

## **ATTACHMENT CHECKLIST**

Please complete and submit this checklist with a copy of the following documents, if applicable.

Please place all attachments at the end of the application. Indicate on the checklist if the document is attached.

- ☒ Grant Application
- ☒ Narrative
- ☒ Officers and board members listing including names, titles, addresses, and principal occupations of all members
- ☒ Most recent annual report
- ☒ Complete itemized budget (using attached budget template)
- ☒ Limited English Proficiency Plan for your organization
- ☐ Other City department approval (if required for the specific program/activity)

**City of Lawrence CDBG/HOME Programs**  
**Grant Application**

Revised 12/2024

Organization Name:		GoodLife Innovations, Inc.						
Mailing Address:		PO Box 14395, Lenexa, KS, 66285-4395						
Agency Address (if different than above):		16011 College Blvd, Suite 110, Lenexa, KS 66219						
SAM.gov Unique Entity ID:		GRV1N6MU67L5						
Contact Name:		Amy Unmacht			Phone:		563-542-3682	
Contact Title: Director of Development								
Email: grants@mygoodlife.org								
<b>Organization Mission Statement:</b>  GoodLife's mission is to make a meaningful difference in the everyday lives of individuals with disabilities, aging adults, and those who support them.								
<b>Proposed Program or Activity Name:</b> Replace the siding, roof, decking, flashing, venting, gutters, guards, screens, downspouts, trays, and fascia/soffit								
<b>Proposed Program Address:</b> See Program/Activity Budget & Description for full list of addresses.								
<b>Brief Summary of Proposed Program or Activity:</b>  Funds are requested for the improvement and rehabilitation of GoodLife's residential intensive care homes that provide affordable housing to LMI individuals with disabilities in Lawrence. By ensuring the homes have new, siding, roof, decking, flashing, venting, gutters, guards, screens, downspouts, trays, and fascia/soffit, the proposed project mitigates the risk of exposure, elopement, unexpected displacement (which can be extremely disruptive to individuals with severe or multiple disabilities), and significantly reduces utility costs for income-qualified residents served by GoodLife.								
<b>Funding Requested:</b>		\$ 309,714.28						
<b>Request is:</b>	29	<b>% of project budget and</b>	9	<b>% of organization budget</b>				
<b>Certification:</b> "I certify that I have reviewed this application and that, to the best of my knowledge and belief, all of the information provided is true and correct. I also certify that I am officially authorized to represent the submitting organization by its governing board in the filing of this application."								
<b>Signature:</b> <i>Amy Unmacht</i>						<b>Date:</b> 1/29/2025		
<b>Print Name and Title:</b> Amy Unmacht, Director of Development								
<b>FOR HOUSING INITIATIVES STAFF USE ONLY</b>								
<b>Date Received:</b>		<b>Application :</b>		Complete <input type="checkbox"/>		Incomplete <input type="checkbox"/>		
<b>Received by:</b>								
<b>Method Received:</b>		Mail <input type="checkbox"/>		Hand Delivery <input type="checkbox"/>		Electronic <input type="checkbox"/>		

## I. Grant Narrative

### 1. What is the situation, problem or opportunity this grant will address?

GoodLife's programs support persons with very challenging intellectual and developmental disabilities, including individuals with significant adaptive, behavioral, and health needs.

**GoodLife is requesting \$309,714 in support from the City of Lawrence**, Community Development Block Grant (CDBG) Program for the improvement and rehabilitation of **two (2) residential intensive care homes** in Lawrence.

These projects will promote strong, welcoming neighborhoods by providing facility improvements that will ensure affordable housing along with equity and inclusion in neighborhoods that help meet the needs of individuals with severe disabilities.

Specifically, the proposed project would replace the siding, roof, decking, flashing, venting, gutters, guards, screens, downspouts, trays, and fascia/soffit on properties that GoodLife owns within the city of Lawrence. This project will result in greater safety and security for GoodLife's income-qualified clients. **The homes we are targeting with CDBG funding are located at 1311 E 21st Terrace (Terrace Home) and 1205 E 26th Street (Ponderosa Home).**

In 2016 GoodLife (formerly Community Living Opportunities, or CLO) was the recipient of Kansas State Tax Credits, for its Home Improvement Project, which enabled GoodLife to renovate and improve facilities that provide housing for low-income persons with disabilities in Lawrence. While the improvements were robust, several projects remained incomplete due to high costs; our homes have also experienced excessive wear-and-tear due to wheel-chair use and client maladaptive behaviors. Now, more than nine years later, the need for these improvements is even greater.

Cost estimates for this project were provided by a trusted expert and are approximately the same for **all seven homes; with one home already slated to be rehabilitated with 2024 CDBG funding**. If funded, GoodLife will work with the City of Lawrence on the necessary process to be completed in a timely and cost-efficient manner.

**2. How will the program or activity address one of the outcome areas identified in the City's Strategic Plan?**

The project aligns with several outcomes identified in the City of Lawrence's Strategic Plan. If funded, this project will enable GoodLife to deliver access to safe and affordable housing which creates strong, welcoming neighborhoods, along with strengthening equity and inclusion in Lawrence.

**3. How will the program or activity address priority needs outlined in the Consolidated Plan?**

This project also aligns with the City Commission's Consolidated Plan with GoodLife providing services for LMI persons and meaningful opportunities for individuals (and staff) to lead healthy, inclusive lifestyles. GoodLife is transforming lives through deep relationships, learning, respect, innovation, exceeding expectations and achieving results.

This project will help revitalize homes for severely disadvantaged individuals and will add value to GoodLife homes and Lawrence neighborhoods.

**4. How will the program or activity address one of the five work areas in the A Place for Everyone Plan?**

It aligns with A Place for Everyone Plan in that the project (1) enables GoodLife to offer permanent supportive housing for individuals with disabilities; (2) adds to the property values which results in a direct and positive impact on the neighborhood revitalization, creating strong, welcoming neighborhoods; and (3) generates support to a local non-profit dedicated to providing high-quality services to LMI and disabled populations.

**5. How will this grant support the mission of the organization?**

GoodLife was founded in 1977 (as CLO) with a mission to make a meaningful difference in the lives of individuals with significant intellectual and developmental disabilities (I/DD), aging adults, and those who support them. GoodLife provides a full spectrum of community-based supports across the lifespan of need for more than 500 individuals in the state of Kansas. GoodLife specializes in serving persons with severe, multiple disabilities, and nearly 50% are dually diagnosed with severe/persistent mental illness (SPMI). These are individuals with the most fragile needs that live in our communities and require extremely specialized and individualized care. GoodLife services include residential, behavioral/health, therapeutic, life planning, and



educational support for individuals with a wide range of disabilities and their families. GoodLife's residential intensive care facilities are permanent supportive homes for some of the most medically fragile individuals we serve in Lawrence, offering direct support, health care, community engagement, and effective learning opportunities.

It is essential that GoodLife homes provide a safe environment for individuals served, staff, and families. The proposed project is a necessary step in mitigating the risk of exposure, unexpected displacement (which can be extremely disruptive to individuals with severe or multiple disabilities), or unsafe environments for individuals served by GoodLife at its residential intensive care homes.

**6. How many people will be served by this grant and what percentage are low-moderate income (describe method of verification)?**

GoodLife provides direct services for approximately 500 individuals and families living in Kansas and has more than 400 employees. In the residential intensive care homes owned by GoodLife, in Lawrence, 39 individuals call GoodLife home. ***For this project and the two (2) intensive homes selected, we would positively impact 8 individuals and 14 staff.*** All GoodLife clients—100%—qualify for Medicaid and are defined as very low income by the US Department of Housing and Urban Development (HUD). The primary source of income for these individuals is Supplemental Security Income (SSI). The Title XIX Medicaid program provides the majority of GoodLife's operational budget, although supplementary private grants and entrepreneurial efforts are necessary to provide the full spectrum of services that GoodLife offers.

