



READY Nonprofits

Award Summaries by State

December 2023

READY Nonprofits is one of four learning tracks offered by **READY Appalachia**, an Appalachian Regional Commission (ARC) community capacity-building initiative. Selected nonprofits participated in 10 intensive weeks of courses covering board development, financial management, fundraising, employee recruitment and retention, marketing communications, and programs and operations.

After course completion, they were then eligible to receive up to \$25,000 in match-free funding to be used to build internal operating capacity and better fulfill their missions across Appalachia. In December 2023, ARC **awarded \$995,339 to 40 Appalachian nonprofits** across 11 states.

ALABAMA (1 award)

Project Title: *Wild Alabama Educational Facility Design*

Grantee: Wild Alabama

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Wild Alabama in Moulton, Alabama, for the *Wild Alabama Educational Facility Design* project. Wild Alabama will complete a schematic design plan and feasibility study, allowing the organization to move forward with a capital campaign to fundraise for the building of a new educational facility. Once complete, the new education center will be a multi-use teaching, gathering, operational, and office space designed to further the mission of Wild Alabama. The project will enable the organization to take the next step in the process for building the new educational facility and help create long-term sustainability as it is able to grow and train its base of volunteers and build new educational programs.

KENTUCKY (7 awards)

Project Title: *Redbud Financial Alternatives Capacity Building Grant*

Grantee: Redbud Financial Alternatives, Inc.

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Redbud Financial Alternatives, Inc. in Hazard, Kentucky, for the *Redbud Financial Alternatives Capacity Building Grant*. Redbud Financial

Alternatives will increase staff capacity by hiring a salaried, full-time credit counselor to better serve its clients within its 14-county region. The organization will interview and hire a credit counselor to add to its small staff of two. This position will expand services provided to the organization's clients through in-person credit counseling and education. The project will contribute to Redbud's long-term sustainability by increasing staff capacity to expand services and help more clients reach their financial goals.

Project Title: *Middlesboro Main Street Capacity Building*

Grantee: Discover Downtown Middlesboro, Inc.

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Discover Downtown Middlesboro, Inc. in Middlesboro, Kentucky, for the *Middlesboro Main Street Capacity Building* project. Discover Downtown Middlesboro, Inc., in partnership with a procured consultant, seeks to build organizational capacity by investing in expert guidance in marketing and recruitment, membership growth, and upgraded office resources. Through this project, the organization will engage experienced consultants to develop a comprehensive marketing and communications strategy, design and implement long-term effective membership recruitment campaigns, and utilize grant funding to purchase modern office equipment to provide its incoming executive director with the necessary tools to efficiently manage the organization's day-to-day operations and improve the efforts of planning and executing membership drive events and fundraising efforts. As a result of this project, the organization anticipates a 40% increase in membership by project close.

Project Title: *Professional Development and Staff Retention Strategy and Implementation*

Grantee: Girl Scouts of Kentucky's Wilderness Road

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Girl Scouts of Kentucky's Wilderness Road in Lexington, Kentucky, for the *Professional Development and Staff Retention Strategy and Implementation* project. Girl Scouts of Kentucky's Wilderness Road will develop and implement a professional development plan, as part of its staff retention strategy, to increase staff retention and re-organize staff roles and responsibilities that will grow and sustain Girl Scouts in local communities. This will allow the organization to invest in younger and less experienced staff, setting them up for long-term success and creating more continuity within communities. The project will increase staff retention, which is believed to create an increase in volunteer retention and participant retention, leading to long-term sustainability for the organization and its programming.

Project Title: *Updated Communications Methodology Project*

Grantee: Kentucky DataSeam Initiative, Inc.

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Kentucky DataSeam Initiative, Inc. in Louisville, Kentucky, for the *Updated Communications Methodology Project*. Kentucky DataSeam Initiative will hire a part-time media/communications staff member to manage a

communications project. The award will also provide funds for an existing IT staff person to support the implementation of that project. Project activities for the two staff members include managing an external consultation on branding and website redesign; migration to a new website; development and publication of marketing materials; and integration of a new email system to align with the new website. These efforts will contribute to Dataseam's new communications strategy. The organization has greatly expanded in the past few years and has taken on new types of projects, and this grant will enable it to better communicate its offerings to both constituents and potential funders and partners.

