

**COMMUNITY DEVELOPMENT BLOCK GRANT  
CORONAVIRUS RESPONSE**

**II. CDBG-CV APPLICATION**

**COMPLETE APPLICATION CHECKLIST**

**Please submit each section of the application, including this checklist:**

- A. CDBG-CV Application Cover Page**, *limit 1 page*
- B. CDBG-CV Application Worksheet** , *limit 2 pages*
- C. CDBG-CV Application Narrative**, *limit 7 pages*
- D. Budget: Revenues and Expenditures**, attached separately, *limit 1 page*

*Budget worksheet MUST match budget listed on the Cover Page, Summary page, and in the narrative*

**Required documents for non-profit organizations:**

- Verification of 501(c)3 or 6 Status**, *limit 1 page*
- Agency Organizational Chart** to show how the proposed program fits into the overall organizational structure; include program staff or positions, *limit 1 page*
- Most Recent Agency Operating Budget Summary**, *limit 1 page*
- Most Recent Independent Auditors Report and identified findings** or *if an Audit is not available* the most recent 990 Financial Statement
- Complete list of Board Members**

**Signature of the Executive Authority**



**Date**

5/11/2020

Donna Dwyer

**Name**

CEO

**Title**



A. CDBG-CV COVER PAGE, limit 1 page

**CDBG-CV COVER PAGE**

Service Type	<input type="checkbox"/> Small Business Assistance Program <input checked="" type="checkbox"/> Food Assistance <input type="checkbox"/> Rental/Mortgage Assistance <input type="checkbox"/> Other <input type="checkbox"/> Homeless Prevention		
CDBG-CV Type	<input type="checkbox"/> Prevention of the Coronavirus <input type="checkbox"/> Preparation for the Coronavirus <input checked="" type="checkbox"/> Response to the Coronavirus		
Operating Agency	My Place Teen Center		
Program Name	Daily Mobile Food Pantry and Wellness Checks		
Program Area	<input checked="" type="checkbox"/> Cumberland County Entitlement Jurisdiction <input type="checkbox"/> Other _____ <input type="checkbox"/> City of South Portland <input type="checkbox"/> Town of Bridgton		
Mailing Address	755 Main Street, Westbrook, ME		
Address Services are Delivered	Address indicated above and delivery within Westbrook.		
Executive Director /Town Manager	Donna Dwyer, CEO	Phone 8542800	Email donna@myplaceteencenter.org
Project Director	Donna Dwyer, CEO	Phone 8542800	Email donna@myplaceteencenter.org
Financial Contact	Donna Dwyer, CEO	Phone 8542800	Email donna@myplaceteencenter.org
Person who completed the Application	Donna Dwyer, CEO	Phone 8542800	Email donna@myplaceteencenter.org
Amount of CDBG-CV Funds Requested \$48,000		Total Program Budget \$64,976	
Estimated number of people who will be served: 250/per day/five days per week		OR Estimated number of businesses served: N/A	
DUNS Number	041839346	Tax ID 01-0509578	



**B. CDBG-CV WORKSHEET, limit 2 pages**

1. **HUD National Objective.** All CDBG-CV programs must serve Low and Moderate Income Clientele

- Low and Moderate Income Clientele (LMC):** an activity which provides benefits to a specific group of persons who qualify as LMI.

2.

A. Describe the beneficiaries or clients served by the program.	A. Any age person who needs a daily dinner.
B. How many will be served by the proposed program? (unduplicated -per year)	B. 250
C. How many are <u>CCEJ Resident</u> ?	C. 250
D. How many are <u>low to moderate income residents of a CCEJ town/City</u> ? See income data in the instructions	D. 250
E. What percentage of total clients are low to moderate income residents of the CCEJ? (To calculate = $D/B * 100$ ; Must be > 51%)	E. 100

3. **Employees.** Program specific, not for the entire organization.

