

[REDACTED]  
Takoma Park, MD 20912

February 8, 2010

Jessie Carpenter, City Clerk

City of Takoma Park

7500 Maple Avenue

Takoma Park, MD 20912

Dear Ms. Carpenter:

Please accept this Small Community Grant Program application on behalf of the New Hampshire Gardens Citizens Association (NHGCA), requesting \$1,754.54 in funding as a modest match for a project with an estimated value of \$4,757.39. Below I have included some statements regarding the need and some specifics about how the grant funds will be allocated. In advance, please thank the reviewers for their time and consideration.

Kind regards,



Barrie Lee Howard, Association President

*Rec'd 2/12/10*

**CITY OF TAKOMA PARK, MARYLAND  
SMALL COMMUNITY GRANT PROGRAM  
APPLICATION**

**GENERAL INFORMATION**

Organization Name New Hampshire Gardens Citizens Association (NHGCA)

Organization Address: c/o Barrie Howard, [REDACTED]

City/State/Zip: Takoma Park, Maryland 20912

Program Name (if different): NA

Contact Person/Title: Barrie Howard, President

Telephone Number: Day: [REDACTED] Evening: [REDACTED]

FAX Number: NA

E-mail Address: [REDACTED]


Use of Grant Funds:

Maintain Existing Program     Expand Existing Program     Start New Program

Fund Discrete Project

We, the authorized representatives of the applicant organization, have completed or directed the completion of this application for the City of Takoma Park Small Community Grant Program and confirm that the information contained herein is true and correct to the best of our knowledge, information and belief.

 2/8/2010  
Signature/Date

 2/8/10  
Signature/Date

Barrie Howard, Association President  
Printed Name/Title

Sheryl Brugh, Association Vice President  
Printed Name/Title

## NHGCA Small Community Grant Program Proposal

For approximately 1,500 City of Takoma Park citizens who live in the New Hampshire Gardens neighborhood of Ward 6, the 2010 Small Community Grant (SCG) Program will help re-vitalize the New Hampshire Gardens Citizens Association (NHGCA). Unlike envisioning and implementing the steps to build a new association from the ground up, NHGCA will leverage existing social capital while the SCG will help jump start communications by restoring past channels and adding some new infrastructure components that will meet unmet needs.

Once a vibrant neighborhood association, NHGCA has endured a decline in participation and solvency throughout the latter 2000s. A new slate of officers, committed to re-building a strong association, was elected in late 2009. They are faced with re-establishing all operational facets of NHGCA from raising funds to open a new bank account to renting a new post office box in order to receive correspondence. The good news is there is a great deal of goodwill among neighbors, and a Yahoo! Group listserv for the Association to build upon. Additionally, development efforts along New Hampshire Avenue and at the Takoma/Langley Crossroads that impact New Hampshire Gardens provide an opportunity to daylight citizen issues, positioning them as critical success factors to these initiatives and adding visibility of the importance of this area to the City.

One of the key objectives of NHGCA is to inform and educate residents about matters that affect their community, and enhance the capacity of Ward 6 Councilmember Schultz and the City to communicate with New Hampshire Gardens residents. Given our neighbors access, process, and convey information in a variety of ways, it is necessary to distribute information in both electronic and print formats. Currently NHGCA is without funds to print quarterly newsletters, and has no physical location to post information publicly as an alternative for those without Internet connectivity. NHGCA will continue to utilize its Yahoo! Group to distribute information electronically, and plans to use SCG funds to print bilingual newsletters and a couple of surveys, have yard signs made for announcing events, and to build an information kiosk for postings bills (see draft plan for information kiosk).

NHGCA seeks a partnership with the City of Takoma Park through the vehicle of the SCG to re-vitalize the Association and increase access to community-specific information to help the City achieve its strategic goals of an engaged, responsive, and service-oriented government. Committed to true partnership principles and the SCG application criteria, NHGCA is matching nearly 2/3 of the project costs through volunteer effort or pro bono services and discounts from local businesses. The local suppliers of services noted in the attached budget are identified below:

- Building materials provided by Old Town Ace Hardware, Carroll Avenue
- Landscape architect professional services provided by Darsie Cahall, Central Avenue
- Printing services provided by L.P.I. Printing & Copy Center, New Hampshire Avenue
- Meeting room provided by Takoma Park Recreation Department, New Hampshire Avenue

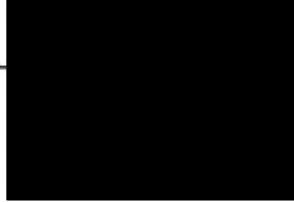
The rationale for requesting a meeting room, i.e., the Takoma Park Recreation Center Back Meeting Room (capacity 40), is predicated on a conversation with Takoma Park Recreation Department staff that facility fees may be waived by written appeal to the City Manager, and with approval of the City Council. NHGCA intends to use an approved SCG award in its appeal for a facility fee waiver.

