

# 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.

MWNFC Clearwater Social Service Project

### **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).

\$88,200.00

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

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

\$1,100,000.00

### **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?

08/31/2025

## Mission Statement\*

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

We nurture and strengthen children, youth, adults, families, and communities through education, support services and collaborative partnerships to improve people's lives and help them achieve self-sufficiency.

## 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

## 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.*

MWNFC – Clearwater Social Service Project is a comprehensive plan to address three specific areas; food insecurity, housing, and utility assistance over a two-year time period. It is intended to assist those struggling families and individuals with what most people would consider basic needs services.

The Center provides food daily to our food insecure clients through our walk-up food "bodega", our emergency food program, and our weekly food pantry distribution. This food pantry services clients struggling to make ends meet and feed their families, clients that are literally homeless/unstably housed and provide them with food designed for "low cooking facilities"/lack of access to safe food storage, and through our weekly home delivery of our food pantry items to our homebound/transportation-limited senior clients. The food pantry is providing meals to an average of 165 households per week at this time, which is a 50% increase over last year. For FY22, the food pantry provided meals to 13,326 adults and 6,377 children, totaling 486 households, which is an increase of 28% more households served over last fiscal year. This phase of the project is \$12,000 per year for two years (\$24,000 total) to serve approximately 300 Clearwater households per year.

Housing continues to be a major issue for so many families. Rents are rising, and we have seen an increase in the number of families living in their cars because they cannot afford the down payment or had an interruption in their work schedules leaving them unable to pay the rent. Way too many hourly employees are living paycheck to paycheck leaving them vulnerable to losing their housing. We started a senior rental assistance program this year and would expand that program to the Clearwater residents in our area. The phase of the project is \$20,000 per year for two years (\$40,000 total) to serve 20 families per year with the average assistance at \$1,000 per household.

The Center provides limited utility and financial assistance as well as soft services. Currently the City of Safety Harbor and the City of Oldsmar provide funding to Mattie Williams Neighborhood Family Center for utility support to their residents in need. This would allow us similar utility funding for Clearwater residents as well. This phase of the project is \$10,000 per year for two years (\$20,000 total) to serve approximately 66 Clearwater residents per year. The average assistance cost is currently \$150 per client.

## 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.*

The Safety Harbor Neighborhood Family Center DBA Mattie Williams Neighborhood Family Center has a long history of service in Clearwater. For over 26 years, since its inception in 1996, the Center has been serving eastern Clearwater. The zip codes of 33759 and 33761 are part of our designated service area by the Juvenile Welfare Board. Historically 33759 has seen a higher poverty rate than the surrounding zip codes and is always a forgotten area of need. Most assistance is provided near the downtown area. The services provided include critical basic needs such as food, clothing, hygiene products, etc.; limited financial assistance such as utility support and assistance with access and food stamps; career development like educational support and resume writing; and youth development in our licensed after school and summer camp programs. We also provide USDA food to all Pinellas County residents and continue to serve residents seeking assistance from other zip codes in Clearwater on a need basis. We never send someone in need of food away hungry.

## 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.*

80% of clients served will indicate a 15 point reduction in financial stress created by one of the following areas, food insecurity, utility shut offs, or rent on the participant survey financial stress scale.

## 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.*

Mattie Williams Neighborhood Family Center completes a Client Intake Data Form on each client/household that accesses the Center for Services. Clients are then entered into the agency-wide data management system, Trax, and each service a client engages in is then recorded in the data management system. Client participation in the walk-up "bodega", emergency food program, and weekly food pantry are documented each time the client accesses the services, allowing data to be extrapolated and aggregated. Annually clients are re-enrolled in the USDA food program via the USDA documentation and that data is also recorded and aggregated.

Annually, clients participating will be provided a questionnaire related to their current level of food insecurity, their physical health and well-being, financial stressors, and the impact (positive or negative) of having access to the services provided by Mattie Williams Neighborhood Family Center. This questionnaire can be completed in person during the weekly visit or over the phone for utility and rental assistance programs.

The demographic data, including emerging and on-going trends, identification of new or unanticipated needs of the client households, and the results of the first client food insecurity surveys will be reviewed during the quarterly PQI meeting and during monthly staff meetings as needed. The data, findings, and subsequent recommendations will further be reviewed at least once annually at an agency Board meeting with the Mattie Williams Neighborhood Family Center's Board of Directors.

## 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.*

First, additional funding to meet the growing food insecurity within the Clearwater population we serve would not only help us meet the demand, but also provide more food per client. We, just like everyone else, are faced with rising food costs. We are one of the few pantries that offer dairy products in our pantry. Second, we would be able to address the housing crisis, which we have not been able to do until this month. That crisis also impacts the food insecurity issue as clients living in their cars or homeless have different food needs than those with access to refrigeration and cooking facilities. Lastly, it will enable us to assist more Clearwater residents with utility support. If there are children in the home and the utilities get shut off, it is considered child abuse and the children are removed from the home. Never a good situation for the child or the parent. We currently have very limited funds to use for Clearwater residents. Both the City of Safety Harbor and the City of Oldsmar provide specific utility support funding to us for their residents.

## 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.*

Food Pantry food expenses \$12,000 per year for a two year total of \$24,000. It includes the purchase of food and food supplies such as gloves, storage bags, and paper bags.

Rental Assistance expenses for down payments or one month support averaging approximately \$1,000 per client \$20,000 per year for a two year total of \$40,000 (direct pay to landlord only)

Utility assistance expenses \$10,000 per year for a two year total of \$20,000 in shut off status only paid directly to the company and limit once per client per year.

Indirect Costs 5% = \$4,200 over two years (\$2,100 per year).

Total budget = \$88,200

## 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.*

We would be grateful for any amount awarded to us; however we would not be able to serve the same number of clients, but we will still impact those we are able to serve.

## File Attachment Summary

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### *Applicant File Uploads*

*No files were uploaded*