

LOI Form

Organization Information

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.

Emotional Wellbeing

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

Annual Operating Budget*

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

\$146,000.00

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?

10/03/2023

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?

08/29/2025

Mission Statement*

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

To provide culturally sensitive, quality healthcare in a friendly environment.

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.

The Willa Carson Health and Wellness Center (WCHWC) is a not-for-profit healthcare clinic located in the North Greenwood Community of Clearwater, FL. WCHWC is a medical service resource for the uninsured and low-income adults (ages 18-64) in Pinellas County. The clinic's founder, Willa Livingston Carson, RN, sought to ensure that all had access to medical care regardless of their socioeconomic status. The Emotional Wellness project seeks to increase on-site and telehealth access to mental health services to low-income, uninsured individuals. As a Wellness Center, the clinic takes a holistic approach to addressing patients' physical and emotional needs, exploring factors such as socioeconomic stressors that promote sickness. While this project is open to all who utilize the clinic, we are specifically targeting the surrounding African-American community, which often avoids mental health treatment. This project provides a solution-focused approach while offering culturally competent care.

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 Willa Carson Health and Wellness Center (WCHWC) was established in 1995 by a retired nurse, Willa Livingston Carson, as an effort to address the unmet health needs of uninsured residents of the N. Greenwood community. Initial services operated out of two apartments in a local housing complex (now known as Palmetto Parks Apartments) and in 2001 relocated to a remediated Brownsfield site thanks to financial support from the City of Clearwater. The WCHWC provides basic medical services, health screenings, short-term mental health services (based on the availability of a provider), monthly health educational workshops, quarterly walking challenges, and diabetes/nutritional consultations. The clinic offers these services at no cost to patients who meet the financial guidelines.

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.

Success will be defined as at least 80% of those seen for counseling services will have a reduction in their PHQ-9 score by the end of therapy services.

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.

The clinic currently uses the PHQ-2 (a 2 question screening) as a part of the physical and history for medical visits. Those who respond in the positive, further complete the PHQ-9. The Emotional Wellness Project will utilize the PHQ-9, as a tool to diagnose for depression. The PHQ-9 (Patient Health Questionnaire) questionnaire is used to identify baseline severity of symptoms and measure a patient's response to treatment. The assessment tool is used during the initial visit and monthly until services are completed. This tool is known for its success and ease of use and is appropriate for the brief services as it inquires about thoughts, feelings and behaviors over the past two weeks. Validity has been assessed against an independent structured mental health professional (MHP) interview. Depression Severity falls in the following categories based on scoring: (0-4) none, (5-9) mild, (10-14) moderate, (15-19) moderately severe, (20-27) severe.

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.

As a wellness center, the clinic’s focus is on the whole person. In order to assist our patients become the healthiest version of themselves, we cannot overlook the impact of emotional impact on the physical body. Emotional problems often manifest as physical problems and physical problems often have emotional consequences.

The clinic currently provides limited therapy services based on the availability of our licensed therapist (who also serves in another position at the clinic, part-time). The funding would allow the clinic to increase the availability of on-site or telehealth therapy services offered.

Therapy services include motivational interviewing to explore unhealthy behaviors and patterns (emotional and physical). The therapist works as a partner alongside the patient to educate and provide tools and solution-focused interventions with the goal of improving coping. Many African-Americans resist the idea of utilizing mental health services. Since these services are offered in a medical facility, it can decrease the stigma of walking into a mental health facility. In addition, at the Willa Carson Health and Wellness Center, we use a “warm-handoff” to introduce patients to our therapist, which increases the chance of utilizing services. Our providers effectively deliver healthcare services that meet the social, cultural and linguistic needs of our patients. Offering culturally competent healthcare has been shown to improve health outcomes and quality of care.

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.

Program Manager/Therapist Salary (Year one, .33 FTE)	\$24,000
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Program Manager/Therapist Salary (Year two, .33 FTE)	\$24,000
Indirect-	\$2,000
TOTAL: \$50,000	

If awarded, the funding will go toward supporting one- third of the Program Manager’s salary. The program manager is Licensed Mental Health Counselor with over 25 years of experience who will dedicate increased weekly hours to therapy services. The position is currently a part-time position but will increase to full-time if awarded funding.

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.

The WCHWC considers this project a priority and will work to continue increasing access to mental health services. The project will still move forward with reduced funding, however the number of patients served will decrease. The clinic will continue to look for opportunities to provide mental health services, possibly partnering with other agencies who can provide culturally sensitive services in the N. Greenwood Community.

File Attachment Summary

Applicant File Uploads

No files were uploaded