Plants and yard signs for announcing NHGCA events will be purchased from online service providers, i.e., [www.fast-growing-trees.com](http://www.fast-growing-trees.com) and [www.vistasigns.com](http://www.vistasigns.com) respectively. This is a one-time request for funding of great significance as NHGCA begins to re-build the capacity to print newsletters and rent facilities for meetings through other fundraising activities in the coming year.

**A. ORGANIZATIONAL STRUCTURE**

1. Number of current officers or board members 4

Name	Title	Term
Barrie Howard	President	First
Sheryl Brugh	Vice President	First
Halle Enyedy	Treasurer	First
Kevin Charles	Secretary	First



2. In what year did the organization begin operating?  
1982

3. In what year did this program begin operating?  
N/A; new initiative

4. Is the organization incorporated? If so, in what state?  
No

5. Is the organization qualified under Internal Revenue Code and regulations as a tax exempt organization? If so, under what section of 501(c)?

No, but the Association has a Federal Taxpayer Identification Number  
Federal Identification Number (if any):



6. Is this organization in compliance with all applicable federal, state and county laws and regulations?  
Yes

7. Staffing Profile: Identify the number and position/title of staff used to administer this program or project:

The Association Officers will administer the project

List Positions/Titles: Sheryl Brugh, Authorizing Official; Kevin Charles, Grant Administrator; Halle Enyedy, Financial Officer; Barrie Howard, Project Manager

How many volunteers are used to administer this program?  
The 4 Officers mentioned above, who are all volunteers

**B. FUNDING SUMMARY:**

1. Grant request:

Grant to support the revitalization of a weakened neighborhood association (see cover letter)

2. Funds secured from other sources (include status of funding/amount/source):

\$779.60 for discounted goods and services (see budget)

3. Additional funds yet to be secured:

\$1,754.54 = (\$217.46 materials) + (\$297.08 plants) + (\$1,102.40 printing) + (\$137.60 signs)

4. Estimated number of volunteer hours (provide number of hours x \$20.25):

\$1,883.25 = (5 hrs layout)+(10 hrs translation)+(42 hrs distribution)+(36 hrs building/planting)

5. Value of other in-kind donations (provide details):

\$340 = (\$300 donated professional services) + (\$40 donated facilities)

6. Total program revenues:

\$4,757.39 (see budget summary)

**C. OVERVIEW OF PROGRAM OR PROJECT FOR WHICH YOU ARE REQUESTING FUNDS:**

**1. Need Statement:**

Identify the issue or need that this program or project will address in Takoma Park.

Identify the target recipients.

Identify the number of Takoma Park residents to be directly affected or served (if applicable).

The ~1,500 residents of New Hampshire Gardens access, process and convey information in a variety of ways, requiring the use of different and often multiple means of communication.

**2. Program/Project Summary: Briefly describe the purpose of the program or project and the services or activities to be provided.**

Re-establish communication channels, including bilingual printed newsletters, an information kiosk, and signs, to increase the timely and effective interaction between the City and NHGCA.

**3. Address how the program or project fits within the Strategic Plan and Council Priorities.**

Inspired by the assumption of an engaged, responsive, and service-oriented government, it will expand the City's existing infrastructure and resources for community interaction.

**4. Program/Project Impact: List the anticipated outcomes. What will change as a result of this program or activity? How will the community benefit?**

Increase residents' access to community-specific information, who aren't being reached online, on CityTV, or via the Takoma Park Newsletter, Recreation Guide, or other publications.

**4A. Will this program or activity increase community engagement? Explain.**

Yes. Distributing printed community-specific information door-to-door and posting notices in public spaces in their neighborhood is necessary given a number of citizens aren't online.

**4B. Will the program result in the formation of a new neighborhood or tenant association or will it be done in partnership with an existing association?**

The Program will help re-build an existing association. The partnership extends beyond the City and existing Association to include local businesses that will be providing goods and services.

**5. Action Plan: Briefly describe each activity to be conducted to meet the desired outcomes. If applicable, identify the average number of days or hours per month each activity will be provided to program participants. Be specific.**

Conduct communications survey; print quarterly newsletters; post notices about community news; post signs announcing NHGCA meetings; 2 days/month of volunteer effort, including administration

**6. Program Evaluation: Identify and describe the methods to be use to evaluate this program or project (questionnaire, interview, survey, observation)? How will you know if it is successful?**

We will use outcome-based assessment by distributing a survey at the beginning of the program and at the end to measure the impact. Qualitative data from last survey is a performance measure.

