

Describe in detail how your project will meet a national objective and how it will be documented.

The Boys and Girls Club Scholarship Program meets the national objective to benefit Low and Moderate Income Persons by “directly benefiting low and moderate income persons.” (limited clientele benefit - Public Social Service – 100% low-mod benefit: 24 CFR Part 570.483) The Program will document and verify the incomes of all households that will receive assistance to ensure 100% benefit to low and moderate-income people. It will only provide assistance for the children who live in low and moderate income households. This will be done in accordance with the “CDF Implementation Manual” and the “Section 8 Low and Moderate Income Guidelines for Boston Area.”

Threshold Requirements - Demonstrate project consistency with the applicant's Community Development Strategy.

The Boys and Girls Club Scholarship Program is consistent with the City of Amesbury and the Town of Salisbury's Community Development Strategies. In both communities, supporting social services has been identified as a community priority. It has been determined to be an essential way to assist the residents in maintaining their quality of life. It helps not only the parents and the children participate in the programs but also keeps the children from getting into trouble and causing trouble for others. The City of Amesbury's 2015 Community Development Strategy (CDS) states "The City must establish a means to sustain a livable community for all of its residents now and into the future." "This CDS is meant to address the current needs of the City's Low and Moderate Income Persons, Persons with Disabilities, the Elderly and Minorities, while creating opportunities to provide opportunities in the present and sustain a future for these residents."

Amesbury's CDS highlights Social Services as a priority, specifically to provide access to Social Services that facilitate and support the quality of life to residents. Amesbury's social services provide fundamental services to support the quality of life and the needs of its community. The City will continue to provide social service programs providing for the physical, emotional and social needs of Amesbury residents. The City will continue to improve outreach and access to supportive services and increase coordination among Amesbury service providers. The City will provide efficient, open communication, education, collaboration and cooperation on social service programs and issues of concern to the general public.

In Amesbury's CDS Priority Table Logic Model, the following are listed as priorities under Social Services: "Improve outreach and access to supportive services" and "assist individuals and families to achieve self-sufficiency and independence; increase families' access to child care services." Providing after school and vacation scholarships to the children of low and moderate income families will allow parents to seek work or continue working without the burden of costly private child care. Parents will rest easy while at work, knowing their children are well cared for, making new friends and learning new skills. With the children occupied and safe in after school programs, the custodial parent in both communities will be able to find/keep employment instead of staying at home with the children because they cannot afford child care.

The Town of Salisbury's 2013/2014 Community Development Strategy (CDS), **Housing and Quality of Life section** states, "Salisbury residents value the variety of residential environments that exist in town. Suburban neighborhoods feel close to nature- near marshes and wetlands, the remaining farms, or close to the river or beach." Many residents voiced their concerns over the impact of the current pace of development on the quality of life in Salisbury. Along with these changes, the town must continue to address the need for affordable housing, a large homeless population and low/moderate income residents. There was a great desire to assist the local social services to continue to bring services to these populations, especially the children and elderly. The **Goals associated with this section** include 1. "Support neighborhoods and encourage more physically distinctive, socially cohesive neighborhoods and 2. Increase support of social services including low income residents, elderly and youth services." On the CDS Priority list, both 'working towards meeting the needs of Salisbury's existing low/moderate income population' and 'increased support of social services' are high priorities of the Town.

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The Scope: Boys and Girls Club Scholarship program will provide Amesbury and Salisbury LMI families with scholarships for child care at the Boys and Girls Club of the Lower Merrimack Valley (the Club) in Salisbury after school, during school vacations and on school early release days, and/or summer programs, depending on the needs of the family. These vacation programs provide child care during critical times when parents need help so they can maintain or seek employment. The Club provides year round safe and affordable care for children ages 6-16. It hosts a program daily from 2:30-6 with busing from Amesbury and Salisbury Elementary Schools (SES) as well as Camps that provide care from 9-5 M- F during school vacations and also on half days and on days that schools are closed. The summer program operates for 10 weeks during the months of June through August. Of the 238 children between the ages of 6 to 16 from all over the lower Merrimack Valley who attended summer camp in 2014, 112 children received financial aid. We are applying for \$55,000 in CDBG funds; the Club will provide \$80,000 in scholarship funding (15F) to meet the expected demand of \$135,000 for Scholarships.

