

BRONX LGBTQ CENTER BUSINESS PLAN

APRIL 15, 2016

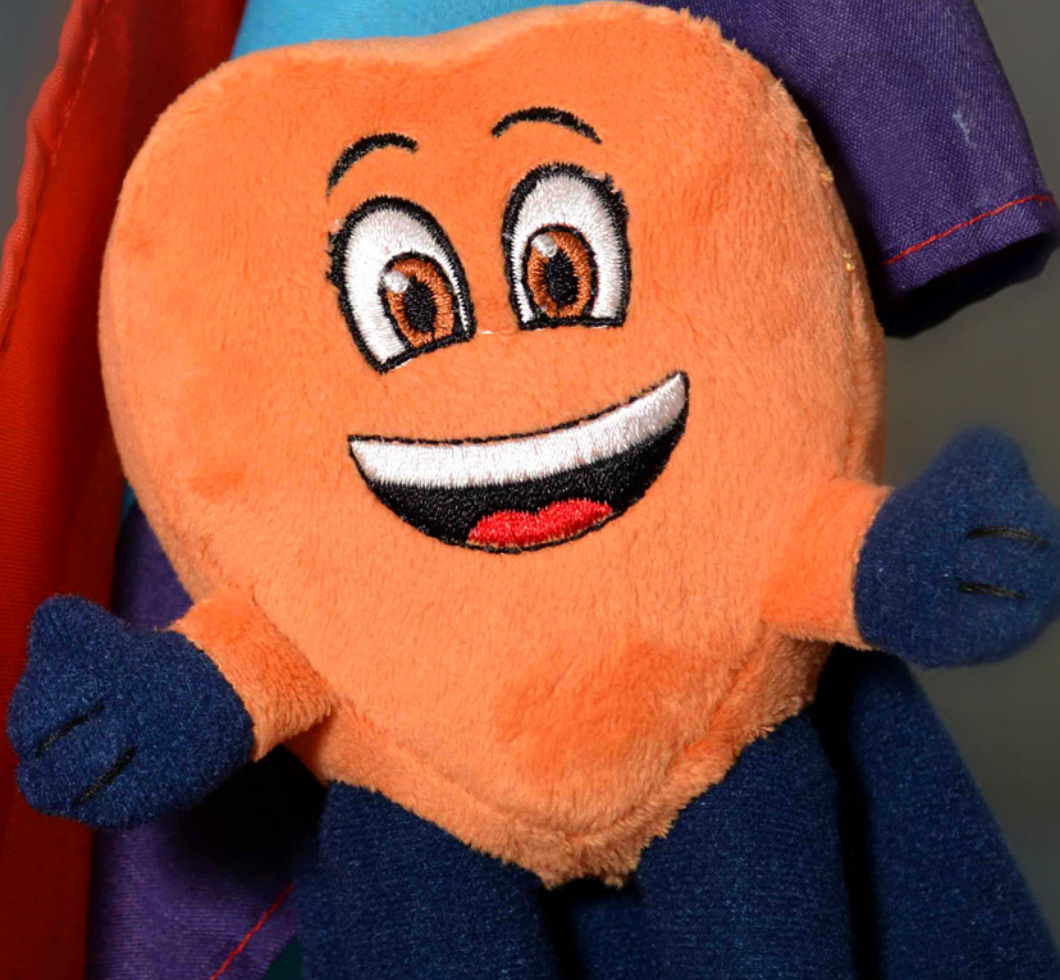


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EXECUTIVE SUMMARY



The Bronx LGBTQ Center is conceived and designed to meet the needs and exceed the expectations of the lesbian, gay, bisexual, transgender, and questioning community in the Bronx. As a comprehensive response to the challenges and opportunities articulated across this unique New York City borough, the Center will be the result of the committed collaboration between one of the Bronx's oldest community-based nonprofit service organizations and the office of Bronx City Councilmember Richie Torres. This combination of community design, organizational experience, and political vision has become the living platform from which the Bronx LGBTQ Center will emerge to serve a community that for too long has ranked among NYC's most underserved populations.

To begin to identify and understand the unmet health-and-wellness needs of this specific population, Center visionaries elicited input from the Bronx's LGBTQ community and allied leaders through a Community Visioning Project (CVP) conducted during August and September 2015 (see Appendix A for the CVP Final Report). This early initiative reached out to the impacted Bronx constituencies and began the ongoing process of determining how the Center can invite, support, organize, advocate for, and serve the current real-life needs of the borough's LGBTQ community. Planners identified the following Core Values as foundational to the development of the Center: "being inspirational and innovative, welcoming everyone, fostering accomplishment, accepting without judgment, exemplifying diversity, ensuring equality, and promoting self-improvement."

Based on CVP findings—and on formative input from a range of professional leaders and community representatives—this Business Plan outlines the Center’s planning processes first and foremost as a response to the explicitly expressed needs and wants of the Bronx LGBTQ community. The CVP process prioritized the need to provide real support particularly for the lesbian and transgender communities that have traditionally been overlooked. The CVP also reinforced the need for a broad range of services and supports for the wider LGBTQ community in the borough. In addition, the CVP clarified the community’s vision of a central location with affordable meeting space available to existing LGBTQ service providers for their own use, and for their possible collaboration with the Center to continue to provide the services they have so faithfully delivered. While only an early first step, the CVP represents a sustainable standard of community involvement in the design and implementation of the Center’s eventual services.

Following up on the CVP, the Center identified a group of Bronx stakeholders to develop a plan for Center programming and operations. Practically preparing for gradual and incremental growth as the Center’s physical plant is secured, designed, and renovated, planners anticipate the Center’s opening in 2019, with Wellness and Empowerment programming prioritized for Year 1, followed closely by Educational, Vocational, and Economic initiatives. Advocacy programming, as well as Social, Recreational, and Cultural Affairs programming, are forecast for more detailed implementation in Year 2 and Year 3 of Center operations as funding stabilizes and staff is hired to assume the broadening activities.

This Business Plan is created to outline in appropriate detail the design, development, and launch of the Bronx LGBTQ Center. It describes the emerging and sustainable processes that will rely on practical investment from a broad range of stakeholders, along with the vision and ongoing commitment of the Bronx community, the longstanding organizations that have invested in this community, and the political leadership committed to its growth and development. This plan is envisioned as a dynamic introduction to the Bronx LGBTQ Center.

INTRODUCTION



A Tale of Two, or Maybe Three, Cities

— In November 2015, The New York Times reported on the findings of a telephone survey it conducted with almost 2,000 New York City residents. Reminiscent of Mayor Bill de Blasio’s allusion to inequality in NYC as “a Tale of Two Cities” (bit.ly/29HTeuX), the Times’ headline ran, “Half of New Yorkers Say They Are Barely or Not Getting By” (nyti.ms/1j8tE3x). In the Bronx, where by almost every measure economic anxieties were most profound, 36% of respondents told pollsters that “there had been times in the past year when they did not have the money to buy enough food for their family,” and only 20% said that “they and their neighbors had good or excellent access to suitable jobs.”

In early January 2016, Legal Services NYC, a 50-year-old nonprofit and the largest civil legal services provider in the US, announced the results of a survey it conducted of more than 300 low-income LGBT New Yorkers on issues ranging from access to health care, education, employment, housing, and other services, to experiences of harassment and violence. Over 70% of survey respondents were people of color and nearly one third were transgender or gender-nonconforming. This survey became the basis for an informative report describing key issues faced by LGBT New Yorkers.

