LOI Form

LOI

If you would like to complete this Letter of Intent in Word first and copy your answers over later, use the following link: Download LOI

The rubric that will be used to score your Letter of Intent can be found here: Download LOI Rubric

Please pay attention to character limits while working on your draft. These limits include spaces.

Organization Name*

African People's Education and Defense Fund

Project Name*

Create a brief name for this large capital project. This is how it will appear throughout the PCF grant portal. Generator

EIN*

59-3252727

Incorporation Year*

What year did your organization incorporate? This will be the year listed on your determination letter from the Internal Revenue Service.

1994

Organizational Mission Statement*

What is your organization's mission statement? This should be no longer than one or two sentences.

The African People's Education and Defense Fund's mission is to defend the human and civil rights of the African community and end the disparities faced by African people in health, healthcare, education and economic development.

Unique Entity ID (SAM)

Please provide your organization's Unique Entity ID number. This is a specific number used by the federal government to identify your organization. This is different from a DUNS number, which the federal government no longer uses.

If you do not have a Unique Entity ID number, you can create an account on SAM.gov and apply for one here (it is

free and may take 3-4 days for approval): https://sam.gov/content/home

This field is optional as to not stop a qualifying organization from applying. HOWEVER, a Unique Entity ID number will be required if your organization is approved for a grant. Your organization should apply for a number now if it does not yet have one.

Character Limit: 12 XJ25NVFEJLS3

Annual Operating Budget Size*

Please provide the amount of your annual operating budget (expenditures only) for your entire organization. \$1,618,186.00

Amount Requested*

The maximum grant amount is \$5 million. You may request up to 5% for grant administration, project management, and other indirect costs. Please be sure your indirect cost rate is represented in the figure you put below.

Note: You will be required to upload a more detailed budget if you are approved for the full application stage. You will need to also attach any bids, estimates, and agreements with contractors or other vendors in relation to the proposed project.

\$60,000.00

Does the total project cost exceed the amount your organization is requesting?*

Please note: Answering "Yes" will cause additional questions to load later in this application.

Examples

ABC Childcare is seeking funding for a new playground. ABC Childcare is asking PCF to fund \$150,000 for certain equipment, and will seek other funding and donations for the remaining \$20,000 of the playground. ABC Childcare would select "Yes" for this question.

Better Tomorrow, a mental health provider, is looking to expand their counseling center by two rooms to meet increased service demand arising from the pandemic. Better Tomorrow has secured \$25,000 in private contributions, and wants to request the remaining \$125,000 in this grant. Better Tomorrow would select "Yes" for this question.

DBE Food Pantry is seeking funding for a new HVAC unit for their pantry, and is requesting \$40,000 from PCF to cover the entire cost. DBE Food Pantry would select "No" for this question.

No

Parent Non-Profit/Subsidiaries*

If your organization has a parent non-profit that has multiple subsidiaries, will multiple subsidiaries be applying in this process?

Example

Better Tomorrow is the parent non-profit of three organizations. Two of those organizations want to apply in this process. Both would select "Yes" on this question.

No

Request Specifics

Organization Programming Background*

Please describe the programming your organization offers to the community and the length of time it has been doing so. That is, what does your organization **do** and **how long** has it been doing it?

APEDF has served the black community of south St. Petersburg in Pinellas County for 28 years with programs including a fitness gym, free HIV testing, free health fairs, an events venue and licensed kitchen, family festivals, marketplaces for neighborhood vendors, public forums, a community meeting place, a Saturday school and backyard vegetable gardening education.

We have worked to grow a healthy community by providing exercise training and facilities, health services and education, assistance to neighborhood entrepreneurs to grow their businesses and facilities to produce healthy food for consumption by local families.

APEDF's licensed kitchen provides a unique resource used by local entrepreneurs to build their food businesses and for one nonprofit organization, Isaiah's Place, to prepare 300 meals bi-monthly for distribution to unhoused residents of St. Petersburg.

For the past 5 years, APEDF has operated a noncommercial low power FM radio station, broadcasting music and public affairs programming produced by and for the local black community. WBPU's FM signal reaches over 100,000 residents in south St. Pete, Pinellas County's largest and most concentrated historically black community.

