



DEPARTMENT OF
**PLANNING AND
DEVELOPMENT
REVIEW**

Commission of Architectural Review
Certificate of Appropriateness Application
900 E. Broad Street, Room 510
Richmond, VA 23219
804-646-6569

Property (location of work)

Property Address: 2405 Jefferson Avenue Current Zoning: East End
Historic District: Church Hill

Application is submitted for: (check one)

- ☒ Alteration
☐ Demolition
☐ New Construction

Project Description (attach additional sheets if needed):

Our administrative team met with local muralist Hamilton Glass onsite at 2405 Jefferson Avenue to discuss the creation of a mural on the East Leigh Street side of the building. CDP/SWC serves approximately 500 youth annually, and Mr. Glass proposed engaging groups of youth in a collaborative visioning process to help shape

Applicant/Contact Person: Cyndy Weldon-Lassiter, Ed.D.

Company: Challenge Discovery Projects dba Streamline Wellness Center

Mailing Address: [REDACTED]

City: Richmond State: VA Zip Code: 23223

Telephone: ([REDACTED]) [REDACTED]

Email: [REDACTED]

Billing Contact? Yes ☒ Applicant Type (owner, architect, etc.): Lessee ☐

Property Owner: City of Richmond

If Business Entity, name and title of authorized signee: Christopher P Nizamis, Division of Real Estate Strategies, Department of Economic Development

Mailing Address: [REDACTED]

City: Richmond State: VA Zip Code: 23219

Telephone: [REDACTED]

Email: [REDACTED]

Billing Contact? No ☒

****Owner must sign at the bottom of this page****

Acknowledgement of Responsibility

Compliance: If granted, you agree to comply with all conditions of the certificate of appropriateness (COA). Revisions to approved work require staff review and may require a new application and approval from the Commission of Architectural Review (CAR). Failure to comply with the conditions of the COA may result in project delays or legal action. The COA is valid for one (1) year and may be extended for an additional year, upon written request and payment of associated fee.

Requirements: A complete application includes all applicable information requested on checklists available on the CAR website to provide a complete and accurate description of existing and proposed conditions, as well as payments of the application fee. Applications proposing major new construction, including additions, should meet with staff to review the application and requirements prior to submitting. Owner contact information and signature is required. Late or incomplete applications will not be considered.

Zoning Requirements: Prior to Commission review, it is the responsibility of the applicant to determine if zoning approval is required. Application materials should be prepared in compliance with zoning.

Property Owner Signature: [Signature] Date: July 15, 2026

Certificate of Appropriateness Application Instructions

Staff Contact: (804)-646-6569 | alex.dandridge@rva.gov

Before You Submit

In advance of the application deadline, please contact staff to discuss your project, application requirements, and if necessary, to make an appointment to meet with staff for a project consultation. The CAR website has additional project guidance and required checklists: www.rva.gov/planning-development-review/commission-architectural-review.

Application deadlines are firm. All materials must be submitted by the deadline to be considered at the following Commission meeting. Designs must be final at the time of application; revisions will not be accepted after the deadline. Incomplete and/or late applications will not be placed on that month's agenda.

Submission Requirements

Please submit applications to staff via email with the project address in the subject line. Submit the following items via email to staff:

- One (1) signed and completed application (PDF) – property owner signature required.
- Supporting documentation, as indicated on the [checklist](#), which can be found under the 'Application Information' tab on the website.
- Payment of application fee, if required. Payment of the fee must be received before the application will be scheduled. An invoice will be sent via the City's Online Permit Portal. Please see [fee schedule](#) available on the CAR website for additional information.

A complete application includes a signed application form, legible plans, drawings, elevations, material specifications, and payment of the required fee as described in the City Code of Ordinances Sec. 30-930.6(b). The Commission will not accept new materials, revisions, or redesigns at the meeting. Deferral until the following month's meeting may be necessary in such cases to allow for adequate review by staff, Commissioners, and public notice, if required.

Meeting Information and Application Due Dates

- The Commission meets on the fourth Tuesday of each month, except for December when it meets on the third Tuesday.
- Application hearings start at 4:00pm. Meetings are held in person at City Hall in the 5th floor conference room. Participation via Microsoft Teams is available. It is strongly recommended that at least one person, either the owner or applicant, attend the meeting in person.
- All applications are due at 12 noon the Friday after the monthly CAR meeting, except in December, when applications are due the following Monday. For a list of meeting dates and submission deadline dates for each meeting please visit www.rva.gov/planning-development-review/commission-architectural-review or contact staff.
- Revisions to applications that have been deferred or conceptually reviewed at a CAR meeting can be submitted nine (9) business days after that meeting in order to be reviewed at the following meeting. Please contact staff to confirm this date.
- New construction will be required to go through a conceptual review. The conceptual review is non-binding.
- Applicants are encouraged to reach out to any relevant civic associations and immediate neighbors for new construction or large-scale projects prior to submitting to the Commission of Architectural Review.

