

Neighborhood Funding Stream

Home-grown funding for sustainable change

Three Philadelphia communities in the American Street, North Central and West Philadelphia Empowerment Zones have taken action to shape their own neighborhoods. Recognizing that sustainable change requires ongoing investment, these communities spurred the creation of an endowment called the Neighborhood Funding Stream to generate income for continued neighborhood progress.

Philadelphia Empowerment Zones

In 1994 the federal government launched the Empowerment Zone Program, an economic development initiative that provided substantial resources to selected communities over a ten-year time frame in order to jumpstart comprehensive economic and community development and revitalization.

The City of Philadelphia was awarded \$79 million in funding to invest in local communities. From the outset, the model used was committed to the principle that residents must be involved in decisions about funding allocation and project design.

Guided by the belief that successful neighborhood revitalization depends on a strong working partnership among residents, community organizations, local businesses and government, the Empowerment Zone initiative is governed by a community-driven structure. Community Trust Boards identify priorities, contribute new ideas and link community stakeholders to public and private resources.

These advisory boards are comprised of individuals who live or work in the community as well as representatives from local non-profit organizations, community-based businesses and city government.

Neighborhood Funding Stream

During the 10 years of the Empowerment Zone initiative, the community made considerable progress. Community members and local government began to search for ways to assure that this progress would continue into the future.



United Way CEO Alba Martinez, North Central Empowerment Zone Community Trust Board chair Robert Nelson, Grow from your Roots Executive Director Julia Weekes, and Philadelphia Empowerment Zone Director Eva Gladstein celebrate the NCEZ's community grants.

Established in 2004, the Neighborhood Funding Stream (NFS) endowment was created in partnership with the Philadelphia Empowerment Zone (now Neighborhood Transformation Initiative) its community advisory boards, and the United Way of Southeastern Pennsylvania.

About \$8.75 million in Empowerment Zone funds that had been loaned out to support economic development projects in the community were repaid and became the Neighborhood Funding Stream endowment. Now, this endowment is available to community organizations for projects targeting the unique needs in the neighborhoods.

By providing small grants to support community-based strategies that contribute to healthy, self-sufficient and safe neighborhoods, the NFS is continuing the community and economic development mission of the Philadelphia Empowerment Zone program.

After establishing the NFS, the American Street and North Central Empowerment Zone Community Trust Boards made their first endowment grants available in 2005 and awarded over \$350,000 to support 26 community-based projects. The West Philadelphia Empowerment Zone Community Trust Board joined the project in 2006 and will award grants in 2008.

The initial \$8.75 million investment in the NFS endowment has already grown to \$13 million through smart investing and loan repayments by responsible community members.

The American Street Empowerment Zone granted \$267,000 to 15 organizations during the 2005-06 grant cycle.

The North Central Empowerment Zone granted \$90,891 to 11 organizations during the 2005-06 grant cycle.

For more information visit:
www.uwsepa.org/nfs

In 2006, the NFS awarded over \$350,000 in grants benefiting residents of the American Street and North Central Empowerment Zones.

The **American Street Empowerment Zone (ASEZ)** includes portions of Kensington from Front to 6th Streets and from Girard to Lehigh Avenues. This culturally vibrant community is home to a network of thriving, committed, and vocal non-profit and faith-based agencies that are passionate about the welfare of their community. These agencies are promoting the rich cultural and artistic heritage of the area, empowering residents to become entrepreneurs and leaders in their communities and providing access to important programming designed to keep families healthy, support children academically and improve the physical conditions of the neighborhood. Local entrepreneurship is strong in the ASEZ, which boasts a bustling commercial corridor of retailers on Front Street, new business development on Girard Avenue, and a largely industrial commercial corridor along American Street.

In 2005-2006, the ASEZ awarded Neighborhood Funding Stream grants to further two funding priorities: Equitable Development and Children and Youth. The grantees under the Children and Youth funding priority worked in the areas of Education and Training, Arts and Culture, Youth Development, Greening and Horticultural Activities, or Health Awareness.

“This grant program is invaluable because it allows us to be innovative, flexible and responsive to the challenges we face as a community.”