During hurricane season, we broadcast critical preparedness tips along with up-to-the-minute updates on shelter and transportation availability. Throughout the COVID pandemic, we have provided timely and reliable information on public safety protocols, testing and vaccine availability and educational programming to help community members build healthy lifestyles and strong immune systems.

WBPU also serves our community with unique access to the world of media communications. We have provided free training and internships to over 50 local residents, ranging from high school students to senior citizens. WBPU has helped several local unsigned artists build a fan base and secure recording contracts.

Community Need*

Please describe the community need that exists for your programming. If you are able to cite quantitative, local data, that will strengthen your proposal.

The African People's Education and Defense Fund provides vital support to south St. Petersburg's black community through our programming.

Census data shows that black households in 2020 experienced food insecurity at 3 times the rate of white households. At a 2021 St. Petersburg College Institute for Strategic Policy Solutions forum on food insecurity, panelists agreed that COVID-19 has exacerbated the issue of food insecurity in Pinellas County. Local production and distribution of food is key to overcoming food insecurity. APEDF's program provides a needed facility where this production happens.

Our community is also in critical need of news and public service information, emergency weather alerts and health information, as well as professional career training. Our radio station, WBPU, provides for these needs.

The median household income for black residents living on the South side of St. Petersburg is \$36,630. According to a 2021 Pew Research Center study, roughly a quarter of adults with household incomes below \$30,000 a year don't own a smartphone, 43% don't have internet in the home and 41% don't own a computer.

This means that residents of our community are heavily reliant on radio as a primary source of news, information and culture. As south St. Pete's only local community FM radio station, WBPU provides much-needed information over the airwaves about local social services, weather emergencies, COVID and health-related resources.

Only 21% of residents of the black community served by WBPU have earned a college degree, compared to 44% of white St. Petersburg residents. WBPU provides free training in audio production, radio broadcasting, writing and research to community members of all ages, meeting a growing need for economic and career opportunity.

Negative Economic Impact*

The following question is the keystone of a strong application in this process. If your organization cannot demonstrate a negative economic impact from the pandemic, your application will not qualify for committee review. If you are uncertain about what constitutes negative economic impact or how to demonstrate it, please contact PCF staff for technical assistance.

Describe your organization's negative economic impact arising from the COVID-19 pandemic. Examples could include:

- A reduction in revenue from 2019 to 2020
- Inflationary pressures
- Increases in demand for services that have not been compensated for through new revenue
- The use of reserves for unbudgeted expenses since the onset of the pandemic, and such use of reserves has prevented the purchase of capital assets
- A need for capital assets to offset community need for which your organization does not have the resources to purchase due to the negative economic harm from the pandemic
- A need for additional capital assets to adapt operations to accommodate health and safety guidelines by the CDC
- Growth in restricted pandemic-related revenue that does not permit capital asset acquisition

Note: If you are applying for both a Small Purchase and Large Project, you may reuse the answer for this question PROVIDED THAT the negative economic impact is relevant to both requests.

The African People's Education and Defense Fund's operations in St. Petersburg suffered a negative economic impact from the pandemic, estimated in the range of \$92,000.

Our nonprofit organization as a whole experienced an 8% reduction in revenue from 2019 to 2020. In our St. Petersburg operations alone, we lost \$51,000 in projected income from 2020 to 2021 from rentals of our events hall and licensed kitchen after they were both shut down in March 2020. Our events hall remained closed in 2021 and is just re-opening in fall 2022. Our community commercial kitchen was closed for 6 months, then opened with limited access to one user at a time. Our kitchen rental income is still not fully restored because several kitchen renters closed their food businesses temporarily or permanently during the pandemic.

Our radio station recorded a 20% dip in revenue from 2019 to 2020 with losses continuing into 2021. We also lost new growth revenue projected from our underwriting program and community membership fund drives, totalling \$28,000 in 2020 and 2021 combined.

In 2019, our underwriting support from local businesses had quadrupled from 2018 and we had hired an underwriting representative who was growing this revenue. In 2020 we had to lay off this staff member when local restaurants and shops closed and event venues like the Mahaffey Theater, a growing sector of our underwriters, had to cancel their shows.

WBPU's capacity to continue growing our membership donor program was hit hard when we had to close our public studios in 2020 and discontinue our in-person recruitment and volunteer activities including new live DJ shows which are key to growing the financial support from our listeners. We had to cancel our annual inperson gospel and hip-hop benefit concerts.