Project Title: *One Harlan County Strategic Plan*

Grantee: One Harlan County, Inc.

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to One Harlan County, Inc. in Harlan, Kentucky, for the *One Harlan County Strategic Plan* project. One Harlan County, Inc. staff and board members, in partnership with a procured consultant, will work to create a five-year strategic plan. These efforts will allow the organization to revisit its mission, vision, and values while analyzing its role in the community as it relates to partner organizations. Additionally, through this strategic plan, One Harlan County will generate a prioritized list of economic development initiatives that the community and the board would like to see implemented, as well as a list of fundraising initiatives that could be used over the course of the five years in conjunction with the strategic plan. It is anticipated that the creation of a strategic plan will enable the organization to better serve the changing dynamics of its community, supporting the long-term sustainability of the organization.

Project Title: *Project THRIVE: Strengthening Organizational Capacity for Community Impact*

Grantee: Kentucky Nonprofit Services

Award Amount: \$24,960

Announcement Date: December 2023

Project Summary: ARC award of \$24,960 to Kentucky Nonprofit Services in Lexington, Kentucky, for the *Project THRIVE: Strengthening Organizational Capacity for Community Impact* project. Kentucky Nonprofit Services will hire a new nonprofit administrator who will fill a crucial role at the organization in developing and implementing a comprehensive operational plan and fundraising plan. This proposed project will strengthen the organization's capacity by enabling it to continue operations, fulfill its mission, and increase its long-term sustainability through increased fundraising, increased revenue, and clear operational plans.

Project Title: *Peer Support Specialist Training Development*

Grantee: New Opportunity School for Women, Inc.

Award Amount: \$24,908

Announcement Date: December 2023

Project Summary: ARC award of \$24,908 to New Opportunity School for Women, Inc. in Berea, Kentucky, for the *Peer Support Specialist Training Development* project. New Opportunity School for Women will develop and implement a new Peer Support Specialist

Training Program. This new programming will provide a free certification program, available to graduates of the organization's residential program, which will strengthen the organization's graduate network and create a mentorship pipeline through the organization for their participants. Additionally, this new programming is expected to attract new funders and stakeholders who have an interest in workforce development, mental health, and recovery. Through this project, Kentucky Nonprofit Services will expand its reach in the region and open up more funding opportunities in the area of workforce development, mental health, and recovery.

MARYLAND (1 award)

Project Title: *The Greater Cumberland Committee Capacity Building*

Grantee: The Greater Cumberland Committee

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to the Greater Cumberland Committee in Cumberland, Maryland, for *The Greater Cumberland Committee Capacity Building* project. The Greater Cumberland Committee will increase its staff capacity by transitioning its part-time administrative assistant to a full-time position to achieve greater regional impact and implement a marketing and communications strategy. The organization will also procure a rebranding consultant to create greater alignment between the work of the organization and the region it serves. These efforts will attract members and partners with a better understanding of the organization's purpose and mission who will in turn engage in and support the organization's work. The project will result in increased staff capacity, a marketing and communications strategy, and a rebranding to align with the organization's mission and vision as a tri-state, five-county regional organization.

NEW YORK (2 awards)

Project Title: *Improving Capacity: Caregiver Navigation*

Grantee: Southern Tier Health Care System, Inc.

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Southern Tier Health Care System, Inc. in Olean, New York, for the *Improving Capacity: Caregiver Navigation* project. Southern Tier Health Care System will sustain their Caregiver Navigation Program, serving Allegany, Cattaraugus, and Chautauqua counties in New York. Through this program, the organization provides greatly needed information and services for caregivers, and those they care for, to help them navigate available resources. The success of this program will support family caregivers in the Southern Tier Region with access and assistance to necessary resources. This project will allow the organization to fund a caregiver navigator to run the program and seek additional funding through grants to sustain and expand the program beyond this project.

Project Title: *Ross Park Zoo Capacity Building*

Grantee: Southern Tier Zoological Society, Inc.

