CAPE COD COMMISSION

Barnstable County
FY27 License Plate Grant Application Submission

Homeless Prevention Council

CONTACT INFORMATION

Organization Name: Homeless Prevention Council
Location: 8 Main Street, Orleans MA 02653
Project Manager Name: Ellie Zucker
Project Manager Title: Director of Program Administration
Project Manager Email: ellie@hpccapecod.org

PROJECT INFORMATION

Name of Project: Project REACH: Building Pathways to Self-Sufficiency

Brief Project Description:
The Homeless Prevention Council (HPC) requests $25,000 from the Cape and Islands License Plate Grant Program to provide tools, resources, and guidance to help Lower and Outer Cape residents break out of the cycle of poverty, achieve long-lasting self-sufficiency, and develop a structured pathway to success through the REACH program.

How does the project advance one or more 2024 Cape Cod CEDS Key Actions?
The HPC REACH program fosters resilience, empowerment, achievement, community, and hope through a three-month model combining mindfulness, transitional life coaching, and personalized case management. Participants develop and execute a personalized action plan to overcome barriers to achieve long-term success and stability.
How REACH directly advances two Cape Cod CEDS Key Actions:

- Key Action: Provide Opportunities for Organizations and Entrepreneurs to Pilot Ideas
  REACH gives individuals the structured support needed to pilot new goals, particularly starting or expanding small businesses. Through an 8-week mindfulness course, targeted life coaching, and case management, participants develop and execute a concrete action plan. The $2,000 stipend after graduation from REACH provides modest seed funding to help them implement their pilot plans and maintain momentum toward self-sufficiency.

- Key Action: Develop and Connect Students and Workforce to Educational and Training Opportunities

REACH establishes a clear pathway for participants pursuing vocational or academic goals, such as completing career-related coursework, earning trade credentials or professional certifications. By combining individualized coaching with dedicated HPC Case Manager and Program Liaison support, the program helps participants address personal barriers, stay engaged in their educational programs, and successfully transition into workforce opportunities.

What economic development needs/priorities will this project address?
This project addresses three interconnected economic development priorities critical to Cape Cod's long-term sustainability: Workforce Retention, Income Stagnation & Wealth Building, and Regional Economic Resilience.

- Priority 1: Year-Round Workforce Retention
  Cape Cod faces an acute worker shortage driven by extreme housing costs. The median home price in Barnstable County rose 80% from 2019 to 2025, while the income ($225,585) needed to buy a home in the core of HPC's service area (Eastham) far outpaces the median household income ($72,683). When lower income wage earners—such as single parents, healthcare workers, and retail staff—cannot achieve financial footing, they are forced to leave the region. The REACH Project directly addresses this priority by giving residents the tools, coaching, and resources to secure higher-paying local jobs or earn career-advancing credentials, keeping essential workers on the Cape.
- Priority 2: Overcoming Income Stagnation & Breaking Cyclical Poverty
  While the region's cost of living is among the highest in Massachusetts, local wages remain stagnant, leaving residents vulnerable to repeating cycles of financial instability. Traditional emergency assistance stabilizes immediate crises, but it does not fix underlying economic mobility issues. REACH directly targets the priority of upward economic mobility by helping low- and moderate-income individuals create sustainable household budgets, overcome personal employment barriers, and pursue vocational growth.
- Priority 3: Fostering Local Entrepreneurship & Small Business Viability
  A healthy regional economy relies on diverse, locally owned small businesses. However, vulnerable residents with viable business ideas often lack the structured support, mentorship, and initial capital needed to launch or expand a business. REACH fulfills this economic need by guiding participants through step-by-step goal execution, connecting them to other business-related resources, and providing a $2,000 stipend upon completion that serves as modest startup or operational funding.

What is the anticipated impact of this project on these economic development needs/priorities? How will this project support Cape Cod's economic resiliency?

