



KETCHIKAN GATEWAY BOROUGH

1900 First Avenue Ketchikan, Alaska 99901

GRANT REQUEST

Amount requested: \$ 17,000

- Other Financial Commitments (total in-kind/cash match, other agency funds, etc.):
- KWC memberships; City of Ketchikan; Drug Free Communities Support grant; State of Alaska Comprehensive Behavioral Health Prevention and Early Intervention grant; National Council on Alcoholism and Drug Dependence; in kind contributions representing close to \$27,000 in terms of finance management and rent contribution from landlord.
- Other Funds Required (not yet committed/identified):

Program/project title:

ORGANIZATIONAL INFORMATION

Organization name: Ketchikan Wellness Coalition

Address: P. O. Box 23167

City: Ketchikan

State: Alaska

Zip: 99901

Telephone: 907-225-9355

Fax: 907-247-5463

E-mail: kevin@ktnkwc.org

Executive Director: Kevin Gadsey Telephone: 907-225-9355

Name of contact person: Kevin Gadsey Title: Executive Director

Telephone: 907-225-9355

Cell phone: 907-220-1935

Total organization budget for current year: \$ 381,490

Date of incorporation: November 30, 2009

Is your organization tax exempt under section 501(c) (3) or other sections? If no explain:

The Ketchikan Wellness Coalition is a 501© (3) organization.



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Which of the following Ketchikan Gateway Borough areawide powers does your project address (check one)? We cover two.

- | | |
|--|---|
| <input checked="" type="checkbox"/> Economic Development | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Transportation | <input checked="" type="checkbox"/> Education |
| <input type="checkbox"/> Other (specify) | |

Staff composition in numbers

Paid full-time: 3

Paid part-time:

Volunteer: 74

Interns:

Other:

Total 77 including volunteers; 3 fulltime paid staff

Detail the purpose(s) of your request with justification and explanation

(For the following, use additional pages as needed)

The mission of the KWC is to establish Ketchikan as a healthy, vibrant community that people choose to live in and move to. The concept of the Ketchikan Wellness Coalition grew out of the Compass II survey conducted in Ketchikan in 2006. At that time many serious health issues such as substance abuse, suicide and student drop-out rates were identified by community members and that led to the formation of the first five task forces. The KWC serves as a non-profit umbrella for the now nine independent task forces. Each task force has its own mission, vision and each task force consists of various agencies, individuals and other entities allowing for great diversity. The nine task forces are:

- | | |
|--|------------------------------|
| • Tongass Community Foods Alliance | Financial Foundations |
| • Seeking Community Homeless Solutions | Behavioral Health |
| • Building a Healthy Community | Substance Abuse Prevention |
| • Promoting Respectful Relationships | Strengthening Cultural Unity |
| • Empowering Youth | |

Each task force is highly involved in the community. For example, the TCFA is well known for sponsoring the Farmer's Markets; Financial Foundations offers workshops on financial literacy and also sponsors the Mad City Money budget planning activity for Kayhi students; the PRR sponsors such community wide events as One Billion Rising and Steps for Change to reduce



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interpersonal violence and raise awareness, and the Behavioral Health task force just concluded an extensive behavioral health community survey that will offer many positive outcomes for future planning in Ketchikan. And, of course, many in the Borough are aware of the efforts of the Substance Abuse Prevention task force, and the DFC grant Project Director Terrence Robbins, to help educate the community about the issues of tobacco and marijuana.

In addition to the nine task forces, the Ketchikan Wellness Coalition has been awarded three major grants: the Drug Free Communities Support grant; the State of Alaska Behavioral Health Prevention and Early Intervention grant and the Tobacco Prevention grant administered by the National Council on Alcohol and Drug Dependence.

As a consequence of this success, it was necessary to establish a fulltime Executive Director position to oversee and coordinate these extensive KWC activities and commitments. Thus, our grant is requesting support to help cover the critical position of the ED. Attached please find a copy of the Executive Director's job description. Essentially, the ED supervises all grant staff, coordinates all of the functions of the nine task forces, researches funding opportunities and works closely with the Governing Board to manage day to day operations.

We are fortunate at this time to have Kevin Gadsey as our Executive Director as he brings a wealth of talent and experience as evidenced by the attached resume'. Kevin recently conducted a staff retreat where he outlined an ambitious plan for his duties, which include expanding fundraising and marketing activities.

