

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.

Food Security for Clearwater Residents

Mission Statement*

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

With compassion and respect, St. Petersburg Free Clinic (SPFC) changes lives by providing nutritious food, supportive housing, health care, and education for our neighbors in need.

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?

10/01/2023

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?

09/30/2024

Annual Operating Budget*

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

\$36,455,100.00

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.

\$50,000.00

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.

SPFC operates Pinellas County's largest food bank, the Jared S. Hechtkopf Community Food Bank. The food bank collaborates with more than 60 partners throughout Pinellas County, delivers to every zip code in Clearwater, and a total of 115 sites throughout the County. Examples of our partners include Bethlehem Seventh-Day Adventist Church, Salvation Army Clearwater, and Hope Villages of America. Our partners consistently serve more than 100,000 individuals monthly. In addition, SPFC operates our own food pantries. Our We Help FRESH Pantry utilizes an indoor choice model which offers a dignified market experience by providing clients with autonomy to choose foods that align with cultural preferences or dietary requirements. Our two FRESH Pantry Drive-Through locations, one at Jared's Food Bank and one on the Deuces in South St. Petersburg, offer nutritious food along with anonymity and convenience. Our data indicates particularly for families with children, the convenience of drive-through locations is welcomed, as we have more than doubled the number of children served since the addition of drive-throughs. Consistently, our three FRESH Pantry locations serve an average of 35,000 clients per month. Last month, our FRESH Pantry experienced a record-breaking month totaling over 40,000 clients served. Just within the first half of our fiscal year (October 2022 – April 2023) our food programs have collectively served approximately 161,484 individuals in Clearwater zip codes and our Food Bank has delivered over 1 million pounds of food to Clearwater zip codes. These high numbers are indicative of skyrocketing levels of community need for nutritious food across the County. United Way released updated ALICE data at the State and County level. ALICE families are Asset Limited, Income Constrained, Employed, many of whom were celebrated as essential workers during the pandemic, yet they do not make enough to afford the basics. The data shows particularly for households with

children in Florida, rates of food insecurity increased through 2022. “The charitable food system that was designed for emergencies is increasingly an ongoing necessity,” (United Way, 2023). Locally, data shows higher percentages of ALICE families in Pinellas (36%) compared to the state average (33%). For Clearwater specifically, the Clearwater zip code SPFC delivers the majority of food to is 33756, which is indicated as the highest-ranking level of need according to the 2022 Food Insecurity Index.

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.

As referenced above, the number of Pinellas County families who are ALICE or below the poverty level is on the rise. According to recent data, Florida has one of the highest percentages of households struggling to make ends meet. Our state ranks 44th out of 50 for financial security. “Families are living one crisis away from really dire circumstances,” stated the United Way Suncoast CEO Jessica Muroff. The families who we serve at SPFC are often presented with impossible choices, like whether to put groceries on the table or pay their rent. SPFC’s food programs reduce the economic burdens of Pinellas County’s low-income and ALICE population by providing services that lower monthly out-of-pocket expenditures, contribute to savings and long-term economic stability, and support long-term individual and family wellness. Our food programs ensure that people not only have the groceries to feed their families but also have FRESH, nutritious food that benefits their health. Our services could not be more critical than they are today, after our neighbors have experienced 40-year high inflation (which in Florida is not abating) on the heels of a pandemic that devastated the health and economic stability of the communities we serve.

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.

Since its inception in the 1980s, We Help FRESH Pantry has always provided fresh, nutritious, food to any Pinellas County Resident. Therefore, the FRESH Pantry locations have always been open to our neighbors from Clearwater zip codes.

Jared’s Food Bank has a combination of both longstanding and newer Clearwater community partners. Bethlehem Seventh-Day Adventist, Hope Villages of America, and Countryside Christian have all been Jared S. Hechtkopf Community Food Bank partners for 12+ years. Whereas the Hispanic Outreach Center, Continental Transition Program, Kids Time, Kings Highway Elementary, and McMullen Booth Elementary have been partners between 2-5 years. Lastly, newer partnerships (1-1 ½ years) have been blossoming with Salvation Army Clearwater and Boys and Girls Club Wood Valley. Ultimately, SPFC is committed to ensuring fresh, nutritious, food is available to the most underserved areas of the County.

