



206 Ellis Street * Glassboro, NJ 08028
(856) 243-5971

Grant Proposal 2021



Section 1: Overview

1. Focus Area to Which You Are Applying (Women, Children & Families, Education or Community Health & Wellbeing)
Women, Children & Families
2. Organization's Name:
Family Promise of Southwest New Jersey (Formerly Family Promise of Gloucester County)
3. Organization's Website
<http://familypromiseswnj.org>
4. Name of Project
Promising Futures
5. County Where Organization is Headquartered
Gloucester County
6. County(ies) Being Served With This Project
Gloucester, Camden, Cumberland and Salem Counties
7. Executive Director Name
Rosemarie Parker

8. Executive Director Email
rparker@familypromiseswnj.org
9. Best contact phone number for Executive Director
(856) 472-3293, cell

Section 2: Organization Information

1. What is the mission of your organization?

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

2. Who is 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 enter our program. Parents must have a source of revenue that will enable them to secure permanent housing within 3-6 month of entry into the program. Families have typically lost their homes or are on the verge of losing their homes due to a job loss, illness, divorce, death of a spouse or their home was damaged or deemed uninhabitable. Their current living situation is either doubled-up with friends/relatives or in a motel. Some families come to Family Promise after sleeping in their cars or staying in a local park, unsheltered. 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.

3. Approximately how many individuals did your organization reach in each of the last two years through your program and services?

In 2019, approximately 75 individuals were supported through our Pathway to Housing shelter programs with an additional 50 individuals receiving support through our Thanksgiving and Christmas Giving programs. **Total: 125**

In 2020, Family Promise served 54 individuals/15 families through our Pathway to Housing emergency shelter program with an additional 170 individuals/45 families reached through our Thanksgiving and Christmas Giving programs. We began our Promising Futures program in November 2020, preventing 3 additional families/10 individuals from having to enter our shelter. **Total 234**

The majority, or 66% of those receiving services, were under the age of 18. Additionally, 21% of those receiving shelter were under the age of six.

4. To what do you attribute any changes in these numbers?

During the pandemic, we adapted our primary service model of emergency shelter to include Prevention and Shelter Diversion services. This delivery shift deepened the scope of our services, allowing greater proactive reach for families in imminent danger of eviction and the ability to reach more families seeking safe housing outside of the shelter environment. The economic downfall of 2020 meant more families were at risk and through our expanded approach, we were able to meet the greater need. Additionally, we saw a significant increase in families needing assistance through the holiday season compared to 2019. We were able to reach out to our pool of volunteers and community partners to provide Thanksgiving Dinners and Christmas presents to all who requested help.

5. What makes your organization unique from other organizations that do similar work?

Our organization is unique in many ways:

1. We keep the family unit together, including fathers, where other shelters only accept women and children.
2. We partner with local businesses, civic organizations and the faith community to provide meals and ancillary services to our families.
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.

6. How long has the Executive Director served in this position? 4 years

7. What is the current number of full-time employees? 3

8. What is the current number of part-time employees? 1

9. What is the current number of active volunteers? 500+

10. What is the current number of Board members? 8

11. What is the number of these Board members who have provided financial contributions to the organization during the last 12 months? 100%

12. Please list your current Board members, including board position, professional affiliation and number of years served.

Robert Cleveland – Board President 2019 – 2021, 4 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 – 2021, 6 years of service
Affiliations: Starbucks, Retired Management; Gerson Lehman Consulting; SABR Organization; Korn Ferry Training.

Frank Adams – Member, Past Treasurer 2014 – 2015, 8 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.

Anthony Parlante – Member, 5 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.

Tony Killian – Member, 1st year of service

Affiliations: University of Pennsylvania Health System, ED/Trauma Nursing, Cardiology Research & Administration.

Patrick Nolan – Member, 1st year of service

Affiliations: Inspira Medical Center, Mullica Hill, Inspira Health Center, Woodbury – Chief Operating Officer.