Maria Gonzalez, Chair, ASEZ Community Trust Board and ASEZ Resident

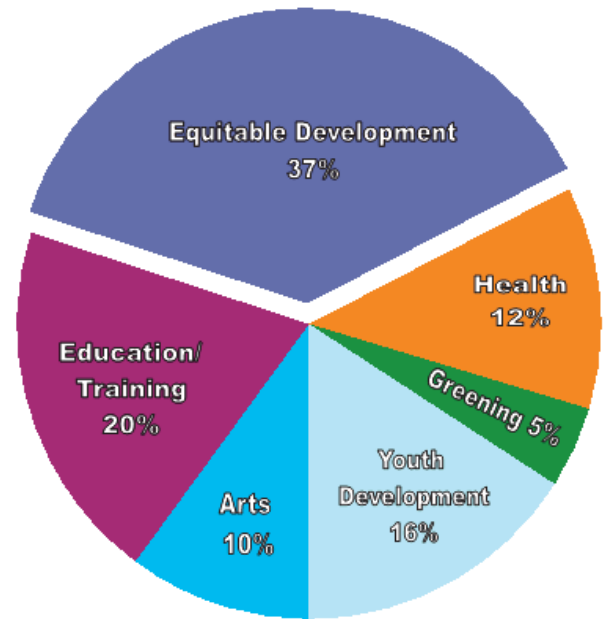
The **North Central Empowerment Zone (NCEZ)** is located 1.5 miles north of City Hall and straddles three of the city’s longest commercial corridors: Girard and Cecil B. Moore Avenues and North Broad Street (Avenue of the Arts North) as well as commercial hubs along Germantown and Lehigh Avenues. Major enterprises in and near the NCEZ include Temple University, North Philadelphia Health System, Freedom Theater, Beech Interplex, Philadelphia Opportunities Industrialization Center, Girard College, Althea Gibson Community Education and Tennis Center and the Wagner Free Institute of Science. The EZ-funded Neighborhood Revitalization Collaborative has improved business facades within the area and cleaned, greened and stabilized vacant lots and sidewalks, making the Zone’s commercial corridors more inviting, pedestrian-friendly and safe.

In 2005-2006, the NCEZ awarded Neighborhood Funding Stream grants under the Children and Youth funding priority. The grantees worked in the broad categories: Education and Training, Arts and Culture, Family Self-sufficiency, Greening and Horticultural Activities, or Improving Health.

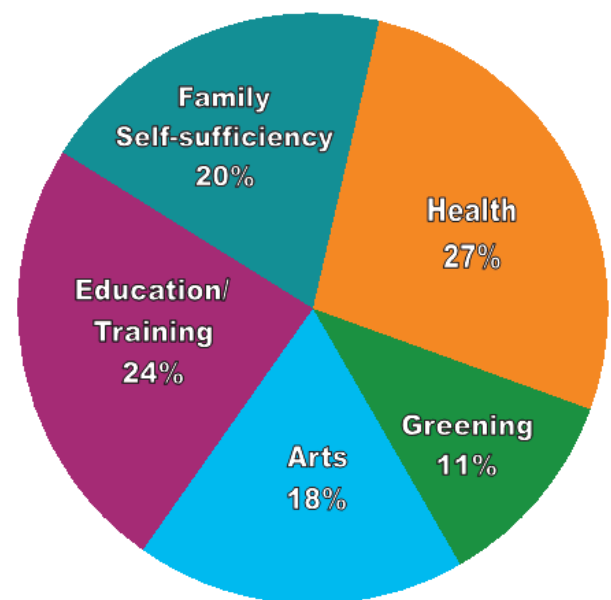
“The Neighborhood Funding Stream extends the life of the community’s resources so we can continue to work on improving our neighborhoods and the quality of life for residents.”

Bob Nelson, Chair, NCEZ Community Trust Board and President of Philadelphia O.I.C.

**American Street Empowerment Zone
Funding Priorities 2005 and 2006
Equitable Development and
Children and Youth
Total Awarded \$267,000**



**North Central Empowerment Zone
Funding Priorities 2005 and 2006
Children and Youth
Total Awarded: \$90,891**



Activities Funded by the Neighborhood Funding Stream in the American Street and North Central Empowerment Zones, 2006