A. Is this a new (pilot) program?	A. Yes
B. How many employees are currently employed in this program?	B. 6
C. How many employees will be employed in this program if it receives CDBG-CV funding?	C. 6
D. How many employees will be employed in this program if it does not receive CDB-CV funding?	D. 2

4. **Documentation**

A. How will the beneficiaries' information be collected and documented?	A. Some via face-to-face, email, FB messenger, or phone interviews.
B. What documentation will be used to prove the funds are going to the prevention, preparation or response to the Coronavirus?	B Daily logs/delivery sheets indicating name, address, and how many meals/snack kits distributed. However, 50-60/250 of our daily meals are to anonymous persons who pick up curbside without identification. <b>We are indicated on 2-1-1, so anyone from anywhere can pick up a meal <u>without an ID</u> via curbside and some delivery.</b> An in-depth excel spreadsheet/tracking system has been developed expressly for this project.
C. How will the units of service be tracked and documented?	C. Via daily logs/delivery sheets
D. How will the outcomes be measured, collected, and documented?	D. The demand has gone from 50 meals/per day on March 16 to 250 meals/per day as of May 6th. The appropriate outcome is that we continue to



	<p>per week. That our internal activities (procurement/production/delivery) continue to respond to increasing demand. That we are able to obtain high-quality ingredients to make high-quality fresh meals. That we are able to deliver to meet the need.</p> <p>How will all this be measured, collected, and documented? Via our summary narratives, daily logs and delivery sheets, and via financial justification/ accountability using our specifically developed tracking sheet and the QuickBooks segmentation derived for specific purposes of this award combined with our annual audit.</p>
--	--

*Please limit the CDBG-CV Worksheet to 2 (two) Pages.*

## C. CDBG-CV APPLICATION NARRATIVE

In a separate document please answer the following questions; you have a maximum of 5 single-sided pages. Be as direct and specific as necessary. Please include question headings, but in order to save space please *do not* restate the question in your response.

### 1. Program Description

Describe the program being proposed. Make sure to explain the “who, what, when, and where”. Is this a new program or an **expansion of an existing program?**

### 2. Need for the Program and CDBG-CV Funds as it relates to the Coronavirus

Describe the need in our community, how this need is related to the Coronavirus, and why CDBG-CV funds are essential to address this need.

### 3. Project Management

Define who will manage the project and how they will manage it. Describe the applicant’s experience in delivering and managing this or similar programs. Please summarize current licensing and accreditations obtained.

### 4. Readiness to proceed

Describe the steps that have been completed or must be completed to initiate the project. These may include community support, staffing, securing an appropriate location, marketing, and networking.

Describe the program’s timeline with dates and times, including the earliest possible start dates, end dates, and milestones as applicable.

### 5. Budget for the Project

Provide a narrative explaining the budget and expenses for the program. *Describe exactly what and who the CDBG-CV will pay for in this program.* Describe how the dollars spent in South Portland and Bridgton will be tracked separately.

Please ensure that budget amounts listed in the narrative match the cover page and budget worksheet.

### 6. Partnerships, Collaboration, and Outreach

Describe how you are collaborating with CCEJ towns/cities and other non-profit organizations to form a cohesive approach to the coronavirus. What steps will you take to make sure there is not a duplication of services? How will you reach out to families or businesses in need?

## D. BUDGET: REVENUES AND EXPENDITURES, limit 1 page.

Complete provided Excel budget form including leveraged funding sources.



## CDBG-CV Application Narrative

### **1. Program Description:**

Please Meet My Place Teen Center:

*Where every kid feels safe, leaves with a full belly, and learns how to be a top-tier CEO.*

Opened in 1998, My Place Teen Center is a nonprofit, 501 c 3, afterschool oasis for youth, ages 10-18, based in Westbrook. We are a year round, five days per week, five hours per day, free, positive youth development program specializing in cultivating grit and alleviating hunger and trauma.

We are at the forefront of some of the most crucial issues of our time.

- We fight to keep kids safe from the devastation of the opioid epidemic.
- We combat poverty and food insecurity.
- We create real, authentic communities with kids from diverse backgrounds, teaching them how to be good citizens and good neighbors.
- We show teens from broken homes that there is a better way to live life – with accountability, personal responsibility, and self-care.
- We are not just raising kids, we are raising the next generation of adults, and they are headed your way. It matters who they are now, and whom they become as adults.

MPTC Domains:

Character development, academic support, civic engagement, and life skills.

MPTC Differentiators:

- Free
- Homey, warm, inviting aesthetic
- Nutritious, full, daily meals
- Year-round
- 25 hours per week
- Teen-centric
- Job and life preparedness
- Focus on social emotional learning and evidence-based strategies such as instilling grit, curiosity, leadership, and self-awareness
- Drop-in and program specific
- Local control; local decision-making

### **Our Hallmark Programs (Plan A – prior to CV and after CV):**

Youth Leadership Academy - a specialized positive youth development program designed to increase developmental assets to reduce risky behaviors. Youth attend year-long units on Health and Wellness, Leadership and Social/Emotional competencies, STEAM, Workforce Readiness, and Character Education/Civic Engagement.