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Southern Tier Zoological Society, Inc. in Binghamton, New York, for the *Ross Park Zoo Capacity Building* project. Southern Tier Zoological Society, Inc. seeks to implement a development plan and provide training to staff, board, and development committee. The organization will procure a financial consultant to implement a new and revised development plan for 2024–2026. The consultant will review the drafted development plan and provide feedback, technical assistance, and training to the organization, and additional one-on-one coaching to agency staff. Training and technical assistance will be focused on best practices for donor engagement, stewardship, and retention and corporate engagement strategies designed to assist the organization in further diversifying funding streams. The project will result in the implementation of an effective development plan to generate resources to hire additional staff, expand programming, and diversify funding to reduce financial barriers to community participation in its programs.

NORTH CAROLINA (4 awards)

Project Title: *Friends of Fonta Flora State Trail Executive Staff Funding Support*

Grantee: Friends of Fonta Flora State Trail, Inc.

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Friends of Fonta Flora State Trail, Inc. in Marion, North Carolina, for the *Friends of Fonta Flora State Trail Executive Staff Funding Support* project. Friends of Fonta Flora State Trail, Inc. (F3ST) seeks to retain its executive director for five months through this grant, providing them the opportunity to examine the organization's funding structure, create a development plan with an expert, and seek additional capacity support that would allow for the implementation of the development plan. Without this funding, this position would be lost. It is expected that this development plan will diversify the organization's funding sources to include a sustainable revenue stream made up of corporate partnerships, local business support, mid-level donors, and other fundraising campaigns, increasing the organization's net income by 40% within three years of project close. This increase in funding support will create a long-term sustainable and diversified revenue stream for the organization and this position for subsequent years.

Project Title: *Building Philanthropic Fundraising Capacity to Sustain the Blue Ridge National Heritage Area*

Grantee: Blue Ridge National Heritage Area

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Blue Ridge National Heritage Area in Asheville, North Carolina, for the *Building Philanthropic Fundraising Capacity to Sustain the Blue Ridge National Heritage Area* project. Blue Ridge National Heritage Area (BRNHA) staff, in partnership with a fund development consultant and a fundraising admin support

contractor, seek to increase their fund development and diversify funding through the implementation of a customer relations management (CRM) system. The project will result in a fully trained team of staff members, a smooth migration to the new CRM platform, and organizational capacity to streamline processes and maximize efficiency to communicate with potential donors and funders, increasing unrestricted revenue for the organization.

Project Title: *Mitchell Giving Gardens Executive Director*

Grantee: Mitchell Giving Gardens

Award Amount: \$24,308

Announcement Date: December 2023

Project Summary: ARC award of \$24,308 to Mitchell Giving Gardens in Spruce Pine, North Carolina, for the *Mitchell Giving Gardens Executive Director* project. Mitchell Giving Gardens will hire the organization's first executive director. This position will be a temporary part-time position during the proposed project period, with the intention of securing additional funding to transition this position to full-time at the end of the period of performance. The executive director will be tasked with the creation of a strategic plan, development and implementation of donor policies and procedures, and creating and implementing a fundraising plan. These efforts will not only help to secure funding for the new position but will move the organization to the next level of capacity through financial sustainability.

Project Title: *Marion Business Association Capacity Building Project*

Grantee: Marion Business Association, Inc.

Award Amount: \$22,682

Announcement Date: December 2023

Project Summary: ARC award of \$22,682 to Marion Business Association, Inc. in Marion, North Carolina, for the *Marion Business Association Capacity Building Project*. Marion Business Association will increase organizational capacity through purchasing up-to-date computers and other office technology, allowing for increased efficiency in the office, at events, and in services provided outside of the office. A software consultant will train three staff members in Microsoft Office systems and Google software. This will increase each software program's social media marketing outreach and assist the organization in its transition to paperless record keeping. A new event stage, event tents, and safety vests will ensure the organization can meet state and city safety and fire codes for its community events. The project will increase outreach and services to current and future businesses, increasing long-term sustainability for the organization.

