

PART I. OVERVIEW OF ORGANIZATION (limit 5 pages)

Organization Name: Community Health and Empowerment through Education and Research

A. Briefly describe your organization's history, mission and goals.

Established by Takoma Park residents in 2008, CHEER is a community based nonprofit organization serving the Takoma Park and Long Branch communities. CHEER uses a powerful community development model that has demonstrated its effectiveness in promoting meaningful and measurable community transformation around the country. CHEER's work has been recognized by the Ashoka Institute as one of the best ideas in America for building community and making change and has been funded by the City of Takoma Park, Montgomery County, the Healthcare Initiative Foundation, Consumer Health Foundation and other institutional and private donors.

CHEER's mission is to provide people with the knowledge and ability to create healthy, thriving communities. CHEER facilitates a community-driven process for identifying community vision and goals, and for gathering the information and resources needed to measure and fulfill them.

We do this by

- * collecting, analyzing and disseminating data about the current status of the community
- * fostering leadership from all parts of the community, especially those whose voices have not been heard.
- * working collaboratively with key stakeholders across the community to achieve impact on complex problems such as health disparities, lack of economic opportunity, inadequate and high priced housing, and lack of support for young people in their transition to adulthood.

B. Summarize the programs and services offered by your organization this past year. Were they successful? How did they advance the organization's mission and goals?

In 2013-2014 CHEER has conducted programs intended to address some of the top priority goals defined by the community. The following is a brief summary of significant activities during this period:

The Health Enterprise Zone: In 2012 CHEER in partnership with the Primary Care Coalition, convened the Long Branch Health Enterprise Zone (LBHEZ). This coalition of health care providers (such as Washington Adventist Hospital and Mary's Center Clinic), social service organizations, (such as Adventist Community Services, IMPACT Silver Spring, and Casa de Maryland) local government and community groups, was formed to address fragmentation in the healthcare industry and to build connections within Long Branch and Takoma Park to promote health and wellness.

One of the key goals of the LBHEZ for 2013-14 was to find a way to share information about health and wellness resources in the community. CHEER addressed this by developing a health and wellness asset map, which indicates the location of clinics, doctors, hospitals, and other health services. The Asset Map also lists social services such as food, recreation, and housing assistance. The asset map has gotten a very positive reception and CHEER is now looking for

ways to build on its early success, in the hopes that the map can be made into an interactive, online document. Because diabetes in the 20912 zip code is the highest in the County, CHEER is piloting an English language diabetes wellness circle at Victory Tower, and is creating another one for Spanish speakers. The goal of the circles is to help individuals with diabetes learn how to control their illness through education and mutual support.

In Spring 2014, CHEER took another step towards improving health care by hiring a group of Community Health Outreach Workers representing diverse cultural and linguistic backgrounds within the community. These outreach workers go to markets, fairs and gathering places to help individuals connect to health care services and options available to them, while also gathering information about other unmet needs (in housing, employment, food supply, etc). In April and May they had documented contacts with more than 120 people in Long Branch and Takoma Park. CHEER is currently exploring ways to coordinate its outreach work with local hospitals and other health care providers, which face new mandates for community integrated medical care under the Affordable Care Act and State policy.

Community Improvement: CHEER helps high needs neighborhoods build capacity: In Takoma Park CHEER has been working with the Leadership Team at Essex House, one of the largest and most diverse rental properties in Takoma Park. With support from CHEER and City Council Member Jarrett Smith, the Leadership Team has developed its own goals and activities, including a summer reading and learning program for school aged children, collaboration with EduCare Support Service to provide emergency food to residents in need, and formation of a Tenant Association that advocates for better living conditions at Essex House. CHEER has recently begun to work with the Tenant Association at Hampshire Tower as well.

In the course of CHEER's research on community priorities, community members expressed deep concerns about the lack of support available to help young people become healthy, responsible adults. Youth unemployment and youth readiness for employment emerged as key concerns. As a consequence CHEER initiated a process to build a youth development collaboration for Takoma Park. CHEER held four community forums with experts and community members that culminated in a youth development summit. Participants included the Takoma Park Recreation Department and Recreation Committee, local youth serving organizations, such as MANUP, Community Bridges, the Gandhi Brigade, and Identity. At the summit working groups were formed on topics such as financial literacy, summer jobs and internships, and planning for and exposure to college. These groups will meet over the summer to develop plans for action in the fall. CHEER will coordinate these efforts through the Takoma Park Youth Development Collaborative.