**7. What resources are currently available to dedicate to the program or activity, including staff, volunteers, existing funds and community partners?**

Crystal Engel, Property Administrator for GoodLife, will serve as project director, as she has extensive experience working with City staff and administering CDBG funds. She will coordinate and supervise the progress of the project, and will provide all necessary accommodations for its successful completion. GoodLife's maintenance department is prepared to provide any additional support for unexpected work not covered by the grant. GoodLife's goal will be to complete the project by July 31, 2026. Crystal Engel will communicate progress and coordinate project activities with GoodLife's CEO, Dr. Michael Strouse, and Executive Director of Kansas Services, Lauren Vohland. Amy Unmacht, GoodLife's Director of Development, will be responsible for CDBG record-keeping and will provide regular reports to CDBG management on the progress of the project and utilization of funds. Tiffany Trantham, GoodLife's Director of Financial Reporting & Budgets will work closely with Crystal and Amy to provide the documentation

necessary for verifying the residential client's eligibility forms, including income, rent costs, and personal demographics. Tiffany will also administer the budget and all financial aspects of the project. This GoodLife team has been involved with similar projects and has the necessary experience and expertise to bring the program to fruition.

**8. How is this approach to the issue unique or collaborative and what gives it a high likelihood of success?**

This project perfectly complements GoodLife's efforts in achieving its mission and contributes to the safety, well-being, and positive lifestyle of the individuals served. In addition, the project supports GoodLife's efforts to function in the Lawrence community as a responsible neighbor and property owner. It reduces the potential for clients to encounter temporary and/or unexpected displacement due to an unsafe environment. This project also offers positive rehabilitation, added property value, and a commitment to working towards creating a strong, welcoming neighborhood. We expect complete support from individuals served, staff, and neighbors. The project has very clear, easily measurable, and straightforward objectives. Based on our record and experience in working with the CDBG committee, if funded, the program is guaranteed to succeed.

**9. How will success be measured and how will you continue to fund this project once grant funds are expended?**

GoodLife will track performance measures and provide evidence of success according to federal reporting requirements. This project has clear and attainable goals and will result in superior safety, accessibility, and value to residential intensive care homes. Necessary replacements to our homes will be completed, improving the safety of our residents, and the facilities as a whole will be easier to sustain. This project will serve as a positive investment in intensive care homes serving LMI community members who require our essential services.

Once the grant has been expended, GoodLife will provide required maintenance in order to ensure the warranty of construction and services remains valid. In short, GoodLife has funding to sustain the project, but needs assistance with the up-front costs of these important improvements.

**10. What is the organization's timeline for achieving the objectives of the grant?**

GoodLife intends to implement a reasonable schedule in order to complete all of the objectives of the grant by July 31, 2026. Similar work is being completed at another location with 2024

CDBG funding, so we will have a good understanding of any barriers that we might encounter and will be able to plan accordingly.

**11. What other funding sources have been approached and what have the responses been?**

The key projects proposed here are part of a larger, multi-tiered rehabilitation initiative of GoodLife's Kansas-based locations. GoodLife's Lawrence facilities were partially renovated when they were purchased in the early 1990's; approximately \$65k worth of renovations were completed in 2010 and in 2016 GoodLife's Home Improvement Project was funded under the Kansas Department of Commerce Tax Credit program. Most recently, CDBG funding was provided for the replacement of dilapidated HVAC systems, windows, and exterior doors at our intensive care units. GoodLife also received funding through the 2023 CDBG grant to replace fire doors in all seven (7) of the GoodLife homes and, in 2024, GoodLife was granted funding to complete similar work to this proposal at 1121 Monterey Way (Monterey Home). This project is a complement to the previous awards in that it will substantially improve the physical appearance and security of homes for GoodLife's vulnerable residents. GoodLife's goal is to rehabilitate the exterior of all *six (6)* remaining homes in Lawrence and will research and apply for additional funding to accomplish this goal.

GoodLife secures external grants and receives funding annually from federal, state, and private sources to support specific projects. Robust controls are implemented to ensure these funds are used exclusively for their designated purposes. All financial reporting adheres to generally accepted accounting principles (GAAP). The funds are maintained in individual restricted bank accounts until allocated for their intended use. GoodLife undergoes an independent financial audit each year. Additionally, because GoodLife receives qualifying federal funds, it is subject to an A-133 audit, which provides an expanded review of the financial controls and accounting for these funds. This audit, as required, may also extend to examine the expenditures and controls related to the project funds.

Across 40+ years of service, GoodLife has never been able to achieve a break-even budget on operational funding alone (SSI/Medicaid reimbursements). This year, due to unprecedented and unpredictable changes at the state and federal level, GoodLife's leadership expects the organizational budget to be tighter than ever. As GoodLife's funding gap grows, fundraising and receiving grant funds for startup and capital needs, such as this, are critical.



# Board of Directors

## 2024 Contact & Information List

Officer Role	First Name	Last Name	Suffix	Address	City	State	Zip	Mobile Phone	Email Address	Start Date	Profession
	David	Beck		334 N. Keaton Ct.	Lawrence	KS	66049	785-817-0144	beckman49@gmail.com	March, 2021	Retired Executive, Health Care CEO
	Nancy	Brady	Ph.D., CCC-Sp	1235 Stone Creek Drive.	Lawrence	KS	66049	785-864-0762	nbrady@ku.edu	February 2011	Associate Professor, Speech Language Hearing Sciences
	John	Conner	J.D.	1030 W. 67th Terrace	Kansas City	MO	64113	816-805-8325	jsconnerlaw@outlook.com	January 2018	Attorney
	Claudia	Dozier	Ph.D., BCBA-D	1000 Sunnyside Avenue	Lawrence	KS	66045	850-228-1591	cdozier@ku.edu	February 2015	Associate Professor, Dept. Applied Behavioral Science
Chairperson	Edward 'Trip'	Frizell	J.D.	1116 West Hills Pkwy	Lawrence	KS	66044	816-914-4731	tfrizell@polsinelli.com	February 2002	Attorney, Polsinelli
Legal Counsel / At large	Lawrence 'Larry'	Gates	J.D.	9842 Rosewood Dr.	Overland Park	KS	66207	913-645-3717	LarryGates@gatesshields.com	Founding, 1977	Attorney/Owner Gates Shields
	David	Ginardi		5111 W. 164th Terr.	Stillwell	KS	66085	913-530-8075	dginardi@cfbkc.com	February 2008	Financial Executive, Community First Bank
Vice Chair/Treasurer	Stephen	Gish		4513 Nicklaus Drive	Lawrence	KS	66047	C. 785-691-6476	sgish78@gmail.com	March 2017	Retired Executive, VP
	Marilynn	Hammond		9112 Alhambra	Prairie Village	KS	66207	913-579-3511	marilynehammond@gmail.com	Founding, 1977	Retired, Community Volunteer
	John	Hodge		131 Earhart Circle	Lawrence	KS	66049	217-919-7998	jwhodge76@gmail.com	March 2023	Retired, Community Volunteer
	Laurie	Holmes	R.N.	1602 NE 100 Court	Kansas City	MO	64115	816-806-5733	lholmes2102@yahoo.com	February, 1985	Retired, Registered Nurse
	Tim	James		12105 Wenonga Lane	Leawood	KS	66209	913-481-7179	tjames@tcjconsulting.com	November, 2016	Consultant, Business Development & IT
	Sylvia	Lautzenheiser		13850 Metcalf, #14212	Overland Park	KS	66223	816-682-1516	nana201@kc.rr.com	February, 1982	Retired, Special Education Teacher
	Pamela	Neidert	Ph.D., BCBA-D	1000 Sunnyside Ave.	Lawrence	KS	66045	785-218-3700	pneidert@ku.edu	February, 2015	Associate Professor, Dept. Applied Behavioral Science
Vice Treasurer	Rodney	Olson		4400 Nicklaus Dr	Lawrence	KS	66044	785-840-0455	rodney.e.olson@gmail.com	January, 2020	Financial Executive
	Christine	Rolston		9324 Dearborn	Overland Park	KS	66207	913-530-8354	christinerolston@mygoodlife.org	November, 2016	Advocate & Community Volunteer
	Jan	Bowen Sheldon	Ph.D., J.D.	1511 Crescent Rd.	Lawrence	KS	66044	785-864-0509	jsheldon@ku.edu	Founding, 1977	Professor, Dept. Applied Behavioral Science
	Kaylie	Schmutz	J.D.	11808 Mastin St. Apt. 2407	Overland Park	KS	66210	913-728-5858	keschmutz@gmail.com	February, 2020	Compliance Consultant at Mosaic Life Care
Secretary	Ellen	Spake	Ph.D.	10201 Flint	Overland Park	KS	66061	816-805-4002	ellen.spake@rockhurst.edu	February, 2013	Retired Professor & Assistant to the President
	Lewis	Walton	J.D.		Overland Park	KS			lewisorlando@gmail.com	March, 2021	Attorney & Shared Living Provider
EMERITUS	James	Sherman	Ph.D., BCBA-D	1511 Crescent Rd.	Lawrence	KS	66044	785-864-0509	jsherman@ku.edu	Founding, 1977	Retired, Professor
ADVISORY ONLY	Ethan	Corson							ecorson@gatesshields.com	March, 2023	KS Senator/ Attorney
EX-OFFICIO	TBD, 2024									March, 2024	Individual Served by GoodLife with I/DD



