

**COMMUNITY DEVELOPMENT GRANTS ADMINISTRATION
APPLICATION EXECUTIVE SUMMARY – FUNDING YEAR 2016**

Milwaukee Youth Council – Youth Services Proposal
Total Funds Available: \$99,845

Total Amount Requested (CDBG FUNDS) \$ 30,436.80

(Note: Minimum Allocation is \$10,000)

Applicant Organization Name: Hearts for Harmony, Inc.

Organization Address: 3845 N. 37th Street City Milwaukee Zip 53216

Contact Person: Zumehka McCrary Title President/CEO

Contact Person's
Telephone Number: 414-335-3796 Fax Number: _____

E-Mail Address: zumehka@yahoo.com

Is applicant a 501 (C)(3) organization? Yes No _____

Is applicant a faith-based organization? Yes _____ No

Federal Employer Identification Number 82-0684631

Executive Director: Zumehka McCrary Phone Number 414-335-3796

Board President: Jesse McCrary Phone Number 414-550-2410

Proposal submission(s) must be authorized and signed by an official of the Board of Directors.

Name and title of Board Official: Crystal Manuel , Secretary

Signature of Board Official: _____

NOTICE:

A false statement or misrepresentation in the proposal to obtain grant funds and if funds are awarded, the funds and contract will be in default and the City may declare all of any part of the funds paid out immediately due and repayable to the City and the contract voided.

PART 1: PROGRAM DESIGN & SPECIFICATIONS

If you need more space in any section, you may attach additional pages

1) HOUSEHOLDS/CLIENTS SERVED

a) Describe the specific target population to be served, including target low income level and special needs populations, as applicable.

Hearts for Harmony, Inc. will serve youth up to the age of 18 years old. Our specific target population is youth who are interested in being educated and acquiring skills related to entrepreneurship. Youth and families who are served through Hearts for Harmony will be of extremely low, very low or low income families. Their annual family income will not exceed 80% of Milwaukee County's median income. Hearts for Harmony, Inc. will target families and youth who reside in high poverty zip codes such as 53206, 53216, 53218, 53208, 53210 and 53233.

b) Specify the total number of youth to receive direct services by your program.

The total number of youth to receive direct services through Hearts for Harmony, Inc. will be up to 20 young people. This will be comprised of the youth that will be direct participants of the Youth Entrepreneur Program.

DO NOT WRITE BELOW
(For CDGA Use Only)

Comments:

PART 2: EXPERIENCE

1. AGENCY EXPERIENCE:

Describe your agency's specific experience in providing the service for which funding is requested.

As a 501c3, Hearts for Harmony was established in 2017 and will begin operating October 2017. Prior to the establishment of Hearts for Harmony, For the past 3 years Zumehka and her daughter Erin operated Erin's Big Wish, which raised funds to provide annual events for up to 300 homeless women and their children to experience and enjoy. Erin's Big Wish transitioned into a 501c3, Hearts for Harmony, Inc., so that Zumehka and Erin can make an even greater impact in the lives of more women and children within the city of Milwaukee and help address the issue of poverty within our city.

DO NOT WRITE BELOW
(For CDGA Use Only)

Comments:

2. STAFF EXPERTISE:

Describe your agency's specific staff experience in providing the service for which funding is requested.
(Include education, years of experience etc.)

Zumehka McCrary-

Zumehka has received her Masters in Business Administration with an emphasis in Human Resources in 2014 from Keller Graduate School of Management. Zumehka also received her Masters in Social Work from The University of Illinois at Chicago in 2002. Zumehka has worked with youth and children in various sectors such as the foster care system, youth ministry and volunteerism. Zumehka specialize in building and maintaining trusting relationships with youth and their parents

Crystal Manuel-

Crystal Manuel, who is also a Board Member, provides Hearts for Harmony, Inc. experience through her B.S.B.A in Business Administration with a minor in Human Resources. Crystal is a member and assists with Pauline Reddmond Coggs Foundation as well as a member of Kidpreneur Foundation. Crystal served in a Teacher capacity with the Milwaukee Public School for 3 years and continues to be an active Youth Ministry Teacher for over 4 years.

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Comments:

Describe in detail ALL OF THE FOLLOWING:

3) The specific ACTIVITY to be performed:

Hearts for Harmony's Youth Entrepreneurship Program will consist of a 10 week course that will expose the participants to various business components. These components will include the following: entrepreneurship 101, establishing a service/product, marketing their product/service, developing a Team, Research, Finance 101 and Operations. Each participant will be able to establish a business based off their passion, gifts or talents. Once a product/service is established, Hearts for Harmony, Inc. will help the participant understand the basics and importance of marketing their product/service and the best marketing strategy for that participant and their product/service. Participants, with the assistance of Hearts for Harmony, will learn to research their competition and identify areas of challenge for their business. Youth participants will learn about banking as well as money management through Hearts for Harmony, Inc. program.

