CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL SUMMARY SHEET

Date 09-12-2019

Contact Information
Organization Name: Phoenixville Women's Outreach  Executive Director Name: Cheryl Messere
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FEIN: 47-227-0202

Has your nonprofit ever applied to the Community Foundation?  Yes _x_  No___  Not Sure___
Has your nonprofit ever received funding from the Community Foundation?  Yes _x_  No___  Not Sure___
_x_ Donor Advised Fund(s)  ____ Fund for Chester County  ____ Don’t know/Not sure

Field/s of Interest:
___ Arts, Culture & Humanities  ____ Environment/Animal Welfare  __x_ Education
____ Health  ____ Human Services  ____ Religion

Organization Information:
Predominantly Chester County, but we will accept women from Montgomery, Philadelphia, Bucks, and Berks counties.

Describe Population Served and Annual Number of People Served:
The House serves 6 single women at a time who are homeless or very low-income without children in their care. Annually we serve 13-15 women; to date in 3.5 years, we have served 52 women.

Mission:
To help single homeless and low-income women move from crisis to independence by providing housing with a structured program of stability; resources and support to break the cycle of dependence and poverty; a savings program to aid in becoming financially independent; skills training empowering self-sufficiency, confidence, and independence; and job placement assistance, interviewing practice, and employment guidance.

Proposal Summary:
We respectfully apply for a $5,000 grant to be used in two parts. 1) To help fund the salary of a part-time Case Manager with a Clinical Psychology degree to help meet our Clients’ emotional needs, and connect our clients to needed community resources and services related to mental health, counseling, employment, medical issues, and insurance issues. Case Manager would work 10 hours a week and allocate approximately 2 hours per Client. We have received a grant from Wawa Foundation of $2,500 to put toward this salary. 2) To purchase a small portable wireless projector with speakers and a whiteboard, which will allow us to more professionally present our mission at in-house trainings, community speaking engagements, and fundraisers. The whiteboard will be mounted in our in-house office/boardroom, and will be also be used as a projector screen for staff trainings, client workshops, and volunteer-mentor trainings.

If Capacity Building Proposal, the focus is:
____ Mission, Vision & Strategy  ____ Governance & Leadership  ____ Strategic Relationships
____ Fundraising & Development  ____ Technology  ____ Other: Hiring of Part-Time Case Manager

Annual Budget  $227,470 (2019)  ____ 1.75  # of Full-Time Equivalent Paid Staff
____ 82 % of budget for program expenses  ____ 12  # of Board Volunteers
____ 15 % of budget for administrative expenses  ____ 107  # of Active Non-Board Volunteers
____ 3 % of budget for fundraising expenses  ____ 1.284  # of Volunteer Hours
100 % total

Top 3-5 funding sources: (2018)
St. Andrew’s Lutheran Church (8,000); Genuardi Family Foundation (3,000); Stewart Huston Foundation (3,000)

Grant Amount Requested from the Community Foundation: $5,000 capacity building grant
II. CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL NARRATIVE

1. Nonprofit's history, goals, key achievements and distinctiveness

Phoenixville Women’s Outreach “The House” and “Next Step House”

History:
First conceived as a way to provide housing for homeless women during the frigid winters of 2014, The House opened its doors in January, 2015. Since then, over 50 women have graduated from our program and gone on to live independently. At the time, Phoenixville had a men’s shelter, a family shelter, a pregnant women’s shelter, and an emergency overnight shelter, but single women who were homeless or very low-income had nowhere locally to go.

Goals:
The House provides a safe home, meals, job assistance, financial planning, a savings program, and gas; all free of charge, minus a small program fee. We forge connections to community services such as counseling, mental health evaluations, Phoenixville Area Community Services, The Clinic, and Orion. Women attend our workshops and trainings in communication skills, anger management, conflict resolution, stress management, nutrition, and budget planning. We help them find employment, and when they have saved enough money, and are ready to move on, we help them find affordable permanent housing.

Purposely near the bus route, and in walking distance to many community resources, The House is a shared living experience which houses 6 women at a time. Unlike other shelters which require women to vacate after 8 weeks, our women may stay for 9-12 months, as long as they are employed, following the House rules, and saving money.

