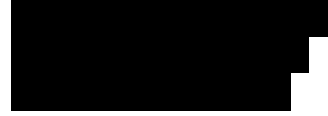




2013 Adam Foundation Proposal Cover Page

inQUEERy

Jeff Aguiar, *Executive Director*



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PROPOSED PROJECT: Continued development and design of an LGBTIQ resource website specific to the Triad and nearby communities, focusing on creating an electronic safe space connecting area residents to local resources to increase individual capacity; alignment with Adam Foundation Initiatives: Accessing Facts, All Facets & Adolescent Futures.

EXACT DOLLAR AMOUNT REQUESTED: \$900

TOTAL OPERATING BUDGET: \$13,220 (projected)

TOTAL PROJECT BUDGET: \$1,800



PROPOSAL OVERVIEW.

inQUEERy is a Triad-based Lesbian, Gay, Bisexual, Transgendered, Intersex & Queer or Questioning (LGBTIQ) start-up 501(c)3 resource organization working to create physical, emotional and spiritual “safe space” for citizens of the Triad and surrounding communities through promoting awareness, providing education, supporting and maintaining personal and community wellness, and partnering with area organizations for LGBTIQ community. Its vision includes:

- Providing educational resources and advocacy as a part of holistic health and vitality in strong, successful communities.
- Linking organizations focused on LGBTQ citizens, allies and youth to diversify and strengthen services provided for target populations.
- Creating a physical safe space for personal growth and reflection through quality facilities and programming.
- Providing mediation services for LGBTQ citizens in crisis.

Working as an organization actively engaged in the liberation of LGBTIQ individuals and oppression as an intersection of systemic or institutionalized policy and the freedoms accorded by both the Declaration of Independence and the Constitution, inQUEERy is activating its mission in several stages, the first being the creation of an online presence within the Triad LGBTIQ community as a go-to resource for connecting area citizens to valuable resources existing within the local community. Unlike similar services—the GLBT National Help Center (www.glnh.org) in particular—and the resource pages of organizations currently working the Triad, www.inqueerygso.org will serve as a locally driven advocacy and education tool providing support and connections for citizens within the region.

In recent years, the political arena has been filled with the pursuit of LGBTIQ social and economic equality—an intersection of multiple oppressive systems—most often seen in legislation to define marriage as a traditional institution, enumerating the legal definition as that of a contractual agreement between one man and one woman and the pursuit of employment non-discrimination legislation. There has also been a rapid increase in the number of adolescent suicides related to sexual identity, gender expression or the perception of those two facets of identity (as cited in HHS, 2012). Additionally, Guilford county school youths, as reported in the 2011 Guilford County Youth Risk Behavior Survey, track closely with the North Carolina averages for students experiencing or witnessing bullying in both middle and high schools due to perceived sexuality. These emergent themes serve to suppress liberated identity expression and continue to devalue the contributions of LGBTIQ citizens to the common welfare. As the LGBTIQ community grows stronger in its self-identification, it is also necessary that its resources move to track with the growth.



In keeping with this growth, inQUEERy proposes to develop the currently registered domain of <http://www.inqueerygso.org> to facilitate the referral of LGBTIQ identified citizens and their allies to salient resources within their communities. The database portion of the website will include information regarding services provided, regular operating hours and any information regarding intake procedures to receive services. This database will be in continuous development with both established and emerging organizations focusing on LGBTIQ issues within the Triad.

Granted monies will provide funding for contracting website development, web hosting, acquisition of web design software, plus training for staff members and volunteers to manage the website. Within this project, inQUEERy will garner a user-friendly website interface, web hosting with a suitable server that can grow with the demands of inQUEERy's expansion of service while providing a one-stop shopping experience for LGBTIQ individuals, allies and health professionals needing resources dealing with LGBTIQ issues like coming out, personal health, community engagement, and social advocacy. The project will culminate in a website launch event to coincide with the release of the website and focus on creating awareness of the database with featured organizations and preview particular features designed to create an inviting, interactive experiences for users.

PROJECTED TIMELINE & OUTCOMES.

Timeline.

Month 1 (May 2013)

- Assemble Board of Directors—**currently in progress**
 - Executive Director/Associate Director, Anticipated completion: August 2013
- Database assembly—GSO/WS: **currently in progress, on-going** (see Attachment 1)
 - Executive Director/Associate Director, Anticipated completion: June 2013
- Domain Registration—**COMPLETED**
 - Executive Director, December 2012

Month 2-3 (June/July 2013)

- Database assembly—High Point/Randolph/Rockingham/Davie/Yadkin/Alamance
 - Anticipated completion: August 2013

Month 4-5 (August/September 2013)

- Determining accessibility needs—**following assembly of BOD**
 - Development Committee, Anticipated completion: August 2013
- Contract Web Designer—**following needs assessment**
 - Executive Director/Development Committee, Anticipated completion: August/September 2013
- Web Design—**following contract of designer**
 - Web Designer/Executive Director, Anticipated completion: September 2013