The first of its kind in the nation, this report, “Poverty Is an LGBT Issue: An Assessment of the Needs of Low-Income LGBT People” (bit.ly/29GvSJ1) depicts an unexpectedly severe—even “heartbreaking”—constellation of discrimination-based disparities that is unique to this population and that immeasurably escalates the challenges posed by poverty, despite NYC being home to far

more LGBT people than anyplace else in the country. During the past year, 62% of survey respondents had difficulty paying for basic needs, and 39% had been verbally harassed in public because they were LGBT. People of color and transgender individuals were shown to be subject to even greater disparities in access to services and more experiences of harassment and violence.

In a Next Magazine article titled “To Be Queer, Poor, and Invisible in NYC,” Legal Services NYC attorney Cathy Bowman discussed the report, noting, “Mainstream LGBT advocacy groups don’t focus on issues of poverty, and anti-poverty organizations don’t target LGBT populations. But a disproportionate number of LGBT Americans are poor.”

She continued,

“Despite providing direct legal services to New Yorkers living with HIV for more than 20 years, I still found the results [of the survey] devastating. The findings speak to a deep injustice and should be a call to action, both for LGBT advocates and those committed to the war against poverty.

“Our report also shows that low-income LGBT people face the same challenges as all poor people. But bias and discrimination create additional obstacles for those who are LGBT and can affect all areas of their lives. Trans people must navigate sometimes hostile bureaucracies to change their names and gender markers on identity documents. Landlords harass or refuse to rent to people simply because they are LGBT. Homophobia and transphobia are widespread among health care providers too.... So there are many legal issues that converge uniquely at the intersection of LGBT issues and poverty.

“What do low-income LGBT New Yorkers need from the rest of us? To begin, we must truly see them. Low-income LGBT people are all around us and as diverse as the city itself. They need to be pulled in from the margins.... The burden is on us to spread the word that our organizations actively welcome low-income LGBT people, that we are striving to create a safe space, and that we are prepared to address the problems they face as complex beings who are many things, including LGBT and poor. We have to believe that they also are entitled to justice.”

In the Bronx, LGBT invisibility, especially for low-income individuals, extends even to the absence of basic social and recreational amenities that have made other NYC locales more welcoming. Some 2,481 same-sex couples, or about 9% of the city’s total, live in the Bronx, according to an analysis of 2010 census data by the Williams Institute at the University of California, Los Angeles. Yet most Bronx residents would be hard-pressed to name a single explicitly gay- or lesbian-friendly community gathering spot in the borough.

Inspired by a vision of “an LGBTQ safe space--a symbol of inclusion in the commercial, cultural, and geographic center of the Bronx,” NYC Councilmember Ritchie Torres (CD15, Central Bronx) assumed office in 2014. Torres is the first openly gay candidate to be elected to legislative office in the Bronx and the youngest member of the City Council. Setting out to make his vision a reality, Torres recognized that BOOM!Health’s 30 years of successful experience “serving Bronx residents, particularly those from marginalized communities, on their journey toward wellness and self-sufficiency” made it the best prospective agency for implementing an LGBTQ Center in the Bronx.¹

On August 20, 2015, President and CEO Jose Davila announced, “BOOM!Health, in partnership with NYC Councilmember Ritchie Torres, has stepped up with a solution to address the social, cultural, and economic development needs of the LGBTQ community through the creation of a Bronx LGBTQ Center.” The Center, he said, “will be a resource that meets Bronx LGBTQ individuals where they are at and supports their continued growth and development toward self-sufficiency.”

Working to meet the needs of the LGBTQ community is not new to BOOM!Health, and the Center will draw on its comprehensive continuum of health and social services. For three decades, the organization has been outreaching across the borough to identify and engage at-risk, underserved, and hard-to-reach populations, including low-income LGBTQ people, with services for risk prevention, harm reduction, and other vital supports. For the past 15 years, its Prevention Center has provided a much needed safe space offering LGBTQ-focused drop-in groups and linkages to care.

With a growing \$18.5 million annual operating budget and over 60 contracts, BOOM!Health has a solid track record of securing and developing funding for its initiatives in the Bronx, including the 20,000-square-foot nationally recognized Harm Reduction Center for substance users and the homeless at 226 East 144 Street. The organization’s new Wellness Center for LGTBQ youth, women, and families at 3144 Third Avenue is being fully outfitted with \$1 million in 2015 capital funding from the New York City Council. With a history of major support from JPMorgan Chase, MAC AIDS Fund, Robin Hood Foundation, and other institutional and individual donors, the organization has proven its capacity to attract the investments needed to establish the new Bronx LGBTQ Center, both as a premiere venue in the Bronx and as a model for LGBTQ programming nationwide.

(See Section 7 for background information on BOOM!Health and its service to the LGBTQ community. See appendices B, C, and D, respectively, for BOOM!Health’s Programs and Services, Service Delivery Model, and Leadership Team.)

BRONX LGBTQ CENTER



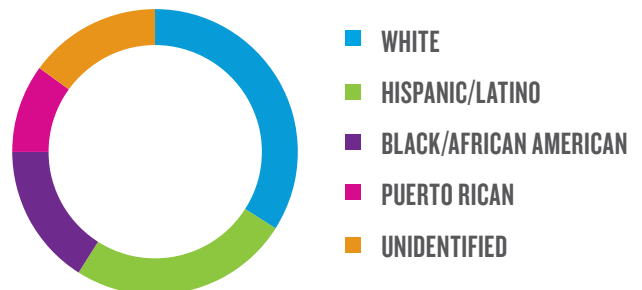
Progress to Date

During August and September 2015, a Community Visioning Project (CVP) was conducted to (1) initiate an assessment of the needs of the LGBTQ community in the Bronx relative to a proposed Center, and (2) gather input from that community—and from key leaders from across the borough and the city—on processes for planning, establishing, and sustaining the Center (see Appendix A for the CVP Final Report).

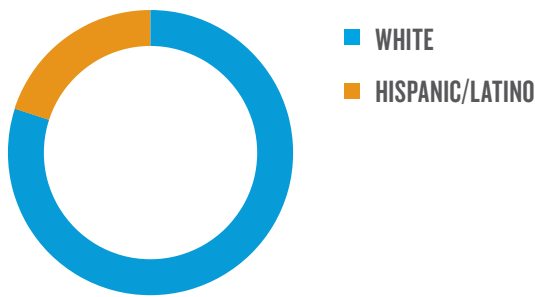
What the Bronx LGBTQ Community Needs and Wants

The CVP’s public-survey participants truly reflected the remarkable demographic diversity of the Bronx. Almost one third (32%) self-reported as being white/Caucasian, 23% as Hispanic or Latino/a, 20% as black/African American, and 8% as Puerto Rican. Regarding gender identity, 47% self-reported as female, 39% as male, and 14% as other gender identities. The breadth of this demographic spectrum of participants helps ensure that CVP results accurately reflect the community.

CVP Participants



Projected Participation Rate



The highest participation rate in the public survey came from individuals older than 50 (35%), followed by 35- to 49-year-olds (33%) and 25- to 34-year-olds (23%). Youth participation in the survey remains a challenge: 18- to 24-year olds comprised 10% of participants and no one under age 18 participated. Nonetheless, while the responses indicated the Center must focus on the needs of both adults and seniors

within the Bronx LGBTQ community, there was a consensus (67%) across all age groups that the center should ensure youth service coordination and/or provision as a priority.

A critical question for the CVP was whether the proposed Center will be utilized by the Bronx LGBTQ community. CVP data suggest a clearly affirmative answer: 82% of public survey participants responded that they would go to the Center in the Bronx, thus strongly indicating both need and interest in advancing the planning process for the Center.

