



Investing in People & Place

2023 RFP

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Defining Vulnerable Populations

- Individuals living at or below 200% of poverty level
- Communities with large number of households at or below 200% of poverty level
- Westmoreland: 25% of the population lives at or below 200% of poverty level

Community Investment Strategy

- Investing in people and place
- Focus on communities with vulnerable populations
- Create transformational change in vulnerable communities by collaboratively improving community assets, strengthening organizations and **supporting improved quality of life** for all people.

Eligible Applicants

- 501 (c)3 Nonprofit Organizations
- Cities, Townships, Boroughs, or Municipalities
- Community Development Corporations
- Faith Based Organizations
- Civic or Community Groups
- Neighborhood Organizations

Types of Requests

- **Healthy Communities (People)**
- **Revitalizing Westmoreland (Place)**
- **Healthy Communities AND Revitalizing Westmoreland**

Healthy Communities

- Support the physical, social and emotional needs of individuals living in poverty
- Help move individuals out of poverty

Healthy Communities

To support programs and projects that that

- promote upward mobility
- provide supports for single women raising children
- support individuals dealing with housing and food insecurity
- support individuals struggling with mental health concerns

Eligible Programs & Projects

Examples:

- Afterschool programs
- Access to healthy foods
- Homeless/housing initiatives
- Health/wellness programs
- Employment readiness
- Mental health initiatives
- Safety net services

Revitalizing Westmoreland

- Encourage new, creative ways to revitalize vulnerable communities
- Improve the quality of life for residents through funding that promotes Westmoreland County as a clean, safe, and productive place to live.

Revitalizing Westmoreland

To support programs and projects that

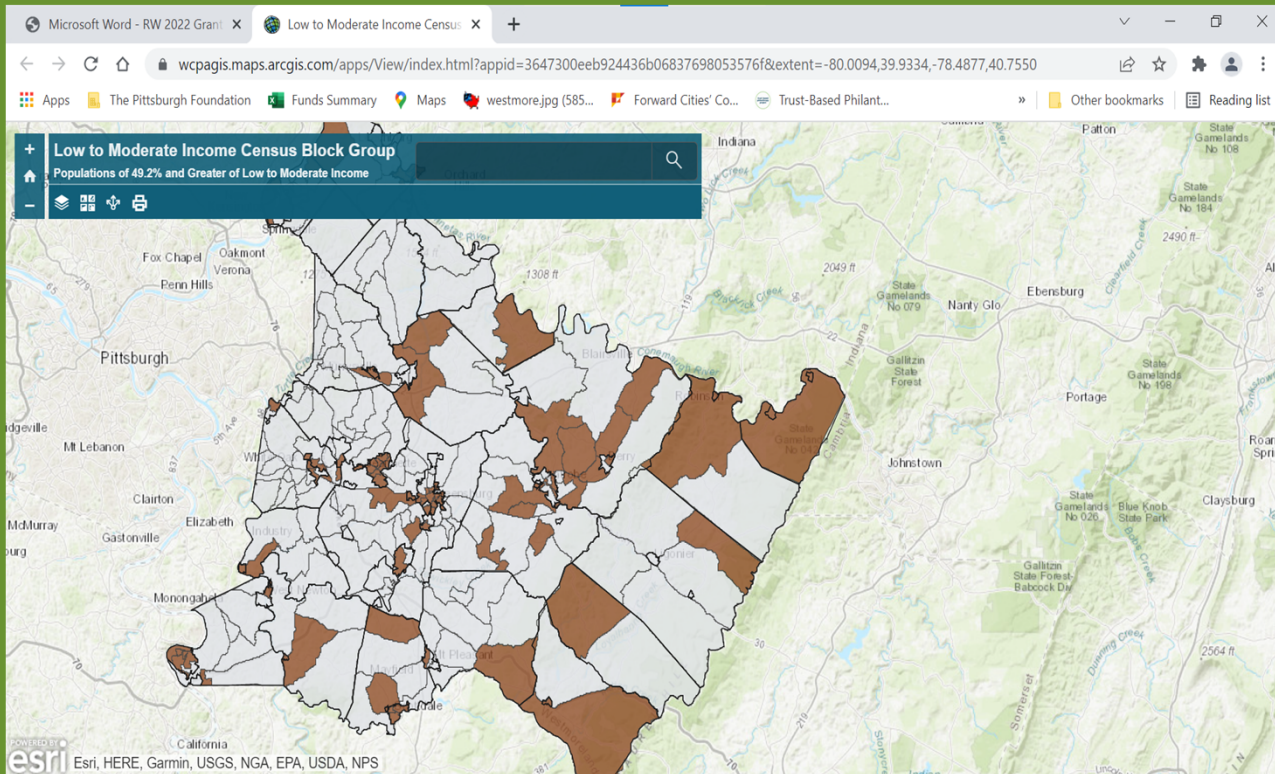
- Improve the physical assets in a community.
- Create partnerships between municipalities, nonprofits and residents to address the physical space in a community.
- Encourage transformational change (i.e.: lead to additional development).
- Connect projects to formal and informal community plans