**7. Organization Evaluation: Briefly describe one or two similar programs or projects your organization has undertaken and provide an assessment of their effectiveness. If the organization has not undertaken programs or projects, you may respond to this question by addressing the experience of the officers or project leaders.**

The Association held a regular meeting on December 14, 2009, and 1/3 of the attendees said they new about the meeting because of a hand-delivered flyer.

**8. Collaboration: Is this a collaborative program involving other organizations? If so, please provide further information.**

No, but we will report our results to the other civic and tenants associations in Ward 6 so there is coordination in working towards effective communications for all area citizens.

**D. BUDGET**

Provide a detailed budget for the program or project. Include revenues and expenditures.

Revenue.....\$4,757.39 (see budget summary)

Expenditures.....\$3,977.79 (see budget summary and spreadsheets)

**E. TIME LINE**

Provide a detailed time line for completion of the program, project, or activity. Funds must be used within the fiscal year.

FEBRUARY

- \* Create and distribute initial communication survey

MARCH

- \* Analyze data and prepare report for newsletter
- \* Create, print, and distribute newsletter and post signs for regular meeting
- \* Meet with Dept. of Public Works to seek approval of kiosk design and installation

APRIL

- \* Liaison with City for purchasing building materials and plants

MAY

- \* Build and install kiosk and landscaping, and prepare report for newsletter
- \* Plan dedication ceremony with City Council

JUNE

- \* Conduct dedication ceremony
- \* Create, print, and distribute newsletter and post signs for regular meeting

JULY

- \* Prepare interim financial and narrative report on grant activity for City SCG reviewers

AUGUST

- \* Close installation phase by confirming work done and receipts paid

SEPTEMBER

- \* Create, print, and distribute newsletter and post signs for regular meeting

OCTOBER

- \* Create and distribute follow-up communication survey

NOVEMBER

- \* Analyze data and prepare report for newsletter and final narrative report for City

DECEMBER

- \* Create, print, and distribute newsletter and post signs for regular meeting
- \* Prepare final financial and narrative report on grant activity for City SCG reviewers

New Hampshire Gardens Citizens Association

Budget Summary for Activities of Small Community Grant Project

For the Calendar Year 2010

	<u>Unrestricted</u>	<u>Restricted</u>	<u>Total</u>
<b>Revenue from Contributions</b>			
Government grants	\$ 0	\$ 1,755	\$ 1,755
Donated professional services	\$ 0	\$ 300	\$ 300
Donated use of facilities	\$ 0	\$ 40	\$ 40
Gifts in kind – labor	\$ 0	\$ 1,883	\$ 1,883
Discounts – goods & services	\$ 0	780	780
Total contributions	<u>\$ 0</u>	<u>\$ 4,758</u>	<u>\$ 4,758</u>
<b>Expenditures</b>			
Donated professional services	\$ 300	\$ 0	\$ 300
Volunteer labor	\$ 1,883	\$ 0	\$ 1,883
Supplies – goods	\$ 652	\$ 0	\$ 652
Printing & copying	\$ 1,102	\$ 0	\$ 1,102
Donated facilities	\$ 40	0	40
Total program services	<u>\$ 3,977</u>	<u>\$ 0</u>	<u>\$ 3,977</u>
 Net Assets <sup>1</sup>	 \$ (3,977)	 \$ 4,758	 \$ 781

*Notes*

Restricted revenue is funding and in-kind resources that will be allocated on behalf of the Association, but will not be directly transferred to the Association. This reduces risk to both the Small Community Grant Program and the Association and ensures accountability, control, and reporting of expenditures.

Budget assumes City of Takoma Park will pay directly for goods & services (see spreadsheets):

- Materials for information kiosk from Old Town Ace Hardware, \$217.46
- Plants for around information kiosk from [www.fast-growing-trees.com](http://www.fast-growing-trees.com), \$297.08
- Printing of newsletters & surveys from L.P.I. Printing & Copy Center, \$1,102.40
- Signs for announcing quarterly Association meetings from [www.vistasigns.com](http://www.vistasigns.com), \$137.60

Budget assumes donated professional services from Darsie Cahall Landscape Design.

Budget assumes donated facilities from the Takoma Park Recreation Center.