When asked whether they believe that there is a safe place for the LGBTQ community in the Bronx, 33% of public survey respondents said yes while 67% said no. A safe place for the LGBTQ community was often described by participants as a place where all members of the community can express who they are without feeling that they are being judged or threatened. Participants described their ideal space as one that welcomes and unites individuals across the LGBTQ community and beyond, and that actively works to reduce incidents of violence and harassment.

When asked to prioritize a variety of broad program categories, 86% ranked basic support services (health care, food, and housing) as most important, followed by 84% who highlighted such community supports as AA and NA groups, and support groups for people living with HIV/AIDS, lesbians and transgender people, elders, and others; employment support (77%), education support (72%), and cultural arts (55%). Much feedback pointed to the lack of coordination among existing service providers and therefore the need for a centralized resource that aids members of the LGBTQ community in awareness building and in navigating available services and programs.

Participants cited gaps in services for the Bronx LGBTQ community in the areas of inter-generational programming (e.g., mentoring and companionship), parent engagement (e.g., Parents and Friends of

“The Bronx community lacks key supports like intergenerational services, and programming that truly prioritizes the needs of lesbians and trans people.”

Stakeholder Interview

“We want the Center to measure success from the beginning by tracking visitation statistics, participation rates, and customer satisfaction. This Center must sustain itself by matching its programming to the needs of the community that uses it.”

Stakeholder Interview

Lesbians and Gays – “PFLAG”, parenting support groups), economic empowerment, programming specific to the transgender and lesbian communities, and widely available LGBTQ cultural competency training for organizational staff, public safety professionals, and other public-facing staff at all levels of “mainstream” institutions. Several key measures of success for the Center were cited, including use of Center as measured by the number of visitors and by rates for participation, satisfaction, retention, and referral; community awareness; funder and stakeholder diversification and integration; decrease in local hate crimes; and staff retention.

The CVP confirmed that community leaders and residents envision the Bronx LGBTQ Center ultimately as a large-scale fully integrated partnership among Bronx-focused community-based organizations, service providers, businesses, and policy makers allied in supporting the LGBTQ community. Currently there is a lack of coordination among existing programs and support services available to LGBTQ Bronx residents; this disconnect has made it challenging for end users to navigate the existing supports and access individualized case management. The Bronx LGBTQ Center has the opportunity to serve as a centralized hub that integrates and promotes existing programs and support services while identifying and collaboratively addressing gaps.

Stakeholders Articulate Goals

Following up on the CVP and to inform this Business Plan, a Stakeholders Meeting was convened for key thought leaders serving the Bronx and the LGBTQ community (see Appendix E for the Center’s Stakeholders Roster). The purpose of the meeting was (1) to evaluate results of the CVP and, guided by that evaluation, (2) to articulate near-term goals. Key recommendations emerging from this meeting are

- Due to the current and longstanding lack of services for the Bronx’s LGBTQ community, LGBTQ people now must travel to Manhattan to access services geared to their specific needs, and this has long presented barriers for many. The Center should provide (1) social supports for the LGBTQ community, and (2) low- or no-cost gathering space for marginally funded LGBTQ-focused community organizations.

- The Center should be truly “age friendly,” from overall program offerings down to such facilities details as the height of the chairs. This is true for training and workforce-development initiatives as well: Many LGBTQ elders eke out a living with government benefits alone and would welcome opportunities for employment. Wellness and cultural programming must also be truly inter-generational.
- Community Boards across the Bronx should be targeted for ongoing cultivation and engagement. Likewise, other Bronx-focused public agencies and nonprofit service providers, and religious, cultural, educational, and recreational organizations and institutions should also be engaged.
- Marketing will be a critical issue. Multi-sectoral marketing through existing allied organizations will be key, as will a specific campaign that allows the Center to build trust among its target constituency, many of whom have become wary organizations that promise positive change but ultimately fail to deliver.

Based on the CVP and deliberations at the Stakeholders Meeting, leaders prioritized the following programmatic areas for implementation during the Center’s first year of operations:

- Creating space for social gatherings and events
- Providing more social supports for the LGBTQ community, particularly for lesbians and transgender people
- Offering programs around education and job readiness
- Developing relationships with leaders and representatives of the Bronx at large
- Marketing the Center
- Providing advocacy for the Bronx’s LGBTQ community
- Determining and implementing strategies for the Center’s long-term sustainability

The Center will convene an interim Advisory Group, including local community representatives and other LGBTQ service-provider professionals, early on to inform policies and actions as the planning process moves forward toward the Center’s launch. (See Appendix F for the Center’s Organization/Programs Chart Projected at Full Operations.)

Projected Center Site and Space Plan

BOOM!Health has chosen Central Bronx to launch and operate the Center. BOOM!Health is currently consulting with an architectural firm that will design preliminary drawings conforming with the programmatic plan of the Center.

The space will include:

- a large multipurpose room for conferences and social gatherings
- a warm-up kitchen
- a drop-in space with Cyber access
- a Café
- classrooms/group rooms
- a reception area
- staff and administrative-support space



(See appendices H1 and H2 for floor plans of the facility.)

The Center is also committed to providing space for activities hosted by other local organizations that serve the LGBTQ community. Space will be available at low or no cost to modestly funded CBOs, and at reasonable rental fees for organizations with greater ability to pay.

The Center's Mission, Vision, and Values

The Center's Mission: To provide a safe space in the Bronx for the LGBTQ community and its allies to be empowered and to reach their maximum potential.

The Center's Vision: To be a destination of belonging and compassion across generations.

The Center's Values: Being inspirational, welcoming everyone, fostering accomplishment, accepting without judgment, exemplifying diversity, ensuring equality, demonstrating harmony, promoting self-improvement, trailblazing innovation, and having fun.

BRONX LGBTQ CENTER



Prioritized Programs and Services, Years 1 and 2

Given the multitude of needs identified by the Bronx’s LGBTQ community through the Community Visioning Project and substantiated by recent studies, the Bronx LGBTQ Center must articulate, from the earliest stages of implementation, a clearly defined vision that spells out what the Center is and is not, setting clear expectations and maximizing transparency in Center communications. At every level—from the advisory board to executives to front-line staff—clear roles, responsibilities, and accountabilities must be established by leadership that reflects and respects the LGBTQ community and is in sync with the Bronx.

By engaging key stakeholders across brainstorming, decision making, planning, implementation, and evaluation, the Center is positioned for long-term alignment with the needs of the LGBTQ community. Further, this inclusive, coalition-building approach will establish trust, build credibility, and ensure the long-term success of the Center and its competitive advantage across a diverse portfolio of funding sources.

The Center’s planning process has prioritized two program focus areas for initial roll-out: (1) Wellness and Empowerment, to be implemented during operational Year 1, and (2) Educational, Vocational, and Economic Initiatives, to be implemented during Year 2.

(See Appendix F for a Projected Organization Chart of the Center’s full operations, anticipated after Year 3.)

Two additional program focus areas--(3) LGBTQ Advocacy, and (4) Social, Recreational, and Cultural Affairs--will be managed initially out of BOOM!Health's existing operations in these areas. Ultimately, planners project, the Center will develop independent initiatives to address these priorities.

At the start of Year 1, the Center will begin to build out its programming through collaborations with such prospective organizational partners as SAGE, LGBT Center of Manhattan, Urban Health Plan, Callen-Lorde, Adolescent AIDS Project--Montefiore Hospital, Destination Tomorrow, and Anti-Violence Project. These and other partners have expressed interest in providing programs aligned with the Center's mission and vision and will supplement programming resources available through BOOM!Health.

(See Appendix I for Outcomes and Indicators applicable to evaluation of the Center's programming.)