The Need: Amesbury and Salisbury youths are faced with many socio-economic obstacles that place them at high risk for substance abuse, school-drop out, mental illness and other harmful behaviors. The affected population are the hundreds of families that need safe alternative care for their children so they can work or look for work. For those that struggle to find a way to pay for childcare, the only other choice is to leave children home unattended, which many feel is not an acceptable alternative. During the summer when there are other programs available, these parents have neither the financial ability to send their child to a private, more expensive camp nor the ability to transport them there. The Club offers parents what they want and need most: an environment where their children can be safe, with adults who watch and care for them while they participate in interesting and constructive activities that channel youthful energy into challenging pursuits. "For all families, child care is a major component of one's monthly expenses. However, low- income families pay 14% of their earnings on care compared with only 7% of earnings on care for their higher-income counterparts. For families with incomes below a self-sufficiency wage, child care expenses are often out of reach. According to data supplied by Amesbury Public Schools 24% of students are low income and SES, 17% of students are homeless and 50% are low income (15O). This means that individual caretakers and families must make difficult financial decisions to survive." (15P). According to the local Community Action Inc.'s (the federally mandated anti-poverty agency in the region) 2011-2014CSBG Strategic Plan (CAP) (15N), poverty rates among families with female householders with no husband present are substantially higher than the general population's poverty rates. In Amesbury, female-headed households with children under the age of five comprise 34.7% of Amesbury's population. 23.6% of female-headed households with children under 18 subsist below the poverty level (US Census American Community Survey 2009-2013). In Salisbury, 22% of all households with children under age 18 are female-headed, with no husband present. The poverty rate for female-headed households with children under five is 26.8%. Because this segment of the population continues to have extremely high incidences of poverty, CAI targeted families with female heads of household for services and advocacy for three years after they conducted the needs assessment. The CAP also lists childcare as a top concern along with the basic needs of food, housing, and fuel, according to the community survey. The Club is the most affordable youth-serving organization in the Lower Merrimack Valley. It has an annual enrollment of 1500 youth members and provides transportation. Although there are other programs in surrounding communities, the cost of these programs ranges from \$170 week to \$275 week and do not cover ½ days and school vacation weeks. Many of our families are unable to afford these costs and/or provide transportation to them. The Club's annual membership fee is only \$25 per year and provides afterschool care until 6pm for the entire school year. Summer program costs \$125 week with supervised activities scheduled from 7 to 6 M-F. School vacation weeks cost \$120 per week in the months of Dec, Feb, and April. The fee is \$20 for

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school cancellations and/or half days. The Club provides affordable childcare for parents who would not have any other childcare options when school is out. The Scholarship Program is necessary for those that cannot even afford the affordable rates of the Club. For the past six years the number of scholarships awarded to LMI youth has steadily increased, this program is really needed to keep pace with growing needs of the community. There are many at-risk and underprivileged youth in Amesbury and Salisbury, and the Club cannot cover all of the need without assistance; it is only with the current CDBG scholarship program and their private fundraising that the Club has been able to keep up with the demand for afterschool and vacation programs for youth. Funding this program through the CDBG grant program would allow the Club to provide scholarships to those that are eligible without taking funding away from other valuable programs.