Restaurant Job Training Program (RJTP) - embedding life skills, work-force development modules, accountability protocols, STEM principles, and financial literacy practices, the RJTP gives teens the opportunity to train as proprietors, cooks, servers, bussers, hosts, hostesses, and dishwashers in a restaurant-like environment, preparing meals in the teaching kitchen, and

serving 9,000 meals to their fellow teens in MPTC's dining room.

Get Urban Kids Outside! – getting city kids to explore and maintain the woods and local trails, breathe in fresh air, share, listen, and problem-solve teen angst, practice healthy lifestyle choices, glean and forage fresh produce, and engage in ecology/environmental studies.

We serve close to 500 kids per year - with about 450 kids coming from Westbrook.

### **PLAN B Operations – CDBG-CV – during CV:**

As of March 16th, normal operations at MPTC drastically changed. We knew we had to continue to support our teens and their families, so within 48-hours – March 13 – March 15, we pivoted from our mission, to what we imagined would happen, and did happen, to meet the surging and urgent demand for food and home care – **Plan B**. Six staff members were/are now preparing and delivering over 1,250 homemade, restaurant-quality dinners and 200-300 snack/hygiene/household staples kits **per week**. We have become a daily, mobile food pantry for 65 families (65 households that we deliver to every day) and 60 or so individuals, or 250 persons in total per day. We are serving anyone (kids, people who are elderly, people without transportation, people with disabilities, people who are immuno-compromised, those who are experiencing a significant loss of income, etc.) – without qualification - via our mobile food pantry and curbside pick-up – any age, **from anywhere**. The week of April 27<sup>th</sup>, we also handed out \$3,250 in gift cards from Hannaford/Walmart/Target. And will do another gift card give out in May. We are preparing different meals for cultural or dietary purposes – non-pork and non-meat. In April, we provided 3,356 fresh, homemade meals and 880 snack/household staples/hygiene kits.

As you know, this is also a critical and concerning time for some of our kids and our parents as they have no buffer from each other. When school is open, and we are open, they have a safety net for 12-13 hours per day. During these visits, we let our kids, and their parents, know WE CARE ABOUT YOU! So, a face-to-face "how are you doing" is essential in ensuring the families, especially our kids, know we are still here. On top of our face-to-face check-ins, we are also providing phone calls to our teens and Zoom meetings to continue with some of our more popular and wanted programming, such as our "chat room" which gives our teens a safe space to talk about how they are faring and the challenges they are facing each day, as well as trivia, jeopardy, fitness boot camp, yoga, and the "Be Proud Be Responsible" curriculum.

Organizationally, we have proven ourselves to be resilient and gritty – just like what we teach our kids. We have a PLAN A – normal operations – always free, and a PLAN B – a mobile food pantry for ANYONE from ANYWHERE, wellness checks, and online programming – always free. One plan is just for our kids and their families. The other plan, under extreme circumstances, like this pandemic, allows us to serve the whole community. It has shown us that via our work ethic, skill set, and common-sense ingenuity, we remain relevant, open for essential business, and serving basic and elevated needs, regardless of the situation – dire or every day. During this mercurial time, we have greatly expanded our mission, **and** remained true to our mission:

*My Place Teen Center provides a safe haven for youth, ages 10 – 18, sustaining them with comfort, meals, resources, and hope.*

## 2. Need for Program and CDBG-CV – Funds as it relates to the Coronavirus

As of September 2019, free and reduced lunch eligible students represented 62% of Westbrook School Department's total enrollment. Median household income - \$55,563 (in 2018 dollars). Per capita income in past 12 months (in 2018 dollars), \$31,077. Persons in poverty, 15.3% (prior to CV). All of these data points are prior to CV. Real-time, on-the-street data collected by us, indicates a five-fold increase in the need for our services in just seven weeks. Based on our deliveries, we are serving 100% LMI families and individuals. We are going to their houses, motels, and couch surfing situations and seeing their real-time reality. We have gone from 50 meals per day to 250 meals per day. We are serving Westbrook and beyond via our curbside pick-up and this service is also promoted on 2-1-1. Fifty to sixty meals are available curbside (anyone from anywhere can come pick up a meal) and 180 – 190 meals go out for delivery to Westbrook neighborhoods.