Focus Area 1: Wellness and Empowerment

Wellness and Empowerment will be the primary focus area for the Center's programming as prioritized through the CVP and by key stakeholders and service professionals. Emotional support services are essential for the LGBTQ community as there is currently a scarcity of services that facilitate self-acceptance and self-actualization in a welcoming and nurturing environment. Programming will be provided by licensed mental health clinicians guided by methodologies that facilitate LGBTQ psychosexual identity formation and provide the clinical support necessary to foster healthy development and ego-integration while limiting maladaptive behaviors that may develop from societal and/or internalized heterosexism and/or homophobia. Programming will also provide a social environment where individuals with common experiences can find mutual support.

In its first programming year, the Center will introduce

- Lesbian-specific emotional-wellness programs.
- Transgender and gender-nonconforming support and actualization programs.
- Inter-generational programming (e.g., mentoring for youth and companionship for elders).
- PFLAG chapter: The Bronx's first PFLAG chapter will offer family support groups.
- Services for LGBTQ families, including counseling and legal guidance around parenting.
- Alcoholics Anonymous, Narcotics Anonymous, and Sexual Compulsives Anonymous groups.

Focus Area 2: Educational, Vocational, and Economic Initiatives

In its second operational year, the Center will introduce

- Literacy training, high-school equivalency preparation, and English-language instruction for speakers of other languages.
- Tutoring and college prep for youth.
- Job readiness (e.g., resume writing, interview and workplace skills development).
- Job placement.
- Personal money management (e.g., banking, saving, and investing; filing tax returns; planning for retirement).
- Cyber Center, with basic computer training.

Focus Area 3: LGBTQ Advocacy

An advocacy initiative, to be managed during years 1 and 2 by BOOM!Health and projected thereafter to be managed independently by the Center, will increase the Center's visibility. Informational events will introduce local politicians, business people, and Bronx residents to the programs and services available to community through the Center.

Key public service campaigns will be developed and strategically implemented throughout the Bronx:

- Develop a community safety and anti-violence program and a "safe space" program with Bronx businesses/institutions.
- Organize a "health summit" to coordinate Bronx-focused health-services providers.
- Develop relationships with Bronx-focused public institutions that serve LGBTQ people (e.g., schools, courts) and local public-education campaigns (e.g., LGBTQ awareness-and-sensitivity training).
- Cultivate greater LGBTQ civic representation and public presence/participation in the Bronx.
- Develop a stronger social-media presence for LGBTQ advocacy.
- Address the lack of lesbian visibility in the Bronx.
- Promote transgender rights.

Focus Area 4: Social, Recreational, and Cultural Affairs

This initiative, also managed during years 1 and 2 by BOOM!Health, will enrich the lives of the LGBTQ community and its allies through such efforts as

- Providing space for activities and events hosted by local LGBTQ-focused groups and organizations;
- Developing programming for team sports, fitness, and self-defense/martial arts; sponsoring LGBTQ community social events; and
- Starting the process of developing a Bronx LGBTQ archives, library, and exhibition space.

Targeting LGBTQ Youth

The Center's planners have strong evidence of the need for programs and services that target LGBTQ youth. More than one-fifth of clients served by BOOM!Health are under age 30, and the number of new clients ages 10 to 29 who accessed, engaged in, and were retained by the organization's Prevention Services increased by 63.7% in FY2015. Prevention Services programs targeting youth provide supportive medical, substance use, and/or behavioral health services, along with programming that helps put young people on a path toward educational and career advancement.

BOOM!Health's Wellness Center already features a Drop-In Center specifically designed to meet the needs of LGBTQ youth and young women. The Drop-In Center provides access to comprehensive wrap-around health and emotional-support services, as well as basic supports for daily living. The Bronx LGBTQ Center's youth programming will expand and supplement the Wellness Center's existing youth services. Programming will be designed to provide educational and career development with the goal of placing LGBTQ youth more firmly on a path to upward mobility and economic self-sufficiency.

Drop-In Center Programming: At the Wellness Center, LGBTQ youth will access programming that fosters the development of social skills through structured socialization programming. An overall model of comprehensive health and supportive services--along with social, economic, and mental health programs that put youth on a path to college and to employment--systemically tackle the root causes or structural factors of poor health and living conditions. Support groups will focus on the shared experiences of LGBTQ populations to provide evidence-based social support in a group dynamic, as well as developing the interpersonal communication skills of those young persons who may not have had adequate exposure through their socialization. Each group will be presented with a focus on a key area of need for the population and will provide education and training, as well as structured socialization.

Workforce Development: LGBTQ youth will have opportunities for real-life job training and work experience by participating in a peer-development and work-study program through a social enterprise initiative called BOOM!Café. This program’s curriculum has been designed in collaboration with Catalyst Kitchen, a collaborative network of organizations with a shared vision to empower lives through job training, generating revenue through a social enterprise, and “nourishing bodies and minds” through food service. The curriculum runs for eight weeks and focuses on barista training, customer service training, business terminology and literacy, and workplace etiquette. Upon graduation, LGBTQ youth will work with Drop-In Center staff on developing a resume and seeking employment.

MARKETING THE BRONX LGBTQ CENTER



Target Audiences

The Community Visioning Project conducted in 2015 directly measured the needs of the Bronx LGBTQ community and identified the following target audiences to benefit from programs and services offered by the Bronx LGBTQ Center:

- LGBTQ residents of the Bronx as end users of programs and services, with a special focus on lesbians and transgender individuals identified as most underserved;
- Friends and allies of the Bronx LGBTQ community, including but not limited to, local “safe space” businesses, service providers, CBOs, public agencies, elected representatives, educational and cultural institutions, and faith-based organizations; and,
- Community service providers that will rent space to provide client services, as well as other organizations that will rent space for events, seminars, and forums.

Marketing Plan

The Bronx LGBTQ Center will develop and implement an integrated marketing strategy. A core component of marketing strategies targeting LGBTQ residents of the Bronx will be retention mechanisms (to avoid one-time engagement), along with awareness/community relations and impact messaging. These

strategies, through a date-sensitive work plan, will be managed by the Center's Executive Director and identified staff; key support staff will be tasked with implementation, monitoring, and outcomes measurement. Additionally, The Center will leverage existing BOOM!Health communication channels.

The three major elements below comprise an overview of the Center's marketing plan to be developed under the direction of the Center's Executive Director and implemented with the support of the larger organization:

Marketing Alignment

Program marketing: The Center will design and implement plans that allow for the overall alignment of the individual program marketing campaigns with its overall organizational marketing strategy.

Operations marketing: The Center will design and coordinate with overall marketing plans to promote the use of the Center's resources and physical space to potential partners in the larger community interested in serving the Center's target populations. These plans will highlight services the Center will provide to tenant-partners.

Database Development: The Center will develop and maintain a database to track participant engagement and build longer-term relationships by promoting events and opportunities for deeper engagement. This database will help inform target audience and impact of the Centers ongoing marketing plan.

Assessment and Evaluation: End user surveys, focus groups, interviews, and program evaluations will be developed, implemented and utilized to capture ongoing key interests, feedback, and recommendations. This data will be incorporated into the ongoing marketing planning.

Professional Development: Ongoing professional-development training will be provided for Center staff on how to maximize their role as ambassadors and advocates for the Center, including an emphasis on effective networking, communication skills, presentation skills, etc.

1. Website

We anticipate that one of the first vehicles for accessing information about the Center will be the website portal. Designing and developing a website that reflects the increasing tendency of individuals to research before visiting, challenges us to design a cutting-edge, interactive website featuring Center programs and services:

- Easy available options to answer FAQs about the Center’s activities, services, and public resources like meeting and event space rental.
- Interactive videos introducing Bronx residents to key staff member and important programs.
- Opportunities to increase participation through immediate on-line application or registration to access program services.

