

# City of Burlington / CDBG 2011 Application Form

Eligibility \_\_\_\_\_ National Objective \_\_\_\_\_ NRSA \_\_\_\_\_  
(Office Use)

Project # PS22  
(Office Use)

**Project Name:** YWCA Opportunity Project

**Project Location/Address:**

**Organization:** YWCA Vermont

**Mailing Address:** 1241 Prim Rd., Colchester, VT 05446

**Contact:** Rebecca Gurney

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**I. CDBG Funding Request:**

\$ 5500.00

**II. Project Summary: Briefly describe the project or program to be funded with CDBG. (Please use a one or two sentence description – there is room in Section IV for more detail.)**

The YWCA Opportunity Project will expand outreach for current YWCA girls' program initiatives to low-income young women from Burlington in order to connect girls ages 13-18 with opportunities to build developmental assets and community connections. Girls will participate in leadership development opportunities, as well as in fun, experiential enrichment programs intended to build skills for lifelong self-sufficiency and success. In addition, YWCA Vermont will move its year-round office from Colchester into Burlington as a means of increasing accessibility for low-income girls and women.

**III. Description of Organization: Describe the capacity of your organization to successfully carry out the program activities. What is your mission, and how do the proposed activities fit with your mission?**

**Mission:** YWCA Vermont is dedicated to eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all. We do this by engaging women and girls in leadership experiences and advocating for racial and economic justice. YWCA Vermont envisions vibrant, equitable and connected communities where women and girls thrive with access to opportunities for growth, leadership, and power.

Established in 1919, YWCA Vermont strives to meet the needs of women and girls in a changing society. Some past programs initiated or operated by YWCA Vermont include a transitional housing program for women at 278 Main Street in Burlington (now operated by COTS), women's traveler's aid, girls clubs and conferences, childcare centers at five locations across the state, Susan B. Anthony Awards, and racial justice community dialogues. YWCA's anchor program is Camp Hochelaga, located in South Hero, Vermont, which provides summer residential and day camps to 600 Vermont girls ages 6-17. Camp Hochelaga is American Camp Association accredited, and offers girls a safe haven to explore a wide range of activities intended to build character, self-esteem, self-confidence, and leadership. Scholarships and outreach partnerships through King Street Center, VSAC, and numerous school and community organizations facilitate camp experiences for approximately 100 low-income girls each summer.

In the last two years, YWCA has worked to strategically align programs around its mission, and has successfully introduced several new programs including Stand Against Racism, the Girls Action Team, and the YW Strive Girls' Leadership Initiative. In the fall of 2011, YWCA will launch TechWorks, a partnership with Vermont Works for Women and Center for Technology Essex to provide an experiential pre-tech education to at-risk high school girls. Initiated in September, 2010, YWCA Opportunity Project, works within low-income communities in Chittenden County to better meet the needs of women and girls through outreach and resource development.

**IV. Project Description:**

- a. Describe the specific activities to be carried out by your project with CDBG dollars and the accomplishments you plan to achieve. Please distinguish the total number to be served from the number of Burlington clients to be served. Be specific about the tasks / work that CDBG will pay for. Use the table below, adding rows if necessary. You may add narrative below the table if needed for further description.

Specific Service / Activity:	CDBG will pay for:	Unduplicated Total # of Households / Persons to be Served in this Service / Activity:	Unduplicated Total # of Burlington Households / Persons to be Served:	Outcome(s) to be Achieved:
YWCA Opportunity Project Outreach to girls ages 13-18	Monthly Girls Action Team, YW Strive Leadership Program, Stand Against Racism Youth Planning Team, and other developmental opportunities	150 young women	50 young women	1) Young women will participate in single day and multi-session enrichment programs aimed at building developmental assets. 2) Young women will gain skills as leaders and decision-makers, and view themselves as having personal power. 3) Young women will be connected to social support and resources through caring, trained adults.

- b. If you plan to pay for staff with CDBG funding, describe what they do in relation to the specific service(s) / activity(ies) described above. All staff that appear in the salary / benefits line items in your budget (Section XV) must be described below. Add rows if necessary.

Specific Service / Activity	Position/Title	Work Related to CDBG-Funded Activity	# of Hours per Week spent on this Specific Service / Activity	% of Hours per Week spent on this Specific Service / Activity to be paid with CDBG
Outreach to low-income girls	Girls' Program Coordinator	Conduct outreach to low-income girls, plan and implement girls' programs including the Girls Action Team, YW Strive Leadership Program, and youth racial justice workshops	20 hours/week	25%

**V. Beneficiary Information**

- a. For each service / activity you identified in Section IV, please project how the Burlington residents will break out into the following income categories. Use the Income Table at [http://www.cedoburlington.org/cdbg/income\\_limits.htm](http://www.cedoburlington.org/cdbg/income_limits.htm).

