

**CITY OF TAKOMA PARK, MARYLAND  
EXTERNAL FUNDING REQUESTS FY 2014  
APPLICATION FOR GRANTS EXCEEDING \$2,500**

**GENERAL INFORMATION**

Organization Name Community Health and Empowerment through Education and Research

Organization Address: 7724 Maple Avenue #13

City/State/Zip: Takoma Park, MD 20912

Program Name (if different): Takoma Park Community Improvement Process

Contact Person/Title: Bruce Baker, Director

Telephone Number: Day: 301-589-3633 Evening: same

FAX Number: \_\_\_\_\_

E-mail Address: bruce@communitycheer.org

**Use of Grant Funds:**

☐ Maintain Existing Program    ☒ Expand Existing Program    ☐ Start New Program

☐ Fund One-Time or Limited Project

Amount Requested: \$25,000

Application Deadline: January 22, 2013

We, the authorized representatives of the applicant organization, have completed or directed the completion of this application for City of Takoma Park funding and confirm that the information contained herein is true and correct to the best of our knowledge, information and belief.

Bruce L. Baker 1-22-2013  
Signature/Date

\_\_\_\_\_  
Signature/Date

Bruce Baker / Executive Director  
Printed Name/Title

\_\_\_\_\_  
Printed Name/Title

## A. ORGANIZATIONAL STRUCTURE

1. Number of current officers or board members 7

Name	Title	Term	Address
Mary Jacksteit	Facilitator		
Kathy Porter	Treasurer		
Jennifer Wofford			
Howard Kohn			
Julie Huff			
Mary Carter-Williams			
Jacquette Frazier			

2. In what year did the organization begin operating? 2008

3. In what year did this program begin operating? Piloted in 2012

4. Is the organization incorporated? Yes If so, in what state? Maryland

5. Is the organization qualified under Internal Revenue Code and regulations as a tax exempt organization? If so, under what section of 501(c)? Yes, 501(c)3

Federal Identification Number (if any): 27-3662468

6. Is this organization in compliance with all applicable federal, state and county laws and regulations? Yes

7. Staffing Profile: Identify the number and position/title of staff used to administer this program or project: 3

List Positions/Titles: Director, Community Coordinator, Community Researcher

How many volunteers are used to administer this program? 40 to 80.

## B. FUNDING SUMMARY:

1. Grant request: \$25,000

2. Funds secured from other sources (include status of funding/amount/source): \$0

3. Additional funds yet to be secured: \$16,042

4. Estimated number of volunteer hours (provide number of hours x \$20.25): \$37,584

5. Value of other in-kind donations (provide details): \$0

6. Total program revenues: \$78,626

## **C. OVERVIEW OF PROGRAM OR PROJECT FOR WHICH YOU ARE REQUESTING FUNDS:**

### **1. Need Statement:**

Identify the issue or need that this program or project will address in Takoma Park.

Identify the target recipients.

Identify the number of Takoma Park residents to be directly affected or served (if applicable).

The major purpose of this program is to engage and empower Takoma Park residents who do not normally participate in city activities to become a part of community building activities that contribute to a healthy thriving community.

While some Takoma Park residents actively participate in city events, those in Wards 4, 5, and 6 tend to be less active. The city used to employ outreach workers to go door-to-door to engage residents in these areas, but does not currently do so. The city's precedence illustrates the amount of effort necessary to engage people who may be dealing with many challenges in their day-to-day life.

This program will directly engage 60 low income, medically at risk Takoma Park residents who participate in health and wellness circles – small groups of culturally and linguistically compatible community members in high needs neighborhoods sharing an interest in promoting health, fitness and well-being. It will also directly engage at least a dozen additional Takoma Park residents as part of a circle of Takoma Park residents to guide community research and action.

In addition to the benefits to participants, these circles will indirectly benefit the families, neighbors and friends of participants. The program will result in expanded and more focused community improvement activity that will benefit targeted neighborhoods in Wards 4, 5, and 6 and the community as a whole.

