



2024 Revitalizing Westmoreland Program Guidelines

Targeted Communities:

Arnold, New Kensington, Jeannette, Penn Borough, Greensburg, Monessen & Vandergrift

Application Deadline: November 14, 2024 @ 11:59pm

WHO WE ARE

The Community Foundation of Westmoreland County (CFWC) was founded in 1995 by local leaders of Westmoreland County to encourage philanthropy, to build a sense of place, and to embrace the spirit of community. Our mission is to encourage local residents to become philanthropists, provide grants that support a wide variety of charitable organizations, and serve as a community leader. Having merged with The Pittsburgh Foundation in 2010, The Community Foundation of Westmoreland County continues to work with county residents to encourage that spirit of giving and investment in community organizations and residents.

The Community Foundation of Westmoreland County is committed to supporting the needs of vulnerable populations in the county while helping to develop the places in which they live. By investing in people and place, CFWC is committed to making Westmoreland County a vibrant community where citizens are enthused and energized to live, work and share in its resources.

STATEMENT OF NEED

In 2022¹, Westmoreland County Commissioners awarded the Westmoreland County Redevelopment Authority (the Authority) \$10 million to address blight removal in the County. Through an analysis of properties and need, the Authority identified 7 communities targeted for their efforts: Arnold, New Kensington, Jeannette, Penn Borough, Greensburg, Monessen and Vandergrift. In the past two years, the Authority has removed more than 175 structures, leaving vacant land in their place.

CFWC recognizes tearing down rundown buildings is one step in bringing communities back to life; however, when those vacant lots are not reused or activated, or there is not additional development, it can contribute to the blight that demolition was trying to eliminate. To that end, in 2023, with a grant from CFWC, the Authority engaged a consultant to look at best practices for vacant land reuse.² The report includes several examples of vacant land use in other communities that can help bring new life to properties. The study can be found [here](#).

¹ <https://triblive.com/local/westmoreland/blight-removal-water-sewer-projects-food-bank-set-to-receive-westmoreland-covid-funding/>

² <https://triblive.com/local/westmoreland/westmoreland-eyes-life-after-blight-removal/>



GRANT OPPORTUNITY: REVITALIZING WESTMORELAND

In alignment with the Foundation’s commitment to strengthening vulnerable communities, 2024 Revitalizing Westmoreland **will support community development efforts in these 7 communities.**³

Revitalizing Westmoreland is designed to encourage new, creative ways to revitalize vulnerable communities in Westmoreland County. The program was created to improve the quality of life for residents through funding that promotes Westmoreland County as a clean, safe, and productive place to live. Additionally, it aims to stimulate partnerships between neighborhood residents, business associations, civic groups, nonprofits, and local government.

Revitalizing Westmoreland will provide grants to community nonprofits, development corporations, neighborhood associations, civic organizations, and city governments for small-to-medium sized innovative projects within the **seven targeted communities. While properties owned by the Authority may be targeted⁴, projects are not limited to those properties.**

Goals:⁵

- To improve the physical assets in a community.
- Create partnerships between municipalities, nonprofits and residents
- Encourage transformational change (i.e.: lead to additional development).
- Expand/enhance assets that are a catalyst for additional community improvements; and
- Connect projects to formal and informal community benefit plans as well as the county comprehensive plan, [Reimagining Our Westmoreland](#).

Examples of eligible projects are, but not limited to, main street initiatives, façade improvement programs, pop-up and temporary markets, streetscape programs, public areas, playgrounds, and beautification programs.

GRANT RANGE

This is a competitive process, and an estimated \$350,000 in grants will be awarded. Grants up to \$30,000 will be awarded. Historically, the average grant size has been \$20,000.

While there is not a required match amount, **CFWC should not be the sole funder of the requests. In kind contributions can be counted as additional revenues.**

³ Arnold, New Kensington, Jeannette, Penn Borough, Greensburg, Monessen and Vandergrift.

⁴ Assumption will be made that the owners of any targeted properties are on board and involved in planning for the project.

⁵ Proposals are not required to address every goal but must address at least one.



CFWC will not fund the following through this RFP: capital campaigns, endowments, fundraising events, lobby, grassroots organizing, operating support, technology, staff support for government units or public agencies, or scholarships.

CHARACTERISTICS OF SUCCESSFUL PROJECTS

We believe that the following characteristics demonstrate our most successful projects:

- Projects that serve as a catalyst for additional revitalization efforts. How can your project spark additional growth within the city/community? How is it transformational?
- Projects that are designed and implemented through meaningful community partnerships.
- Projects that leverage the grant dollars to access additional resources for revitalization.
- Projects that are visible, accessible, and beneficial to a significant portion of the population.
- Projects that are tied to a greater plan or purpose.
- Projects that are implemented in vulnerable communities.
- Projects that serve as hope and inspiration for the greater community.

ELIGIBLE APPLICANTS

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

Groups without nonprofit status will need to partner with a 501(c)(3) group or a local governmental entity to serve as the Fiscal Agent.⁶

NOT ELIGIBLE TO APPLY

- For-profit entities
- Individuals
- Political Groups
- Religious Organization for Religious Purposes
- Individual Businesses (unless they are working in collaboration, in which case may not be the primary requestor, but may be mentioned or included in a proposal submitted by an eligible applicant)

⁶ Fiscal agent must be 501(c) (3) in good standing with the IRS, provide a letter indicating willingness and ability to serve as a fiscal agent and an IRS determination letter.



REVIEW AND SELECTION PROCESS

Grant applications will be reviewed, evaluated, and selected by members of the Community Foundation of Westmoreland County Advisory Board and staff based on the following criteria:

- The request demonstrates need.
- The application articulates the potential impact of the proposed project.
- The applicant has demonstrated their ability to implement the project
- The project leverages other investments (including in-kind and volunteer support).
- The budget and timeline are realistic.

APPLICATION PROCESS

Additional information, including access to the RFP and online application portal can be found [here](#).

All applications must be submitted using the [grant portal](#) through our parent organization, The Pittsburgh Foundation.

The application consists of a series of questions regarding your organization, the proposed project detail and the following documents:

- Copy of 501(c)(3) designation letter, if applicable
- Current Board Member roster, if applicable
- Proposed project budget (sample budget can be found at the end of this RFP)
- Most recent organizational budget
- Copy of latest audit/financial review
- Any party mentioned in the application must submit a letter of support, confirming their commitment to the project. For example, if a community group wants to do a project at a local park, the township must submit a letter agreeing that the project can be carried out.

IMPORTANT DATES AND DEADLINES

RFP Released and Application Process Opens	October 11, 2024
RFP Info Virtual Session (Register here)	October 21, 2024, 3 pm
Applications Due	November 14, 2024, at 11:59pm
Grants Announced	December 16, 2024

QUESTIONS?

For technical assistance regarding the use of the online application, please contact Emily Rousseau at rousseau@pghfdn.org. For other questions, please contact McCrae Martino, Executive Director at martinom@cfwestmoreland.org.



Attachment 1

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	