



Organization	LakewoodAlive
Organization Type	Not-For-Profit
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Project/Program Name	Housing Outreach Services
Total FY26 Project Budget	\$373,025
FY26 CDBG Funding Request	\$50,525

LakewoodAlive
Housing Outreach Services Program
CDBG Eligibility Criteria

LakewoodAlive's Housing Outreach Services Program satisfies the following eligibility criteria and is therefore suitable for CDBG funding consideration.

CDBG National Objective

Low-Moderate Income Limited Clientele (LMC): Activities that benefit either a specific group of persons at least 51% of who are documented as low-moderate income or a clientele presumed by HUD to be principally low-moderate income (e.g. battered spouses, senior citizens).

CDBG-Eligible Activity Category

Public Services: The provision of public services including labor, supplies, materials, and the pro rata share of the facilities where these services are provided.

HUD-Designated Performance Objective

Create Suitable Living Environments

HUD-Designated Performance Outcome

- Availability
- Accessibility

I. ABSTRACT

LakewoodAlive is a 501 (c) 3 community development organization. Our mission is to serve as a community centered non-profit that fosters and sustains vibrant and welcoming neighborhoods. We accomplished this work with residential and commercial that holistically complement one another and further strengthen Lakewood's neighborhoods.

The primary goal of the program is to ensure that all residents have access to healthy and safe housing with a primary focus on low-to moderate-income households. We assist and educate resident with : 1) housing code compliance; 2) connections to financial assistance programs and bank products that are available to address exterior (and in some cases interior) housing maintenance issues; 3) offer educational and volunteer assistance to low-to-moderate income households in order to address housing maintenance and lead based paint hazard issues; and 4) provide direct services including but not limited to bed bug support and aging in place assessments.

In Lakewood, 80% of our housing stock is 90 years or older. We serve between 350-400 people annually and 80-90% of those residents are low-moderate income, on average. While LakewoodAlive serves all residents of all ages, the percentage of our clients who are seniors has increased from 40% to 70% since 2017 and demand continues to grow. Within that population, 60% of our senior clients are female head of household.

In summation, we have a significant number of low-income, elderly women living in homes they struggle to navigate (very few first floor bathrooms and bedrooms) with significant deferred maintenance and rising property taxes and inflationary pressures.

II. PROJECT NARRATIVE

1. Community Needs Addressed/Service Gaps Filled

Lakewood's housing stock is the community's most important asset and is known as Lakewood's economic lynchpin. LakewoodAlive's Housing Outreach Program is city-wide, and the only program of its kind in the community. Our program's design seeks to work one-on-one with residents throughout the entire process of home repair and improvement projects. Our goal is to ensure strong housing stock and safe environments for the folks who live inside. Our trained staff educates, empowers and listens to residents to address both interior and exterior issues in their property, helping to maintain and sustain healthy and safe homes. LakewoodAlive provides proactive assistance to help low- to moderate-income homeowners to avoid prosecution and aid them in connecting to resources to assist them to correct any cited or potential health, safety or code violations.

LakewoodAlive believes in the importance of personal, face-to-face interaction which is critical to the success of the program as this communication helps build trust and establishes a relationship between the homeowner and key staff members. We meet with individuals at their home to review maintenance issues and help identify resources to make necessary repairs. Our housing staff has developed a wide range of resources and work diligently to be able to connect clients to appropriate resources. LakewoodAlive partners with many City of Lakewood departments (Building and Housing, Planning and Development Division of Community Development, Office on Aging, Lakewood Municipal Court and City Prosecutor, Neighborhood Paramedic among others), CHN Housing Partners (formerly Cleveland Housing Network), Lakewood Community Services Center (LCSC) and other agencies to provide residents access to comprehensive housing services.

Services	July 1, 2024 - June 30, 2025	Financial Impact	Lifetime of Program 2010-2025	Financial Impact
Office Visits/Phone Calls/Email <i>(unduplicated, does not reflect that most clients require multiple contact points)</i>	Total: 803 Unduplicated Clients Contacted: 417	N/A	5,530	N/A
Home Visits <i>(unduplicated, does not reflect that most clients require multiple contact points)</i>	Total: 311 Unduplicated Clients Visited: 176	N/A	2,446	N/A
Paint Program	Total Approved: 7 Total Completed: 8	<u>Completed Projects</u> Grant Amount: \$36,309 Project Cost Amount: \$68,192	160	\$716,353
Volunteer Projects	32*	\$15,300	422	\$354,387
	Workshops	Participants	Average Attendance	
Educational Series	9	146	16	

2. Primary Goals & Objectives

Through various programs identified below, provide housing services to 1,000 people (many clients are duplicated as they require multiple contacts and received different services throughout the year) to assist with maintaining and sustaining the housing stock of the community, with a primary focus on health and safety issues and affordability.

