



REQUEST FOR GRANT PROPOSALS ZELINDA LEBOUTILLIER CHARITABLE FOUNDATION

The Chester County Community Foundation accepts applications from selected nonprofit charitable causes for the **Zelinda LeBoutillier Charitable Foundation**, a fund of the Chester County Community Foundation.

Proposals are due by May 13th. Upon review of the initial proposals, a site visit may be conducted of the finalists. Grants will be awarded in the fall.

Please use the attached Grant Proposal Format to apply for a grant.

Grant applications should be submitted electronically by May 13th to grants@chescofc.org. The e-mail heading should read: Grant Proposal Submission- Zelinda LeBoutillier Charitable Foundation

Please note that all grant applications will be available electronically on the Chester County Community Foundation's website for additional consideration for grant funding by the Community Foundation's Donor Advised Fund Advisors.

Questions? Please contact:
Stephanie Stevens, Grants Director & Outreach Officer
Chester County Community Foundation
28 West Market Street
West Chester, PA 19382
www.chesdcocf.org
Steph@chescofc.org
(610) 696-8211





ZELINDA LEBOUTILLIER CHARITABLE FOUNDATION REQUEST FOR PROPOSALS

I. SUMMARY SHEET

(One page only. This page will be shared with Grant Committee Members.)

*Note: If the Philanthropy Network's Common Grant Application is used, this Summary Sheet MUST accompany application.
Please visit our website at www.chescocf.org to obtain an electronic version of this application.*

Date:

Contact Information:

Organization Name: Bethesda Project
Address: 1630 South Street
Contact E-mail: estern@bethesdaproject.org
Phone: 215-985-1600 x203
Web Address: www.bethesdaproject.org

Contact Name: Emma Stern
Contact Title: Director of Development
Fax:
Year Incorporated: 1979

Has your nonprofit previously applied to the Community Foundation: Yes No

Field/s of Interest:

Arts, Culture and Humanities Environment/Animal Welfare Health
 Human Services Education Religion

Organizational Information:

Geographic Area Served *(If not all of Chester County, specify primary Chester County municipalities served):*
We serve primarily Philadelphia, Pennsylvania.

Annual # of Clients & Description of Population Served:
1,000 annually (numbers impacted by COVID-19)

Mission Statement:

Bethesda Project's mission is "to be family with those who have none."

Organization Description:

Since 1979, Bethesda Project has been providing emergency shelter, housing and supportive services for thousands of individuals experiencing homelessness in Philadelphia. By offering a home and safe environment at each of its 15 sites throughout Philadelphia, men and women experiencing homelessness can stabilize and regain their dignity and self-worth. From outreach and engagement to emergency shelters to permanent housing residences with supportive services, its locations create a Housing First continuum of care for Philadelphia's most vulnerable. At Bethesda Project, we meet men and women where they are, providing case management to help them achieve their highest personal potential. Now, over 43 years since its inception, Bethesda Project remains committed to its initial calling, to be family with those who have none.



Annual Budget \$ 6,801,853 74 # of Full-Time Equivalent Paid Staff

86 % of budget for program expenses 18 # of Board Volunteers

9 % of budget for administrative expenses 2,500 # of Active Non-Board Volunteers

5 % of budget for fundraising expenses 10,000 # of Volunteer Hours

100 % total

Top 3-5 funding sources:

PHL Cares of the Philadelphia Foundation, \$125,000 (general operations)

Connelly Foundation, \$84,000 (restricted)

JMC Fund, \$50,000 (restricted)

Proposal Information:

Grant Amount Requested: \$ 1,500

Summary Description of Grant Purpose:

An award from the Zelinda LeBoutillier Charitable Foundation would support general operating expenses required to operate 15 sites of shelter and housing for adults who currently and formally have experienced homelessness.



ZELINDA LEBOUTILLIER CHARITABLE FOUNDATION REQUEST FOR PROPOSALS



II. GRANT PROPOSAL NARRATIVE

*Please provide the following information clearly and concisely.
Proposals of 1 or 2 pages are strongly encouraged.*

1. **Organization's history, goals, key achievements and distinctiveness**
2. **Funding request:**
 - A. **Specific Chester County needs and issues addressed**
 - B. **Organizational impact (for general operating proposals) or project impact (for project proposals)**
 - C. **Overall strategies to implement the organization's mission (or project)**
 - D. **Why it is important to fund this now**
3. **Timetable, with anticipated outcomes and their relevance to the nonprofit's mission**
4. **How impact and results will be demonstrated**

III. ATTACHMENTS

Please attach the following support information:

1. Copy of 501 (c) (3) federal tax-exempt letter
2. List of Board of Directors, with their affiliations
3. Most recent annual report and financial statement, audited if available
4. Itemized organizational operating budget with actual results for prior fiscal year and current fiscal year to date
5. Itemized project budget (if applying for project-specific grant)

Note: The Philanthropy Network's Grant Application may be submitted with CCCF Summary Sheet. Please visit our website at www.chescocf.org to obtain an electronic version of this application. E-mail applications are strongly encouraged.

Please e-mail completed applications to:
Stephenie Stevens, Grants Director & Outreach Officer
Chester County Community Foundation
28 West Market Street
West Chester, PA 19382
grants@chescocf.org www.chescocf.org
(610) 696-8211

THANK YOU!



**ZELINDA
LEBOUTILLIER
CHARITABLE
FOUNDATION**

Mission...

The Zelinda LeBoutillier Charitable Foundation makes grants to charities that were near and dear to Linda's heart.

About Zelinda...

Zelinda LeBoutillier, CEO of Waterloo Gardens, was the only daughter of James and Anna Paolini of Devon, who founded Waterloo Gardens in 1942. Zelinda married Robert (Bo) LeBoutillier, former President and CEO of Waterloo Gardens, in 1951. They had shared 49 years of marriage at the time of his passing in October of 2001.

Though Zelinda served on many boards and contributed to the community in many ways, what she was really known for was her generous heart. She was called "Mama Linda" affectionately by many because she was truly a mother to all. At Waterloo Gardens, she founded The Cooking School, which operated from 1980-1985. She also wrote a cookbook,

Cooking with Fresh Herbs.

Zelinda was very involved in the management of Waterloo Gardens including purchasing, hiring, and marketing. She was the first woman chosen to serve on the Retailer Magazine panel. Zelinda traveled the country speaking to Nursery and Garden Center Associations on marketing in the industry. She also served on the Board of the Pennsylvania Nursery Association and was a very active member of the Marketing Committee.

The Wall Street Journal quoted Zelinda on the first page with regard to industry market trends. Zelinda LeBoutillier is listed in the 1990 edition of **Who's Who in American Executives**.

Zelinda was an active philanthropist. She received the Harold Martin Leadership Award from the Exton Chamber of Commerce in 2007. She also received the 2005 Citizen of the Year Award from the Berwyn-Devon Business and Professional Association. Boards Zelinda served on include: ALS Hope Foundation, Cabrini College, Bishop Shanahan High School, and Williamson School. She was the State Chairperson for The American Family Institute: Gift of Time and the West Whiteland Chairperson for the American Heart Foundation.

Community was very important to Zelinda. She was a Girl Scout Leader for 10 years and served on the Board of Freedom Valley Girl Scouts. She was also Treasurer of Daylesford Abbey Woman's Guild and President of Sts. Philip and James Mothers' Club. Zelinda was very active in the Calvary Fellowship Church. She joined the Ventures Group and supported many mission trips and local community events to help children.



*A Caring Family for
Philadelphia's Homeless*

Proposal to the Zelinda LeBoutillier Charitable Foundation

May 2022

Bethesda Project operates 15 sites of shelter and housing in and around Center City Philadelphia, serving nearly 1,000 individuals experiencing homelessness annually. The organization offers entry-level programs (street outreach, church shelters, Safe Haven), emergency shelter, and permanent housing. These programs include case management services to help individuals overcome personal challenges, and Community Life activities that facilitate the creation of caring communities at each program site.

A grant from the Zelinda LeBoutillier Charitable Foundation will directly help Bethesda Project to continue being a caring family for Philadelphia's homeless by funding critical case management support services and Community Life Activities. These are vital components of our service-delivery model and truly make the difference in helping our shelter guests and housing residents achieve successes in building self-sufficiency and realizing self-worth. It is this personalized, trusting, and compassionate level of care that catalyzes change and promotes opportunity for those living in the margins of society. This proposal describes Bethesda Project's background, programs and impact.

