



# Revitalizing Westmoreland

## 2024 RFP

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**McCrae M. Martino**  
Executive Director

# Background

- County invested \$10M in blight removal
- Westmoreland County Redevelopment Authority
- Identified 7 communities

# Background

- 175+ structures removed
- Study on best practices
- CFWC investing \$350,000

# 2024 Targeted Communities

Arnold

New Kensington

Jeannette

Penn Borough

Greensburg

Monessen

Vandergrift

# 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.
- Stimulate partnerships between neighborhood residents, business associations, civic groups, nonprofits, and local government.

# 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

# Eligible Applicants

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



## Grant Size

- Up to \$30,000
- 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

## 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

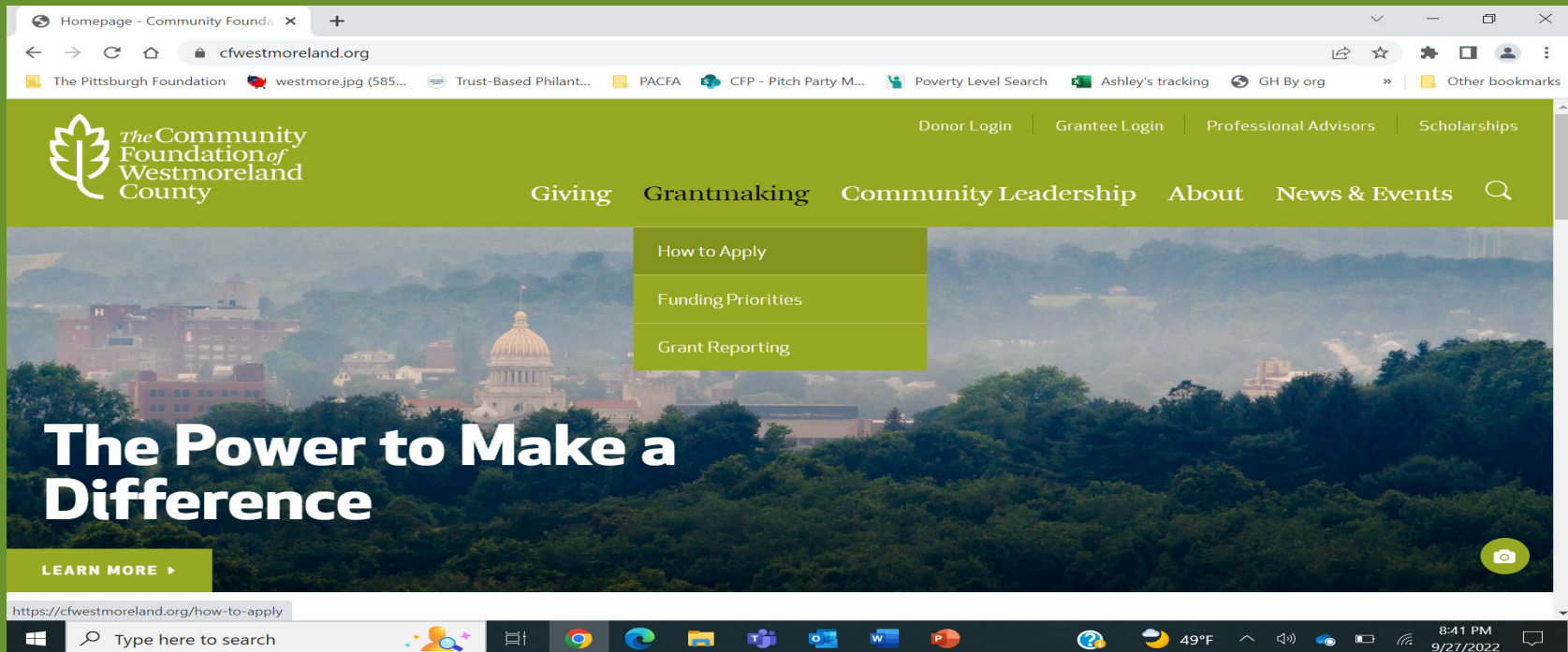
- Articulate the potential impact
- Identify and maximize partnerships
- Support letters for any named partners
- Explain track record of success working with identified population
- Realistic budget and timeline
- What sets your organization and project apart!

# Selection 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

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



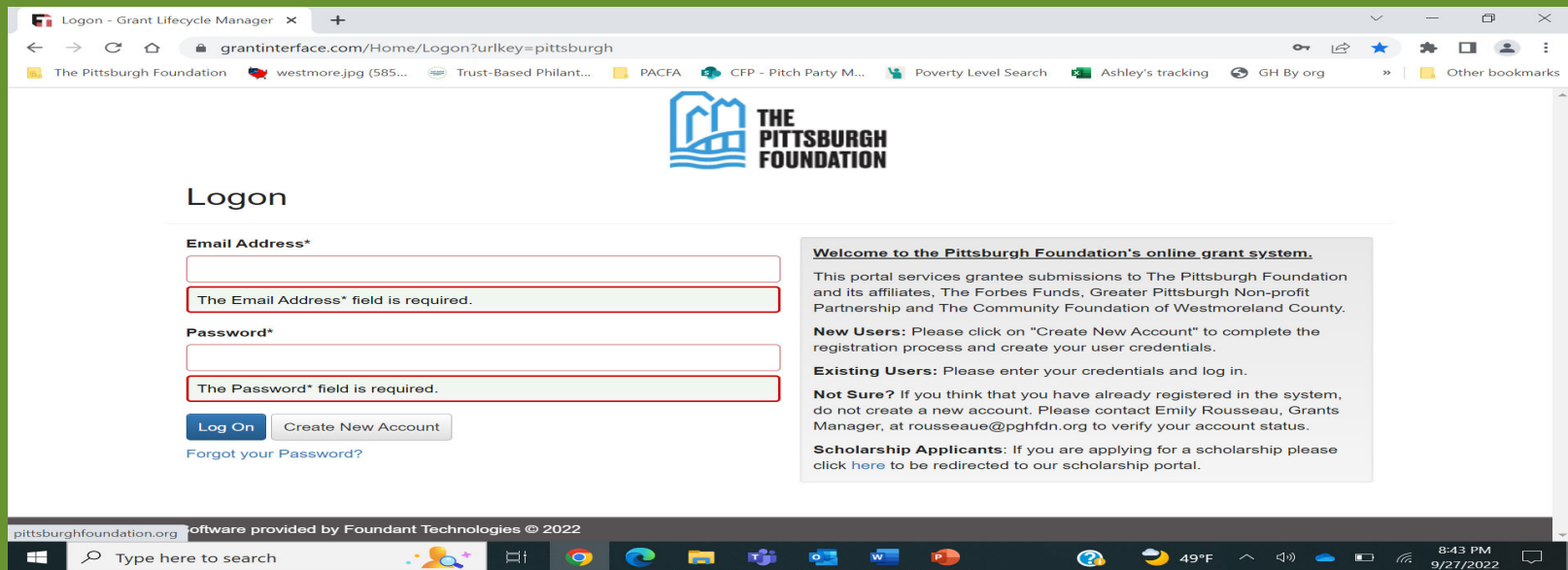
# Application Process

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

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 button, and several application icons, along 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 displays the login interface for the Pittsburgh Foundation's online grant system. The browser's address bar shows the URL `grantinterface.com/Home/Logon?urlkey=pittsburgh`. The page features the Pittsburgh Foundation logo at the top center. Below the logo, the heading "Logon" is followed by two input fields: "Email Address\*" and "Password\*", each with a red border and a message indicating it is required. To the right of the form is a grey box containing a welcome message and instructions for new and existing users. At the bottom of the page, there are buttons for "Log On" and "Create New Account", and a link for "Forgot your Password?". The footer of the page includes the text "pittsburghfoundation.org software provided by Foundant Technologies © 2022". The Windows taskbar at the bottom shows the time as 8:43 PM on 9/27/2022 and the temperature as 49°F.

**Logon**

**Email Address\***

The Email Address\* field is required.

**Password\***

The Password\* field is required.

[Log On](#) [Create New Account](#)

[Forgot your Password?](#)

**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](mailto: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.

pittsburghfoundation.org software provided by Foundant Technologies © 2022

Type here to search

8:43 PM  
9/27/2022



# Need Help?

## **Grant Application:**

McCrae Martino, Executive Director  
[martinom@cfwestmoreland.org](mailto:martinom@cfwestmoreland.org)

## **Technical Assistance in use of Online Application:**

Emily Rousseau at [rousseau@pghfdn.org](mailto:rousseau@pghfdn.org)

# Important Dates

Application Deadline: **November 14th@ 11:59pm**

Grantees Notified: December 16th