NFS Grant Activities

1. Campaign for Working Families offered Earned Income Tax Credit (EITC) services
2. Campaign for Working Families offered Earned Income Tax Credit (EITC) services
3. EducationWorks program at Vaux High School
4. Eleventh Street Health Center
5. Family Care Solution's Outreach Initiative at William Penn High School
6. Journey Home's Summer H.E.A.L.T.H. Camp & Earth Scouts Program
7. Mural Arts Program's Dewey's World mosaic at Ramonita de Rodriguez Library
8. Mural Arts Program's Natural Remedy mural at Haussmann's Pharmacy
9. Pathway PA's financial workshops for families at the Center for Employment Training & Adult Education
10. The Village of Arts and Humanities
11. YouthBuild Philadelphia Summer Internship at Brightside Academy
12. YouthBuild Philadelphia Summer Internship at Philadelphia O.I.C.
13. Get Into the Green at Geneval Hill Community Garden
14. Cardinal Bevilacqua Community Center
15. Norris Square Civic Association
16. Congreso de Latinos Unidos "Dating Violence Prevention" at the Lighthouse
17. The Lighthouse, in partnership with the Philadelphia Museum of Art, offered studio art classes
18. Congreso de Latinos Unidos "Dating Violence Prevention" at Kensington High School
19. EducationWorks Networking Club at Kensington High School
20. Congreso de Latinos Unidos, Inc.
21. EducationWorks Digital Miracle Project at Hunter Elementary School
22. LULAC National Educational Services Center
26. Nueva Creación's Pre-Work Leadership Program at Marianna Bracetti Academy Charter School
24. Mural Arts Program's Fuego Nuevo mural
25. Taller Puertorriqueño, in partnership with the Philadelphia Museum of Art, produced "The Big Block"
26. Norris Square Neighborhood Project, in partnership with the Philadelphia Art Museum, offered studio art classes
27. Congreso de Latinos Unidos "Dating Violence Prevention" at Bodine High School
28. Preschool Project's Teen Parent Initiative at Kensington Culinary Arts High School

Address

- 1415 N. Broad Street
- 10th and Spring Garden Streets
- 23rd and Master Streets
- 850 N. 11th Street
- 1301 N. Broad Street
- 948 N. 8th Street
- 600 W. Girard Avenue
- 536 W. Girard Avenue
- 1324 W. Clearfield Street
- 2544 Germantown Avenue
- 915 N. Broad Street
- 1231 N. Broad Street
- 16th & Oxford Streets
- 2646 Kensington Avenue
- 149 W. Susquehanna Avenue
- 141 W. Somerset Street
- 141 W. Somerset Street
- 2051 E. Cumberland Street
- 2051 E. Cumberland Street
- 216 W. Somerset Street
- 2400 N. Front Street
- 2501 Kensington Avenue
- 2501 Kensington Avenue
- 223 W. Girard Avenue
- 2557 N. 5th Street
- 2141 N. Howard Street
- 1101 N. 4th Street
- 2463 Emerald Street

Map courtesy of the Metropolitan Philadelphia Indicators Project, a project supported by the William Penn Foundation and Temple University.

Engaging Youth and Studying Change in the American Street Empowerment Zone

Empowering Youth Leaders

In the American Street Empowerment Zone, the Cardinal Bevilacqua Community Center (CBCC) helped harness the leadership potential of at-risk youth aged 13-20. With a grant from the NFS, the CBCC offered a comprehensive youth leadership camp that culminated in the planning and implementation of a week-long series of fitness and health-awareness recreation clinics for all neighborhood youth. The program also developed a sustainable core of youth leaders by bringing some youth participants on board as members of a year-round *Youth Advisory Council* or as mentors of other young people. Funding for this program allowed the Center to offer health clinics for 80 children and to train 15 youth as members of the Youth Advisory Council.



Photo Credit: Cardinal Bevilacqua Community Center

Cardinal Bevilacqua Youth Advisory Council



Photo Credit: Mural Arts Program

Inspiring Youth through Public Art

The experience of Mexican immigrants is captured in a colorful piece of public art created by youth in the American Street Empowerment Zone. An NFS grant to the Mural Arts Program spurred the creation of a multi-media mural at Germantown Avenue and 3rd Street composed of parachute cloth, fresco and kiln fired clay adhered to the wall. During a year-long process, children worked during and after school to create all elements of the mural. They also participated in specialized workshops focusing on various art techniques, ethnography, and art history, including a study of famed Mexican muralist Diego Rivera's life and art. More than 60 ASEZ residents contributed to the mural, which expresses many facets of the Mexican-American immigrant experience in Philadelphia and shows appreciation for the contemporary Mexican-American experience of labor, language, culture and identity.

More than 60 ASEZ residents contributed to this mural, which depicts the Mexican-American Experience in Philadelphia

Studying the Impact of Revitalization

Since 2000, the Empowerment Zone and the Mayor's Office of Neighborhood Transformation (NTI) have focused revitalization efforts on stabilizing vacant land, providing tax incentives to businesses, and offering homeownership opportunities in the American Street Empowerment Zone community.

