



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

Proposal title	Workforce: Economic Mobility Initiative
Contact	Eva Mosby
Title	Executive Director
Email address	eva.mosby@urbanstrategiesinc.org
Phone	(901) 544-1340
Organization name/address	Urban Strategies, Inc. Eva Mosby 990 College Park Drive, Ste. 201 Memphis, Tennessee 38128
Mission statement	All children and families will be STABLE and THRIVING.
History of organization	<p>Urban Strategies, Inc. (USI) is a national nonprofit with extensive experience implementing place-based human capital development strategies in public housing communities undergoing comprehensive physical revitalization. Since 1978, USI helps communities build safe neighborhoods, enhanced schools, and a range of comprehensive human service supports. Our work has built social and economic mobility for low-income families in urban core residential communities</p> <p>USI has successfully performed as the resident services provider for the Memphis Housing Authority (MHA) since 2012. This role resulted from an excellent track record providing data driven, case management led services. In 2003, MHA and the Women’s Foundation for a Greater Memphis (WFGM) engaged USI to serve as the Community and Supportive Services Coordinator for the Dixie Homes, HOPE VI project, then for the Lamar Terrace HOPE VI, yielding the public private partnership, Urban Strategies, Memphis HOPE (USMH).</p>

<p>Organization’s current programs and activities</p>	<p>Currently USMH is the lead for the People portion (case management) of the \$30M Choice Neighborhoods Initiative. Supports include fiscal and programmatic oversight across data driven interventions. Overlapping is the Jobs Plus grant; providing locally-based, job-driven approaches to increase earnings and advance employment outcomes through work readiness, employer linkages, job placement, and financial literacy.</p> <p>Both grants serve the 413 Foote Homes households, which represents 1,038 individuals. Of those, 316 were work able at baseline; with a 27% employment rate. Currently employment is 55%.</p>
<p>Website</p>	<p>https://urbanstrategiesinc.org</p>
<p>Support request</p>	<p>Grant</p>
<p>Requested dollar amount</p>	<p>\$250,000</p>
<p>Proposal summary</p>	<p>Memphis has a serious problem of concentrated poverty and economic segregation, which are factors that limit the potential of Memphians living in 38126 and 38106. Urban Strategies, Memphis HOPE (USMH) will use grant funding to improve outcomes for these families by:</p> <ol style="list-style-type: none"> 1) increasing household incomes, 2) improving levels of education, and 3) enhancing the overall wellbeing of families. <p>These family level outcomes are driven by four components:</p> <ol style="list-style-type: none"> 1) Education, 2) Health/Wellness, 3) Economic Mobility, and 4) Case Management, by delivering culturally competent, comprehensive family support, educational and career services, and health education directly to youth and their families.
<p>Issues addressed</p>	<p>Economic/workforce development</p>
<p>Target population/geography</p>	<p>The geographical areas served are the 38126 and 38106 zip codes in Memphis, Tennessee.</p>
<p>Population served including income</p>	<p>The target population serviced are families on our existing caseload living in the 38126 and 38106 zip codes, who are African Americans led by a single, female head of household. Each area is among the poorest areas in the city. The former is characterized in part by a poverty rate of 60% with a child poverty rate of 75.6%, and the later by a poverty rate of 42.2% with a child poverty rate</p>

	<p>of 64.2%; compared to Memphis overall at 26.7% with a 44.2% child poverty rate.</p> <p>Also disparaging are the comparable income levels. The median household income for Memphis is \$36,975. For 38126 and 38106 respectively, the median incomes are \$15,305, and \$22,196, each less than 80% of the city median income.</p>
<p>Anticipated outcomes/impact</p>	<p>Our overarching goal is to increase the rate of employment among the work-able, unemployed population. This is supported by our process goals, which are to:</p> <ul style="list-style-type: none"> • Enroll 150 adults into job readiness programming • Enroll 150 adults in Adult Education programming • Enroll 150 adults into hard skills training • Enroll 150 adults in financial literacy programming
<p>How will the program be evaluated</p>	<p>USMH utilizes a proprietary performance management system: LEARN (Learning for Effective Action to Revitalize Neighborhoods). This is unique in that it is the only one designed to provide longitudinal case file tracking, while analyzing the impact of human capital programs. It also includes a Family Risk Index; a proprietary component that determines and mitigates the risks that threaten stability. The system assists the entire team with understanding neighborhood conditions, and accounts for assets and needs related to human development - including access to economic opportunities and essential services such as schools, health clinics, banking, fresh food and transportation. LEARN also assists the team in fully understanding the impact(s) of workforce interventions.</p>
<p>Project time frame</p>	<p>09/01/2019 through 09/01/2020</p>
<p>Other significant partners in the proposal</p>	<p>We have three partnerships, which are the most significant. First is the Women’s Foundation for a greater Memphis who sponsors our summer youth enrichment program, The Technology, Community, Youth, Employment, Program (TCYEP) that allows teens to: 1) gain greater exposure to technology, and 2) develop of a stronger sense of community through public service projects. Second is the Workforce Investment Network that provides employment supportive services. Finally, The RISE Foundation provides financial literacy for our adult residents that includes debt reduction strategies as well as enrollment into a two to one match</p>

	savings program, while our youth participate in their academic mentoring program that includes the ability to earn points towards gaining school supplies. And to support our Senior population, RISE offers the Silver Neighbors program that supports their efforts to make better financial choices that help facilitate aging in place.
Other funding secured or potential funding	This project is currently funded by the Jobs Plus, HUD grant; which is scheduled to end in September 2019. We are in the process of securing an extension, but must seek additional funding to ensure that we may continue to provide services without any gaps.
Time/Date Received	4/26/2019 3:23:35 PM