

# American Rescue Plan Act (ARPA) Funding Application

[Print](#)**Submitted by:****Status:** Open**Priority:** Normal**Assigned To:** Jonathan Storage**Due Date:** Open**American Rescue Plan Act (ARPA)****Funding Application****Non-Profit, Community Groups, Neighborhood Associations, and Businesses****APPLICATION DEADLINE: December 15th 2021**

Application must be completed in full to be considered. Applications may be submitted online using this fillable form. But forms and attachments may also be submitted by email to [ARPA@cityofcharleston.org](mailto:ARPA@cityofcharleston.org) or by U.S. Mail to City Manager's Office, 501 Virginia Street East Charleston, WV 25301.

All requests for funding **must be directly related to COVID-19 mitigation or recovery efforts** and must fall within the parameters of at least one of the goals set by the treasury department along with other requirements listed within this application.

**GENERAL INFORMATION****\* Name of Project/Program:**

Hearts United Sister Talk

**\* Organization Name:**

Hearts United Sister Talk

**\* Address:**

804 North Hills Dr. Charleston, W 25387

**\* Primary Contact Person:**

LaKeisha Barron-Brown

**Title:**

Executive Director

**\* Phone:**

304-741-3325

**\* Email:**

heartsunited18@gmail.com

**Federal Tax ID:**

**If applicable: DUNS Number:**

To obtain a DUNS number please visit <https://fedgov.dnb.com/webform> After obtaining, please register your organization with the System for Award Management at <https://sam.gov/SAM/>

**List the organization's owner(s), Board of Directors, senior staff members, and other key members:**

LaKeisha Barron-Brown, principal, Hearts United Chenelle Coy-Williams, principal, Sister Talk The principal applicants are currently recruiting members of a Board of Directors.

**Describe any partner organizations, their roles, and your relationship with them:**

Enact – Supplies, space; coordination of the financial literacy activity/education WV School of Osteopathic Medicine – CPR classes Xino's – Enrichment, mentorship Americorps – CPR Step-By-Step – participant sharing Kanawha County School District – participant sharing City of Charleston Summer Youth Program – participant sharing, community service hours

**BUDGETARY OVERVIEW - Must match Budget Worksheet**

<b>* Funds Requested</b>	<b>* Total Program/Project Cost</b>	<b>Annual Organization Budget</b>
\$ 127,840	\$ \$\$	\$ \$\$

**Request Summary**

1. Provide a narrative overview/summary of the request.

Topics that may be included but not limited to:

- a. Purpose and anticipated outcomes
- b. Individuals, entities, or communities served
- c. How the pandemic has necessitated this request
- d. Amount of any estimates and bids received to date
- e. Timeline for project completion

Studies show that interaction between low-income, African American parents and their children poses an increased risk for the children for deficiencies in social skills and cognitive and social development. External intervention that fills this void predicts higher quality social skills, enhanced proper social development and competent communications skills. Most problems related to the social environment are categorized as "other conditions that may be the focus of clinical attention", and therefore rarely are categorized by diagnoses that would benefit from medical care, although the symptoms and outcomes presented eventually may lead to the need for medical or mental health care if not addressed and maintained (such as anxiety or depression). Adolescent years can also be a time of social exclusion and difficulties can arise for children in any demographic. But in the case of minority children, they are then often the target of adverse discrimination or persecution. Inclusion in this category is appropriate when the child experiences barriers due to social or systemic barriers that is correlated to membership in certain groups, race, religion, ethnicity, gender, sexual orientation, disability, social status, weight, or appearance. Adolescents facing challenges in any of the related ways are likely to experience a hindrance in progression in social, academic, vocational, or other important areas of function. Compounding individual cases, the societal effect indicates that minority youth are overrepresented among lower income families. Structural racism, poverty, and barriers to care have disproportionately affected this population. Economically disadvantaged children face nutritional deprivation and overall lack of protection with increased risk for exploitation, especially among female children. Economically disadvantaged children are at risk for greater violence, increasing risk for depression, anxiety and suicidality. This has been worsened by school closures due the COVID-19 pandemic school closures and isolation. Lack of Digital Platforms among poor youth contribute to educational disparities. ( Petitio et al 2020.) Girls have experienced increased gender based and sexual violence (Campbell 2020 an increasing risk of family violence during the COVID19 pandemic) Positive self-concept and self-acceptance serve as the foundation for overcoming challenges and developing the social and life skills needed in the face of adversities. Low self-esteem can affect every aspect of life. A lack of self-worth or lack of personal development, scarce resources, and minimal guidance from positive role models all serve as compounding circumstances for many of Charleston's youth making it nearly impossible to function, learn and THRIVE. The Hearts United Sister Talk is an opportunity to invest in the enrichment and future of the youth in Charleston. Staff includes a trained social worker and a counselor to assess each adolescent individually to identify challenges within peer relationships, their specific environment, and their concept of self. Through a 12-week interactive program of once per week, 90-minute activities adolescents learn how to develop the skills that will guide them throughout their lives. The program teaches young participants to manage mental health, offers exercises that incorporate Yalom's Group Work Therapy, Cognitive Behavioral Therapy and Mindfulness Concepts, and guides participants to competence