*Why fresh dinners? Why serve anyone, any age? Why delivery? Why curbside?* Our pandemic philosophy is to support basic needs and to provide comfort, ease, dignity and respect. By not placing any limitations, by allowing for anonymity with curbside pickups, by delivering – to ease lack of transportation issues AND to allow us to provide wellness checks/daily phone calls, by offering full, delicious, attractive dinners prepared by a professional Chef with a focus on quality proteins and lots of veggies and fruit - all of this effort is to provide restaurant-quality meals with warmth and care. There's so much volatility, scarcity, and fear inherent in our community/State right now that we wanted to be a no-barrier, compassionate, dependable, basic needs' resource via good food, hygiene products, household staples, and in-person interactions for anyone, any age. In addition, we are keeping a vigilant eye out for extreme situations, which is the purpose for our wellness check-ins – kids to seniors. Here are two articles about how quarantines are affecting families during this time:

- Domestic Violence and Child Abuse Will Rise During Quarantines. So Will Neglect of At-Risk People. <https://www.propublica.org/article/domestic-violence-and-child-abuse-will-rise-during-quarantines-so-will-neglect-at-risk-people-social-workers-say>
- Child Sexual Abuse Reports Are On The Rise Amid Lockdown Orders. [https://www.npr.org/sections/coronavirus-live-updates/2020/04/28/847251985/child-sexual-abuse-reports-are-on-the-rise-amid-lockdown-orders?utm\\_campaign=npr&utm\\_medium=social&utm\\_source=facebook.com&utm\\_term=nprnews&fbclid=IwAR27E8MIOK52\\_bjdoqCxOn8bdvYBx1Zu3vCThF2hbHpuTNxZWbmm3S0JEBE](https://www.npr.org/sections/coronavirus-live-updates/2020/04/28/847251985/child-sexual-abuse-reports-are-on-the-rise-amid-lockdown-orders?utm_campaign=npr&utm_medium=social&utm_source=facebook.com&utm_term=nprnews&fbclid=IwAR27E8MIOK52_bjdoqCxOn8bdvYBx1Zu3vCThF2hbHpuTNxZWbmm3S0JEBE)

Finally, the purpose for this request is to cover an impending gap. One of our naturally aligned partnerships, CACFP, is not funding this program in July and August due to Westbrook Schools being the summer site, the City of Westbrook has alerted us to zero funding, as well as DHHS, and we are in limbo with UWGP. Thus we are seeking funding support for the months of July and August. Further, while we have excellent partnerships with Good Shepherd Food Bank and Wayside, those partnerships are a proverbial drop in the bucket for what we are doing, and need, financially. We are not serving shelf-stable food, so we need to source elsewhere, and the funding we received from GSFB (\$4,000) has already been used for current COVID-19

activities. I think for most food pantries – and please keep in mind we were not a “food pantry” prior to March 16<sup>th</sup> - the partnerships with these entities are favorable and helpful. But our service delivery and business model is unique from a traditional food pantry.

### **3. Project Management**

Donna Dwyer is the CEO of My Place Teen Center and will be overseeing the day-to-day operations and the financial aspect of this grant. She has been in this position for the past nine years. She has an MBA, a Master’s in Special Education, and a CAS in Educational Leadership. In 2016, at the behest of Donna Dwyer, My Place Teen Center was awarded \$113,357 from the Cumberland County Community Development Program for siding – part of \$1.1MM renovation. MPTC worked closely with Aaron Shapiro before, during, and after the award of the 2016 CDBG grant. Further, MPTC’s vitality is contingent on yearly grant awards to sustain its operations, including CACFP, United Way of Greater Portland, and EFSP – all stringently monitored for regulation compliance, program fidelity, and financial accountability. Finally, in normal years, about 65% of our funding comes from procured, one-year grants; thus, we are astute with the rigors attached to all awards of a small and large nature.