Throughout each session the youth participants will work towards piecing together a basic business plan that will assist them with a final presentation. The participant will go before a group of advisors for an initial investment into their business. At the end of each 10 week session, participants will be awarded \$100.00 towards their business start-up. This award will go directly towards the purchase of a specifically identified product, business cards, flyers, logos or any other needs the youth identified through their business plan.

It is our desire to also provide an opportunity for all Hearts for Harmony, Inc Youth Entrepreneurship participants to showcase their products/services. Once per year, Hearts for Harmony, Inc. will host an annual Youth Entrepreneurship Expo for the community. Through this event the Youth Entrepreneurship participants will gain exposure for their product/service and gain the support of their community, family and friends

4) The GOALS of the program:

Hearts for Harmony, Inc. Youth Entrepreneurship Program will help reduce poverty within the City of Milwaukee, particularly in high poverty communities. Our goal, through the Youth Entrepreneurship Program, is to introduce and equip the youth participants with the skills necessary to become an entrepreneur and in turn potentially reduce unemployment within those same high poverty communities in the future. Hearts for Harmony strongly feel that what we educate our children will stick with them for long time but what we show them will stick with them for a life time. Hearts for Harmony, Inc. goal is not only to help the youth participants establish successful businesses but also equipping them with resources that could create future financial independency.

5) Outcomes:

- a. Describe the expected outcomes, (results, impact or change) expected to come about as a result of your program and describe how these contribute to one or more of CDGA's long term outcomes which are: 1) Reduce Crime; 2) Increase Property Values; 3) Increase Economic Vitality; and, 4) Improve Quality of Life.

Hearts for Harmony, Inc. expects to improve the quality of life for women and children who may be experiencing hardships. We also expect to reduce poverty within our communities, particularly within community that experience high poverty. Through the Youth Entrepreneur Program, Hearts for Harmony, Inc. expects to ultimately increase economic vitality which will decrease poverty within the communities.

2) OUTREACH:

a) Describe in a narrative, your agency's outreach and all of the methods that will be used to inform youth about your program.

Hearts for Harmony values the community in which we serve. Our outreach efforts will begin with establishing relationships with other businesses within the communities that are being utilized by the youth and their families. Establishing community relationships, through attending community specific events and being visible among community centers groups will be our outreach efforts. For example, it is our desire to be present at youth centered events within the community. One of our goals within the program is to host an annual youth entrepreneurship expo. Our participants will have direct access to the resources they will need in order to launch or gain exposure to their service or product that they sell. Through this event, the community will gain a better understanding of how Hearts for Harmony Inc. Youth Entrepreneurship Program not only share and educate but also assist invest in our participants.

Hearts for Harmony will also reach out the community through word of mouth from small group presentations as well as round group table discussions that will take place within the community. It is our desire to partner with local shelters within the City of Milwaukee to reach youth and families who are residing in shelters as well as established entrepreneurs within the communities.

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Comments:

3. FINANCIAL/ORGANIZATIONAL/BOARD & ADMINISTRATIVE STRUCTURE

Describe all of the following about your agency:

a. Financial structure:

Hearts for Harmony Inc. has a bank account with Summit Credit Union, which is where all finances will be housed. Hearts for Harmony, Inc. follows the accounting policy and procedure when handling any finances within the agency. Hearts for Harmony, Inc. will hire an accountant to handle all financial matters which will be in conjunction with working with the President/CEO.

b. Organizational & Administrative structure:

Hearts for Harmony, Inc. operates with a President/CEO and an Administrative Assistant. The Secretary of the Board of Directors also assists with the daily operations at this time until Hearts for Harmony, Inc. can secure needed funds to hire additional supports.

c. Board structure:

At this time, Hearts for Harmony, Inc. Board of Directors is comprised of 3 members, the President, Secretary and 1 Member.

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Comments:

4. ACCOMPLISHMENTS

A) Existing Agencies (Currently Funded by CDGA):

Please summarize your performance during the past two years including stated goals and actual accomplishments realized to date. Accomplishment numbers are subject to verification by CDGA.

NOTE: If you are currently funded and are applying for a new activity for which you are not currently funded, you must provide **THIRD PARTY** documentation of your accomplishments for the new activity for which you are applying. This may include written statements from current funding sources, agency annual reports, etc.

NOTE: A written narrative alone by the applicant does not qualify as documentation of accomplishments.

B) New Groups (not currently funded by CDGA):

Please summarize your performance during the past two years including stated goals and actual accomplishments realized to date. **New groups must include THIRD PARTY documentation verifying the stated accomplishments. This may include written statements from current funding sources, agency annual reports, etc.**

NOTE: A written narrative alone by the applicant does not qualify as documentation of accomplishments.

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Comments:

Hearts for Harmony, Inc.

Accomplishments- (New Group)

During the past two year, Hearts for Harmony, Inc. was birthed from a community outreach project, Erin's Big Wish, which was hosted by Zumehka and her daughter Erin (age 11). The inspiration began with Zumehka, as a parent, having the desire to teach her, then 9 year old daughter, the reward of giving back to her community and providing selfless acts of kindness to others who may not be as fortunate. As a child, Zumehka explained how Erin loved celebrating birthdays so the family made a decision to pair the idea of giving back and the passion Erin has for celebrating her birthday together through what they called "Erin's Big Wish."