2. Communications

Public-relations and Messaging Campaigns thoughtfully and efficiently executed will:

- Highlight the Center’s opening.
- Feature the Center’s relationships with key partnering organizations, and the range of services and benefits available through the Center.
- Feature the progress of key Bronx advocacy campaigns that the in which the Center plays a leadership role.

Public announcements will be professionally crafted, utilizing well-established communication channels to disseminate information and build on effective partnerships with such influencers as:

- Elected representatives,
- Local businesses,
- Nonprofit organizations,
- Faith-based groups,
- Educational institutions, etc.

Social Media Outreach: The Center will use Facebook, Twitter, Instagram and other social media channels to raise the Center’s profile among target audiences.

Media Partnerships: The Center will build sustainable partnerships with media organizations, influential bloggers, and independent journalists to identify and leverage earned media opportunities (including the positioning of key Center staff as experts that the media can call upon).

Marketing Events: The Center will utilize the existing structure of ongoing advocacy, fundraising, and community events to build upon the Center’s public profile and expand the reach of the Center’s many resources and offerings. All events will be branded and marketed according to the Center’s brand guidelines.

Outreach Strategy: The Center plans to utilize on-the-ground outreach via an outreach van and pop-up sites to target hard-to-reach audiences who may not otherwise have access to Center services and supports or who may not know what the Center offers. Examples of outreach locations include The Pier, Hunts Point, and other venues where sex workers congregate.

Conference Participation: The Center will assume the existing longstanding participation in carefully selected LGBTQ-critical conferences, utilizing tabling/booths as appropriate. Venues have included Creating Change, USCA, Philadelphia Trans Health, Community Healthcare Network, Iris House, Human Rights Campaign, Harm Reduction Coalition, and National AIDS and Education Services for Minorities, as well as major NYC LGBTQ events, including those sponsored by elected representatives, public agencies, and private-sector entities. Conference participation will be integrated into the larger marketing plan as it serves multiple functions such as providing training and networking opportunities for Center staff and raising the Center’s local, regional, and national profile.

Award Opportunities: The Center’s marketing strategy will leverage local, regional, and national award opportunities to build the credibility of the Center and recognition for its approach and results.

Human Interest Opportunities: Leveraging human interest stories (i.e., “person with a name helping a person with a name”) will communicate the impact of the Center’s work and humanize its programming (alongside a more conventional quantitative approach to disseminating results).

Prospective Competitors

Although the comprehensive programming planned for the Center will not have any direct competitors in its target geographic area, it will be competing for selective program funding, especially in the areas of HIV/AIDS and job readiness, against other Bronx-focused providers. These competitors may include Destination Tomorrow, SAGE, Hispanic AIDS Forum, Bronx Works, Adolescent AIDS Program, Iris House, Bronx LGBTQ Community Services Center, Bronx Academy of Art and Dance, The Point, St. Ann’s Corner of Harm Reduction, New York Harm Reduction Educators, Union Community Health Center, and BronxLink.

Key to the Center’s successful positioning will be its emphasis on its capacity for comprehensive service delivery, and on BOOM!Health’s unique competence in service-delivery coordination among diverse providers. Lack of coordination among Bronx-focused providers was a challenge often cited during the Community Visioning Project, and BOOM!Health’s expertise in this area will help meet a longstanding need. Additionally, the Center’s proposed health-and-wellness model, which is currently lacking for the Bronx’s LGBTQ community, will bridge gaps in services across a wide spectrum of treatment and prevention models.

FINANCIAL PLAN



Comparable existing LGBTQ centers have all grown slowly, gradually securing both funding and a firm base of community support. The Center's identified growth plan is designed to take into account the time it will take to secure the location and renovate it. By the time the Center actually opens (targeted for 2019), the fundraising process will have secured a certain amount of surplus funding that will help the Center expand quickly into the new space and serve the community according to the Year 1 and Year 2 goals outlined in this Plan.

Financial Forecast

The financial forecast exhibits conservative yet steady growth. with total revenue of \$181,000 in pre-development plan year 1 (FY 17), increasing to \$271,000 in pre-development plan year 2 (FY 18) and \$469,000 in development plan year 3. This will be an exciting few years for the Center as it works to design the facility and build the required infrastructure for the Center's launch.

In operating year 1 (FY 20), the Center projects \$642,000 of revenue, with increases to \$908,000 in operating year 2 (FY 21) and \$1,044,000 in operating year 3 (FY22).

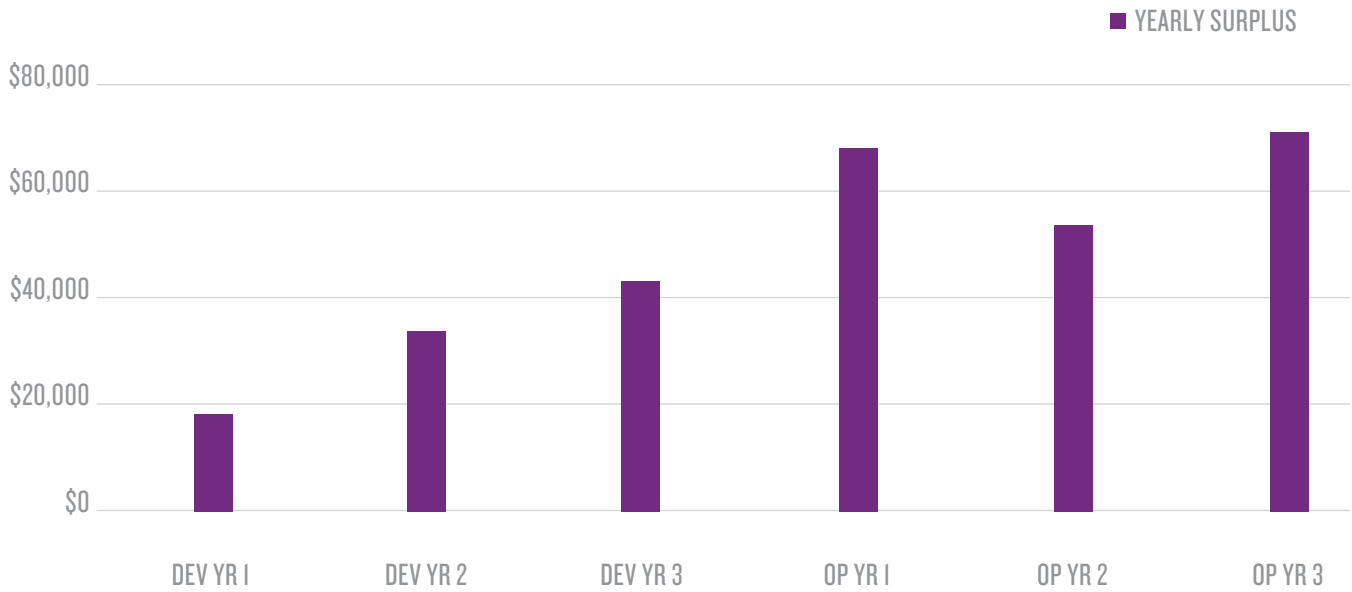
The Center's management team will build awareness and will organize marketing campaigns, and generate excitement for the Center with fundraising efforts that will attract a variety of private gifts and grants. Private funding is expected to grow from \$181,000 in pre-development year 1 to \$645,000 by operating year 3 (FY22). The contributions from private funders are the most important resource for the Center.

We anticipate that government support will also be an important component of the Center’s revenue, starting in pre-development year 3 with \$150,000, followed by \$250,000 of government funding in operating year 1 and \$375,000 in each of the second and third operating years.

