



Organization	LakewoodAlive
Organization Type	Not-For-Profit
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Project/Program Name	Housing Outreach Services
Total FY27 Project Budget	\$325,510
FY27 CDBG Funding Request	\$56,520

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 dedicated to fostering vibrant, welcoming neighborhoods. Through integrated residential and commercial programs, we help ensure Lakewood remains a place where residents can safely live, thrive, and remain in their homes.

Our housing programs focus is primarily on low-to-moderate-income households. We support them by providing education, housing code guidance, connections to financial assistance for home repairs, volunteer support, and direct services including but not limited to bed bug assistance and aging in place assessments.

With 80% of Lakewood's housing stock more than 90 years old, the need for these services continues to grow. Each year, we serve 350-400 residents, with 80-90% qualifying as low-to-moderate income. While we assist residents of all ages, seniors now make up 70% of those we serve, up from 40% in 2017, and 60% of those senior households 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 is its greatest community asset, and LakewoodAlive's Housing Outreach Program is the only citywide program dedicated to helping residents preserve it. We work one-on-one with homeowners to identify maintenance concerns, connect them with trusted resources, and navigate home repair projects, helping low-to-moderate-income residents maintain safe, healthy homes and address potential code, health, and safety issues before they become larger challenges.

We believe lasting solutions begin with relationships. By meeting residents where they are, listening to their needs, building trust and then partnering with the City of Lakewood's Building & Housing, Planning & Development, Office on Aging, Municipal Court, City Prosecutor, Neighborhood Paramedic, CHN Housing Partners, Lakewood Community Services Center, and other community agencies, we provide coordinated support that helps residents remain safely and successfully in their homes.

Services	January 1, 2025 – December 31, 2025	Financial Impact	Lifetime of Program 2010-2025	Financial Impact
Office Visits/Phone Calls/Email (unduplicated, does not reflect that most clients require multiple contact points)	Total: 783 Unduplicated Clients Contacted: 396	N/A	5,550	N/A
Home Visits (unduplicated, does not reflect that most clients require multiple contact points)	Total: 295 Unduplicated Clients Visited: 168	N/A	2,462	N/A
Paint Program	Total Approved: 7 Total Completed: 8	<u>Completed Projects</u> Grant Amount: \$39,677.10 Project Cost Amount: \$68,192	160	\$719,721
Volunteer Projects	30	\$15,750	452	\$370,137

	Workshops	Participants	Average Attendance
Educational Series	8	136	17

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 receive 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 Greater Cleveland, the only one serving the west side, and the first established as an independent nonprofit dedicated to both residential and commercial revitalization.

The program addresses the following needs:

1. Aging housing stock requires ongoing maintenance (more than 80% of homes are 90 years or older).
2. Limited access to financial resources, volunteers, and home maintenance education for low-to-moderate-income residents and seniors. This population has grown significantly over the past five years.
3. Advocacy to help low-to-moderate-income residents' access safe, healthy housing.
4. Coordination with the City of Lakewood, Municipal Court, Lakewood Community Services Center, and other housing partners to connect residents with available resources.
5. Filling critical housing-related gaps that neither government nor the private sector can address alone.

The Housing Outreach Program provides:

- Community engagement that connects residents to housing resources
- Paint Lakewood Program
- One-on-one client meetings
- Bed Bug Program
- Aging in Place home assessments for residents age 62+ (Project Safe Senior)
- Smoke alarm installations
- Support for City of Lakewood rebate and deferred loan programs, including client intake, contractor coordination, and project completion for repairs such as furnaces, hot water tanks, roofs, and porches
- Hoarding assistance in partnership with community organizations
- The Lakewood Tool Box, a community tool lending library
- 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 assistance for seniors
- Connections to additional partner programs based on each resident's needs

Every resident's situation is different, and our role is to meet them where they are. Our staff listens first, then works alongside each homeowner to navigate repairs, identify funding opportunities, coordinate trusted partners, and remove barriers that might otherwise prevent them from remaining safely in their homes. As both Lakewood's homes and residents continue to age, the need for this personalized support continues to grow.

