



TOWN OF EXETER, NEW HAMPSHIRE
HUMAN SERVICES
FY 2020

Organization's Name: The KEY Collective Year Founded: 2017
 Address: PO Box 149
 Executive Director/ Board Chair: Kristyn LaFleur/Tanisha Johnson Tax ID Number: 83-2341999
 Applicant Contact: Kristyn LaFleur
 Email Address: kristyn@keycollective.org Phone: 603-498-8791

Organization's Mission Statement:

The KEY Collective envisions every child without the financial means having the same opportunities that are available to their peers, available to them, without any social stigma attached.

Statement of Grant Purpose; e.g. This grant will be used...:

This grant will be used to provide access to out-of-school programming to K-12 students on the Free & Reduced Lunch Program within the SAU16 school district that otherwise would not be able to afford quality out-of-school programming. The need is greater than ever with many of our program partners also struggling to provide scholarship funds.

% of overall services that goes to Exeter residents: 50% (19-20schoolyr)
 # of Exeter residents served: 76 (19-20 school yr)

List all geographic area(s) served by organization: Exeter, Stratham, Brentwood, Kensington
E. Kingston, Newfields Hampton

Brief Detailed description of how the money will be specifically utilized for Exeter residents:

If grant funds are awarded, the funds will go directly to pay for out-of-school programming for our K-12 program participants. The goal is to support small Exeter business (ie. karate studios, art programs, dance studios, etc.) that would also benefit from the financial support.

Amount received from the Town of Exeter (by year) for the last 3 (three) years:

2017 - 0 (first yr applicant) 2018 - _____ 2019 - _____

Total Municipal Contributions in 2019: _____

List each town that contributes and the amount received: _____

Organization's total projected budget for FY 2020: \$ 47,500.00 Amount Requested: \$ 1,500.00

Additional Information Required:

Please supply the following items for a complete application to be considered:

- Provide a narrative, not to exceed two pages in size 12 font
 - Organization's overview
 - Program's impact on Exeter residents
 - Program changes and/ or highlights from the past year

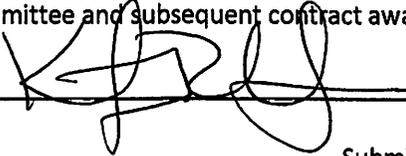
- Complete financial statements (Please note: the organization's 990 may be requested)
 - Operating budget
 - Balance sheet

- Board of Directors List

- 2019 Funding recipients must submit an Annual Report prior to consideration of 2020 application

I certify to the best of my knowledge that the information in this proposal reflects accurate data concerning need and estimates of planned/delivered services. The proposal was considered and approved for submission by the agency Board of Directors on July 30, 2020 (date).

By signing this application the undersigned offers and agrees, if the proposal is accepted, to furnish items or services that is quoted. This agreement is subject to final negotiation and acceptance by the Board of Selectmen and the Budget Review Committee and subsequent contract award.

Director's (or Designee) Signature:  _____ Date: 7-30-20

Submit no later than July 31, 2019:

Town of Exeter
Town Manager
10 Front Street
Exeter, NH 03833

The KEY (Key to Empowering Youth) Collective

The KEY Collective was started in 2017 as a result of a grant awarded by Exeter Hospital through their Suicide Prevention Grant Initiative to establish the Key Collective and the #areuin? card program.

The #areuin? card program streamlines the eligibility process for obtaining scholarships and discounts for programs offered to students in youth sports and other related activities. By using the Free & Reduced Lunch program eligibility criteria, as well as validated referrals by school staff as financial income eligibility for the program, the need for program partners to verify income for each applicant is eliminated.

This program was started to give our region's students access to other programs, services and goods that they might typically not have access to due to financial constraints. The program partners with local organizations to offer free or significantly reduced memberships, services and/or goods to these vetted students.

The desired outcome is to have this group of students feel as though they have the same opportunity as their peers with financial means, without having to experience the stigma of going through the red tape to be eligible for the programs and services our partners offer. Streamlining the verification process is important as it reduces the stigma and social barriers to accessing a number of programs such as sports, arts and other community initiatives.