C. Explain how your organization provides Takoma Park residents with the support and resources needed to address current or future challenges and develop sustainable skills needed to realize their full social, economic, and physical potential.

CHEER's mission is to provide the people of Takoma Park and Long Branch with the knowledge, skills, and resources they need to address challenges and build healthy, thriving communities, whether in their buildings, their businesses, their schools, or their neighborhoods.

We begin by engaging individuals from all segments of the community in a shared process of defining community goals. As noted elsewhere in this proposal, CHEER has conducted a series of community meetings since 2008 to identify community priorities, set goals for achieving these priorities, engage a wide range of stakeholders in working towards the goals, and measure progress along the way. CHEER has created community report cards used by local government and other stakeholders and has mapped community health and social well being resources for broad use.

CHEER has also catalyzed new and existing community organizations. For example, CHEER's work led to the formation of a community coalition Takoma United for Engaged Community, which collaborates with other Takoma organizations to stage events that bring people from diverse communities into contact with each other, including community potlucks featuring multicultural performers and the annual Martin Luther King and Celebrate Takoma events. CHEER provides training and support to help community members become more effective, such as the Essex House Leadership Team, and the Tenants Association at Hampshire Tower.

CHEER is the fiscal agent for the Takoma Park Village, an organization that helps seniors to age in place by organizing networks of mutual care and support. CHEER supports the Village by sharing health and wellness resource information from the resource map, and conducting a diabetes wellness circle at Victory Tower. CHEER also serves as fiscal agent for other local initiatives, such as Takoma United for Engaged Community, and the Neighbor Circle Dinners project, which encourages Takoma Park residents to meet and work with their neighbors on shared goals.

D. Describe the demonstrated level of community support there is for your organization (e.g. availability of volunteers, local participation rates, etc.)

CHEER was developed by community members, is driven by community priorities, and works through community organizations and individuals to accomplish its goals. CHEER grew out of the recommendations of two local citizen group The Long Branch Citizens Advisory Committee and the Takoma Park Citizens Advisory Committee for the Community Development Block Grant that saw a need for a more concrete measures of progress in our community ., From fall of 2008 to spring of 2010, CHEER conducted a a visioning processes involving almost 100 community members who provided their ideas and perspective. Through this process, CHEER developed a set of goals, and in early 2012, brought together more than 40 community leaders to select the highest priority goals for the Takoma Park and Long Branch communities.

Until 2013 CHEER relied completely on volunteers and community participation. It had no paid staff. Now all of CHEER's board and seven of its nine part time staff are residents of Takoma Park/Long Branch. At every step of the way, community members have dedicated their time and energy to advance shared goals. CHEER's success to date is a demonstration of the broad support and high levels of participation that the community has devoted.

E. Describe the opportunities and challenges your organization will face in the upcoming year.

CHEER is a dynamic organization located in an area undergoing rapid change as a result of both local and national developments. The Affordable Care Act is bringing significant change to the health care system and is changing the way hospitals interact with their communities.. Under the new law, hospitals are required to conduct community health assessments and to design and implement strategies for meeting the needs identified in those assessments. Because of its role in the Long Branch Health Enterprise Zone, CHEER is well positioned to work with Washington Adventist and other local hospitals to help them fulfill this requirement, leading to a potential new revenue stream as well as a powerful collaboration to improve community health. As Washington Adventist prepares to leave the Takoma Park campus, CHEER can also play an important role in ensuring that community needs are addressed and that there are no gaps in coverage. Preparation for the Purple Line is another important local development that is already affecting real estate (along the proposed path in Long Branch and Silver Spring. As prices rise, pressure on the low income communities established in those areas will increase. CHEER is well networked in these areas and will work with residents to protect their interests and help them take advantage of the opportunities that new development will present.