As the ASEZ and neighborhoods surrounding it are starting to change, it is important to closely monitor the impact of this transformation, and to plan ahead so that long-time residents and businesses, along with new residents, share in the benefits of revitalization.

The Neighborhood Funding Stream funded the collaborative work of three ASEZ community development corporations: Asociación de Puertorriqueños en Marcha (APM), Hispanic Association of Contractors and Enterprises (HACE), and Norris Square Civic Association (NSCA). This Equitable Community Development Collaborative is charged with defining and assessing specific aspects of the community revitalization efforts and aiming to increase ASEZ residents' access to housing-related services, information and other resources. Lessons learned through this project will contribute to a citywide equitable development strategy.

Promoting Well-Being in the North Central Empowerment Zone

Cultivating Young Talent

Youth in the NCEZ developed their artistic talents, learned performance skills and became entrepreneurs as participants in hands-on visual and performing arts projects that were part of a highly creative program offered by the Village of Arts and Humanities. Through this program, 90 area teens took part in arts workshops and produced their own artistic works that were sold through a teen-led entrepreneurial initiative called Angel Media Works. In addition, an intergenerational cast of local residents performed in *Testament*, a multi-media production, and fifteen teens from the larger NCEZ area received internships to plan and produce the *North Philly Hip Hop Drop Off Festival*.



Photo Credit: Village of Arts and Humanities

Youth participants in the Village of Arts and Humanities program show off T-shirts from the North Philly Hip Hop Drop Off Festival, which was planned and produced by teens in the program.

Supporting Economic Stability

With support from the NFS, the Philadelphia Campaign for Working Families provided almost 700 residents of the NCEZ with free tax preparation services and helped eligible residents apply for the Earned Income Tax Credit (EITC). These residents received a total of \$464,812 in federal and state tax refunds and saved at least \$47,000 in fees, penalties and interest payments. In addition to free tax services, the Campaign for Working Families provides access to a range of other resources including access to Individual Development Accounts, credit counseling and repair, financial education to help residents reach their economic goals, and access to public benefits such as food stamps, child care subsidies and child health insurance.



Photo Credit: Maternity Care Coalition

Promoting Self-Sufficiency

An NFS grant to the Maternity Care Coalition supported the organization's MOMobile in assisting 90 pregnant women and new mothers in the NCEZ right in their neighborhood. MOMobile staff educated parents about keeping themselves and their children healthy, promoting positive child development, escaping domestic violence, and increasing the resources they have to support their families.



Photo Credit: Maternity Care Coalition

These children played while their mother received guidance, information and advice from Latina MOMobile staff.

More ASEZ Success Stories

- Maternity Care Coalition's Latina MOMobile reached 244 low-income pregnant and newly parenting women living in the ASEZ and vicinity.
- Big Brothers Big Sisters matched eleven ASEZ children with mentors and are continuing to seek matches for ASEZ children.
- Of the 30 high school students enrolled in LULAC's tutoring program, 26 were promoted to the next grade, three graduated, and one entered post-secondary education.
- Norris Square Civic Association's Employment Program enrolled 127 residents in childcare training, the Spanish/English GED program, or employment counseling. Thirteen adult residents gained employment, and 30 youth residents secured summer jobs.



Photo Credit: Cardinal Bevilacqua Community Center

Youth at the Cardinal Bevilacqua Community Center create an art project.

American Street Empowerment Zone

HACE, APM, Norris Square Civic Association Equitable Development Collaborative.....	\$100,000
Maternity Care Coalition Latina MOMobile.....	\$20,000
Centro Nueva Creación Pre-Work Leadership Program.....	\$15,000
Philadelphia Museum of Art Latino Outreach Program.....	\$15,000
The Preschool Project Teen Parent Initiative.....	\$13,000
Grow From Your Roots Get Into the Green: American Street.....	\$12,000
LULAC National Educational Services Center Tutors for ASEZ youth.....	\$12,000
Mural Arts Advocates Fuego Nuevo Mural.....	\$12,000
Norris Square Civic Association Employment Program.....	\$12,000
Woodrock, Inc. Youth Development Program.....	\$12,000
Big Brothers Big Sisters Mentoring youth in the ASEZ.....	\$10,000
Cardinal Bevilacqua Community Center Youth Empowerment Venture.....	\$10,000
Congreso de Latinos Unidos, Inc. Dating Violence Prevention.....	\$10,000
EducationWorks Digital Service Fellows.....	\$10,000
Asociación Músicos Latinoamericanos School of Performing Arts Scholarships.....	\$4,000

