

# LOI Form

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## *Organization Information*

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**A Word version you can use to draft your request is available for download.**

**The rubric that will be used to score your LOI is available for download.**

### **Project Name\***

Please give your proposal a short, descriptive title. This is how your request will appear throughout the PCF grant portal.

EmpowHERment: Social Services

### **Amount Requested\***

**The minimum grant request for this process is \$50,000.**

**The maximum grant request for this process is \$325,000.**

If you request the full \$325,000, your organization should be able to demonstrate a *significant* impact to be made from these funds.

Please be sure that your grant request is proportional to your annual operating budget. If you have any questions about how much funding to request, please contact Jocelyn Howard at [jhoward@pinellascf.org](mailto:jhoward@pinellascf.org).

\$78,750.00

### **Annual Operating Budget\***

Please provide the amount of your annual operating budget, (expenditures only) for your entire organization.

\$315,000.00

### **Grant Start Date\***

PCF expects to issue a contract to approved organizations in September 2023. If awarded with a contract issuance date of September 1, 2023, when would your organization begin to spend funds?

09/01/2023

### **Grant End Date\***

PCF expects the grant period to be between 12 and 24 months for this process. Given this range, when would your organization expect to finish expending funds if awarded?

12/28/2024

## Mission Statement\*

Please write your organization's mission statement below. This should be no longer than one or two sentences.

Our mission is to empower all women by fostering the skills and resources needed to obtain self-sufficiency in finances, mental/emotional wellness, and the cultivation of relationships.

## Is your organization headquartered in Clearwater?

*Why PCF asks this: Given that the City of Clearwater is the funding source for this grant program, PCF may prioritize organizations headquartered in Clearwater or those that have a strong presence in the City.*

Yes

## Programming Background\*

Please describe the program that this grant would support.

### **Example**

Peer Counseling Services Inc. offers after-school support groups for middle schoolers and high schoolers. Below, Peer Counseling Services Inc. would describe what its programming is, how its programming works, and who is served.

*Why PCF asks this: PCF wants to learn about what your organization does and how it carries out its mission.*

EmpowHERment was founded in 2018 after Ambreetta Stephens and her family tragically lost their father to suicide. Grieving and feeling lost, Ambee realized that access to important resources, like mental health support- could literally save someone's life. Ambee started EmpowHERment as a Facebook group in order to heal and connect with women in similar circumstances. Consisting of 700 women in the Tampa Bay community, EmpowHERment became a reliable place where they could meet monthly to discuss goals, self-care, healthy relationships, and provide and receive support. EmpowHERment then began meeting at local restaurants and coffee shops to discuss various topics that would empower real-life change. In 2020, after one year of success and establishing connections, EmpowHERment decided to become a legal 501(c)(3) to provide services and vital resources such as; one on one support, career guidance, temporary financial assistance and education, free therapy sessions, empowerment workshops, and opportunities for women to connect and support one another.

Today, the EmpowHERment Community Center is a safe place for women to grow together financially, emotionally and physically as we offer workshops for self-sufficiency, co working space for potential entrepreneurs, a hygiene pantry, support groups, and an advocate program designed for personal and private relief. At EmpowHERment, We provide a space for women who need or desire support, those who are looking to elevate their current professional and/or personal growth and everything in between.

This grant will provide crucial support for our social services program at the women's center, which aims to empower and improve the lives of women in our community. With this funding, we will be able to expand our range of services, including counseling, advocacy, education, and support groups, to meet the diverse needs of the women we serve. This grant will also enable us to enhance our program's capacity, by providing training for our staff and volunteers, upgrading our technology, and improving our outreach efforts to connect with more women who could benefit from our services. Ultimately, this grant will help us to create a more equitable and just society by promoting the well-being and empowerment of women in our community.

## History in Clearwater\*

Please describe how long you've been providing services in the City of Clearwater, and the nature of such services.

*Why PCF asks this: Given that the City of Clearwater is the funding source for this grant program, PCF may prioritize organizations headquartered in Clearwater or those that have a strong presence in the City.*

In 2018, EmpowHERment was formed after Ambee Stephens, founder and Executive Director tragically lost her father. Beginning as a virtual platform, EmpowHERment is an outlet for women to connect, inspire, and support one another. From a virtual platform, EmpowHERment began meeting at local restaurants and coffee shops to discuss various topics that would empower real-life change, inviting experts in different fields to come educate, empower, and inspire. From those monthly meetings, EmpowHERment started offering wraparound services. In 2020, Stephens opened the EmpowHERment Community Center in Clearwater, Florida. EmpowHERment now has two safe haven locations. The Center is a catalyst for positive change in our community and beyond. Since our beginnings, we've been driven by the same ideas we initially founded our Women Empowerment Non-Profit Organization upon support, empowerment, and progress

## Outcomes\*

Define one to two outcomes already being measured by your organization in relation to the programming this grant would support. This is not the outcome of this specific funding, but of the programming itself. **Outcomes are not the number of people you will serve, but how they or their situation will change.**

"Outcomes - are specific, measurable statements that let you know when you have reached your goals. Outcome statements describe specific changes in your knowledge, attitudes, skills, and behaviors you expect to occur as a result of your actions. Good outcome statements are specific, measurable, and realistic."

(W.K. Kellogg Foundation Logic Model Development Guide)

### Example

80% of youth involved in peer counseling will show increased emotional intelligence after six months of participation.

