



2015 Social Service Funding Application – Non-Alcohol Funds

Applications for 2015 funding must be complete and submitted electronically to the City Manager's Office at ctoomay@lawrenceks.org by 5:00 pm on Friday, May 2, 2014. Applications received after the deadline **will not** be reviewed by the Social Service Funding Advisory Board.

General Information: Each year, the City Commission considers requests for the allocation of dollars to a number of agencies that provide services benefiting the Lawrence community. These funds are to be used to support activities that align with the Community Health Plan which was developed with input from many people throughout the community. The five areas for the plan are listed below:

- Access to healthy foods
- Access to health services
- Mental health
- Physical activity
- Poverty and jobs

More information on the Community Health Plan can be found at <http://ldchealth.org/information/about-the-community/community-health-improvement-plan/>.

Applications will be reviewed by the Social Service Funding Advisory Board at meetings held from 8:00 a.m. to 12:00 p.m. on May 23 and May 30. **Applicants are asked to make a contact person available by phone at that time in case questions arise.**

Following their review, the Advisory Board will forward recommendations for funding to the City Commission. Recommendations will be based upon the following criteria:

- availability of city funds
- the stated objectives of the applicant's program
- alignment of the program with the Community Health Plan
- the efforts to collaborate and create a seamless system of support for residents
- outcomes that move program participants from total dependency toward measurable levels of independence
- ability to measure progress toward the program objectives and the Community Health Plan
- past performance by the agency in adhering to funding guidelines (as appropriate)

The final decision regarding funding will be made by the City Commission when they adopt the Annual Operating and Capital Improvement Budget in August.

Please note that funds will be disbursed according to the following schedule unless otherwise agreed to in writing:

- First half of funds will not be disbursed before April 1
- Second half of funds will not be disbursed before October 1

Questions? Contact Casey Toomay, Budget Manager at ctoomay@lawrenceks.org or at 785-832-3409.



City of Lawrence

2015 Social Service Funding Application – Non-Alcohol Funds

SECTION 1. APPLICANT INFORMATION

Legal Name of Agency: Lawrence Creates Inc.

Name of Program for Which Funding is Requested: The Lawrence Creates Makerspace

Primary Contact Information (must be available by phone 5/23/14 and 5/30/14 from 8 a.m. to 12:00 p.m.)

Contact Name and Title: Barbara Kerr, Ph.D. / Eric Kirkendall

Address: 512 E. 9th Street

Telephone: 785-883-4749 Fax: -

Email: barbara.a.kerr@gmail.com

SECTION 2. REQUEST INFORMATION

- A. Amount of funds requested from the City for this program for calendar year 2015: \$ 60,000
- B. Will these funds be used for capital outlay (equipment or facilities?) If so, please describe: NO
- C. Will these funds be used to leverage other funds? . Yes, will be used in addition to membership dues (\$20/mo./member), sponsors (providing ~\$250/mo.), to promote donations and grants from Kansas Health Foundation and Kauffman Foundation based on measurable impacts of this program.
- D. Did you receive City funding for this program in 2014? If so, list the amount and source for funding (i.e. General Fund, Alcohol Fund, etc.): No.
 1. How would any reduction in city funding in 2015 impact your agency? - NA
 2. If you are requesting an increase in funding over 2014, please explain why and exactly how the additional funds will be used: This is new funding, and will be used to provide the services described below.

SECTION 3. PROGRAM BUDGET INFORMATION

- A. Provide a detailed budget for the proposed program using the following categories: personnel (list each staff position individually and note if new or existing), fringe benefits, travel, office space, supplies, equipment, other.

<u>Category</u>	<u>Total Cost</u>	<u>% of requested funds</u>
Personnel	\$128,000.00	22% (\$30,000)
Equipment/Startup funds	50,000.00	10% (\$5,000)
Supplies	\$ 10,000.00	50% (\$5,000)
Rent & Utilities (office space)	\$ 28,100.00	0 %
Total:	\$266,100.00	13% (40,000)

- B. What percent of 2015 program costs are being requested from the City? 13% from social services non-alcohol funds; 12% from Economic Development.
- C. Provide a list of all anticipated sources of funding and funding amount for this program in 2015: Membership dues (\$20/mo./member) (24,000) sponsors (providing 100,000.), Board-generated, city, and grant funding (132,000)

SECTION 4. STATEMENT OF PROBLEM / NEED TO BE ADDRESSED BY PROGRAM

- A. Provide a brief statement of the problem or need your agency proposes to address with the requested funding and/or the impact of not funding this program. The statement should include characteristics of the client population that will be served by this program. If possible, include statistical data to document this need.

