

Application Form

Introduction

A Word version you may use to draft your application is available here. You must submit your final application through this portal.

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

A brief webinar giving an overview of this application can be viewed here.

Project Name*

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

Ending Hunger in Clearwater

Mission Statement*

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

We change lives one meal at a time by leading our community in the fight against hunger.

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.

No

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?

08/31/2025

Annual Operating Budget*

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

\$21,671,184.00

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.

\$97,138.00

Programming

Programming Background*

Please describe the program that this grant would support and how it relates to your mission.

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 this work is related to carrying out your mission.

Clearwater ARPA funds would support the acquisition and distribution of healthy foods to residents of Clearwater through our community based partners and Feeding Tampa Bay's (FTB) direct distributions, including two agency partners Helping Hands and Salvation Army, as well as the Feeding Minds School Pantry, at Oak Grove Middle School. In addition to the cost of healthy food purchases, some funds will be used to purchase coolers, freezers, and display shelving in order to increase capacity to receive and distribute healthy foods to our Clearwater neighbors.

Agency Partners in Clearwater - Helping Hands and Salvation Army: FTB works with over 400 partners in our service area, including food pantry partners in the city of Clearwater. These pantries receive food from FTB through deliveries, pick-ups at our warehouse and/or donation pick-ups at retail grocery stores facilitated by FTB staff. ARPA funding would supplement this food with additional healthy food these partners can distribute to the Clearwater residents they serve. Through bulk purchasing and industry relationships we have developed, FTB has the ability to procure food at a lower cost than many of these organizations can do individually.

Feeding Minds School Pantry at Oak Grove Middle School: The Feeding Minds Program partners with schools with a high rate of students who receive free or reduced lunch, placing a food pantry in the school for parents/caregivers to access when they pick up or drop off students. FTB delivers food to the pantry and the

school manages the distribution with staff or volunteers. ARPA funding would supplement this food with additional purchased healthy food.

Urgency*

Please describe how the proposed programming is addressing a time-sensitive community need. You may cite data sources.

Why PCF asks this: The City of Clearwater has indicated that this funding should be directed to programming addressing urgent needs.

The proposed programming aims to address a time-sensitive community need in Clearwater, Florida, by tackling food insecurity, language barriers, and expanding client choice.

FTB and our partners are determined to combat the pressing issue of food insecurity in Clearwater, where the poverty rate sits at 17.97%. Notably, the Black community bears a disproportionate burden, with 38.4% living below the poverty line. In Pinellas County, the food insecurity rate stands at 10.6%, affecting a significant population of 102,010 individuals. The impact of food insecurity is not only a matter of sustenance but also a matter of dignity and empowerment. Expanding guests' ability to choose some of the food items they receive aims to give back a sense of autonomy, dignity, and opportunity to select culturally appropriate meals to families in need.

In addition to food distribution and expansion of client choice, the program aims to bridge the communication gap with the diverse community in Clearwater. Approximately 21.25% of residents speak languages other than English, with Spanish being the most prevalent at 11.42%. Other languages identified by our partners are Russian, Ukrainian, Egyptian, and Albanian. Some of these neighbors who speak these languages could be connected to the influx of refugees displaced by the war in Ukraine. Current communication efforts through tools like Google Translate have proven challenging and ineffective, hindering effective support to non-English speakers. Dedicated efforts will be made to implement improved means of communication, facilitating better understanding and connection with these community members. In addressing these language barriers, we seek to create a warm and inclusive environment where all guests feel cared for and valued.

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.

FTB has provided food relief in Clearwater for decades, first through our partner network, later through Mobile Pantries and since 2019, the Oak Grove Middle School Feeding Minds Food Pantry. These programs are part of our mission to end hunger in Clearwater and throughout our 10 county service area by increasing access to healthy foods for low income and food insecure individuals and families.

Language Capacity*

To what extent will your organization provide the proposed programming in languages other than English? Be specific as to written/digital materials and staff capabilities.

Why PCF asks this: Approximately 20% of Clearwater residents speak a language other than English in their homes (ACS Community Survey, 2021 1-yr Estimates). [msocom_1](#) PCF is interested in your ability to reach these residents.