Eligible Programs & Projects

Examples:

- Main Street Initiatives
- Façade Improvement Programs
- Streetscape or Planter Programs
- Beautification Programs
- Public Art
- Green Space Developments
- Playgrounds
- ADA Compliance Projects

Vulnerable Communities



Joint Projects: RW & HC

- Pilot
- Address the interconnected needs of both people and the places where they live
- Meet goals of HC and RW

Eligible Programs & Projects

- A collaborative project that improves a playground by adding a shelter so that organizations can utilize it for after school programming.
- A social service organization that has a building and engages in a community art project (mural / mosaic) that would brighten the neighborhood and provide a community engagement activity.
- Beautification program that partners a landscaping firm with a youth service organization to include education about landscaping / horticulture as a career and pay the kids to do the work for a community project.

Grant Size

- Healthy Communities: \$20,000
- Revitalizing Westmoreland: \$20,000
- Joint HC & RW: \$35,000

CFWC should not be the sole funder of the requests. In kind contributions can be counted as additional revenues.

Ineligible Uses of Funds

- Capital campaigns
- Fundraising events
- Lobbying
- Technology
- General operating support

Pitfalls to Avoid

- Project does not align with the guidelines
- Budget does not match request amount
- Budget does not include enough revenue
- Application does not include support letters from identified partners

Key Information to Include

- Data to support the need
- Articulate the potential impact
- Identify and maximize partnerships
- Explain track record of success working with identified population
- Realistic budget and timeline
- What sets your organization and project apart!