The pandemic also created an increased demand for APEDF's licensed kitchen and WBPU's educational broadcast services.

South St. Pete's black community was impacted disproportionately by the pandemic in terms of health outcomes and was in urgent need of information on testing, vaccines, treatment options & safety protocols. We diverted efforts of staff and volunteers away from fundraising activities in order to produce numerous COVID-related Public Service Announcements and special programs.

The pandemic-induced economic hardship and increased food insecurity has also brought an increased community need for our licensed kitchen, in its use by local small businesses as well as one nonprofit organization that prepares food in our kitchen for distribution to unhoused families in our community.

Inflationary pressures have increased the planned cost of this Project.

Proposal Description*

The American Rescue Plan Act requires a request that is reasonable and proportional to the level of economic impact your organization experienced. This means the request you describe below should not be greater than the economic harm your organization has suffered.

Please describe your project proposal and address the following:

- What project will be undertaken with these funds?
- What is the estimated lifespan of the project/property improvement?
- How does it address the negative economic harm you described in the previous question? The African People's Education and Defense Fund requests \$60,000 for the purchase and installation of a whole building back-up power generator. The lifespan of this equipment is approximately 20 years.

Our facility in south St. Petersburg experiences frequent power outages caused by storms and an aging power grid infrastructure. When our power goes out, even if temporarily, we are forced to close our doors. Our radio station, relied upon for critical emergency alerts, goes off-air. Our kitchen closes and substantial amounts of food stored in our 2 commercial refrigerators and 2 commercial freezers is lost.

The proposed back-up power generator system will maintain power to our lights, basic HVAC and phone systems, two commercial 2-door refrigerators, two commercial 2-door freezers, 30-quart mixers, radio transmission and studio equipment and other electronics critical to the uninterrupted operation of our programs.

APEDF had planned to acquire and install a generator system, but has not been able to do so because of COVID-19 closures, lost revenue due to shut-downs and diversion of staff away from fundraising activities. As we slowly recover and reopen, we are faced with significantly higher purchase and labor costs due to inflation. A reliable power source will ensure that we can serve our community and maintain our income sources.

Community need and demand for APEDF's programs has increased while our capacity to meet the need has been negatively impacted.

This project will help to remedy the pandemic-caused negative economic impacts that our organization has suffered, in the form of reduced revenue, increased service demand and inflationary pressures. It will enable APEDF to recover from the pandemic's effects and move forward, fulfilling our mission to end the disparities faced by African people in health, healthcare, education and economic development.

Number Served*

How many people will directly benefit from this capital project annually? 16100

Unduplicated vs. Duplicated*

Is the number indicated above duplicated or unduplicated? **Duplicated:** A client is counted each time they access services

Unduplicated: A client is counted once, regardless of the number of times they access services

Example: ABC Food Bank operates two mobile food pantries, one in Clearwater and one in St. Petersburg. Taylor, a Pinellas County resident, goes to both food pantries. If ABC Food Bank counts Taylor's visit TWICE, it is **duplicated**. If ABC Food Bank counts Taylor's visit ONCE, it is **unduplicated**.

Other (Explanation Required Below)

Other (Explanation Required)

If you selected "Other" in the previous question, please explain how your organization determined the number of clients that will benefit from the proposed capital project.

This figure is comprised of 10,000+ unduplicated listeners, social service providers and first responders who benefit from WBPU's emergency alerts broadcasts, along with 4,500 participants in Akwaaba Hall events and 1,600 local residents who consume healthy food produced in our licensed kitchen.

Our 10,000 listener estimate assumes that 1 in 10 residents within our broadcast coverage area of 100,000 residents tune in to the station on a frequent to occasional basis - a conservative estimate backed up by empirical evidence of informal surveys, listener calls and donations.

Our estimate of 4,500 participants in Akwaaba Hall events is based on a pre-pandemic average schedule of 5 events per month x an average of 75 participants each.

An estimated 600 unduplicated homeless recipients of free meals plus an estimated 1,000 local customers of the food trucks, caterers and artisan food creators would benefit from the ability for our kitchen to remain open through an extended power outage.