Service / Activity:	Unduplicated Total # of Burlington Households / Persons to be Served:	# Extremely Low-Income	# Low-Income	# Moderate-Income	# Above Moderate-Income
Outreach to Burlington girls ages 13-18	50	10	15	15	10

**b. Please provide a single unduplicated total beneficiary count below:**

<b>Unduplicated Total # of Burlington Households / Persons to be Served:</b>	<b># Extremely Low-Income</b>	<b># Low-Income</b>	<b># Moderate-Income</b>	<b># Above Moderate-Income</b>
<b>50 Girls ages 13-18</b>	<b>10</b>	<b>15</b>	<b>15</b>	<b>5</b>

**c. How will/do you document beneficiary income levels?**

YWCA programs utilize a variety of measures to collect income data. All youth program registration forms ask whether students qualify for free or reduced lunch. In addition, for programs with more than a single-day duration (eg YW Strive, summer camp programs), families complete a data survey that requests household income information following CBDG income guidelines.

**VI. Problem Statement**

**a. What particular problem or need will this project address?**

It is well documented that women and children are overrepresented in low-income families, as are people of color. In Burlington, 41% of female-headed households live at or below the federal poverty level, compared to 14% of all Burlington households. 50% of female-headed households with children under age 18. In communities of color, one in two to one in four families in Burlington lives in poverty. Current state and federal supports for low-income families are frequently not intended to reduce the number of people living in poverty, and instead simply maintain their poverty status. Social service programs that offer support services to low-income families can be a lifeline for helping individuals meet basic needs like housing, food, and healthcare. Unfortunately, too many services mismatch their support to community needs. For example, at this time of year, numerous charities gather toys for poor children, but when interviewed, many single mothers cited "time to be with my children" as a priority over gifts of toys or household items.

Amid these challenges, low-income girls come of age in circumstances where their future options may be prescribed through family and social norms about their "potential," or the degree to which they are seen as "at-risk." Recent research shows that approximately 90% of young women "want to or would not mind" being leaders, but only 20% believe they possess leadership capabilities. For young women, opportunities to gain self-confidence, self-awareness, and self-esteem and to explore options about the future require the hands-on, intentional efforts of caring adults. Engaging young women as leaders is an approach that focuses on building their assets while helping them feel enmeshed in, rather than estranged from, the broader community. In addition, girls need practical skills like financial literacy education, tools for decision-making, and support in navigating the everyday challenges of adolescence.

**b. How was this need identified?**

During 2010, YWCA Vermont initiated the Opportunity Project to engage low-income women and girls in dialogue about unmet needs. YWCA's Americorps State member has engaged extremely low-income and low-income women and girls in one-on-one and small group open-ended discussions about some of the barriers and challenges of living in poverty. Outreach has included working through community-based settings like the Winooski Family Center, VNA Family Room, and Somali-Bantu Community Association, and has emphasized building rapport and trust, and using this as the foundation to initiate conversation about life issues that are frequently too sensitive or complex to be uncovered through other forms of outreach. Through this outreach & assessment initiative, several key needs have been identified including lack of tangible resources (diapers, funds for housing security deposits, access to vacuum cleaners and other household cleaning supplies), educational needs (financial literacy, English literacy) and advocacy for systems change (help navigating social services and connecting to available resources and support systems, too many forms to fill out, difficulty getting to offices and appointments that are required in order to receive social support services). Key concerns women have articulated in this process include that existing social services are often more burdensome than helpful, that supports being offered are frequently mismatched to the genuine needs low-income women express, and that many programs have "readiness" criteria that exclude individuals in extreme poverty or those who seem "too needy," or are deemed unlikely to succeed because of individual characteristics or life histories.

Additionally, the Opportunity Project has revealed a multitude of gender-specific barriers that are unique to low-income women, and particularly to women from culturally diverse communities. For example, teen girls from immigrant and refugee communities are frequently excluded from activities because of community norms around family responsibilities and gender roles, or from activities taking place after dark because of community norms around safety and gender roles. Likewise, women immigrating from highly patriarchal cultures may hold rigid beliefs about gender roles within families, and have additional barriers to gaining information and education about financial self-sufficiency. Young women coming of age in these families may be challenged by competing notions about their future options and may need additional support in bridging this cultural divide.