How/Why the community decided to address this need: The communities continually seek ways in which to address the goals outlined in their CDS and local Community Action Inc.'s (the federally mandated anti-poverty agency in the region) 2011-2014 CSBG Strategic Plan (CAP). This year, in order to address the most pressing social service needs consistent with these plans in the communities, the City released an RFQ (18A) which was published in the Newburyport Daily News and the Central Register, and posted City-wide. The RFQ requested proposals from area non-profit agencies and organizations to provide needed regional social service activities for income eligible residents of Amesbury and Salisbury. The RFQ required that the social services needed to be prioritized in the CDS and consistent with the Community Action Strategic Plan. The City of Amesbury's 2015 CDS states "The City must establish a means to sustain a livable community for all of its residents now and into the future." "This CDS is meant to address the current needs of the City's LMI Persons, Persons with Disabilities, the Elderly and Minorities, while creating opportunities to provide opportunities in the present and sustain a future for these residents." Amesbury's social services provide fundamental services to support the quality of life and the needs of its community. The City will continue to provide social service programs providing for the physical, emotional and social needs of Amesbury residents. The City will continue to improve outreach and access to supportive services and increase coordination among Amesbury service providers. The City will provide efficient, open communication, education, collaboration and cooperation on social service programs and issues of concern to the general public." (3-B Amesbury CDS). The Town of Salisbury cited the following priorities its CDS: "The Town must continue to address the need for affordable housing, its high homeless population and low/moderate income residents. There is a great desire to assist the local social service agencies to continue to bring services to these populations; especially the children and elderly." The Town's final goal is to "Increase support of elderly and youth services." The Town's resulting priorities are to provide job related childcare assistance, domestic violence prevention, youth services, elder self-sufficiency, and emergency assistance to qualified applicants. The Club responded to the RFP and the CAC and Mayor determined that their proposal was consistent; therefore the City would apply for scholarship funds due to the Club's proven track record in meeting the LMI needs of the Amesbury and Salisbury residents.

How the Program will be operated, who will be involved & what service is being provided: This program is a collaborative effort with The Club, the CDBG office, and the beneficiaries involved from start to finish. **Club Staff:** *Executive Director* is responsible for managing the strategic planning and operation of the Club. He will coordinate this program with the CDBG Program Manager. *Director of Operations* oversees Club operations and programs and supervision of assigned staff, facilities; and budget management. *Administrative Assistant* ensures that programs/activities respond to member needs; responsible for overseeing proper record keeping (15D). **CDBG Staff:** *Planning Director:* is responsible for overseeing the program and will directly manage the CDBG program staff. She is responsible for marketing, outreach, community relations, and dispute resolution (12A). Program

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Manager: responsible for processing applications, income qualification, ensuring that all files are CDBG compliant, (12E). Administrative and Financial Assistant: (12C) responsible for providing clerical support, monitoring payments, ensuring that appropriate financial records are maintained, and working with clients (15S) CDBG Staff will income qualify and approve applications, once the applicant is qualified, the CDBG office notifies the family and the Club. The Club then works with the Town to make sure that on each individual case an appropriate portion of the scholarship is paid. All payments are sent directly to the Club. The Grant Management Plan provides an in-depth detailed description of all the roles and responsibilities of each member of the team (Grants Management Plan). Throughout the year, the Town actively seeks new recipients and input from the existing ones. To accomplish this they will send informational flyer/pre-applications (15L) out to the community through local elementary schools and Pettengill House, Inc., a local social service agency. They will also advertise the program through the local newspapers (15J). The results of the participant survey from the FY13 Salisbury Scholarship Program (15G) tell us that 50% of participants learn about the program through the school and the remainder learn about it through friends or family, so the Club will provide outreach by sending home monthly newsletters (15K) through our local elementary, middle, and high schools informing parents of schoolchildren what programs are being offered at the Club (15C). The participants and their families will be given ample opportunities to give feedback and will be required to fill out surveys. CDBG staff will hold 6 public CAC meetings during the 18 months and will invite each recipient through a mailing. The municipalities maintains CDBG websites where they list upcoming (14G) and past CAC schedules & minutes, downloadable flyers, project updates, and contact information (3). To increase the chances of the Club participants attending these CAC meetings, the City will schedule one of the CAC meetings at the Club. Those who are unable to attend the meetings will be encouraged to send letters or contact the staff directly.