Rent vs. Own*

Does your organization rent or own the property for which you are proposing modifications? **Note: Selecting "Rent" will cause more questions to load below.**

Own

Guiding Principles - Client Impact*

The American Rescue Plan Act, which provides the funding for this grant program, aims to ensure an equitable recovery from the COVID-19 pandemic. The term "equity" is defined as:

The consistent and systematic fair, just, and impartial treatment of all individuals, including individuals who belong to underserved communities that have been denied such treatment, such as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color; members of religious minorities; lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality.

One of the guiding principles of this fund is that it will apply a lens of equity to ensure the needs of specified priority populations are met.

Will this project benefit the community members defined above that have experienced disproportionate negative impacts from the COVID-19 pandemic? If so, how?

APEDF's project to install a whole building back-up power generator will benefit residents of south St. Petersburg, an historically black community that has experienced disproportionate negative impacts from the COVID-19 pandemic.

APEDF's headquarters and primary location for providing services in Pinellas County is located in the middle of a Qualified Census Tract in south St. Petersburg. According to the University of Wisconsin's County Health Rankings, the legacy of redlining has made Pinellas among the most segregated counties in the state, condensing 50% of the black population into the southern tip of St. Petersburg - the area served by APEDF from our headquarters building.

This generator project will directly benefit our disproportionately impacted community members by enabling our radio station to stay on air during extended power outages and by allowing our kitchen to remain open, even during short outages that could result in a loss of thousands of dollars of refrigerated and frozen food, some of it stored for free distribution to families in need.

The importance of this locally-run radio station remaining on air through emergencies was demonstrated during Hurricane Irma in 2017 when nearly two thirds of Florida households lost power. In St. Petersburg, traffic signals were out and it took weeks for power to be restored throughout the city. Fortunately APEDF's radio station was able to remain on-air. As the storm bore down, we received live phone call reports from inside of local shelters and were able to share with our listeners up-to-the-minute survival information on the locations and closing times of available shelters. After the storm we were the primary source of local neighborhood information about where residents could get water, food and other supplies.

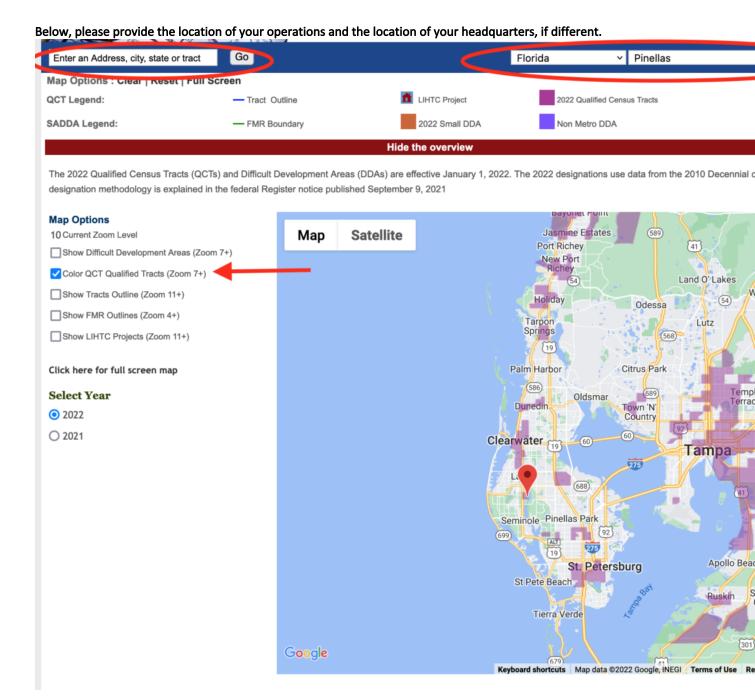
Similarly, the ability for our licensed kitchen to remain open during extended power outages would mean that food could continue to be safely prepared and distributed to local residents.

Community Connection

The American Rescue Plan Act (ARPA) prioritizes organizations that either have headquarters or carry out the majority of their operations inside Qualified Census Tracts (QCTs). QCTs are a standard method of identifying communities with a large proportion of low-income residents. The U.S. Department of Housing and Urban Development determines what areas qualify as QCT.

To assess if your organization serves or is headquartered in a QCT, use the following link: https://www.huduser.gov/portal/sadda/sadda_qct.html

In the top right-hand corner, choose the state of Florida and Pinellas County. Then on the left-hand side of the screen, click the box next to "Color QCT Qualified Tracts." The QCT zones are denoted in purple. You can also map your address by adding it into the address box at the top to see if your location is inside the zones.