PROJECT DESCRIPTION:

Our administrative team met with local muralist Hamilton Glass onsite at 2405 Jefferson Avenue to discuss the creation of a mural on the East Leigh Street side of the building. CDP/SWC serves approximately 500 youth annually, and Mr. Glass proposed engaging groups of youth in a collaborative visioning process to help shape the mural's design. Through a series of facilitated conversations and creative activities, youth will share their ideas, experiences, and aspirations, which Mr. Glass will incorporate into the final artwork. We envision a vibrant, youth-centered mural that celebrates resilience, family health, community wellness, and hope while reflecting the voices and creativity of the young people we serve.

How you can support a more beautiful East End



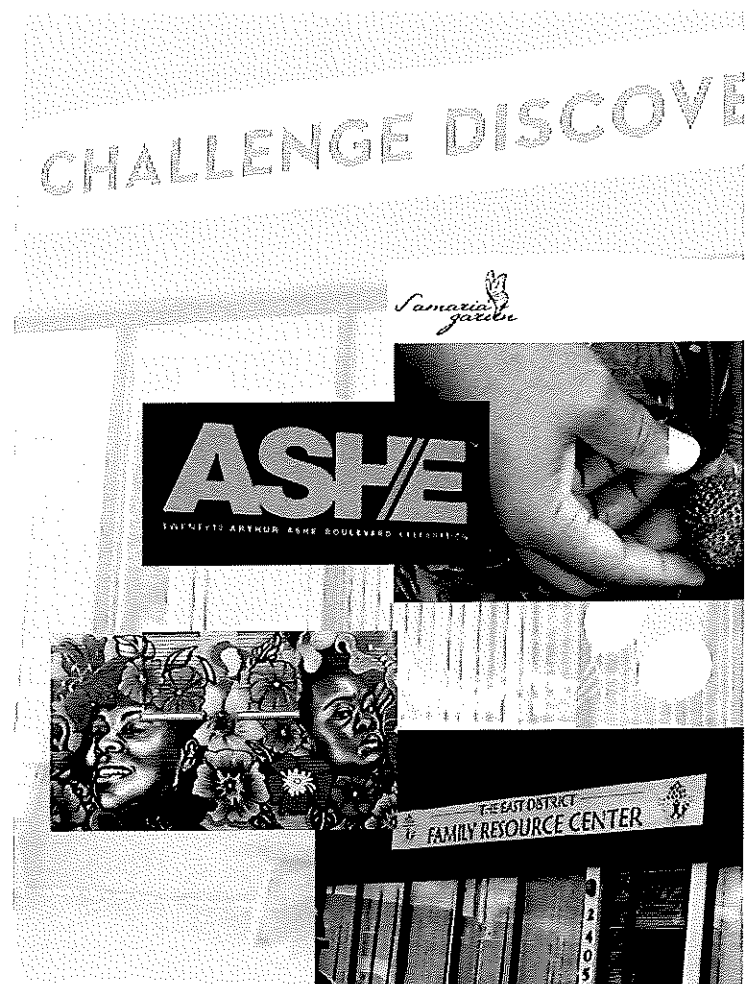
Founded in 1980, Challenge Discovery Projects dba Streamline Wellness Center (SWC) delivers school-based and community programs addressing mental health, trauma, bullying, and substance use — serving hundreds annually across Greater Richmond.

Before we called 2405 Jefferson Avenue home, the building served as the East End Family Resource Center. We've kept that commitment to the community, and today, our headquarters represents a vital hub and meeting space — not only for our youth mental health counseling staff but also for family-focused organizations across the area. We're deeply grateful to the City of Richmond for providing us with this beautiful space!

We're investing time, dedication, and resources to make it a stronger and even more welcoming place for East End families. Through extensive renovation, environmentally-friendly landscaping using local wildflowers, and interactive art, we're excited for the building to reflect our vibrant community.

With the help of Hezekiyah Baylor of BrownBaylor (esteemed and locally-owned marketing agency), Samaria's Garden (innovative, farm-to-table gardener), and Hamilton Glass (cutting-edge, community-engaged muralist), we're transforming our building.

