

FY2023 Buncombe County Isaac Coleman Grant Report

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| Organization Name: | Asheville Creative Arts | |
| Project Name: | Hood Huggers International: Rebuilding Affrilachia | |
| Reporting Quarter: (Check one) | <input type="checkbox"/> | Quarter 1 (July 1, 2022 - September 30, 2022) |
| | <input type="checkbox"/> | Quarter 2 (October 1, 2022 - December 31, 2022) |
| | <input type="checkbox"/> | Quarter 3 (January 1, 2023 - March 31, 2023) |
| | <input checked="" type="checkbox"/> | Quarter 4 (April 1, 2023 - June 30, 2023) |

Narrative summary of grant related activities

Please provide a brief summary (no more than 1500 characters). You may attach supplemental documents if needed.

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| Quarter 1 | <p>In Q1 of 2022, HHI hired a new Youth Coordinator who is a resident of the Burton Street Community and former Hood Huggers Under Instruction participant. After in-depth training and orientation, he began working of further developing the HHI-UI program/schedule, recruiting additional youth, and deepening parent/guardian engagement with the program. We currently have a core group of 7 youth, as well as additional walk-on participants from the immediate community and through partnerships with local schools.</p> <p>The Peace Garden holds regular Saturday service volunteer events with an estimated 8 regular volunteers participating from the immediate and surrounding neighborhood. We continue to partner with Burton Street Community Association to provide a free CSA program to African American elders. This past quarter, we harvested over 900 lbs. of produce from 3 growing sites and delivered approx. 600 lbs. as part of the free CSA program.</p> <p>In September HHI was pleased to partner with NC Climate Justice Coalition for a weekend of art and activism focused on how to slow and reverse the impacts of climate change.</p> <p>Hood Tours are running at increased capacity thanks to it's new part-time tour guide; additionally the tour employs community residents and local BIPOC artists who contribute their story and craft at various stops along the way. Hood Tours is a recipient of Tripadvisor's 2022 Travelers' Choice Award, chosen as top 10% of attractions worldwide!</p> |
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| Quarter 2 | <p>In Q2 of 2022 youth participants of HHIUI were integral to the production of several public events:</p> <p>BURTON STREET AGRICULTURAL FAIR In partnership with the Burton Street Community Association and the Burton Street Recreation Center, HHI helped host the annual Burton Street Agriculture Fair on Oct. 15th. This free event is a revitalization of a festival founded by E.W. Pearson in 1913. Known then as the Buncombe County and District Colored Agricultural Fair, at its peak the event drew thousands of attendees and helped the historically Black neighborhood to be self-sufficient. Today, the festival is a forum that celebrates the rich history of the community as well as the present, gathering neighbors to work together toward a vision of connectivity and sustainability. Filling the neighborhood with live music throughout the day, bands included Tomato Calculator, Zond, Delta Jazz Band, Aaron Mills and the Funk Project. HHI-UI youth were integral to setting up, breaking down, and cleaning up after the event.</p> <p>Many of HHI's programs are powered by volunteer support which contributes to community engagement and cohesion. In Q2 alone the garden hosted 13 volunteers, and to celebrate them and those who participated throughout the year, HHI held a VOLUNTEER APPRECIATION DAY on Nov. 19th. HHI-UI youth assisted with set up and cooking for the volunteers and were celebrated alongside our community volunteers. We fired up the pizza oven and the grill, feeding about 30 folks who showed up to work and eat in the drizzling rain.</p> <p>Scaling the CAP Model: HHI has been participating in a number of capacity-building and capital-raising cohorts that will expand impact and reach of the growing institution. In Q2 HHI was part of MOUNTAIN RAISE, the 3rd annual "barn raising" event for the WNC local economy – featuring presentations from growing local entrepreneurs and including multiple investment crowdfunding offerings open to everyone. The program showcased ScaleUp and Invested program graduates, special guests, and locally crafted drinks and small bites. As part of this year's event, attendees voted on which presenter would be awarded the inaugural investment from Mountain Bizworks newly created donor advised fund (in partnership with Abundance Capital) and HHI/ Blue Note Junction was selected as the recipient.</p> <p>HOOD TOURS will be expanding to the River Arts District; HHI has been meeting with partners Flying Bike and Asheville Nature Tours, and the construction team, to plan for a new outpost.</p> |
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| <p>Quarter 3</p> | <p>In Q3 HHI had expanded programs for enhanced community engagement:</p> <p>HHI/UI and SCALING THE CAP MODEL: HHI began work with a consultant to develop a bespoke data collection system within Airtable, a program with interfaces that allow youth to sign in electronically and provide daily feedback on the program, their progress, and the skills learned. This tool allows us to also collect data from parents, teachers, coaches, etc. during regularly scheduled check-ins led by the Program Manager. This data not only reflects back to us how impactful the program is, but allows us to use the data to continually improve the model, curriculum, and program to be more effective as time goes on. In addition to using this powerful tool for HHI/UI, Airtable is also being developed to support automation of data collection around fundraising, a volunteer database, garden outputs, inventory and tours to allow all programs to be tracked and benchmarked more effectively. We hired a new Program Director for HHI/UI.</p> <p>PEACE GARDENS & MARKET: Regularly scheduled service days were supplemented with the annual MLK JR. Day of Service in the Peace Gardens where hundreds of volunteers - the largest turn-out in the events' more than decade long history - showed up to maintain and repair the gardens and surrounding community, participate in art projects led by Asheville Creative Arts teaching artists, and enjoy food, drink and music for community building that supports neighborhood cohesion.</p> <p>HOOD TOURS - the fleet of vehicles was expanded with a second vintage convertible that will launch Hood Tour's VIP experience of Black Asheville's history. We continue to recruit for additional talent and guides for the tours.</p> |
| <p>Quarter 4</p> | <p>In Q4, HHI and ACA continued building capacity throughout all programs and within the neighborhood:</p> <p>HHI/UI - The HHI and ACA leadership teams continued to refine the model, developing quarterly learning themes and integrating scheduling, as well as more detailed outcomes, into our developing Airtable base. We digitized application packets and started work on automated texting systems that keep both parents and youth informed about the schedule and upcoming learning opportunities.</p> <p>Scaling the CAP Framework - DeWayne Barton finished writing the CAP Playbook, outlining his process and formulating guidelines that allow other communities to replicate the model. The finished manuscript was sent to the editor and is expected to be published by the end of July 2023.</p> <p>Peace Gardens & Market - With additional support from the Food Justice Policy Initiative and West Asheville Garden Stroll, we began installation of off-grid solar power at Martha Jane's garden, which will enable us to create climate control within the existing greenhouse and illuminate the gardens for evening events. We hosted our annual Spring Fling!, this year celebrating the garden's 10 year anniversary. The event drew close to 1000 visitors throughout the day and produced nearly \$15,000 in revenue. Planting and harvest season began in earnest and we've been making weekly deliveries of free vegetables to neighborhood elders since early May.</p> |