Statement of measurable goals and objectives of project(s) or program(s):

Over the course of the next year, KWC will be focusing on increasing community collaboration and engagement. Included in this focus is increasing membership on individual task forces through improved outreach, as well as working to identify the impact and indicators of success for the Coalition.

Goal: Increase community engagement of the KWC as evidenced by increasing awareness of and participation in KWC programming, and by acquiring at least two new community partners.

Activities needed to meet the goal:

- Distribute KWC quarterly newsletters to members, community partners, government bodies
- Monthly radio interviews with KRBD, KFMJ, KTKN
- Community presentations highlighting current data on condition of the community, available services, and topics determined by community need
- Participate in a strategic plan to help identify if our structure and task forces are meeting the needs of the community.



KETCHIKAN GATEWAY BOROUGH

1900 First Avenue Ketchikan, Alaska 99901

- Update KWC website and social media networks with current data, upcoming events, and new resources
- Participate in annual health fair
- Conduct nine monthly task force meetings, and one Board meeting
- Host one formal facilitation and one leadership training for KWC staff, members, and community members.
- Conduct annual coalition evaluation for continuous quality improvement
- Host at least 4 Wellness Workshops on topics identified by community needs

In addition to this broader, organizational goal, the nine task forces will each work on their targeted focuses and activities, including the following continuing projects:

- Implementation of a comprehensive community assessment on the behavioral health needs of the community
- Development of a community garden plan
- Mad City Money (an educational tool for teaching youth how to manage money)
- Financial presentations and educational opportunities for youth and adults aimed to increase financial literacy
- Engaging in community and state marijuana regulation activities, including responsible policy development
- Positive Community Norms campaign aimed to reduce underage drinking
- Development of a Youth Advocacy Group whose primary goal is to reduce youth substance use
- Implementation of a community homeless plan leading to a comprehensive homeless shelter and better collaboration among homeless service providers
- Tobacco cessation policies and education



KETCHIKAN GATEWAY BOROUGH

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Are there other projects related to or dependent on this project? Is this project dependent on other activities or actions? If yes, describe projects, actions or activities specifying phases where appropriate.

The KWC has been awarded a Federal Drug Free Communities Support Grant, a State of Alaska Comprehensive Behavioral Health Prevention and Early Intervention Grant and a Tobacco Prevention grant under the auspices of the National Council on Alcoholism and Drug Dependence. KWC has two staff people to manage the day-to-day operations of these grants. Money awarded by the Ketchikan Gateway Borough has been used as required matching funds to qualify for these grants.

Additionally, it has been clearly described how critical the overall operations of the Ketchikan Wellness Coalition depend upon the position of the Executive Director. We are able to combine resources from multiple sources to compensate this vital position and to attract a fully qualified individual to serve in the capacity of the ED.

Discuss project management and qualifications.

Included please find a summary of the resume' of Executive Director Kevin Gadsey. Kevin is well known to the Ketchikan community for his years of service as the Program Director of SAIL, Inc. Also included is a brief resume' of the KWC Governing Board Chair:

Trish Hoover, Chair

Patricia (Trish) Hoover is a 34+-year resident of Ketchikan. Trish has run a successful real estate appraisal business for the last 25 years, and has been in the appraisal business since 1983 in Ketchikan. After moving to Ketchikan in April of 1981, Trish was drawn to the spirit of volunteerism in this community, and has been involved with a diverse number of organizations: Ketchikan Area Arts and Humanities Council, Southeast Symphony, Christmas in April (Rebounding Together), Ketchikan Youth Court, Southern Southeast Alaska Building Industry Association, and the Ketchikan Wellness Coalition. Trish is currently the facilitator of the Suicide Prevention Task Force (SPEAK), and the chair of the Ketchikan Wellness Coalition.

- SE Symphony, Vice-President – 1983-1985
- Christmas in April, Chair – 1999-2002
- SSEABIA, Associate Vice-President, 2009-2011
- Ketchikan Wellness Coalition, Chair – 2011-present

Kevin Gadsey, Executive Director

Kevin Gadsey returned to Ketchikan in January 2015 after earning top honors in the National University of (Galway) Ireland's Master of Public Advocacy and Activism degree, completing his thesis and internship in inner city Baltimore, and working as a government advocate for people with disabilities at the Missouri State Capitol. From 2007-2013, Gadsey served as the local



KETCHIKAN GATEWAY BOROUGH

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program director for Southeast Alaska Independent Living, facilitating many advocacy campaigns for accessibility and state funding in addition to providing counseling and solutions to hundreds of Ketchikan residents with disabilities.