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.

SPFC's Equity, Diversity, and Inclusion Council consists of diverse staff members across the organization. One of the main focus areas of the EDI Council over the course of the past year has been language accessibility. With Spanish being the most prevalent language spoken in Pinellas County other than English, our initiatives have focused on Spanish Language access (but also include resources for all languages). All SPFC printed materials are now accessible in both English and Spanish, signage in the We Help FRESH Pantry is presented in both English and Spanish, and visitors to the SPFC website can utilize the translate button on the bottom left of the screen to view all web content in Spanish. If clients are not able to connect with one of our multilingual staff or volunteers, the language line is available for interpretive services in any language. One of our Clearwater Food Bank Partners is the Hispanic Outreach Center, providing holistic support with trained Spanish interpreters on staff.

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.

70% of food distributed is fresh, contributing to the health of those whom we serve.

85% of partners report satisfaction with SPFC services, contributing to the effectiveness of food distribution for those in need.

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.

SPFC tracks its FRESH ratio on a monthly basis. The FRESH ratio is the percentage of fresh food items (produce, meats, dairy, bread) out of the total amount of food distributed. The Jared S. Hechtkopf Community Food bank weighs all donated and purchased food coming in, and all food distributed by category to determine total pounds of fresh items. This data is entered by Food Bank staff at the point of delivery and distribution and reviewed for accuracy by the Food Bank Director, Food Programs Coordinator, and COO. A mid-year electronic survey is provided to food bank partners regarding partner satisfaction, local community need, and potential identification of barriers to more efficient distribution. Survey results are reviewed by the Food Bank Director, Director of We Help, and COO to determine changes needed to improve efficiencies, service, and distribution.

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.

This grant would help sustain operating at this unprecedented level, while additionally supporting the purchase of items that are either rarely donated or are in high demand and short supply. These may include items to meet particular dietary needs, culturally appropriate foods for the diverse populations we serve, and shelf stable items for our neighbors experiencing homelessness. The intention of this grant is to fund fresh food distribution for individuals and families in Clearwater who are experiencing food insecurity. SPFC is Pinellas County's largest local provider of emergency food, and our food distribution has doubled with no indication that our community's need for nutritious food will decline. Due to our ability to buy in bulk and by the truckload, we are able to stretch our dollars and pay a fraction of retail prices. Additionally, SPFC's vehicle fleet has expanded from two cargo vans and one box truck in 2011, to two cargo vans, one 14-foot refrigerated box truck, three 16-foot refrigerated box trucks, three 26-foot refrigerated box truck, and one 52-foot refrigerated trailer. This expanded vehicle capacity ensures SPFC's ability to deliver fresh food to every part of Pinellas. Between SPFC's purchasing and delivery capacity, the current proposal has the potential to impact thousands of Clearwater residents' access to fresh, nutritious, food.

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.

Receiving partial funding would still help offset costs associated with the growing community need for SPFC's food programs. Any support will assist in continuing to serve the highest volume of clients in our organization's history. However, reduced support for our food programs necessitates our increased reliance on donated food. While SPFC is extremely grateful for our donation partners, donation size and type can vary

drastically from week to week. Purchasing food not only provides SPFC food programs with reliable quantities of food to distribute, but also the ability to curate our purchases based on dietary requirements, cultural preferences, or increases in need. Full funding of this proposal would support SPFC's ongoing efforts to increase access to fresh, nutritious, food to the residents of Clearwater.

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.

In order to meet the highest level of community need we have witnessed in our 53-year history, SPFC Food Programs in particular have grown exponentially over the past few years. Our data indicates that our individuals served have demonstrated a 51% increase just since the beginning of last fiscal year (October 2021). SPFC food programs have always provided services to any Pinellas County resident. However, historically, services have been focused on the City of St. Petersburg. In recent years, we have devoted concerted efforts to expand our presence in both Mid and North Pinellas County. Just over the course of 2022 alone, we saw a 41% increase in individuals served in Mid and North County zip codes. Although our growth in these parts of the County has been purposeful, we have not had the opportunity to specifically allocate dollars for fresh food to Clearwater. The current proposal would provide SPFC with an opportunity to continue to strengthen our partnerships in Clearwater in a very intentional way. Recently, SPFC was approved by the Board of Directors at the Juvenile Welfare Board to receive continued allocation for bulk food distribution across Pinellas. This increased allocation will help SPFC to sustain our focus on Mid and North County, including Clearwater.