Lisa Orr – Member, 1st year of service

Affiliations: ELS Educational Services, Inc. - Director Global Strategy & Implementation.

13. What is the date of the organization's last strategic plan and years it encompasses?

January 2021, covering 2021 - 2023

14. Please 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:

1. Program Restructuring & Growth – Adding new programs that include prevention services and shelter diversion programs to serve more families. Strengthening our Forever Home Stabilization Program to help families achieve long- term housing sustainability. Additionally, we are restructuring our current Pathway to Housing program from the traditional rotational model to a static site model due to the impact COVID-19. Our long-term goals are to purchase and relocate our organization to a larger facility to expand our services and help more families. Acquiring additional transitional housing properties in each county we serve, increases our ability to reach more families without a traditional shelter stay.
2. Financial Sustainability – Our long-term goal is to expand our Student Transportation Program to generate a steady source of revenue and decrease our dependence on support from the general public and fund new programming.
3. 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.

15. Please list the organization's top five funding sources for each of the last three fiscal years, including the names of funders and amounts.

2018: Joseph & Otti Hallinan - \$10,000; Wells Fargo Foundation - \$10,220; West Jersey Presbytery - \$7,500; PNC Foundation - \$7,500; St Charles Borromeo - \$7,350
2019: West Deptford Energy: \$30,000; Columbia Bank Foundation - \$15,000; Family Promise of Salem County - \$10,000; West Jersey Presbytery - \$7,500; PNC Foundation - \$7,500

2020: Impact 100 SJ - \$43,000; New Jersey Pandemic Relief Fund - \$30,000; United Way of Greater Philadelphia & South Jersey - \$20,000; Columbia Bank Foundation - \$10,000; PNC Foundation - \$7,500

16. In the next 6-12 months, do you foresee any significant changes taking place within the organization? If yes, please provide details.

No, we do not foresee any significant changes in the next 6-12 months.

Section 3: Diversity, Equity and Inclusion Information

1. Has your organization made efforts in the last 2 years to diversify the racial, cultural or gender composition of the staff and/or Board membership? If so, please describe.

Racial, cultural and gender inequities are most relevant to families facing housing insecurities. As a leader in fighting family homelessness, we strive to assist our families in overcoming the systematic and cultural racism that has contributed to and impedes their ability to find permanent, safe and secure housing. Having a diverse board, we can prioritize with a more authentic voice representative of the community we serve and have a greater perspective for long-term strategy development. We have consistently included board development and diversity as one of the three main focuses of our Strategic Plan. Our efforts to organically diversify Board membership have not been met this year due to the pandemic, however we continue to seek out new and innovative ways to achieve our goal.

2. Have these efforts yielded any identifiable changes?

Because our time-frame was not realized in 2020, we are looking into online recruiting options such as Board Source to fill our board needs. Additionally, we are applying for a leadership grant to work with a consultant to identify candidates to further diversify our Board and broaden our perspective as an organization.

Section 4: Project Information

1. Project Summary (Please clearly define the project, the population it will serve and an overview of your plans to carry it out.)

Family Promise works to empower and support working families, low-income families, and families experiencing homelessness. Never has this work been more vital. Since our founding in 2005, we've provided food, shelter and case management services to low income working families who are deemed homeless and living in an unsafe environment. Our goal for launching the Promising Futures Program is to deepen our current support model for families facing housing insecurity from a single model of emergency shelter to also include Prevention and Shelter Diversion services.

We primarily serve families from Gloucester, Camden, Cumberland and Salem counties in New Jersey; however we do not restrict admission based on a family's former or current residence. The Child Protection and Permanency agency, schools, partner agencies, and churches refer at-risk families to Family Promise. The process begins with a full assessment and eligibility determination conducted by the Executive Director of Programs and Services for each family.