OHIO (4 awards)

Project Title: *Organizational Capacity Building: Update and Integrate Communication Systems*

Grantee: Community Food Initiatives

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Community Food Initiatives in Athens, Ohio, for the *Organizational Capacity Building: Update and Integrate Communication Systems* project. Community Food Initiatives will upgrade their current communications

management systems. This will include establishing new, integrated systems for volunteer management, donor communications, and stakeholder engagement. These efforts will increase organizational efficiency and volunteer support as well as bring in more sustainable financial resources and a more diverse and resilient network of partners and stakeholders. The project will reinforce a strong organizational backbone to continue current successful programs and create capacity for growth to meet emerging community needs and opportunities for the organization.

Project Title: *Capacity Building—Financial Management*

Grantee: Oak Hill Collaborative

Award Amount: \$24,967

Announcement Date: December 2023

Project Summary: ARC award of \$24,967 to Oak Hill Collaborative in Youngstown, Ohio, for the *Capacity Building—Financial Management* project. Oak Hill Collaborative seeks to upgrade their financial management system, including bookkeeping, financial accounting, and management accounting functions, to meet the demands of a significantly growing organization with greater reporting requirements. The organization will contract with external financial services and update financial policies, procedures, technology, supplies, and software. The project will increase accuracy and transparency of their financial records, increase cost-efficiency with received funds, and implement better overall grant management, leading the organization to increased long-term sustainability.

Project Title: *Captina Conservancy Endowment Campaign*

Grantee: Captina Conservancy

Award Amount: \$24,750

Announcement Date: December 2023

Project Summary: ARC award of \$24,750 to Captina Conservancy in Barnesville, Ohio, for the *Captina Conservancy Endowment Campaign* project. Captina Conservancy staff and executive committee, in partnership with a procured development consultant, will work to create an endowment campaign to fundraise for and implement an endowment to fund future stewardship staff. This project also involves the creation of an endowment campaign plan, which will include a case for future support, an endowment policies manual, identifying major donors and a plan for engagement, and a plan to market the endowment. Hiring a professional to develop and plan the endowment campaign will allow the organization to carry out the campaign effectively and in a timely manner, allowing current staff and volunteers to focus time and resources on necessary mission-related work. The project will allow the organization to build internal capacity and achieve long-term sustainability through the funding of additional stewardship staff, allowing the organization to take on new conservation projects and conduct additional outreach and education events.

Project Title: *COAD Weatherization Outreach and Modernization Project*

Grantee: Corporation for Ohio Appalachian Development

Award Amount: \$24,454

Announcement Date: December 2023

Project Summary: ARC award of \$24,454 to Corporation for Ohio Appalachian Development (COAD) in Athens, Ohio, for the *COAD Weatherization Outreach and Modernization Project*.

COAD will engage new audiences about the benefits and opportunities of weatherization by investing in content creation and a podcast, with the support of an outside consultant. This project will improve and modernize their training curriculum by adding engaging animated content to existing presentations and providing hybrid course offerings. Staff will be trained in animation and learning management software to incorporate animated content into existing in-person courses and develop at least one hybrid course offering. Training quality and reach will be improved, ensuring the program's sustainability in both supply and demand sides of their business model.

PENNSYLVANIA (1 award)

Project Title: *Leadership Training and Vision Rehab Therapy (VRT) Staffing*

Grantee: Venango County Association for the Blind

Award Amount: \$24,342

Announcement Date: December 2023

Project Summary: ARC award of \$24,342 to Venango County Association for the Blind in Seneca, Pennsylvania, for the *Leadership Training and Vision Rehab Therapy (VRT) Staffing* project. Venango County Association for the Blind (VCAB) seeks to build organizational capacity, efficiency, and reliability by updating its office computers and upskilling both its executive director and field services caseworker. The organization sees a community need for vision rehabilitation therapy (VRT), which it intends to meet by training the field services caseworker in VRT, who will then provide VRT services in the community and surrounding areas. Additionally, the new executive director seeks to improve her leadership, communication, and presentation skills as she continues in her new role. Through this project, VCAB will upgrade and set up five new staff computers; provide travel, lodging, per diem, and book expenses for the caseworker to complete their degree and certification in VRT; and provide a leadership training program for the executive director.