in goal setting. Sister Talk will partner with Hearts United to supply a holistic program for the adolescent girls that will benefit them as they approach puberty. A study showed that of 200,000 adolescents who took part in the Health Behavior Survey, 4.4% of girls aged 11 years, 2% of girls aged 13 years, and 0.8% of girls aged 15 scored perfectly on the healthy lifestyle score. As age increased, the prevalence of adolescents with a healthy lifestyle decreased. In 37 counties and regions, the prevalence of healthy behaviors decreased linearly between early adolescence and the age of 15 years. (Marconcin P, Matos MG, Ihle A, Ferrari G, Gouveia ÉR, López-Flores M, Peralta M, Marques A.) Through partnering with the West Virginia American Heart Association, Hearts United raised over \$3,000 in the annual Charleston Heart Walk, mobilizing one of the largest groups participating. Another strong partnership was established with the West Virginia School of Osteopathic Medicine to implement CPR Kanawha Valley at local churches, school, and after school programs. Hearts United was founded by myself, when my partner died suddenly from undiagnosed heart disease, congestive heart failure. It was my 9-year-old son, who was adamant in wanting to honor his father by finding meaning in the loss. Putting it forward, we carry the cause of educating the community on the importance of heart health through Hearts United. Hearts United educates community members on healthy lifestyle including healthy eating, exercise, the importance of proper medical care, the role stress plays in cardiac health, coordinated training on hands-only CPR instruction and overall awareness of heart disease prevention. The Hearts United curriculum is based on research that shows the African American community lacks knowledge of the benefits of healthy eating. "The traditional Black diet of soul food might be good for the soul, but it's not good for the arteries," she says. This generational dietary legacy affects health, body size and in turn, self-esteem and economics in an already vulnerable community. This common objective creates a natural partnership between Hearts United and Sister Talk. Ms. Barron-Brown's 21-year-old son recently died from COVID-19, as he was a patient who struggled with kidney disease when he contracted it. Ms. Barron-Brown documented her son's struggles during his illness and final days, at his request, so that it could be used to educate, especially vulnerable communities on the seriousness of COVID-19 and the importance of vaccination and precautionary measures. This grant seeks funding for production of that video, which will be used in the Hearts United Sister Talk program in addition to being made available community-wide, including potential media broadcast. Prior to this initiative, Hearts United has conducted virtual seminars for families, teachers and students on the importance of caring for one's mental health during the COVID-19 pandemic. Hearts United Sister Talk will also feature an annual multi-day conference for all levels of participants in one group with guest speakers and special activities. Locations will be chosen to ensure that participants experience an environment outside their home and community and have some time to feel refreshed and get away from their daily concerns so they may focus on themselves and their new sense of self-awareness. Sister Talk will be an ongoing group and thus, will have no completion date. However, groups that take part during this grant period will be tracked so that outcomes may be reported. Sister Talk staff will track 5 consecutive groups of young women for the following outcomes, based on a social work treatment plan model. These outcomes will be measured via facilitator observation notes and participant pre-survey and post-survey. Participants will prove and report group cohesiveness through increased interaction. Participants will report and show positive self-concept. Participants will report and prove goal setting skills. Participants will report and prove health eating, lifestyle and hygiene habits. These outcomes are intended to alleviate naturally occurring disparities as well as those that have been worsened by the pandemic. Neither Hearts United nor Sister Talk are a registered 501 (c) 3 organization. Funding will be used to register and establish both organizations with the state of West Virginia and the US government. Common barriers include: Limited access to private capital and commercial bank support Little or no family investment or network-based investment Inability to access public dollars (such as SBA loans) Higher insurance costs

Attach any additional information such as bids, concepts, designs, letters of support, etc. If submitting electronically the documents must be in PDF, Excel, or Word format and total file size must not exceed 10 megabytes.