Governance/Financials

Board List*

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

PDF and Word formats are accepted.

FY23 SPFC Board.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.

FY23 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 (1).xlsx

All of the funds requested through this grant would be allocated towards the purchase of fresh produce, meat, and dairy to distribute specifically to Clearwater zip codes.

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.

PCF Clearwater ARPA Attachments.pdf

File Attachment Summary

Applicant File Uploads

- FY23 SPFC Board.pdf
- FY23 BUDGET.pdf
- Clearwater-Budget-Detail (1).xlsx
- PCF Clearwater ARPA Attachments.pdf

NAME	COMMITTEE(S)	EMPLOYMENT/AFFILIATION	TERM	TERM END DATE
Molly Auld	Health Equity	Community Volunteer	1	2025
Janet Adams, Immediate Past Chair & Chair of Community Affairs	Community Affairs, Finance, SMFF/Investments, Executive	Community Volunteer	2	2024
Qiana Cressman	Health Equity	American Heart Association	1	2025
Ben Diamond	Community Affairs	Diamond Law Firm	1	2025
Bob Dillinger	Community Affairs, Health Equity	Beth Dillinger Foundation	1	2025
Gary Flowers, Treasurer & Chair of Finance	Finance, Executive	YearUp	1	2024
Bonnie Hechtkopf	Community Affairs	Kobie Marketing	1	2022
Gary Hess	Community Affairs	Community Volunteer	1	2022
Greg Holden, Chair	Finance, Governance, Executive	Manning & Napier	2	2023
Liz Heinkel	Property & Capital Assets	Smith & Associates	1	2024
Amy Maguire	Governance	Community Volunteer	1	2023
Tim McMahon, Chair of Health Equity	Health Equity, Executive	BayCare St. Anthony's	2	2024
Judy Mitchell, Chair of Prop. & Cap. Assets	Property & Capital Assets, Executive	Community Volunteer	1	2022
Rev. Bobby Musengwa	Governance	Maximo Presbyterian Church	1	2025
Michael Neeb	Health Equity	Community Volunteer	1	2024
Jodi Perry	Finance	Raymond James	2	2024
Erica Roodhouse, Secretary	Governance, Executive	Trenam Law	1	2022
Bemetra Simmons	Finance	Tampa Bay Partnership	1	2024
Nadine Smith	Finance, Community Affairs	Equality Florida	2	2024
David Warner	Governance	TBAYtoday	2	2024
Jennifer Yeagley, CEO (Ex-Oficio)				

**St Petersburg Free Clinic
FY2023 Budget
2022-2023**

<u>Revenue</u>	2022-2023
Contributions	4,035,000
Restricted Gifts/Grants	5,021,320
Client Contributions	90,000
Special Events Revenue	925,000
Bequests and Trusts	300,000
Other Income	290,000
Cash from PY Contributions	1,220,000
Total Cash Revenue	11,881,320
Total In-Kind Revenue	24,600,000
TOTAL	36,481,320
<u>Operating Expenses</u>	
Wages & Benefits	5,232,699
Direct Assistance	4,340,551
Program Supply Expense	185,206
Computer Expenses	157,683
Vehicle Expenses	180,582
Other Operating Expense	415,686
Special Events Expense	235,000
Insurance	252,888
Repairs & Maintenance	165,931
Other Occupancy Costs	683,874
Small Equip/Furniture	5,000
Total Cash Operating Expenses	11,855,100
Total In-Kind Expense	24,600,000
TOTAL	36,455,100