Your letters of support will be integral to securing Richmond's Activation and Beautification CARE (ABC) grants, which provide funds to activate, beautify, revitalize, and rehabilitate crucial community spaces like ours. Write about why a more beautiful East End matters to you, and we'll include it in our grant proposal to fund these projects.



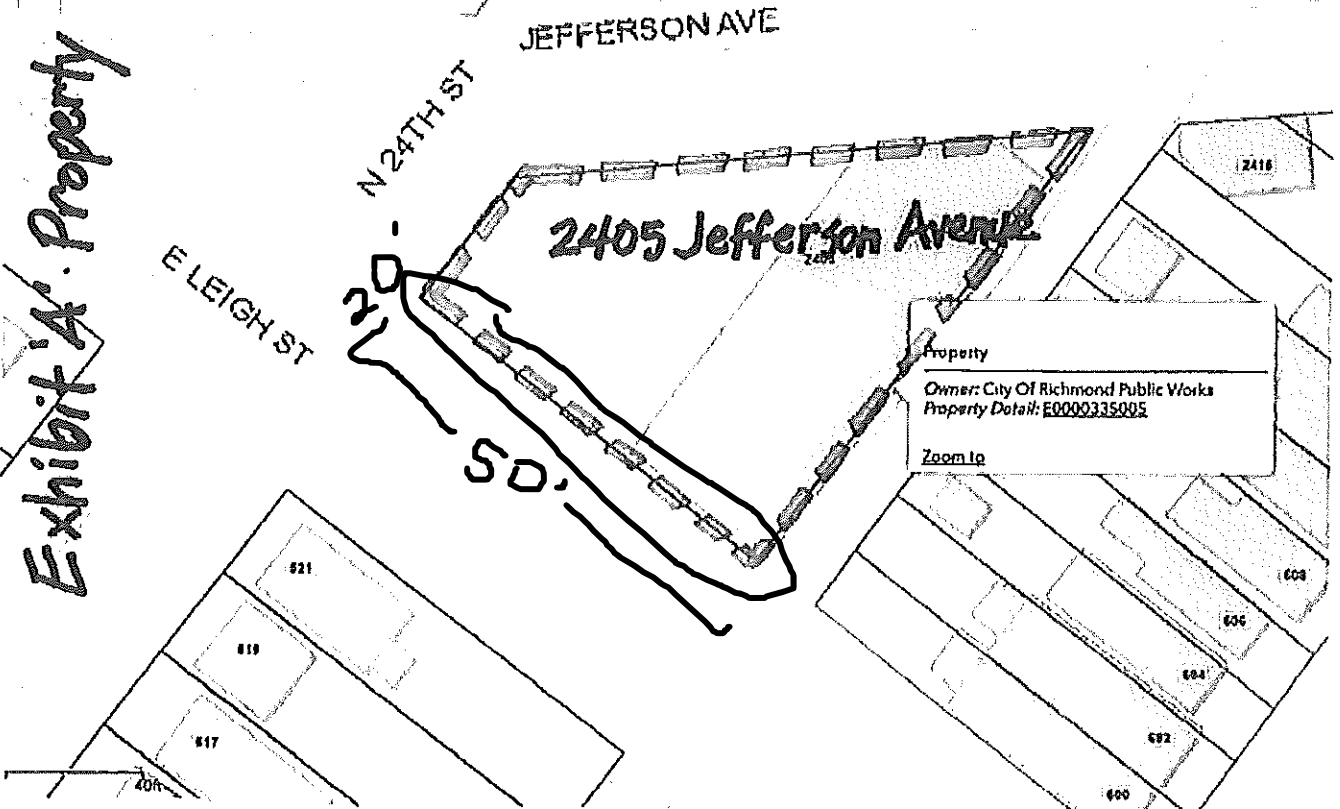
7/13/2020

Richmond Parcel Mapper



Richmond Parcel Mapper

Richmond Address/Intersection







Richmond City Council

The Voice of the People

Richmond, Virginia

OFFICE OF THE PRESIDENT

The Honorable Cynthia I. Newbille, Council President

Councilwoman, Richmond East End 7th Voter District

May 21, 2026

Richmond Economic Development Authority Activation & Beautification CARE (ABC) Grant Program
Richmond, Virginia

RE: Letter of Recommendation for Challenge Discovery Projects dba Streamline Wellness Center

Dear Grant Review Committee:

It is with great pleasure that I offer this letter of support for Challenge Discovery Projects dba Streamline Wellness Center (CDP dba SWC) as part of its application for the Richmond Activation & Beautification CARE (ABC) Grant Program.