Past involvement and accolades include:

- Ketchikan Rock Star (one of 50) – 2009 Independence Day Parade
- Statewide Independent Living Council – 2008-2011 – Governor-appointed position
- Rainbird Award, Ketchikan Visitors Bureau – 2011
- Ketchikan Youth Initiatives, Board President – 2010-2012
- Ketchikan Lions Club Member – 2010-2013

Attachments: *(Please attach in order listed below)*

Cover letter

Cover letter

Finances

- Audited financial statement for the last fiscal year, if available, or form 990.
- The current year operating budget - to include your project expenses and revenues.
- Annual Salary for Executive Director
- List all contractors that are expected to be paid more than \$2,500 per year, and purpose for payment.
- List any funding paid to organizations or entities outside the corporate boundaries of the Ketchikan Gateway Borough, including parent organizations, and the purpose for payments.
- A proposed program budget (with narrative)
- A list of other agencies that funded your organization in the last fiscal year, including amounts contributed.



KETCHIKAN GATEWAY BOROUGH

1900 First Avenue Ketchikan, Alaska 99901

- What is the annual cost and long-term operation and maintenance costs of this project? Provide backup material.
-

Other Supporting Materials

- A verification of the organization's or fiscal agent's tax-exempt status under section (c) 3 of the IRS code.
- A current list of the governing board.
- Letters of support, Resolutions, and/or reviews (if applicable).
- What state and/or federal compliance requirements will this project satisfy or correct?
- How will the project improve the economic environment?
-

How will the project improve the economic environment? Each of the nine task forces contributes substantially to improving the economic environment. Let's review a few examples:

1. The Financial Foundations task force promotes financial literacy including budget planning workshops, activities for youth such as Mad City Money, and opportunities for individuals to learn how to strengthen their credit scores.
2. The Promoting Respectful Relationships task force has a detailed Interpersonal Violence prevention plan to help reduce the incidences of domestic violence and sexual assault, thus creating a safer community.
3. The Seeking Homeless Solutions task force is working to develop a comprehensive one stop shop plan to help reduce homelessness by providing resource referrals and intervention.
4. The Tongass Community Foods Alliance offers workshops such as Seed Exchange, home gardens and Farmer's Markets that encourage buying local produce.
5. The Substance Abuse task force is working diligently to prevent substance use among youth in particular as a way to build protective factors early and give youth the tools to avoid substance abuse. They are also planning an in-depth training and education program for parents to support themselves and their children.

It can truly be said that all of the task forces, as well as the particular State and federal grants administered by the KWC, serve the purpose of contributing to a stronger, more diverse and resilient local economy.



Ketchikan Wellness Coalition
P.O. Box 23167
Ketchikan, AK 99901
907-225-9355(WELL)

March 11, 2016

RE: Ketchikan Gateway Borough Grant 2017

BUDGET NARRATIVE

Total request \$17,000

\$17,000 – Executive Director Salary

This amount represents essentially less than one third of salary and taxes of the Executive Director position, and is equivalent to \$1250 a month. The balance of the salary is paid through the State, federal and City of Ketchikan grants as administrative overhead expenses. This position is responsible for the overall administration of the Ketchikan Wellness Coalition including oversight of the nine task forces, supervision of the staff for two State and one federal grant, and day to day operations.

Kevin B. Gadsey

320 Bawden Street, Unit 614 – Ketchikan, AK 99901
(907) 220-1935 – kevin@gadsey.com – www.gadsey.com

Work Experience:

Jan 2016-Present Ketchikan Wellness Coalition – Executive Director
2015 Paraquad, Inc. – Government Affairs Coordinator
* Lobbyist to Missouri State Legislature for disability issues
2004 – 2013 Southeast Alaska Independent Living – Independent Living Advocate
* Ketchikan Office Director and/or Team Lead
* Vulnerable Adult Abuse Prevention Trainer
* Americans with Disabilities Act Trainer Network Member
* Rural Outreach Coordinator/Grant Manager (2005-2008)
* Regularly testified to government committees and met with legislative/bureaucratic representatives and their staff