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Progress toward annual goals

| Measure | Annual Goal | Actual Results (Enter Data) | | | | Progress |
|---|-------------|-----------------------------|-----------|-----------|-----------|----------|
| | | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 | |
| Number of youth participating in HHI-UI | 275 | 23 | 99 | 151 | 180 | 453 |
| Number of volunteers in the Peace Gardens & Market | 20 | 8 | 13 | 156 | 25 | 202 |
| Number of volunteer hours in the Peace Gardens & Market | 40 | 20 | 38 | 488 | 50 | 596 |
| Number of visitors to the gardens | 920 | 362 | 240 | 456 | 1125 | 2183 |
| Number of youth hires and new drivers to supplement tour guide capacity | 3 | 0 | 0 | 0 | 1 | 1 |

Comments:

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Report of use of funds to date and any budget considerations

| Spending Category | Starting | Total Spending (Enter Data) | | | | Amount |
|--|------------------|-----------------------------|------------------|------------------|------------------|-------------|
| | | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 | |
| Personnel | \$ 25,970 | \$ 6,493 | \$ 6,493 | \$ 6,493 | \$ 6,493 | \$ - |
| Training | | | | \$ - | | \$ - |
| Supplies/Materials | \$ 2,843 | \$ 711 | \$ 711 | \$ 711 | \$ 711 | \$ - |
| Meetings | | | | \$ - | | \$ - |
| Equipment/Furniture | | | | \$ - | | \$ - |
| Printing/Marketing | | | | \$ - | | \$ - |
| Licensing/Memberships/Dues/Subscriptions | | | | \$ - | | \$ - |
| Client Support | | | | \$ - | | \$ - |
| Contracts | | | | \$ - | | \$ - |
| Professional Services | \$ 8,227 | \$ 2,057 | \$ 2,057 | \$ 2,057 | \$ 2,057 | \$ - |
| Insurance and Bonds | \$ 2,434 | \$ 609 | \$ 609 | \$ 609 | \$ 609 | \$ - |
| Building Maintenance | \$ 3,071 | \$ 768 | \$ 768 | \$ 768 | \$ 768 | \$ - |
| Catering & Hospitality | \$ 910 | \$ 228 | \$ 228 | \$ 228 | \$ 228 | \$ - |
| List other cost | | | | | | \$ - |
| List other cost | | | | | | \$ - |
| Total | \$ 43,455 | \$ 10,864 | \$ 10,864 | \$ 10,864 | \$ 10,864 | \$ - |

Comments: