



Healthy Communities Grants Program Guidelines September 1, 2020

WHO WE ARE

The Community Foundation of Westmoreland County 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.

In 2019, the Community Foundation of Westmoreland County completed a planning process to more clearly articulate its funding priorities through its Comprehensive Community Investment Strategy. The Community Foundation of Westmoreland County reaffirmed its commitment to supporting the needs of vulnerable populations in the county while helping to develop the places in which they live. Grants to help support vulnerable populations will be distributed through Healthy Communities Grants, as described in these program guidelines.

COMPREHENSIVE COMMUNITY INVESTMENT STRATEGY

VISION: Westmoreland County will be a vibrant community where citizens are enthused and energized to live, work and share in its abundant resources.

MISSION: The mission of the Comprehensive Community Investment Strategy is to provide unique opportunities for community benefit organizations and residents to create transformational change in vulnerable communities by collaboratively improving community assets, strengthening organizations, and supporting improved quality of life for all people.

VALUES: The following values help to frame the Comprehensive Community Investment Strategy.

- **Relationships** – *Facilitating collaboration by making connections and building alliances across sectors, organizations, and groups, including local leaders and community members.*
- **Innovation** – *Working creatively to rethink how to build and invest in the community and people.*
- **Impact** – *Ensuring the value of investments by strengthening the capacity of individuals, communities and organizations.*

STATEMENT OF NEED

At the heart of our mission, the Community Foundation of Westmoreland County is called to serve the most vulnerable of our population in Westmoreland County. Often, vulnerable populations in our communities are also those individuals living in poverty. Poverty is a product and symptom of which people live. This adds to the creation of barriers to achieve physical health, mental health, well-being, educational attainment, economic prosperity, and quality of life, amongst others.

The Working Poor Families Project, supported by the Annie E. Casey Foundation, www.workingpoorfamilies.org describes the working poor as those living at 200% of the federal poverty level. In 2012, the poverty threshold was \$23,283 for a family of four. This means that the threshold for a family of four living at 200% of the poverty level is \$46,566. For families living below 200% of the poverty level, meeting basic needs can be a daily struggle. These families are amongst those we might consider as our most vulnerable in Westmoreland County.

According to the US Census Bureau's most recent information for Westmoreland County, 64,991 individuals or 18% of the population fall under 150% of the federal poverty level. This is an increase of 7% over 2000. Additionally, 27% of the population live at or below 200% of the federal poverty level. With nearly a third of our population in this category, the Community Foundation of Westmoreland County is committed to working with our nonprofit community to find ways to support these populations, ultimately promoting healthier communities for our most vulnerable populations.

Locally, it has been reported by county officials and nonprofit leaders that issues facing vulnerable populations are much more complex than simply issues of financial hardship. The intersectionality of issues creates additional barriers that must be overcome. It is not unlikely to encounter a family that is not only living in poverty, but is also dealing with food insecurity, mental health concerns, and addiction. These complex issues call for greater collaboration from service providers, flexibility in delivery, and a multitiered service model.

HEALTHY COMMUNITIES GRANTS – OVERVIEW

Healthy Communities Grants is a county-wide grant initiative to provide nonprofit organizations with funding 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 long term solutions that assist individuals and families to move out of poverty, assist those with limited capacity, such as low income, underrepresented and vulnerable populations, to live with dignity. The Community Foundation of Westmoreland County encourages applicants to think creatively, discover new approaches, and take courageous steps towards new solutions.

The Healthy Communities Grants is a competitive grants process that will distribute a total of \$250,000 in grants. Applicants can request grants of up to \$30,000 in support with an average grant size of \$15,000. The Community Foundation of Westmoreland County understands that in this pandemic, organizations need flexible funding sources that promote sustainability. Therefore, successful applicants will receive additional general operating funds totaling 20% of the programmatic budget funds approved through this grant. For example, if an organization

applies for a \$20,000 grant to implement a community-based program, they will receive an additional \$4,000 of unrestricted funds to assist the organization however they see fit. Therefore, the total grant will be \$24,000. Total requested should not exceed \$30,000 (e.g. \$25,000 programmatic and \$5,000 general operating). Please see the attached sample budget at the end of this document.

