

**CITY OF ASHLAND**  
**2017 Program Year Community Development Block Grant (CDBG)**  
**Application**

These completed Sheets shall be included as the first pages on all submittals.

**I. APPLICANT INFORMATION**

**Applicant Organization Name:**

Maslow Project

**Executive Director's Name(s):** Mary Ferrell

**Board Member Names (attach separate sheet)** See attached sheet

**Applicant Mailing Address:**

500 Monroe Street  
Medford, OR 97501

**Applicant Street Address:**

Same

**IRS Classification:** 501 (c)(3) public charity

**Federal Tax ID#:** [REDACTED]

**Mission Statement: (may be attached)**

Maslow Project's mission is to offer every homeless child and youth the probability of success and the opportunity for a better life. We do this by providing resources for basic needs, removing barriers to education and employment, and fostering self-sufficiency in a collaborative and empowering environment.

**Total Employees:** 16      **Total Volunteers:** 45+

# MASLOW PROJECT

## MASLOW PROJECT NARRATIVE SUMMARY

Maslow Project was founded in 2007 in response to the growing critical needs of homeless youth in Medford, Oregon, and received 501(c)(3) non-profit status in 2009. Since 2009, we have provided services to a total of 13,612 unduplicated individuals. We now provide wrap-around supportive services to Jackson and Josephine County youth (aged 0-21) and families who are currently experiencing, or are at high risk of, homelessness; utilizing a variety of best practices to address the specific challenges facing our clients. Our blend of prevention and intervention services increases the resiliency of these youth, improves individual outcomes, and reduces risk factors associated with the social determinants of health. The overarching goal of our program is to bring enough stability into the lives of the youth we serve so they are able to remain in school and complete their educations, prepare them to successfully enter the workforce, help them transition into permanent housing, and move safely and successfully into adulthood.

Maslow's services are delivered through three primary venues: in school-based programs, at our Medford Resource Center, and through street and community outreach. These services include: **Essential/Emergency Needs and Safety-Net Services**: Provide hot meals, food boxes, clothing, hygiene supplies, diapers, emergency assistance, etc. Resource and Safety Plans link participants to community-based programs and services, **Street and School-based Outreach**: Contact and identify homeless youth and families, inform them of community resources/services, **Family and Youth Advocacy**: Provide advocacy and support as a frontline resource for clients; connect families to early childhood resources; remove educational barriers (e.g.: transportation, enrollment, school meals, student supplies); **Case Management**: Develop individualized client goal plans, link youth and families with community-based wrap-around supports, assist with accessing emergency/transitional housing, track relevant academic data, assist with educational and/or post-secondary goals, and **Enrichment/Harm Reduction Opportunities**: Job readiness coaching, mental health counseling/art therapy, harm reduction/life skills workshops, Youth Advisory Council, etc..

Maslow Project's early interventions have a strong preventive element. By addressing adverse childhood experiences as quickly as possible, we can mitigate the effects of those experiences and prevent the long-term impacts that they can have on the physical and mental health of our clients. In addition, the wrap-around supports Maslow Project provides to at-risk and homeless youth and families are also a preventive strategy, and can **often prevent these vulnerable individuals from ending up on the streets**. Finally, our emphasis on stabilizing homeless and at-risk youth **so they can focus their attention on staying in**

## 2) PROJECT SUMMARY

Please see Narrative Summary on previous page.

## 3) PROPERTY AND PROJECT INFORMATION

N/A

## 4) SERVICES TO BE PROVIDED

**Services to be Provided:** Maslow Project is partnering with the Ashland School District to place a part-time Case Manager in Ashland schools (grades K-12); identifying homeless and at-risk youth in need of basic needs and wrap-around supportive services.

