

# CAROLINA OUTREACH FOUNDATION



# NEWS

Spring 2007

## Hurdle Help—One-Time Jump Start

All of us at one time or another have found ourselves stuck between a rock and a hard place, unable to pay a bill or get some service because of circumstances beyond our control. These situations are more frequent when you live on the edge, when your family's income is just barely enough to manage the monthly bills. "It's for these families," explains Tom Reid, co-founder of the Carolina Outreach Foundation, "That we developed the Hurdle Help Program. When all other resources have been exhausted, where do you go? For these one-time obstacles, there has to be a resource that can stopgap the situation before it gets worse."

As co-director of Carolina Outreach—the Foundation's sister agency, which provides mental health services to families and children in Durham, Orange, and Chatham counties—Tom Reid has seen numerous occasions when clients faced one-time challenges, such as the costs for emergency medical care, school supplies, tuition, household rent, or utility bills. While there are often many sources of aid provided by private agencies, churches, and county, state, and federal programs, there is often a lag in reacting to, processing, and acting on an individual or family's request for one-time assistance.

This is where the Hurdle Help Program comes in, providing a quick evaluation and response to emergencies so that families and individuals can go about their lives. Mr. Reid further explains, "When we founded the Carolina Outreach Foundation, the Hurdle Help Program was one of three essential programs we envisioned. To date, we have helped scores of families with one-time emergencies."



Typical cases in the past month have included paying a water bill for a Hillsborough family; paying overdue rent when a client fell behind due to a job transition; partially paying off a series of overdue utilities bills that would activate a payment plan by the state's Department of Social Services; another utility bill was paid when a family had fallen behind because of medical bills; and bus passes were provided for a family living in a shelter to cover the mother's need for transportation to and from work, and to doctors caring for the children.



## Word from the Executive Director

It has been an exciting and dynamic six months for the Carolina Outreach Foundation, beginning with our receipt of a 501(c)(3) non-profit status, to hiring a part-time Executive Director and Program Coordinator, to hosting a fun and successful Community Benefit Concert, to the continued development of our programmatic operations, fundraising platforms, and volunteer support.

All this... and we're not even a year old!

At its core, the Foundation is a "grassroots" operation, with limited funding, essentially going door-to-door in our current efforts to fulfill community outreach initiatives. Nonetheless, we have our sights set on big things, and we take pride in these first efforts to serve clients and families in need. To date, we have been able to assist over 60 families thanks to the Foundation programs, which include the Hurdle Help Program, Youth Development Program, and Model Citizens Program.

We have had numerous early successes in reaching out and helping local families struggling with behavioral, emotional, and mental health disabilities—whether providing assistance to get a family's lights back on, enrolling a client in wrestling lessons, or mentoring a child with a visit to a local police station. While continuing to provide the same sorts of benefits to the community, we hope to further develop our existing programs and expand our reach to assist even more families and individuals in need.

This summer we are preparing to launch our vocational internship program, which links teenage youth with a local business to provide employment, training, and work experience. The Foundation will work with a local business to subsidize an intern's salary, giving the business incentive to help young people develop professional skills otherwise unattainable. Also on the horizon, the Foundation is preparing to launch



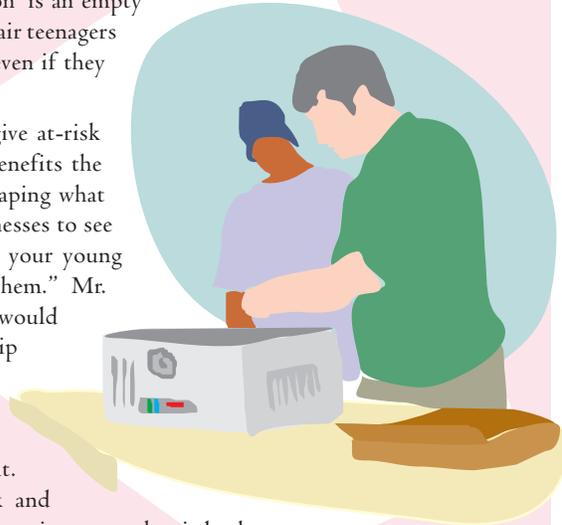
## Vocational Programs Underway

The Vocational Internship Program pairs interested teenage participants (ages 15-17) with a sponsoring worksite. Under this agreement, the intern will be provided employment, training, and work experience meaningful for both the intern and the worksite agency, with payment subsidized by the Carolina Outreach Foundation. Co-developer of this program, Bob Funck, explains, "Employment in itself is a useful activity for many teenagers, but a vocational internship will develop skills and work habits that allow the intern to compete successfully in the labor market to obtain unsubsidized employment in the future. Just simply giving a teenager a job without regard for what kind of work he or she is doing often gives the impression that work is mindless and 'job satisfaction' is an empty catchphrase. This program helps to pair teenagers with businesses that interest them, even if they have no other work experience."