For forty-six years, this organization has served the East End corridor, providing mental health crisis prevention, therapeutic intervention, and community outreach to youth and families in our community.

The vision of community wellness for all youth and families includes enhancements in a neighborhood that honors its residents and is accessible, inviting, and safe. SWC's office space represents a vital hub and meeting place for nonprofits and community organizations across the area. Formerly the site of the East End Family Resource Center, SWC remains committed to using this city-owned building for community-centered gatherings.

SWC plans to collaborate with several Black-owned small businesses within the community to implement and enhance the project's vision. Namely, Hamilton Glass, local muralist, envisions collaboration with youth to determine a mural design for one of SWC's external walls, and Samaria B, founder of Samaria's Garden, will work with local florists to create a floral garden with local wildflowers.

Partnerships such as these will support improvements to the building's aesthetic appeal through the addition of greenery, welcoming sitting spaces, and uplifting positive messages that foster community pride and connection. By engaging local youth and Black-owned businesses in the revitalization process, SWC will help strengthen youth voice and economic opportunity as it creates a welcoming space for both residents and visitors.

I strongly encourage the Richmond Economic Development Authority to support this application for funding. Streamline Wellness Center's project embodies the spirit and purpose of the Activation & Beautification CARE Grant Program and will serve as an asset to the East End corridor.

Please feel free to contact me if additional information is needed.

Sincerely,

The Honorable Cynthia Newbille
President, Richmond City Council
East End/7th District City Council Representative

Activation & Beautification CARE (ABC) Grants

Program Guidelines & Application

The EDA and the City of Richmond reserve the right to update the program guidelines, and any other information related to the Commercial Area Revitalization Program without prior notice.



OVERVIEW

Activation and Beautification CARE (ABC) grants provide funds for interim activation and beautification projects that can be expediently implemented to improve and revitalize the environment for retail, service, and other businesses in Richmond's CARE Areas.

PROGRAM GUIDELINES

- **Eligible Applicants:** Neighborhood, civic, and business associations, non-profits, foundations, and similar groups.
- **Eligible Projects:**
 - Must be located in [a designated CARE area](#)
 - Must beautify and/or activate a CARE area
 - Must improve and revitalize the environment for retail, service, and other businesses in Richmond's CARE Areas.
 - Must be visible from the public right-of-way
 - A project could include, but not be necessarily limited to, the following concepts:
 - Landscaping
 - Window displays in vacant buildings
 - Façade improvements
 - Building wraps
 - Murals
 - Decorative or pedestrian-scale lighting
 - Public-facing art and art installations
 - Exterior building cleaning
 - Pop-up concepts
 - Projects must have the support of the underlying property owner where the project will occur.
 - Projects must comply with applicable federal, state, and local laws and regulations, including but not limited to the City's zoning ordinance. Projects must receive required regulatory permits and approvals. Projects that are not viable because they have not received necessary approvals, or will not likely receive such approvals within a reasonable timeframe, will not be funded (see additional details on "Conditional Concept Approval" in Application and Grant Process section.)
 - This program prioritizes near-term (12-months or less) activation in CARE areas. Timelines associated with these projects will vary based on the proposed project. As a general guideline, projects should be positioned to commence after grant contract execution and should be feasibly executed within 12 months of commencing. Projects that are at idea stage only, do not have a realistic timeline with milestones, or do not have necessary partner buy-in are not well positioned for this current funding round.
- **Project Funding:**
 - Grant amount will be based on proposed, eligible project costs, up to the following maximums:
 - Up to \$25,000 (with no matching requirement)
 - Up to an additional \$25,000 if an applicant has a dollar-for-dollar matching source (whether that be their own funds or from a third-party source)
 - Maximum award is \$50,000



- Funds may not replace or supplant funding provided by the City of Richmond, the Commonwealth of Virginia, the federal government, or any of their respective agencies for the same or substantially similar use or purpose.
- Funding must be used for direct project implementation costs, as described in the application budget. Organizational overhead and ongoing maintenance will not be funded by ABC grant funds.
- Grant funding will not be provided until after required regulatory approvals are granted. Should an applicant not receive required approval, its project will not be funded.
- Once regulatory approval is achieved, an awarded applicant can seek reimbursement for eligible direct project implementation costs that it incurred between receiving Conditional Concept Approval and receiving regulatory approval.
- Funding is subject to availability
- Match funding: For those projects requiring match funding, if match funding is not identified at the time of the application, the applicant should include letters of interest and other expressions of conditional funding support, or details on possible funding sources and associated processes for finalizing match funding. Match funding must be identified by the execution of the grant agreement; failure to secure match funding by that date could result in the loss of some or all of the awarded grant funds.
- **Additional Requirements:**
 - Applicants must be registered with the Virginia State Corporation Commission and must be current on all required City of Richmond licenses and taxes.
 - Selected applicants will be required to sign a Grant Agreement, which will include reporting requirements and repayment conditions should project funds not be used for its intended purpose, with the Richmond EDA prior to receiving funds.