Feeding Tampa Bay will use ARPA funding to support both Helping Hands and Salvation Army to expand their outreach efforts in languages other than English. Both agencies have already made strides to reduce language barriers with Spanish speaking individuals like partnering with the Internal Cultural Advocacy Institute (The Hispanic Outreach Center) to translate forms into Spanish, having Spanish speaking volunteers, and using google translate, but other languages that neighbors speak such as Russian, Ukrainian, Egyptian, and Albanian pose more linguistic challenges.

FTB plans to expand these agencies language capacity by providing ARPA funds to print marketing materials in Spanish, Russian, Ukrainian, Egyptian, and Albanian, enabling the agencies to create translated materials tailored to their respective communities. This aims to improve accessibility and engagement among non-English speakers by using materials that resonate with their native language and culture.

In addition to the physical marketing materials, Feeding Tampa Bay's Data, Research and Technology team will be developing a digital survey in those five languages to collect feedback from neighbors. This survey will be designed to gather valuable feedback from neighbors in their preferred language, allowing the agencies to better understand the needs of the communities in the Clearwater area. The agencies will then administer the survey to obtain data informing the outcomes set forth in this application; fostering more effective and inclusive communication to address local hunger and food insecurity challenges. With this approach, we aim to ensure that language capacity expansion efforts are accessible and inclusive to speakers of different languages within the Clearwater communities these agencies serve.

Outcomes*

Define one to two outcomes already being measured by your organization in relation to the programming this grant would support. This should be the outcome of the overall 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.

100% of Clearwater residents served through partner food pantries and Feeding Minds will have increased access to healthy food.

70% of neighbors in Clearwater served through this grant will have their cultural food needs met through expanded client choice.

90% of neighbors will comfortably be able to complete the administered survey in their native language.

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.

FTB tracks the number of meals and people served by our programs and our partners. Agency partners and Oak Grove Middle School report service numbers quarterly (or more often). FTB staff record service numbers at each distribution. This data is recorded in FTB's inventory program, CERES Navision, as well as spreadsheets in Google suite.

The other outcomes regarding choice and language barriers will be gauged through a survey developed by Feeding Tampa Bay's Data, Research, and Technology team and administered by the agencies sponsored by this grant. The survey will be translated into multiple languages outside of Spanish and English based on the need identified. Examples are Russian, Ukrainian, Egyptian, and Albanian. Questions will focus on how neighbors feel about the level of choice offered, how likely they are to utilize the entire box, and if the languages offered in both the marketing materials and survey were in their native languages.

Grant Specifics

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?

This has been copied from your LOI. Please expand in this question to describe how this grant expands services.

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.

The people we serve identify as food insecure and include individuals of all ages and racial/ethnic backgrounds. Food insecurity refers to USDA's measure of lack of access, at times, to enough food for an active, healthy life for all household members and limited or uncertain availability of nutritionally adequate foods. Food insecure households are not necessarily food insecure all the time and food insecurity may reflect a household's need to make trade-offs between important basic needs, like housing or medical bills, and purchasing nutritionally adequate foods. The burden falls disproportionately on children, seniors and communities with a concentration of Black and Hispanic families. When we end hunger by providing access to nutritious and healthy food, we create the psychological space for these families to focus on improving their economic condition. As such, this is a problem that has a very straightforward, cost-effective solution.

Much of the food provided through these distributions is now donated. ARPA funding will allow us to purchase healthy food, and these purchases provide a more consistent supply of healthy and culturally sensitive food than is available through only donations. In addition, the equipment purchased for some agencies will increase their capacity to store healthy perishable food (produce, meat, dairy) on its way to our neighbors' homes. Some agencies use a "choice" model, in which clients are able to shop for food like at a conventional grocery store. This model provides dignity to clients as they shop, encourages healthy choices and reduces waste compared to distributions that pre-packaged food. Given clientele and other resources available, some partner agencies offer food pre-packaged or in a hybrid model. Both agencies we are partnering with are currently at a no-choice level and will move up to limited-choice, which, according to Feeding America's definition, is that neighbors can choose among a few types of prepacked boxes or receive a prepacked box and can choose certain items from a table. Neighbors typically do not touch or handle the food directly.