The REACH Project directly addresses Cape Cod's pressing economic development needs—specifically retaining an essential year-round workforce, fostering local entrepreneurship, and expanding access to career pathways. The project drives economic impact and resiliency in two key ways:

- Direct Economic & Workforce Impact:
  REACH tackles regional labor shortages by empowering residents to gain credentials and launch businesses in vital local sectors. To date, 106 REACH graduates have entered or advanced in essential regional industries, working as nurses, dispatchers, home healthcare aides, landscapers, midwives, and doulas, as well as launching small businesses. By providing targeted coaching, structured goals, and a $2,000 stipend, the program helps participants bridge financial gaps to finish degrees, buy equipment, and achieve long-term self-sufficiency.
- Supporting Cape Cod's Economic Resiliency:
  Cape Cod's economy relies on a stable, year-round workforce. By offering a goal-oriented program focused on increasing individual support, REACH acts as an economic stabilizer—helping slow the outmigration of essential workers who are increasingly priced out of the region. Building personal and financial resilience at the individual level keeps workers stably housed, keeps local businesses staffed, and strengthens the foundation of the local economy.

Participant Impact Spotlight: Aneta's Story

As a mother of three working multiple jobs, Aneta dreamed of becoming a nurse, however, the decision felt daunting and she didn't know where to start. Through REACH, she received one-on-one life coaching, mindfulness training to manage stress, and a financial stipend that offset tuition, books, and supply costs. "Going to school is expensive, and the course load is rigorous," Aneta shared. "This program definitely helped me financially towards reaching my goals, but it's also an amazing opportunity to focus on yourself." Aneta successfully graduated from the program, earned her nursing degree, and now serves as an essential healthcare worker in our community.

By implementing proactive prevention services, HPC helps tackle workforce challenges before they take root—strengthening our residents, keeping our essential workforce stably housed on the Cape, and building a more resilient regional economy.

Are there any anticipated challenges to implementing the project within the required timeframe of the grant award?

HPC does not anticipate any challenges in implementing the project within the required timeframe.

Would the funding be used to support a grant program? Yes / No
No

Which municipality or municipalities are supportive of this project? (Optional)
NA

SCOPE OF WORK AND TIMELINE

Task 1

Description: Recruit, screen, and enroll 20 eligible participants in the 2026 REACH Program. Work with each participant to identify a specific vocational or educational goal.
Deliverable: Graduate 20 participants from the program. Provide each graduate with a stipend designated for an expense related to their documented vocational or educational goal. Maintain enrollment, graduation, and stipend records.
Estimated Completion Date: May 2026

Task 2

Description: Establish a referral process with Community Development Partnership's (CDP) Small Business and Credit Program. Identify REACH applicants who could benefit from business and/or credit support and CDP clients who may be eligible for REACH.
Deliverable: Implement a two-way referral process with CDP and maintain a record of referrals made, services requested, and follow-up outcomes.
Estimated Completion Date: June 2026

Task 3

Description: Provide follow-up support to REACH graduates as they pursue their educational, vocational, or business goals. Help participants identify next steps, address barriers, and connect with relevant resources.
Deliverable: Offer ongoing case management to graduates who seek support and document their goals, contacts, referrals, and progress.
Estimated Completion Date: June 2026

Task 4

Description: Track each REACH participant's progress toward their documented educational, vocational, or business goal. Collect updates at program completion and up to 12 months after graduation, during follow-up case management.

Deliverable: Produce a summary showing the number of participants who graduated, received stipends, completed goal-related steps, and accessed CDP services through a referral.
Estimated Completion Date: May 2027

PROJECT PARTNERS

Project Partner 1:

Name: Well Within
Title: L. Forest Malatesta, Founder
Email: Lfmalatesta@gmail.com
Role/Description: Well Within provides mindfulness training to various organizations and individuals. Their mission is to support individuals and organizations in living and leading from a place of inner clarity and wholeness. They foster the conditions where insight becomes integration — strengthening the capacity to navigate change with presence, compassion, and trust in our innate wisdom.
These skills are introduced to REACH participants and practiced over eight weeks as part of the training, which is particularly helpful given the stressors families face in an economically challenging, housing-insecure environment on Cape Cod.