Mr. Funck elaborates, "When you give at-risk youth opportunities for growth it benefits the community at large. It's a case of reaping what you sow, and it's important for businesses to see that it makes more sense nurturing your young citizenry than it does alienating them." Mr. Funck is quick to explain that many would engage in internship or apprenticeship programs, but there is generally no way they can make it affordable or negotiate the legal hurdles. "This is where the Foundation offers its clout.

Having done the legal groundwork and providing a subsidized salary for young interns makes it both profitable from a business and civic perspective. It's a real win-win scenario."

Having just crafted the legal documents—the Worksite Contract and Worksite Agreement—to enable prospective business partners in the program to be free of legal constraints surrounding employment of underage youth, the Foundation is prepared to sponsor 12-week internships, and it is actively seeking the right initial pairing of client and business to pilot its first internship.



## Youth Development Program

Bob Funck heads up the Youth Development Program, and he is the principal leg man in tracking down services and goods from businesses that will fulfill this program's goals. He has rounded up a large mélange of such services and freebies that enable the clients he serves to participate in activities that are typically outside their means. "My chief goal right now," he says, "is to establish a network of providers for the services and comps that we can offer our young clients here at Carolina Outreach. I've been pretty successful thus far, and I anticipate as word of mouth grows that I'll get more and more contributions to the program."

The formal definition of the Foundation's Youth Development Program is that it "draws on community resources to support positive, strengths-based learning and skill-development activities for youth otherwise unable to participate in such opportunities." This could include such learning and skill-development opportunities as art, music, dance, or martial arts lessons, vocational apprenticeships, organized team sports and recreation, academic tutoring, camps, allowance-based behavior plans, and even tickets to movies to be used as rewards.

Some of the success stories Mr. Funck recounts include the following:

"An 11-year-old boy who joined a wrestling club league needed \$75 for his wrestling uniform. His family could not afford it as they were struggling just to pay bills and meet basic needs. Through the Youth Development Program, we were able to raise

cont. YDP p. 4.

## Music Benefit to Become Annual Event

As its first public fund-raiser, Carolina Outreach Foundation sponsored a benefit concert November 5, 2006, at The ArtsCenter in Carrboro. The concert was headlined by Two Dollar Pistols, with all proceeds from the concert directed to the Foundation's community-support programs.

Even before the Carolina Outreach Foundation had received its status as a non-profit 501(c)(3), work was afoot to book the best local talent for the Foundation's kickoff fund-raiser. Bob Funck, a Carolina Outreach social worker and a part-time musician, rounded up the talent for the concert.

Bob's efforts netted headliner Two Dollar Pistols, an alt-country band with several albums and national renown. Bob explained that "the intent of this kick-off event was to announce to the community who and what the Foundation was; create relationships with local community partners, potential donors and board members; and raise money to launch our community service programs."

The show's doors opened at 3:30 on a Sunday afternoon, and the show ran from 4 to 7 p.m. Early arrivals were treated to a panoply of hors d'oeuvres and wine, contributed by local merchants, and to

# TWO DOLLAR PISTOLS



casual conversation with Carolina Outreach staff and with the Foundation's co-directors Tim Brooks and Tom Reid, who chatted about the Foundation's programs and goals.

Danny Gotham performed first, with a standout acoustic performance being an instrumental version of Simon and Garfunkel's "Mrs. Robinson," which achieved some astonishing percussive effects. After a brief intermission, Barefoot Manner performed, utilizing bluegrass instrumentation to do traditional bluegrass and a variety of other, more varied styles, including funk and rock and roll. Next up was headliner Two Dollar Pistols, who played a 30-minute set of their alt-country stylings, ending with a boisterous rockabilly tune which had many up and dancing.

Foundation co-founder Tim Brooks spoke afterwards about the concert: "We generated good buzz and credibility for the Foundation. It was a whopping success!" So successful, we might add, that Bob Funck and other volunteers at the Foundation are already planning the Second Annual Music Benefit.



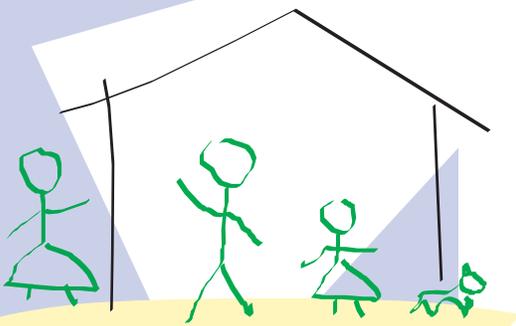
## Dream Project Seeking First House

Jared Inselmann and Tom Reid have met with Durham City to discuss the purchase of foreclosed homes owned by the city. "We're working with the City," Mr. Reid explains, "To acquire a foreclosed house at a discount price, which, when we're finished with it, will provide a family both a home and equity for the future."