4. Target Population(s)

Low-moderate income households

5. Geographic Service Area

The City of Lakewood, Ohio

6. Services Provided & Delivery Strategy

Paint Lakewood

Paint Lakewood helps homeowners reduce the cost of exterior painting through grant assistance while providing education about the health risks associated with lead-based paint. Thanks to increased support from the City of Lakewood, we were able to nearly double the grant award to better reflect rising project costs. Even with this investment, demand continues to outpace available funding.

One-on-One Housing Support

Every homeowner's situation is different. Through personalized, one-on-one meetings, LakewoodAlive helps residents navigate home repairs, identify financial resources, understand the repair process, and work with trusted contractors. We also assist income-qualified residents (80% AMI or below) by completing City rebate and loan applications together, ensuring technology or paperwork never becomes a barrier to receiving help.

In 2025, we saw continued growth in complex projects requiring multiple funding sources and coordinated repairs to address critical health and safety needs. LakewoodAlive coordinated 17 projects totaling \$195,927 in funding through the Division of Community Development, supporting repairs such as furnaces, hot water tanks, plumbing, chimneys, and roofs. As these projects become increasingly complex, our close partnership with the Division of Community Development, including weekly coordination meetings, remains essential to helping residents stay safely in their homes.

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. In 2025, LakewoodAlive facilitated treatment for 14 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	2025	2016-2025
Phone Calls/referrals	128*	730*
In-Person Meetings	57*	208*
Treated	14	214
Remediated (confirmed no longer has bugs)	6	150
Single Family Home Treated	4	38
Multi-Family Treated	10	225

**The number of phone calls and in-person meetings represent 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

LakewoodAlive connects residents in need with volunteers who help complete essential yard maintenance projects while building stronger neighborhood connections. These efforts help seniors and residents with disabilities maintain their homes, avoid potential citations, and experience a renewed sense of pride in their property.

In 2025, LakewoodAlive coordinated 30 volunteer projects with approximately 170 volunteers, providing 450 volunteer hours and generating more than \$15,750 in community improvements. We also coordinated a winter snow shoveling program, connecting 80 volunteers with over 150 homes.

Volunteer coordination is a detailed but vital part of Housing Outreach, helping residents access support they may not otherwise have while giving community members a meaningful way to serve their neighbors.

Project Safe Senior

Through a partnership with the City of Lakewood Office on Aging, LakewoodAlive provides Aging in Place assessments and education to help residents remain safely in their homes. Because much of Lakewood's housing stock was not designed with aging residents or mobility needs in mind, these assessments help identify safety improvements and resources that support long-term independence.

In 2025 LakewoodAlive completed 24 assessments. Additionally, through support from the Rotary Club, we launched a pilot program providing essential bedding to seniors who lacked a safe place to sleep, distributing 18 bed frames, mattresses, and sheet/pillow sets.

Knowing Your Home Educational Series

Knowing Your Home empowers homeowners with practical knowledge to maintain and improve their properties. Through free workshops focused on essential home maintenance and repair topics, residents gain the confidence and skills needed to address issues before they become larger challenges. LakewoodAlive hosted 8 workshops and saw an average of 17 attendees per session.

7. Client Outreach Strategies & Efforts

LakewoodAlive utilizes a multi-faceted outreach approach to connect residents with housing support and resources. Strong relationships with City departments and community partners serve as a key referral network, including the City of Lakewood Building Department, Municipal Court Diversion Program and Prosecutor's Office, Department of Human Services, Division of Community Development, and Lakewood Fire Department. These partnerships allow us to identify residents who may need assistance and connect them with services before challenges become more significant.

Community awareness and trust are also critical to our outreach efforts. Many residents are referred through word of mouth from neighbors, past clients, and community members who recognize LakewoodAlive as a trusted resource. We continue to promote available programs through the Lakewood Observer, social media, digital newsletters, and nonprofit partner organizations to ensure residents know where to turn for help.