SOUTH CAROLINA (1 award)

Project Title: *CERM Foundation Capacity Building Program*

Grantee: Columbus and Edith Rogers Mansell Foundation

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Columbus and Edith Rogers Mansell Foundation in Pickens, South Carolina, for the *CERM Foundation Capacity Building Program*. The award will help the Columbus and Edith Rogers Mansell Foundation (CERM) to support its existing program and financial managers; to engage a new grant writer to submit at least three additional grant proposals; and to engage a land surveyor to conduct a land survey for CERM's upcoming strategic plan and future organizational construction efforts. Funds will also be used to hold a one-day, facilitator-led board training to initiate the development of a strategic plan for the organization. The organization will upgrade office laptops, printers, supplies, and software subscriptions for organizational operations. CERM will also focus on updating its website to increase its reach. A volunteer facilitator will receive training and become certified to lead Prime for Life programming, one of the three new programs the organization seeks to implement through this project. Through this project, the organization

will create the necessary capacity for promoting awareness and engaging support of their mission, leading to long-term sustainability.

TENNESSEE (3 awards)

Project Title: *Appalachian Startup Alliance*

Grantee: FoundersForge

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to FoundersForge in Johnson City, Tennessee, for the *Appalachian Startup Alliance* project. FoundersForge will hire two new employees to build, manage, and support a rapidly growing startup community and implement an online community software solution to support the community they are building, utilizing a learning management system (LMS). Through this project, the organization will be able to transition its in-person education for startup organizations to an online platform, expanding services to reach additional startups in its region and across Appalachia. Staff capacity will be increased and will result in an expansion of the organization's service area and programming, which will increase long-term sustainability for the organization.

Project Title: *Sync Space Entrepreneur Center: Training Local Entrepreneurship Facilitators in Rural Counties*

Grantee: Sync Space Entrepreneur Center

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Sync Space Entrepreneur Center in Kingsport, Tennessee, for the *Sync Space Entrepreneur Center: Training Local Entrepreneurship Facilitators in Rural Counties* project. The award will help Sync Space expand its programming and resources to eight of the most rural counties it serves in Northeast Tennessee and Southwest Virginia. The expansion includes training in-county facilitators and supporting them with resources to implement Sync Space programming to community members. The project will enable the organization to have greater and more consistent programming and communication within these eight counties, allowing community members and entrepreneurs to benefit from Sync Space programming, thereby increasing long-term sustainability for the organization.

Project Title: *Capacity Building with Appalachian Resource Conservation and Development Council*

Grantee: Appalachian Resource Conservation and Development Council

Award Amount: \$24,998

Announcement Date: December 2023

Project Summary: ARC award of \$24,998 to Appalachian Resource Conservation and Development Council in Johnson City, Tennessee, for the *Capacity Building with Appalachian Resource Conservation and Development Council* project. Appalachian Resource Conservation and Development Council will fund its newly hired operations and finance director as well as fund ongoing financial training/consulting for its staff members and its donor management software annual subscription. The organization will establish

systems, procedures, and policies for grants management, finalize a strategic plan, increase fundraising efforts, diversify funding, update staff roles and job descriptions, and improve internal and external communication through training and donor software. The project will result in well-trained, cohesive, well-equipped staff, with operational policies and procedures that work for the organization, and a strategic plan in place that details the organization's long-term goals and steps for achieving them, positioning the organization to better serve its community and execute its mission.

VIRGINIA (8 awards)

Project Title: *Rebranding to Build Organizational Capacity*

Grantee: Rooftop of Virginia CAP

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Rooftop of Virginia CAP in Galax, Virginia, for the *Rebranding to Build Organizational Capacity* project. Rooftop of Virginia will retool and rebrand the organization through the development of updated mission, vision, values, logo, and brand color to achieve inclusivity and better engagement with potential funders and its community, with a focus on underserved populations. The project will enable the organization to provide a clear message of services and mission to the community to increase its customer base and reach and attract new funders to support its fundraising goals, increasing the organization's capacity and long-term sustainability.