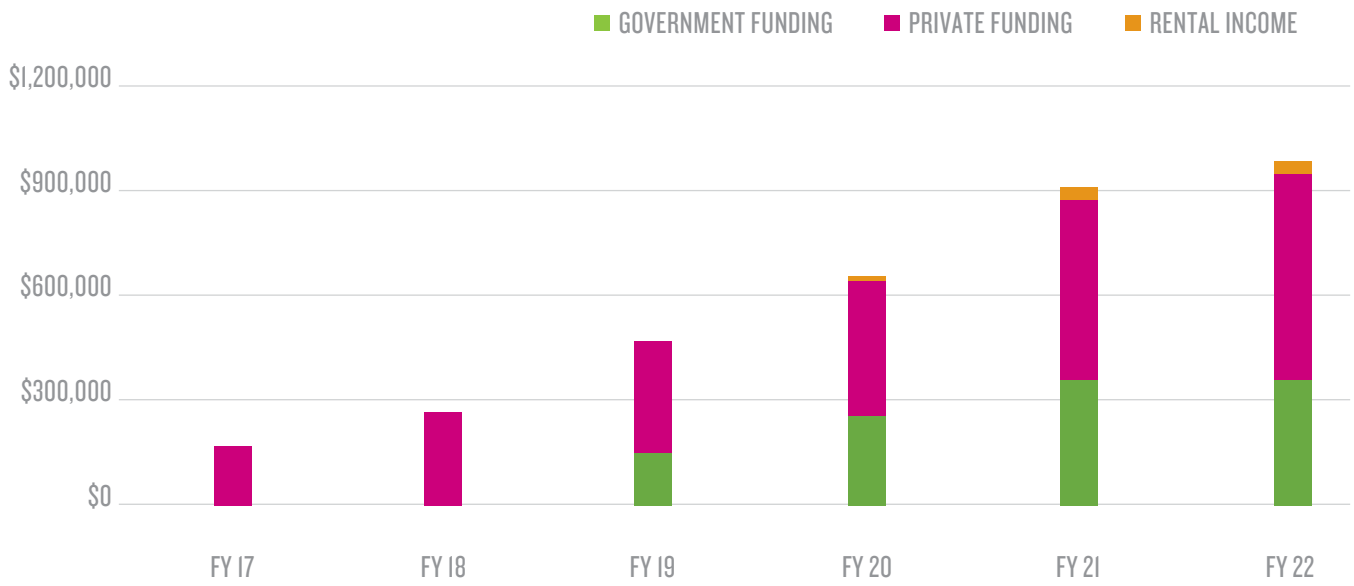
In addition, the Center expects to generate approximately \$24,000 per year in rental income from the community starting in the operational year 1. (The pre-development years will not realize rental income during the construction and renovation.)

	FY17 DEV YR 1	FY18 DEV YR 2	FY19 DEV YR 3	FY20 OP YR 1	FY21 OP YR 2	FY22 OP YR 3
PROGRAM REVENUE						
TOTAL GOVERNMENT FUNDING	-	-	\$150,000	\$250,000	\$375,000	\$375,000
TOTAL PRIVATE FUNDING	\$181,000	\$271,000	\$319,000	\$387,000	\$515,000	\$645,000
TOTAL RENTAL INCOME	-	-	-	\$5,000	\$18,000	\$24,000
TOTAL REVENUE	\$181,000	\$271,000	\$469,000	\$642,000	\$908,000	\$1,044,000
EXPENSES						
PERSONNEL	\$89,100	\$89,100	\$138,850	\$276,850	\$397,600	\$480,100
FRINGE	\$24,012	\$24,012	\$37,420	\$74,611	\$107,153	\$129,387
OTHER THAN PERSONNEL SERVICES	\$50,000	\$125,000	\$250,001	\$203,501	\$237,001	\$237,001
INDIRECT	-	-	-	\$19,049	\$111,263	\$126,234
TOTAL EXPENSES	\$163,112	\$238,112	\$426,271	\$574,011	\$853,017	\$972,722
SURPLUS/DEFICIT	\$17,888	\$32,888	\$42,729	\$67,989	\$54,983	\$71,278

The following graph shows the annual surpluses for the six years from pre-development year 1 through operational year 3. The amounts of the surpluses are expected to be between \$17,888 and \$71,278 each year. These projected surpluses will help the Center maintain a buffer during the pre-development years and set a plan for demonstrating fiscal prudence during the operational period.



The chart below shows the breakout of revenue by the type of funding source.



Personnel Plan

During the Center's pre-development period (i.e., during renovation of the site and prior to the Center's launch), the Center will engage private funding sources to support the hiring of the Center's executive officers to promote awareness and raise funds for the Center. All executive officers will develop and follow the strategic plan, budgets, and programmatic goals for the Center by overseeing the renovation and by hiring personnel. The Center anticipates hiring the following staff members starting with its launch in operating year 1 (FY 20):

- **Executive Director** will report to the Executive Vice President/CPO and will lead the Center's strategic planning, fund development, community relations, and program implementation.
- **Administrative Assistant** to the Executive Director.
- **Director of Operations** will drive the Center's mental-health and support-services programming and will serve as lead clinical advisor in the Center's program development.
- **Reservations Specialist** will facilitate the scheduling of the Center's space for external users and will provide customer service.
- **Reception Staff** will provide front-desk customer service.
- **Education and Career Planning Coordinator** will oversee the development of education and professional-skills development programs, including counseling and job placement.
- **Social and Cultural Affairs Coordinator** will facilitate LGBTQ events and athletics.
- **Educational/Vocational Counselor** will implement programming in group and individual settings. A few sessions can be organized to bring more awareness in the community.

Well designated personnel are the key for the success of any organization.

The personnel plan is as follows:

	FY17 DEV YR 1 EXPENSE	FY18 DEV YR 2 EXPENSE	FY19 DEV YR 3 EXPENSE	FY20 OP YR 1 EXPENSE	FY21 OP YR 2 EXPENSE	FY22 OP YR 3 EXPENSE
EXECUTIVE OFFICE						
BOOM!HEALTH PRESIDENT/CEO	\$21,000	\$21,000	\$21,000	\$10,500	\$10,500	\$10,500
BOOM!HEALTH EXEC VP/CPO	15,600	15,600	15,600	15,600	15,600	15,600
BOOM!HEALTH EXEC VP/CFO	9,000	9,000	9,000	-	-	-
SVP RESOURCE DEVELOPMENT	31,500	31,500	15,750	-	-	-
ASSISTANT VP, ADVOCACY & COMMUNICATION	8,500	8,500	8,500	-	-	-
FUND DEVELOPMENT MANAGER	3,500	3,500	-	-	-	-
BRONX PRIDE CENTER EXECUTIVE DIRECTOR	-	-	50,000	100,000	100,000	110,000
ADMINISTRATIVE ASST.	-	-	19,000	35,000	35,000	38,000
DIRECTOR OF OPERATIONS	-	-	-	60,000	80,000	80,000
RESERVATION SPECIALIST	-	-	-	26,250	35,000	36,500
RECEPTION STAFF/SITE ASST.	-	-	-	29,500	59,000	62,000
COORDINATOR, EDUCATION & CAREER PROGRAMMING	-	-	-	-	37,500	53,500
EDUCATIONAL / VOCATIONAL COUNSELOR	-	-	-	-	-	19,000
COORDINATOR, SOCIAL AND CULTURAL AFFAIRS	-	-	-	-	25,000	55,000
SUBTOTAL	89,100	89,100	138,850	276,850	397,600	480,100
FRINGE AT 26.95%	24,012	24,012	37,420	74,611	107,153	129,387
TOTAL PERSONNEL	113,112	113,112	176,270	351,461	504,753	609,487