# GOODLIFE INNOVATIONS ANNUAL REPORT

2023/2024 Report

For more information on GoodLife  
Innovations, visit our website:

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[mygoodlife.org](https://mygoodlife.org)



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# To our Stakeholders & Advocates

This is a unique and distinct time in our organization's history. We face a mountain of opportunities to accomplish our mission within growing markets and across many regions.



Dr. Mike Strouse - President & CEO

For more than 30 years, Mike has led GoodLife Innovations, Inc. and its subsidiaries.

Mike's extensive work encompasses research, development, refinement, and dissemination of evidence-based, nationally-regarded, community service models that consistently produce person-centered care and high quality-of-life outcomes for persons served.

Mike earned his Ph.D. in developmental and child psychology and holds a courtesy faculty appointment in the Department of Applied Behavioral Science at the University of Kansas. He continues to participate in research, assist with the training of graduate students, and successfully maintains this important 40-year partnership with the University.

### Greetings to GoodLife's Stakeholders and Advocates,


In the ever-evolving landscape of the care industry, it's crucial to address the challenges that affect both providers and those in need of care. Over the past five decades, caregiver turnover rates have soared above 50%, presenting a significant obstacle to stability and quality of service. As we navigate through the aftermath of COVID-19, the instability in staffing has only become exacerbated.

Several factors contribute to this ongoing challenge. The rise of remote work has reshaped expectations for employment, with many individuals preferring the flexibility and balance it offers. Additionally, the aging population, particularly the growing number of baby boomers (with 10k turning 65 every day), has increased the demand for senior care services, further straining existing resources. Coupled with federal mandates for individualized care, the industry faces complex and costly challenges in meeting evolving needs.

At GoodLife, I am proud to say that we get it. In fact, we saw these trends coming many years ago, and have pioneered nimble and innovative solutions to meet and keep pace with the changing landscape. Our commitment to next-generation services is evident in our diverse suite of service models and our strategic investments in technology.

As we move forward, our focus remains on enriching the lives of our clients and supporting our dedicated frontline workers. By embracing change and fostering innovation, we aim to lead the industry toward a more sustainable and inclusive future.

I invite you to review our Areas of Strategic Focus for 2024-2027, which outline our vision and commitment to excellence. Together, let's continue to shape the future of care and make a meaningful impact on the lives of those we serve.

Best Regards,  
  
Dr. Mike Strouse - President & CEO

**"Our commitment to next-generation services is evident in our diverse suite of service models and our strategic investments in technology."**



2016

CLO expanded its mission under new parent company, GoodLife Innovations, Inc.

# ORGANIZATIONAL HISTORY



## The History of GoodLife Innovations

CLO was founded in 1977 by a group of parents in collaboration with faculty and graduate students from the University of Kansas Department of Applied Behavioral Science.

From its inception, CLO has developed nationally recognized community-based support models, and has become a leader in the implementation of innovative, enriching, and highly effective services for people with severe developmental disabilities. In Kansas, CLO led the closure of Norton State Hospital (1986),

Pioneer Village (1991), and Winfield State Hospital (1998) and as institutions closed around the state, CLO developed small and specialized homes that are inclusively located within single family neighborhoods. In 2016, CLO expanded its mission to serve all individuals with barriers to independence, including those with traumatic brain injuries or other mental/behavioral needs, and seniors. The new parent company is GoodLife Innovations, Inc.

Now, GoodLife provides \$36M of services to over 500 individuals (and their families) in the state of Kansas annually through a full spectrum of community-based supports, behavioral therapies,

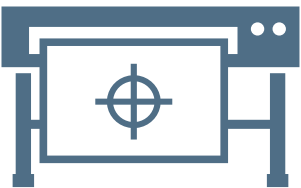
mental health services, medical/health care, life planning, service coordination, volunteer opportunities, and educational programming. GoodLife's outreach and consulting arm (GoodLife University) earns consulting revenue by helping other non-profit service agencies across the nation implement its service models. The Neighborhood Network and iLink Technologies are award-winning programs. Other successful programs developed by GoodLife include the Professional Family Teaching Model (PFTM), the Family Teaching Model, GoodLife University, and Midnight Farm.



**Megan McKinney Todd - Author**

Megan supports the GoodLife leadership team to optimize strategic planning. She works closely with partners to generate support for GoodLife's innovative workforce and technology solutions. With more than 17 years of experience Megan loves being a champion of care solutions for the next generation.

**1977 CLO was founded by Parents.**



“GoodLife provides \$36M of services to over 500 individuals (and their families) in the state of Kansas annually through a full spectrum of community-based supports.”



We serve over 500 individuals in Kansas

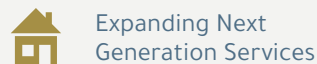


Provide over \$36 million dollars of services



And offer robust community-based services





Expanding Next  
Generation Services



GoodLife U Hosts Tours



iLink Enhancements  
and Growth

annual report **Throughout 2023, GoodLife had many things to celebrate.**

These are our top 3:

# OUR 2023 ACHIEVEMENTS

1. Strategic Program Growth
2. GoodLife U Outreach
3. Key iLink Enhancements

Here's a brief spotlight on what we're proud to have accomplished in 2023.

## 1) We strategically grew our Neighborhood Network, Family Teaching Model, and our Professional Family Model (shared living) programs.

In 2023 we began reducing our intensive support homes, continuing to serve individuals with significant needs, but making way for better staff efficiency and tenure through our live-in, live-by, and live-with care models. Most of these research-based, best practice approaches use iLink to offer remote health, behavioral, and staff training/support on-demand. All of these innovative service approaches unite to offer improved care models that lower our employee count, and add years of future entrepreneurial work that will help other agencies strengthen their workforce.

approaches at conferences both within our industry as well as in other industries. We are also often inviting our collaborating partners to come see us in person to learn more about how we are putting all of our solutions into practice here. This is incredibly rewarding as we mutually learn a great deal from each visit.