Project Title: *Sustain and Scale Capacity at Virginia Community Action Partnership*

Grantee: Virginia Community Action Partnership

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Virginia Community Action Partnership in Richmond, Virginia, for the *Sustain and Scale Capacity at Virginia Community Action Partnership* project. Virginia Community Action Partnership will diversify unrestricted revenue through the implementation of a fundraising plan, allowing the organization to provide more training and technical assistance to Community Action Agency (CAA) members within the ARC region. The project will increase the organization's unrestricted funding; enhance staff capacity to provide more trainings, capacity building, and technical assistance to its CAAs; and assist agencies to pull down new federal, state, local, and private funds to build additional capacity.

Project Title: *Building and Sustaining Endowments to Benefit Southwest Virginia*

Grantee: Coalfield Water Development Fund

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Coalfield Water Development Fund in Coeburn, Virginia, for the *Building and Sustaining Endowments to Benefit Southwest Virginia* project. Coalfield Water Development Fund (CWDF) will conduct a program evaluation of the organization's cumulative work in distributing zero-interest loans to communities to carry out infrastructure projects that support safe drinking water. Evaluation results will be used to

support CWDF fundraising for a proposed new wastewater endowment, which will serve additional communities in need. CWDF will also develop a website and a logo for the to-be-created Foundation for Appalachian Virginia (FAV), which will succeed CWDF and inherit all its assets as a new community foundation serving counties previously unserved by a community foundation.

Project Title: *Wytheville Farmers Market Sustainability Growth*

Grantee: Wytheville Farmers Market

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Wytheville Farmers Market in Wytheville, Virginia, for the *Wytheville Farmers Market Sustainability Growth* project. Wytheville Farmers Market (WFM) seeks to increase the hours of two contracted staff members to allow them to spend more time on fundraising planning and implementation. Additionally, WFM will purchase printers, a paper cutter, and food scales to increase capacity. The printers and paper cutter will be used for market and fundraising efforts, and food scales will be rented out to vendors for \$5 a day to earn program income. Staff members will work a combined additional 120 hours per month and the organization will host four fundraising events (an increase of three) during the project period. The project will result in the creation and implementation of a fundraising plan that will contribute to the organization's long-term sustainability.

Project Title: *HOPE Inc. Strategic Rebranding*

Grantee: Helping Overcome Poverty's Existence Inc.

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Helping Overcome Poverty's Existence Inc. in Wytheville, Virginia, for the *HOPE Inc. Strategic Rebranding* project. Helping Overcome Poverty's Existence Inc. (HOPE) staff, in partnership with a consultant, seek to implement phase II of its rebranding project. Phase II consists of contracting with a consultant to help the organization design and implement its new branding through creation of mission photos, logos, interior and exterior signage, and an updated website, using the completed digital rebranding designs completed in phase I. Additionally, phase II will include creating a new marketing and fundraising plan, and training staff to communicate the new branding. Through this project, HOPE will complete its rebranding effort, train staff to be brand ambassadors, and implement a new marketing/fundraising plan, allowing it to realign and relaunch its organization to display a unified branding.

Project Title: *Wytheville-Wythe-Bland Chamber of Commerce ARC Ready Non-Profits Capacity Building*

Grantee: Wytheville-Wythe-Bland Chamber of Commerce

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Wytheville-Wythe-Bland Chamber of Commerce in Wytheville, Virginia, for the *Wytheville-Wythe-Bland Chamber of Commerce ARC Ready Non-Profits Capacity Building* project. Wytheville-Wythe-Bland Chamber of Commerce

(WWB CoC) seeks to build organizational capacity through professional development, software and technology upgrades, development and implementation of a marketing plan, and creation of a chamber 501(c)3 foundation to introduce new revenue streams. With a limited staff of one, the organization needs additional staff as well as the capacity to accommodate additional staff. The creation of a 501(c)3 foundation will generate new revenue to support the hiring of additional staff. Professional development and software and technology upgrades will ensure the executive director has the tools to effectively train new staff members and provide them with the systems and tools necessary to complete their work.

