods and surrounding areas. They offer computer skills training and classes in resume writing, test-taking, science, and technology. They offer the Computer Purchase Program and financial assistance toward the purchase of a computer. Access to these resources and learned skills will provide greater opportunities in employment education, leading to improved socioeconomic wellbeing.

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**Lead Agency:** Winston Salem Urban League

**Program Name:** **Startup Urban**

**Program Summary:** Startup Urban will support Black, Latino, and women entrepreneurs that own or seek to start small businesses located in the Place Matters footprint. They will assist five new or existing businesses in planning, finance, and staff management over 6 months. The program will be supported by partners like Wake Forest University School of Business and the Forsyth Tech Small Business Center. After completion, the fellows will be offered a \$10,000 forgivable loan. This program secures assets and capital for individuals and advances the resources and economy around the CIVIC neighborhoods.

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## EDUCATION

The PLACE MATTERS 2022-2023 Education Priority focuses investment in those organizations and programs engaged in specific evidence based strategies to ensure that students are on track to read on grade level by the end of 3rd grade and all students are on track to graduate from high school on time.



Denotes programming with a focus on Summer Learning Loss.

**Lead Agency:** Action 4 Equity

**Program Name:** Freedom Schools 

**Program Summary:** Forsyth Freedom Schools is a six-week summer program designed to increase literacy, self-esteem, socio-emotional skills, and a love of learning for children in grades K-12. The program includes morning Harambee rally and reading, reading enrichment, STEM enrichment, social-emotional curriculum, weekly field trips, culturally affirming education and mentoring, and a healthy breakfast, lunch, and snack.

**Lead Agency:** Winston-Salem Urban League

**Program Name:** Youth Worx

**Program Summary:** Youth Worx targets at-risk scholars in the Place Matters footprint. Youth Worx provides afterschool tutoring, personal, college, and career development, and community service and engagement opportunities.

**Lead Agency:** YMCA

**Program Name:** YMCA Achievers at Carver High School

**Program Summary:** YMCA Achievers focuses on helping Carver students develop their post-graduation plan that includes options for college, starting a career, joining the military, or exploring entrepreneurial opportunities.



**Lead Agency:** Grace Presbyterian Church

**Program Name:** JRAMS 

**Program Summary:** JRAMS is an afterschool tutoring and mentoring programs. College students from WSSU and upperclassmen from Carver High School meet weekly with their mentees providing tutoring, with an emphasis on math and reading. The mentoring sessions are conducted biweekly via virtual platforms and in person.

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**Lead Agency:** LEAD Girls of NC

**Program Name:** LEAD GIRLS

**Program Summary:** LEAD Girls has been dedicated to empowering at-risk girls in Forsyth County, NC for five years. LEAD Girls provides the tools and resources needed so girls can become leaders and achieve greatness, academically, emotionally, and creatively. LEAD Girls has district-wide partnerships with WSFCS and provide in-school workshops at Wiley and Mineral Springs Middle, Winston-Salem Prep, Cook, and Carver High. The community-based program serves middle school girls referred by FCDSS and local counselors or who attend other Title I schools. LEAD helps girls gain communication and leadership skills and avoid risk behaviors.

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**Lead Agency:** TURN: Through Unity Reformation is iNevitable

**Program Name:** TURN Afterschool Program 

**Program Summary:** TURN provides a haven for children in the community to attend 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 to increase scores in reading & math while promoting social development through enrichment activities. TURN also provides volunteer opportunities to students in volunteer programs such as Crosby scholars as well as training that can lead to employment opportunities to both high school students during the summer & adults throughout the year. TURN offers a free snack and hot meal for any child 18yrs and under Monday-Friday.

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**Lead Agency:** WSFCS / Carver High School

**Program Name:** Level Up 2023-24

**Program Summary:** Level Up seeks to improve Carver's graduation rate through the use of academic enhancements and supports, implementation of transition supports managed by a Freshman Transition Coordinator and improve student's social emotional efficacy. A structured tutoring program targets students who are referred by their classroom teachers, administrators, and/or school counselors. Most recent end of course and/or end of grade data is used to designate students who might need additional academic supports as well. Through implementation of personalized interventions, participating students demonstrate academic growth. Students' social and emotional growth is assessed and impacted through the use of pre- and post survey administered through Panorama Education. A Summer Math Enhancement Program targets rising 9th graders in




need of additional math support, to ensure that they are on-track to enter Carver High School in a Math 1 course. A Freshman Transition Coordinator further augments efforts to ensure that students transitioning from Carver's feeder middle schools are prepared, engaged, and excited to enter Carver as 9th graders. The E(3) Initiative (Enlisted, Enrolled, or Employed) assists all Carver students in developing post-secondary plans.

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**Lead Agency:** YWCA  
**Program Name:** 2<sup>nd</sup> Chance for Graduation

**Program Summary:** Second Chance at Graduation program is the only juvenile crime prevention program in Winston-Salem & Forsyth County. The program is a partnership with YWCA, the local Juvenile Crime Prevention Council (JCPC), and the United Way. The YWCA has operated this partnership for over 20 years. Both Teen Court and Work and Earn It have exceptional results with reducing recidivism once a youth has completed the program. Over the last 10 + years results show 85-90% reduced recidivism. The program allows youth to correct their behavior, get back on track and stay in school and graduate.

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**Lead Agency:** YWCA  
**Program Name:** Best Choice 

**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. The mission is to help at risk children succeed academically and inter-personally. The Crosby Bigs for Success Program, which matches high school age Crosby Scholars with Best Choice students, provides mentors for the younger children. The Crosby Bigs are trained by Big Brothers Big Sisters to support "Littles" development of soft skills and promote K-12 success as a way to prepare for post-secondary opportunities.