## 3) iLink became a highly-scalable, self-directed technology platform.

There is nothing like iLink, and over the last year we significantly enhanced iLink Assist's cloud software platform and iLink Home's hardware installation. Our developers did a full rewrite of iLink Assist using a modern and flexible coding framework. There were countless enhancements and now Assist delivers an attractive appearance and a much better user experience. One of the most important upgrades delivered the ability to remotely configure iLink hardware AFTER it is shipped and installed by the customer. Now, we can drop-ship our technologies to customers and provide virtual support for installation and personalized configurations.

## 2) GoodLife University's Strategy and Outreach Team presented at 10 conferences and hosted 18 agencies for in-person tours of GoodLife's services models.

GoodLife uniquely models next-generation approaches by combining our services with technology and streamlined schedule/pay strategies. We love having the opportunity to tell our stories and share more about the impact of our



An Ad from our Marketing Campaign to grow the Neighborhood Network in Wichita



Dr. Mike Strouse offers a tour of our National Outreach Campus for a group of strategic partners.



Our New iLink Self-Directed Hardware Unit, nicknamed "Ruth."



Our Executive Director of Kansas Services, Lauren Vohland, presents with representatives from two of our Strategic Partners.

GoodLife has partnered with CareSource and Awake Labs to pilot a program intended to teach individuals self-monitoring skills based on biofeedback through wearable technology (FitBit or Apple Watch) equipped with a clinically validated algorithm to capture changes in stress and strong emotion.



Our iLink Fabrication team exploring new configurations and upgrades.



"At GoodLife, we are attuned to national changes and are actively engaged in shaping the future landscape of HCBS services, focusing on quality, innovation, and sustainability."

**Lauren Vohland,**  
Executive Director of Kansas Services



# OUR STRATEGIC GOALS

Our Areas of Strategic Focus

For almost a half-century, GoodLife has worked with its University of Kansas partners to develop, research, refine, and nationally disseminate best practice community service models and technologies that redefine what’s possible for helping people live a good life in their homes with greater independence. Here’s what we have our sights set on for 2024 and beyond.

01.

**The GoodLife Suite**  
(GoodLife, GoodLife U, and iLink) will collaborate to combine best-practice services models with proven organizational systems and technologies to deliver next-generation solutions nationwide.

02.

**GoodLife University**  
will continue to develop, improve, and expand its outreach and revenue by delivering best-practice workforce strategies, behavioral services, support in technology change management, and continuous improvement.

03.

**iLink Technologies**  
will continue to advance self-direction, choice, dignity, privacy, and community access through its expansion and strategic research and development (R&D) initiatives.

04.

**GoodLife Innovations**  
will implement a well-designed dashboard of key metrics to guide decision making, ensure accountability, and grow profitability for GoodLife, GoodLife University, and iLink performance.

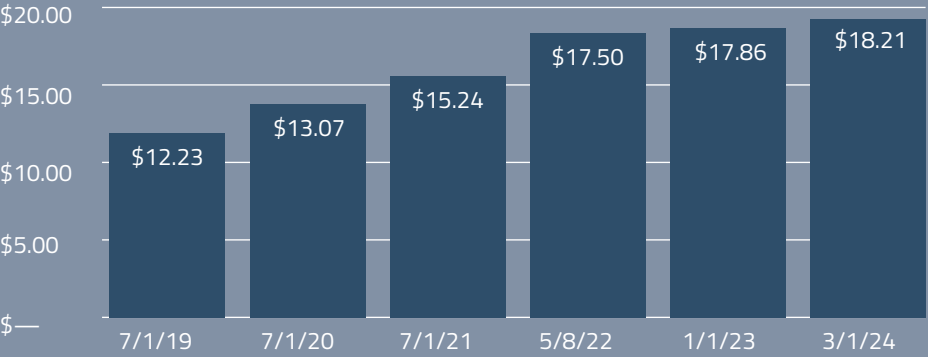
Our hope for 2024 and beyond is to increase our capacity to help agencies move beyond these basic strategies and begin to experience the benefits of our evidence-based, next-generation service models and methodologies.

# FINANCIAL REPORT



Ky Kanaman - Senior Director,  
Business & Financial Services

Average DSP Pay



## An Update from the Financial Team

In December 2023, Ky Kanaman was appointed as GoodLife’s Senior Director of Business and Financial Services. Ky has a BA in Finance and Economics from the University of North Texas and an MA in Organizational Behavior Management from the University of Kansas, Department of Applied Behavioral Science. Steve Floyd will continue to support the finance department as Chief Information Officer (CIO), where he will continue improving our business processes, performance dashboards, and software integrations.

This migration is a part of our critical growth and succession plan as it allows us to improve the financial operations and shift the burden of management while our tenured leadership looks forward to retirement in the next five years.

# Contribution Summary

Does not include HUD Projects

	ACTUAL 2023	ACTUAL 2022
REVENUES		
Kansas Operating Revenues	\$ 31,880,554	\$ 27,955,725
Consulting and iLink Revenues	\$ 1,486,026	\$ 525,927
Grants and Donations	\$ 495,462	\$ 619,109
Total Operations Revenue	\$ 33,862,042	\$ 29,100,761
EXPENSES		
Staffing	\$ 25,996,643	\$ 22,382,496
Other	\$ 7,359,835	\$ 6,487,349
Total Operations Expense	\$ 33,356,478	\$ 28,869,845
Net Contributions from Operations	\$ 505,564	\$ 230,916

Sources of Operational Funding	2023	2022
Medicaid	84.43%	86.03%
Private	7.85%	8.02%
GoodLife U & iLink Services	4.39%	1.81%
Donations	1.46%	2.13%
Insurance	1.22%	1.19%
Other	0.65%	0.82%



## 2024 -2025 Education Circuit

Launched in early 2024, introducing the 2024-2025 GoodLife University Education Circuit.

To streamline the responses to conference RFPs (Requests for Presentations), GoodLife's presentation offerings will be aligned to GoodLife University's 2024 Education Circuit. The Education Circuit curriculum will evolve as new modules are developed and put to market; however, as of January 2024, five (5) presentations are ready to go if and when needed.

Managed Care Organizations (MCOs), state associations, and/or provider coalitions may opt to fund any number of presentations directly (\$2,500 a-la-carte) or can purchase the entire circuit across two days as a GoodLife U pop-up conference or seminar series (prices vary depending on location).

### The 2024 Education Circuit Offerings

- 1 Unlocking Data-Driven Excellence:** Building Your Agency's Metrics Dashboard with Real-Time Insights
- 2 Workforce 101:** Solutions to Stabilize Your Workforce
- 3 Workforce 201\*:** Pipeline Maximization, Vacancy Management, & Replacement Staffing Strategies that Work
- 4 Revolutionizing DSP Roles:** Exploring Lifestyle Models for Enhanced Care Stability and Efficiency
- 5 GoodLife's Shared Living Model for Next-Generation Support:** A Win-Win-Win
- 6 iLink 101:** Embracing Technology for Enhanced Care and Support
- 7 iLink 201\*:** Technology Integrated HUMAN Services
- 8 GoodLife University's Pyramid Model:** An Agency-Wide Approach to Healthy Behavioral Practices
- 9 Unlocking Non-Profit Sustainability:** Easy Buttons for Diversifying Revenues



GoodLife U and iLink Technologies are critically important, socially aware entrepreneurial initiatives designed to positively disrupt the aging and disability industries. They are on a mission to make a meaningful difference in the everyday lives of individuals with intermittent and significant needs.



## Facing CMS's "Final Rule" with Technology

Traditional Service Models are no longer the answer to challenges in our industry. We made a new plan.

The direct care workforce has long faced challenges including low pay, undesirable schedules, high turnover, and job vacancies. The COVID-19 pandemic worsened these issues, leading to increased danger for caregivers and further exacerbating the workforce shortage. There is a growing demand for direct care due to an aging population and increasing rates of developmental disabilities, yet traditional care strategies are deemed insufficient and unappealing. The Centers for Medicare and Medicaid Services (CMS) are shifting funding away from traditional care facilities towards solutions that offer greater community inclusion and independence.