*Why PCF asks this: PCF considers measurable outcomes to be a cornerstone of effective social service programming. Tracking outcomes allows both an organization and its supporters to know how effective its programming is and helps an organization improve its programming over time.*

One outcome that our organization is measuring in relation to our social services programming is an improvement in the mental health and well-being of the women we serve. We track this outcome through regular assessments and evaluations of our counseling and support groups, which aim to address issues such as depression, anxiety and stress. We have found that many women who participate in our counseling and support groups report improvements in their mental health, including reduced symptoms of anxiety and depression, and greater feelings of social support and connection.

Another outcome is the increase in the women's economic stability and financial independence. We track this outcome through assessments of the women's financial literacy and management skills before and after participating in our financial education and job training programs. We have found that our programs have helped many women to gain new skills, increase their income, and become more financially independent.

## Measurements\*

Explain what measurement tools you will use to evaluate the stated outcome(s) above. That is, how will your organization know it is achieving or not achieving the outcome(s) stated above? Stronger requests will use a validated tool or method of data collection.

### Example

Peer Counseling Services administers the Schutte Self Report Emotional Intelligence Test before counseling begins, and in six-month intervals thereafter.

*Why PCF asks this: PCF would like to know how the outcome(s) you've specified are measured, and if you used a validated tool that has been proven in usage outside your organization. If you've developed your own tool, please describe how it was made.*

To measure program effectiveness, we utilize surveys, and semi-structured interviews to evaluate clients. We calculate a client's success by considering changes in a client's circumstances across three domains relevant to our mission statement- financial wellness, physical or mental wellbeing, and personal relationships. Clients seeking to participate in our Support Program are assessed at the beginning of the program, then annually if their support is ongoing, or six months after their last meeting. For workshop attendees, they receive surveys via email one day after the scheduled workshop. The written surveys are intended to be utilized by the executive director, community center manager, and advocacy assistance specialists. The raw data collected are imputed into the client's file and our CRM to create an easy-to-read report. These reports are presented at every monthly meeting to ensure transparency, positive effectiveness and to confirm that we answer key evaluation questions.

## Grant Impact\*

How would this grant help your organization and its clients achieve the outcomes stated above? That is, what would you be able to do with this funding that you otherwise could not?

*Why PCF asks this: The intention of this grant is to fund organizations providing support for individuals and families in Clearwater with emergency housing and social services needs. How that support happens, and how this grant could help, differs from organization to organization. PCF would like to know specifically how this grant would help your organization and the clients you serve.*

This grant would have a significant impact on our organization and its clients, enabling us to achieve the outcomes stated above in several ways:

**Enhanced Program Quality:** With additional funding for program expenses, we would be able to improve the quality and range of services we offer. This would include investing in counseling and support group materials, educational materials and supplies, and technology upgrades to better meet the needs of our clients. We would also be able to offer more comprehensive training and professional development opportunities for our staff and volunteers, enabling us to provide more effective and evidence-based services.

**Better Evaluation and Reporting:** With funding for data collection, analysis, and reporting, we would be able to better track and measure our program's outcomes, and communicate our impact to stakeholders. This would enable us to demonstrate the effectiveness of our services and make data-driven decisions to improve our programming.

Overall, this grant would enable us to expand and improve our social services program, providing more effective and comprehensive services to women in our community and helping them achieve greater self-esteem, mental health, and economic stability.

## Preliminary Budget Narrative\*

Please write a brief breakdown of line items showing how your requested funds would be used. You may add context to the expenses if needed (for example, if salaries are requested, state how that position supports the programming described in your proposal). A more detailed, formal budget will be required if your request is moved forward in the funding process.

Small equipment purchases are permitted under this grant provided they are directly tied to service delivery. You may include those purchases in this narrative.

If your organization will be requesting indirect costs, please include this in your narrative. Note that the indirect cost rate for this grant is capped at 5% of the grant.

*Why PCF asks this: PCF would like to gain a general understanding of the proposed programming costs for this grant.*

### 1. Program Expenses: \$52,000

Counseling and support group materials (\$24,000)  
 Educational materials and supplies (\$9,000)  
 Self Sufficiency Programs (\$5,000)  
 Technology upgrades and maintenance (\$7,000)  
 Training and Professional Development: \$4,000  
 Training and certification for program staff (\$3,000)

### 2. Evaluation and Reporting: \$8,000

Evaluation and Reporting: \$4,000  
 Data collection and analysis (\$2,000)  
 Reporting and communication with stakeholders (\$2,000)

### 3. Marketing: \$5,000

4. Salaries: \$13,750  
 Part time Project Manager: \$13,750

Overall, these line items demonstrate how the requested funds would be allocated to support the core components of our social services program, including staffing, program expenses, training, evaluation, and planning.

## Reduction in Funding\*

Due to limited funding, your request amount may not be fully awarded if it is moved forward in the grant process. How would reduced/partial funding impact your proposed program?

*Why PCF asks this: The review committee that ultimately recommends proposals for funding may consider partial funding. PCF would like to know upfront what impact this would have on your proposal.*

If the proposed program receives reduced or partial funding, it may impact the program in various ways depending on the nature and scope of the program. Here are some possible impacts:

**Reduced program reach:** The program may not be able to reach as many people or communities as intended, which could limit the program's impact.

**Program quality:** Reduced funding could mean that certain aspects of the program may have to be scaled back, which could compromise the quality of the program. For instance, the program may have to cut down on staff, training, or equipment, which could impact the program's effectiveness.

**Program goals:** With reduced funding, some of the program's goals may need to be modified or prioritized differently to fit within the available budget. The program may have to prioritize certain activities over others or reduce the scope of the program.

Overall, reduced or partial funding can significantly impact a proposed program.

## File Attachment Summary

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### *Applicant File Uploads*

*No files were uploaded*