Sample Budget

Healthy Communities Grants - SAMPLE BUDGET

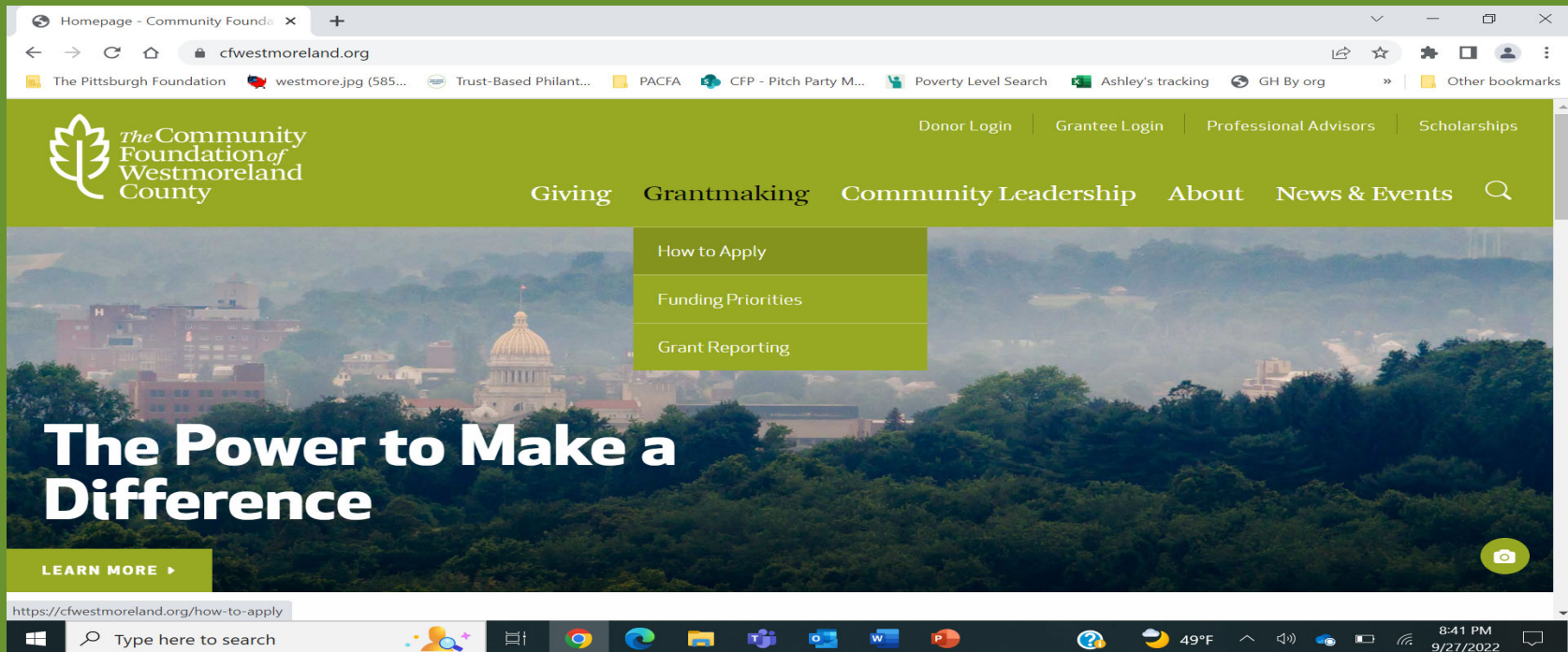
Organization Name:	Smart Lion Mentoring of Westmoreland
Program/Project:	Rainbow Afterschool Program

Program Expenses	Amount	Notes
Personnel	\$18,000.00	2 afterschool coordinators 3 day/week
Meals for Students	\$4,250.00	\$7/child per meal
Books & Literacy Supplies	\$1,200.00	50 books
Chromebook & iPad	\$6,000.00	5 Chromebooks and 5 iPads
Art materials	\$650.00	
Travel	\$750.00	
Marketing/Promotion	\$500.00	
Admin Costs	\$1599.00	
Culminating Celebration	\$625.00	food and prizes
TOTAL EXPENSES:	\$33,574.00	

Revenue	Amount	Notes
Community Foundation of Westmoreland County	\$20,000.00	Requested
Wizard of Oz Foundation	\$10,000.00	Confirmed
Individual Donations	\$3,574.00	Confirmed
TOTAL REVENUE:	\$33,574.00	

Application Process

If you do not already have a user profile, you must create one to use the application portal.