A recent study of clusters of creative personalitiesⁱ showed that the Lawrence Community has the most densely-populated communities of creative people in the state. One look at the number of members Lawrence Creates has attracted in the course of a year (54 paying members), and the number of artists and inventors who have displayed their work at our events (216), proves as much. It would serve us well to foster that spirit, and those people in order to increase the health and well-being of Lawrence.

Traditional avenues toward self-sustaining entrepreneurship in arts and innovation are fraught with difficulties: loans of thousands of dollars must be taken by the individual before they are even sure the idea will work, thus saddling them with financial risk, which requires the immediate monetization of the product. Or they must sell the idea to an invention business that requires minimum up-front costs of \$15,000 for fabrication and takes 90% of all royalties. Ultimately, these traditional avenues come up short.

The Lawrence Creates Makerspace is an economic development organization based on the principle that economic development starts with the individual and with people learning, teaching, sharing, collaborating, designing, building, and creating products, services, businesses, and better lives together. Our mission is to empower community residents to learn new skills, develop products and businesses, create art, and build healthy lives. We create opportunities for collaboration, learning, mentoring, and innovation. We provide shared workshops, tools, services, and training for artists, designers, inventors, engineers, architects, makers, hobbyists, and other creative people.

We discovered through our membership interviews that over 50% of our members were unemployed and about 20% had part-time jobs. For these people, the membership costs of \$20 a month were a significant outlay of funds, so we often provided reduced or free membership rates. Most are adults between 25 -50; about two-thirds are male, and ethnically representative of East Lawrence. Our members, however, compared to the unemployed population as a whole, tend to be highly educated or self-educated, and highly creative. One is unemployed since he lost his business two years ago, and has electronics skills such that he enabled our neurosensory equipment with Bluetooth capacities. Another, who is a part-time worker at a library, developed source code for translating electroencephalographic waves into light and sound. Another, who is unemployed and on disability, developed our sound system. Two of our members, who live at the homeless shelter, are teaching a bicycle repair course and build bike carts. Our sculpture and stonework instructor has only part-time manual work.

Why are people like this with creative talents not employed or self-sustaining? The missing link, we believe, is guidance. None of our members have had career guidance or entrepreneurial training of any kind; they don't know how to translate their skills into jobs or self-employment. In addition, many of our members suffer from untreated health problems, anxiety, and depression – particularly many of our artists, who create beautiful works but struggle with the stress of trying to make a living with their art.

We have developed, this year, on a small scale, programs to help artists and innovators with concrete job skills; these included two workshops on "Presenting and Selling Your Work," with attendance by 21 members. We also developed, with the KU Counseling Psychology Department, a career development session with interest and personality assessment; a presentation anxiety treatment; and a goal-setting intervention that served a total 20 young adults. These are in the pilot stages, with manuals developed and volunteer student counselors providing the services under the supervision of Barbara Kerr, who is a Distinguished Professor of Counseling Psychology at KU. Eric Kirkendall has devoted a part of every Tuesday Maker Meetup to community building and mentoring; for example, at our February meetings we encouraged everybody to apply for healthcare under the ACA; at other meetings, our volunteer attorney has made himself available to help members work through legal or ethical issues..

Over the year, we partnered not only with KU, but with Van Go Inc., the Lawrence Art Guild, VISTA, the Social Service League, and our new fiscal sponsor, the Sustainability Action Network to build community, provide a network of support for members, and to offer those organizations our services and space.

This funding application is made in order to formalize and expand our employment skills, entrepreneurial skills, and supportive workshops beyond our membership to the entire community of creative adults

B. How was the need for this program determined?

1. Dr. Kerr, in preparation of her recent "Major Works in Creativity" developed a list of the needs of artists, inventors, musicians, designers, architects, and technology innovators, and the core staff held a retreat in Spring of 2012 to determine which of these needs could be met by a Makerspace: These were place; equipment; personal and economic support; and community.
2. Eric Kirkendall conducted a survey and focus group of 40 artists and innovators in Lawrence to determine their top needs; these were studio space; community; personal and economic support; and specialized training.
3. Participants in the pilot workshops evaluated the workshops as very effective and a third followed up with individual counseling/ mentoring meetings.
4. Each weekly Maker Meetup had a time on the schedule reserved for assessment of current needs and

the willingness of the members to provide for those needs, and the various workshops, training, and networking events emerged from these meetups.

X. Why should this problem/need be addressed by the City?

Although we anticipated that creative Lawrence individuals would need support, we were surprised to learn that our organization attracted so many unemployed and underemployed people. While we felt ready to serve the needs for space, equipment, and training in skills, it required considerable time and efforts of the co-directors to deal with urgent needs and well-being issues of the members. In addition, we learned that the population we attracted was not already being served by another organization; in fact, we were providing unique services to a unique population that is key to Lawrence's cultural life. Because the co-directors both donate their services (Kirkendall 40 hrs/week; Kerr 15 hrs/week), it is important to the sustainability of the social services they provide to have a salaried employees covering many of the social services tasks so that Kirkendall and Kerr can devote their energies to leadership, administration, and fund-raising.

