

# What's Up?

Fall  
2010

**SHORE UP!**  
INC.



Helping People. Changing Lives.

## INSIDE

### A Message from the Executive Director

As we approach the end of another calendar year and look back, we see that SHORE UP! has been *very* busy. In the last program year (July 1, 2009 - June 30, 2010), we served approximately 11,100 customers—this is an unduplicated count and includes the 9,700 customers provided with energy assistance last year. The economy is still suffering, and many more people than before are coming to our doors for assistance. “The Great Recession,” as some have tagged it, is adding to the heavy burden of poverty that many of our customers already bore long before the economy took a sharp turn for the worse. Unemployment continues to be an issue, and especially on the Eastern Shore, which has not had a lot of growth in new businesses. Despite a new project funded by the American Recovery and Reinvestment Act—the Homelessness Prevention and Rapid Re-housing Program (HPRP)—we have many more homeless or about-to-be homeless customers than we can serve with the funds provided. As always, I ask you — and I trust you — to continue providing the high level of customer service and compassion that our customers need and deserve.



In addition to the HPRP, the American Recovery and Reinvestment Act (ARRA) funds helped us institute several other new projects this year. We were able to have a Summer Youth Employment Project that was quite successful, both for the youth who worked and the customers they served. Another project, an employment training program, resulted in many persons being trained for and finding jobs

Likewise, in the Early Head Start project, also funded by ARRA, home visits began in February 2011 and the Salisbury Center started providing services to children in June. The project has been fully operational for quite some time now and is experiencing successful outcomes.

Another exciting new endeavor at SHORE UP! is the Shore Home Appliance Replacement Project (SHARP). This project has provided many of our customers with more energy-efficient appliances.

I urge you to read the articles in this newsletter that give more information about the successful programs I have mentioned above. Not only these new projects, but the continued successes of our ongoing projects, show how SHORE UP! staff are implementing the theme of this year's Staff Day—“Share the Vision.” We are “Sharing the Vision” of helping customers become economically self-sufficient in very concrete ways with very concrete results. Keep sharing that vision and making it come true, even when it becomes difficult to do so or when progress seems slow. I wish you and your families a wonderful holiday season.

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### Mark Your Calendar!

The agency will be closed for the following holidays:

**Christmas:**

Friday, December 24, 2010  
Monday, December 27, 2010

**New Year's:**

Friday, December 31, 2010

**Martin Luther King, Jr.**

**Day:**

January 17, 2011

**Presidents' Day:**

February 21, 2011

**Mission Statement**

**SHORE UP! Inc., a private, non-profit Community Action Partnership on Maryland's Eastern Shore, is dedicated to building communities, changing lives, and empowering individuals and families to maintain long-term independence and achieve economic self-sufficiency, through a comprehensive system of services and resources.**

## Summer Youth Employment Project (SYEP)

The SYEP, funded by a \$50,000 Grant from the MD Department of Housing and Community Development, recruited 22 youth, ages 16 to 18, who were in school and resided in one of the Lower Eastern Shore counties. The youth delivered Energy Efficient Kits (donated by Delmarva Power) to SHORE UP! customers, and replaced up to 10 standard light bulbs with Compact Fluorescent Light Bulbs (CFL's) in each customer's home. The estimated yearly savings from replacing standard light bulbs with CFL's is \$130/yr. The youth also received education and life skills training, and improved their educational level.



*Myles Lyons, a summer youth worker in Wicomico County, replaces standard light bulbs with CFLs.*

## ARRA-CSBG Employment Training Program



*John E. Jones, Jr., Janitorial Instructor, demonstrates to student Anthony Harris how to use a floor machine.*

The Employment Training program officially ended on September 30, 2010. A total of 139 persons were enrolled in this program. A total of 22 Agency employees were hired with the funding. A total of 105 enrollees found jobs. The number of people finding work in their field of training was as follows:

- o 40, Food Service;
- o 19, CNAs/GNAs;
- o 15, drivers with a CDL;
- o 16, Janitorial/Cleaning Services workers;
- o 7, Building Maintenance/Carpentry workers; and
- o 8, Weatherization Installers.

Also, since the beginning of the program 5 persons worked on their education to get their GED and 73 trainees participated in job-readiness training and financial literacy training.

## STAFF STUFF

**Marvin Blye**, Accountant in the Office of Fiscal Services, was appointed to the Wicomico Board of Education earlier this year.