Key Achievements and Distinctiveness:
In 4 short years, we have purchased The House in full, hired a Managing Director to oversee grant writing, fundraising, and programming, and hired a part-time Case Manager to serve as a liaison with community resources. We have created a Program Committee to develop professional workshops for our residents, and developed a formal training program and handbook for Mentors, including 1:1 Personal Mentors, Professional Workshop Mentors, and Group Outing Mentors. We have increased our volunteer pool to over 100 members, and have partnered with local businesses such as Wells Fargo Bank, Phoenix Federal, BB&T Bank, Sherwin Williams, and Penn State University to assist with programming for our women and renovation to The House. We hold frequent trainings for our staff, so that we may best help our women; recent trainings included LGBTQ+ Awareness and Motivational Interviewing. Finally, and most exciting, we have recently purchased a Next Step House!

Many of our graduates leave Phoenixville due to its lack of affordable low-income housing. To this end, in August 2019, we have purchased the Reeves family farmhouse on Starr Street, which will be used as a Next Step House for our graduates. Moving on from The House to Next Step House will allow the women to remain locally near their job and Mentor, and to continue to maintain the social, emotional, and support networks they’ve forged while at The House. Next Step House will be just that, a “next step;” operated with less intervention and a higher level of independence, while still offering a safety net of assistance to prevent relapse into poverty and dependence. Applicable candidates from Home of the Sparrow and other women’s shelters outside Phoenixville will also be encouraged to apply for our program, thus expanding our assistance to homeless and low-income women in nearby towns.

While Clients are the direct beneficiaries of our programming, the ripple effect has generated many other unexpected beneficiaries, and has initiated many new friendships, collaborations, volunteering opportunities, and mentors. Partnerships have been created with community members, mentors, business owners, churches, scout troops, college organizations, service groups, and many, many volunteers. All have helped launch and support our first House, and are on “standby” as we prepare to move into our Next Step House on October 1, 2019. Phoenixville Community Health Foundation and the Phoenixville Task Force of Affordable Housing have both been instrumental in their unending support. Westminster Church has offered to paint the interior of the house, and has a team of painters ready to paint in late September and October.
2. **Funding request**

**Description of key initiatives**

Now that we are 4 years old and have helped 52 women through our program, we are expanding in staff, clients, and needs. In order to maintain a quality program with only 1.75 paid staff and 100+ volunteers, we are constantly building partnerships with businesses and community resources. Our program is unique in the length of time women are allowed to stay with us. Nearly all Client living expenses are paid (housing, meals, gas, bus tokens, phone assistance, medical assistance) as women are helped to find work, save money, and regain independence.

**Specific needs and issues to be addressed**

1. **OPERATIONS—HUMAN RESOURCES:**

   Our Client Director heads our Client interviewing/screening process, with the assistance of a Board Member who is a retired Psychiatric Nurse. The screening process includes a phone screening, two face to face interviews, a commitment to abide by the House rules and curfew, to be drug and alcohol free, to maintain sustainable employment, and to participate in House Programming. Our Managing Director manages grant writing, development, programming, and oversees fundraising and human resources. However, we desperately need a Case Manager who can work one-to-one with Clients to help them secure badly needed community resources and services related to mental health, counseling, employment, medical issues, and insurance issues. A Case Manager would be able to devote 100% of her time to managing the emotional and social needs of Clients. Our Client Director and Managing Director are already spread thinly, and not qualified to help Clients as psychologists or counselors. A part time Case Manager has been hired, and will begin on September 16, 2019. She will work 10 hours a week at $20/hour, 52 weeks a year, for a total of $10,400. A $2,500 grant from Wawa Foundation has already been received toward this initiative.

2. **OPERATIONS—TECHNOLOGY:**

   As we grow, in order to professionally and more easily spread our mission, we desire a portable projector with speakers which connects to a laptop. This way, we can carry our message, fundraisers, trainings, workshops, and guest speakers to The House, The Next Step House, our Boardroom, and outside speaking engagements. For our office at Next Step House, we desire a whiteboard which can be used for Client workshops and trainings and can double as a screen for the above-mentioned projector. Currently we have no screen and borrow it from the First Presbyterian Church. The projector, speakers, and whiteboard/screen total $619.97.