Headquarters Location*

Please provide your organization's headquarters address as it appears on your Sunbiz account. To check your Sunbiz registration, you may search here: https://dos.myflorida.com/sunbiz/search/

1245 18th Ave S., St. Petersburg, FL 33705

QCT Determination - Headquarters*

Is this organization headquartered in a QCT?

Yes

Project Location*

Please provide the address or intersection where the property being modified is.

1245 18th Ave S., St. Petersburg, FL 33705

QCT Determination - Project*

Is this organization's project in a QCT?

Yes

QCT Impact*

PCF understands that just because a project may not be located in a Qualified Census Tract, those who reside in one may access your services and may come to the location where your organization's project will take place.

- If applicable, please describe if you have clients that reside in a QCT as indicated on the map linked above, and the proportion of your clients that come from these areas.
- If your organization does not serve clients from a QCT, you can write "Not Applicable" below.

Our project is located at our headquarters in a Qualified Census Tract. Our radio broadcast tower is located at this same address, broadcasting our FM signal to reach listeners approximately 5 miles in each direction from our headquarters in this QCT. Most musicians receiving airplay and participants in our free training program reside in this QCT as do most clients who receive free food from Isaiah's Place which is produced in our licensed kitchen, also located in our headquarters in this QCT.

QCT Determination - Clients*

Does this organization's project benefit residents of QCTs?

Yes

This section aims to capture general demographic data about your organization and to see how you engage with and represent the community you serve. PCF has generalized the demographic data questions more than it has in other processes because of the public nature of this process. PCF understands that identity disclosure can be a sensitive matter and wants to respect your organization's board and staff. If your organization feels comfortable sharing more detailed demographic information, it may do so in the "Community Representation and Connection" section.

Community Representation and Connection*

Describe how your organization is representative of, or has authentic connections to, the community your proposal seeks to serve. You can list other community-based organizations that work on programming with you and/or list examples of your work within this community.

The programs of the African People's Education and Defense Fund are defined, led and operated by a leadership team, staff and volunteers from the neighborhood who bring the needs and interests of the community front and center.

The APEDF's Board President, Ona Zené Yeshitela, was born and raised in St. Petersburg. She graduated from Gibbs High School, having been one of the first black students to attend the previously segregated all-white school. She knows first-hand the black community's struggle for survival. Intent on achieving self-reliance at an early age, she ran her own yogurt business until developers bought the mall and pushed the small black businesses out. She worked for the City of Pinellas Park for 20 years, in customer service and human resources. Dedicated to creating programs run by and for the black community, Ona Zené brought her creativity, talent, drive and love of the black community to the APEDF, turning it into "the baddest nonprofit on the planet".

WBPU's Radio Station Manager, Eddie Maultsby, was also born and raised in St. Petersburg and is 100% blind. For 30 years, this talented member of our community entertained and inspired generations of residents and visitors to St. Pete as a street performer, playing guitar and singing. Mr. Eddie's connections to St. Pete's black community are deep and wide. His father, Eddie Maultsby, Sr., managed the gospel singing group, "The Florida Spiritualaires", for over 20 years. The "world's best blind DJ", Mr. Maultsby has close relationships with local black churches as well as local musical artists who he regularly brings onto the station's airwaves.

The APEDF has hosted innumerable free and popular community gatherings at our 18th Avenue South community center, including a pre-pandemic annual Halloween Haunted House, outdoor and indoor concerts and poetry jams, health fairs and a family game night. We were the sponsor of the first St. Petersburg youth baseball league's team that included girls and boys competing together and who won that year's city-wide championship.

Our headquarters in south St. Pete houses a licensed kitchen used for production by local neighborhood food trucks, catering operations, artisan food producers and a nonprofit provider of free meals for families in need. Our Akwaaba (Welcome) Hall has been home to all types of community gatherings, from graduation parties, funeral repasses, comedy shows, youth dances and large family holiday meals.

Leadership Demographics - CEO/Executive Director*

Does your CEO/Executive Director consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)
- Neurodiverse/physically disabled

BIPOC

Leadership Demographics - Executive Level Leadership Team*

Does your executive leadership team consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)
- Neurodiverse/physically disabled

BIPOC

Neurodiverse/physically disabled

Leadership Demographics - Board Membership*

Do your board members consider themselves a member of one or more of the following populations? Check all that apply.