Beneficiaries and the anticipated outcomes: Benefits of this program are community-wide; one measure of the success of the program is by community feedback. The Club and the existing CDBG scholarship program are well utilized and appreciated by parents, as shown by the 116 Amesbury and Salisbury residents who have signed the petitions (15B) and the people who have sent letters of support (15E) (15M). The goal of this program is to provide safe childcare for LMI parents/guardians who cannot afford it so that they can work or look for work, resulting in a decrease in the LMI unemployment rates in Amesbury and Salisbury. As a direct outcome of receiving FY13 CDBG funds, the Club was able to award 94 scholarships to LMI children for different programs creating a total of 427 beneficiaries. Participants fill out the following survey: 1. Could not work without the program? 2. Do not work because of a disability? 3. Were able to look for work because of the program? 4. Female heads of household? 5. satisfaction with program ? (15G). The results of the participant survey FY 13 Salisbury program (15G) tell us that 70% of the participants come from female headed households and that 100% of the participants' caregivers were able to work or look for work as a result of the program. 100% of survey respondents were satisfied with the results of the program. We anticipate that indirect outcomes of the program are: increased self-esteem, ongoing relationships with caring, adult professionals, a safe place to learn and grow, hope and opportunity, a decrease in juvenile crime, affordability to all families, and a sense of belonging. When parents sign their children up for the vacation programs, the children are required to become members of the Club which is good for one year. There is no after-school fee and Salisbury will provide funds for bussing. The transportation fee for Amesbury children is \$90/month, for which scholarships will be provided. Once members have the opportunity to see what is available to them, they usually continue to take advantage of the Club's programs on a daily basis. The Program will be deemed successful if it has met its goal of covering the cost of at least 94 scholarships for LMI children or benefitting approximately 427 LMI persons.

Threshold Requirements – Boys & Girls Club Scholarship Program

Demonstrate project consistency with Target Areas requirements

Provide:

1. The name of target area(s) in which activit(ies) will be conducted,
2. Attach a map of the target area, and
3. Description of the target area(s) and how the boundaries were determined. Why does this geographic area constitute a target area in the community?

The Boys & Girls Club of Lower Merrimack Valley is housed in the Salisbury Memorial School Building which is located within the Salisbury Center Corridor Target area (competitive attachment 2B – CDBG Target Area Map) and will benefit income qualified households in both the Amesbury Urban Village Core Target Area and the Salisbury Center Corridor Target Area.

The primary concentration of targeted services will be the Amesbury Urban Village Core Target Area and will benefit all eligible low and moderate income households. The Urban Village Core contains, in its eastern border, the Aubin-Nayson Neighborhood, the Central Business District (CBD) and the Market Street neighborhood in the northern and western borders. The Urban Village Core Target Area was selected in 2012 and again by the City Council in 2015, in response to a Needs Assessment Survey. The basis for assigning priority needs includes data derived from the US 2010 Census, local studies and information gathered from cooperative relationships and consultation. The framework for priority assignment was shaped by North Shore Home Consortium Continuum of Care coordination and public hearing process, the City's Citizen Participation Process, Community Action Inc.'s Strategic Plan and Needs Assessment and CDBG regulations. The Community Development Strategy is consistent with, and reflects the sustainable development principles outlined by the Office of Commonwealth Development. This area is the oldest and most underserved of the City's 25 distinct neighborhoods and is the focus of a comprehensive revitalization.

The Salisbury Center Corridor Target Area was determined through a public process. The Salisbury Center Corridor Target Area's boundaries were originally approved by the Selectmen on March 13, 2006 and amended in November 8, 2010 to incorporate an area high in substandard housing located south of the commercial beach center. This expanded target area includes an area from Rings Island on the town's southern boundary north to Main Street and also from Bartlett Street east to Railroad Avenue. This area is composed of a thickly settled central area surrounded by older subdivisions, mobile home parks with inadequate infrastructure, as well as many dated substandard units originally built as summer housing.

The area covered by the Target Area has been the recent focus for the Approved Affordable Housing Plan, the Salisbury Square Study, the Master Plan, and the Lafayette Road Corridor Zoning and Sewer Study. The community is working on meeting the needs of its low-moderate income people through concentrating development, adding public transportation and economic development. This area has many older homes, subdivisions, infrastructure, and the largest concentration of LMI households; and therefore, was designated as the Salisbury Center Corridor Target Area.

The **Housing Rehabilitation Program**, the **Pettengill House Emergency Assistance Program**, and the **Boys and Girls Club Scholarship Program** are all conducted within Amesbury Urban Village Core Target Area and the Salisbury Center Corridor Target area; however the Boys & Girls Club Scholarship Program and the Pettengill House Emergency Assistance Program are available to qualified beneficiaries community-wide.