**Why it is important to fund this now**

We do not have a Counselor or Psychologist on staff. Currently we rely heavily on Mentors and House Programs to assist Clients, but consistent one-to-one personalized attention is desperately needed for each Client. In order for PWO to operate at the next level of operational maturity, and in order to more effectively and efficiently fulfill our mission, we need to ensure that the mental, social, and psychological needs of our Clients are met, and that they have been connected to every resource available. Phoenixville has a wealth of resources our Clients are not utilizing, due to our small size of only 1.75 paid employees, and no Case Manager to head this endeavor. This is a missing piece in our program; if their most basic needs are met first, Clients will be more easily and consistently able to address their goals of employment, savings, and rehousing.

Though small, PWO is powerful, and manages to do much with very little. 85% of our budget goes to programming and fundraising, which directly benefits our Clients. However, now in our 4th year, and recently having purchased a Next Step House, we will now be managing more women, two houses, and additional staff. We are sorely in need of updated technology which is portable to travel back and forth from the House to the Next Step House, to our Boardroom, and even to be able to host outdoor programming.

**For Capacity Building Proposals:**

*How will this capacity building initiative impact your nonprofit?*

**Case Manager:** The addition of a Case Manager will further strengthen our Team of Directors by better balancing our roles and responsibilities, as well as directly benefit our Clients by allowing them to have one person whose sole job is to manage their emotional and social needs and to connect them to resources available. Knowing that she has a Case Manager to serve as an on-site psychologist will help reduce some of the emotional distress and trauma our Clients battle daily. Additionally, having their emotional needs addressed consistently and personally will help pave the way for a faster and smoother road to independence and self-sufficiency.
Projector, Speakers, and Whiteboard: Currently we all gather around one laptop to see the screen, which is not conducive to groups larger than our 1.75 staff, and limits the number of speaking engagements and trainings we can do. The portable projector with speakers would allow us to easily spread our mission outside our small office. The whiteboard/projector screen will allow us to maintain a more professional image when conduction in house workshops, trainings, programs, and guest speakers.

How will this impact be measured?
The impact of these items on our program can be quantified by documenting and measuring the following criteria:

Case Manager:
- Frequency and duration of weekly meetings with each Client
- Ongoing anecdotal records on Client progress in regards to social, emotional, financial, and employment stressors
- Weekly Client Update meeting with Executive Director, Managing Director, and Client Director
- Duration of Client stay in House before moving on to Next Step House
- Duration of Client stay in Next Step House program before moving on to independent housing.

Projector/Speakers/Whiteboard: Number of Times Used by PWO for:
- Workshops and Programs for Clients of House, Next Step House, Staff and Employees
- Trainings for Clients of House, Next Step House, Staff and Employees
- Guest Speakers for House, Next Step House, Staff and Employees
- Monthly Board Meetings
- Off-Site Speaking Engagements
- Committee Meetings
- Fundraisers
- Other Events

Expected Activities, Timeline and Cost to Implement a Part-Time Case Manager:
July 20, 2019 Job posted for position
August 5, 2019 Candidates attend first interviews
August 12, 2019 Client Director checks references of each interviewee
August 19, 2019 Candidates attend second interviews
August 26, 2019 Staff makes decision and offers position
September 10, 2019 Act 34, 114, and 154 Background Checks completed
                     Anti-Discrimination, Sexual Abuse and Molestation Policies signed
September 16, 2019 Case Manager begins work, shadowing Client Director for first month
Cost of Case Manager $10,400 per year ($20/hour at 10 hours/week x 52 weeks)

Expected Activities, Timeline and Cost to Implement New Technology:
Miroir Surge Series Wireless Smart DLP Projector – Black $399.99
Best Buy Model Number M300A SKU 5578015

Logitech Z130 2.0 Speaker System (2-Piece) – Black $ 19.99
Model Number 980-000417 SKU 9761253

VIZ-PRO Dry Erase Whiteboard, Non-Magnetic, 72 x 40 Inches $199.99
Wall Mounted Board for School, Office, and Home

Cost of Technology Pieces: $619.97
Timeline: all 3 pieces can be ordered online/no shipping fees.