- BIPOC defined as Black, Latino, and Indigenous and Native American persons, Asian Americans and Pacific Islanders and other persons of color
- LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer+)
- Neurodiverse/physically disabled

BIPOC

Financial Overview

Budget Summary*

Please provide a brief sketch of the categories of expenses and the costs needed for your project. If your organization is requesting compensation for indirect costs, be sure to note the percentage (up to 5%) and dollar amount below.

If you are invited to complete the full application, you will be asked to upload current verifiable bids, proposals, price lists [from your potential vendor(s)] from the past 60 days. If a contractor has already been selected for a construction project for which you are requesting funding, you will need to upload their bid. You are strongly encouraged to collect any remaining bids, proposals, and price lists shortly after submitting this LOI.

The \$60,000 requested to install a back-up generator system at our headquarters will cover these estimated costs:

\$8,000 to purchase a 26kW generator (final generator size to be determined upon formal bid)
\$10,000 for materials and installation of an outdoor concrete pad and chain link fence
\$39,000 for all other materials and licensed contractor labor such as for permitting, service-rated transfer switches, load management modules, feeder wires from transfer switch to generator, rework of the electrical service to insert transfer switches, battery start-up and programming
\$3,000 indirect costs (5%)

Project Preparedness*

If your letter of intent is approved, you will have 30 days to submit a full proposal. This will require multiple estimates/bids for your project that detail the costs you've sketched out above from potential contractors that would do the actual work.

Where are you in the planning process for the implementation of this project? Please describe your organization's readiness for this project including your ability to collect bids and select contractors and/or vendors. If you have already selected a contractor for the project, you will need to describe how that contractor was chosen.

Example

Better Tomorrow has spoken with contractors about their counseling center expansion project, but has only sought one proposal from a contractor. Better Tomorrow would describe so below, having sketched out the costs in the previous question. Better Tomorrow would indicate its plan to obtain more quotes/bids upon submitting this LOI.

Community Arts 'R Us has begun construction on its new arts center, as it had secured 75% of the funding for it before the pandemic. Therefore, a contractor has already been selected, and is looking to obtain the funding necessary to complete the project. Below, Community Arts 'R Us would explain it has a cost proposal ready to upload from their selected contractor, and is ready to carry out the rest of the project if funding is awarded.

APEDF has reviewed the available space on our property and identified locations where the concrete pad, generator and chain link fence could be placed. We have had a phone consultation with Pinellas Generator and Electric upon which our cost estimates are based, and have placed inquiry calls to Kohler, Generac and TAW Power.

Other Funding Sources*

Please describe any other funding not already mentioned that your organization has applied for or obtained for this project. This includes but is not limited to Community Development Block Grants (CDBG), local government grants (including Tourist Development Council funding), foundation grants, and donors (you do not need to disclose donor identities, simply amount raised that is allocated to this project). This includes any matching grants or in-kind contributions you may have obtained.

If none, please write N/A.

N/A

Changes in Operating Costs*

Please answer this question based on the descriptions below:

- If this project **increases** ongoing operational costs (programmatic, operating maintenance or other costs), how will you compensate for the difference?
- If this project **decreases** ongoing operating costs, how will it do so?
- If this project does not affect operating costs, please note so below.

This project does not affect our operating costs.

Fund Management Capacity*

Please describe your organization's capacity to manage these potential ARPA funds in terms of fiscal management and financial infrastructure.

This includes, but is not limited to, the use of accounting software that can track a general ledger and multiple accounts and the ability to work on a reimbursement-basis.

The inability to handle a reimbursement-basis grant does not disqualify your organization from applying.

APEDF contracts with an accounting firm for professional bookkeeping services. We use accounting software that can track general ledger, multiple accounts, invoices and reimbursements. We do not expect that we would be able to do this project on a reimbursement basis.

Additional Information

Additional Upload

If you have something else to share, you can upload it here in PDF format.

Please note: Due to limitation of this grants system, the upload field will not carry over to the full application if you are moved forward to the full application phase. You will need to upload this file again if you are moved forward in the process.

Anything else to share?

If you have any details to share regarding this grant request, you may do so below.

File Attachment Summary

Applicant File Uploads

No files were uploaded