<sup>1</sup> Savings from discounts pledged by commercial goods & service providers for building supplies and printing

<b>Printing Costs of the Quarterly, Bilingual NHGCA Newsletter &amp; 2 SCG-related Surveys</b>					
<b>Newsletter (2 pages, double-sided, stapled)</b>					
<i>Units</i>	<i>Regular Cost</i>	<i>Regular Total</i>	<i>Difference</i>	<i>Newsletters Discount (quarterly printing)</i>	
2080	\$ 0.18	\$ 374.40	\$ 374.40	\$ 166.40	
			\$ 208.00	4	
<i>Units</i>	<i>Discounted Cost</i>	<i>Discounted Total</i>	\$ 166.40	\$ 665.60	
2080	\$ 0.10	\$ 208.00			
<b>Surveys (1 page, double-sided)</b>					
<i>Units</i>	<i>Regular Cost</i>	<i>Regular Total</i>	<i>Difference</i>	<i>Surveys Discount (2 surveys)</i>	
1040	\$ 0.15	\$ 156.00	\$ 156.00	\$ 52.00	
			\$ 104.00	2	
<i>Units</i>	<i>Discounted Cost</i>	<i>Discounted Total</i>	\$ 52.00	\$ 104.00	
1040	\$ 0.10	\$ 104.00			
<b>Total Costs of Printing Services at Discounted Prices</b>					
\$ 832.00	<i>Quarterly Newsletters</i>				
\$ 208.00	<i>Two Surveys</i>				
\$ 1,040.00	<i>Subtotal</i>				
\$ 1,102.40	<i>Total plus 6% MD sales tax</i>				

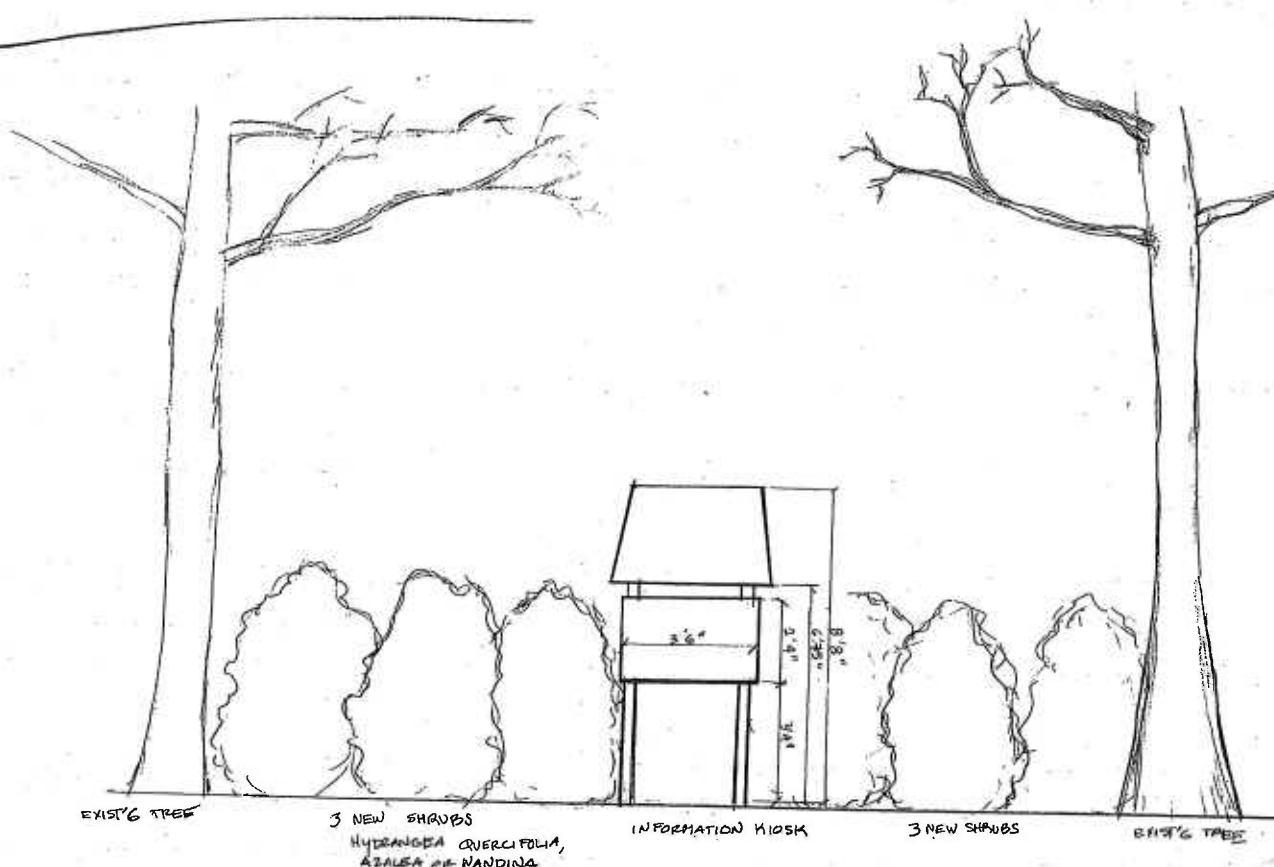
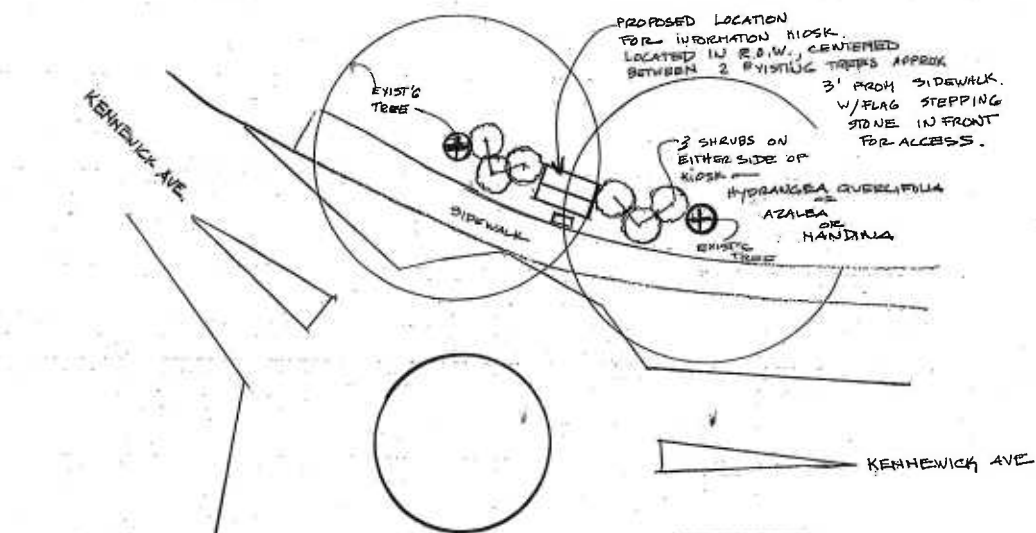
**Costs of Signs to Post at New Hampshire Gardens Entrances to Announce NHGCA Events**