3. Program Design, Uniqueness & Innovation

LakewoodAlive is one of only five inner-ring community development corporations in the Cleveland area, the only one on the west side, and the first established as a non-profit (not housed within city government) focused on both residential and commercial programs.

The program addresses the following needs:

- 1) Aging housing stock requires continued maintenance (more than 80% is 90 years or older)
- 2) Low-moderate income and senior (not always mutually exclusive) residents lack access to resources including financial programs, volunteers, and home maintenance education. This population as a percentage of clients served has grown dramatically in the last 5 years.
- 3) Advocating for low-moderate income residents for access to healthy and safe housing
- 4) Coordination with the City of Lakewood's many housing-related departments, Municipal Court, and non-profit housing partners including Lakewood Community Services Center to highlight available resources and provide easy access to them.
- 5) Filling gaps that neither government nor the private sector is able or willing to fill regarding housing stock.

The Housing Outreach Program Services are as follows:

- Community Engagement leading to utilization of most sub-programs below
- Paint Lakewood Program
- One-on-one client meetings
- Bed Bug Program

- Aging In Place home assessments for aging senior citizens (age 62 and above, Project Safe Senior)
- Smoke alarm installations
- Support City of Lakewood rebate and deferred loan programs including client intake, contractor coordination and completion for projects like furnace, hot water tanks, roof and porch replacement, etc.
- Hoarding assistance and support with partner organizations
- The Lakewood Tool Box: a tool lending library for Lakewood residents
- Knowing Your Home educational series
- Volunteer project coordination
- Contractor referrals
- The Lakewood Pride Fund-a loan guarantee program supporting health, safety and code compliance improvements
- Snow shoveling program for seniors
- Identifying partner organization programs to assist clients

LakewoodAlive staff work diligently to assess each resident's needs and then triage each situation, often complex, to determine which service and /or partner we can connect them to. We are seeking more residents, especially seniors, dealing with hoarding, broken or barely functioning furnaces and hot water tanks, roofs and chimneys that need repaired or replaced, leaky plumbing, and so much more. As our housing stock ages, and the people within also age, the need to serve and support grows only stronger. Holding clients' hands, walking them through every step of a process and then working to fund these critical improvements in partnership with the Division of Community Development has been critical and the needs are only growing.

4. Target Population

Low-moderate income households

5. Geographic Service Area

The City of Lakewood

6. Services Provided & Delivery Strategy

LakewoodAlive Paint Program "Paint Lakewood": Request \$75,000 (Separate CDBG Fund)

Paint Lakewood is a program designed to help reduce the cost of exterior painting through a grant offered to reduce the cost of exterior house painting, while educating residents about the health risks associated with Lead Based Paint. With support from the City of Lakewood allowing us to nearly double the grant amount in light of much larger painting costs, demand for this program has far exceeded the supply of previous years' funding.

One-on-one meetings with residents to discuss, assist and/or facilitate their repair needs

LakewoodAlive currently offers one-on-one sessions with residents about specific home repairs, financial resources, and best practices for working with a contractor. The one-on-one technique pairs well with our housing sub-programs, as an entry point to determine the best course of action. We work with clients, all of whom are 80% or below area median income, to complete City Rebate and Loan applications, in-person, line-by-line as many clients are unable or intimidated to use a computer. Fiscal Year 2025 saw a continued increase in complex projects that required many more touches and coordination. These projects saw the combination of more than one funding source as well as more than one component in the home requiring improvements. This multi-stream funding and layering of improvements was critical for improving health and safety for residents. In total, LakewoodAlive coordinated 19 projects this past year that received funding in the summed amount of \$152,514 from the Division of Community Development (DCD) as approved by the Loan Approval Board. Projects include new furnace and hot water tanks, repair leaky and broken plumbing, repair or replace chimneys and roofs, etc. This trend of complex projects does not show signs of slowing down. This coordination effort has necessitated a weekly working meeting with DCD, for which LakewoodAlive is very appreciative to have.

