

RFP Response Form

Be Strong Parent Cafés

PROPOSER INFORMATION

Proposer Name: Anchorpoint Counseling Ministry

Authorized Representative Name & Title: Mark Heinbockel, MSW, Director of Development

Address: 800 McKnight Park Drive, Suite 802, Pittsburgh, PA 15237

Telephone: 412-366-1300

Email: mark@anchorpointcounselingministry.org

Website: www.anchorpointcounselingministry.org

Legal Status: For-Profit Corp. Nonprofit Corp. Sole Proprietor Partnership

Date Incorporated: July 30, 1969

REQUIRED CONTACTS

	Name	Phone	Email
Chief Executive Officer	Rev. Dr. Ron Barnes, LSW	412-366-1300	rbbarnes@anchorpointcounselingministry.org
Contract Processing Contact	Mark Heinbockel, MSW	412-366-1300	mark@anchorpointcounselingministry.org
Chief Information Officer	Lisa Feraco	412-366-1300	officemgr@anchorpointcounselingministry.org
Chief Financial Officer	Lisa Feraco	412-366-1300	officemgr@anchorpointcounselingministry.org
Administrative Contact	Mark Heinbockel, MSW	412-366-1300	mark@anchorpointcounselingministry.org

BOARD INFORMATION

Provide a list of your board members as an attachment or in the space below.

- Mark Anderson, Colliers International (Vice President)
- Kevin Caridad, W. PA Psych Care, Inc.
- Rev. H. William Dambach, North Hills United Presbyterian Church
- Wayne Desbrow, Retired
- Curtis Fleming, Microbac Laboratories
- Craig Garver, Think Through Math
- Jeff Gmuer, Clearview Federal Credit Union (Treasurer)
- Frances Halley, North Allegheny School District
- Brian Hardy, Medwig & Co.

RFP Response Form

Be Strong Parent Cafés

- Sylvia Lynn, Retired
- Aaron Mickens, Three Rivers Youth
- Abraham Moosa, Janney Montgomery Scott, LLC
- Janet O'Connor, Retired (Secretary)
- James Ogle, PrincetonOne (President)
- Ronald Pusic, CBS Radio
- Emmanuel Schnepf, PA Bureau of Disability Determination
- Ssr. Betty Sundry, Sisters of Divine Providence
- Al Thomson, Thomson Properties, Inc.
- Diane Zebrine, Retired

Board Chairperson Name & Title: James Ogle, President

Board Chairperson Address: [REDACTED]

Board Chairperson Telephone: [REDACTED]

Board Chairperson Email: [REDACTED]

REFERENCES

Provide the name, affiliation and contact information [include email address and telephone number] for three references who are able to address relevant experience with your organization.

Please do not use employees of the Allegheny County Department of Human Services as references.

Rev. Brian Janssen, Pastor, Heritage Presbyterian Church

The church partners with Anchorpoint to serve as the host site of a bi-weekly Single Parent Information Network (SPIN) support group serving 10-15 single mothers annually.

[REDACTED]

Sandy Floyd, Director of Education, First Presbyterian Church of Bakerstown

The church recently hosted an Anchorpoint-facilitated workshop for 40+ parents of children with ADHD.

[REDACTED]

Rev. Bill Diehm, Senior Pastor, St. John's Lutheran Church of Highland

The church has hosted Anchorpoint-facilitated parenting and marriage education workshops.

[REDACTED]

PROPOSAL INFORMATION

Date Submitted: September 28, 2017

Amount Requested: \$7,800.00

RFP Response Form

Be Strong Parent Cafés

Proposal Abstract:

Please limit your response to 750 characters

Anchorpoint Counseling Ministry will partner with Sharpsburg Family Worship Center to implement *Be Strong Parent Parent Cafés* in Sharpsburg borough: a diverse community with significant family and economic needs. Anchorpoint will lead program implementation by leveraging 26 years of experience designing and facilitating parent education workshops and support groups. Sharpsburg Family Worship Center will provide facility space, meals, childcare, and community outreach. The Parent Cafés program will coincide with an existing youth program at the church serving approximately 70 children (grades 0-5). Parents will be recruited through outreach to families of these children, church bulletin announcements, flyers, and newspaper advertisements.

CERTIFICATION

Please check the following before submitting your Proposal, as applicable:

I have read the standard County terms and conditions for County contracts and the requirements for DHS Cyber Security, EEOC/Non-Discrimination and HIPAA.

By submitting this proposal, I certify and represent to the County that all submitted materials are true and accurate, and that I have not offered, conferred or agreed to confer any pecuniary benefit or other thing of value for the receipt of special treatment, advantaged information, recipient's decision, opinion, recommendation, vote or any other exercise of discretion concerning this RFP.