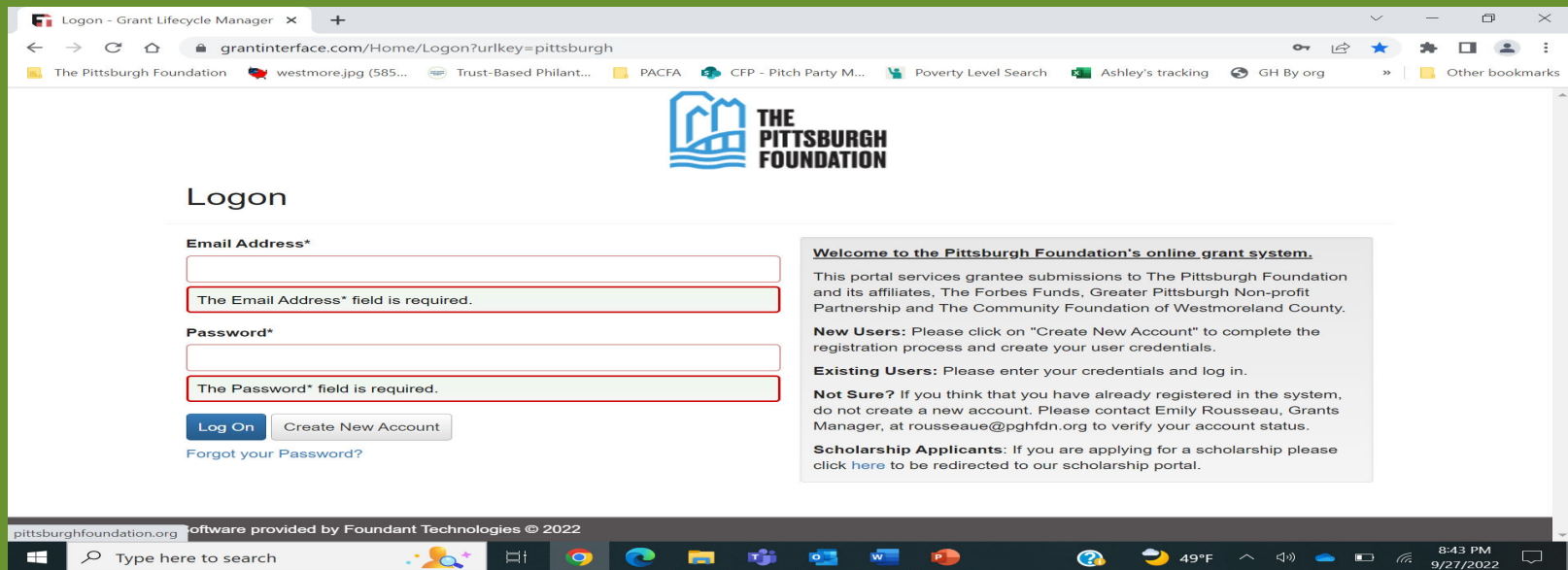
Application Process

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The screenshot shows a web browser window displaying the 'How to Apply' page for the Community Foundation of Westmoreland County. The browser's address bar shows the URL 'cfwestmoreland.org/how-to-apply'. The website's header features the organization's logo on the left and navigation links for 'Donor Login', 'Grantee Login', 'Professional Advisors', and 'Scholarships' on the right. Below the header, a secondary navigation bar includes 'Giving', 'Grantmaking', 'Community Leadership', 'About', and 'News & Events'. A third navigation bar highlights 'How to Apply', 'Funding Priorities', and 'Grant Reporting'. The main content area is titled 'How to Apply' and includes a list of links: 'Create an Organizational Profile', 'Submit Request for Funding', and 'Commonly Asked Questions'. A large image of a log cabin is positioned below the text. On the right side of the page, there is a vertical stack of social media icons for Facebook, Twitter, YouTube, and LinkedIn. The Windows taskbar at the bottom shows the search bar, task view, and various application icons, with the system tray displaying the time as 8:43 PM on 9/27/2022 and the temperature as 49°F.

Application Process

If you already have a profile you can log in



The screenshot shows a web browser window with the URL `grantinterface.com/Home/Logon?urlkey=pittsburgh`. The page features the Pittsburgh Foundation logo at the top center. Below the logo is the heading "Logon".

The login form consists of two main sections:

- Email Address*:** A text input field with a red border and a message below it: "The Email Address* field is required."
- Password*:** A text input field with a red border and a message below it: "The Password* field is required."

Below the password field are two buttons: "Log On" (in blue) and "Create New Account" (in grey). A link "Forgot your Password?" is located below the "Log On" button.

On the right side of the form, there is a grey box containing the following text:

Welcome to the Pittsburgh Foundation's online grant system.

This portal services grantee submissions to The Pittsburgh Foundation and its affiliates, The Forbes Funds, Greater Pittsburgh Non-profit Partnership and The Community Foundation of Westmoreland County.

New Users: Please click on "Create New Account" to complete the registration process and create your user credentials.

Existing Users: Please enter your credentials and log in.

Not Sure? If you think that you have already registered in the system, do not create a new account. Please contact Emily Rousseau, Grants Manager, at rousseau@pghfdn.org to verify your account status.

Scholarship Applicants: If you are applying for a scholarship please click [here](#) to be redirected to our scholarship portal.

At the bottom of the browser window, the footer text reads: "pittsburghfoundation.org software provided by Foundant Technologies © 2022". The Windows taskbar at the bottom shows the search bar, task view, and various application icons, along with the system tray displaying the temperature (49°F) and date/time (8:43 PM, 9/27/2022).

IMPORTANT DATES

September 21

RFP Applications Open

October 25

Applications Due

December 1

Grantees Announced