CHEER's priorities for the coming year, presented in Part III of this application, are keyed to these challenges and opportunities. In addition to our ongoing work on improving community health, we are also developing strategies to address the need for adequate affordable housing and a lack of support for young people as they transition to adulthood. We will continue our work to build the capacity of local residents to become effective advocates for their priorities, an increasingly important effort as our community faces a new set of stresses. In addition, we continue to monitor opportunities to strengthen the local economy through our participation in a working group focused on promoting local investment in local business.

F. Identify the actions the organization has taken to ensure its long term financial viability.

CHEER has worked to develop a diversified base of support, with funding from both government and foundation sources and plans for earning income through its health care outreach program. Under the Affordable Care Act (ACA), hospitals have a mandate to improve community health. CHEER is well positioned to offer its community health outreach network as a means of accomplishing community health improvement goals and could be paid for this work under ACA provisions. CHEER continues to identify other sources of foundation funding as well.

G. How will the requested grant advance the long term stability or growth of your organization?

CHEER has worked closely with the Takoma/Long Branch community to develop goals for the community and for itself and benchmarks to measure progress towards those goals. . In 2013 we convened a strategic planning retreat for the Long Branch HEZ where that outlined priority activities for our work on community health. In 2014-2015, we are creating a set of action plans to determine how we will achieve those goals, with a special emphasis on youth development, housing, and local economy. Having these plans will enable us to work with our community and organizational partners to collectively make progress. The funds from this grant will support undertaking both the planning process and the activities themselves, ensuring that we can

demonstrate results in 2015.

As is clear from our budget (Part IV) CHEER is in a period of rapid growth. New staff with subject matter expertise and deep connections to the community are making a big difference in our reach and effectiveness. This grant will also help us continue that trajectory.

H. What is the single most important thing we should know about your organization?

CHEER conducts a holistic place based approach to helping Takoma Park and Long Branch fulfill its potential. We are building capacity for the community to formulate a shared vision, select and prioritize goals, take actions that fulfill the priority goals and measure progress. In building this model of community improvement we help the community to solve or prevent social problems that are difficult and costly to address and put Takoma Park at the cutting edge of innovative community development.

PART II. PROGRAM SUMMARY (limit 5 pages)

Organization Name:

This section is to be completed by applicants applying for funding for the establishment of a new program or for the continuation of a specific program offered by the organization. If you are applying for general operating support, please proceed to Part III.

- A. Briefly describe the program and what you want to accomplish.

- B. How will the program fulfill the mission of your organization and advance the long term stability or growth of the organization?

- C. Identify your target audience and describe how the program will meet their needs.

- D. Projected number of program participants/beneficiaries: _____
Projected number of Takoma Park residents participating/benefitting: _____

- E. How will you market the program to your target audience?

- F. Is this program a collaborative effort involving other organizations? If so, please identify all participating organization(s) and summarize their role.

- G. Will volunteers be used to implement the program? If so, how will they be recruited and engaged? How successful have the organization’s efforts to recruit volunteers been in the past?

- H. Identify and describe the methods to be used to evaluate this program. How will you know if it is successful?

PART III. ORGANIZATIONAL AND PROGRAM GOALS (limit 1 page)

Organization Name: Community Health and Empowerment through Education and Research

List your program or organizational goals, summarize the steps that will be taken to reach these goals, and identify how you will determine if you have been successful in reaching these goals.

Additionally, if applying for funding of a specific program, please include a proposed implementation schedule with your application.