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 coordinates 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
Executive Director	15	30%	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. Supervises and oversees Housing Outreach Program; develops grant applications and funding partnerships; coordinates with City leadership; assists in supervising volunteers.
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.
Programs Manager	15	10%	Assists with client intake and administrative duties required by the program including Paint Lakewood intake.
Events and 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	January 2025 – December 2025
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

11. Projected Beneficiaries (January 1, 2027 – December 31, 2027)

	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

Demographic Information January 1, 2025 – December 31, 2025	
Client's Income	
VLI	21
LI	123
LMI	51
AMI	32
% of LMI Clients	86.7%
% Owner Occupants	81%
% Renters	19%
% Investors	<1%
Female Headed Households	201
Elderly Clients	263

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

Data Collection Tools:

LakewoodAlive uses a combination of tracking systems, monthly reporting tools, and staff documentation to capture all Housing Outreach Program activity. Staff record every client interaction, including resident needs, services provided, referrals made, and project progress. Each new client completes a Beneficiary Data Form to collect required demographic information. This information is compiled and reviewed regularly, then submitted to the City of Lakewood for reporting purposes. LakewoodAlive continually evaluates its data collection processes to ensure we are effectively capturing program impact and identifying opportunities for improvement.

Outcome Measurement Procedures & Methodology:

LakewoodAlive measures the success of the Housing Outreach Program through consistent tracking of resident engagement, services provided, and outcomes achieved. Staff monitor monthly client contacts, progress on individual projects, volunteer projects completed, volunteer participation, and the value of community contributions.

The Paint Lakewood Program is tracked throughout the year to monitor applications, completed projects, and available funding. LakewoodAlive also maintains statistical reporting tools that summarize program accomplishments monthly, providing a clear picture of residents served, services delivered, and the ongoing impact of Housing Outreach efforts.

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

Recent low-to-moderate income census tract data available (2024) highlights the continued need for housing support throughout Lakewood. Of Lakewood's 53 census tracts, 24 were identified as low-to-moderate income, a significant increase from the 14 tracts identified in the 2006-2010 American Community Survey. While Lakewood has experienced significant growth in property values and home sales, many residents continue to face challenges maintaining safe and healthy homes. LakewoodAlive remains committed to addressing these needs every day, working house by house with residents to connect them with resources, education, and support that preserve both their homes and Lakewood's housing stock.

LakewoodAlive thanks the City of Lakewood for their continued partnership and the volunteers on the Citizen's Advisory Committee for their consideration of this application.

III. FY27 PROGRAM BUDGET

i. Expenses

Expense Category	Total Project (A)	CDBG Funds (B)	CDBG As % of Total (B/A)
Personnel			
Salaries	\$208,102	\$43,695	21%
Fringe Benefits	\$16,600	\$0	0%
Sub-Total Personnel	\$224,702	\$43,695	19%
Overhead & Operations			
Rent/Lease	\$17,400	\$12,000	69%
Insurance	\$3,000	\$0	0%
Rental Equipment (Copier)	\$1,000	\$0	0%
Telephone	\$1,650	\$825	50%
Professional Services / Training	\$5,250	\$0	0%
Travel (Travel, Conference/Convention, Meals)	\$1,550	\$0	0%
Other: 80/20 Materials	\$3,000	\$0	0%
Other: Paint Program	\$42,000	\$0	0%
Other: IT Needs/Computer Software	\$4,250	\$0	0%
Other: In-Kind/Volunteer	\$16,000	\$0	0%
Accounting Fee's	\$5,708	\$0	0%
Sub-Total Overhead & Operations	\$100,808	\$12,825	13%
Total Project Costs/Program Budget	\$325,510	\$56,520	17%

ii. Funding Sources/Revenue

Source	Requested	Committed	Total
Agency Funds			
CDBG FY26-FY27 CDBG Carry Forward Funds (est)			
Other (Non-CDBG) Federal Funds	\$15,000	\$15,000	\$15,000
State Funds			
Local Funds	\$120,000	\$120,000	\$120,000
County Funds			
Private (Foundations, Individuals, Other) Funds	\$72,000	\$25,000	\$72,000
Earned Revenue/Fees	\$4,000	0	\$4,000
In-Kind/Volunteer Support (@ \$15/Hour)	\$16,000	0	\$16,000
Other: Paint Lakewood (Separate Funding Request)	\$42,000	\$42,000	\$42,000
FY27 City of Lakewood CDBG Funding Request	\$56,520	\$0	\$56,526
Total Funding Sources/Program Budget	\$325,510	\$202,000	\$325,510

IV. FY27 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 to 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.