**c. Why is this a funding priority for Burlington?**

Burlington's racial, cultural, and economic demographics are shifting, and new channels of support are needed that will facilitate greater community integration as well as individual self-sufficiency and success. Advancing the priorities established in the 2008 Consolidated Plan will require innovative solutions, broad-based collaboration across public and private sectors, and community support systems that are dynamic, strategic, and nimble enough to anticipate community needs. Meeting the specific developmental needs of diverse girls and young women can be a challenge for youth-serving organizations that are trying to respond to the diverse needs of youth on a day-to-day basis. At present, there are no CDBG funds specifically directed to meeting the unique needs of low-income young women. YWCA proposes to extend its reach to better meet the needs of low-income young women using channels of outreach that are highly engaging, culturally relevant, and structured to address specific outcomes toward increasing young women's skills for future self-sufficiency.

**VII. Program Goals: How will this project reduce the number of people living in poverty? Will it help people move out of poverty? Prevent people from entering poverty? Address basic needs of people living in poverty?**

The goal of this proposal is to increase YWCA Opportunity Project outreach in Burlington, in order to connect low-income girls and their families with a range of supports, including enriching programs that take place during out-of-school hours. The project will increase access to existing YWCA girls programs by moving YWCA's main office into a Burlington neighborhood and expanding its year-round office to include a downtown center for girls programs. It will expand strategic outreach efforts to increase participation by low-income young women, and will work to engage them as leaders and decision-makers. YWCA offers multiple opportunities throughout the year to engage young women, and will concentrate efforts to engage low-income women in a few key efforts. 1) YW Strive is a series of overnight leadership retreats for girls in 9<sup>th</sup> and 10<sup>th</sup> grades that emphasizes building leadership for equity, environmental sustainability, and community change. 2) The Girls Action Team is a free, monthly program that uses recreational activities like hiking, cooking, dancing, and volunteering to engage girls ages 13 and older in structured opportunities to develop assets and decision-making skills. In 2011, the Girls Action Team will add a financial literacy workshop. 3) Stand Against Racism Youth Conference will take place in April, 2012. This day-long conference for youth is planned by a team of high school youth along with committed adults, who meet throughout the year to plan the event. Through the Opportunity Project, YWCA seeks to increase the active engagement of low-income young women, who will in turn drive the planning agenda for future YWCA programs and activities.

The Opportunity Project will prevent people from entering poverty by building assets for low-income young women from Burlington, including specific outreach to young women of color, and young women from immigrant and refugee communities. Girls living in low-income families are disproportionately likely to become adults living in poverty. The Opportunity Project aims to provide supports that are both the right kind of help, and offered at the right time to effectively intervene in cycles of poverty.

The project will address the basic needs of people living in poverty by offering hope, support, and viable pathways to future success for young women. In addition to offering opportunities for enrichment and development, YWCA programs offer recreation, friendship, and fun. YWCA girls' programs include healthy snacks and/or meals, as well as transportation, at no cost to all participants.

**a. Are you targeting any specific disadvantaged population/group of people? If so, who are they? (i.e., people with disabilities, minorities, women with children living in poverty, people with limited English proficiency, at-risk youth, etc.)**

YWCA programs are specifically aimed at young women. The focus of this proposal is toward girls ages 13-18 who are living in poverty, with some emphasis toward reaching young women of color and immigrant and refugee girls.

**VIII. Equal Opportunity/Accessibility: How do you make sure your programs are accessible to all and culturally appropriate? What equal opportunity efforts do you make in hiring and, if applicable, Board recruitment?**

YWCA aims to ensure that its internal and external operations are highly congruent with its mission, *eliminating racism and empowering women*. In recent years, YWCA has undertaken several measures to increase its capacity for cultural competency. In 2010, YWCA staff and board members have participated in the CEDO We All Belong AmeriCorps State cultural competency community of practice. In addition to participating in regular training, YWCA has established an action plan for increasing cultural competency in its service delivery. YWCA staff participate in numerous community partnership to build racial equity, including supporting the Social Equity Investment Project's Burlington Demographic Project, and through the Burlington School Board Diversity and Equity Task Force.

As an independent affiliate of YWCA USA, YWCA Vermont maintains intentional adherence to national bylaws agreements, including that its Board of Directors will be multi-racial, and will make specific efforts to include young women in its leadership.

Presently, the YWCA Board of Directors has fourteen members, three are women of color and 50% are young women under the age of 30.

All YWCA staff hiring processes seek to affirmatively reach a racially and culturally diverse pool of applicants. When hiring and recruiting, YWCA utilizes a network of individuals and organizations across the state with a demonstrated commitment to increasing racial equity to broadly reach potential applicants.