Maslow's Case Manager provides the following preventive and interventive services:

1) Essential/Emergency Needs and Safety-Net Services: Hot meals, food boxes, clothing, hygiene supplies, baby supplies, emergency assistance, etc. Resource and safety plans intentionally link clients to community-based programs and services. These services are **inherently preventative** and help stabilize individuals in high-risk situations so that they never become unsheltered – further reducing stressors upon our clients

2) Street and School-based Outreach: Contact and identify homeless youth and families, inform them of community resources/services, and encourage them to access additional support services through Maslow Project

3) Family and Youth Advocacy: Provide advocacy and support as a frontline resource for clients; connect families to early childhood resources; remove educational barriers (e.g.: transportation, enrollment, school meals, student supplies), triage and refer to our Case Management services, as needed

4) Case Management: Develop individualized client goal plans, link youth and families with community-based wrap-around supports, assist with accessing emergency/transitional housing, track relevant academic data, assist with educational and/or post-secondary goals

5) Enrichment/Harm Reduction Opportunities: Maslow's Ashland Case Manager connects youth with Positive Youth Development activities, including access to after-school and summer programs; promoting self-sufficiency through encouraging engagement in school, employment, and supportive services while facilitating increased interpersonal skills. By connecting homeless youth to positive social and emotional supports and opportunities, we bring **stability** into their lives, keep them **engaged in school** and **connected to resources**, build **resiliency and coping skills**, and empower them to **work toward their educational goals and independence**

Maslow Project's highly trained staff utilizes best practices - e.g.: Trauma-Informed Care, Positive Youth Development, awareness of Adverse Childhood Experiences, Fostering Resiliency - to work with the specific challenges facing our young clients and their families. These practices are woven throughout all our programs, and are designed to meet our clients "where they are at"; helping them

**essential part of our program support.** All other program costs are covered by other funding sources, including administration and overhead. Please refer to Forms B-2 and C for more information.

## 7) ELIGIBILITY FOR FEDERAL FUNDING

The proposed program delivers the following Federally-eligible activities:

- Client Services
  - a. The proposed project is within the Ashland City Limits, and will take place at Ashland public schools.
  - b. Clients are classified as homeless under the McKinney-Vento Act. Homeless people are presumed by HUD to be principally persons of low and moderate incomes. As noted above, **100% of the individuals Maslow Project has worked with in Ashland since July 2012 fall into the “Extremely Low Income” category.**
  - c. While Maslow Project has not yet secured funding for this project, we will be requesting funding from the following sources over the next few months: Ashland School District - \$8,600, **Ashland General Fund Grant - \$8,000.**
  - d. This is a social service application; sections “d”-“i” are not applicable.

## 8) AGENCY’S MISSION AND SERVICE HISTORY

Maslow Project’s mission is to offer every homeless child and youth the probability of success and the opportunity for a better life. We do this by providing resources for basic needs, removing barriers to education and employment, and fostering self-sufficiency in a collaborative and empowering environment.

Maslow Project was founded in 2007 in response to the growing critical needs of homeless youth in Medford, Oregon, and received 501(c)(3) non-profit status in 2009. In July, 2012, we began providing basic needs, outreach, case management, and enrichment services to homeless Ashland youth (aged 0-21), thanks to a \$10,000 grant award from the Ashland CDBG Program. We now provide school-based case management and family advocacy services in four school districts in Jackson County (Medford, Ashland, Phoenix/Talent and Rogue River) and two school districts in Josephine County (Grants Pass and Three Rivers), and provide essential/emergency needs and safety-net services to homeless youth and their families throughout Jackson and Josephine County. Since becoming a 501(c)(3) nonprofit in 2009, Maslow Project has provided services to a total of 13,612 unduplicated individuals. Last year, agency-wide, Maslow Project provided services to 2,305 unduplicated individuals; 1,614 of whom were aged 0-21.

A trauma-informed approach is woven through all of our services; helping to mitigate the effect of the Adverse Childhood Experiences our youth have lived through. By addressing their experiences as quickly as possible, we can mitigate their effects and prevent the long-term impacts that they can have on the physical/mental health of our clients. Once these challenges are addressed, youth

other school-aged children; and homeless youth are 87% more likely to drop out of school (USDE).

Our emphasis on stabilizing homeless and at-risk youth so they can focus their attention on **staying in school and completing their educations** is one of the best ways we can set these youth on a path toward financial stability and sustainability. In addition, Maslow's Graduate Fund gives youth the opportunity to continue on to post-secondary education opportunities that would otherwise be out of reach. Finally, by teaching our clients skills like goal-setting and problem solving, and by giving them the opportunity to participate in life skills/workforce readiness workshops, we improve their resiliency and empower them to become productive, self-sustaining individuals.