Bed Bug Program Serve

LakewoodAlive serves as the City's agent to work with residents on bed bug complaints and education. Since the improvement in the city's ordinance, LakewoodAlive has worked successfully with residents and landlords to provide education and resources to residents to help prevent re-infestation of bed bugs. Between July 2024-June 2025, LakewoodAlive facilitated treatment for 12 client units while educating tenants and landlords and empowering tenants to ensure that they are living in healthy and safe housing. LakewoodAlive continues to work closely with the City of Lakewood Building Department to keep them up to date with our cases along with our process to ensure that we are serving the clients the best way possible.

Service	FY25	2016-2025
Phone Calls/referrals	86*	730*
In-Person Meetings	27*	208*
Treated	12	214
Remediated (confirmed no longer has bugs)	4	150
Single Family Home Treated	3	38
Multi-Family Treated	10	225

**The number of phone calls and in-person meetings represents the amount of time and communication it takes to work with landlords, renters, owner-occupants, and exterminators to answer questions and follow-up to ensure that the city ordinance is correctly followed.*

Volunteer Project Coordination Serve

We coordinate volunteer yard projects to help clients while connecting groups with volunteer opportunities. These primarily involve basic yard maintenance. Clients avoid citations, have a renewed sense of pride and volunteers have with an outlet to help their neighbors. From July 2024- June 2025, LakewoodAlive was able to coordinate 32 projects with 177 volunteers for a total of 472 volunteer hours, which generated over \$15,300 of improvements in the community (value of volunteer hour for Ohio per the Independent Sector). Some seniors and those with disabilities cannot shovel snow or afford a service. We connect them with volunteers who commit to shoveling each time it snows. In 2024-25, staff coordinated 25 volunteers who shoveled at 81 homes all winter. Volunteer coordination is a very detail-oriented process, which can be time consuming, but is a major part of Housing Outreach. The volunteer projects play a critical role in project completion through the program and LakewoodAlive believes that it is an essential component to our outreach efforts.

Project Safe Senior

LakewoodAlive partners with the City of Lakewood Office on Aging to offer Aging in Place assessments and education for families and residents to age in place at home, either by choice or lack of affordable senior housing options. Most of Lakewood's housing stock was not designed for individuals with mobility, vision or flexibility issues. Education and safety enhancements are essential to ensuring that folks can stay in their homes longer. Staff from LakewoodAlive as well as the Office on Aging are Aging in Place (CAPS) certified. From July 2024 – June 2025, LakewoodAlive completed 27 assessments while encouraging others to take advantage of this great service. Additionally, some seniors do not own a bed - sleeping on lawn furniture or inflatable mattresses. We have utilized a small grant from the Rotary Club to launch a pilot program to purchase bed frames, mattresses, pillows and sheet sets. 2024-2025 13 bed (frames, mattresses, sheet and pillow sets) provided.

Knowing Your Home Educational Series Serve

Knowing Your Home is an educational series focused on the best sustainability and home maintenance practices empowering homeowners to tackle necessary repairs and improvements. Most workshops are lecture format. Those workshops that are on-location provide a "hands-on" feel, providing homeowners step-by-step direction on how to complete specific repairs. LakewoodAlive has grown the scale of some of the workshops while it has decreased the number of sessions. In FY26, LakewoodAlive will host 8 workshops with a concentration on the most pressing home maintenance and repair topics. Classes are free.

7. Client Outreach Strategies & Efforts

LakewoodAlive works closely with the City of Lakewood Building Department, the Diversion Program and prosecutor hearings through the Municipal Court as well as the Lakewood Department of Human Services, Division of Community Development, and Lakewood Fire Department. These partnerships create a significant number of referrals. Word of mouth remains important, too. The Housing Outreach Program also utilizes the Lakewood Observer, social media, and digital newsletters to spread the word about available programming, while also receiving referrals from non-profit partner organizations.

8. Partnerships/Collaboration with Community Organizations Serving Low-Moderate Income Persons

Partnerships are crucial to the program, and the community's success. LakewoodAlive prides itself on being a good, trusted partner to governmental, non-profit and for-profit organizations.

LakewoodAlive will continue to work closely with the City of Lakewood's Division of Housing and Building, Division of Community Development, Municipal Court (including prosecutor hearings and meetings), Department of Human Services, LFD Neighborhood Paramedic, City Council members and the mayor's office. These partnerships are critical to the program's success including serving as a referral source for new LakewoodAlive clients, connecting clients to city financial programs, strategizing about code violations, and providing updates to all required departments as to a client's progress, etc.