ATTACHMENTS

Please submit the following attachments with your Response Form. These can be found at <http://www.alleghenycounty.us/dhs/solicitations>.

- MWDBE documents
- Allegheny County Vendor Creation Form
- W-9

RFP Response Form

Be Strong Parent Cafés

REQUIREMENTS

Please respond to the following. The maximum score a Proposal can receive is 100 points. Your response to this section should not exceed 10 pages.

A. Organizational Experience (40 points)

1. Describe your organization's experience working in the community with demonstrated success in engaging and recruiting parents to events.

Founded in 1966, Anchorpoint Counseling Ministry is a reliable place to turn for mental health and educational services in northern Allegheny County. The organization empowers individuals and families to reach their full potential through professional counseling, support and educational groups, parenting and relationship education, and tutoring/mentoring services.

Anchorpoint currently engages and recruits parents through support and educational groups (e.g., Single Parent Information Network), workshops, and one-to-one parent coaching. These programs foster effective parenting skills and strategies and empower parents to openly discuss challenges and successes with professionals and one another. Anchorpoint's distinguished work in parent education began in 1991 when the organization hired Joan Wolf Schenker, M.Ed. as Director of Community Education. Over the past 26 years, the organization has designed and facilitated countless parenting workshops in schools, churches, libraries, and community groups throughout northern Allegheny and southern Butler counties. The content/topics of these sessions are grounded in leading research and guidance from renowned parent educators (e.g., Dr. Stanley Turecki, Mary Sheedy Kurcinka, Jan Nelson, etc.) and youth development experts (e.g., Search Institute). Today, Anchorpoint employs a highly skilled team of group therapists and parent educators who have experience as both professionals and parents.

In the past decade alone, Anchorpoint has benefited from many experiences that are relevant to the *Be Strong Parent Cafés* opportunity:

- **2009-10:** designed, marketed, and facilitated an ongoing Parent Discussion Group with Shaler North Hills Library that explored a different topic one afternoon each month
- **2013:** leveraged church partnerships and attracted media attention to recruit and serve approximately 700 parents and teen girls through a series of 10 grant-funded parenting/youth development workshops exploring body image with teen girls
- **2014:** designed, launched, and marketed the Single Parent Information Network (SPIN): a bi-weekly support and educational group for single mothers to discuss challenges, explore parenting strategies, develop life and relationship skills, and learn about community resources; **today**, the program serves dozens of single mothers annually across two locations
- **2016:** introduced private, one-to-one parent coaching sessions and marketed this offering to parents of children in preschool through the teen years
- **2017:** engaged 40+ parents in a workshop on effectively managing the behavior of children with Attention Deficit/Hyperactivity Disorder (ADHD)

RFP Response Form

Be Strong Parent Cafés

2. Explain how implementing the Be Strong Parent Café model fits well within your organization's mission and business model.

Anchorpoint Counseling Ministry was founded as "North Hills Youth Ministry" in 1966 when a non-denominational coalition of 16 churches combined resources to serve teenagers in northern Allegheny County. The organization later evolved to a family therapy model to holistically support youth development. The mission of Anchorpoint is, "building hope and promoting healing and learning through faith-based counseling and support services."

The *Be Strong Parent Cafés* model aligns with this mission as well as the organization's vision that "all individuals and families are empowered to reach their full potential." By implementing this program, Anchorpoint will help additional parents find hope and build efficacy through learning about the Strengthening Families™ Protective Factors. In turn, children will be safer and have greater prospects for future success.

Anchorpoint currently meets its mission and pursues its vision through professional counseling, support and educational groups, parenting and relationship education, and tutoring/mentoring services. The *Be Strong Parent Cafés* opportunity fits in this operating model at the intersection of support groups and parenting education. In fact, the service delivery model requested in the RFP is similar to Anchorpoint's Single Parent Information Network (SPIN) groups. The organization can apply lessons learned from SPIN groups when implementing the Parent Cafés:

- a. securing facility space, childcare, and meals through a community-based church partnership
- b. marketing to recruit parents through flyers, advertisements, and church outreach
- c. applying effective group facilitation practices to develop communities of support and achieve consistent program participation
- d. fostering open, non-judgmental environments of sharing among parents
- e. designing and facilitating themed educational sessions
- f. catering to various learning styles through hands-on activities, presentations, one-to-one conversations, and small group discussions

Anchorpoint already employs part-time, licensed group therapists and parent educators. The *Be Strong Parent Cafés* program would allow the organization to provide additional hours to these skilled professionals. This program also would enable Anchorpoint to expand services in a community it has targeted for strategic programmatic growth: Sharpsburg borough.

3. Describe your organization's understanding of and relationship with community resources so that appropriate referrals can be made.

