

2020 Impact100 South Jersey Proposal Upload - Entry #490

Today's Date

March 13, 2020

For which Impact100 South Jersey focus area are you applying?

Women, Children & Families

Organization Name

Family Promise of Southwest New Jersey

Organization Local Address

206 Ellis Street
Glassboro, NJ
08028

Organization Mailing Address (if different)

Empty

Organization Phone

(856) 243-5971

Organization Website

<http://www.familypromiseswnj.org>

County in which organization is headquartered

Gloucester

Name of Project

Family Promise Student Transportation Program

County or counties served with this project

Gloucester, Camden, Salem & Cumberland

Project Contact Person

Rosemarie Parker

Upload Your Proposal

[Family-Promise-of-Southwest-NJ-Impact-100-Grant-Application.pdf](#)

Section 1: Organization Information

1. Organization's name:

Family Promise of Southwest New Jersey (Formerly Family Promise of Gloucester County)

2. Mission of your organization:

The mission of Family Promise of Southwest New Jersey is to provide homeless families an opportunity to achieve stability by providing shelter, food, case management, and hospitality while simultaneously utilizing resources within local congregations and the community.

3. Year founded: 2005

4. Executive Director Name: Rosemarie Parker

5. Executive Director Email: rparker@familypromiseswnj.org

6. Best contact phone number for Executive Director: (856) 472-3293 cell

7. How long has the Executive Director served in this position? 3 years

8. Number of full-time employees: 2

9. Number of part-time employees: 1

10. Number of volunteers: 500+

11. Number of current Board members: 9

12. List of Board members. Please include board position, professional affiliation and number of years served.

Robert Cleveland – Board President 2019 & 2020 – 3 years of service

Affiliations: Columbia Bank – Regional Branch Manager; United Way of Gloucester County – Board of Directors, Finance Committee; Greater Woodbury Chamber of Commerce – Board of Directors, Past President

Joseph Hallinan – Vice President 2018-2020 – 5 years of service

Affiliations: Starbucks – Retired Management; Gerson Lehman Consulting; SABR Organization; Korn Ferry Training

Kristy Kazelskis – Treasurer 2016-2020 – 5 years of service

Affiliations: Kingsway Regional Marching Band – Treasurer; Kingsway Regional Academy Booster - Treasurer

Tina Felizzi – Secretary 2020 – 1 year of service

Affiliation: Ultracare Anesthesia

Dr. Thomas Power – Member – Past Board President 2017 & 2018 – 12 years of service

Affiliations: The Children's Hospital of Philadelphia – Psychologist; University of Pennsylvania School of Medicine -Professor

Leesa Branch – Member – 3 years of service

Affiliations: Solvay Specialty Polymers – Site HR Manager; Alpha Kappa Alpha Sorority - Theta Pi Omega Graduate chapter; National Association of University Women Knights of Peter Claver/Ladies Auxiliary - Assistant Junior Daughter Counselor

Frank Adams – Member – Past Treasurer 2014-2015 – 7 years of service

Affiliations: Golder Associates – Engineer; Rowan University – Adjunct Professor; St. Charles Borromeo- Pastoral Council, Life & Social Justice Ministry, Lector, Eucharistic Minister and Missionary Discipleship Team.

Rev. Robert Fitzpatrick – Member – 2 years of service

Affiliations: St. Peter's Episcopal Church - Pastor

Anthony Parlante – Member – 4 years of service

Affiliations: Sealy Mattress Co. of NJ – Retired Sales; Parlante Comedy Productions; Williamstown Chamber of Commerce; Catholic Business Network of Southern New Jersey

13. Percentage of board members who provided financial contributions to the organization during the last 12 months. 100%

14. How would you describe your organization's target population?

Our target population is low-mid income working families who are experiencing housing insecurities. The family unit must consist of at least one child under the age of 18. All family members must be drug free and pass a criminal background check prior to admission to our program. Parents **must** have a source of revenue that will enable them to secure permanent housing within a 3-6 month period of time. Families have typically lost their homes due to a job loss, illness, divorce, death of a spouse or their home was damaged and deemed uninhabitable. Their current living situation is either with friends/relatives or in a motel. We have had families who had been sleeping in their cars and some unsheltered staying in a local park. Our families are all hard working, normal, everyday families who need a little help from our organization to give them safe shelter and a hand up to get back on their feet.

15. List your organization's main (1-3) programs/services. Include **1-2 sentences** describing each.

Pathway to Housing Program provides temporary shelter and food for families with children age 18 and under, family case management, financial literacy training, job search assistance, resume writing, referrals to partnering social service organizations, tutoring for children, connections to summer camps for children, parenting classes, and assistance searching for permanent housing. The housing consists of shelter during the day at our Day Center in Glassboro and in the evening at one of 13 host sites throughout the county.