Thus goes the planning for The Dream Project, which is one of the chief "tent poles" in the establishment of the Carolina Outreach Foundation. The Dream Project "empowers children and their families to better their lives and their neighborhood by giving them opportunities to build affordable homes."

Lining up all of the details associated with The Dream Project has been ongoing, as the project requires the coordination of local contractors and volunteers to renovate the house. Additionally, because the vision is to have teenage youth participate as paid interns in the project, there are legal hurdles to overcome to make it possible for them to work alongside contracted professionals and their therapeutic mentors.

"Furthermore," explains Mr. Reid, "We have to get some initial financing for the project, which is daunting because the families most in need will not have the necessary collateral to buy a home."



While the initial "Dream Home" will require extraordinary work, this work will permit future project homes to be renovated and resold in a streamlined fashion. The ultimate goal of the Dream Project is to make the program self sustaining. "Once we 'sell' our first home," Mr. Inselmann says, "It'll seed the purchase and renovation of one or two more homes."

At this stage, while Mr. Inselmann and Mr. Reid await a final word from the City, they remain hopeful that the Foundation can commence work this summer, 2007.



## Model Citizens Program Keeps Growing

The Model Citizens Program allows mentored children to build plastic model vehicles and then to meet the operators of the vehicles. The program has been developed by Ryan Ort, a Carolina Outreach licensed social worker, with funding assistance from the Foundation. Mr. Ort has successfully parlayed his interest in model building into a program that continues to grow, now not only including police cars, but also planes and fire trucks, with plans to introduce other service vehicles, including ambulances, in the future.

There have already been four young people who have earned themselves certificates of achievement in the Model Citizen Program, having built the model police cars and visited local police headquarters.

Mr. Ort describes one of the stories behind the awarding of certificates of achievement.

"Even before building his police car, A.C. got to meet with Officer Clark at the Police HQ in Chapel Hill. A.C. got a guided tour of the officer training area, the headquarters building, the booking area, a review of what is in her 'utility belt,' as well as a chance to sit in a Chapel Hill Police car. Officer Clark answered A.C.'s many questions about the different ways the police help keep our communities safe, and he was deputized as a Junior Officer at the meeting."

"For all of the children so far," Mr. Ort elaborated, "These visits have helped to allay some of the anxiety about the police, making them less intimidating, while still providing a lot of youthful excitement."

Another batch of models that were provided to children participating in the Model Citizens Program were of the SR-17 Blackbird aircraft, which was used as a tie-in to the North Carolina Museum of Natural History's temporary exhibit, "SPACE: A Journey to Our Future" that ran from October 7, 2006, to February 11, 2007.

This interactive exhibit was the perfect activity site for mentored children. Mr. Ort describes how the kids could "follow some of the most exciting moments in science leading up to the exploration of space by man. There was a reenactment of Saturn V rocket launch, and kids could command a motion-simulated mission to Mars as they navigated an orbiting space station to a base camp on the surface of Mars."

The latest elaboration of the Model Citizen Program had Mr. Ort team with the Fire Marshal of Durham to promote the Durham Jr. Fire Marshal Program, a free mini-camp for future fire fighters, or for kids who simply wanted to learn and grow. The three participants in this camp were paired with fire-fighter mentors to learn in a hands-on setting about the different ways the Fire Department works to keep our communities safe. As graduates of the camp, these three "future fire fighters" have been invited to march in a parade and participate in other civic events.



## Executive Director (cont.)

the Dream Project, intended to empower families to better their lives and their neighborhoods by supporting opportunities to build—and then purchase—affordable homes.

As we continue to grow and broaden our reach, the Foundation is focused on keeping our organization sustainable for the long term, which entails organizing our infrastructure, developing a strong corporate and governmental donor/funding system, growing and managing our staff and volunteers, and streamlining our delivery of services. To this end, we are currently working to develop our Board of Directors, which is scheduled to meet for the first time this month! We have several individuals from local businesses and industry who have signed on, and we are continuing to recruit others interested in supporting our initiatives.

In closing, I want to take a moment to acknowledge and thank all the generous and supportive individuals and initiatives the Carolina Outreach Foundation has been fortunate to benefit from. Support from donors, volunteers, local businesses, and the community at large have made all these opportunities for our clients and families possible. Thank you!



## Who We Are

Central to the vision and origin of the Carolina Outreach Foundation is the work of its sister organization, Carolina Outreach, LLC, which provides mental health services to individuals and families in Chatham, Durham, and Orange counties. As one of the premier mental health providers in North Carolina, Carolina Outreach, LLC, is an active provider of person-centered and consumer-driven services.