### Welcome to Recent New Employees:

**Bus Aides:** Shanee Cotton; Clar-enda Dais-Ayres; Andrew Smith; Karinda Williams

**Bus Drivers:** Chanda Walker; Tomeka White

**Child Care Assistant:** Tiara Leatherbury; Ashley Morton

**Child Development Supervisor:** Germaine Adams

**Custodian:** Robert Collier; Tamika Handy; Joseph Johnson; Nathaniel Jones; Christopher Morris; Elmer Palmer; Thomas Purnell, Jr.; Edwin Showell

**Custodian Supervisor:** John E. Jones, Jr.

**Disabilities Supervisor:** Beth Clark

**Family Service Worker:** Riba Ndirangu

**Inventory Clerk:** Kenneth Cuff, III:

**Teacher Aide:** Dou'Vonja Waters

**Teachers:** Sierra Collier; Rebecca Galyon; Jordan Helgason; Rebecca Okoya; Temia Smith; Elizabeth Steffy; Melissa Tesoriero

**Weatherization Installer:** James Cockeran

## Homelessness Prevention and Rapid Re-Housing Program (HPRP)

There continues to be a high demand for homelessness assistance services in both Wicomico and Somerset counties. Year-to-date, 35 households (or a total of 78 individuals) have been served in Wicomico County, most of them with direct financial assistance in order to avoid eviction or to make a security deposit. In Wicomico County there is a waiting list of over 600 people that could be assisted if more funds were available. In Somerset County, 58 households (with a total of approximately 114 persons) have been served so far, also mostly with direct financial assistance.

In order to serve customers seeking homelessness assistance, referrals continue to be made to other projects within SHORE UP! (such as Early Head Start, Health Assistant Training, etc.) as well as to other agencies.



*Brendal Jones, HPRP case worker for Wicomico County, distributes information at a resource fair held on Saturday, October 23, 2010, in Salisbury, by the Help and Life Outreach (HALO) Ministries.*



## Shady Pines Center

The Shady Pines Adult Day Services program moved back into its Northwood Drive location on August 2, 2010. The money has not been received yet, but SHORE UP! expects to get approximately \$10,000 to help with the cost of repairing the facility. This funding comes from Federal Emergency Management Agency (FEMA) funds distributed to MD government and non-profit organizations in order to assist them with paying for repairs needed as a result of the heavy snowfall in January and February 2010. The administrative offices of both the Residential Services project and the Adult Day Services project have also moved to the Shady Pines Center on Northwood Drive.



*Shady Pines Adult Day Services Center on Northwood Drive in Salisbury.*

## Early Head Start Program

With 84 participants (pregnant women, parents of children ages 0-3 and the children themselves), the Early Head Start (EHS) programs in Somerset, Wicomico and Worcester counties are fully enrolled. The number of children and families receiving EHS services for each county is: Somerset County, center-based, 6 infants and 8 toddlers, and home-based, 12 families; Wicomico County, center-based, 6 infants and 16 toddlers, and home-based, 12 families; and Worcester County, home-based only, 12 families. There is also a waiting list in each county. In Wicomico County, EHS center-based services are being provided at the Head Start center at 1533 Edgemoor Avenue in Salisbury; in Somerset County, they are being provided at the Crisfield Head Start Center.

Each family served by EHS is visited by a Family Advocate each week for 90 minutes and socialization activities are held twice a month for all families and children. From July 1 to September 30, 2010, 156 home visits were made to EHS families in Wicomico County, 156 to families in Somerset County, and 312 to families in Worcester County.



*Early Head Start employee Gloria Murray feeds a toddler.*

## Food Baskets

SHORE UP! staff packed food baskets on November 16, 2010 and they were delivered to customers on November 17. A total of 525 baskets were distributed. Head Start customers received 350, Office of Community and Family Development customers received 125, and Training and Employment customers received 50. The food baskets contained canned, bagged, and boxed USDA food commodities, 2-liter sodas donated by Pepsi, and an oven-stuffer roaster chicken donated by Perdue.



*SHORE UP! staff help pack food baskets.*



## ROMA Training

Three SHORE UP! Administrators are undergoing training to become certified trainers in the Results-Oriented Management Accountability (ROMA) system: Orville Penn, Administrator of Training and Employment, and Community Based Programs; Maria Morris, Administrator of Program Planning and Development; and Dr. Tyrone Chase, Administrator of Community and Family Development. The ROMA system is used by agencies receiving funding from Community service Block Grants (CSBG). Using ROMA, an agency tracks how it achieves specific outcomes and to what extent planned outcomes are met. The certification entails completing classroom training and making a series of verbal presentations that are rated by a person with an extensive background in the ROMA system. Each of the administrators made one presentation to SHORE UP! staff at the operations staff meeting on November 16, 2010. (Ms. Morris and Dr. Chase had



*Orville Penn gives a presentation about ROMA to attendees at the Operations Staff*

## Salisbury University Alpha Phi Omega Helps Out at SHORE UP!



Nine members of Alpha Phi Omega, a national service fraternity at Salisbury University, volunteered at SHORE UP! on Saturday, November 6, 2010 for two hours. Working under SHORE UP! staff supervi-

sion, the students spent their time organizing files.

The students' participation was part of Salisbury University's Student Government Association's annual "I Love Salisbury" event, during which students volunteer at sites throughout the community.



Wicomico Family Support parents and children visited the Baltimore Aquarium in November 2010.