To address these challenges, lessons can be drawn from innovative service models like Netflix and Uber, which leverage technology, rapid deployment strategies, and partnerships to deliver services on demand. These models have thrived during the pandemic, demonstrating the potential for technology-enabled care solutions.

### iLink Technologies: The Next Generation of Care

GoodLife, in partnership with the University of Kansas Department of Applied Behavioral Analysis, has developed advanced service models leveraging iLink Technologies to support individuals with intermittent, unpredictable needs to live independently.

Our strategies include using professional and natural families, professional neighbors, and mobile caregivers to provide real-time care. Technology such as wearable pendants, integrated smart home sensors, and iLink Assist cloud software enable remote monitoring and immediate response to potential issues.

These models prioritize self-direction, rapid staff deployment, real-time supervision, and quality assurance. GoodLife/KU's innovative approach has earned recognition for its effectiveness and impact on improving the lives of both customers and caregivers.

## KEY TAKEAWAYS:

1. The direct care workforce is facing significant challenges, exacerbated by the COVID-19 pandemic.
2. Traditional care strategies are deemed inadequate, prompting a shift towards technology-enabled solutions that prioritize community inclusion and independence.
3. Lessons from successful service models like Netflix and Uber highlight the potential for technology to revolutionize the care industry.
4. GoodLife, in partnership with KU, has developed innovative service models leveraging technology to support independent living for individuals with care needs, while also improving the lives of caregivers.





A discussion on two of our Key Programs.



# SERVICES HIGHLIGHT

## Shared Living GoodLife's Professional Extended Family Model

In GoodLife's Shared Living Model, an individual with needs lives with a carefully screened and trained host family in a nurturing home environment.

GoodLife's Professional Extended Family model is similar to a host family or Shared Living support model where a professional family can support people with needs in a shared home. Our Shared Living model provides residential or residential/day (residential and day services without walls) support for one or two persons with a wide range of challenging health, behavioral, adaptive, and communication needs.

Professional Families are independent contractors who share their home and provide room, board, and transportation for a tax-exempt monthly stipend. Shared Living is also a solid solution for natural families who are asked to provide comprehensive care for their family member(s) with intellectual or developmental disabilities (I/DD). This allows the State and community providers (who offer Shared Living services) to offer high ratios, stable, quality care, attractive housing, and personalized transportation for an affordable monthly fee.

This keeps costs manageable for funders, but it also benefits professional and natural families by allowing them to receive

attractive, tax-exempt compensation for providing care while sharing the expense of costs they are already incurring for housing and transportation.

GoodLife's Shared Living model is designed to be Final-Rule facing—to provide accountable, highly durable, and affordable living arrangements that cultivate inclusive lives where support is highly personal and individualized. GoodLife works hard to match families and persons served have lifestyles and interests that are compatible. Most Professional Families were first DSPs (or paraprofessionals, clinicians, volunteers, etc.) who have already formed deep relationships with a person in need of services and their family.

GoodLife educates DSPs (and others who may already have close relationships with persons who need support) to cultivate their interest in becoming a Shared Living Provider as a career ladder. For these reasons and others, once a Shared Living arrangement is established, it is remarkably durable, averaging only about 3% annual turnover at GoodLife since 1999.

### Key Features of the Professional Extended Family Model

- 1 Housing access and equity
- 2 Highly personalized, high ratio support
- 3 Inclusive living with people who are not I/DD
- 4 Consistent care with the fewest different people involved
- 5 Typical and enriching lives
- 6 Choice and flexibility
- 7 Privacy
- 8 Individualized and safer transportation

## Behavioral Services



**Dr. Nicole Kanaman - Chief Clinical Officer**

Dr. Nicole Kanaman earned her bachelor's degree in applied behavior analysis at the University of North Texas, her master's degree in applied behavioral sciences at the University of Kansas (KU), and her Ph.D. in behavioral psychology at KU. Nicole is a board-certified behavior analyst (BCBA) at the doctoral level and has provided behavioral services to individuals with intellectual and developmental disabilities across the lifespan for over 10 years.

Nicole is passionate about expanding the reach of behavioral support services and disseminating feasible evidence-based practices across populations.

Dr. Kanaman's innovative research on Healthy Behavioral Practices (HBP) is in demand across the nation and provides an incredible addition to GoodLife University's Consulting Services.

GoodLife provides high level behavioral support services using a multi-tiered approach. We rely on the expertise of masters-level and doctoral-level board certified behavior analysts (BCBAs) to develop effective interventions, enhance training, and provide ongoing support across the organization.

At GoodLife, we have a long-standing (nearly a half-century) relationship with the University of Kansas, department of Applied Behavioral Sciences (KU-ABS), which is one of our nation's top programs for producing, researching, and disseminating best-practice positive behavioral interventions to help people with complex behavioral challenges and for training the next generation of nationally recognized BCBAs.

As a result of this relationship, we deliver access to high-quality behavioral support and our organization serves as a

site for both training BCBAs and researching cutting-edge interventions.

Over the last several years, the GoodLife + KU-ABS collaboration has been developing a solution for providing better and more affordable behavioral support using iLink Technologies to connect BCBAs living anywhere to individuals having significant behavioral challenges living anywhere, on demand.

This work demonstrates that it is possible to deliver care for complex behavioral needs in small homes and community settings, while advancing independence, integration, safety, self-direction, choice, and privacy.

92%

Satisfaction with GoodLife's Shared Living Program

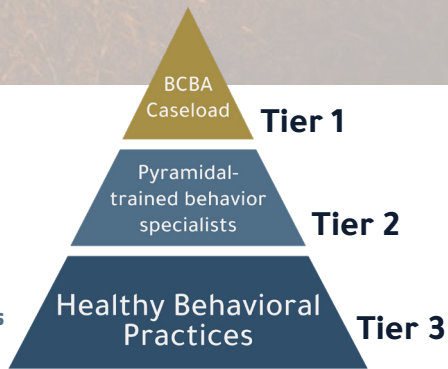


Parents, Guardians, Providers, and Persons Served all report significantly higher satisfaction rates compared to traditional staffing models.

### GoodLife's multi-tiered approach to Behavioral Services

At GoodLife, we provide behavioral support services using a didactic pyramidal approach that was designed to be highly replicable and scalable.

- Tier 3 - All DSPs trained in Healthy Behavioral Practices
- Tier 2 - Enhanced Training for managers & training in development of Behavior Support Plans
- Tier 1 - We provide ongoing behavioral case management (in-person & virtual)





# OUR KEY ENTREPRENEURIAL SERVICES

GoodLife earns entrepreneurial funding and revenue by helping other states and providers implement its best practices. We use the funding earned by this outreach work to pay for unfunded and underfunded costs, invest in R&D for advancing our service models, fund our talent infrastructure, and fund our KU partnership. The revenue earned from our outreach work is the only significant source of revenue that is fully discretionary.



iLink Technologies



GoodLife University



GoodLife's  
Behavioral Services

## Our Innovative Services:

- 1. **iLink Technologies** - an integrated smart-home infrastructure for service providers and cutting-edge self-directed remote support platform for semi-independent persons with disabilities or aging adults.
- 2. **GoodLife University** - GoodLife U is a 40-year collaboration between professionals from GoodLife Innovations and the University of Kansas Department of Applied Behavioral Science. This collaboration has pioneered the development and dissemination of best practice and award-winning service approaches and is having a powerful impact amidst the workforce crisis.
- 3. **GoodLife's Behavioral Services** - Our masters-level and doctoral-level BCBAs to develop effective interventions, enhance training, and provide ongoing behavioral support across the organization.

Our mission is to **make a meaningful difference** in the lives of those who need help to live independently and the **direct support professionals** who make this possible.