APPLICATION & GRANT PROCESS

How to Apply

- Applications will open at **12 pm on Friday, May 1, 2026**, and close at **5:00 pm on Monday, June 1, 2026**.
 - There will be a virtual program information session held on **May 4th and May 13th**.
 - Economic development staff will be available to answer application questions during the application period on a one-on-one basis.
 - Applicants will apply online at www.richmondeda.com.
- Application shall include:
 - Project concept description
 - Anticipated CARE area impact
 - Implementation timeline
 - Plan for ongoing maintenance of project (if relevant)
 - Project financials and budget
 - Information on the background, qualifications, and experience of the applicant and their partners
 - Letters of support from relevant business, neighborhood, civic, and community stakeholders
 - Support documentation from the owner of the property where the project would occur (for example a letter of support, project agreement, or lease approval if applicant is a tenant)
 - Proof that the applicant organization is in good standing with the Commonwealth of Virginia



and City of Richmond (current SCC registration, current business license).

Application Review

- Submitted applicants will be evaluated by a cross-disciplinary selection team to review a project's alignment with the program's goal;¹ its financial, operational, and regulatory feasibility; project timeline; the project team's experience; the presence of community support; and project visibility and expected impact on the CARE area.
- The applicant will provide any additional information deemed necessary or helpful to the review team
- Project selection is subject to funding availability. The submission of an application does not guarantee a grant award.

Conditional Concept Approval

- It is likely that many proposed projects will require regulatory approvals (safety, health, permitting, zoning, as examples). Prior to a grant award, selected applicants will receive "Conditional Concept Approval," indicating that their project's concept was selected for a grant, if it achieves all the necessary regulatory requirements. To support the applicant in moving forward, the EDA will facilitate a "Concept Path Meeting" between the applicant and the City, to map out necessary steps and processes. A project manager will continue to offer support through the process. Receipt of a Conditional Concept Approval does not guarantee final approval of a grant award.

Grant Award

- Selected applicants that have received the necessary approvals, signed the grant agreement, and provided necessary banking information, will have funds transferred to them from the EDA.

SUPPLEMENTAL INFORMATION

Projects in Old and Historic Districts

Certain areas of Richmond are designated as Old and Historic Districts, which follow additional zoning laws for their property that may be relevant for the Activation and Beautification Grant. Murals are welcome within our city's Historic Districts, however historic brick is more porous and softer than modern brick, and therefore they must be thoughtfully reviewed to ensure it respects the integrity of our historic buildings.

We strongly encourage those interested in a mural project in a historic district to consult with the Commission of Architectural Review staff to discuss techniques and options: email Alex Dandridge at Alex.Dandridge@rva.gov. Visit richmondeda.com/activation-grants/ for additional guidance on Old and Historic Districts.

- [Map of Historic Districts](#)
- [Quick Guide for Murals in Old and Historic Districts](#)
- [Commission of Architectural Review](#)

Questions

The Richmond Economic Development team are here to support applicants during the application process. Please send questions to RichmondEDA@rva.gov.

¹ Projects must improve and revitalize the environment for retail, service, and other businesses in Richmond's CARE Areas. Projects must align with general standards of decency and respect for diverse beliefs and values.



APPLICATION

Applicant Organization

Legal name of the Applicant Organization	Challenge Discovery Projects, Inc.
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"Doing Business As (DBA)" name if different from above	Streamline Wellness Center
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Taxpayer or Employer Identification Number	*****
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Organization webpage	https://www.swcrva.org/
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Year founded	1980
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Organization Address

Organization: Street	2405 Jefferson Avenue
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Organization: State	VA
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Organization: Zip code	23223
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Organization Mission	Streamline Wellness Center's mission is to support the confidence, resilience, and healthy relationships that youth need to flourish; services include tailored mental health counseling and social and emotional skill development initiatives.
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**Proposed Project Information**

Select the category that best describes your project

Mural

Describe other

Project street address

2405 Jefferson Avenue

Project zip code

23223

Have you confirmed that the project address is located in a CARE area?