Upon admission, the Executive Director of Programs and Services identifies the root cause(s) that contribute to the family's housing insecurity such as; loss of a job, health issues, poor financial planning, lack of access to resources in the community, or little to no support from family or friends. The Executive Director works with the family to develop a stability plan that includes short and long-term goals to overcome their obstacles and create opportunities to maintain permanent housing in the future. The Executive Director meets with families several times a week to evaluate progress and establish new goals as needed. The program provides families with financial literacy training, job search assistance, connections to resources within our community, and assistance finding permanent affordable housing. Additionally, we connect families with our network of volunteers to provide meals, clothing and household items as needed. Families may also be eligible for a stabilizing grant of up to \$1,500 per household. The funds could be used for back rental payments, utilities, moving costs, car repairs, security deposits, bus passes or any identifiable cost that will prevent the family from becoming homeless or entering into the shelter. Families must meet all goals established by their case manager and complete the financial literacy training before funds are awarded. Funds will be paid directly to the provider, not given to the family.

Family Promise Prevention and Shelter Diversion programs provide excellent services and support for families. We work proactively to reduce the number of families that need to enter a shelter, which is cost-effective, better for parents, and most importantly, and better for children.

Receiving the grant would allow Family Promise to hire a part-time social worker to assist with the case management component of the program and provide individual family grants. Over the two-year period, the Promising Future Program would support the needs of approximately 150 families.

2. What is the need or problem that this project will address?

The program will focus on our target population of families facing homelessness or housing insecurities. Our primary objective is to prevent a child from ever having to experience the devastating effects that comes with being homeless. According to the National Alliance to End Homelessness:

“When compared to low-income and homeless families, children experiencing homelessness have been shown to:

- Have higher levels of emotional and behavioral problems;
- Have increased risk of serious health problems;
- Are more likely to experience separations from their families; and
- Experience more school mobility, repeat a grade, be expelled or drop out of school, and have lower academic performance.”

The pandemic has placed an already fragile population into greater risk of homelessness if the issues they face are not addressed through coordinated efforts between the government, nonprofits and the local community. The United States saw 61 million evictions filed from 2000 – 2016. The average total of rental debt associated with these filings was approximately \$600 per family and this was a pre pandemic reality. In February 2020, the unemployment rate was 3.7% according to the NJ Department of Labor. Unemployment jumped to a record high of 16.6% from April to June 2020. At 7.9% since December 2020, the rate of unemployment is still twice the rate of pre-pandemic numbers. Families living one paycheck away from homelessness have been hit hard by the pandemic. Households with children facing food insecurities have doubled in 2020 and continue to be a primary concern. Parents face the heartache of putting food on their tables or a roof over their head. Even though there has been a federal moratorium on evictions since March 2020, landlords are still permitted to start the eviction process with the courts. Since March 2020, 81,199 evictions have been filed. In an article published on NJ.com in March 2021, Matt Shapiro, President of the NJ Tenants Association stated, “Most landlords haven’t filed evictions because of the lockout moratorium. If we don’t do something, you’re going to see 200,000, 300,000 pending evictions.” The moratorium is scheduled to end on June 30, 2021. New Jersey does not currently have legislation in place to protect renters come July 2021. The Promising Futures Program will address the anticipated surge in family homelessness by taking a proactive approach with prevention and shelter diversion services.

3. How will this project address this problem or need?

The Promising Futures Program offers a lifeline for families facing eviction. We will provide them with the tools and resources to successfully maintain or obtain permanent safe housing. By expanding our service models to include Prevention and Shelter Diversion, we can reach more at-risk families in Gloucester, Camden, Cumberland and Salem counties because we are not dependent on physical space. And with these tailored models, we are better positioned to meet the full range of need, with fewer children entering into a shelter environment. At every step, Prevention and Shelter Diversion services help guests work toward permanent housing solutions and continue to live as independent, happy, and healthy families.

4. Please describe how this project specifically improves your organization’s ability to more effectively carry out its core mission.

