



File photo  
**Cleveland Avenue Homes will be transformed if the Housing Authority of Winston-Salem can successfully get a Choice Neighborhoods Implementation Grant.**

# City and HAWS try for grant to transform Cleveland Avenue Homes

BY TODD LUCK  
 THE CHRONICLE

In a last-minute move, the City of Winston-Salem and the Housing Authority of Winston-Salem have once again applied for a \$30 million Choice Neighborhoods Implementation Grant to transform Cleveland Avenue Homes and New Hope Manor.

This is the third year that the city and HAWS has applied for the grant from the U.S. Department of Housing and Urban Development. This time, HAWS is working with McCormack Baron Salazar, a national firm that specializes in

revitalizing urban neighborhoods with a history of receiving and implementing Choice grants. HAWS was planning to apply next year, but while working with McCormack Baron Salazar, it became clear there would be far less competition for the grant this year than next. So to meet a midnight deadline, HAWS and its partners made a presentation to the City Council to get its support during its Monday night meeting, Sept. 17.

To apply for the grant, HAWS is required to partner with the city, which is responsible for "communi-

ty improvement" projects in the area like roads, streetscapes and parks. The project proposes replacing "distressed" public housing units with "high quality mixed income units" and some housing vouchers. McCormack Baron Salazar would act as property manager with national nonprofit Urban Strategies coordinating services there. Current residents would not lose housing or services if the grant is successful. This sort of item would usually be vetted in committee, but the deadline didn't allow for that.

To make the application

more attractive, the grant area was expanded to include Happy Hill, Winston-Salem State University and Innovation Quarter. The project is in the East and Northeast wards. Mayor Pro Tempore Vivian Burke, who represents the Northeast Ward, wanted assurances that the grant would only be used for Cleveland Avenue Homes and New Hope Manor and threatened to nix the measure if she wasn't convinced of that commitment.

"I hope we are committed and that we know it is important to keep our

word," she said.

Language was changed to make it explicit that the grant application was for those two developments. If accepted, HUD would only allow the money to be used for the project described in the application.

City Council Member Derwin Montgomery, who represents the East Ward and is also co-owner of The Chronicle, said expanding the grant area allows the investments the city has made in those areas, including downtown development and the rehabilitation of Union Station and Happy Hill Park, to be used

to leverage millions in funding for Cleveland Avenue Homes.

"For the first time, for many people, this will be the opportunity where they see firsthand where investments in central Downtown Winston-Salem directly benefits residents outside of Downtown Winston-Salem," he said.

After Burke's concerns were addressed, the item passed the City Council unanimously.



(Above) FOX 8's Katie Nordeen interviews third-grader Tamarion Dixon about what he loves at school, with mom Arneishia Dixon and kindergarten Kingston Hall looking on.

Submitted photos  
 Raising Every Child kick-off program participants are shown. Front row (left to right) are Campaign Co-chairs William B. Reingold and Peggy Reingold; former Head Start parent Renee McIntosh; FOX 8 news anchor Katie Nordeen; former Head Start parent Arneishia Dixon; Greg Brewer, president of Right at Home of Winston-Salem. Back row (left to right) are kindergarteners Kingston Hall and Diamond Hall; and third-grader Tamarion Dixon.

# Family Services launches fundraising campaign

SPECIAL TO THE CHRONICLE

Family Services, a nonprofit organization, launched its Raising Every Child capital campaign in order to address Forsyth County's immediate needs of the most vulnerable population, children from birth to age 5.

The goal for Raising Every Child is \$3.75 million.

Since November 2017, the campaign has raised \$2,811,027 or 75 percent of its goal from community foundations, businesses and private donors. Now, the organization is asking the community to help close the opportunity gap and give every child the start they need to succeed in school and life.

"Studies show that the first five years of a child's life are a time of rapid brain development – a once-only window of opportunity when a child's mind becomes wired for success (or hardship) that will last into adulthood," said Bob Feikema,

president and Chief Executive Officer of Family Services, said on Sept. 12. "Children who do not have access to quality pre-K programs and services start behind and constantly struggle to catch up. Too many in Forsyth County never catch up."

The Raising Every Child campaign will expand and fund several projects, including:

- \*Repair and improve existing classrooms at Sarah Y. Austin Child Development Center and add five additional preschool classrooms to increase the number of 3- and 4-year-old children served by over 300.

- \*Provide 100 teachers in 50 classrooms with training, coaching and mentoring in how to address the behavioral and emotional challenges of 3- and 4-year-olds

- \*Partner with Wake Forest Baptist and Imprints Cares to expand physical, social, and emotional health services to 1,500

young children and their families annually

- \*Establish the foundation for a county-wide engagement campaign, The Pre-K Priority, to make high quality Pre-K programs available to all four-year-old children in Forsyth County

In Forsyth County, more than 8,000 children, age 5 and under, are growing up under the constant stress and pressures of living in poverty. More than half of the children who enter kindergarten in Winston-Salem/Forsyth County Schools are at risk of falling behind, particularly in reading, from the first day they start school. In addition, a 2017 Harvard University study ranked Forsyth County one of the worst counties in the United States in helping poor children up the income ladder.

Studies show that these children can benefit from high quality early childhood development programs. Current Family

Services programs are working and improving those numbers, yet limited public funding is not meeting the needs of all preschoolers who are eligible. The organization needs additional funds to expand, collaborate and impact more children and their families than ever before.

"We must build a community culture that views this as critical to the future vitality of Forsyth County," said Bill Reingold, campaign co-chair along with wife, Peggy Reingold. "Every child deserves the chance to reach his or her full potential. The future of our community depends on making this possible. The sustained success of this crucial endeavor requires a nurturing community. And for that to happen, we must come together as never before to expand these powerful, proven solutions."

For more information, go to <https://familyservicesforsyth.org/>.

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