Education:

National University of Ireland, Galway, Class of 2014
* Master of Arts in Public Advocacy and (Social) Activism
* Graduated with highest average among classmates
* Earned First Class Honors on final thesis examining the leadership and strategies of the Nashville Sit-ins of 1960, and in 9 of 11 modules, including a mark of distinction in Organizational Leadership/Management
University of Southern Indiana – Class of 2001
* Major: Print Journalism; GPA: 3.8/4.00 in final two semesters

Skills & Abilities:

Grant and project management – Oversaw 200-page community transportation plan that brought funding for 5 new city buses
Strong writing ability – Storytelling, informative, or persuasive communications specifically for a target audience
Meeting public officials – Was credited publicly on the AK House floor by a representative as having convinced him to support transit
Excellent team and leadership skills – Fostered local and state movements to improve transit, youth programs, and sidewalks
Strong teaching ability – Includes all participants in the learning process via consensus-based facilitation and discussion
Event management – Directed 13 separate events, dinners, auctions and fundraisers hosting 50 to 350 people
Strong knowledge of PC/Mac, MS Office, Wordpress, Social Media

Recognitions:

2013 – Received Mayoral Proclamation and Feature News Article in local paper before leaving Ketchikan to pursue degree
2011 – Rainbird Award from the Ketchikan Visitors Bureau
2009 – Honored as one of 50 Ketchikan “Rock Stars” (people who had made a difference in the community) in July 4th Parade
Boy Scout Awards: Eagle Scout, Vigil Honor, and Founders Award

Volunteer Service:

Alaska Statewide Independent Living Councilmember (2008-2010)
* Vice-Chair and Secretary one year each, Governor-appointed Board President of Ketchikan Youth Initiatives (2010-2011)

Ketchikan Wellness Coalition
Position Description
Executive Director
Full-time position: 40 hours/week
Supervised by KWC Governing Board
Salary: \$2,900-\$4,000/month

Introduction:

The purpose of the Executive Director is to administer, build capacity, and manage the day-to-day functions of the Ketchikan Wellness Coalition.

Duties and Responsibilities:

The following statements are illustrative of the essential functions of the job and do not include other nonessential or peripheral duties that may be required. The Executive Director will lead and coordinate Coalition members as directed by the KWC Governing Board.

1. Recruit KWC members
2. Manage internal KWC communication, such as recording and distributing meeting minutes and sending meeting reminders
3. Communicate with local media to keep community abreast of what KWC is doing
4. Research funding opportunities for general operating expenses and task force needs
5. Maintain KWC website
6. Make KWC Presentations as directed by KWC GB
7. Track completion of goals by taskforces. Help taskforces create goals that are specific, measurable and attainable as requested
8. Assist taskforces in gathering statistics to be used for project focus, evaluation of project outcomes and availability of potential grant funding
9. Take minutes at task force meetings as requested
10. Provide support to task forces for special events as directed by the GB
11. Assist taskforces in organizing and implementing special projects and fund-raising events, as needed.
12. Assist in the KWC's ongoing Community Survey process as requested, duties may include compiling data on spreadsheets or Word, research local information, assembly, printing survey for presentation to the community.
13. All other duties as directed by the KWC Governing Board

Skills, Knowledge, and Abilities:

1. Ability to communicate professionally in writing and verbally over the telephone and in person in a positive and clear manner, frequently presenting in front of groups.
2. Ability to manage multiple tasks and projects simultaneously.
3. Ability to work independently with minimal supervision and to prioritize assignments.
4. Ability to maintain confidentiality of all program and organization operations, Coalition members and staff.

Qualifications:

Experience: A Bachelor's degree or Associates Degree and two years of relevant experience.

Training: Equivalent to two years experience in communications, coalition building, non-profit services, policymaking, health services, public education experience or a directly related field or in the performance of similar duties and responsibilities.



Ketchikan Gateway Borough
Finance Department
1900 First Avenue
Ketchikan, AK 99901

March 11, 2016

Dear Grant Committee:

The Ketchikan Wellness Coalition Governing Board is respectfully requesting a grant in the amount of \$17,000.00 to continue to fund the Executive Director position for the KWC. The KWC greatly appreciates the vital support from the Ketchikan Gateway Borough which has allowed us to expand the role of our Executive Director, leverage important grants from the State of Alaska and federal government and attract quality leadership to oversee our extensive involvement in the Ketchikan community.