## EmPOWER

Funded by the MD Energy Administration under the EmPOWER initiative, the Shore Home Appliance Replacement Project (SHARP) is in full swing. SHORE UP! was awarded three grants: Wicomico County, \$54,699 to serve 22 households; Somerset County, \$50,000 to serve 21 households; and Worcester County, \$42,267 to serve 17 households.

Through the funding eligible SHORE UP! customers are having one or more of the following appliances replaced with more energy-efficient ENERGY STAR appliances: refrigerator, washing machine, window-unit air conditioner, and dishwasher. Eligibility is based on income; also, customers must own their home and have received SHORE UP! Weatherization services in the past.

Over the summer, an auditor determined whether or not each customer's appliances should be replaced. As of press time, the total number of each new appliance ordered is as follows: 35 refrigerators, 6 dishwashers, 28 air conditioners, and 28 washing machines. By the end of the project, close to 100 new appliances will have been ordered and installed.

SHORE UP! just learned that it received another three EmPOWER grants. It will implement another appliance replacement project starting next year. The grant awards are as follows: Wicomico County, \$25,000, Somerset County, \$21,000, and Worcester County, \$21,000.



## Volunteer Income Tax Assistance (VITA) Tax Project

The SHORE UP! Volunteer Income Tax Assistance (VITA) Tax Project will start seeing customers in January 2011, in both Wicomico County and Somerset County. The project prepares state and federal income taxes and electronically files (e-files) them at no cost to eligible customers. A person/couple is eligible to have taxes done at no cost if the total household income for 2010 was less than \$49,000. The project strives to help customers receive every tax credit for which they are eligible, including the Earned Income Tax Credit (EITC). Financial literacy training is another goal of the VITA Project, which also encourages participants to deposit a refund in their savings/checking account and to open one if they don't have one. The program will also provide financial literacy training for customers

As in the past, accounting and business students from Wor-Wic Community College, UMES and Salisbury University will volunteer their time to the project and many will receive credit for doing so. Community members also volunteer.

Last year the program prepared taxes for approximately 1,600 customers and this year the goal is to serve approximately 1,800 households.

The Wicomico County tax preparation site will again be located at the SHORE UP! offices on Snow Hill Road in Salisbury, MD. Plans to finalize a Somerset location were underway at the time this newsletter was going to press. The program will also make visits to Worcester County.



*A student volunteer prepares a tax return for a customer.*

Tax preparation will begin in late January, by appointment. Customers need to have their W2s and other tax documents in order to be served. For more information, contact Odetta Evans, Project Coordinator, at 410-749-1142, ext. 356.

## Staff Day a Success!

Staff Day was a great success. On a scale of 1 to 5, with 5 being "very satisfied," the overall event was given a 4.67 by staff. The average rating for workshops was 4.7.

The speaker, Larry I. Bell, was very dynamic. He stressed to staff the importance of what they do. He gave one tragic, real-life example of how assistance with an electricity bill may have saved some members of a family whose apartment caught on fire because candles were used to provide light and warmth. Bell got the audience involved and enthused about their work, and urged them to take pride in what they do and give it their all.

This year, there was not an Employee of the Year or Driver of the Year chosen. Instead, Mr. Mitchell gave special recognition to the administrators.

Five staff had 20 years of service or more. They are:

- Barbara Harvey, Head Start, 30 years
- Fannie Carter, Head Start, 25 years
- Sylvia Stanley, Adult Day Services, 25 years
- Terri Morris, Head Start, 20 years
- Maria Johnson, Head Start, 20 years

30 Years of Service  
Dr. H. DeWayne Whittington, Board Chair, is on left.

25 Years of Service  
In the center, Fannie Carter is on left; Sylvia Stanley on right.

20 Years of Service  
In the center, Maria Johnson is on the left, Terri Morris on the right.



*Administrators receiving Special Recognition.*



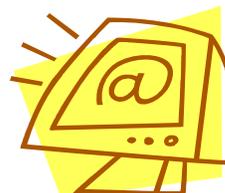
## New Orientation Video

The new Agency Orientation DVD (video) is now complete. There are two versions of the DVD; one features a message to new employees added at the end and the other has no message to staff and can be used for general promotional purposes. The DVD, produced by WMDT, Channel 47, is approximately 15 minutes long. The DVD was produced for a greatly reduced cost and will be put on SHORE UP!'s re-designed Web site.



## Web Site Being Revised

D3 Corporation in Ocean City is re-designing the SHORE UP! Web site to make it more dynamic, eye-catching, and user-friendly. Among other improvements, the Web site will feature many more pictures, including rotating pictures, a place for volunteers to sign up, and the ability to make a donation online.



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Helping People.  
Changing Lives.

At SHORE UP! Inc., no person shall on the grounds of race, color, religion, age, sex, national origin, ancestry, or disability, be excluded from participation in, be denied benefits of or otherwise be subject to discrimination in the provision of any care, service or admission.

Newsletter produced by Salisbury University Practicum Student Lauren Brown, with assistance from Planning Coordinator.