Yes

Project City Council district

7th

Is the project located in a Historic District?

Yes

Has the property owner agreed to participate in the project?

Yes

Total project cost

32810

Total grant request

25000

If grant request is above \$25,000, detail your matching source of funds (match funding must be identified by the execution date of the grant agreement. If match funding is not identified at the time application, include details on possible funding sources or conditional funding support.)

N/A



Project description (additional narrative can be uploaded as an attachment)

Funds will support a highly-visible mural. The project has been reviewed by local artist, Hamilton Glass, who will engage the youth we serve through focus groups to create a design.

Environmentally-friendly landscaping will serve as an inviting activity space for organizations and families.

Detail project partners (additional details can be uploaded as an attachment)

-Hamilton Glass (cutting-edge, community-engaged artist) for mural

-Samaria's Garden (innovative, farm-to-table gardener) for landscaping

-Hezekiyah Baylor of BrownBaylor (locally-owned marketing agency credited with the campaign behind the naming of Arthur Ashe Blvd) for org. rebranding

How will the project beautify and/or activate a CARE area. How will it improve the environment for retail, service, and other businesses in a CARE area.

As a place where youth receive cost-free mental health counseling and community organizations gather, our building should be an inviting, welcoming space. Through locally-designed, participant-guided art and gardening, our space will reflect the vibrancy of the area we serve.

What does success look like for this project and how will you measure success?

Success will be a mural that is indicative of the community's voice; youth will be interviewed and provide sketches to guide the design. Similarly, landscaping and flowers will reflect the native environment.



Does the project have a funding source for ongoing project maintenance?

Yes

Provide a description of the ongoing project maintenance needs of this project, including details on responsible parties.

Ongoing maintenance will not be funded with ABC Grant funds.

For maintenance of the garden, we have secured a gardener who will be factored into our operational budget.

Application Point of Contact

Contact first name

Rachel

Contact last name

Zeeve

Contact phone

571-255-0746

Contact email address

rachelzeeve@cdprva.org



UPLOADS

Once the document is signed and submitted, copies of the uploads will be at the end of the final document.

Proof of registration with Virginia State Corporation Commission

City of Richmond Business License, if applicable.

If your organization is not required to have a City of Richmond business license, upload an explanation in lieu of a business license.

Project implementation timeline (including total implementation duration, specific milestones, and responsible parties)

Project budget (include information on matching funds, and other sources of project funds as relevant)

Support documentation from the owner of the property where the project would occur (for example, a letter of support, letter of interest, or project agreement)

Project support letters (from relevant neighborhood, business, community stakeholders, and match funders)

Project renderings/photos/designs or other similar materials (as needed)

Additional project narrative information and/or additional applicant organization and partner background information (as needed)



Application Certification

I certify that I am authorized to apply on behalf of the Applicant Organization for the Activation and Beautification CARE (ABC) grant program. I certify that I understand the ABC grant guidelines. I certify that the information on this application is true and correct to the best of my knowledge, and should information be found to be false, it could result in being ineligible for the award of a grant or could result in the repayment of any awarded funds.

Signature

Signed by:
Rachel Zeeve
93609DFF69FF4BD...

Name

Rachel Zeeve

Title

Advancement and Communications Director

Date Signed

2026-May-27

Entity Information

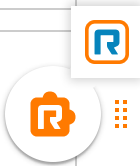
Entity Name:	Challenge Discovery Projects, Inc.	Entity ID:	06316293
Entity Type:	Nonstock Corporation	Entity Status:	Active
Series LLC:	N/A	Reason for Status:	Active and In Good Standing
Formation Date:	02/10/2005	Status Date:	05/05/2026
VA Qualification Date:	02/10/2005	Period of Duration:	Perpetual
Industry Code:	0 - General	Annual Report Due	N/A
		Date:	
Jurisdiction:	VA	Charter Fee:	\$50.00
Registration Fee Due	Not Required		
Date:			

Registered Agent Information

RA Type:	Individual	Locality:	HENRICO COUNTY
RA Qualification:	Member of the Virginia State Bar		
Name:	CHARLES RICHARD SAMUELS	Registered Office	4908 Monument Ave
		Address:	Ste 100, RICHMOND, VA, 23230 - 3613, USA