Transitional Housing Program assists 2-4 families annually with independent living in a single family home. Each family can stay for a 6 month period of time giving them an opportunity to save money for a home of their own and receive the same case management services as our Pathway to Housing Program.

16. Approximately how many individuals did your organization reach last year through your current programs and services? Approximately 75 through our shelter programs plus an additional 50 through our Thanksgiving and Christmas Giving programs. Total 125
17. Briefly describe what makes your organization unique from other local organizations that offer similar programs or services.

Our organization is unique in many ways.

1. We keep the family unit together, including fathers, where other shelters only accept women & children.
2. We partner with the faith community to provide overnight accommodations and our pool of volunteers.
3. We provide families with individualized case management that targets the root cause(s) of their homelessness and a customized plan for overcoming barriers to sustaining permanent housing for the long term.
4. We have a 95% success rate with graduating families.

18. Date of the organization's last strategic plan and years it encompasses.
January 2020-December 2022.

19. Describe your organization's **long term** goals or vision.

The strategic plan for Family Promise of Southwest New Jersey focuses on goals, objectives and activities in 3 key areas:

- Program Restructuring & Growth - Our long term goals are to purchase and relocate our organization to a larger facility in order to expand our services and help more families. We are consistently at capacity and have anywhere from 15-20 families on our waiting list at any given time. We would like to acquire several more transitional housing properties, add onsite supportive services and have a physical presence in each of the counties we serve.
- Financial Sustainability – Our long term goal is to expand our Student Transportation Program in order to generate a steady source of revenue and decrease our dependence on support from the general public.
- Excellent Governance – Our long term goal is to increase the number of board members to 13 to include greater diversity in gender, race, and business affiliation.

20. List the organization's top five funding sources for the last completed fiscal year, including the names of funders and the amounts.

West Deptford Energy - \$30,000; Columbia Bank Foundation - \$15,000;
Camardo Foundation - \$9,000; PNC Foundation - \$7,500; Fox Roach Charities - \$7,125

21. In the next 6-12 months, do you foresee any significant changes taking place within the organization? If yes, please provide details. (Limit answers to 250 words or less.)

We do not anticipate any significant changes in the next 6-12 months.

Section 2: Project Information

1. Name of project: Student Transportation Program
2. Project summary (Limit answer to 100 words).

Our goal is to expand the Student Transportation Program to add 4 buses and hire 4 drivers, 1 bus aide and a full-time director of transportation. Our total project budget is \$100,000. It costs an estimated \$20,000 to purchase each vehicle which in turn will generate approximately \$25,000 annually in revenue to support our other programs and serve more families.

3. Describe the need or problem that this project will address. (Limit answer to 250 words or less.)

The initiative we are seeking funding for focuses on providing our school age children transportation to their sending school districts. Under Federal law, school age children are permitted to stay in the school district they were attending when they became homeless. It is the responsibility of the school district to acquire and pay for the transportation even if the child is in another city, county or school district so long as it is feasible. Students benefit greatly from staying in one school while they are homeless. Staying put means they are less likely to fall behind in their schoolwork, repeat a grade, receive unsatisfactory scores on standardized tests, or drop out of school. They can also find comfort with familiar teachers, friends, and activities. Once a child has been identified as homeless, a liaison from the school district contacts the family to arrange for supportive services including busing. The district notifies approved bus companies of the new route and requests bids for providing the transportation. The quotes from the bus company range from a minimum of \$150 to \$450 per child per day. By mid-point in the school year, the demand for busing homeless children outweighs the availability of busing companies to provide the service in turn escalating the rates to the maximum level and often prolongs the districts approval process for the contract. The end result places high financial burdens on the school and causes extended absences for children.

4. Is this a new project or expansion of a current project?

This project is an expansion of a pilot program we started last year. We have had one too many of our children miss up to 2 weeks of school because transportation could not be arranged through the districts. We purchased a minivan which is registered by NJDMV as a school bus, registered with the Department of Education as a school bus vendor, and was awarded our first contract with Gloucester County Special School Services in October 2019 to transport our homeless children to school. The bus driver we hired was a former guest in our program and is beyond happy to be employed and helping our kids.

5. How does this project fit within your organization's strategic plan and/or long-term goals and vision? (Limit answer to 250 words or less.)

The project falls directly in line with our Strategic Plan's goal for Financial Sustainability. Non-profits are consistently competing for the same funds from foundations, businesses and the local community. It is a rare opportunity for a non-profit to develop a program that not only provides a much needed service to the organization but generates a significant source of revenue that can support other core programs while alleviating the need to compete for limited funding from the community.

6. Why is this project a priority for your organization now? (Limit answer to 250 words or less.)

Our organization is making this project a high priority because we have seen successful results from the pilot. One vehicle has provided 6 homeless children with consistent, safe transportation to their sending school districts ensuring a continuum of care during the most stressful time in their young lives. Additionally, we have received numerous calls from school districts requesting our services. We know that this program is in high demand, meets the immediate needs of our families and will provide our organization with a sustainable source of much needed revenue.