Amesbury Target Area

CDBG and Non-CDBG Activities

- Amesbury Target Area
- Housing Rehabilitation Units on Waiting List
- Pettengill House
- Non CDBG Activities
- CDBG Activities

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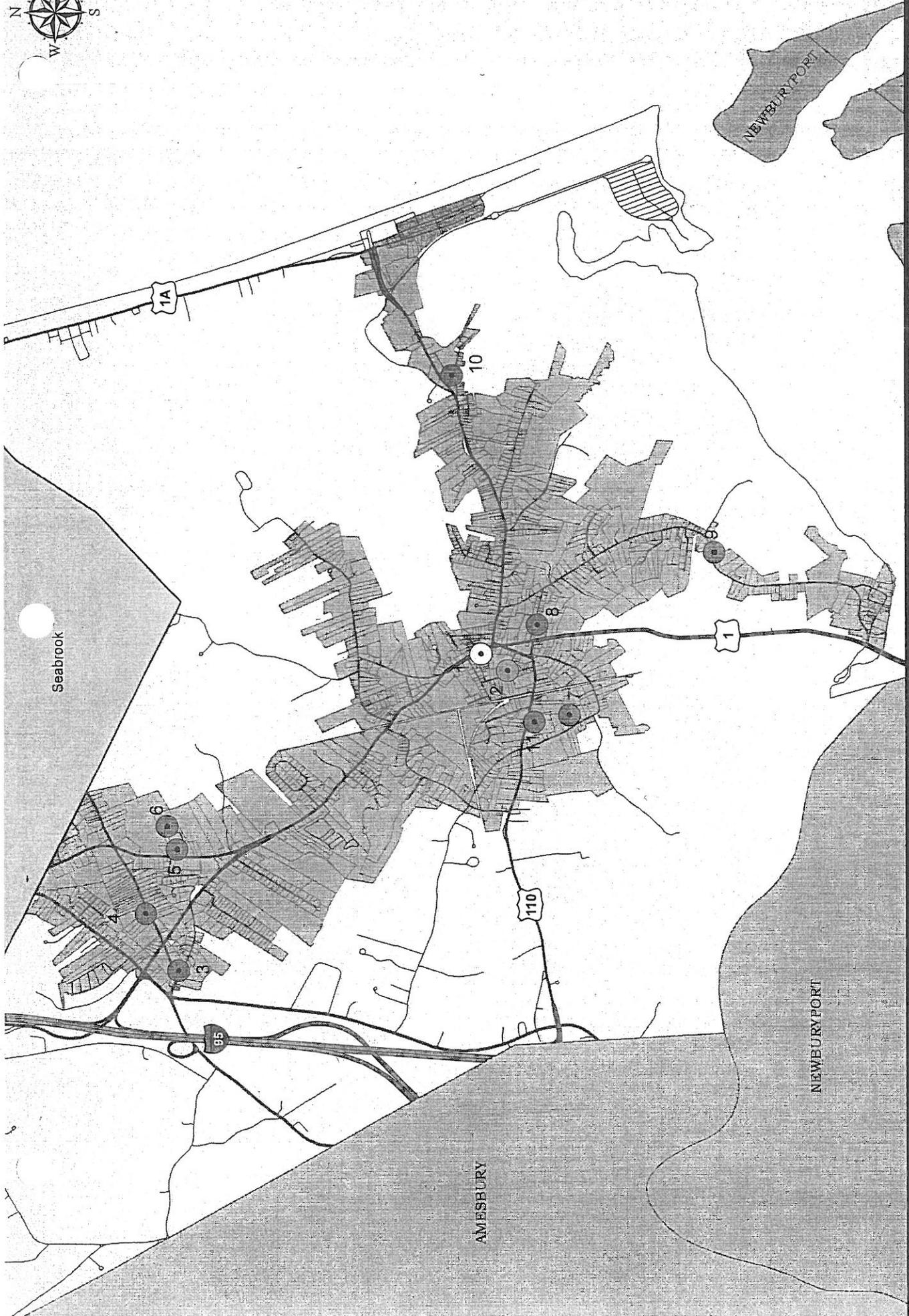
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Salisbury CDBG Target Area