Organization History & Mission:

Bethesda Project began in 1979 when Reverend Domenic Rossi and members of his prayer group reached out to a group of women experiencing homelessness in Center City Philadelphia. Three years later, Bethesda Project bought a house at 11th and Spruce Streets, which became a permanent home for formerly homeless women. Bethesda Project became a registered non-profit and began to expand its programming, including more housing sites in the city and expanding our services free of any religious affiliation. Because we have learned that each individual experiencing homelessness has a unique story and unique challenges, the organization's locations and services are tailored to meet different sets of needs. From emergency shelters to permanent supportive and independent housing residences (definitions provided below), Bethesda Project's locations create a "continuum of care."

Now, over 43 years since its beginning, Bethesda Project remains committed to its mission "To find and care for the abandoned poor and to be family with those who have none," serving 1,400 homeless and formerly homeless adults each year at 16 sites throughout Center City Philadelphia.

Who Bethesda Project Serves:

In the many years that Bethesda Project has been serving individuals experiencing homelessness, staff members have identified clear trends in the struggles that guests and residents have faced. While any combination of misfortunes such as job loss, family dissolution, or incarceration can cause homelessness, Bethesda Project staff has recognized that mental illness, substance abuse, and medical conditions have most frequently contributed to chronic homelessness among shelter guests and formerly homeless residents. Of the 1,000 unique individuals who would benefit from this grant: 65% have serious medical conditions including cancer, high blood pressure, HIV-AIDS, diabetes, and kidney and liver diseases, 60% have diagnoses of mental illness, 45% have histories of substance abuse, 40% receive social security disability benefits, 31% are age 60 or older, 30% are dually-diagnosed with mental health issues and a history of substance abuse. Our demographics can further be broken down as follows: 24% White, 65% Black, 8% Hispanic, >1% Asian, 11% women and 89% men.



*A Caring Family for
Philadelphia's Homeless*

Bethesda Project's Approach:

Bethesda Project is committed to using evidence-based, recovery-oriented approaches in working with the most vulnerable, chronically homeless population in Philadelphia. The organization is committed to the six core values of social work – service, social justice, dignity and the worth of the person, importance of human relationships, integrity, and competence. The program leadership provides trainings throughout the year for all staff to provide guidance and information on evidence-based approaches to social services.

Bethesda Project subscribes to a Housing First model and uses a client-centered approach that includes trauma-informed practices. In all of Bethesda Project's residences, case managers work to build relationships with residents. Case managers work on a specialized care plan for each resident, and they focus on using a harm reduction model to help residents meet their goals.

Data from the United States Interagency Council on Homelessness states that a "Housing First" approach improves housing outcomes by removing as many obstacles and unnecessary requirements as possible that stand in the way of people's access to permanent housing. In all of Bethesda Project's residences, case managers work to build healthy relationships with residents. Case managers work on a specialized care plan for each resident and focus on using a harm reduction model to help residents meet their goals. Over 350 hours are spent annually connecting individuals to services such as employment and income/financial stability in Entry-Level Programs and 96% of residents remain in Permanent Housing for a year or longer.

Bethesda Project's guests and residents receive personalized, caring attention, and are encouraged to achieve the most independent level of housing possible. Staff work with guests and residents to set achievable, realistic goals appropriate to each individual, utilizing a three-pronged approach.

Shelter and Housing: To stabilize single adults who are homeless and help them find and remain in affordable housing that meets their personal needs within the most independent setting possible.

Case Management and Supportive Services: To provide case management and follow-up support to help people progress in their efforts to secure a reliable income, manage mental illness and medical conditions, and remain drug and alcohol free.

Community Life Activities: Bethesda Project's mission embodies a belief in the power of positive relationships among shelter guests, residents, staff, and volunteers to help people heal from the alienation of homelessness and become valued members of a caring community. Volunteers cook and serve meals, assist with facilities improvements, take residents to appointments and celebrate milestones together as one compassionate family.

Bethesda Project maintains strong connections to other organizations and participates in formal and informal collaborations. The organization operates Connelly House in partnership with Project HOME, and partners with five churches to provide emergency shelter (St. Mary's, Old First Reformed, Trinity Memorial, Church of the Holy Trinity Rittenhouse Square, and Christ's Presbyterian). Bethesda Project is a founding member of the Philadelphia Partnership to End Chronic Street Homelessness (with Project HOME, Horizon House, and Pathways to Housing PA). This partnership coordinates and shares knowledge, resources, and services to help chronically street homeless individuals in Philadelphia find and maintain permanent housing. Bethesda Project's Case Managers also refer residents and guests to an array of agencies and providers around the city who can best address their social service needs.