### **2. Program/Project Summary: Briefly describe the purpose of the program or project and the services or activities to be provided.**

The Takoma Park City Council has supported CHEER in convening a coalition to apply for a grant to create a Health Enterprise Zone (HEZ) in Takoma Park and Long Branch. Health Enterprise Zones are a new state program designed to bring health care providers into coordination with community based organizations to improve public health through coordinated and mutually supportive place-based programs. The program to be funded by the city grant would extend CHEER's community improvement process and integrates it into the Takoma Park health and wellness circles proposed as part the Long Branch Health Enterprise Zone (LBHEZ).

Over the past four years CHEER has engaged 160 Takoma Park and Long Branch residents representative of the socio-economic diversity of the community in the process of articulating a shared vision, selecting goals and measures, conducting research related to many of these goals, and taking actions that respond to community priorities based on the research. This process has involved many people in community who have not participated previously and inspired changes and improvements throughout the community. For example, Takoma United for Engaged

Community began as a response to the need for more homeowner and renter interaction identified in a CHEER forum discussing the income gap in Takoma. Coalitions to address food, and fitness that became part of the HEZ proposal were also initially developed through the CHEER process. This proposal will allow CHEER to extend the reach of this engagement process to more neighborhoods and households in Takoma Park.

Activities under this grant will be city wide in scope, and community oriented, but will target participation from certain high needs neighborhoods and disadvantaged populations. Under the Health Enterprise Zone proposal, 12 health and wellness circles will be created in Takoma Park and Long Branch. These circles will be centered in high needs neighborhoods among people at high health risk. Activities under the State HEZ grant and County funds will be used to provide health nutrition, and fitness programs and training that builds participants capacity to meet basic needs. This grant will integrate these circles into a community improvement process.

Community improvement projects will be selected based on the concerns identified by the community. The Takoma Park and Long Branch 2012 community strategic plan (see [http://communitycheer.org/wp-content/uploads/2012/06/CHEER\\_strategic-plan-report-2012.pdf](http://communitycheer.org/wp-content/uploads/2012/06/CHEER_strategic-plan-report-2012.pdf)) illustrates those concerns.

Priority concerns may include activities such as maintaining safe and adequate affordable housing, engaging the City recreation department and committee to improve programming and broaden resident participation, monitor and advocate for improvements to the built physical environment, monitor and advocate for maintenance and improvement of parks and recreational facilities, and protection of the natural environment.

### **3. Address how the program or project fits within the Strategic Plan and Council Priorities.**

This program directly addresses the priority strategy to “Develop and implement programs designed to reach out to underserved segments of the community; engage them in the community by encouraging participation in City programs, serving on committees, registering to vote, and voting in city elections.”

This grant will also address other Council Strategies that promote a livable community, such as “Creating programming that improves the health and safety of residents and building a broader and stronger community volunteer base.” The focus on priority concerns may also contribute to other Council priorities, such as maintaining affordable quality housing, and improving the appearance of residential buildings and neighborhoods. It might also provide inputs to improving City programs, such as recreation, police, and the municipal library.

### **4. Program/Project Impact: List the anticipated outcomes. What will change as a result of this program or activity? How will the community benefit?**

This program will empower participants by giving them the skills and experience of participating in a community improvement process. It will also give them the experience of working to improve their communities, which can lead to increased participation with the city in the future.

This program will also produce a better understanding of the interests and needs of community members, build stronger social connections within and between groups in this diverse community, and identify and train leaders who will serve their neighborhoods and their community. This will contribute to a culture and practice of enhanced community engagement that includes all of its residents.

5. Action Plan: Briefly describe each activity to be conducted to meet the desired outcomes. If applicable, identify the average number of days or hours per month each activity will be provided to program participants. Be specific.

Health and Wellness Zones will be established under the Health Enterprise Zone. It is anticipated that at least 3 health and wellness circles will be located in Takoma Park Wards 4, 5, and 6.