Below are highlights of the program's pilot year:

- Of the 525 SAU16 students reached, 165 students signed up for the #AreUin? Card (30%)
- Of the 165 card members, 61 enrolled in a program (40%)
- In October 2017, the program was nationally recognized by the Aspen Institute as 1 of 7 emerging grassroots programs in youth sports at the Let's Play Summit in Washington, DC. https://www.youtube.com/watch?v=n_PF9rekzHs&index=6&list=PL7fuyfNu8ifORqTTDhm5AciCwjH44NLy

As of today, we have grown to support 2 school districts and partner with 15 programs/organizations, and we are still growing. We have reached approximately 450 in-need youth in our region, offering them an easy way to access free and reduced out-of-school programming.

In the 2019-2020 school year, 50% of our members were Exeter residents participating in Exeter area programs. As we move into our 4th year of programming, we expect to increase both the number of Exeter members, but also the number of Exeter partners.

The KEY Collective has been fortunate to be supported by organizations such as Exeter Hospital, The Baumann Foundation, Target, Kennebunk Savings, Delta Dental, Exeter Area New Car Dealers & the Exeter Area GFWC, to name a few. During such an economically-challenged time as this, the Town of Exeter's support is crucial to the impact a program like this has to Exeter's Free & Reduced Lunch student population. Thank you very much for your consideration and time.

**The KEY Collective's Operating Budget
7.1.20 - 6.30.21**

7/1/2020 - 6/30/2021

Projected Operational Costs	Budget	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Total Expenses	Balance
Personnel	\$ 31,200.00													\$0.00	\$ 31,200.00
Student Scholarship Funds	\$ 15,000.00													\$0.00	\$ 15,000.00
Events/Public Relations	\$ 250.00													\$0.00	\$ 250.00
Marketing/Communication	\$ 1,000.00													\$0.00	\$ 1,000.00
Supplies	\$ 500.00													\$0.00	\$ 500.00
Postage/Mailing	\$ 500.00													\$0.00	\$ 500.00
Travel	\$ 1,000.00													\$0.00	\$ 1,000.00
Technology/Software	\$ 250.00													\$0.00	\$ 250.00
Equipment	\$ -													\$0.00	\$ -
Business Fees & Expenses	\$ 500.00													\$0.00	\$ 500.00
Conferences & Education	\$ 500.00													\$0.00	\$ 500.00
Other	\$ 500.00													\$0.00	\$ 500.00
Total Expenses	\$51,200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00								\$0.00	\$51,200.00

Anticipated Revenue Sources	Projected Income	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Total Income
Exeter Hospital Suicide Prevention Grant*	\$ 30,000.00													\$0.00
Federal/State Grants	\$ 3,000.00													\$0.00
Business/Corporate Grants	\$ 3,000.00													\$0.00
Foundations/Endowments	\$ 6,000.00													\$0.00
Donations	\$ 2,000.00													\$0.00
Signature Fundraising Event	\$ 7,500.00													\$0.00
														\$0.00
														\$0.00
														\$0.00
Total Revenue	\$51,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00								\$0.00

Exeter Hospital Grants are currently suspended as of June 2020*

The KEY Collective
Balance Sheet
As of June 30, 2020

	<u>Jun 30, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash - TD Bank - Checking	6,843.87
Total Checking/Savings	<u>6,843.87</u>
Total Current Assets	<u>6,843.87</u>
TOTAL ASSETS	<u><u>6,843.87</u></u>
LIABILITIES & EQUITY	
Equity	
Unrestricted Net Assets	12,822.18
Net Income	<u>-5,978.31</u>
Total Equity	<u>6,843.87</u>
TOTAL LIABILITIES & EQUITY	<u><u>6,843.87</u></u>

The KEY Collective's Board Members

1. **Tanisha Johnson, Branch Director, Exeter Area, YMCA**
President
78C Linden Street Exeter, NH 03833
603-642-3361
2. **Karen Monaco, Womenade of Greater Squamscott Board Treasurer**
Treasurer & Secretary
27 Gifford Farm Road Stratham, NH 03885
603-778-3814
3. **Karen Lazerowich, Graphic Designer**
Board Member
20 Willowbrook Drive Rye Beach, NH 03871
603-498-1058
4. **Jeanne Pierce, Director of Food Services, SAU 16**
Board Member
35 Orchard Road Wolfeboro, NH 03894
603-775-8449
5. **Jaime Sawler, Director of Student Services, SAU 16**
Board Member
10 Gifford Farm Road Stratham, NH 03885
603-395-2444