### Program/Project Details

\* 1. The funding will be used to:

- Start a new program/project  
 Maintain an existing program/project  
 Expand an existing program/project

\* 2. If funded, will the program/project be completed within FY 2022?

- Yes  No

If no, when is expected completion year?

As mentioned, Sister Talk will be an ongoing group and thus, will have no completion date. However, groups that participate during this grant period will be tracked so that outcomes may be reported by the end of 2023.

3. Which eligible ARPA Expenditure Category does this program/project represent (See

<https://home.treasury.gov/system/files/136/SLFRF-Compliance-and-Reporting-Guidance.pdf> for further details)? Please check all that apply:

\*

PUBLIC Health Negative Economic Impacts Services to Disproportionately Impacted Communities Premium Pay Infrastructure Other**4. Briefly describe the program/project funds are being requested for:**

The focus of the group is to promote goal setting, create positive pathways and strive for success of the young women in the community. We will reflect on self-esteem, social environments, peer relationships, social skills, and coping skills and healthy eating, exercise, proper medical care and healthy lifestyles.

**5. Describe the need for this program/project:**

Among children and adolescents across studies • 22.6%-43% reported depression • 18.9%-37% reported anxiety • 31% reported anxiety and depression • >50% reported moderate to severe impact on mental health (Zhou et al 2020. Prevalence and socio-demographic of psychological health problems) Vulnerable youth deprived of school and external support, minoritized youth, girls and children living in poverty are at greater risk for poor mental health. (Jiao et al 2020. Behavioral and emotional disorders in children during the COVID19 epidemic)

**6. List other Charleston organizations in Charleston that address this need:**

None

**7. Describe the level of collaboration with other organizations on this program/project:**

Hearts United Sister Talk necessitates collaboration with other organizations by its nature. Program leaders will invite guest speakers and other business owners and subject matter experts to present information to participants as relevant as they progress through the program.

**8. How will duplication of services be prevented?**

There is no similar program currently. It's doubtful something similar will develop, but it's our opinion that a similar program would be welcome in the community as the need is high.

## Program Requirements and Objectives

**1. Identify the target recipients of proposed services. Specify the number of City residents the program will serve during the fiscal year and explain the basis upon which this number is calculated.**

This program will be open to Black adolescent females ages 10-14 (4th-8th grade) each 12- week closed group will have 10 participants. Each group will "graduate" and progress to a more advanced level and relevant set of topics as a new group of younger girls starts the same program behind them.

**2. List any eligibility requirements the program has with respect to age, gender, income, or residence.**

Participants must be Charleston, WV, residents.

**3. If this is a continuing activity, describe a measurable outcome of the previous year's work regardless of funding source.**

n/a

**4. If this is a new program describe two anticipated measurable outcomes for the proposed program.**

Participants will prove and report group cohesiveness through increased interaction. Participants will report and show positive self-concept. Participants will report and prove goal setting skills. Participants will report and prove health eating, lifestyle and hygiene habits.

## Budget

**\* 1. Has the organization received funding from the City of Charleston in the past for a similar program/project?**

Yes  No

**\* 2. Has the organization requested funding from other Federal, State, or Local government entities for any program/project support related to COVID-19?**

Yes  No

**3. If yes, explain from which entities and the amounts requested for each program/project.**

n/a

**4. List any other Federal, State, Local, or private funding or grant awards received in the last three years and the amount and status of each award.**

None

**5. Briefly summarize project revenues and expenses related to this request. This should coincide with the budget worksheet.**