During the first year of Erin's Big Wish, the family raised and managed \$1,580 and Erin provided an all-inclusive cosmic bowl party for the Milwaukee Rescue Mission Shelter. This included 2 school buses, reserving the entire bowling alley, pizza, beverages, cupcakes, cake pops and a clown. The second year, the family raised and managed \$2,340 and Erin' Big Wish provided the same shelter with an all-inclusive carnival. This included rental of space, 2 buses, a DJ, concessions, bounce houses, carnival games, candy, cupcakes, a face painter and balloon artistry. The third year, the family raised and managed \$2,465 and Erin's Big Wish was able to provide an evening at Stone Fire Pizza for the homeless women and their children. This included a buffet, transportation, game cards and wristbands.

Due to the work of Erin's Big Wish, Zumehka's daughter Erin has become instrumental in the lives of other young people in their efforts to give back to their community and was honored for bringing awareness to the importance of diversity by Girls In Action, Inc. in January 2017.

Having the desire to make a greater impact within the city of Milwaukee and address the issue of poverty and economic vitality from a more holistic view, the family strongly believe in entrepreneurship and have a desire to reach young people through the path of financial independency. Erin's Big Wish transitioned from wanting to just provide cultural activities to people experiencing hardship, to providing education to young people to help prevent financial hardship in their future. This is the desire of Hearts for Harmony, Inc.

Accomplishments:

Erin's Big Wish News Stories/Interviews

<http://www.cbs58.com/news/local-girl-erin-agers-celebrates-birthday-by-throwing-a-party-for-others>

<http://www.channel3000.com/news/newscasts/10-year-old-girl-channels-birthday-into-helping-others/155808908>

<http://www.cbs58.com/news/10-year-old-holds-birthday-party-for-others>

<http://www.cbs58.com/news/a-9-year-old-shared-her-birthday-party-with-100-milwaukee-mission-kids>

Pictures from 2014 & 2015 events



REVIEWER'S SUMMARY

NOTES:

AGENCY BUDGET: EXPENSES

Organization: Hearts for Harmony, Inc.

Program Name: Youth Entrepreneurship Program

Show a proposed budget for the program for which you are applying. Include all committed and pending funds for your program.

CATEGORY	Requested CDBG Funds	Committed Funds (list source)	Pending Funds (list source)
Personnel 1 Part time Administrator	\$6,936.80		
Fringe Benefits	N/A		
Occupancy/Utilities	\$3,900		
General Services (training, travel, printing, advertising, memberships)	Advertising/Printing \$3,000 Website/Maintenance \$600		
Supplies (office products, postage, computer and cleaning supplies, etc.)	Program/Office \$2,500		
Contractual Services (accounting, legal, consulting, insurance)	Contracted Services \$1,000 Accounting/Attorney \$2,500		
Equipment(Purchase/Rental)	2 Computers/ 1 Printer \$2,000		
Other Costs(Describe)	Year End \$2,000 Snacks \$1,000 Annual Expo \$5,000	Annual Expo/ Sponsorship \$1,000	
TOTAL COSTS	\$30,436.80	\$1,000	

TOTAL AGENCY BUDGET: REVENUE
(inclusive of all programs operated by your agency)

Organization Hearts for Harmony, Inc.

Show a three year history of **actual revenue** received by your agency for the three year period shown. If more space is needed continue with another page.

CATEGORY	2015	2016	2017
Government Grants (list sources)			
A.			
B.			
C.			
D.			
Subtotal	0	0	0
Foundation Grants (list sources)			
A.			
B.			
C.			
D.			
Subtotal	0	0	0
Other Revenue (list sources)			
A. Private Donations from Family & Friends			\$1,000.
B.			
C.			
D.			
Subtotal	0	0	\$1,000
TOTAL REVENUE	0	0	\$1,000.

**Board of Directors Roster for Agencies with Grants Administered
by Community Development Grants Administration**

Organization Name: Hearts for Harmony, Inc.

Organization DUNS Number _____

Date Completed: October 12, 2017

Program Year: 2016

NAME & TITLE	RACE	ADDRESS-INCLUDE CITY, STATE & ZIP	TERM EXPIRATION
NAME: Jesse McCrary	African American	3845 N. 37th Street Milwaukee, WI 53216	2027
TITLE: President			
NAME: Crystal Manuel	African American	3767 N. 50th Street Milwaukee, WI 53216	2027
TITLE: Secretary			
NAME: Samiya Johnson	African American	2324 S. 12th Avenue Broadview, IL 60155	2027
TITLE: Member			
NAME:			
TITLE:			
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The Slate of Officers of the Board Shall Commence on 2017 and End on 2027.

NOTE: THIS FORM MUST BE SUBMITTED WHENEVER THERE ARE BOARD CHANGES.