Unlike our current model of emergency shelter, which is limited by physical space for families in crisis, both Prevention and Shelter Diversion focus on cost-effective support services that enable families to remain in their home or move directly into permanent housing without having to enter the shelter. Through the implementation of Promising

Futures, our outreach would extend beyond the number of beds we provide. While there will always be a need for our emergency shelter model for families with truly limited options, we recognize that by expanding our service model to include Prevention and Shelter Diversion we can support an even larger number of families who've experienced a finite period of financial disruption. With strategic engagement, including community services, case management and defined, small-scale financial assistance we can support families that meet specific criteria to resolve their crisis early enough so that time in a shelter is not needed. Promising Futures creates tailored levels of support so that Family Promise can address the full range of housing insecurity issues without every scenario ending in a shelter stay.

5. How does this project fit into your organization's current strategic plan or long-term vision?

The Promising Futures program aligns with our long-term vision of expanding beyond our single model of rotational emergency shelter. Implementing preventive services and shelter diversion strategies makes our approach to community need more nimble. As we make this transition from a one-size-fits-all shelter response to tailored services, we keep more families together without ever entering a shelter.

Restructuring and expanding our scope of services also drives our capacity to meet the unprecedented need in the communities we serve. Our organizational growth will be necessary to meet the post-COVID 19 surge of at-risk families.

6. Approximately how many individuals do you expect that this project will reach over the 24-month grant period? We expect to serve approximately 150 families (300-600 individuals depending on family size).
7. 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.

8. 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 activities should begin on July 1, 2021 and go through June 30, 2023, which corresponds to the Impact100SJ grant award period.

Activity/Project component

Timetable

Hire & train social worker

July 2021

Engage volunteers

August 2021

Intakes for program - 75 families

August 2021-July 2022

Intakes for program - 75 families

July 2022-July 2023

9. Please list 2-3 specific outcomes that your organization hopes to achieve with this project. Include the ways you will measure each outcome in order to determine if the project was successful.

Family Promise of Southwest New Jersey's Board of Trustees, CEO and Executive Director of Programs and Services formally and regularly evaluate the outcomes of all programs. Evaluation criteria for Promising Futures Program include the following:

- Total number of families served:
 - Prevention
 - Shelter Diversion
- The number of families provided with financial assistance
- The number of families who maintain permanent housing during follow up period
- The number of volunteers involved
- The number of other volunteer-based, community initiatives that develop as an outgrowth of the program.

Family Promise of Southwest NJ expects to serve 50-75 homeless families consisting of 100-375 homeless individuals annually depending on the size of the family. FPSWNJ expects 85% of the families served to successfully complete the program and move into permanent housing within a two to three month period of time. We expect that 90% of those families will maintain permanent housing during the 1-2 year follow up period. We expect to provide financial support to approximately 75% of the families.

Family Promise of Southwest NJ records family case management history in our FP Force database to maintain accurate records of how many families and individuals are served, the length of time in the program, and outcomes of the program. All families who successfully complete the program will be enrolled in our Forever Home Stabilization Program which provides supportive services for up to 2 additional years. During the first year after exiting the program, families are contacted monthly via telephone and on-site visits are conducted by the case manager to assist families in maintaining permanent housing. In Year 2, the families are contacted quarterly.

10. Please list the steps that your 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.

Family Promise began a Student Transportation Program in 2019 which we call Promise Rides. This program will generate additional \$70,000 in annual revenue to support the Promising Futures Program. Promise Rides is a standalone program that supports the overall mission of our organization, by ensuring a homeless child stays in school, with the added benefit of providing supplemental income for new programming.

Section 5: Project Budget

11. What is the total budget amount for this project (including grant from Impact100SJ)?

Please list all project expenses, using the 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.

Specific Expense	Additional Details	Total
Part time social worker		\$25,000
Direct Financial Support to Families		\$75,000

12. 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