



**INVESTING IN PEOPLE AND PLACE: 2023 REQUESTS FOR PROPOSAL
APPLICATION DEADLINE: OCTOBER 25, 2023**

WHO WE ARE

The Community Foundation of Westmoreland County was founded in 1995 by local leaders of Westmoreland County to encourage philanthropy, build a sense of place and 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 2015, 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.

In 2022, the Community Foundation of Westmoreland County (CFC) reaffirmed its commitment to supporting the needs of vulnerable populations in the county while helping to develop the places in which they live. Historically, we have done this through two programs: Healthy Communities (People) and Revitalizing Westmoreland (Place). By investing in people and place, CFC is committed to making Westmoreland County a vibrant community where citizens are enthused and energized to live, work and share in its resources.

In 2023, we are combining the programs and requesting proposals for grants in one of the following areas:

- **Revitalizing Westmoreland (Place):** proposed projects will foster and encourage revitalization in a community with a large number of households living at or below 200% of poverty. Maximum request is \$20,000.
- **Healthy Communities (People):** proposed projects will address the physical, social, environmental and emotional needs of individuals living at or below 200% of poverty. Funding must be for a specific program and/or project (not general operating support). Maximum request is \$20,000.
- **Healthy Communities AND Revitalizing Westmoreland:** proposed projects will address both the People and the Place goals. Maximum request is \$35,000.

STATEMENT OF NEED

At the heart of our mission, the Community Foundation of Westmoreland County is called to serve the most vulnerable in our communities, who often are those individuals living in poverty.

In 2023, the federal Department of Human Services designated the poverty threshold was \$30,000 for a family of four. This means that a family of four living at 200% of the poverty level has a combined household income of \$60,000. For families living below 200% of the poverty level, meeting basic needs can be a daily struggle. These families are amongst those we consider as our most vulnerable in Westmoreland County.



According to the US Census Bureau's most recent information for Westmoreland County 39,430 individuals or 11.2% of the population fall under the federal poverty level. Additionally, 25% of the population live at or below 200% of the federal poverty level. The Community Foundation of Westmoreland County is committed to working with our community partners to find ways to support these populations, ultimately promoting healthier and more vibrant communities for our most vulnerable populations.

Projects must focus on communities where there is a significant number of households at or below 200% of poverty or serve individuals at or below 200% of poverty. For purposes of this RFP, applicants can use the Department of Housing and Urban Development (HUD) summary data to confirm eligibility. The mapping tool can be found [here](#). In the mapping tool, please enter the address of the location in which you are proposing a project. If the location is in the darker colored area, it is identified as being in a vulnerable community.¹

FOCUS ON PEOPLE: HEALTHY COMMUNITIES

Healthy Communities focuses on providing grants to support the physical, social, environmental and emotional needs of our most vulnerable populations in Westmoreland County. The Community Foundation of Westmoreland County wishes to address the root causes of poverty by supporting solutions that assist individuals and families to move out of poverty.

Goals:²

- To support programs that promote the upward mobility of families living in poverty.
- To provide supports for single women raising children.
- To assist community-based programs that support men, women, and children struggling with mental health concerns.
- To support men, women, and children dealing with housing and food insecurity.

Examples of eligible projects include, but are not limited to afterschool programs, access to healthy foods, homeless/housing initiatives, employment readiness, mental health initiatives.

FOCUS ON PLACE: REVITALIZING WESTMORELAND

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.

¹ You may be prompted to sign in. Press cancel to bypass log in and enter the address you would like to search.

² Proposals are not required to address every goal but must address at least one.



Goals:³

- To 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).
- 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, streetscape programs, public areas, playgrounds, beautification programs.

JOINT FOCUS ON HEALTHY COMMUNITIES AND REVITALIZING WESTMORELAND

For the first time, CFWC is requesting proposals that meet the goals of both Healthy Communities and Revitalizing Westmoreland to address the interconnected needs of both people and the places where they live.

Examples of projects that combine PEOPLE and PLACE include, but are not limited to:

- 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.

ELIGIBLE APPLICANTS

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

³ Proposals are not required to address every goal but must address at least one.



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.⁴

The Community Foundation of Westmoreland County 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, scholarships.

GRANT RANGE

This is a competitive process and an estimated \$300,000 in grants will be awarded. Applicants can request grants of up to \$20,000 for a single focus area (Healthy Communities **OR** Revitalizing Westmoreland) or up to \$35,000 for projects that address the goals of both Healthy Communities **AND** Revitalizing Westmoreland.

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.**

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.

Applications will be reviewed based on the following criteria:

- Project serves individuals living at or below 200% of the federal poverty level **AND/OR** communities with a large number of households at or below 200% of the federal poverty level as described in this RFP's Statement of Need.
- The project aligns with one or both identified focus areas (people / place).
- The request uses data to demonstrate need.
- The application articulates the potential impact of the proposed project.
- The application describes how organizations will know their project was a success.
- The applicant has a track record of success working with these populations and/or in the selected community and the capacity to complete the project as described.
- The project leverages other investments (including in-kind and volunteer support).
- The budget and timeline are realistic.
- The projects must be completed by December 15, 2024.

APPLICATION PROCESS

Additional information, including access to the RFP and online application portal can be found at <https://cfwestmoreland.org/rw-hc>

⁴ Fiscal agent must be 501(c) (3) in good standing with the IRS, provide a letter indicating willingness to serve as a fiscal agent and an IRS determination letter.



All applications must be submitted using the [online application 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
- Partnership letters are not required but applicants will be able to submit letters for collaborative projects

IMPORTANT DATES AND DEADLINES

RFP Released and Application Process Opens	September 21, 2023
RFP Info Virtual Session	September 27, 2023, from 1-2pm
Applications Due	October 25, 2023, by 11:59pm
Grants Announced	December 1, 2023

QUESTIONS?

For technical assistance regarding the use of the online application, please contact Emily Rousseau at rousseaue@pghfdn.org

For questions and guidance regarding the application itself, please contact McCrae Martino, Executive Director at martinom@cfwestmoreland.org or 724-836-4400 x125.



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	