Teaching "The GoodLife" Nationwide

Which states should we expand to next?



The GoodLife U team is consulting with agencies in states across the nation including Iowa, South Dakota, Arkansas, Maine, New York, Alaska, and Wyoming.

## NOTABLE 2024 PROJECTS

### KDADS I/DD Crisis Stabilization

### Shared Living in Arkansas

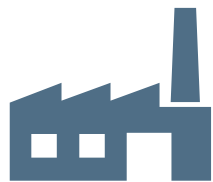
### GoodLife U Website

We are working to address the urgent need for more accessible behavioral support for individuals with complex needs in Kansas, emphasizing collaboration between academic institutions and community providers to drive innovation and improve care delivery. Our partners on this project include KDADS, Sunflower Health Plan and Centene.

In 2024, GoodLife will collaborate with key partners in Arkansas to launch a Shared Living Program statewide that will bring a much-needed, high-quality service offering to individuals with needs, provide workforce stability to AR, and move the needle towards the final rule.

Expected to launch April of 2024, GoodLife U has partnered with Lifted Logic, a local web development agency to build a new website. This project will expand the reach of our Consulting, grow brand awareness, and fill our consulting pipeline.





# Expanding the Reach of GoodLife's Mission, Vision, and Values

2024 Marketing Initiatives include:



Pipeline Development & Growth for iLink and GoodLife U



Content Marketing for GoodLife Innovations



Go-to-market preparation for newest iLink offerings

## CAPACITY GROWTH

As GoodLife grows and expands services, entrepreneurial outreach, and technology advancement, our capacity needs grow as well. To support all the new and wonderful changes at GoodLife, the team has been expanded and reorganized to better support GoodLife's expanding mission. Here are some new faces and new titles:

### Team Changes GoodLife



- 1

Steve Floyd - Chief Information Officer
- 2

Ky Kanaman - Senior Director, Business & Financial Services
- 3

Megan Olafson - Senior Director, Strategy & Communications
- 4

Linh Nguyen- Senior Director, Neighborhood Networks & South KS Services
- 5

Dakota McNett- Regional Director, South KS Services
- 6

Whitney Garrison - Associate Director, Arkansas Regional Services



- 7

Abby Baden - Director, Johnson County Neighborhood Network
- 8

Tiffany Trantham - Senior Accountant, iLink & GoodLife U
- 9

Nichole Reiske - Director of Services Access & Program Design
- 10

Kourie Kanaman - Customer Relations Manager
- 11

Amy Unmacht - Director of Development
- 12

Valentina Diaz-Yepes - Executive Assistant

## Marketing at GoodLife

The marketing team for 2024 remains primarily focused on GoodLife's Entrepreneurial initiatives namely, growing our iLink and GoodLife U pipelines. The team is developing Marketing Campaigns in Iowa and Arkansas, creating robust marketing materials for the dissemination of programs and services, and conducting market research & strategy development for iLink's B2C (business to consumer) product offering.

Quarter 3 of 2023 saw the marketing team scaling back the quantity of its output and focusing on higher quality tactics that have measurable ROI supported by increased focus on Analytics & Data to measure successes. These shifts include scaling back on paid social media, refocusing blog and organic social media posts to resident-focused content, and improving the quality and accessibility of external-facing communication.

### \*2023 Organic Social Media Metrics

*\*Compared to January - December, 2022*

- +334.1%**

Impressions
- +109%**

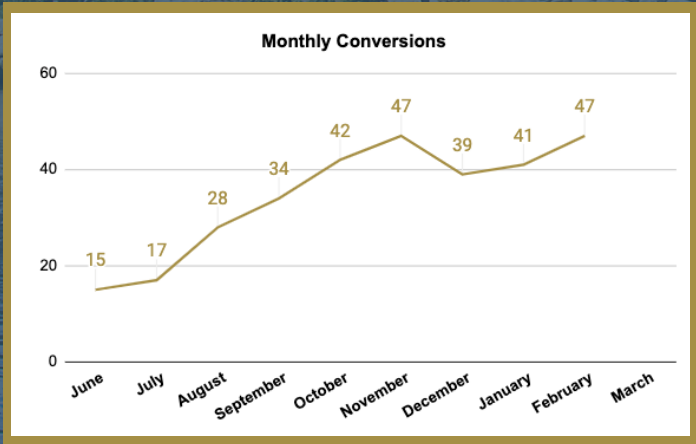
Engagements
- +26.7%**

Audience Growth
- 51.9%**

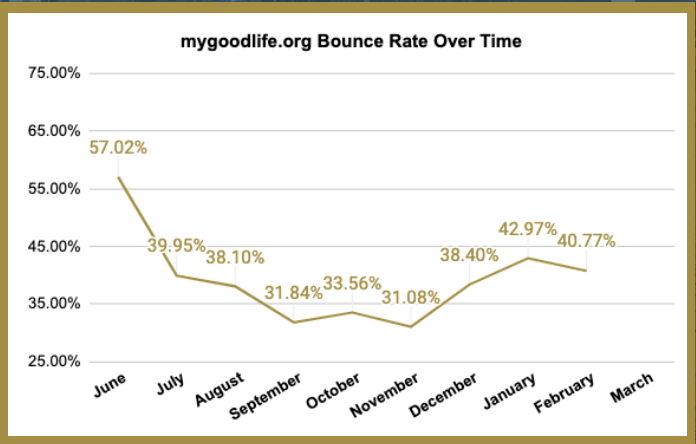
Engagement Rate (per impression)
- +1,484.9%**

Video Views

### Notable Website Metrics & Growth:



**Conversions** show the number of web visitors filling out our Contact form for information on our services. A rising conversion rate tells us that **our marketing is attracting more prospective clients.**



**Bounce Rate** relates to the number of visitors who arrive on our site and leave immediately. A declining Bounce Rate shows **our visitors are finding more value in the information** on our site.

### Team Updates

Megan O's role has expanded from Creative Director to Senior Director of Strategy and Communications. While still heading up the marketing team, Megan will also be over the Sales, Fundraising, and Strategy teams. GoodLife welcomes Caleb Simpson, Digital Marketing Specialist to the Marketing team! Last but not least, Ivo Ivanov, GoodLife's Archivist and Multimedia Specialist **celebrates 30 years at GoodLife this year!**

1

Welcome Caleb Simpson!

2

Congrats on 30 years, Ivo!

3

Megan O's role has expanded.

**Notable Win:** The addition of Caleb to the marketing team allowed GoodLife to move Social Media management away from an external vendor, saving the company \$3,395/month.

GoodLife "Grow Midnight Farm in 60 Days" Campaign

### Quarter 4, GoodLife's EOY Fundraising Campaign raised \$36,687.21 for improvements to Midnight Farm.

Through strategic communication, a heartwarming, donor-centric experience, and website optimization, we funded one key project, built brand trust, and generated mission awareness, laying the groundwork for future growth and national expansion.





**Megan Darby Olafson** - Senior Director of  
Strategy & Communications

**Thank you for taking the time to review our  
Annual Report, 2023.**

.....

We are truly grateful to each and every member of GoodLife's extended community. It's through community that we can change the world. The information contained in this report highlight the tremendous growth and opportunities we've been blessed with.

**May we continue to make a meaningful  
difference into 2024 and beyond.**



16011 College Blvd. Ste 110  
Lenexa, KS 66219-1366

Telephone: 913-225-8900  
E-mail: [info@mygoodlife.org](mailto:info@mygoodlife.org)

**[mygoodlife.org](http://mygoodlife.org)**

## Proposed Project/Activity Budget

Explanation should describe how you arrived at amounts. See example.  
If lines are inserted, remember to add calculated fields.