Fiscal Year 2015

- Legend**
- Towns
 - Interstate
 - Coast
 - CDBG_Target_Parcels
 - Housing Rehab Units on Waiting List
 - Boys and Girls Club of Lower Merrimack Valley

Detailed Budget Requirements

Demonstrate Cost Reasonableness

a. Provide a Detailed Budget

This request is for \$55,000 which will go directly to provide scholarships to low- and moderate income Amesbury and Salisbury children. Based on the demand demonstrated in the last five years, the large number of participants last year and the current requests coming in for this year's program the Club estimates the need at \$135,000. Including the \$80,000 that they will provide, the executive director estimates that the \$55,000 is an accurate amount to address the need:

Budget Item	B&G Club	CDBG	Total Cost
Direct Services Scholarships	\$80,000	\$55,000	\$135,000
Program Delivery	\$8,000	\$,4859	\$12,859
	\$88,000	\$59,859	\$147,859

The Breakdown of the CDBG portion will be:

Break Down for CDBG Scholarships		#	
Annual Membership (per child)	\$25	42	\$1,050
December, February, April (2015)	\$70	45	\$3,150
Summer Camp (2015) 10 weeks	\$1,250	15	\$18,750
Summer Camp (2015) 9 weeks	\$1,125	2	\$2,250
8 weeks	\$1,000	10	\$10,000
7 weeks	\$875	2	\$1,750
6 weeks	\$750	3	\$2,250
5 weeks	\$625	3	\$1,875
4 weeks	\$500	6	\$3,000
3 weeks	\$375	4	\$1,500
2 weeks	\$250	5	\$1,250
1 week	\$125	3	\$375
½ day, no school days	\$10	30	\$300
Transportation from Amesbury schools	\$90/mo	80	\$7,200
		250	\$55,000

b. Document the experience of the provider, costs of comparable services and the process used to review the accuracy of the budget

- **Experience of Provider**

The Club has become the largest youth serving organization in the area, it has served over 2000 youths since 2001. The Club has been awarded six program awards over the past six years. These awards are given by a panel of judges with all Clubs throughout the North East (100 Clubs) eligible to submit their programs. This is a great accomplishment for a relatively new Club. The Club's Executive Director was also named Executive Director of the Year for the North East region. The Club is a well known and trusted organization that has had much experience administering various youth programs specifically to assist parents with a safe childcare alternative and the Town of Salisbury is confident they will delegate responsibilities in a way that the program runs smoothly.

- **Comparable Services Costs**

The Ipswich YMCA (20 miles from Amesbury) the Newburyport YWCA (7 miles from Salisbury) and the Amesbury Recreational Department also offer summer vacation programs; however they are all substantially more expensive than the Boys and Girls Club (4 miles from Amesbury). Below is a cost comparison:

	Newburyport YWCA (Pond St.)	Boys & Girls Club	Ipswich YMCA	Amesbury Recreation Department
School vacations	\$60/day	\$10-\$20/day	\$55/day	not available
Summer vacation	\$295/week Hours 9-4	\$125/week Hours 7-6	\$300/week Hours 9-4	\$125-\$180 4 days or less 9/9:30-12:30/3:30
After School	\$389 mo/5 days \$239 mo/3 days \$150 mo/2 days	\$25/year	\$170/3 days \$200/5 days	\$72mo/1 day \$130mo/2 days \$170mo/3 days \$210mo/4 days \$260mo/5 days

Accuracy of Budget

The budget has been reviewed by the Clubs' Board of Directors and they have given their approval for the request for CDBG assistance (competitive attachment 15E – Board of Director's Letter). The Club has allocated \$80,000 for the Scholarship Program in the upcoming year (competitive attachment 15F - allocation letter).

c. Qualifications of person who prepared the budget

Jim Keenan, Executive Director of the Boys and Girls Club of the Lower Merrimack Valley, has developed the budget (competitive attachment 15D - Resumes). He has been responsible for the Club's budget for the last eight years and worked for another similar program prior to that.