



**Federal Reserve Bank of St. Louis
Investment Connection Proposal**

Proposal title	The Bickford Project
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Organization name/address	Oasis of Hope, Inc. Terry Hoff 8500 Walnut Grove Rd. Cordova, Tennessee 38018
Mission statement	To demonstrate Christ's love in an under-resourced community by elevating and improving the quality of neighborhood life through empowerment and partnerships.
History of organization	Founded by Hope Presbyterian Church in 2001, Oasis of Hope began partnering with an under-resourced neighborhood north of downtown Memphis. What began as a relationship with one elementary school blossomed into a full-fledged commitment to revitalize a deteriorating neighborhood in North Memphis. In this zip code crime rates, economic decline and infant mortality are among the highest in the country; education, employment, and annual income, among the lowest. Over time, the organization evolved into a 501(c)3 nonprofit, community development corporation (CDC) that promotes life-on-life relationships that connect people across racial and socioeconomic boundaries. The mission is to demonstrate Christ's love to an under-resourced community by elevating and improving the quality of neighborhood life through empowerment and partnerships.

<p>Organization’s current programs and activities</p>	<p>1) Youth Programming (ranging from Elementary to High School) that focuses on reading enhancement, life skills, character and career development. After School programs currently serve 215 neighborhood youth Monday through Thursday, from 4-6 PM</p> <p>2) Adult and Family Services (for low-to-middle income adults and seniors) where quality, affordable housing opportunities are offered to families, neighborhood revitalization/preservation is promoted through repairing blighted properties and building new homes, adult counseling services, financial literacy, annual tax assistance through our Volunteer Income Tax Assistance (VITA) program, and a daily health, physical and social program for senior adults ages 60+.</p> <p>3) Economic Development (at Oasis Appliance Store & Bike Shop) where we offer employment and business skills training for neighborhood residents through our retail store and provide refurbished furniture, appliances, home and bikes, bike repair and outings for youth.</p>
<p>Website</p>	<p>Oasis of Hope</p>
<p>Support request</p>	<p>Grant</p>
<p>Requested dollar amount</p>	<p>\$50,000 per year (3-year commitment)</p>
<p>Proposal summary</p>	<p>Oasis of Hope is expanding its programs and services into Bickford Community Center in North Memphis. In doing so, Oasis is seeking the partnership of the Investment Connection to impact low-income families in our community through the following:</p> <ol style="list-style-type: none"> 1. Provide grants to Oasis of Hope to build affordable housing 2. Provide basic financial budgeting, credit repair and home ownership classes and mortgages 3. Provide a small grant for youth services/programming for part-time employment internships 4. Provide a small grant for staff to adequately operate significant additional space 5. Provide a small economic development grant for marketing of our appliance and furniture store

	<p>The benefit of this proposal is that the holistic nature of the program can allow certain partners and banks to participate in different aspects that fit their priorities best, influencing further partnerships. The exact dollar amounts for each category is contingent on the capacities of the partner(s) involved.</p>
Issues addressed	Community facilities/services
Target population/geography	<p>North Memphis, Shelby County TN, exclusively serving the 38107 Zip Code</p> <p>Boundaries include: Pear Ave. (n), Chelsea Ave. (s), Manassas St. (e), Second St. (w)</p>
Population served including income	<p>Our target population consist of African American families, surviving on a very low income (< 50% Area Media Income (AMI)). Students, grades 2-12 will benefit from enhanced after school programming, leadership development, and sports and recreational activities. Adults, age 18+ interested in managing their finances, purchasing a home, or taking ownership in the quality and safety of their community. Senior adults, age 60+ who want to enhance their physical, mental and social health.</p>
Anticipated outcomes/impact	<p>Our goal is to expand our existing programs and services to a larger space while adequately managing the facility, and recruit qualified staff to coordinate the transition, organizational structure, and daily activities. The Bickford Project aims to provide a resource and recreation hub for residents to access the tools needed to advance their lives and community.</p>
How will the program be evaluated	<p>Programs and services are measured with intention through enrollment forms and waivers, volunteer and participant check-in and tracking, agreement/commitment forms, pre and post program surveys, report card evaluations, and observation through mentoring.</p> <p>Staff and organizational goals are measured by ongoing goal setting, performance evaluations/appraisals, developing work plans, monthly reporting/monitoring, grant compliance reporting, and financial audits.</p> <p>We anticipate that our existing business activities will grow in response to our expansion, which will attract more strategic partnerships and funding opportunities that require regular reporting, monitoring and compliance.</p>

Project time frame	09/01/2019 through 8/31/2022
Other significant partners in the proposal	<p>Through our youth programs, we partner with the MSCG Elementary, KIPP Elementary and Middle Schools, Humes Middle, and Manassas High School, conducting outreaches within the schools and helping to provide enhanced after-school programming. We also have partnered with MAM, City Parks, Hope Church and the Redbirds for sports and recreation. For affordable housing, we have maintained partnerships with NHOM, Promise CDC, Habitat for Humanity, Frayser CDC, THDA, HUD, and City of Memphis HCD to promote and preserve quality/affordable housing. For Adults, we have maintained partnerships with the IRS and the Rise Foundation for tax preparation and personal finance classes. For our daily senior adult program, we have maintained partnerships with M.I.F.A., the Aging Commission of the Mid-South and Shelby County. Finally, Oasis Appliance partners with multiple rental management companies to secure needed inventory, and the Oasis Bike Shop partners with the Greenline and Shelby Farms Park.</p>
Other funding secured or potential funding	<p>Oasis of Hope has strategically diversified its funding through five sustainable sources for the first year of expansion: Hope Church (\$150K), Grants (\$134K), Nonprofit Partner (\$80K), Foundations (\$70K), Donors (\$40K). Grant opportunities are currently being explored but not secured.</p>
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