CHEER will also assemble and convene a circle of Takoma Park residents from these areas that are representative of the whole community into a “Takoma Circle”. Takoma Circle members will be recruited in consultation with the City Council, and City Staff, and other community partners.

The CHEER director and Community Coordinator will coordinate activities under this grant with City Manager and/or her designee.

All circles will meet regularly. Health and wellness circles will meet weekly under the HEZ proposal. Under this proposal, CHEER will integrate community improvement process activities into the weekly HEZ meetings. The Takoma Circle will meet at least once a month. The Circle activities will follow four phases.

The first phase of the program will focus on articulating a vision, goals, and priorities for each circle and the circle as a whole.

The second phase will involve research related to the stated goals and priorities. This will result in at least one shared participatory research activity to explore an issue of concern to the entire community and the City as a whole. The research project might be to administer a survey, to observe and measure housing quality, or collecting information in some other way for some other purpose. CHEER will supervise the information gathering, and provide results and analysis of this research.

The third phase focuses on action development. CHEER will engage community members in discussing the research results and other relevant information to consider possible actions to address priority concerns arising from this process. In this phase circle members build relationships and develop skills needed to implement the actions they propose.

In the final phase CHEER will facilitate actions selected by the circles. The actions will emerge from the process but might include creating a community event, such as a block party; conducting a local repair and cleanup day; meeting with a public official or agency to present

information on a priority concern, or testifying before the City council on a topic of concern.

**6. Program Evaluation: Identify and describe the methods to be use to evaluate this program or project (questionnaire, interview, survey, observation)? How will you know if it is successful?**

The Long Branch Health Enterprise Zone is establishing a common measurement system that will assess the link between specific HEZ strategies and health outcomes. The HEZ coalition will have one full time staff person to gather data and evaluate HEZ activities. The specific health related outcomes include A1c (average blood glucose levels) in diabetics and pre-diabetics, BMI (body mass index), hospital utilization, and related health costs. Additional measurements include self reported health status, income, food security and nutrition, physical activity, and other measures determined by the LBHEZ Coalition's data and evaluation committee as the HEZ is implemented.

Program measures which will be developed and monitored by each circle include the number of participants, level of involvement, the number and type of social connections made through the process, and success on measures for the specific goals selected by the circle participants in the process. Because circle participants will be making and assessing individual goals, measures of the percent of participants achieving or progressing on their individual goals will also be included.

**7. Organization Evaluation: Briefly describe one or two similar programs or projects your organization has undertaken and provide an assessment of their effectiveness. If the organization has not undertaken programs or projects, you may respond to this question by addressing the experience of the officers or project leaders.**

In 2012 CHEER conducted and published the results of a community strategic planning process, (see [http://communitycheer.org/wp-content/uploads/2012/06/CHEER\\_strategic-plan-report-2012.pdf](http://communitycheer.org/wp-content/uploads/2012/06/CHEER_strategic-plan-report-2012.pdf)) which involved 160 participants from all parts of the community, including some recent immigrants who needed language interpreters. CHEER engaged community members in action research to measure the community's progress toward achieving its goals, and published a report card on housing, and later a report on changing trends on income diversity. CHEER conducted events designed to formulate and develop actions to address priority community goals, and facilitated their implementation. For example, CHEER's process led to the formation of a community coalition called Takoma United for Engaged Community, which conducts multi-cultural events designed to bring people from diverse communities into contact with each other. This group just recently conducted the City's Martin Luther King Day Celebration, and has also sponsored a historic walk through Ward 4, and an international dance festival.

CHEER has used this approach to focus community action on housing, health, and the local economy. This has put CHEER into a position to convene a Health Enterprise Zone Coalition for Takoma Park and Long Branch.

In 2012 CHEER piloted a health and wellness circle at Essex House in Takoma Park. Twelve people participated in regular gatherings. The circle focused on economic security and met for 6

months and was reviewed favorably by all participants, and would have continued if sufficient resources had been available.