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Budget Detail

ORGANIZATION NAME: St. Petersburg Free Clinic

EXPENSES	Total Project Cost	ARPA Grant Request
1 Salaries		
Show your calculations. Include any project staff that will be paid a percentage of time from ARPA funds. Explain what will they do, how many hours will they work on the project.		
Salaries Sub-Total	\$1,257,762	\$ -
2 Fringe Benefits		
Show your calculations. Includes such items as FICA, medical, dental, life insurance, etc.		
Fringe Benefits Sub-Total	\$ 302,795.00	\$ -
3 Contractual		
Show calculations for reimbursement. Include: funds to hire someone for the project who is not a member of the agency's staff; Name of person/company, if known; What will they do?		
Contractual Sub-Total	\$ -	\$ -
4 Equipment		
This is the category requesting to purchase a major piece of equipment such as a computer or copy machine and during the grant period, must be used primarily for the project. Explain: What is the specific item and how did you determine its cost? Why is this needed for the project? Please show any calculations.		
Equipment Sub-Total	\$ -	\$ -
5 Travel		
Provide any travel costs and calculations. Include, for example, if you plan to reimburse project staff for local travel and/or to send for out of town training/conference. Show calculations.		
Travel Sub-Total	\$ -	\$ -
6 Supplies		
What specific items, how many, unit and extended cost? Include expendable items, including office supplies necessary for day to day project activities.		
Supplies Sub-Total	\$ -	\$ -
7 Other		
Includes miscellaneous items that do not fit into any other category such as, but not limited to, costs for printing, duplication of project-related materials. Provide details. Emergency Relief fits here.		
Direct Assistance (Food: Produce, Meat, and Dairy)	\$4,131,933	\$50,000
Occupancy & Operating Expense	\$957,090	

Other Expenses Subtotal	\$5,089,023	\$ 50,000.00
TOTAL EXPENSES	\$ 6,649,580.00	\$ 50,000.00
Difference between requested ARPA grant and project cost	\$	6,599,580.00

**Learn more about the community need
and how your support makes an impact.**



<https://www.youtube.com/watch>

SPFC

ST. PETE FREE CLINIC

SERVE PEOPLE. FEED COMPASSION.

Pinellas County Resident Data

- **36 % are ALICE.**
- **12 % live at federal poverty levels.**
- **48% are struggling.**

At SPFC, we serve people experiencing homelessness, families with very-low income, and ALICE (Asset Limited, Income Constrained, Employed) individuals and families. ALICE includes our neighbors who are working – often more than one job – many of whom were celebrated as essential workers during the pandemic but still do not make enough to afford the basics.

ALICE is your barista. Your hairstylist. Your Lyft driver. The manager at your favorite restaurant. The person who answers the phone when you call customer service. ALICE is your neighbor.

Let's meet ALICE...



Income

\$41,000 annually

\$ 3,000 monthly

Monthly Expenses

\$1,250 rent (1 bedroom)

\$700 childcare payment

\$650 groceries (- SNAP)

\$250 healthcare

\$200 gas/transportation

\$110 electric

\$150 aftercare & basics

\$75 water

\$75 basic phone/data plan

\$50 car maintenance

\$ 510 monthly deficit

Ella is a single mom to a 3-year-old and a school-aged child. She is employed as a school bus driver.



Income

\$68,000 annually

\$ 5,678 monthly

Monthly Expenses

\$1,750 rent (2 bedroom)

\$1400 childcare payment

\$1500 groceries

\$400 healthcare

\$375 gas

\$300 car payment

\$100 car maintenance

\$100 water

\$150 electric

\$180 basic phone/data plan

\$70 diapers

\$50 other basics

Nick is a certified nursing assistant, and Liz is a front desk employee with children ages 2 and 4.

\$ 697 monthly deficit

FIND FOOD NOW



FREE Groceries are just a click away! Use the SPFC's Interactive Map to quickly find FREE food resources across Pinellas County.

Go to www.thespfc.org/map or scan the QR code, enter your zip code or address and find the FREE food resources nearest to you!



SPFC's food programs reduce the economic burdens of Pinellas County's low-income and Asset Limited, Income Constrained, Employed (ALICE) population by providing services that lower monthly out-of-pocket expenditures, contribute to savings and long-term economic stability, and support long-term individual and family wellness.

The families we serve are often presented with impossible choices, like whether to put groceries on the table or pay their rent. SPFC food programs ensure that people not only have groceries to feed their families but also have FRESH, nutritious food that benefits their health.