*A Caring Family for
Philadelphia's Homeless*

Bethesda Project's goals and objectives are best summarized by its mission statement, "to find and care for the abandoned poor and to be family with those who have none." Every decision Bethesda Project makes is an effort to enact the organization's mission, and our dedication to that mission is expressed by staff at every level. From outreach staff engaging chronically homeless individuals on the streets in the winter, to housing residents in apartments directly over Bethesda Project's administrative office, the organization strives to take every opportunity to reach out to those in need.

Bethesda Project's Programming:

Bethesda Project operates 16 locations in Center City Philadelphia. Each site is designed for adults with specific sets of needs, and each Case Manager personalizes his or her work to best meet individual challenges. Guests and residents may stay at a Bethesda Project site for a few nights or for years, depending on their needs. The following is a brief description of each program.

ENTRY-LEVEL PROGRAMS

Goal: Engagement with vulnerable individuals who are street homeless to build trusting relationships and meet their most basic needs utilizing a Harm Reduction approach.

EMERGENCY SHELTER

Goal: Connecting guests who are episodically homeless to resources, moving them to stable housing, and ending housing crises quickly at our 149-bed shelter.

PERMANENT SUPPORTIVE HOUSING

Goal: Maintaining long-term residential housing stability through case management and supportive services.

Impact/Evaluation:

Bethesda Project measures the overall success of our social service delivery based on the individualized care plans developed with case managers. Because each person who experiences homelessness faces unique challenges, each individual measures success differently. Success can mean finding work through a job program and moving from shelter into permanent housing. It can mean learning to keep doctors' appointments independently, staying sober or learning to manage mental illness. With this personalized definition of success, Bethesda Project compassionately and strategically engages residents to help them meet their highest personal potentials. Case managers work with residents to identify and achieve goals in three areas: residential stability, increased skills and income, and greater self-determination. Case Managers are responsible for entering activity notes and care plan updates in a centralized data system; Program Coordinators are responsible for monitoring progress, reviewing database activity, and reporting monthly to respective Directors; and Directors are responsible for reporting and sharing data with our Board of Directors on a monthly basis.

Because of the importance of "family" to Bethesda Project's mission, our success is also measured qualitatively by the creation of our housing communities. The organization's Community Life department works with staff at each site to create events and bring volunteers to the sites. Staff also mediates interpersonal dynamics and work with residents and shelter guests to maintain clean facilities and instill a sense of personal pride in the physical environment of their homes. The Community Life department has developed a Family Spirit Survey designed to gauge satisfaction among residents and our application of the mission. The most recent survey completed in 2020 indicated that 85% of guests and residents feel that Bethesda's way of doing things is positively and noticeably different from other housing experiences.



*A Caring Family for
Philadelphia's Homeless*

Success can also be seen anecdotally with the increase in quality of life our residents achieve by becoming more self-sufficient and independent.

The following indicators are evidence of our best practices yielding positive outcomes for those experiencing homelessness across our programs:

- Guests in our Entry-Level Programs have an average length of stay of 120 days.
- In our Emergency Shelter, 447+ unique individuals are served annually.
- Our Permanent Housing Programs maintain a 95% occupancy rate with 97% housing stability rate.

Conclusion:

Bethesda Project approaches its mission with passion, competence, and genuine care and concern. A key strength of this approach lies in the breadth and depth of the services that the organization offers. Bethesda Project understands that recovery from homelessness operates on a spectrum and that diverse services must be provided to meet men and women “where they are.” The organization helps adults achieve more than 350 positive housing moves each year. Bethesda Project’s success is driven by the staff’s ability to be tenacious in building positive relationships with those most reluctant to enter shelter. It is through this level of trust that Bethesda Project catalyzes change.

Over its 43-year history, Bethesda Project has learned that being family with the abandoned poor requires perseverance and significant material, human, and financial resources. Each gift made to the organization improves the lives of individuals living in poverty, surrounding them with a caring community and empowering them, with a dignified support system, to realize their goals.

As government funding to Bethesda Project remains stagnant, the organization's reliance on charitable contributions grows, all while the demand for and cost of services continues to increase. A \$1,500 general operating grant from the Zelinda LeBoutillier Charitable Foundation will help Bethesda Project continue to find and care for the abandoned poor and to be family with those who have none.