<i>Unit</i>	<i>Description</i>	<i>Cost</i>		
1	8 of 27" x 18" Large Lawn Sign w/ Color Backside	\$98.91		
1	One-time Upload Design Fee	\$4.99		
1	Document Proof	\$1.99		
8	Lawn Sign Stands at \$2.99/each	\$23.92		
	<i>Subtotal</i>	\$129.81		
	<i>Total plus 6% MD sales tax</i>	\$137.60		

<b>Materials List &amp; Costs for NHGCA Information Kiosk</b>			
<i>Description</i>	<i>Unit</i>	<i>No. of Units</i>	<i>Cost</i>
60 lb. concrete mix	bags	4	\$11.92
Primer	gallon	1	\$23.98
Exterior paint	gallon	1	\$19.47
3/4" BC plywood sheathing	sheet	2	\$37.94
4" x 6" x 12' pressure-treated lumber	board	2	\$39.94
2" x 4" x 8' pressure-treated lumber	board	6	\$17.82
1 lb. 16 D coated common nails	box	1	\$2.79
1 lb. 6 D coated common nails	box	1	\$2.79
1 lb. 4 D 1 1/2" electro galvanized roofing nails	box	1	\$2.74
10' brown drip edge extrusion	strip	1	\$4.96
90 lb. felt paper	roll	1	\$19.00
12" x 36" 25 year asphalt shingles	pack	1	\$21.80
<i>Subtotal</i>			\$205.15
<i>Total plus 6% MD sales tax</i>			\$217.46

<b>Plants Costs Based on 3 gl. Autumn Embers Encore Azaleas</b>				
<i>Units</i>	<i>Costs</i>	<i>Total</i>	<i>Total plus 6% MD sales tax</i>	
6	\$46.71	\$280.26	\$297.08	

PLAN VIEW



ELEVATION

New Hampshire Gardens Citizens Association

Proposed Plan  
February 8, 2010

Darsie Cahall Landscape Design  
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Takoma Park, MD 20912  
Email: Darsiecahall@aol.com Phone: 301-270-9474