Co-founder Tom Reid states, "Carolina Outreach Foundation is based on the premise that everyone is entitled to share in the American Dream. The problem is, many folks feel that even dreaming is beyond their means." Mr. Reid described how Carolina Outreach's efforts to provide mental health services to clients only begin to scratch the surface. "State and federal funding goes only so far in providing services

and opening doors for people who need so much more. Even local community services are not enough in some cases, and that's where—through the Carolina Outreach Foundation—we can fund the opportunities that would not otherwise get funding."

Working with the insights and resources available through Carolina Outreach, LLC, the Foundation is in a favorable position to identify those people who can best benefit from access to the resources and contacts that Carolina Outreach, LLC, has developed over the years. As Executive Director Jared Inselmann explains, "Carolina Outreach, LLC, has a very talented pool of social service workers who recognize the disparity in what their clients need and what they can attain through the usual channels. This puts us in a good position as a non-profit to target the families and individuals who are truly in need."

The Foundation has developed a set of initial programs to further its mission to

*Work with families of children with behavioral, emotional, and mental health disabilities to provide them opportunities for recreation, vocational internships, and academic support.*

Chief among the current programs are the Hurdle Help, Youth Development, and Model Citizen Programs, each of which has been launched and each of which has its share of successes. Another program in development is the Dream Project, which will enable Foundation volunteers, mentors, and interns to renovate for re-sale at below-market costs houses for families in need, with any profits cycled back into the Foundation.

It is the intent of the Foundation to have self-sustaining programs, but it is also working to marshal the good will of the community to inspire individuals and businesses to participate in the Foundation's mission when additional resources are needed.

**CAROLINA  
OUTREACH  
FOUNDATION**



## YDP (cont.)

the entire amount through community donations for him to pay for the uniform.

"The new movie theatre at Northgate donated four movie tickets through the Foundation, which were used as Christmas presents for three clients whose families could not afford to get them much for Christmas.

"Shaw's Karate in Durham agreed to provide a scholarship for a 14-year-old boy to take Karate lessons. This young man has ADHD and could really benefit from the discipline, focus, self control, positive aggression outlet, and self-esteem building elements of this kind of activity."

Additionally, Mr. Funck has successfully solicited the Carrboro ArtsCenter to donate two week-long camp scholarships, which run this summer, one in hip hop dance and the other offering drawing techniques. "But," Mr. Funck adds, "It's not just camps or programs that we're seeking with the YDP, it's also sometimes comp items, such as tickets to movies or other events, which we can use to carrot the behavior we're seeking in our young clients. For instance, Wynnsong Cinema and Game Frog Gaming Café have given us several tickets and passes. I've offered these up to other workers at Carolina Outreach so that they can use different incentives for their kids."

Mr. Funck goes on to say that the "program is only just getting off the ground. As more of my colleagues at Carolina Outreach see the merit, they'll be doing as I am, pursuing local businesses and organizations to provide philanthropic opportunities. Giving kids new avenues of expression and development is a great way to invest in the community."

## How to Give

You can send a tax-deductible donation to

The Carolina Outreach Foundation  
1717 Legion Road Unit G101  
Chapel Hill, NC 27517

Or you can access the Carolina Outreach Foundation at its website to make a secure donation online: [www.carolinaoutreachfoundation.org](http://www.carolinaoutreachfoundation.org)

If you would like to volunteer for any of the current Foundation programs, or would simply like more information about the Foundation, or have other questions, please call or email Jared Inselmann, Executive Director of the Foundation.

Phone: (919) 933-1560

Cell: (919) 357-7768

Fax: (919) 933-1854

Email: [jaredinselmann@carolinaoutreach.com](mailto:jaredinselmann@carolinaoutreach.com)



## Sister Organization Staff Pledges

Even as North Carolina mental health agencies are being assailed by new service pay schedules that drastically cut state reimbursements, nearly 50% of the social workers at Carolina Outreach, LLC—the Foundation's sister organization—have pitched in to help the Foundation by allocating as much as 5% of their salary to the Carolina Outreach Foundation.

"This kind of giving," co-founder Tim Brooks says, "Is the cornerstone of a philanthropic organization like ours, which is chiefly, at this stage, a grassroots enterprise." With over 70 employees of the social services agency donating each month, there are initial funds, executive director Jared Inselmann explains, "For all of our core programs, such as the Youth Development and Hurdle Help programs. Furthermore, from the perspective of making the Foundation a community-service giant in the future—which entails large donations from corporate and governmental entities—these donations from Carolina Outreach employees lend validity to our fund-raising appeals."

Mr. Brooks discusses the difference between the appearance of philanthropy and the real thing: "It's not just a matter of having a lot of nice-sounding programs in place; it's a matter of putting your money where your mouth is, and we feel that the Carolina Outreach Foundation demonstrates that when employees pitch in to provide financial and volunteer services to promote the Foundation's programs. Big donors trying to distinguish the glitter from the gold will see that our Foundation is the real thing."