Project Partner 2:

Name: Creative Pathways
Title: Edith A. Tonelli, Ph.D., LMFT, CPC Certified Professional Coach and Licensed Psychotherapist
Email: TonelliCoaching@gmail.com
Role/Description: Creative Pathways offers therapy and psychiatric mental health therapy, as well as life coaching by licensed health professionals. Creative Pathways joined the REACH Project to provide life coaching and goal-setting services to help clients set and achieve realistic and attainable goals.

FY27 LICENSE PLATE GRANT APPLICATION BUDGET: Homeless Prevention Council REACH

Please upload this sheet as a PDF as part of your application.

Please fill in all budget categories relevant for your proposed project, including a brief description of the funds requested. The total amount requested should equal the total amount noted in the scope of work. All project expenses are provided on a reimbursement basis.

Category	Amount Requested	Match Amount (optional)	Total Project Cost	Budget Narrative
Personnel/Labor from Staffing Plan)	3,250.00		7,827.00	Provides individualized guidance from Case Managers and support to help participants identify goals, build skills, and work toward greater stability and self-sufficiency. Participants receive ongoing support throughout the program.
Fringe Benefits (from Staffing Plan)	500.00		1,174.00	
Travel	250.00		2,500.00	Helps reduce transportation barriers and allows participants to access services, resources, and opportunities in order to fully participate in the program
Program Expenses	5,000.00		10,000.00	Supplies, meeting expenses, participant support, program development
Contractual/Consulting	3,000.00		25,000.00	Connects participants with specialized expertise, workshops, and services that strengthen skills and support individual goals.
Small Grants Program				
Other - Stipends	13,000.00		40,000.00	Provides direct financial support to participants as they engage in the program and make measurable progress toward their goals.
Total Direct Cost	25,000.00		86,501.00	
Indirect Costs*				
Total	25,000.00		86,501.00	

*Maximum of 15% of project direct cost unless the project applicant has a Negotiated Indirect Cost Rate Agreement.

FY27 LICENSE PLATE GRANT APPLICATION STAFFING PLAN: Homeless Prevention Council REACH

Please upload this sheet as a PDF as part of your application.

For each individual participating in this project, please share their name, title, and associated hourly rate, number of hours. In addition, please list the tasks that each staff member/volunteer will participate in. The staffing plan should be uploaded at the end of the application.

Staff Name and Title	Hourly Rate	Number of Hours	Total Project Cost	Amount Requested	Match Amount
Example: Jane Doe	$25.00	15	$375.00	$281.25	$93.75
E. Zucker, Dir Pgm Admin	45	80	$3,600	$1,500	-
J. Smith, Spc Pgm Chair	25	24	$600	$300	-
M. Linehan, Case Mgr	40.08	30	$1,202	$450	-
M. Flanagan, Dir Pgm Svcs	53.87	25	$1,347	$500	-
J. Brintnall, Case Mgr	35.92	30	$1,078	$500	-
Total Personnel			$7,827	$3,250	-
Fringe (enter fringe rate as percent):	0.15		$1,174	$500	-
TOTAL:			$9,001	$3,750	-

Staff Name and Title	Tasks/Responsibilities
Example: Jane Doe	Example: Management
E. Zucker, Dir Pgm Admin	Management, Program Development
J. Smith, Spc Pgm Chair	Administrative support.
M. Linehan, Case Mgr	Identification, recruitment of participants.
M. Flanagan, Dir Pgm Svcs	Identification, recruitment of participants, evaluation for program match, supervision of Case Managers.
J. Brintnall, Case Mgr	Identification, recruitment of participants.

Creative Pathways

Tonelli Coaching and Consulting

Edith A Tonelli, Ph.D., LMFT, CPC – Licensed Psychotherapist, Certified Professional Coach

September 21, 2026

To Whom it May Concern:

I am honored to write in support of the Homeless Prevention Council's REACH Project proposal for funding. I have been directly involved in this program as a professional transitions coach for seven years now, and I am truly thrilled at the impact that this program has in the lives of some of the most vulnerable in our community on the Lower and Outer Cape.