GOALS

- To support programs that promote the upward mobility of families living in poverty;
- To provide supports for single women raising children including childcare needs;
- To assist community-based programs that support men, women, and children struggling with mental health concerns including addiction;
- To address the complexities faced by men and women reentering society after a period of incarceration;
- To support men, women, and children dealing with housing and food insecurity.

ELIGIBLE APPLICANTS

Applicants must be a 501(c)3 nonprofit organization serving communities in Westmoreland County.

Examples of eligible projects:

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

Healthy Communities Impact Grants will not provide grants to:

- Capital Campaigns
- Endowment Funds
- For-profit entities
- Fundraising events
- Public Schools
- Individuals
- Political Groups
- Religious organizations for religious purposes
- Businesses

REVIEW AND SELECTION PROCESS

Healthy Communities grants will be reviewed, evaluated, and selected by members of the Community Foundation of Westmoreland County Advisory Board and staff. All grant recommendations will then be approved by the board of directors of The Pittsburgh Foundation.

Applications will be reviewed based on the following criteria:

- The project or activity takes place within Westmoreland County;
- Preference will be given to projects that support those living at or below 200% of the federal poverty level as described in this RFP's Statement of Need;

- The project will support the physical, social, environmental or emotional needs of our most vulnerable populations;
- The proposal is rooted in demonstrable need by data provided in your proposal;
- The applicant will articulate the potential impact of the proposed project;
- The organization will maximize partnerships to limit duplication of services through skill sharing, volunteer time, services provided, and the involvement of multiple organizations;
- The organization has the ability to evaluate the impact and success of the program or to describe how the program will be evaluated;
- Organization has a track record of success working with these populations and the capacity to complete the project as described; and
- The budget and timeline are realistic.

Additionally, applicants will be asked to submit the following information:

- Copy of 501(c)(3) designation letter, if applicable
- Current Board Member roster, if applicable
- Proposed project budget
- Copy of 2019 Operating budget
- Copy of latest audit/financial review

IMPORTANT DATES AND DEADLINES

September 2, 2020	Program Guidelines Released
September 11, 2020 – 10:30am	Virtual Information Session #1 Register using this link .
September 15, 2020 – 1pm	Virtual Information Session #2 Register using this link .
October 16, 2020	Applications Due
November 20, 2020	Grantees Announced

Additional information, including access to the RFP and online application portal can be found at <http://www.cfwestmoreland.org/grantmaking/healthycommunitiesgrants> All applications must be submitted using the online application portal ([Grant Portal Link](#)) through our parent organization, The Pittsburgh Foundation.

Questions

For technical assistance regarding the use of the online application, please contact Dot Sikora sikorad@pghfdn.org or 412-394-4277.

For questions and guidance regarding the application itself, please contact Phil Koch, Executive Director at PKoch@cfwestmoreland.org or 412-400-9435.

Attachment 1

Healthy Communities Grants - SAMPLE BUDGET

Organization Name:	Smart Lion Mentoring of Westmoreland	
Program/Project:	Rainbow Afterschool Program	
Total Program Cost:		
	\$33,574.00	
Grant Request:	\$20,000.00	PROGRAM GRANT
20% of Total Program Costs:	\$4,000.00	GENERAL OPERATING GRANT
Total Grant Requested:	\$24,000.00	TOTAL GRANT

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	
Culminating Celebration	\$625.00	food and prizes
TOTAL:	\$31,975.00	
Administrative Costs:	\$1,599.00	5% of total Program Expenses
TOTAL EXPENSES:	\$33,574.00	
Revenue		
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	