Anchorpoint is a collaborative community partner. As a member of the North Hills Nonprofit Consortium, the organization maintains referral partnerships with North Hills Community Outreach, Society of St. Vincent de Paul, and Network of Hope (basic needs); Crisis Center North and HEARTH (domestic violence); Treasure House Fashions (clothing); YMCA (recreation/education); and Woodlands Foundation (disabilities). Additionally, Anchorpoint participates in a regional network of mental health providers (e.g., Samaritan Counseling Center, Laughlin Center, Pittsburgh Pastoral Institute, etc.), keeps an updated list of psychiatrists, and refers to Highmark Caring Place and other specialized providers. Anchorpoint also partners with dozens of churches in northern Allegheny and

RFP Response Form

Be Strong Parent Cafés

southern Butler counties and is in regular contact with 11 school districts and eight parochial schools through its tutoring/mentoring program.

In the targeted community of Sharpsburg, Anchorpoint will partner on this project with Sharpsburg Family Worship Center, which offers Wednesday night meals, an emergency food pantry, children's programs, and other services. Anchorpoint also is connected with the Roots of Faith ministry in Sharpsburg led by Rev. Ben Phipps of Faith United Methodist Church of Fox Chapel. This outreach program provides free community meals, legal clinics, "ask the doctor" clinics, and other services. Additionally, Anchorpoint interacts regularly with Rev. J.J. Lynn of the First English Lutheran Church of Sharpsburg.

Aside from various external referral sources, Anchorpoint is able to refer participants to its own programs and services. Anchorpoint serves individuals and families presenting with a wide range of needs through its outpatient mental health program. Additionally, the organization offers various support and educational groups serving single mothers, widows/widowers, women, teen girls, and children with ADHD and their parents (coming soon). Finally, the organization provides parenting and relationship education along with one-to-one tutoring/mentoring for students in grades K-12. Anchorpoint accepts insurance payments (for outpatient mental health and select support group programs) as well as sliding scale fees based on household income; the organization accommodates the needs of clients presenting with financial hardship.

4. Describe your organization's experience providing culturally-competent, linguistically appropriate and gender-responsive services.

Anchorpoint serves clients of diverse ages (ranging from 6-65+ years old), races/ethnicities, genders, faiths, abilities, and socioeconomic levels. The organization's clients also are situated in different family circumstances, including intact (40%), single adult (18%), divorced (11%), step/blended (8%), single parent (8%), separated (7%), widowed (6%), living together (2%), grandparents (1%), and other (1%).

The needs of Anchorpoint's clients are wide ranging as well—led by anxiety (34%), depression (22%), family conflict (13%), and bereavement (7%). Through the counseling program, therapists work individually with each client (or family) to assess, diagnose, and address these issues/problems. In this context, every client (or family) is different and what works best for one may not work best for the next. Thus, all services are customized to every extent possible. Anchorpoint's group therapists and parent educators approach their work from this same personalized treatment perspective. In fact, many of these professionals maintain their own one-to-one counseling caseloads—so they are in touch with the needs of group members (as individuals) AND the group (as a whole).

The organization makes various accommodations to reach and serve those in need, including:

- scheduling regular therapist visits to HEARTH in Glenshaw, PA to provide one-to-one counseling to women who have suffered domestic abuse
- working with families of English-as-a-second-language (ESL) learners to provide academic support and empower parents as educational advocates (currently serving six families representing Pakistan, Kosovo, El Salvador, China, and South Korea)

RFP Response Form

Be Strong Parent Cafés

- designing support groups and workshops that intentionally cater to defined genders and target populations (e.g., single mothers, teen girls, children with ADHD, military veterans, parents of children by age group, parents of children with disabilities, etc.)
- identifying local partners to host programs in communities that are isolated from Anchorpoint by difficult public transportation access (e.g., Bellevue, West View, Sharpsburg) and arranging for meals and childcare as able
- offering flexible payment options, scholarships, and grant-funded services
- operating out of a facility on the ground level to allow for easy access by individuals with physical disabilities

B. Meeting Program Standards (40 points)

5. Describe your strategy to recruit a team of six to eight individuals split evenly between parents and professionals who are committed to implementing Parent Cafés and your plan for recruiting additional staff and parents to plan Parent Cafés and serve as table hosts.

Anchorpoint will partner on this project with Sharpsburg Family Worship Center—and divide the program implementation team across the two organizations. For its part, Anchorpoint will recruit professionals from its highly skilled team of 11 individual/family therapists, group therapists, and parent educators. The organization also will recruit implementation team members and table hosts by extending invitations to single mothers who recently graduated from its Single Parent Information Network (SPIN) after three years in the program. Additionally, the organization plans to engage its team of four (4) graduate-level social work interns in the program as available. Anchorpoint therapist Jennifer Register, LCSW, will lead the project and implementation team by drawing from her diverse experiences as a single parent, social worker, community outreach provider, clinical director, and individual/family therapist over the past 18 years. She previously provided parenting skills education and family support/counseling to help meet the needs of children at risk of placement.