Budget Items	Explanation	CDBG Funds	Other Funds	Total Funds
<b>PERSONNEL</b>				
Crystal Engel, Project Director and Property Administrator	10% FTE Salary + 28% Fringe		\$32,300.00	\$32,300.00
Other (specify below)				
<b>COMMUNICATIONS</b>				
Telephone				
Printing				
Postage				
Publicity				
Other (specify below)				
<b>SUPPLIES</b>				
Office				
Equipment				
Space Rental				
<b>OTHER COSTS</b> (specify below)		\$309,714.28		\$309,714.28
Tear off existing Roofing. Furnish and install 427 Squares Owens Corning Duration shingles and associated roofing accessories. Tear off 308 squares of existing siding, soffits and fascia. Furnish and install 308 squares new James Hardie Board and Batten siding, primed. Furnish and install new James Hardie porch ceiling, trim around windows, band board trim, Freeze board, fascia, and soffits. Includes news house wrap, up to 35 sheets of 1/2" plywood and a complete exterior painting scope. Tear off existing gutters and replace with 2625 ln ft new 6" gutters with UltraFlow mesh leaf guards and 3x4 downspouts. includes proper waste disposal, daily clean up of the site, project management and necessary permit fees.	Estimate supplied is for all seven homes in the city of Lawrence. For the CDBG 2025 grant we are asking for funding for homes located at			
Indirect Costs	Estimated at 10% of all project costs		\$34,201.43	\$34,201.43
<b>TOTALS</b>		\$309,714.28	\$66,501.43	\$376,215.71

Any proposal containing repair, rehabilitation, improvements, construction, demolition, acquisition or disposition of real property must include a detailed description including:

- project location and
- scope line-item budget
- bid proposals including labor and materials
- timeline for program/activity



## II. Program/Activity Budget Description

### Project Location and Scope:

The project scope includes necessary rehabilitation that will occur at the residential intensive care homes owned by GoodLife (*site map also attached*):

Atchison House  
3016 Atchison Way  
Lawrence, KS 66047

Elmwood House  
1424 Elmwood  
StLawrence, KS 66046

Overland House  
3912 Overland Drive  
Lawrence, KS 66049

Ponderosa House  
1205 E. 26th Street  
Lawrence, KS 66046

Harper House  
2769 Harper Street  
Lawrence, KS 66046

**Terrace House**  
**1311 E. 21st Terrace**  
**Lawrence, KS 66049**

Monterey House  
1121 Monterey Way  
Lawrence, KS 66049  
**(Funded with 2024  
CDBG Grant Funds)**

Note: All seven (7) addresses/homes above are client dwellings and are included in this request to replace siding, roofing, decking, flashing, venting, gutters, guards, screens, downspouts, trays, and fascia/soffit. This is an extensive project and we have identified the **bolded homes above to be in the most need at this time and request that this year's funds be used to rehabilitate these homes.**

**Line Item Budget Description:**

Personnel Costs:

**Salary and Fringe for Project Director (\$32,300 cost-shared).** It is estimated that GoodLife's project director/property administrator will commit effort for this project to (a) coordinate alternative, safe locations for tenants/residents and staff if needed during the project, (b) work with the City of Lawrence during the formal bid process, and (c) coordinate with subcontractors and provide on-location oversight and approval as needed.

*Estimated Personnel costs include salary (10% annual EFT) and fringe benefits (28%). Costs for Personnel salary and fringe will be provided by GoodLife.*

Other Costs:

Subcontractor Costs for proposed rehabilitation:

**Outside rehabilitation of 2 residential intensive care homes owned by GoodLife (\$309,714.28 requested).** Funds requested would cover the costs to: (a) tear off existing roofing, furnish and install 427 Squares Owens Corning Duration shingles and associated roofing accessories, (b) tear off 308 squares of existing siding, soffits and fascia, (c) furnish and install 308 squares of new James Hardie Board and Batten siding, primed, (d) furnish and install new James Hardie porch ceiling, trim around windows, band board trim, freeze board, fascia, and soffits, (e) new house wrap, up to 35 sheets of 1/2" plywood, and a complete exterior painting scope, and (f) tear off existing gutters and replace with 2625 ln ft new 6" gutters with UltraFlow mesh leaf guards and 3x4 downspouts. Estimate includes proper waste disposal, daily clean up of the site, project management and necessary permit fees.

*Estimated costs are requested based on a per-home average (\$154,857.14) of the total estimate provided for all seven homes. Actual costs will depend on formal bids received and the implications of Davis-Bacon Wage requirements.*

**Indirect Expenses (\$34,201.43 cost-shared):** Real costs will be incurred on this project to support administrative overhead and indirect expenses. These costs will be borne by GoodLife and are calculated at 10% of the total project.

City of Lawrence Community Development Block Grant (CDBG)

GoodLife Innovations, Inc (formerly CLO) Application for Program Year 2024

**Note Regarding Diversification of Funds:**

Throughout 40+ years of service, GoodLife has never been able to achieve a break-even budget on operational funding alone (SSI/Medicaid reimbursements). GoodLife's gap is made up through fundraising for capital needs, such as this. GoodLife applies for grant funding across the year and projects are accomplished as funds are received. It is possible that GoodLife will be successful in securing funds from other local/regional charitable sources for portions of this project that are cost-shared. This project is a priority to GoodLife and we will accomplish what we can with funds granted.

**Estimate (including labor and materials):**

Estimated costs for services are attached that outline the costs for materials, supplies, and labor for the entire project. The city will conduct a competitive bid process if this project is awarded, which will include Davis-Bacon wage determinations as necessary.

**Timeline for Program/Activity:**

Due to the extensiveness of this project, GoodLife intends to achieve all of the objectives of the grant by July 31, 2026.

2025-2026	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July
Execute Grant Agreement												
CDBG Environmental Review												
Competitive Bid Process												
Work begins												
Work completed												
Reports submitted												

KLBR Construction and Consulting, LLC  
9744 W. 156th St.  
Overland Park, KS 66221 US  
+1 9135488558  
Kvohland@klbrconstruction.com



#### ADDRESS

GoodLife Innovations, Inc.  
16011 College  
Lenexa, KS 66219

Estimate 1483

DATE 01/24/2025

EXPIRATION DATE 08/24/2025

DESCRIPTION	AMOUNT
Project Addresses:	0.00
3016 Atchison Way Lawrence, KS 66047	
1424 Elmwood Street Lawrence, KS 66046	
1205 E. 26th Street Lawrence, KS 66046	
2769 Harper Street Lawrence, KS 66046	
3912 Overland Drive Lawrence, KS 66049	
1311 E. 21st Terrace Lawrence, KS 66049	
1121 Monterey Way Lawrence, KS 66049	
Tear off existing Roofing. Furnish and install 427 Squares Owens Corning Duration shingles and associated roofing accessories across seven homes.	0.00
Tear off 308 squares of existing siding, soffits and fascia. Furnish and install 308 squares new James Hardie Board and Batten siding, primed. Furnish and install new James Hardie porch ceiling, trim around windows, band board trim, Freeze board, fascia, and soffits. Includes news house wrap, up to 35 sheets of 1/2" plywood and a complete exterior painting scope across seven homes.	0.00
Tear off existing gutters and replace with 2625 In ft new 6" gutters with UltraFlow mesh leaf guards and 3x4 down spouts across seven homes.	0.00

DESCRIPTION	AMOUNT
Bid includes proper waste disposal, daily clean up of the site, project management and necessary permit fees.	0.00
Total Estimated Project Cost:	1,084,000.00

Thank you for the opportunity to provide an estimate on your project. Please contact us with any questions. We look forward to working with you!