	FY17 DEV YR 1 EXPENSE	FY18 DEV YR 2 EXPENSE	FY19 DEV YR 3 EXPENSE	FY20 OP YR 1 EXPENSE	FY21 OP YR 2 EXPENSE	FY22 OP YR 3 EXPENSE
BUDGET						
ARCHITECTURAL DESIGNS	\$50,000	-	-	-	-	-
FUNDRAISING / MARKETING CONSULTANT	-	\$75,000	\$50,000	-	-	-
OWNER REP	-	\$50,000	\$50,000			
AUDITING FEES	-	-	\$1,000	\$1,000	\$10,000	\$10,000
CONSULTANT - WEBSITE	-	-	\$40,000	\$20,000	\$25,000	\$25,000
PAYROLL PROCESSING FEES	-	-	-	\$5,000	\$5,000	\$5,000
ADVERTISING & PROMOTION	-	-	\$25,000	\$25,000	\$25,000	\$25,000
RENT	-	-	\$1	\$1	\$1	\$1
UTILITIES	-	-	\$25,000	\$25,000	\$25,000	\$25,000
OCCUPANCY - CABLE	-	-	\$5,000	\$5,000	\$5,000	\$5,000
REPAIRS & MAINTENANCE	-	-	-	\$5,000	\$2,000	\$2,000
EXTERMINATOR	-	-	-	\$8,000	\$8,000	\$8,000
WATER COOLER	-	-	-	\$1,000	\$1,000	\$1,000
SECURITY ALARM	-	-	-	\$10,000	\$10,000	\$10,000
TELEPHONE & COMMUNICATIONS	-	-	\$5,000	\$5,000	\$10,000	\$10,000
CELLULAR PHONE	-	-	\$1,000	\$1,000	\$2,000	\$2,000
POSTAGE: SHIPPING/MESSENGER	-	-	-	\$1,000	\$2,000	\$2,000
POSTAGE: METER POSTAGE	-	-	-	\$1,000	\$2,000	\$2,000
OFFICE SUPPLIES	-	-	\$2,000	\$5,000	\$10,000	\$10,000
EQUIPMENT	-	-	-	\$5,000	\$5,000	\$5,000
COMPUTERS/PRINTERS	-	-	\$3,000	\$5,000	\$5,000	\$5,000
COPIER: LEASING	-	-	-	\$10,000	\$10,000	\$10,000
SOFTWARE	-	-	\$1,000	\$3,000	\$3,000	\$3,000
PROGRAM: STAFF TRAVEL	-	-	-	\$2,000	\$2,000	\$2,000
OUT OF STATE CONFERENCE TRAVEL	-	-	\$5,000	\$5,000	\$10,000	\$10,000
MEMBERSHIP	-	-	\$2,500	\$2,500	\$2,500	\$2,500
PUBLICATIONS	-	-	\$1,000	\$1,000	\$2,500	\$2,500
CONFERENCE: REGISTRATION	-	-	\$1,000	\$2,000	\$5,000	\$5,000
STAFF TRAINING	-	-	-	\$5,000	\$5,000	\$5,000
EVENTS	-	-	\$20,000	\$20,000	\$20,000	\$20,000
LIABILITY INSURANCE	-	-	\$12,500	\$25,000	\$25,000	\$25,000
TOTAL OTPS	\$50,000	\$125,000	\$250,001	\$203,501	\$237,001	\$237,001
INDIRECT COST	-	-	-	\$78,283	\$111,263	\$126,973
TOTAL BUDGET	\$163,112	\$238,112	\$426,271	\$633,245	\$853,017	\$973,461
SURPLUS	9.88%	12.13%	9.11%	1.36%	6.05%	6.75%

About the Budget

The overall budget is based on the organization's start-up costs, mission, vision, and core priorities. Additionally, each line item directly relates to programmatic goals/objectives, as well infrastructure and technology needs. It is a fiscally conservative budget which only allows for costs which are absolutely necessary.

The building that the Center will occupy will be renovated using capital development funds to be provided by the City of New York in coordination with the City's Department of Citywide Administrative Services and the Department of Design and Construction. The funds to cover the costs of furniture, fixtures, and equipment must be raised separately. The Center will have minimal costs relating to the renovation of the building, except for the cost of retaining an architect/design professional to assist the Center in reviewing the progress of the renovation and to represent the design interests of Center.

The building in which the Center will be located is owned by the City of New York. At this time it is anticipated that the Center's rent will be \$1 per year. In addition, the City of New York will be responsible for maintaining the electric, heating, plumbing, and roofing systems relating to the building. Since the Center will be a program of BOOM!Health, the "indirect" line shows the allocation of administrative costs which relate to fiscal, HR and IT, and Facilities Management. These items are reflected in the budget.

BACKGROUND



BOOM!Health and the LGBTQ Community

BOOM!Health, a 501(c)(3) organization, was formed in 2013 as the result of a merger of two South Bronx agencies: Bronx AIDS Services and CitiWide Harm Reduction. Rebranded as BOOM!Health, the new organization affirmed, “We are going Beyond Our Original Missions,” with a new mission “to transform lives through health and wellness” and a vision of “health, wellness, and safety for all.”

At its founding, the organization united two already strong nonprofits, consolidating their different but complementary services and 42 cumulative years of experience to create a groundbreaking new “one-stop shop” service model. The organization’s seamless continuum of prevention and care enhances health-and-wellness outcomes by removing barriers to primary medical care and precluding inpatient admissions while supporting clients and program participants on their journey towards wellness and self-sufficiency. In a 2015 report (<http://bit.ly/1UaICXs>), the New York Academy of Medicine singled out their integrated approach as a possible model for other clinics around the country.

Today the organization achieves more than 50,000 outreach contacts in the community annually and delivers services to 12,000 of the hardest-to-reach and most vulnerable individuals in the Bronx and beyond who are at highest risk for health and socioeconomic disparities. The organization is on track to become one of the most comprehensive community-based service providers in the US led by people of color.

With a growing \$18.5 million annual budget and more than 60 contracts, their service integration co-locates a drop-in center, primary care, and pharmacy enhanced by wraparound support services with emphases on housing security, food security, behavioral health, youth development, women’s empowerment, and even barber services, showers, laundry, and meals. Central to this service-delivery continuum are the organization’s core values: being non-judgmental, being centered on the client/participant, exhibiting integrity, advancing holistic health/harm reduction, advocating for social change, compassionate, innovative, inspiring/empowering, mission driven, and accountable. They are committed to helping every client toward the realization that positive change is possible.

In collaboration with key strategic partners providing primary care and pharmacy services, BOOM!Health is positioned to achieve the national healthcare three-fold objective: to improve the health of populations, to improve the experience of care, and to reduce the per capita cost of healthcare. The organization has extensive experience in comprehensive harm-reduction and syringe-access services, actively addressing functional deficits and interpersonal/environmental barriers—particularly for active substance users or those in early stages of recovery—in a culturally competent, trauma-informed, evidence-based empowerment model that fosters independence.

(See appendices B, C, and D, respectively, for BOOM!Health’s Programs and Services, Service Delivery Model, and Leadership Team.)

The organization’s latest independent financial audit demonstrated a positive end-of-fiscal year fund balance and cited no significant material weaknesses or internal control deficiencies. A board-approved Accounting Manual is currently in place, and is consistent with funders’ financial regulations. Public funding accounts for 90% of their operating budget, with grants awarded by CDC, SAMHSA, NYSDOH AIDS Institute, NYCDOHMH, NYC HRA, NYC Department of Homeless Services, NYC City Council, and NYS Medicaid revenues. Private foundations, corporations, and individual donors also support their work consistently.