Using ARPA funding, we will bring both agency partners, Helping Hands and Salvation Army, to a limited-choice model and complete funding Oak Grove Middle School's pantry. We also will meet the outcomes stated above by conducting surveys with multiple translations to measure client satisfaction. This will be developed by our organization and administered by the agencies.

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.

Partial funding would limit the amount of food that we could purchase to serve to Clearwater residents but would still achieve the desired outcome. Given a smaller award than requested, we also may forgo purchasing equipment for our partners and focus only on purchases of foods to distribute to clients.

Sustainability*

Given that this funding is time-limited, how does your organization plan to sustain the programming expansion? If there is no sustainability plan, how would your organization effectively wind down the expansion when this funding ends?

Why PCF asks this: Due to the size and potential impact of this grant, PCF would like to know how clients would be supported after the grant period ends.

FTB's approach to providing equipment and supplies to partner agencies like Helping Hands and The Salvation Army Clearwater is centered on sustainability. Our goal is to ensure that the agencies can maintain their long-term growth and capacity even after the funding has ended.

We assess each agency's needs and provide the necessary equipment, such as fridges, freezers, shelving, carts, storage items, and distribution supplies. These items will have a lasting effect on the sustainability of the project even after funding has concluded. Many of these items will replace old equipment and expand food storage capacity in the long term. We ensure that the equipment is allocated efficiently so the agencies have the essential tools to effectively carry out their operations and expand into the new limited choice model.

Building community involvement is crucial for long-term sustainability. FTB will support Helping Hands community effort to retain choice options of staple non-perishables after the funding ends. By narrowing the list of items requested for donation, the community's ongoing support can help maintain a steady stock of essential items, ensuring they continue to be replenished. Agencies like The Salvation Army Clearwater are

committed to enhancing their food budget and are working with us on the possibility of retail pick-ups. They also will continue to work with other partners to obtain additional grant funding and in-kind donations to continue client choice. For Oak Grove Middle School, the pantry is completed, so much of the equipment support is in place. Sustaining this location will continue in the form of procuring food to keep shelves stocked.

We encourage both agencies to work with other local businesses that partner with them in their target area. By fostering these collaborations, the agencies can tap into additional resources and support, enhancing their ability to serve the community beyond the funding period.

Governance/Financials

Board List*

Please upload a current list of your organization's Board of Directors.

PDF and Word formats are accepted.

FTB Board list FY24 PDF.pdf

Organization Budget*

Please upload your most recent, board-approved organizational budget. You may add any notes regarding your budget below.

PDF and Excel files are acceptable.

Feeding Tampa Bay FY24 Operating Budget.pdf

Project Budget*

Please use [this template](#) to describe expenses for this program. You should use this template to provide a budget narrative as well, explaining the purpose of each expense and how it relates to the program.

The more specific your line items, the better. Any staff member(s) that would not be 100% funded by this grant should be shown with the time and effort that would be allocated to this grant.

Clearwater-Budget-Detail_FeedingTampaBay.xlsx

Capital Purchases*

Capital expenses in your proposal should be shown to remove barriers to expanding services. Please describe below:

1. What percentage of your request is capital?

2. Describe why capital purchases are needed, and how they *directly* support the programming described in this proposal.

If your request does not include capital purchases, write "N/A" below.

Why PCF asks this: Unlike other local opportunities using ARPA funding, this grant opportunity is not meant to primarily fund capital needs. While capital purchases are permitted, the acquisition must be connected to your programming and should be helping unlock operational resources.

N/A

Additional Upload

Additional Upload*

If you have additional documents to support your application, you may upload them here. Please limit your upload to five pages. PDF files are accepted.

Letter of Support_Salvation Army and Helping Hands Merged.pdf

File Attachment Summary

Applicant File Uploads

- FTB Board list FY24 PDF.pdf
- Feeding Tampa Bay FY24 Operating Budget.pdf
- Clearwater-Budget-Detail_FeedingTampaBay.xlsx
- Letter of Support_Salvation Army and Helping Hands Merged.pdf