<p>GOALS <i>"What do you want to achieve?"</i></p>	<p>SERVICE DELIVERY ACTIVITIES <i>"How will you achieve this goal?"</i></p>	<p>PERFORMANCE MEASURES <i>"How will you verify success?"</i></p>
<p>Build and Strengthen the Takoma Park Youth Development Collaboration</p>	<p>Convene youth development organizations, City Recreation Department and other partners -in collective effort to fulfill community youth development goals. Monitor and measure progress.</p>	<p>Number of organizations/volunteers participating in collaboration. Delivery of Report defining baseline measures of progress.</p>
<p>Support the City’s Summer Jobs and After school Jobs for youth Program</p>	<p>Convene a working group to plan and implement summer jobs and after school job program.</p>	<p>Increase number of youth employed during the summer and in after school.</p>
<p>Help youth to prepare for adulthood by helping them to be Financially Literate.</p>	<p>Convene a working group to plan and implement financial literacy training program. Select or develop a financial literacy curriculum</p>	<p>Establish baseline for financial literacy among targeted youth. Demonstrate improvements in financial literacy among targeted population.</p>
<p>Enable Takoma Park residents in high needs neighborhoods to participate in health and wellness activities</p>	<p>Conduct a pilot fitness and nutrition program for residents of Apartments Coordinate with County wellness programs to bring resources to high needs areas of Takoma Park.</p>	<p>Number of participants. Improvements in BMI, and Hba1c test. And Number of new health and wellness resources made available and utilized by residents</p>
<p>Provide Support to Neighborhood Improvement Efforts in Takoma Park</p>	<p>Provide support to tenant organizations to build capacity. Provide support to Takoma Park Village to facilitate formation of villages in Takoma Park.</p>	<p>Number of programs and tenants served. Number of resources added to health and wellness asset map and utilization.</p>
<p>Improve access to health care for Takoma Park residents in high needs neighborhoods</p>	<p>Conduct and coordinate Health Outreach activities among Takoma Park residents whose health care needs are not being met</p>	<p>Number of people contacted and connected to health insurance, Safety Net Clinics or other health resources.</p>

PART IV. BUDGET

Organization Name: Community Health and Empowerment through Education and Research

A. ORGANIZATION BUDGET (required of all applicants)

Revenues	Prior Year Actuals	Current Budget	Projected Budget
Registration Fees / Memberships			
Fees for Services			
Sponsorships and Donations	831	8,000	3,000
Government Grants (DO NOT include requested City grant)	20,000	50,000	25,000
Interest Earnings			
In-kind Donations			
Volunteer Labor			
Foundation Grants:	35,130	108,893	105,000
Other:			
Total Revenues	55,961	166,893	133,000
Expenditures	Prior Year Actuals	Current Budget	Projected Budget
Staff Salaries	5,415	98,000	95,040
Benefits	0	7,497	7,271
Rent and Utilities		8,350	8,350
Insurance	750	1,750	1,750
Legal and Accounting Services	200	1,000	1,000
Equipment	0	2,500	1,000
Supplies	721	2,100	3,900
Printing and Copying	678	800	800
Outreach (Booth space, dues, Conferences, etc)	814	2,560	2,560
Telecommunications	124	2,560	2,560
Contract Services	17,000	23,670	23,670
Food for Events:	1,523	7,215	5,800
Program Expenses (travel, childcare, room rental etc):	285	6,670	1,500
Training:	160	2,000	2,000
Total Expenses	27,670	166,672	157,201
Total Revenues Less Total Expenditures	28,291	221	-24,201

B. PROGRAM BUDGET (required of applicants applying for funds for a specific program)

Program Income	Specific Source of Funds	Amount
<i>Program Revenues (may be projected)</i>		
Registration / Admission Fees		
Other Revenue		
<i>Sponsorships and Donations</i>		
Corporate/Foundation		
Other Private Support		
In-Kind Donations		
<i>Government Grants (DO NOT include requested grant)</i>		
Federal		
State/Regional		
Local		
<i>Applicant</i>		
Cash		
Volunteer	hours x \$25.43 per hour	
Total Program Income		

Program Expenditures	
<i>Program Personnel (Please identify by position and include both staffing and benefit costs)</i>	
<i>Total Program Personnel Expenses</i>	
<i>Direct Program Expenses (Please list)</i>	
<i>Total Direct Expenses</i>	
<i>In Direct Program Expenses (Please list)</i>	
<i>Total In Direct Expenses</i>	
Total Program Expenses	



**CITY OF TAKOMA PARK, MARYLAND
FY15 COMMUNITY GRANTS PROGRAM**

**PROGRAM AND OPERATIONAL SUPPORT
APPLICATION CHECKLIST**

Please be sure to use the checklist to assure that all required documents are included with your application. The City reserves the right to reject any application deemed to be incomplete.