Δ. How does the program align with the Community Health Plan (see page one)?

It operates well within three categories: Physical Activity, Poverty and Jobs, and Mental Health.

Health and well-being of creative people are the foundation of the work we do. Economic development is our major mission, beginning with the individual. Finally, psychological research clearly links mental health to support systems and a sense of belonging; to employment and a sense of competency in work; and to the development of meaning and purpose in life. All of these are part of the mission of the Makerspace.

Physical Activity:

Lawrence Creates provides physical activity for the members involved. For those who wish to try their hand at new forms of art and creation, it provides access to facilities and encourages healthy functioning toward productive and practical goals. Stone carving, metal-smithing, and woodwork can be quite taxing, especially for the amateur. For those with the will and the drive to practice such for full days, the physical rewards are immense

Poverty and Jobs:

As mentioned earlier, Lawrence Creates provides avenues for an individual to create their own line of business, product, or art form. The equipment, material, and space provided to members, allows them to pursue projects that will provide jobs not only for themselves, but for others as well. Entrepreneurship is taught at the individual level through mentoring; at the group level through workshops; and at the community level through Final Friday events where work is sold.

Mental Health:

We are fortunate to have formed a partnership with KU such that free and reduced fee counseling services are available to members, and there are added benefits for early identification and intervention in having a resident counseling psychologist. Every member, however, has contributed to building a supportive, lively, productive community. No matter the weather, Tuesday night meetups fill all the seats around the tables. Many of the people here have found a home that fills their needs and fosters their well-being. Creative people who have felt marginalized or ostracized in the greater society, find friends and companions within these doors.

SECTION 5. DESCRIPTION OF PROGRAM SERVICES

- A. Provide a brief description of the service you will provide and explain how it will respond to the need you identified in Section 4. The description should include how many clients will be served, and should describe as specifically as possible the interaction that will take place between the provider and the user of the service.
- . The objectives are as follows:
 1. To hire a Member Services co-ordinator who will recruit and interview prospective members to determine their needs for training, services, and referrals to existing organizations under the supervision of Eric Kirkendall.
 2. To hire an Employment and Entrepreneurship Director, who will develop weekly, open to the public workshops for presentation and communication skills and wellness under the supervision of Dr. Barbara Kerr. The E & E Director will co-ordinate with KU Center for Psychoeducational Services to provide counseling services free or at reduced rates (as low as \$8.00 a session). With the help of Kauffman Center for Entrepreneurship training strategies, the E & E Director will develop entrepreneurship workshops. Finally, the director will develop a referral data base and partnerships with Lawrence social service agencies.
 3. To provide a fund to assist artists and inventors who apply with small start-up assistance for their businesses with \$50 to \$300 grants for technology equipment, art supplies, and office supplies. This fund can help with

concerns we have documented with members this year such as the need for sewing machine repair; the need for filament for 3-D printing; or the need for a soldering iron.

- B. What other agencies in the community are providing similar types of services. What efforts have you made to avoid duplication or coordinate services with those agencies? While Lawrence has a business incubator, it is oriented toward a different population, generally entrepreneurs with substantial business acumen and resources. While there are organizations that provide counseling. No organization in the city provides the creative space, services, tools, and creative community provided by the Lawrence Creates Makerspace.

SECTION 6. PROGRAM OBJECTIVES

Please provide three specific program objectives for 2015. Objectives should demonstrate the purpose of the program and measure the amount of service delivered or the effectiveness of the services delivered. A time frame and numerical goal should also be included. Examples include, "75% of clients receiving job training will retain their job one year after being hired," "increased fundraising efforts will result in a 15% increase in donations in 2015," "credit counseling services will be provided to 600 clients in 2015," etc. **Applicants will be expected to report their progress toward meeting these objectives in their six-month and annual reports to the City.**

In one year, we expect not only to double our membership to 100 recruited and interviewed for needs but also to interview and provide services to the approximately one-third of prospective members who do not or cannot afford to join for a total of about 150 members served and 50 non-members.

In one year, we expect to provide 30 workshops serving 6-12 people on career development, employment skills, presentation skills, entrepreneurship skills, wellbeing for creative life, and coping with anxiety and depression for a total of 250 served.

In one year, we expect to distribute \$10,000 in startup funds for artists and entrepreneurs seeking small grants for equipment and supplies to be determined by the Board of Directors.

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("Where is Creativity?" Kerr, APA, 2012)