The staff includes more than 150 FTEs and almost 100 peer-support volunteers. The organization is governed by a board of directors that reflects the black and Latino Bronx communities served. Key initiatives include

- **The Wellness Center:** A new 35,000 square-foot Wellness Center under renovation in the Melrose section of the Bronx, focuses on youth development services, with special attention to the needs of LGBTQ youth and young women. Features will include a youth drop-in center with meals, laundry, and shower services, an onsite pharmacy, legal support, care coordination and a social enterprise café that will employ participants

from their youth programs. The organization's clinical partner at the new Wellness Center will be the Callen-Lorde Community Health Center, a Federally Qualified Health Center with extensive experience in treating the LGBTQ community and homeless and underserved youth. Callen-Lorde will deliver clinical services that include mental health, HIV/AIDS care, transgender care, and sexual health education.

- **Harm Reduction Center:** Succeeding the services originally introduced by CitiWide Harm Reduction in 1995, The Harm Reduction Center, a New York State authorized Syringe Exchange Program, now provides syringe access; a drop-in center open seven days per week; an onsite pharmacy operated by Evers Pharmacy in a private - nonprofit partnership; prevention, outreach, counseling, HIV/HCV testing, health coordination, onsite medical care with BrightPoint Health (formerly HELP/PSI, an NYS DOH Article 28 Federally Qualified Health Center and NYS OMH Article 31 behavioral health program).
- **Bronx Health Advocacy Network:** With its Bronx Health Advocacy Network, The organization further focuses on Bronx neighborhoods hardest hit by HIV/AIDS, hepatitis C, and other chronic illnesses to improve access to prevention and support services, health care, and treatment by promoting both consumer empowerment and inter-agency collaboration, advocacy, and networking. The network hosts monthly meetings on such topics as hepatitis C, mass incarceration, and other critical issues.
- **Adult Health and Wellness:** Originally developed as a supportive care model for individuals affected by HIV/AIDS, the organization has evolved to provide services to adult individuals with multiple chronic conditions, including care coordination, benefits assistance to undocumented, housing legal services for the homeless or unstably housed and food and nutrition services that include nutrition counseling, food pantry and community based congregate meals.

Across the borough, the city, the state, and the nation, the organization is a leader in the fight against the HIV/AIDS epidemic. They currently serves on a number of task forces, coalitions, and networks, including the national AIDS Policy Partnership and the AIDS United Public Policy Committee; New York State's HIV Advisory Board and its End of AIDS Task Force; New York City's HIV Planning Council, Prevention Planning Group, Ending the Epidemic Coalition, and the Bronx's Borough President's HIV Roundtable and The Bronx Still Knows.

History of Service to the LGBTQ Community

The organization has a long history of successfully running programs that serve the LGBTQ community in the Bronx (for a graphic timeline of this history, see www.boomhealth.org/pridecenter). From its first efforts in 1987 to conduct outreach and raise awareness of HIV among various groups to its current programs and services, the organization has addressed and continues to address some of the urgent health needs of the Bronx LGBTQ community. The proposed Bronx LGBTQ Center will take the organization's best practices and, on the basis of ongoing consultation, incorporate expertise from the community and from such outstanding LGBTQ service providers as Manhattan's LGBT Community Center, Callen-Lorde, Hetrick Martin Institute, CenterLink, and others from NYC and beyond.

1987: BOOM!Health is founded as Bronx AIDS Services.

1987: Community Outreach - The organization brought harm-reduction services and other supports to such at risk, underserved, and hard to reach populations as drug users and their partners, men who have sex with men, sex workers at high risk venues, and black and Latino men and women in high-prevalence neighborhoods.

2001: Focused work regarding adolescent men of color began with the awarding of a SAMHSA one-year planning grant to "determine community capacity for a comprehensive, culturally relevant system of SA and HIV services for young men of color in the Bronx." Boogie Down Bronx grew out of the program and earned a five-year HRSA Special Projects of National Significance (SPNS) grant to demonstrate "Models of Outreach, Care, and Prevention to Engage Seropositive Young Men of Color Who Have Sex with Men (YMCSM)." Over the five years of this contract, 90% of clients were retained in treatment.

2001: New Media Outreach - Initiated new media outreach, funded by CDC, to heighten HIV awareness among young MSM. That program was followed by a CDC award for outreach to YMCSM.

2002: Formed the First YMSM Provider Coalition to develop referral networks and collaborate on providing the most comprehensive services possible to this high-risk population.

2002-2006: Sensitivity Training - Conducted 133 YMSM Sensitivity Trainings for NYC service providers.

2004: Co-chaired the DOHMH-sponsored Syphilis Advisory Group (SAG) to address the resurgence of syphilis among MSM in NYC.

2004: Hosted First YMSM Provider Coalition Summer Event.

2005: Facilitated YMSM Service Provider Data Collection in collaboration with CDC to better determine the HIV-prevention needs of the MSM/transgender youth populations and to inform the CDC's RFP process.

2005: Established a YMCSM Drop-in Group at the organization's former Prevention Center.

2008: Awarded a CDC Outcome Monitoring grant to evaluate the evidence-based intervention Many Men Many voices (3MV) for YMSM and transgender.

2008: Created a series of bus-shelter ads for the South Bronx encouraging young gay men to find their voice and to seek support through the organization's The Blvd programming.

2010: Created a series of poster ads that encourage young men to get tested and learn their HIV status. Ads were displayed at bus shelters in the South Bronx and on the NYC Subway's #2 trains.

2010: First Mini-Ball - In June, the CODE RED program was the center of the organization's first-ever Mini-Ball, with seven houses competing for prizes. The event, which drew more than 125 YMSM, featured on-site rapid testing and subsequently led to an entire cycle of 3MV with all new youth.

2012-2015: Bronx Borough President LGBTQ Leaders and Allies Awards - the organization is active on the organizing committee for these annual honors.

2012-2015: Transgender Day of Action - the organization participates in this annual June march and rally that recognizes the transgender community.

2013-2015: Evidenced-based Interventions - the organization delivers evidence-based interventions: for MSM, Popular Opinion Leader, 3MV, and STREET SMART; for young MSM, "Homegrown" prevention interventions supported by CODE RED and others; and TBO, or Tool Box, a wellness intervention for adult MSM.

2013-2015: Transgender Day of Remembrance - the organization creates events around this annual November commemoration, including panel discussions and marches.

2014: Harlem/Bronx LGBT Task Force - the organization serves on this group created by current City Council Speaker Melissa Mark-Viverito.

2014: BOOM!Health participates in a panel discussion at GMHC on Puerto Rican MSM and HIV/AIDS.

2015: Annual Health Disparities Conference at Teacher's College, Columbia University - Management team members lead a panel presentation on "Making Basic Needs Matter to Health and Wellness for LGBTQ Youth."

2015: "LGBTQ 101" Awareness and Sensitivity Training - The organization conducts basic training for students, faculty, and staff at Bronx Community College.

2015: BronxTalk Television Appearance - Management team members discuss LGBTQ issues; the video draws more than 7,000 views.

2015: The Bronx LGBT Experience Panel - Bronx HIV Advocacy Network holds a panel discussion titled "The Bronx LGBT Experience" that features BOOM!Health with members of the Bronx LGBT community.

2015: BOOM!Health has a leading role in the Bronx LGBT Pride March, celebrating the annual June Pride Day with hundreds of Bronx LGBT folks and allies, marching from 144 Street and Grand Concourse to the Bronx Courthouse and a rally featuring US Congressman Jose Serrano, Borough President Ruben Diaz, Jr., NYC Councilmember Ritchie Torres, and others.