REQUIRED SUBMISSIONS

These items are required for a complete application

- Cover Sheet with authorizing signatory
- Part I. Overview of Organization (limit 5 pages)
- Part II. Program Summary (limit 5 pages)
- Part III. Organizational and Program Goals and Performance Measures (limit 1 page)
- Part IV. Project Budget
- Letters of support from listed participants, partner organizations and funders
- Preliminary Program Schedule
- Membership listing of current Board of Directors (if applicable)
- Certificate of Good Standing from State of Maryland (if applicable)
- IRS Letter documenting applicant's 501(c)3 nonprofit status (if applicable)
- W-9 Taxpayer Identification and Certification (if applicable)
- City of Takoma Park Living Wage Certification
- City of Takoma Park Nuclear Free Certification
- IRS Form 990 Return of Organization Exempt from Income Tax (if applicable)
- Audited Financial Statement /Account Statement (Current and Past Year)

DEADLINE

Deadline for submissions: 4:00 p.m. Wednesday, July 9, 2014

Completed application and all supporting documentation must be submitted electronically to SaraD@takomaparkmd.gov before 4:00 p.m. on Wednesday, July 9, 2014. An email confirming receipt of your application will be sent to you within 24 hours. Incomplete applications will not be considered. Hard copies of the application will not be accepted.

CHEER
Statement of Financial Position
As of June 30, 2013

	<u>Jun 30, 13</u>	<u>Jun 30, 12</u>	<u>\$ Change</u>	<u>% Change</u>
ASSETS				
Current Assets				
Checking/Savings				
1010 · Eagle Checking	34,781.65	13,923.30	20,858.35	149.81%
Total Checking/Savings	<u>34,781.65</u>	<u>13,923.30</u>	<u>20,858.35</u>	<u>149.81%</u>
Other Current Assets				
1200 · Undeposited Funds	7,650.00	211.00	7,439.00	3,525.59%
Total Other Current Assets	<u>7,650.00</u>	<u>211.00</u>	<u>7,439.00</u>	<u>3,525.59%</u>
Total Current Assets	<u>42,431.65</u>	<u>14,134.30</u>	<u>28,297.35</u>	<u>200.2%</u>
TOTAL ASSETS	<u><u>42,431.65</u></u>	<u><u>14,134.30</u></u>	<u><u>28,297.35</u></u>	<u><u>200.2%</u></u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2010 · Accounts Payable	6.78	0.00	6.78	100.0%
Total Accounts Payable	<u>6.78</u>	<u>0.00</u>	<u>6.78</u>	<u>100.0%</u>
Total Current Liabilities	<u>6.78</u>	<u>0.00</u>	<u>6.78</u>	<u>100.0%</u>
Total Liabilities	6.78	0.00	6.78	100.0%
Equity				
3000 · Opening Balance Equity	14,134.30	13,221.72	912.58	6.9%
Net Income	28,290.57	912.58	27,377.99	3,000.07%
Total Equity	<u>42,424.87</u>	<u>14,134.30</u>	<u>28,290.57</u>	<u>200.16%</u>
TOTAL LIABILITIES & EQUITY	<u><u>42,431.65</u></u>	<u><u>14,134.30</u></u>	<u><u>28,297.35</u></u>	<u><u>200.2%</u></u>

CHEER STATEMENT OF FINANCIAL INCOME AND EXPENSE

01/14/14 July 2012 through June 2013

Accrual Basis

Jul '12 - Jun 13

Ordinary Income/Expense

Income

4010 · Contributions from Individuals	830.72
4230 · Foundation Grants	33,630.00
4510 · Government Grants	20,000.00
49900 · Uncategorized Income	1,500.00
Total Income	<u>55,960.72</u>

Gross Profit

55,960.72

Expense

7200 · Payroll Expenses

7210 · Compensation- Officer/Directors 1,580.00

Total 7200 · Payroll Expenses 1,580.00

7540 · Professional fees

3,100.00

7610 · Contract Services

7614 · Legal Fees 200.00

7617 · Community Contractors 735.00

7610 · Contract Services - Other 17,000.00

Total 7610 · Contract Services 17,935.00

7710 · Supplies 721.30

7815 · Internet 124.03

7830 · Food 1,522.95

8210 · Copying & Printing 677.87

8510 · Conferences & Meetings 489.00

8520 · Insurance 750.00

8530 · Dues 325.00

8540 · Training 160.00

8550 · Booth Space 285.00

Total Expense

27,670.15

Net Ordinary Income

28,290.57

Net Income

28,290.57