Salaries - 2 principals @ \$20,000 each per year, 2 assistants @ \$10,000 per year Benefits & Matching - Fringe benefits 18,000.00 Consultants - 5,000 – for grant writing Program Materials - 20,000.00 handouts, activities, art supplies, snacks, etc. – Marketing - 10,000 – program t-shirts – Supplies - 5,000 – office supplies other 1,000.00 –for 501 c 3 registration 1,200.00 – 2 iPads for principals 200.00 printer 2 cell phones – 500 x 2 = 1,000 + plans @ \$60 x 2 x 12 Conference to include transportation, cabin food and activities –one or two nights at Cedar Lakes – 4,500 Healthy Cookbooks – 5,000 Video production – 5,000

**6. If this request is not fully funded, what adjustments to the program/project is the organization prepared to make?**

If this request is not funded, Hearts United Sister Talk will continue to seek funding through other foundations and state and federal grant funding sources.

**7. Describe the plan for sustainability of the program/project or initiative after the requested award has been exhausted.**

Again, Hearts United Sister Talk will continue to seek funding through other foundations and state and federal grant funding sources. We will develop an annual giving plan and plan event fundraisers.

**8. Briefly describe the organization’s fiscal oversight / internal controls to minimize opportunities for fraud, waste, and mismanagement.**

Hearts United Sister Talk is in process of recruiting a Board of Directors to oversee the management of the organization and provide this oversight and control.

**9. How does your agency plan to separate ARPA funds from other agency funds for purposes of identification, tracking, reporting and auditing?**

Hearts United Sister Talk will use an electronic accounting system like QuickBooks that will keep all agency funds separate to track, audit and report these funds.

**REQUESTED BUDGET WORKSHEET**

**Revenue Source Projections**

List all Estimated Funding for this Program/Project

**\* Proposed City ARPA Funding**

**Internal/Self-Funding**

\$ 127,840

**Donations/Other Fundraising**

**Government Grants/Other**

**\* TOTAL REVENUE**

\$ 127,840

**Expenses Projections**

## List all Estimated Expenses for this Program/Project

**Salaries/Wages**

<b>Amount Requested from City</b>	<b>Amount from Other Sources</b>	<b>Total Estimated Expenses</b>
\$ 60,000		\$ 60,000

**Benefits & Matchings**

<b>Amount Requested from City</b>	<b>Amount from Other Sources</b>	<b>Total Estimated Expenses</b>
\$ 18,000.00		\$18,000.00

**Contracted Services**

<b>Amount Requested from City</b>	<b>Amount from Other Sources</b>	<b>Total Estimated Expenses</b>
\$ 5,000		\$ 5,000

**Program Materials**

<b>Amount Requested from City</b>	<b>Amount from Other Sources</b>	<b>Total Estimated Expenses</b>
\$20,000		\$20,000

**Marketing**

<b>Amount Requested from City</b>	<b>Amount from Other Sources</b>	<b>Total Estimated Expenses</b>
\$10,000		\$10,000

**Supplies**

<b>Amount Requested from City</b>	<b>Amount from Other Sources</b>	<b>Total Estimated Expenses</b>
\$5,000 – office supplies		\$5,000

**Other**

<b>Amount Requested from City</b>	<b>Amount from Other Sources</b>	<b>Total Estimated Expenses</b>
\$ 8,840		\$ 8,840

## Total Expenses

* Amount Requested from City	* Amount from Other Sources	* Total Estimated Expenses
\$126,840	\$0.00	\$126,840

NOTE: Revenues and Expenses must balance, and the use of requested funds must be directly related to COVID-19 recovery efforts.

## Organizational Details

### 1. Describe the history of the organization and its current programs and activities.

Hearts United Sister Talk allows the members to work on relationship building and socialization that is often a problem area for adolescents facing challenges in their social environments. As they become more self-aware, they learn about their bodies and how to honor and care for themselves. Activities include "Paint and Talk", etiquette class, financial literacy, physical responsibility, community responsibility, among others. LaKeisha Barron-Brown established Hearts United when her partner suddenly died unexpectedly of heart disease. Her nine-year-old son suggested that they honor his father by educating the community about heart health: the importance of healthy eating, exercise, healthy lifestyle and the impact that stress can have on cardiac health. She organized her business and she and her family began to educate community groups on these issues as well as hands-only CPR. Chenelle Coy-Williams began Sister Talk at Mary C. Snow Elementary before the pandemic began, choosing students based on their need profiles in her role as school social worker.