- Facilities Rental Agreement
 - *Special Events Committee, Anticipated completion: August/September 2013*
- Assembling Guest List
 - *Executive Director/Associate Director, Anticipated completion: September 2013*

Month 6-7 (October/November 2013)

- Finalizing the Website—**Development committee/ED approval**
 - *Designer/Executive Director/Development Committee, Anticipated completion: October 2013*
- Website Training—**following finalization of website**
 - *Executive Director/Associate Director/BOD volunteers, Anticipated completion: November 2013*
- Event Logistics (Catering, Equipment Rental?, Decorations, etc...)
 - *Executive Director/Special Events Committee, Anticipated completion: November 2013*
- Finalizing Guest List
 - *Executive Director/Associate Director, Anticipated completion: October/November 2013*
- Guests RSVP—**following finalized guest list**
 - *Special Events Committee, Anticipated completion: November 2013*

Month 8 (December 2013)

- Website Goes Live
 - *Designer/Executive Director, Anticipated completion: early December 2013*
- Website Launch
 - *inQUEERy/Guests, Anticipated completion: mid- to late-December 2013*

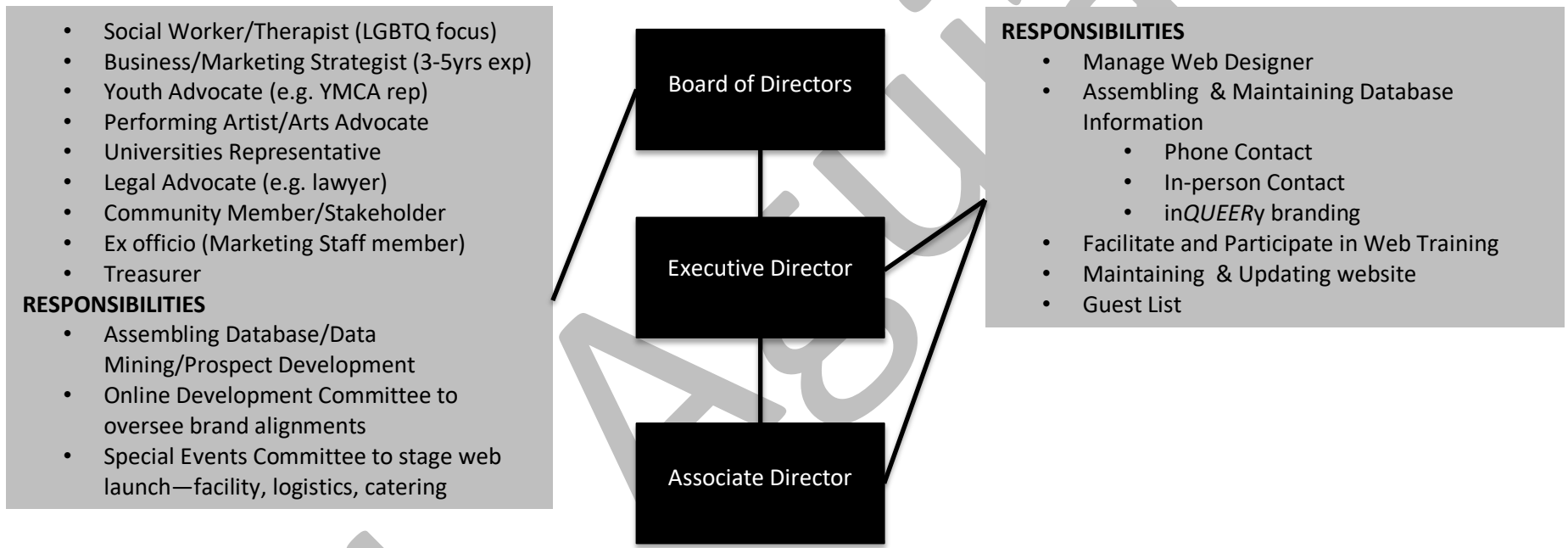
Outcomes.

- At least 90% of organizations providing services specific to LGBTIQ issues in community health (personal, social, finance, etc...) will be catalogued.
 - *Measure: survey of service professionals and sister LGBTIQ organizations.*
- Organizations catalogued in database will increase service inquiries and constituent base
 - *Measure: website metrics (click-thrus), Search Engine Optimization (SEO) and client intake or service utilization as documented by marketing metrics (where did you hear about us?, etc...).*
- Service recipients will be able to provide feedback and rate service providers in moderated discussion, providing valuable insight into the LGBTIQ community for service professionals
 - *Measure: social engagement via online presence including inqueerygso.org and other online social media (Facebook, twitter, instagram, etc...)*



GOVERNANCE AND ORGANIZATIONAL RESPONSIBILITY.