Principal Office Address

Address: 2405 Jefferson Ave,
Richmond, VA 23220



Title	Director	Name	Address	Last Updated
	Yes	DAN NICCOLUCCI	17531 MABRY MILL DRIVE, MIDLOTHIAN, VA, 23113 - 0000, USA	05/05/2026
	Yes	MAYNARD GRIZZARD	9210 ARBORETUM PKWY, RICHMOND, VA, 23236 - 0000, USA	05/05/2026
	Yes	Charles Aquino	2405 Jefferson Ave, Richmond, VA, 23223 - 7223, USA	05/05/2026
	Yes	Travis Bowers	2405 Jefferson Ave, Richmond, VA, 23223 - 7223, USA	05/05/2026
President	Yes	Jasmonn Coleman	2405 Jefferson Ave, Richmond, VA, 23223 - 7223, USA	05/05/2026
	Yes	Danny Corker	2405 Jefferson Ave, Richmond, VA, 23223 - 7223, USA	05/05/2026
Vice President	Yes	David Harris	2405 Jefferson Ave, Richmond, VA, 23223 - 7223, USA	05/05/2026
	Yes	Anna Aquino	2405 Jefferson Ave, Richmond, VA, 23223 - 7223, USA	05/05/2026
	Yes	John Hamm	2405 Jefferson Ave, Richmond, VA, 23223 - 7223, USA	05/05/2026



			7223, USA	
	Yes	Ally Russell	2405 Jefferson Ave, Richmond, VA, 23223 - 7223, USA	05/05/2026

MEMBER - DIRECTOR INFORMATION

Member Information:
No Membership Provisions Provided

- Filing HistoryRA HistoryName HistoryPrevious Registrations
- Garnishment DesigneesImage Request





**Challenge Discovery Projects dba
Streamline Wellness Center (SWC)**

SWC is not required to have a City of Richmond business license because we do not currently bill clients or program participants for our services; they are all offered free of charge.



**Challenge Discovery Projects dba
Streamline Wellness Center
Beautification Timeline**

Task	Estimated Completion	Responsible Party
Renaming of organization to Streamline Wellness Center, brand concepts finalized	COMPLETED as of 5/4/26	Hezekiyah Baylor
Contact Samaria's Garden, BrownBaylor, and Hamilton Glass for project concepts and cost estimates	COMPLETED as of 5/5/26	SWC Operations Assistant
Samaria's Garden to implement landscaping project	Estimated to be completed by September 2026	Samaria's Garden
Hamilton Glass to engage youth to create mural design	Estimated to be completed by August 2026	Hamilton Glass
Mural approval by City of Richmond Contact, Alex Dandridge	In progress; likely completed by July 2026	SWC Development Director and Executive Director
Hamilton Glass to complete mural	Estimated to be completed by November 2026	Hamilton Glass

Supporting a more Connected East End



Founded in 1980, Challenge Discovery Projects dba Streamline Wellness Center (SWC) delivers school-based and community programs addressing mental health, trauma, bullying, and substance use — serving hundreds annually across Greater Richmond.

Before we called 2405 Jefferson Avenue home, the building served as the East End Family Resource Center. We've kept that commitment to the community, and today, our headquarters represents a vital hub and meeting space — not only for our youth mental health counseling staff but also for family-focused organizations across the area. We're deeply grateful to the City of Richmond for providing us with this beautiful space!

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With the help of Hezekiyah Baylor of BrownBaylor (esteemed and locally-owned marketing agency), Samaria's Garden (innovative, farm-to-table gardener), and Hamilton Glass (cutting-edge, community-engaged muralist), we're transforming our building.

Through these projects, we will activate, beautify, revitalize, and rehabilitate this crucial community space.



Project Partners



Hamilton Glass

"Hamilton Glass believes that art has the power to bring people together, spark conversation, and inspire change. From large-scale public murals to collaborative projects that amplify community voices, his work is rooted in connection, creativity, and a deep love for Richmond."

Samaria's Garden

"I'm Samaria, a garden designer and farmer based in Richmond, Va. I started this work because I believe everyone deserves access to fresh food and a productive relationship with the land they live on."

BrownBaylor

"BROWNBAYLOR is a creative strategy and marketing agency. Hezekiyah Baylor is a creative composer, design advocate, artist, and Richmond native.

With the recent renaming and dedication of Arthur Ashe Boulevard, Hezekiyah's role in this monumental project was to build a creative team that would influence the minds and hearts of Richmonders, resulting in an unforgettable moment that put the city on a path to greatness and inspiration."