The endeavors of the Ketchikan Wellness Coalition have reached a new level which now includes nine independent task forces: Promoting Respectful Relationships, Strengthening Cultural Unity, Empowering Youth, Cost of Substance Abuse, Building a Health Community, Financial Foundations, Tongass Community Foods Alliance, Behavioral Health, and Seeking Community Homeless Solutions. In addition to the nine task forces, the KWC administers three major grants: the Drug Free Communities grant, the Comprehensive Behavioral Health Prevention and Early Intervention grant, and the Tobacco Prevention grant. Clearly, the extensive work of the KWC requires the leadership of a strong Executive Director to oversee its growth and to supervise the growing staff required to implement the grants.

The Executive Director provides administrative support to the task forces by tracking and coordinating projects, as well as integrating specific goals with those of the KWC as a whole. Additionally, this position has enabled the KWC to maximize resources through coordination with private, for-profit and non-profit groups, as well as government organizations, helping to eliminate redundancy in services.

The KWC also has a core group of about 74 volunteers serving on various task forces who dedicate many hours to education and programs that provide many benefits to the Ketchikan community. The Executive Director is a vital link to our many volunteers.

The Ketchikan Wellness Coalition is thankful for our growth and success and hopes that the Borough will continue to support our efforts.

Thank you for your consideration for our grant request. Should you have any questions, please feel free to contact Trish Hoover, 617-4292, or email at hooveretal@kpunet.net.

Respectfully,

Patricia (Trish) Hoover, President, KWC Governing Board



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CURRENT SOURCES OF FUNDING

Drug Free Communities federal grant	\$125,000
Comprehensive Behavioral Health Prevention DHHS State grant	\$150,000
NCADD State grant	\$64,000
Ketchikan Gateway Borough	\$14,100
City of Ketchikan	\$13,000
Corporate donations	\$2400
KWC Memberships	\$450

KWC Budget 2015

Ketchikan Wellness Coalition		
2016 Budget		
Income	2016 Budgeted	
Balance Forward	\$5,127.14	
Fund raiser Contributions	\$5,000.00	
Contributions - Individuals	\$1,500.00	
Contributions - Business/Org	\$5,000.00	
Misc. Income/Interest Income	\$50.00	
Grants-KCG/KGB/Other	\$30,000.00	
DFC Grant 2015	\$125,000.00	
NCADD Grant 2015	\$64,000.00	
AK CBHI Grant /2015	\$150,000.00	
2013 Grant Reimbursements	\$0.00	
Totals	\$385,677.14	
Expenses		
Accounting/Bookeeping/Audit	\$6,000.00	
Advertising	\$1,000.00	
Taskforce Events/Programs	\$750.00	
Fundraising Expenses	\$500.00	
Insurance - D/O, GL, WC	\$3,700.00	
License/Permits/Membership	\$1,000.00	
Promotional Materials	\$1,500.00	
Office Exp/Postage	\$3,500.00	
Phone/Internet	\$1,440.00	
Admin Transfer to KWCS	\$100.00	
Salary - KWC Ex. Director	\$46,200.00	
Salary Taxes	\$4,500.00	
DFC Grant Expenses	\$122,500.00	
AK CBHI Grant Expenses	\$136,800.00	
NCADD Expenses	\$52,000.00	
Training	\$0.00	
Totals	\$381,490.00	\$0.00



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KETCHIKAN WELLNESS COALITION GOVERNING BOARD

Trish Hoover, Chair

Diane Gubatayao, Treasurer

Renee Schofield, Secretary

Cindi Byrd, Member

Aftan Lynch, Member

Susan Walsh, Member

Carl Webb, Member

Karen Eakes, Member-at-Large

KETCHIKAN WELLNESS COALITION

LIST OF CONTRACTORS RECEIVING OVER \$2500 COMPENSATION

<u>CONTRACTOR</u>	<u>PURPOSE</u>
Ketchikan Gateway Borough School District	Data sharing, curriculum
Full Circle Media	Template development, marketing, data reports for Behavioral Health grant
Prime for Life	Community training and education through Drug Free Communities grant
KAAHC	Art/health connection and collaboration
Max Mercer	BH grant Task Force strategic planning