The table below illustrates the projected responsibilities of Board members and current staff of inQUEERy.





ORGANIZATIONAL ACHIEVEMENTS.

As a start-up organization, inQUEERy will work to connect LGBTIQ citizens and allies to valuable resources within their communities while working to become a valuable resource itself, aimed at facilitating the work of individual liberation within various sectors of the LGBTIQ community with an eye toward the establishment of a physical LGBTIQ resource center in the Triad community, providing referral services, support services and physical event space for LGBTIQ focused coalitional work, identity exploration and community building.

ORGANIZATIONAL BUDGET.

Currently in its inception stages, inQUEERy projects that its annual expense budget for FY 2013-2014 will be \$13,220.

PERSONNEL	
Executive Director (P/T)	\$6,000
Associated Director (P/T)	\$3,000
Total Personnel:	\$9,000
ADMINISTRATIVE	
Legal Fees	\$300
Equipment	\$500
Utilities	\$150
Office Supplies	\$100
Total Administrative:	\$1,050
PROGRAMS/ACTIVITIES	
Website	
• Domain Registration	\$80
• Web Hosting	\$40
Educational Programming	
• Workshop Development	\$500
• Instructional Materials	\$250
• Contract Facilitators (4 Facilitators x 10 schools x 2 hours x \$15/hr)	\$1200
Total Programs/Activities:	\$2,070
FUNDRAISING	
Special Events	



• Website Launch	\$500
• Coming Out Dinner	\$600
Total Fundraising:	\$1,100
TOTAL EXPENSES (FY 2013-2014):	\$13,220

PROJECT BUDGET SUMMARY.

<i>Line Item</i>	<i>Unit Cost</i>	<i>Total Cost</i>
Domain Registration	inQUEERy Executive Director, in-kind	N/A
Website Development	30 hours (Contract) @ \$25/hr	\$750
Web Hosting	\$5/month (average)	\$60
Web Development Software	\$400/Adobe Creative Suite (licensing up to 3 workstations)	\$400
Website Training	10 hours (Contract) @ \$25/hr	\$250
Website Marketing (Online)	Varies according to Vehicle	\$10
Website Marketing (Print)	300 postcards @ \$,10 each	\$30
Facilities Rental	5 hours/Date & Time TBD	\$300
Catering	inQUEERy Board, in-kind	N/A
Equipment <ul style="list-style-type: none"> • Laptop • Desktop • Projector 	inQUEERy Board, in-kind	N/A
Administrative Services <ul style="list-style-type: none"> • Building Database • Site management • Site maintenance 	inQUEERy Executive Director and Board, in-kind	N/A
	Total:	\$1,800



REFERENCES

- Guilford County Department of Public Health. (2011). *2011 Guilford County Youth Risk Behavior Survey*. Greensboro, NC: Guilford County DPH.
- Rutter, Philip A. & Nancy L. Leech. (2007). Sexual Minority Youth Perspectives on the School Environment and Suicide Risk Interventions: A Qualitative Study, *Journal of Gay & Lesbian Issues in Education*, 4:1, 77-91.
- U.S. Department of Health and Human Services (HHS) Office of the Surgeon General and National Action Alliance for Suicide Prevention. (September, 2012). *2012 National Strategy for Suicide Prevention: Goals and Objectives for Action*. Washington, DC: HHS.

J. Aguilera



ATTACHMENT 1. SAMPLE DATABASE DEVELOPMENT

Samples below are *redacted samples* of catalogued information regarding organizations. Health Care Services in particular will be more comprehensive as the database develops.

Health Care Services

Organization/Individual	Services Provided	Intake Procedure	Website
Triad Health Project	HIV/AIDS Care & Support		www.triadhealthproject.com
Aids Care Service	HIV/AIDS Care & Support		www.aidscareservice.org
Forsyth County Public Health Department	Preventative Care		www.co.forsyth.nc.us/publichealth
Guilford County Public Health Department	Preventative Care		www.guilfordhealth.org

Social Engagement

Organization	Services Provided	Intake Procedure	Website
Triad Pride Men's Chorus	Men's Choral Group	Interest Meeting and singing placement at top of each semester (aligned with academic calendar)	www.triadpridemenschorus.org
Triad Softball League	promote a social environment through amateur athletics with special emphasis on the participation of the gay, lesbian, bisexual and transgender community in	18 and up for participation/events are free to spectators/sponsorship opportunities exist	www.triadsoftball.com

inQUEERY

queering space and filling it with community

	an atmosphere of friendly competition.		
Theatre Alliance of Winston Salem		Shows: Audition (varies)	www.wstheatrealliance.org
Community Theatre of Greensboro		Classes/Camps (K-12): Academic Calendar Shows: Audition (varies)	www.ctgso.org
City Arts of Greensboro	Theatre Education & Productions	Classes/Camps (K-Adult): Academic Calendar Shows: Audition (varies)	www.thedramacenter.com

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