LakewoodAlive coordinate with non-profit organizations to connect with residents. LakewoodAlive partners closely with Lakewood Community Services Center (LCSC), CHN Housing Partners and Benjamin Rose to provide foreclosure prevention, financial literacy, and loan modification services to residents as well as mental health assistance for seniors. We work closely with Barton Communities (Westerly and Fedor Manor), Healthy Lakewood Foundation, HFLA of Greater Cleveland, McGregor Pace, Legal Aid, Cleveland Legal Collaborative, Enterprise Community Partners, and many more.

9. Project Staffing

Title	Hours/Week Devoted to Program	% CDBG-Funded	Qualifications & Responsibilities
Housing Outreach Manager	40	40%	Supports implementation of housing program; provides direct services; works directly with City and residents; administers financial assistance; interacts with City's Building and Housing Dept.
Community Engagement Specialist	40	40%	The Engager works with low-mode residents, supports volunteer projects, works with individuals and groups to provide access to programs, homeowner education and support, provides Aging in Place assessments, and helps residents engage with one another and with public officials. He also coordinates the Bed Bug Program.
Housing Outreach & Tool Box Coordinator	40	20%	Coordinates and operates Lakewood Tool Box, works with low-mod residents; supports volunteer projects, provides Aging in Place assessments, and evaluates low-mod housing health and safety issues.
Staff Program Assistant	8	0%	Assists with client intake and administrative duties required by the program including Paint Lakewood intake.
Operations Manager	12	0%	Assists the Housing Outreach Manger to coordinate volunteer projects.
Executive Director	12	0%	Supervises and oversees Housing Outreach Program; develops grant applications and funding partnerships; coordinates with City leadership; assists in supervising volunteers.
Marketing Coordinator	10	0%	Promotes the Housing Outreach and Paint Lakewood programs, photographs, and promotes volunteer projects

10. Implementation Schedule

Milestone	Completion Deadline
Knowing Your Home Series – educational workshops	August 2025– May 2026
Work with eligible residents to identify resources to maintain their homes	On-going
Coordinate volunteer projects	On-going
Review complaint and citation files to 1) remain updated on LakewoodAlive assisted properties and 2) allow LakewoodAlive to reach out to potential clients	Weekly
Work with eligible residents to identify resources to maintain their homes including the Paint Program	On-going
Seeking additional program funding from grant makers, institutions and individuals	On-going
Assist clients in the Diversion Program and prosecutor hearings through the City of Lakewood Municipal Court	On-going (monthly hearings)

11. Projected Beneficiaries (January 1 – December 31, 2026)

	Persons	Households
Total Unduplicated Persons & Households to be served	400	400
Unduplicated Low-Moderate Income* Persons & Households to be served	320	320

* < 80% Area Median Income

****NOTE: While LakewoodAlive's Housing Program is year-round, the organization sees a high volume of work performed during warmer weather months. We report on a July 1 – June 30 basis. For the FY27 application, LakewoodAlive will plan to report on calendar year basis.**

Demographic Information July 1, 2024-June 30, 2025	
Client's Income	
VLI : 30%	40
LI: 50%	180
LMI: 80%	77
AMI: 81%+	77
% of LMI Clients	88%
Owner Occupants	81%
Renters	19%
Investors	<1%
Female Headed Households	60%
Elderly Clients	72%

12. Program Evaluation (data collection & analysis, outcome measurement procedures & methodology)

Data Collection Tools: At the beginning of 2025, LakewoodAlive deployed a Customer Relationship Management system ("CRM") to capture all interactions by the Housing Outreach program through a monthly count sheet which is an excel spreadsheet. All staff keep data on all client interactions. LakewoodAlive submits this data to the City of Lakewood. Staff complete a Beneficiary Data Form for each new client to capture all required demographic data. We continue to review our data capturing processes and are always looking for new ways to most efficiently capture the necessary data.

Outcome Measurement Procedures & Methodology: LakewoodAlive uses data from the CRM to track the successes of the program. Not only do we track monthly client touches and progress, but we also track all volunteer projects, participants, and values to help report the progress of the program. The Paint Program tracks monthly to highlight completed projects as well as the status of all projects enrolled in the program. LakewoodAlive utilizes a statistical worksheet that breaks down the accomplishments of the program into monthly segments highlighting what the program has accomplished throughout the month.