### 2. Provide the organization's mission statement/purpose.

Create awareness of opportunities through mentoring and acknowledging the values of dignity, self-reliance, and self-determination.

### 3. List any third-party references that can verify the organizations qualification or prior grant experience.

For Hearts United, Inc.: Kevin Pauley, Communication Director-WV American Heart Association 162 Court Street Charleston, WV 25301 (304) 720 - 9001 For Sister Talk: Destiny Spencer, Principal Mary C. Snow West Side Elementary School 100 Florida Street Charleston, WV 25302 (304) 348-1902

## COVID-19 Impact

### 1. Explain the impact of the COVID-19 pandemic and how it relates to your request. For example, reduction in services, closures, increased costs, community impact, etc.

Chenelle Coy-Williams began the first Sister Talk group at Mary C. Snow Elementary in the 2019-2020 school year, but it was interrupted by COVID-19 when the schools all closed for what would eventually be the entire year. Children have faced so many disruptions and stressors that children have faced over the last 18 months, and some children have been more affected than others. Children from minority and underserved communities are feeling the greatest impact. The cumulative effects of these stressful experiences, given other problems the children typically experience in their environment, can pose serious risks to children's mental health.

### 2. If funds are being requested to replace revenue lost due to COVID-19, provide details, and attach supportive documentation.

n/a

### 3. If awarded, how will ARPA funding aid in the recovery from the COVID-19 pandemic?

Data is constantly evolving as the pandemic progresses, consistently suggesting that many children are experiencing an increase in stress and other mental health concerns, including symptoms of anxiety and depression. Just like the general mental health impacts of COVID-19, some children may be at particular risk for suicidal thoughts and behaviors. In minority communities, suicide rates were already increasing significantly prior to the pandemic, (Bridge, Jeffrey A. Age-Related Racial Disparity in Suicide Rates Among US Youths From 2001 Through 2015). Hearts United Sister Talk is an opportunity to intervene and save an entire generation of children.

## THE APPLICANT UNDERSTANDS:

\*

1. This application and other materials submitted to the City may constitute public records which may be subject to disclosure

under the West Virginia Freedom of Information Act. Documents containing sensitive information may be marked as "confidential."

\*

2. Submitting false or misleading information in connection with an application may result in the applicant being found ineligible for financial assistance under the funding program, and the applicant or its representative may be subject to civil and/or criminal prosecution.

### **THE APPLICANT CERTIFIES THAT:**

\*

1. I have reviewed the US Treasury guidelines regarding the eligible uses of American Rescue Plan State and Local recovery funds. <https://home.treasury.gov/policy-issues/coronavirus/assistance-for-state-local-and-tribal-governments/state-and-local-fiscal-recovery-fund/request-funding>

\*

2. By submitting this request, I represent that I am an authorized officer, or member of the organization for which I am submitting, and the information contained in my submittal is true and correct to the best of my knowledge and belief.

\*

3. The information submitted to the City of Charleston ("City") in this application, and substantially in connection with this application, is true and correct.

\*

4. The applicant is in compliance with applicable laws, regulations, ordinances and orders applicable to it that could have an adverse material impact on the project. Adverse material impact includes lawsuits, criminal or civil actions, bankruptcy proceedings, regulatory action by a governmental entity or inadequate capital to complete the project.

\*

5. The applicant is not in default under the terms and conditions of any grant or loan agreements, leases or financing arrangements with its other creditors that could have an adverse material impact on the project.

\*

6. I understand and agree that I must disclose, and will continue to disclose, any occurrence or event that could have an adverse material impact on the project.

\*

7. I certify that the requested funding is needed to ensure this program/project will occur within the City limits of Charleston West Virginia.

\*

8. The Board of Directors or governing body of the organization has approved submission of this application. Please attach a copy of the authorizing resolution or meeting minutes using the file upload.

\* Signature

\* Date

LaKeisha Barron-Brown

12/15/2021

Authorized representative of Applicant/Organization

Format: MM/DD/YYYY

\* PRINTED NAME:

LaKeisha Barron-Brown

\* TITLE OF APPLICANT:

Executive Director

\* ORGANIZATION NAME:

Hearts United Sister Talk

Upload a File



Choose File No file chosen