	BOARD MEMBER	POSITION	COMPANY
1	Kareem Spratling	Chairman	Bryant, Miller, Olive PA
2	Marc Spencer	Immediate Past Chairman	Bank of America
3	Keri Higgins-Bigelow	Vice-Chairman	LivingHR
4	Chris Hagemo	Executive Member	Mosaic
5	Tori Simmons	Secretary	Hill, Ward, Henderson
6	Kate Fisher	Treasurer	Deloitte
7	Tim Merrick	Board Member	MetLife
8	Sherri Anderson	Board Member	Vinik Sports Group
9	April Butterfield	Board Member	Jabil
10	Chris Cascaes	Board Member	Citigroup
11	Colleen Chappell	Board Member	ChappellRoberts
12	Cammie Chatterton	Board Member	Bay Food Brokerage
13	Marie Chinnici-Everitt	Board Member	DTCC Tampa
14	Noemi Cruz	Board Member	Florida Blue
15	Jeffrey Darrey	Board Member	Cross Boss Media / Studio 3:16
16	Steve Ellis	Board Member	Publix Super Markets
17	Dave Finkel	Board Member	Community Volunteer
18	Ralph Garcia	Board Member	RGA Advisory
19	Howard Grosswirth	Board Member	New York Yankees
20	Pat Hafner	Board Member	Carrabba's Italian Grill
21	Linda Hague	Board Member	WellsFargo
22	Dr. David Himmelgreen	Board Member	USF Anthropology
23	Lauren Key	Board Member	AdventHealth
24	Clara Lawhead	Board Member	Community Volunteer
25	Laura Lay	Board Member	Construction Services Inc of Tampa
26	Drew Marshall	Board Member	CI Group
27	Jeanne Milkey	Board Member	Community Volunteer
28	Woodrow "Woody" H. Pollack	Board Member	Shutts & Bowen LLP
29	Jennifer Ransford	Board Member	BayCare
30	Lisa Ross	Board Member	Cushman & Wakefield
31	Norwood Smith	Board Member	Mainsail Lodging & Development
32	Shannon Smith	Board Member	Coca-Cola Beverages Florida
33	Mike Suarez	Board Member	Suarez Insurance
34	Roberto Torres	Board Member	Blind Tiger Cafe
35	Jenn Tran	Board Member	Tampa Bay Rays
36	Todd Wickner	Board Member	Community Supporter
37	Monica Wilson	Board Member	Community Food Pantry
38	Vicky Free	Board member	Tampa Bay Buccaneers

Feeding Tampa Bay	FY24 Budget
Operating Expenses	
Salaries & Benefits	12,595,838
FreshForce Salaries & Benefits	86,400
Transportation	1,919,839
Warehouse	1,528,891
Administrative	2,043,040
Direct Mail	703,625
Events	299,600
Marketing & Communications	59,200
Purchase Product/Agencies	350,000
Sales & Programs	543,799
Procurement	3,988,661
Government	2,148,917
Depreciation	778,308
Other Expenses	148,536
Total Operating Expenses	27,194,654

1

2

3

4

5

6

7

Budget Detail

ORGANIZATION NAME: Feeding Tampa Bay

EXPENSES

Salaries

Show your calculations. Include any project staff that will be paid a percentage of time from ARPA funds. Explain what hours will they work on the project.

Salaries Sub-Total

Fringe Benefits

Show your calculations. Includes such items as FICA, medical, dental, life insurance, etc.

Fringe Benefits Sub-Total

Contractual

Show calculations for reimbursement. Include: funds to hire someone for the project who is not a member of the agency person/company, if known; What will they do?

Contractual Sub-Total

Equipment

used primarily for the project. Explain: What is the specific item and how did you determine its cost? Why is this needed? Show any calculations.

Based on our LOI submitted we are using the "equipment package" estimates as a baseline. In the original LOI we calculated for each of the three agencies coming out to a total cost of \$16,938; we have used this total as a baseline, and the final cost as close as possible. Oak Grove no longer needs equipment so we will split this figure across both Helping Hands at \$8,469 each. The requested equipment below are needed to replace agencies old equipment and expand capacity to choice. Other items are needed to provide shade, air, and more space to aid agencies volunteers, staff, and neighbors.