#### **10) BENEFITS TO EXTREMELY-LOW, LOW- AND MODERATE-INCOME INDIVIDUALS**

The population served through this project consists of youth between the ages of 0-21 (and their families) who reside in Ashland and meet the Federal Education McKinney-Vento definition of homeless, and are eligible for school enrollment. As noted above, all youth in this population are presumed by HUD to be low or moderate income. In our experience, **100% of homeless youth and families we serve fall within the "extremely low income" category, at 30% or less of the Area Median Income.**

The youth served through Maslow Project's Ashland program (**85-90 unduplicated individuals** during the 2017-2018 school year) will benefit from the following services:

- Essential/Emergency Needs, Safety-Net Services, and Street and School-based Outreach, intended to ensure the safety and stability of youth
- Advocacy (provided through a separate funding source) to ensure youth are able to enroll in school, remain in their school of origin, have transportation to school, and have access to the supports they need
- Case Management that fosters self-sufficiency and helps youth progress toward their goals
- Connection
  - to enrichment opportunities and referrals to mental health counseling, DHS and additional community-based wrap-around support services

#### **11) ENSURING MODERATE-INCOME INDIVIDUALS DO NOT BENEFIT TO THE EXCLUSION OF EXTREMELY-LOW OR LOW-INCOME INDIVIDUALS**

In order to participate in Maslow Project's program, youth must be identified as homeless under the McKinney-Vento definition of homelessness. Homeless people are presumed by HUD to be principally persons of low and moderate incomes. Enrolled extremely-low or low-income homeless youth qualifying for services **always have priority in our program**, and will be able to access services regardless of the number of qualifying moderate-income individuals.

**CITY OF ASHLAND**  
**2017 Program Year**  
**CDBG APPLICATION CHECKLIST**

In order to determine compliance with all applicable HUD regulations and to help to ensure that projects will be eligible for CDBG funding, the City of Ashland will need to address all HUD requirements. The purpose of this checklist is to point out areas where potential problems could arise. Obviously, this is a comprehensive list, which must evaluate a wide array of different kinds of proposals. Therefore, not every item will be applicable to every project. **Please fill it out entirely indicating all items which are not applicable and include it as part of your proposal application.**

<b>A. Applicant's Background</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>
1. Is the applicant a legal non-profit organization or unit of government?	X		
2. Do the proposed clients or users of the project meet HUD Income Guidelines (see page 10 for guidelines)?	X		
3. Does applicant have the capability to maintain written income documentation?	X		
4. Has the applicant made a legal or financial commitment to a proposed project?	X		
5. Is the applicant primarily a religious organization?		X	
6. Has the applicant administered a CDBG project previously?	X		
7. Is your agency willing and able to provide all required reports and accountability to the City as required by HUD?	X		
<b>B. Project Location and Land Use Issues</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>
1. Has a location for the project been selected?	X		
2. Is the proposed project within the Ashland City limits?	X		
3. Does the proposed project meet local zoning and land use laws?			X
4. Are any land use permits such as a Site Review, partition, annexation or Conditional Use Permit required?			X
5. Have these approvals been obtained?			X
6. Does the project comply with current building code requirements?			X
7. Does the project meet handicapped accessibility requirements?			X

**Form A-2**  
**To be completed for Social Service Proposals**

**Social Services Proposals**

Activity	Start Date	Completion Date
<p><b>Outreach:</b> Maslow's Case Manager will connect with students - via community dinners, visiting with community partners (food pantry, Resource Center, medical van) or through street outreach efforts - to ensure we stay in contact with homeless Ashland youth during the summer break. <i>*This is part of an ongoing program, staffing is already in place</i></p>	7/1/17	8/31/17
<p><b>School Based Case Management:</b> Identify homeless students, provide services/referrals/basic needs, track academic data, establish client goals  <u>Target:</u> 85-90 youth identified  <u>Outcome Goal:</u> (1) 75% of school-aged Case Managed clients will make academic progress (attendance, credit, completion), (2) 70% of Case Managed clients will demonstrate measurable progress toward physical and social-emotional wellbeing (knowledge/behaviors/attitudes) as measured by our Self-Sufficiency Scale</p>	9/1/17	6/30/18
<p><b>Collect Outcome Data:</b> Student are assessed at start of case management, mid-year, and at the end of the school year</p>	9/1/17	6/30/18