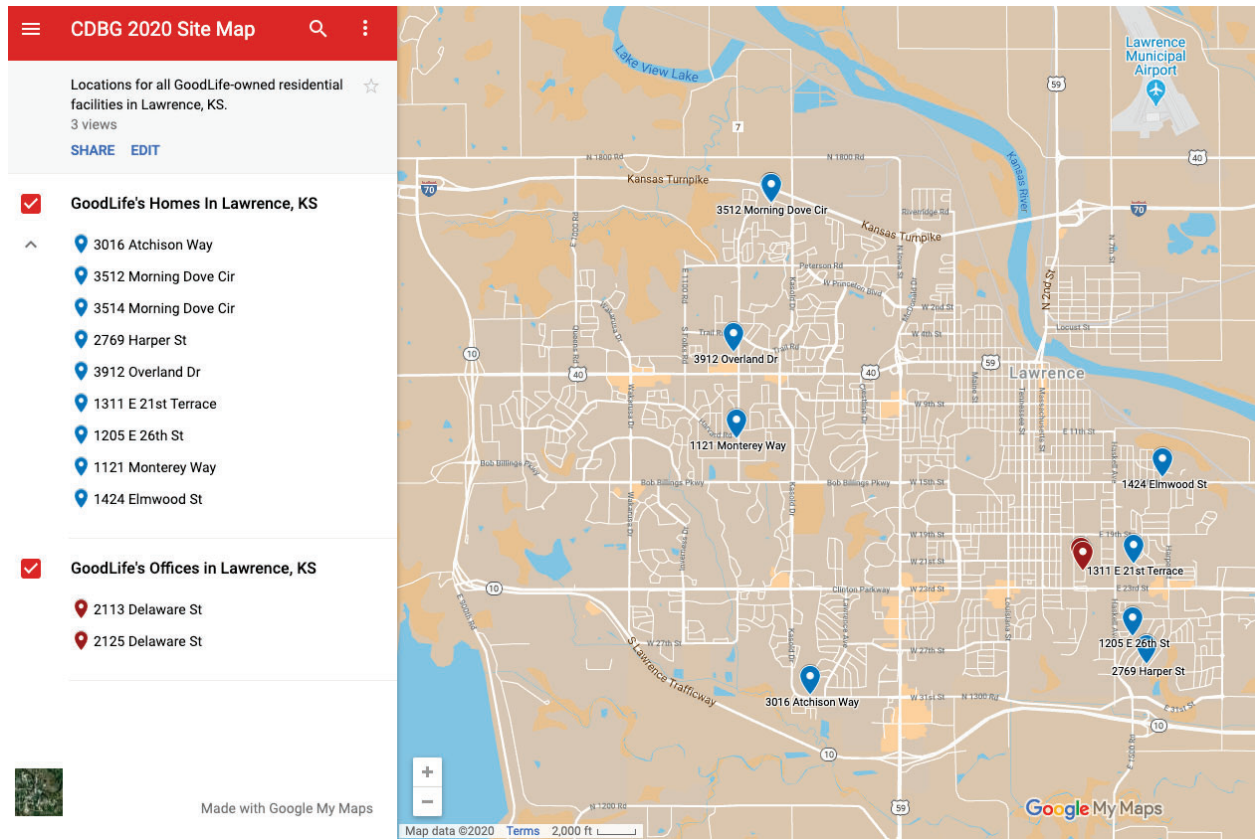
TOTAL	\$1,084,000.00
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Accepted By

Accepted Date

## Site Map

Locations for all GoodLife-owned properties in Lawrence, KS.



# LANGUAGE ACCESS PLAN

For GoodLife Innovations, Inc.

(Borrowed in part and with permission from the City of Lawrence Memorandum dated October 19, 2016)

## BACKGROUND AND DEFINITIONS:

### WHAT IS LIMITED ENGLISH PROFICIENCY?

Most individuals living in the United States read, write, speak and understand English. There are many individuals, however, for whom English is not their primary language. If these individuals have a limited ability to read, write, speak or understand English, they are limited English proficient, or “LEP.”<sup>1</sup>

Language for LEP persons can be a barrier to accessing important benefits or services, understanding and exercising important rights, complying with applicable responsibilities or understanding other information provided by federally funded programs and activities. HUD’s regulation, 24 CFR Part 1, “Nondiscrimination in Federally Assisted Programs of the Department of Housing and Urban Development– Effectuation of Title VI of the Civil Rights Act of 1964,” requires all recipients of federal financial assistance from HUD to provide meaningful access to LEP persons.<sup>2</sup> Pursuant to Executive Order 13166, the meaningful access requirement of the Title VI regulations and the four-factor analysis set forth in this LEP Guidance are to additionally apply to the programs and activities of federal agencies, including HUD.

## IDENTIFYING LEP INDIVIDUALS WHO MAY NEED ASSISTANCE

When encountering a LEP person, GoodLife staff will use the Language Identification Flashcard to identify that person’s primary language. The Census Bureau developed the flashcard, which can be accessed at [www.lep.gov/ISpeakCards2004.pdf](http://www.lep.gov/ISpeakCards2004.pdf).

GoodLife will also make the Language Identification Flashcard available to the public through

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<sup>1</sup> According to the 2010-2014 American Community Survey, more than 25 million persons living in the United States reported that they were LEP.

<sup>2</sup> 24 CFR part 1 –

<http://www.ecfr.gov/cgi-bin/textidx?SID=f9f9c637d99813f2c854a38a4f2852f8&mc=true&node=pt24.1.1&rgn=div5>

its website, at all public meetings, and in the offices of Lenexa, Lawrence, and South-East Kansas. Once an LEP person's primary language is identified using the flashcard, GoodLife staff will assess the feasibility of providing written translation service and/or oral interpretation assistance for the LEP person.

## LANGUAGE ASSISTANCE MEASURES

In the event GoodLife should receive a request for assistance in a language other than English, staff members will take the name and contact information of the person. If the person speaks Spanish, GoodLife may be able to utilize the services of current GoodLife employees who speak Spanish as interpreters. For languages other than Spanish, GoodLife will use a free online written translator website or may contact a local volunteer, if one is available. The University of Kansas, a close partner to GoodLife, through its various language departments, may also provide assistance. Finally, if the required language is not available and formal interpretation is required, staff shall use the telephone interpreter service, Language Line at 1-800-752-6096.

The GoodLife website (and other documents posted online) may be translated into a number of different languages using a free online translation services such as Google Translate.

Outside of the above-identified services, because GoodLife does not possess in-house translation capabilities or expertise, GoodLife staff can only assist LEP persons, but cannot accurately assess or guarantee the accuracy of translation services provided by others. If there is an expressed need for other translation methods such as Sign Language or Braille materials, GoodLife will determine the feasibility and possibilities of providing these services as well. Within its limited budget and capabilities, GoodLife pledges that it will, to the best of its abilities, provide meaningful access to LEP persons.

## STAFF TRAINING

Current staff members and incoming staff members will be briefed on the GoodLife LEP Plan and how to assist LEP persons. They will also be instructed to keep a record of language assistance requests so that needs may be accurately assessed in the future.

## DISSEMINATION

GoodLife will post this LEP Plan on its website and copies of this Plan will also be available at the offices of Lenexa, Lawrence, and South-East Kansas. Any person or agency requesting a copy of the LEP Plan will be provided a copy.



## COMPLAINTS

Individuals may file administrative complaints with HUD alleging violations of Title VI because the HUD recipient failed to take reasonable steps to provide meaningful access to LEP persons. The local HUD office will intake the complaint, in writing, by date and time, detailing the complainant's allegation as to how the HUD recipient failed to provide meaningful access to LEP persons. HUD will determine jurisdiction and follow up with an investigation of the complaint. If a person believes that a HUD federally assisted recipient is not taking reasonable steps to ensure meaningful access to LEP persons, that individual may file a complaint with HUD's local Office of Fair Housing and Equal Opportunity (FHEO). For contact information of the local HUD office, go to <http://www.hud.gov> or call the housing discrimination toll free hotline at 800-669- 9777 (voice) or 800-927-9275 (TTY).