**8. Collaboration:** Is this a collaborative program involving other organizations? If so, please provide further information.

Activities under this grant complement the Long Branch Health Enterprise Zone. The Coalition will provide support for this activity. This includes close collaboration with health care providers such as the local hospital and community clinics, the County Department of Health and Human Services and community service providers, such as IMPACT Silver Spring, Adventist Community Services, and local faith groups, such as Takoma Park Presbyterian Church, and God Glorified Church of God in Christ.

#### **D. BUDGET**

Provide a detailed budget for the program or project. Include revenues and expenditures. If applicable, provide a business plan.

This proposal leverages State funding for the Long Branch Health Enterprise Zone proposal, which will fund the startup and operating cost of the health and wellness circles in Takoma Park and Long Branch. The HEZ contribution includes the HEZ portion allocated for supplies, food, child care and other material costs in the Takoma Park Circles. The largest cost of integrating the community improvement process into the health and wellness circles is primarily in the additional staff time needed for facilitating this process. It also includes the cost of creation of the new Takoma Learning and Exchange Circle. All funds in this grant request will be used exclusively for implementing the community improvement process in Takoma Park.

See Budget Attached

**CHEER - Budget for Community Health Improvement Process ( Takoma Park Health and Wellness Circles)**

<b>Items</b>	<b>Requested Grant Funds from City of Takoma Park</b>	<b>Organization's Funds for this Item (If Applicable)</b>	<b>Total Cost for Project</b>
<b>Salary (list each position separately plus hourly rate)</b>			
30% FTE - Bruce Baker, Director (\$40/hr)	\$4,000	\$2,000	\$6,000
50% FTE - TBD, Community Coordinator (\$30/hr)	\$6,000	\$1,500	\$7,500
60% FTE - TBD, Community Researcher (\$25/hr)	\$7,500	\$2,500	\$10,000
<b>Fringe benefits</b>	<b>\$2,625</b>	<b>\$900</b>	<b>\$3,525</b>
<b>Consultants (list each separately plus hourly rate)</b>			
Instructors fees for training participants	\$2,000		\$2,000
Community Based Participatory Research Consultant		\$5,000	\$5,000
Health Literacy Consultant			\$0
<b>Staff Development</b>			\$0
<b>Rent</b>			\$0
<b>Utilities</b>			\$0
<b>Maintenance</b>			\$0
<b>Telephone</b>			\$0
<b>Other Communication</b>			\$0
<b>Equipment (up to \$5000)</b>			\$0
Supplies	\$100	\$50	\$150
Insurance			\$0
Postage			\$0
Printing	\$60	\$0	\$60
<b>Other (list)</b>			\$0
Food for events	\$475	\$1,445	\$1,920
Childcare for events	\$240	\$240	\$480
Expenses for Circle Projects (\$500/circle)	\$2,000	\$0	\$2,000
Travel		\$176	\$176
Indirect Costs (rent, utilities, etc)		\$2,231	\$2,231
Capital Expense (if applicable; greater than \$5000)			\$0
<b>TOTALS</b>	<b>\$25,000</b>	<b>\$16,042</b>	<b>\$41,042</b>

## E. TIME LINE

Provide a detailed time line for completion of the program, project, or activity. Funds must be used within the fiscal year.

Time line	
Establish community Information Circle (CHEER)	April (2013)
Establish health and wellness implementation circle (HEZ)	April
Establish health and Wellness Circle #1 (HEZ funding)	July
Establish health and Wellness Circle #2	September
Establish health and Wellness Circle #3	October
Community Improvement Project Selection for Circle #1	October
Community Improvement Project Selection for Circle #2	January (2014)
Community Improvement Project Selection for Circle #3	January
Community Improvement Project Implementation for Circle #1	January
Community Improvement Project Implementation for Circle #2	March
Community Improvement Project Implementation for Circle #3	March
Report on Community Improvement Process Circle #1	April
Report on Community Improvement Process Circle #2	June
Report on Community Improvement Process Circle #3	June