



Healthy Communities Grants 2022 Program Guidelines

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 adopted the Comprehensive Community Investment Strategy to further define funding priorities and reaffirmed the Foundation's commitment to supporting the needs of vulnerable populations in the county. CFWC looks 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.

Since adoption of the strategy, CFWC has invested over \$2 million in people and places through Revitalizing Westmoreland and Healthy Communities grants. We are particularly interested in supporting innovative ideas, strong and effective partnerships and underserved communities to create a vibrant and thriving community.

STATEMENT OF NEED: HEALTHY COMMUNITIES

At the heart of our mission, the Community Foundation of Westmoreland County is called to serve the most vulnerable populations 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.

CFWC uses the definition of poverty set by US Department of Housing and Urban Development and The Working Poor Families Project, 200% of the poverty level. In 2022, the federal poverty threshold is \$27,750 for a family of four. This means that the threshold for a family of four living at 200% of the poverty level is \$55,500. 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, 18% of the population falls under 150% of the federal poverty level. Additionally, 27% of the population lives 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.

Issues facing vulnerable populations are much more complex than simply financial hardship, and additional barriers 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.

GRANT OPPORTUNITY

Healthy Communities Grants provide funding to nonprofit organizations to support the basic human services needs of our most vulnerable populations in Westmoreland County. The Community Foundation of Westmoreland County wishes to fund projects that support the following basic needs: food and nutrition, housing, employment, childcare, transportation, physical and mental health and education. CFWC wishes to address the root causes of poverty by supporting long term solutions that assist individuals and families to move out of poverty and 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 an estimated \$250,000 in grants. Applicants can request grants of up to \$25,000 in support.

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
- 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.

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 supports the basic needs as defined in Grant Opportunity;
- 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;
- The organization has the ability to evaluate the impact and success of the program or to describe how the project will be evaluated;
- The 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
- Most recent organizational budget
- Copy of latest audit/financial review

IMPORTANT DATES AND DEADLINES

RFP Released and Application Process Opens	September 21
RFP Info Virtual Session #1	September 28 from 9-10 am Register using this link
Applications Due	October 20
Grants Announced	December 2

Additional information, including access to the RFP and online application portal can be found at <https://cfwestmoreland.org/healthy-communities>. 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 Emily Rousseau at rousseau@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

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	