YWCA is eager to move its year-round office operations from Colchester into Burlington in 2011 in order to increase accessibility of its programs for a broader segment of the community. Our strategic goal is to find office and program space that will be physically accessible and welcoming to low-income women and girls.

## **IX. Impact and Evaluation:**

### **a. How do you define success? How do you measure it? How many of your beneficiaries achieve it?**

Planning for and evaluating success is a critical component of all of YWCA's activities. Every program utilizes a logic model to map the connection between program activities, intended program outcomes, and long-term organizational goals. YWCA Opportunity Project will measure success on three key objectives:

- 1) 50 Burlington young women ages 13-18 will participate in single day and multi-session enrichment programs aimed at building developmental assets.
- 2) 50 Burlington young women ages 13-18 will gain skills as leaders and decision-makers, and view themselves as having personal power.
- 3) 50 Burlington young women ages 13-18 will be connected to social support and resources through caring, trained adults.

Success is measured through pre and post test self-evaluations completed by program participants, through follow-up interviews with program participants and their parents/ guardians, and through feedback by collaborating service providers. While the Girls Action Team and YW Strive are new programs, other YWCA youth programs have demonstrated that 4 out of 5 participants typically meet stated outcomes related to developmental asset building, including self-confidence and self-esteem.

### **b. If this is an existing project:**

#### **1. What were your projected accomplishments for your most recent completed funding period or fiscal year?**

n/a

#### **2. What were your actual accomplishments for that period? If you did not meet projections, please explain (i) why and (ii) how you will overcome that issue in the future.**

n/a

## **X. Community Participation & Partners**

### **a. How are the community and/or program participants involved in decision-making and in identifying the program need, design and/or evaluation?**

Because leadership development and empowerment are so central to YWCA's work, involving young women in decision-making is an active strategy in all we do. During 2010, the Opportunity Project AmeriCorps has conducted extensive one-on-one outreach to hear from low-income women and girls in their own voices about specific unmet needs. In addition, through the Girls Action Team, the Girls Program Coordinator routinely asks girls about activities that they would like to participate in throughout the year. Many YWCA programs are operationalized by small work groups and committees that frequently include young women. For example, the YWCA Camp Hochelega Camp Committee and the Stand Against Racism Youth Conference planning workgroup both include high school students. The YW Strive Girls Leadership Program is carried out by a dynamic team of staff and volunteers, including several peer facilitators who are 16-19 year-old young women who are involved in all stages of program planning and delivery.

### **b. What other agencies or sectors (i.e., government, private) do you work with on this project/program?**

Thoughtful, broad-based collaboration is a cornerstone of our work. Current girls' program collaborators who have participated in either the Girls Action Team, YW Strive, or in planning YWCA 2011 Stand Against Racism conference for high school youth include the Vermont Student Assistance Corporation (VSAC), King Street Center, Fletcher Free Library Teen Advisory Board, Outright Vermont, Burlington School District, Burlington Social Equity Investment Project, Vermont Statewide Girls' Collaborative,

UVM Watershed Alliance, Vermont Workers Center. Collaborators have contributed program support, activity instructors and facilitators, committee members, and outreach assistance.

YWCA is well-positioned for specific outreach to low-income young women through its collaborative networks and relationships with educators within Burlington School District and through numerous organizations working within and on-behalf of communities of color. YWCA is especially pleased to partner with the CEDO AmeriCorps State We All Belong initiative, whose members across the city provide a vital network that enables program planners to reach diverse networks across the city.

## **XI. Sustainability**

### **a. How will this project have a long-term benefit to the City of Burlington?**

The Opportunity Project efforts can dovetail with efforts to build emerging leadership through the Social Equity Investment Program and other city initiatives. A primary strategy of the Opportunity Project is to focus on young women who are making pivotal life choices throughout their teen years that will facilitate or hinder their lifelong self-sufficiency. The assessment activities carried out in 2010 highlighted several areas where adult women identified unmet needs. The Opportunity project translates these unmet needs into concrete transformational opportunities for young women, prioritizing a prevention-first model. If the Opportunity Project succeeds, it will bring a long-term benefit to Burlington by interrupting the cycle of poverty and establishing lifelong patterns of growth and self-sufficiency for the young women who participate.

### **b. If the project ends, will that benefit continue?**

Leadership development in youth is a long-term investment that pays off in generating community members who are committed to building their neighborhoods and city, and who have the skills and passion to do so. At its most effective, this benefit will translate both in the direct impact upon individuals who participate in the program, and in the role they play in providing leadership to others.