Since the program's inception in 2019, it has supported more than 100 individuals seeking to create more Resiliency, Empowerment, Achievement, Community, and Hope (REACH) in their lives. Together, we have been able to work in an intense, personal way to set goals, overcome barriers, and instill hope for the future. We have incorporated mindfulness techniques through an 8-week process that produces an every-day, practical format tailored to each individual's circumstances and struggles. All of this has been accomplished with the primary mission of improving the participants' overall well-being so they can move to the next level of self-sufficiency.

I feel privileged to have had the opportunity to help foster such a positive impact in these individuals' lives, and in turn, to have seen a positive effect on their families' and their communities' futures. I have been deeply moved by the commitment, courage, and trust exhibited by the participants, and thrilled to see their excitement over accomplishing goals (even small ones!) and becoming better role models for the other people in their lives.

A few comments from former participants follow:

"I'm in a new apartment and my business is growing! I never could have done it without REACH. It helped me focus and make a plan."

"I want to thank you for all your help and support along this road I am walking. Seven months ago, I would never have imagined what my life is today."

"The REACH program helped me. . . to clearly define my goals within my family, housing, and choosing my career path."

"I keep in mind that even when life is a mess, and all seems destroyed, I can create a new beginning."

"No turning back for me now!"

I ask that you please join us in building and sustaining this successful, pioneering program! I hope that you will seriously consider the REACH Project for funding.

Sincerely,
Edith A. Tonelli, Ph.D.
Licensed Psychotherapist
Certified Professional Coach

Email: TonelliCoaching@gmail.com -- Tel/Text: 508-737-2098

September 21, 2026

Re: Letter of Support for Homeless Prevention Council's REACH Program

Dear Barnstable County Board of Regional Commissioners:

On behalf of Well Within, I am pleased to offer my strong support for the Homeless Prevention Council's application to the Cape and Islands License Plate Grant Program in support of its REACH Program.

Well Within supports individuals and organizations navigating meaningful change. Through mindfulness-based programs grounded in connection, reflection, and practical daily integration, participants cultivate greater clarity, resilience, self-awareness, and well-being. This work aligns closely with REACH's commitment to fostering Resiliency, Empowerment, Achievement, Community, and Hope.

I have had the privilege of collaborating with Homeless Prevention Council through the REACH Program since 2019—initially through my work with Calmer Choice and now as the founder of Well Within. Over the course of this partnership, I have witnessed the care, commitment, and skill with which HPC supports individuals and families as they work toward greater stability and well-being.

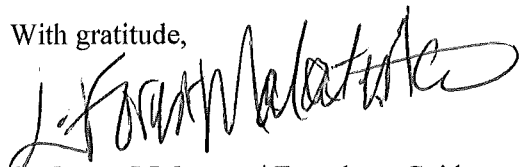
Since the collaboration began, mindfulness programming has supported more than 100 REACH participants in developing practical tools for managing stress, strengthening self-awareness, building connection, and navigating meaningful life changes. Participants have shared that the practices have helped them settle at night, connect more fully with their children, and approach challenging moments with greater steadiness and self-compassion.

Recent participant reflections speak to both the personal and communal impact of the program. When asked to identify something they had learned, one participant shared, **"I am capable, and I am strong."** Reflecting on the most valuable aspects of the experience, another participant wrote, **"Relearning practices that were important from years past. Better awareness of my own needs and strengths. You brought a very diverse group of people together; I learned something from each of them."**

These reflections illuminate what makes the REACH Program so meaningful. It creates an environment in which participants are welcomed as whole people, encouraged to recognize their own strengths, and supported in translating insight into meaningful change. Mindfulness programming through Well Within complements this work by offering accessible practices participants can carry into their homes, relationships, workplaces, and everyday lives.

I am honored to continue this longstanding collaboration with Homeless Prevention Council. The REACH Program provides vital opportunities for personal development, community connection, and sustainable growth. I respectfully encourage the Barnstable County Board of Regional Commissioners to support HPC's request for funding and invest in the continued impact of this innovative and deeply valuable program.

With gratitude,



L. Forest Malatesta | Founder + Guide

lfmalatesta@gmail.com Well Within 508-237-6084