### **4. Readiness to Proceed:**

We implemented/piloted our mobile food pantry + wellness check-ins concept on March 16<sup>th</sup>. Our practices evolved along with the increasing demand for our services. We were fortunate to have the basis for this expansion – an established culinary skill set, a commercial kitchen, a chef who could handle the quality and quantity of dinners needed to be prepared, and a van. Ramp up happened in the first week! Since then, we refined this business model, adjusted tasks and competencies, solicited feedback from those who needed our services, executed a marketing/PR plan, been featured on the news and in print, uploaded daily missives on social media (we feature our menus and other pertinent information), updated our website with COVID-19 specific FYI, and are fully prepared, operationally, for continued surging community demands. We also, philosophically, wanted to ensure that we served EVERYONE – not just our normal target audience – without qualification. We knew that for many, seeking food was a humbling experience. We wanted to avert that overwhelming feeling of shame/frustration/humility by making it a no-barrier, regional response. No required paperwork, no ID, no where do you live, no justification of pay stubs, etc. Bottom-line: If you are an individual who wants to grab and go, you can do that. If you would like delivery to your Westbrook location, we will do that, too. Comfort, dignity, and respect are foremost on our minds.

Timeline: July 1, 2020 – August 30, 2020

### **5. Budget:**

We are seeking funding for staffing costs, marketing, transportation, and supplies and materials, including food. Please see attached budget worksheet for quantitative justification for CDBG-CV expenses and revenues, including in-kind.

We are currently serving 65 households and 60 individual adults (not attached to a family) via our five-day-a week mobile food pantry and curbside service – 1,250 dinners per week and 200+ snack kits. This comprises 250 total people per day. We are seeking support for July and August expenses.

**Partnerships/Collaborations:**

No entity in our catchment area is serving dinners to kids, ages 0-18. Further, no entity is serving adults of all ages, other than Meals on Wheels for seniors and people with disabilities; yet, we are also serving Meals on Wheels eligible participants due to the request of our elderly participants. Networking is our forte and we have done a thorough job reaching out to a mass audience within Westbrook and beyond.

An example of our extensive outreach is this social media post indicated below, revised and posted daily, and featured on the Westbrook Community Board (5,500 members) and our own Facebook page (1,800 members):

*Today, May 1st, we are serving savory turkey meatloaf, garlic mashed potatoes, and brown rice with creamy local spinach, broccoli, onions, leeks, and red peppers. Plus, fresh fruit! Another offering will be a spinach onion quiche with tater tots and a fresh arugula tomato salad. Offered curbside at the Foster St door from 1 - 4 pm (this is a touch and take model - what you touch, please take) and then out for delivery to Westbrook neighborhoods. Free, to ANYONE ANY AGE ANYWHERE, who needs a homemade dinner. Meals need to be reheated to a minimum of 160 degrees. You will also be receiving snack/household staples/ hygiene kits.*

Our enduring in-kind partners are IDEXX, Westbrook Hannaford, Good Shepherd Food Bank, Wayside, Cooking for Community Maine, and Rosemont Market and Bakery – in-kind support - and reflected numerically on the budget.

# CDBG-CV BUDGET FORM , limit 1 page

Complete one program budget spreadsheet for each program application.

PROGRAM OR PROJECT NAME: Daily Mobile Food Pantry + Wellness Check-ins

OPERATING AGENCY: My Place Teen Center

Revenues: List of ALL funding sources for PLAN B	Secured or Projected	Revenues TOTAL
CDBG-CV Request		48000
Other HUD Funds (please list)	N/A	0
Other Federal Funds (please list)		
a. EFSP	Projected	750
State/ County Funds (please list)	N/A	0
Local Funds	N/A	0
Private Funds (Grants, Fundraising, etc, please list)		
Maine Community Foundation	Projected	2500
Full Plates Full Potential	Projected	2500
TBD Grants/Fundaising	Projected	8026
In Kind Services	Secured	3200
<b>TOTAL PROGRAM REVENUE</b>		<b>64976</b>

EXPENDITURES: Specific to CDBG CV initiative	CDBG-CV Expenditures in CCEJ (excluding South Portland and Bridgton)	CDBG-CV Expenditures in Bridgton	CDBG-CV Expenditures in South Portland	Expenditures All Other Sources	TOTAL Expenditures
Employee Salaries, Payroll Taxes	40000	0	0	3328	43328
Employee Fringe Benefits	5000	0	0	5832	10832
Materials/Supplies/Food/Program	1500	0	0	2416	3916
Public Information, Printing, Postage	1000	0	0	1500	2500
Transportation	500	0	0	700	1200
In-kind	0	0	0	3200	3200
<b>TOTAL PROGRAM or PROJECT EXPENSES</b>					<b>64976</b>