Project Title: *Bland Ministry Center's Board of Directors Transition and Strategic Planning*

Grantee: Bland Ministry Center and Dental Clinic

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Bland Ministry Center and Dental Clinic in Bland, Virginia, for the *Bland Ministry Center's Board of Directors Transition and Strategic Planning* project. Bland Ministry Center and Dental Clinic seeks to complete a governance transition and subsequently create a strategic plan with a new board of directors. The organization will work with a consultant to assist the current governing body in legal transitions for a new independent board of directors, including the establishment of new bylaws and handbook. The consultant will also complete community and organizational needs assessments and reports with key stakeholders, including a SWOT (strengths, weaknesses, opportunities, and threats) analysis. New board members will be onboarded and trained in best governance practices, organizational mission and purpose, and key responsibilities by the consultant, and the consultant will assist the new board with developing a strategic plan to guide the future direction of the organization and prepare for a capital campaign. The project will result in a committed board of directors and a clear strategic plan with action steps, resulting in an organizational infrastructure that can serve the community for years to come.

Project Title: *Director/Project Manager Salary Supplementation*

Grantee: Alleghany Highlands Trail Club

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Alleghany Highlands Trail Club in Clifton Forge, Virginia, for the *Director/Project Manager Salary Supplementation* project. Alleghany Highlands Trail Club (AHTC) seeks to retain their director for five months to allow for the creation of a fundraising plan to further sustain the position. As a newer organization, AHTC does not currently have the capacity to fully fund the director's salary. Current funding that sustains this position expires after October 2023. Through this project, the organization will be able to retain their director position for five months, allowing dedicated time for the director to concentrate on administrative tasks; current trail activities, such as volunteer engagement and board development; and establishing a fundraising plan to secure unrestricted funds for future funding of the position and the organization. These tasks will create measurable, long-term sustainability for the organization and its growth.

WEST VIRGINIA (8 awards)

Project Title: *Growing Capacity: Sustaining a New Role within the Organization*

Grantee: High Rocks Educational Corporation

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to High Rocks Educational Corporation in Hillsboro, West Virginia, for the *Growing Capacity: Sustaining a New Role within the Organization* project. High Rocks Educational Corporation seeks to sustain a new position that is critical for continued growth of the organization. The marketing, data, and community outreach coordinator position was filled last year and is tasked, in part, with developing an evaluation plan, to include data coordination and metrics, as well as a marketing plan to increase recruitment and promotion. This project will allow the organization to put additional funding into programmatic efforts to expand existing programs and reach more youth in the community. The marketing, data, and community outreach coordinator will create a marketing plan and increase grant writing to sustain this position and the organization into the future.

Project Title: *Capacity Building through Agritourism*

Grantee: Tri-State Local Foods, Inc., dba The Wild Ramp

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Tri-State Local Foods, Inc., dba The Wild Ramp, in Huntington, West Virginia, for the *Capacity Building through Agritourism* project. The award will help the Wild Ramp – an indoor, year-round, nonprofit farmers market – to become a designated agritourism destination, attracting more people to their area and boosting the local economy. The organization will hire a dedicated agritourism coordinator to manage the new program and help the organization achieve agritourism designation. This new position will be responsible for program administration and participating in regional events on behalf of the organization. The project will increase the organization's impact on the local economy, increase the organization's net income by 25%, and boost profits for the local farmers and producers.

Project Title: *Internal Capacity Building: Scaling to Serve*

Grantee: The West Virginia Chamber Foundation Corporation

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to the West Virginia Chamber Foundation Corporation in Charleston, West Virginia, for the *Internal Capacity Building: Scaling to Serve* project. The West Virginia Chamber Foundation Corporation seeks to hire a contracted grant writer/manager to assist with fund development strategies to grow the organization and serve more at-risk West Virginia middle and high school students. This contractor will work with the executive director to identify and apply for applicable grants to strengthen and increase the capacity of the organization and scale its services. They will also be responsible for managing current grants, allowing the executive director to focus on organizational growth and the effectiveness of its programming. The project will result in an increase in

grant proposal submissions, increased revenue, future funding of the grant manager position, and the ability to fund additional staff members, contributing to the organization's long-term sustainability.