### **c. If CDBG funding ends, will the project be sustainable (i.e., able to continue)?**

The project is a specific effort to increase YWCA's ability to reach low-income populations with existing programs, and with additional supports and connections. These programs will continue to exist, and YWCA will work through other channels to extend these opportunities to young women from priority populations.

## **XII. Consistency**

### **a. What Consolidated Plan objective does this project support?**

EO 1.3, Economic Opportunity to reduce barriers to economic opportunities  
SL 1.3, Suitable Living Environment to improve youth development

### **b. What other City plans, if any, does this project support or complement?**

## **XIII. Readiness to Proceed**

### **a. Is the project ready to begin July 1, 2011 and be completed by June 30, 2012? Yes**

### **b. If not, what are the expected start and completion dates? n/a**

### **c. Are there any other conditions that may affect your ability to begin or complete this project?**

One goal of the project is to move YWCA's office into Burlington. This move is dependent upon finding suitable space that meets our needs. All project activities will take place as planned, but may operate from other community spaces as needed. Note that no specific CDBG funds are sought to achieve this goal.

## **XIV. Financial Narrative**

### **a. Why should CDBG resources, as opposed to other sources of funding, be used for this project?**

CDBG resources are an appropriate stream for this project because it specifically aims to reach low-income communities in Burlington who may not have previously had access to YWCA programs. The project will have impacts both for public services and economic development, and aims to develop into a full range of supports around the unmet needs of low-income women and girls over time.

- b. Describe your use of community resources. For example, will your project be matched or leveraged with other funding sources or resources (such as volunteers) that don't appear in the budget summary below?**

Project support comes from a range of resources including donor funds and grants from community and foundation sources. All of our work is carried out with the tremendous energy and commitment from approximately forty volunteers across girls' program areas who contributed more than 1000 hours in 2010. Programs rely heavily on donated program activity spaces as well.

The Opportunity Project Budget as described below assumes that 25% of YWCA girls program direct expenses and staff time will be spent on the Opportunity Project. Administrative time contributed by the Executive Director and bookkeeper, and all overhead costs are given as in-kind supports by YWCA. The approximate value of these supports is \$12,800.00.

- c. Has your organization had any significant changes in funding levels over the last year? If so, please describe.**

There have been no significant changes in funding levels over the last year.

- d. What percent of Agency funds are used for administration vs. program costs?**

According to YWCA's 990 from 2009 (the last year for which complete data is available), 83% of funds were used for direct program costs, and 17% were used for administration.

**XV. Budget**

**a. Summary**

	Project		Agency	
	Current	Projected	Current	Projected
CDBG	\$ 0	\$ 5500.00	\$ 0	\$5500
State	0	0	2500.00	2500.00
Federal	0	0	0	0
United Way	0	0	0	0
Private	0	5750.00	70,980.00	96,000.00
Program Income	0	0	287,439.00	300,000.00
Other	0	0	26,413.00	24,000.00
<b>Total</b>		\$11,250.00	\$ 387,332.00	\$ 428,000.00

\* Must match your CDBG request amount on Page 1.

\*\* Must match in all three boxes on Pages 7 and 8.

**b. Proposed Project Budget Sources**

CDBG	\$ 5500
Other Federal – please specify funder and program (i.e., HUD – Emergency Shelter Grant, etc.)	
	\$ 0
State – please specify funder and program (i.e., Department of Health – AIDS Prevention, etc.)	
	\$ 0
United Way of Chittenden County	\$ 0
Private – please specify (i.e., individual donations, foundations, faith-based organizations, etc.)	
Vermont Women's Fund	\$ 1500.00
Individual Donor Contributions	\$ 1450.00

T D Charitable Trust	\$ 2800.00
<b>Other – please specify (i.e., fee-for-service, etc.)</b>	
	\$0
	\$0
<b>TOTAL</b>	<b>\$ 11250.00</b>

***c. Proposed Budget Uses***

<b><u>Line Item</u></b>	<b><u>CDBG</u></b>	<b><u>Other</u></b>	<b><u>Total</u></b>
Girls' Program Coordinator	\$ 3500.00	\$ 0	\$ 3500.00
Girls Action Team (Materials, Supplies, Activity Costs)	\$ 500.00	\$ 1500.00	\$ 2000.00
YW Strive Program (Overnight retreats, meals, transportation)	\$ 1500.00	\$ 4250.00	\$ 5750.00
	\$	\$	\$
<b>TOTAL</b>	<b>\$ 5500.00</b>	<b>\$</b>	<b>\$ 11250.00</b>

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