Fridges - 2 units (1 unit \$ 2,200, 1 unit \$3700 = \$5,900)

Freezers - 2 commercial chest freezers (\$1700 each x 2 = \$3,400)

Temperature Controls - Pack of 2 (\$80)

Carts - 2 wire carts (\$165 each x 2 = \$330), 3 tote picking carts (\$445 x 3 = \$1,335), 3 bin carts (\$435 x 3 = 1,305)

Bins - 75 food-safe bins (\$30 x 75 = 2,250)

Shelving - 1 pallet shelf (\$900), 2 wheel racks (\$127 each x 2 = \$254)

Cooling Equipment (Fridges, Freezers, Temp Controls)

Storage Equipment (Bins, Carts, Shelves)

Distribution Equipment (Tables and Tents)

Equipment Sub-Total

Travel

Provide any travel costs and calculations. Include, for example, if you plan to reimburse project staff for local travel or training/conference. Show calculations.

Travel Sub-Total

Supplies

What specific items, how many, unit and extended cost. include expendable items, including office supplies necessary activities.

The physical materials will aid the limited choice model that will remain largely mobile distributions. These estimates print copies of each of these translations onto rack cards with the agency's branding attached. The pull-up banner ar to showcase other empowerment services that Feeding Tampa Bay provides to help refer neighbors to the resource: customized.

2,000 Rack Cards (Single use, English and Spanish Translated) - 2,000 cards / 500 cards (\$90) = **\$360**

500 Rack Cards (Russian) - **\$90**

500 Rack Cards (Ukrainian) - **\$90**

500 Rack Cards (Albanian) - **\$90**

Physical Marketing Materials - Rack Cards, Pull-up Banner, Feather Flags

Supplies Sub-Total

Food

The food purchasing cost is determined by subtracting the \$4,000 allocated to Oak Grove and the Equipment and M amount allocated, \$97,138.

$\$97,138 - 22,868 = \$74,270 / 2 = \$37,135$ in food pruchasing.

Helping Hands - **\$37,135**

Salvation Army - **\$37,135**

Helping Hands

Salvation Army

Oak Grove Middle School

Other Expenses Subtotal

TOTAL EXPENSES

Difference between requested ARPA grant and project cost

Total Project	ARPA Grant
---------------	------------

What will they do, how many

\$ -	\$ -

\$ -	\$ -

Agency's staff; Name of

\$ -	\$ -

needed for the project? Please

Included each package to \$5,646
 final total will meet this total
 s and Salvation Army leaving
 to handle moving to limited
 rs during distributions.

\$ 9,380.00	\$ 9,380.00
\$ 6,374.00	\$ 6,374.00
\$ 1,060.00	\$ 1,060.00
\$ 16,814.00	\$ 16,814.00

and/or to send for out of town

--	--

\$ -	\$ -
------	------

... for day to day project

s will enable each agency to
 and feather flags would be used
 s they need or could be

\$ 2,054.00	\$ 2,054.00
\$ 2,054.00	\$ 2,054.00

marketing sums from the total

\$ 37,135.00	\$ 37,135.00
\$ 37,135.00	\$ 37,135.00
\$ 4,000.00	\$ 4,000.00
\$ 78,270.00	\$ 78,270.00
\$ 97,138.00	\$ 97,138.00
\$ -	\$ -



DOING
THE MOST
GOODSM

The Salvation Army Clearwater - Social Services

Kevin Chinault
Director of Social Services

July 24, 2023

I am writing to support Feeding Tampa Bay's effort to reach the hunger needs of Clearwater residents and encouraging client choice in food pantries, as they seek additional funding to expand client choice in food pantries. As a partner agency of Feeding Tampa Bay, the residents we serve benefit from the partnership and support provided by Feeding Tampa Bay. With increased costs of living in Pinellas County the hunger needs have continued to be steady. We are finding the hunger gap continue to increase.

Feeding Tampa Bay works with many partner agencies to provide food to the community. As the Salvation Army, we work in conjunction with Feeding Tampa Bay to help meet human needs.

Feel free to reach out to me if I can be of any assistance.

Sincerely,

Kevin Chinault
Director of Social Services
Salvation Army of Clearwater and Upper Pinellas



COUNTRYSIDE CARES
HELPING HANDS **AND** MOBILE FOOD TRUCK

Jul 13, 2023

To Whom It May Concern:

This letter is to confirm our support of Feeding Tampa Bay and the Clearwater ARPA Social Services Funding grant. It's our privilege to work alongside them in or community.

Sincerely,

Elizabeth Elka

Elizabeth Elka
Director