Project Title: *Marketing and Analytics Planning and Training*

Grantee: Heritage Farm Foundation

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Heritage Farm Foundation in Huntington, West Virginia, for the *Marketing and Analytics Planning and Training* project. Heritage Farm Foundation will update its marketing plan and website with professional contracted help. These updates will help the organization highlight new additions to its farm park and will accommodate new videos and educational resources to attract prospective visitors and funders. The project will also train key staff members to manage the new website and utilize Google Analytics and other online business tools, including digital marketing tools, to sustain these marketing efforts into the future. Finally, Heritage Farm Foundation will purchase a large-animal veterinary chute and headgate system, which will allow for healthier and safer medical procedures for the farm's animals, as well as increased safety for staff conducting these procedures. This equipment is an industry standard for veterinary operations.

Project Title: *Keep Your Faith Corporation Capacity Building Project*

Grantee: Keep Your Faith Corporation

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Keep Your Faith Corporation in Charleston, West Virginia, for the *Keep Your Faith Corporation Capacity Building Project*. Keep Your Faith Corporation (KYFC) staff, in partnership with procured consultants, seek to build organizational capacity through system upgrades, staff training, social enterprise consultation, and strategic planning, which will help nurture sustainability across the organization, as well as maximize the reach and impact of program and service delivery. The organization will upgrade its financial management systems, electronic health records systems, and grant management software. All staff will be trained to utilize management systems to ensure proper record keeping and reporting for compliance purposes. Consultants will be contracted to complete a five-to-ten-year strategic plan and provide expertise to guide social enterprise for the organization.

Project Title: *Building Capacity in Communications*

Grantee: Central West Virginia Community Action Association, Inc.

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Central West Virginia Community Action Association, Inc. in Clarksburg, West Virginia, for the *Building Capacity in Communications* project. Central West Virginia Community Action Association, Inc. (CWVCAA) staff seek to increase organizational capacity in communications. The organization will contract with a website designer to update their website and design components; a graphic designer to help design and create marketing materials and agency standard templates for reporting and

communications; and a communications and content developer to create a communications plan that identifies outreach goals, develops a presentation plan, and prepares presentation agendas on various topics. Additionally, the consultants will develop tools and templates for social media postings and other external communications. CWVCAA will also use this project to purchase marketing materials to increase outreach and customer recruitment. The project will result in long-term sustainability achieved through increased community buy-in, diversified funding from corporate and private donors, improved program reach and effectiveness, increased partnerships and collaborations, and improved ability to reach qualified job seekers and retain current staff.

Project Title: *Hiring a Human Resources Director*

Grantee: Community Education Group, Inc.

Award Amount: \$25,000

Announcement Date: December 2023

Project Summary: ARC award of \$25,000 to Community Education Group in Lost River, West Virginia, for the *Hiring a Human Resources Director* project. Community Education Group will use the funds to hire a human resource (HR) manager who will be responsible for recruiting and onboarding new hires, developing policies and procedures, and creating employee engagement activities. The HR manager will also play a role in ensuring the organization abides by labor regulations and in resolving conflicts between management and employees. The new HR manager will also update job descriptions, implement a performance management system, and evaluate the staff training and development program. These activities will streamline HR procedures for an organization whose budget has grown by 500% in the past few years. This will increase its ability to provide quality services to its clients and to be a quality employer in the region.

Project Title: *Development of Community Environmental Outreach Program*

Grantee: Save the Tygart Watershed Inc.

Award Amount: \$24,970

Announcement Date: December 2023

Project Summary: ARC award of \$24,970 to Save the Tygart Watershed, Inc. in Grafton, West Virginia, for the *Development of Community Environmental Outreach Program* project. Save the Tygart Watershed will hire a VISTA volunteer and a contracted donor management expert to create a development plan. The association will also purchase materials and software for implementation of this plan and build an outdoor educational structure for organizational events. Creating the development plan and purchasing software and other equipment to carry it out will contribute to the sustainability and professionalism of the organization. The outdoor structure will enable the provision of environmental education events to community members.