**Social service providers should list key benchmarks in the table above for their proposed projects (IE hire of personnel, application for further funding, initiation of direct client services, etc.)**

**Form C**

**SOURCE(S) OF FUNDS FOR OPERATING EXPENSES WORKSHEET**

Completeness of this worksheet establishes the capacity of the organization to sustain the operations of the program(s).

<b>Sources</b>	<b>Secured</b>	<b>Conditional</b> (awarded with conditions)	<b>Tentative</b>	<b>Commitment Date</b>
Federal Grants				
State Grants			\$8,600	<b>By summer 2017</b>
Local Grants			\$18,000	<b>By summer 2017</b>
Non Governmental Grants				
Donations/Gifts			\$6,313	<b>FY2017-2018</b>
Applicant Contribution				
Program Income				
Loans				
Other (specify)				
Other (specify)				
<b>TOTAL</b>	<b>\$16,600</b>		<b>\$16,313</b>	<b>\$32,913</b>

Please provide a description the timeline of loan and grant application dates as related to the proposed project. Specifically, for any tentative funding sources please provide application dates, award dates and funding availability dates.

Tentative funds listed above include:

- Ashland School District: \$8,600 (projected)
- Ashland City General: \$8,000 (projected)
- Ashland CDBG: \$10,000 (pending)
- Community donations: \$6,313 (pending – FY2016-2017)

# ASHLAND PUBLIC SCHOOLS



## BOARD OF DIRECTORS

JIM WESTRICK

EVA SKURATOWICZ

ERIC STRONG

DENEICE COVERT ZEVE

JOHN WILLIAMS

SUZANNE CUSICK  
Superintendent

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Business Manager

PATTY MICHIELS  
Director Human Resources &  
Curriculum

SAMUEL BOGDANOVE  
Director of Student Services

*Inspiring Learning for Life*

January 26, 2017

Mary Ferrell, Executive Director  
Maslow Project  
500 Monroe Street  
Medford, OR 97501

Dear Mary,

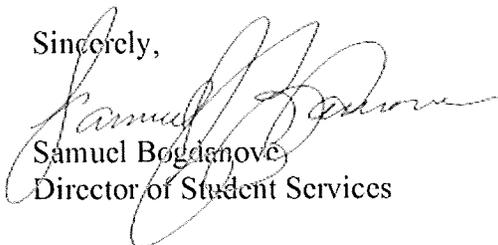
As the Director of Student Services for the Ashland School District, I see the benefit on a daily basis that Maslow Project brings to the students and families in our District. Without the support that Maslow Project provides our homeless youth, many of these students would go unidentified and not receive the wrap-around supports they need to stay in school, work toward their goals, and achieve educational success.

Maslow Project staff work hard to help Ashland schools identify these vulnerable students and bring stability into their lives; giving them the ability to attend and thrive in school, develop positive life skills and engage in meaningful opportunities that help build confidence and resilience, and promote each student's overall wellness and self-sufficiency.

On behalf of the Ashland School District, I am happy to write this letter in support of Maslow Project's application to the City of Ashland's Community Development Block Grant. I feel that this program has improved the lives of so many families and children; not only in helping meet their immediate needs, but also providing the intensive supports that help students stay in school and navigate their way to a more successful and optimistic future.

The Ashland School District fully supports our partnership with Maslow Project, and benefits from this partnership on a daily basis.

Sincerely,



Samuel Bogdanove  
Director of Student Services

# MASLOW

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## PROJECT

### MASLOW PROJECT Board of Directors List

**Royal Standley, Board President**  
*Financial Planner, Oregon Pacific Financial Advisors, Inc*  
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Joined in 2011

**Paul Robinson, Secretary**  
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*Revised: February 26, 2016*