Organizations that meet in our building

**Richmond Office of Community
Wealth Building
(OCWB)**

**Rework
Richmond**

**Greater Richmond Stop Child
Abuse Now (SCAN)**

ChildSavers

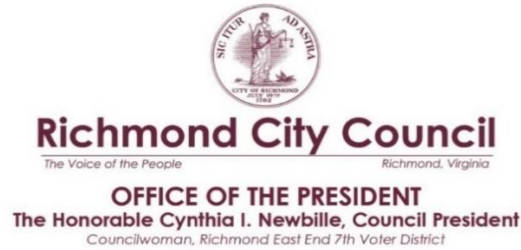
**Richmond Redevelopment
and Housing Authority (RRHA)**

**Richmond Behavioral Health Authority
(RBHA)**

Every Table

Family Lifeline





May 21, 2026

Richmond Economic Development Authority Activation & Beautification CARE (ABC) Grant Program
Richmond, Virginia

RE: Letter of Recommendation for Challenge Discovery Projects dba Streamline Wellness Center

Dear Grant Review Committee:

It is with great pleasure that I offer this letter of support for Challenge Discovery Projects dba Streamline Wellness Center (CDP dba SWC) as part of its application for the Richmond Activation & Beautification CARE (ABC) Grant Program.

For forty-six years, this organization has served the East End corridor, providing mental health crisis prevention, therapeutic intervention, and community outreach to youth and families in our community.

The vision of community wellness for all youth and families includes enhancements in a neighborhood that honors its residents and is accessible, inviting, and safe. SWC's office space represents a vital hub and meeting place for nonprofits and community organizations across the area. Formerly the site of the East End Family Resource Center, SWC remains committed to using this city-owned building for community-centered gatherings.

SWC plans to collaborate with several Black-owned small businesses within the community to implement and enhance the project's vision. Namely, Hamilton Glass, local muralist, envisions collaboration with youth to determine a mural design for one of SWC's external walls, and Samaria B, founder of Samaria's Garden, will work with local florists to create a floral garden with local wildflowers.

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I strongly encourage the Richmond Economic Development Authority to support this application for funding. Streamline Wellness Center's project embodies the spirit and purpose of the Activation & Beautification CARE Grant Program and will serve as an asset to the East End corridor.

Please feel free to contact me if additional information is needed.

Sincerely,

The Honorable Cynthia Newbille
President, Richmond City Council
East End/7th District City Council Representative



2325 West Broad Street
Richmond, Virginia 23220
PHONE 804.282.4255
FAX 804.285.3701
WEB familylifeline.org

May 18, 2026

Dear Members of the Review Committee:

Family Lifeline is pleased to provide this letter of strong endorsement for Challenge Discovery Projects, doing business as Streamline Wellness Center (SWC), in support of their application for the Activation and Beautification CARE (ABC) Grant.

Family Lifeline has partnered with Streamline Wellness Center to host group connections for families enrolled in early childhood home visiting programs. These gatherings are a core component of family engagement, offering parents and caregivers opportunities to build relationships, share experiences, and strengthen parenting knowledge in a supportive setting. Through these connections, families develop social networks, deepen their understanding of child development, and build confidence that extends beyond the program.

A welcoming, accessible, and thoughtfully designed environment is essential to the success of these group connections. Streamline Wellness Center consistently provides a safe, trusted space where families feel comfortable participating in family engagement activities, parent cafés, and educational sessions. Access to a reliable, community-based location helps reduce barriers and supports sustained participation.

The proposed beautification efforts will further enhance these outcomes. Improvements such as outdoor gathering areas, a pollinator garden, and community-driven art will create more engaging and flexible environments for group programming. These enhancements will support interactive learning, increase participation, and foster community pride. For partners like Family Lifeline, an improved space will expand opportunities to deliver high-quality, relationship-based programming in a setting that reflects the vibrancy of the East End community.

Streamline Wellness Center serves as a vital hub for families and partner organizations. Investment in this space will directly benefit the families served and strengthen the broader network of supports in the East End. Family Lifeline strongly supports this application and encourages favorable consideration.

Sincerely,

Jenn Case

CEO & President

ITEM	ESTIMATED COST
Jefferson Outdoor Mural	\$ 5,000.00
Leigh Street Outdoor Mural	\$ 15,704.00
Irrigation	\$ 5,841.52
Jefferson Garden Install	\$ 1,500.00
Landscaping Corner facing garden install	\$ 900.00
Trellis	\$ 2,000.00
Powerwashing building/grafitti removal/ parking lot & sidewalks	\$ 1,865.00
TOTAL	\$ 32,810.52