13. Additional data/information that strengthens the organization's case for CDBG funding support.

The 2024 low-moderate income census tract map shows 24 out of 53 census tracts in Lakewood are low-moderate income. This is an increase from 14 low-moderate income census tracts identified in a 2006-2010 American Community Survey map. Despite the significant increase in property values and home sales, this data shows there are major needs in our community that we are working to address, house by house, every day.

LakewoodAlive thanks the City of Lakewood for their partnership and the volunteers on the Citizens Advisory Committee for their consideration of this application.

III. FY26 PROGRAM BUDGET

i. Expenses

Expense Category	Total Project (A)	CDBG Funds (B)	CDBG As % of Total (B/A)
Personnel			
Salaries	\$216,797	\$49,125	23%
Fringe Benefits (payroll taxes)	\$16,500	\$0	0%
Sub-Total Personnel	\$233,297	\$49,125	
Overhead & Operations			
Rent/Lease	\$17,400	\$0	0%
Insurance	\$3,000	\$0	0%
Materials & Supplies & Copier	\$12,240	\$0	0%
Professional Services / Training	\$7,358	\$0	0%
Travel/Vehicle	\$250	\$0	0%
Utilities/Telephone	\$2,880	\$1,400	49%
Paint Program	\$75,000	\$0 (other CDBG program)	0%
80/20 Materials	\$0	\$0	0%
Lakewood Toolbox	\$1,350	\$0	0%
IT Needs/Support	\$4,250	\$0	0%
In-Kind/Volunteer	\$16,000	\$0	0%
Sub-Total Overhead & Operations	\$139,728	\$1,400	1%
Total Project Costs/Program Budget	\$373,025	\$50,525	14%

ii. Funding Sources/Revenue

Source	Requested	Committed	Total
Agency Funds (donations)	\$5,000	\$5,000	\$5,000
CDBG FY25-FY26 CDBG Carry Forward Funds (est)	\$0	\$0	\$0
Other (Non-CDBG) Federal Funds	\$0	\$0	\$0
State Funds			
Local Funds	\$120,000	\$120,000	\$120,000
County Funds			
Private (Foundations, Individuals, Other) Funds	\$105,000	\$50,000	\$105,000
Earned Revenue/Fees	\$1,500	\$0	\$1,500
In-Kind/Volunteer Support (@ \$15/Hour)	\$16,000	\$0	\$16,000
Other: Paint Lakewood (separate CDBG program)	\$75,000	\$0	\$75,000
FY26 City of Lakewood CDBG Funding Request	\$50,525	\$0	\$50,525
Total Funding Sources/Program Budget	\$373,025	\$175,000	\$373,025

IV. FY26 BUDGET NARRATIVE

1. How will City of Lakewood CDBG funds will be utilized to support the proposed program.

LakewoodAlive will utilize CDBG funds to support our approach to Housing Outreach: ensure all residents are living in healthy and safe housing. CDBG funds directly support low-moderate income residents with a focus on code compliance, financial assistance, along with educational and volunteer assistance. CDBG funds are leveraged to raise private funds to support the program and in turn, support even more residents.

2. How will the proposed program function if the agency does not receive the full amount of requested funding.

CDBG funds are crucial to the program's success. This funding stream ensures that LakewoodAlive has the capacity to support health and safety issues for low-moderate income residents. Without full funding, programmatic cuts would take place. If fundraising efforts are unsuccessful to off-set CDBG reductions, then staffing - with the potential for staff reductions - would be considered.

3. Describe the agency's efforts to develop/leverage other sources of funding to support the proposed program.

LakewoodAlive leverages public funding to raise private funding from financial institutions, foundations, sponsorships, and individual donors. As the Housing Outreach Program has grown so has our fundraising with private entities and individual donors. While crucial to the program's success, LakewoodAlive strive to further diversify our funding streams so not be too dependent upon any one source so that we do not jeopardize our essential programming. We already have some funding commitments in FY26 and are working to not only revisit existing partnerships but seeking to grow new ones especially leveraging banks' need to satisfy the Community Reinvestment Act of which our Housing Program can be such a vehicle. The support of a bank supports residents by way of our work in the community and accomplishes their mandate to invest in the neighborhoods in which they operate.