7. Indicate the approximate number of individuals that the organization expects to serve through this project over the **24-month** grant period.

We expect to serve approximately 50-100 students

8. Describe how this project would improve your organization's ability to more effectively carry out its core mission.

The Student Transportation Program will greatly improve our organization's ability to carry out our core mission. As stated earlier, our program requires that parents must have a source of revenue, typically a full-time job that will enable them to secure permanent housing within a 3-6 month period of time. Parents cannot go to work if their children are not in school or otherwise cared for by another provider. We have had parents lose their jobs because they had to stay home with their children because transportation could not be arranged for their children to go to school. The loss of a job means a longer stay in our shelter prohibiting us from taking in the next family from our waiting list. By providing this service, we are able to keep parents working so that their time with us is as short as possible and we can help more families in the long run.

9. List the key staff positions for this project including 1) the role that this staff member will play in the project's implementation 2) whether this is a new or existing hire.

The project would require the hiring of a full-time Director of Transportation. The director would oversee the hiring of all drivers and aide; securing school contracts; designing bus routes; purchasing vehicles and insuring all maintenance and inspections; substitute driving when necessary.

10. Will you be collaborating with other organization(s) to carry out this project? If so, please list name(s) of organization, name of executive director, its 501(c)(3) status and describe their role in the project.

We will not be collaborating with another organization.

11. Please list the specific activities/components of the project and a projected timetable for each in the format indicated below. NOTE: The timetable for the project should begin on July 1, 2020 and go through June 30, 2022, which corresponds to the Impact100SJ grant award period.

<u>Activity/Project component</u>	<u>Timetable</u>
Hire Transportation Director	July 2020
Purchase 2 vehicles	August 2020
Hire 2 drivers & 1 aide	August 2020
Obtain school contracts	September 2020-June 2021
Purchase 2 vehicles	August 2021
Hire 2 drivers & 1 aide	August 2021
Obtain school contracts	September 2021-June 2022

12. List the anticipated, measureable outcomes that your organization sees to achieve with this project. Be as specific as possible about each outcome. Include a description of how you will measure each outcome, including the metrics or tools that you will use. (Limit answers to 250 words or less.)

We anticipate that the program will allow us to serve more families with the increase in revenue and by reducing the length of stay for those who may have missed work or lost employment due to the lack of available bussing for their children. We can measure the number of families served annually and length of time each family stays in our program through our FP Salesforce database. The program will also allow us to hire 7 new employees, 6 directly to run the program and an additional social worker to help with the increased case load.

13. List the steps the organization will take to achieve sustainability of the project beyond the 24-month grant period. If this will not be an ongoing project, please explain.

The CEO for Family Promise of Southwest New Jersey will oversee the successful implementation and development of this project in conjunction with our Board of Trustees. By hiring a Director of Transportation, the organization is insuring a dedicated professional will manage the program as outlined in this proposal. This project will be self sustaining well beyond the 24-month grant period due to the revenue generated through school contracts. We are projecting that each vehicle will run 2 routes daily at a minimum rate of \$200 for 180 school days generating a gross annual \$36,000. Multiply by 5 vehicles and we will add a minimum of \$180,000 annually to our budget. Projected expenses for payroll and vehicle gas/maintenance are \$110,000 adding a net annual gain of \$70,000. The annual net gain will be used to support and grow our Pathway to Housing and Transitional Housing Programs.

Section 3: Project Budget

Total project budget amount (including grant from Impact100SJ).

Please list all project expenses in format indicated below. If the project budget is greater than \$100,000, please indicate with an asterisk (*) which expenses are to be covered by our grant. NOTE: Make sure each activity listed above is reflected in an expense listed here. Expenses may include individual staff; make sure to include the percentage of their time to be spent on project under the additional details column. Total of all expenses must equal total project budget amount. (Please use the following format.)

Specific Expense	Additional Details/Breakout	Total
Hiring of Transportation Director*	The amount indicated would be necessary to cover the initial cost to hire and cover payroll expenses until revenue from new contracts kick in. Salary for position \$35,000 annually, Ideally the candidate would start July 2020. New revenue would not be received until mid October 2020.	\$15,000
Purchase 4 used minivans*	Each minivan costs approximately \$18,000-\$22,000 for an average of \$20,000 per vehicle. All vehicles will have less than 50,000 miles, certified no accidents, single owner with maintenance records on Carfax.	\$80,000
Vehicle alterations	Each minivan needs to be inspected by DMV as a school bus and must undergo minimal alterations to secure seating, include lettering, fire extinguishers, seat belt cutters, and emergency roadside triangles.	\$5,000

If the total project budget amount exceeds \$100,000, please list all proposed additional funding sources and date you anticipate securing these funding sources. You may include in-kind support if applicable. (Please use the following format.)

Funder/Donor	Amount/Value	Date
N/A		