More NCEZ Success Stories

- More than 60 NCEZ residents received job search assistance and financial education from Pathways PA.
- More than 100 people from the NCEZ and the surrounding area contributed to the Mural Arts Program's stained glass mosaic of a DNA double-helix at the Ramonita de Rodriguez Library and to a mural titled Natural Remedy at 6th Street and Girard Avenue.
- Journey Home's summer camp engaged 32 area children in gardening, learning about nutrition, making healthy choices, physical exercise and recreation.
 - 48% of the campers reported ongoing increases in physical activity
 - 82% reported that they were eating more fruits and vegetables
- EducationWorks engaged fifteen NCEZ high school students in activities and workshops about professionalism, problem solving, money management, career exploration and work readiness. Forty percent of participants gained summer jobs with EducationWorks.



Photo Credit: Journey Home

A participant in Journey Home's summer camp delivers a speech about why she loves herself and why she can be anything she wants to be.

Photo Credit: Mural Arts Program



Thirty-five NCEZ residents contributed to this mural called Natural Remedy at Haussmann's Pharmacy on 6th Street at Girard Avenue.

North Central Empowerment Zone

Campaign for Working Families	
EITC Assistance.....	\$10,000
Grow From Your Roots	
Get Into the Green: North Central.....	\$10,000
Maternity Care Coalition	
North MOMobile.....	\$10,000
The Village of Arts and Humanities	
Learning Through Arts.....	\$10,000
YouthBuild Philadelphia Charter School	
2006 Summer Internship Program.....	\$ 9,000
Family Care Solutions	
North Central Outreach Initiative.....	\$ 8,000
Pathways PA	
Family Financial Advocacy/Outreach.....	\$ 8,000
Eleventh Street Health Center	
The Family Fitness Program.....	\$ 7,500
Journey Home	
Summer H.E.A.L.T.H. Camp.....	\$ 7,000
Mural Arts Program	
Mural Arts at Sixth and Girard.....	\$ 6,391
Education Works	
Out-of-School-Time Program and and Summer Program.....	\$ 5,000



United Way
of Southeastern Pennsylvania



PHILADELPHIA EMPOWERMENT ZONE



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Philadelphia Empowerment Zone Community Trust Boards

American Street

Chair: Maria Gonzalez, Vice President, HACE CDC
Anne Marie Collins, Executive Director, Drueding Center/Project Rainbow
Carmen Febo, Executive Director, Taller Puertorriqueño
Tom Forkin, Executive Director, PA Speaker of the House Dennis M. O'Brien
David Gleeson, Founder, Crane Arts, LLC
Francisco Martinez, Community Resident
Stanley Robinson Jr., Manager, Philadelphia Department of Licenses and Inspections

North Central

Chair: Robert Nelson, President & CEO, Philadelphia O.I.C.
Rev. Claude Ashe, Senior Minister, Faith Tabernacle Church
Carolyn Brown, Housing and Community Development Consultant
Vennie Butler, Community Resident
Mark Lumpkin, Community Resident
Kay Ray, Manager of Operations, Behavioral Health Special Initiative, PMHCC
Kevin Valentine, Esquire, Valco Consulting Group Ltd.

West Philadelphia

Chair: Kenneth Woodson, Senior Vice President, Philadelphia Zoo
Tumar Alexander, Assistant Managing Director, Philadelphia Managing Director's Office
Jim Anthony, Community Resident
Jim Baker, President, Baker & Company, LLC
J. Holland Brown, Executive Director, Carroll Park Community Council
Mark Harris, Secretary & Community Liaison, Cathedral Park Association
Lucinda Hudson, President, Parkside Association
Roman MacDonald, President, First Genesis Financial Institution
Bishop Benjamin Peterson, Senior Pastor, Greater Bible Way Temple
Geraldine E. Poaches, Community Resident
Ka'Li Ra, Director, Rays of Hope Youth Program
Richard Redding, Director, Philadelphia City Planning Commission
Linda Savage, Community Resident
Dina Schlossberg, Esquire, Blank Rome, LLC

The NFS is a legacy of the Philadelphia Empowerment Zone. Our mission is to support sustainable community and economic development efforts in the American Street, North Central and West Philadelphia Empowerment Zone communities. Annual grants are awarded on a competitive basis for projects that will further the priorities identified by each Empowerment Zone's Community Trust Board. Successful applicants clearly and convincingly identify how to put the NFS grant to work serving residents from the Empowerment Zone communities.

To learn more about Neighborhood Funding Stream grant guidelines please visit our website:

www.uwsepa.org/nfs