Pastor Russ Horne of Sharpsburg Family Worship Center will recruit implementation team members and table hosts by extending personal invitations to his church leadership team and making public announcements at Sunday worship services. Pastor Ben Phipps of the Roots of Faith ministry/outreach center in Sharpsburg will support these efforts by inviting members of his network to join the implementation team and serve as table hosts.

While Anchorpoint anticipates volunteer participants, the proposed project budget includes funds to pay nominal stipends/incentives to implementation team members and table hosts as needed.

6. Describe the venue that you plan to use to host the Parent Cafés. How will you use the space to effectively host the Café sessions?

Sharpsburg Family Worship Center will provide the venue for Parent Cafés. The church is located in the walkable, residential family neighborhood of Sharpsburg with street parking and a parking lot made available by St. Juan Diego Parish. This venue is within approximately 250 feet (1 minute walk) of the Main St./8th St. bus stop for Port Authority routes 1 (Freeport Road) and 91 (Butler Street).

RFP Response Form

Be Strong Parent Cafés

Approximately 286 families with children under 18 years old reside in Sharpsburg—56 percent are single-parent families. The borough's population is 80 percent White, 10 percent African American, 5 percent Hispanic/Latino, 3 percent Asian, and 2 percent multiracial/other. The community's poverty rate is 39 percent for families with children under 18 years old and 50 percent for those with children under 5 years old (U.S. Census Bureau, 2015). The nearby community of Etna faces similar economic and social challenges.

Sharpsburg Family Worship Center already serves dinner and hosts a large youth program serving approximately 70 children in grades 0-5 on Wednesday evenings in its Activities Building. The Parent Cafés will be held in conjunction with this existing program one Wednesday evening per month. These sessions will take place in a large, open sanctuary space in the adjacent Church/Sanctuary Building. Sharpsburg Family Worship Center will provide round tables and chairs for Anchorpoint to facilitate the Parent Cafés in accordance with the requested service delivery model. The project budget includes funds for Sharpsburg Family Worship Center to add infant/toddler care, support facility costs, and provide additional servings of dinner to fully accommodate parents of children ages 0-8 one Wednesday evening per month.

7. Describe the strategies and activities that you will use to recruit at least 15 parents per monthly Café session. How will you retain the participation of the parents that you recruit to participate in the Café sessions?

Anchorpoint and Sharpsburg Family Worship Center will collaborate to recruit parents to participate in the monthly Café sessions. Anchorpoint will be responsible for developing promotional flyers, advertising in the Sharpsburg Herald newspaper, and placing announcements in church bulletins throughout Sharpsburg and Etna.

Sharpsburg Family Worship Center will target recruitment efforts at parents of children who attend its existing youth program on Wednesday evenings. The church has been looking for ways to engage these parents between dropping off/picking up their children and believes the Parent Cafés will help meet this opportunity. Additionally, the church will make announcements at weekly worship services and post promotional flyers (developed by Anchorpoint) at nearby businesses and community centers. Both organizations also will work with nearby community partner, Roots of Faith ministry, to broadcast announcements about Parent Cafés to participants in weekly Community Table meals (Thursday nights) and other programs/services.

To sustain parental participation in the program, Anchorpoint and Sharpsburg Family Worship Center have arranged for on-site family meals and childcare. The project budget also includes a \$20 Giant Eagle gift card incentive for each parent/couple who successfully attends all three sessions of each quarterly series of Cafés. Each parent/couple can earn up to \$80 in gift cards for fully participating in all four series (i.e., 12 sessions). Finally, Anchorpoint will apply best practices in group facilitation to build community, nurture supportive relationships, and foster feelings of belonging within the Parent Cafés.

C. Data (10 points)

8. Describe your organization's experience collecting and reporting data.

RFP Response Form

Be Strong Parent Cafés

Anchorpoint currently collects data through paper documentation and electronic medical records. In the counseling program, all therapists enter client demographic data and session notes to meet insurance requirements. Additionally, all therapists and tutoring/mentoring program staff submit monthly reports that are compiled into program scorecards to assess organizational trends and monitor overall performance over time.

In Anchorpoint’s support groups and parent education programs, all facilitators administer enrollment forms and surveys to participants. The surveys include pre/post assessments, means-tested instruments (e.g., Beck Depression Inventory, Generalized Anxiety Disorder test), and reflection/feedback forms as appropriate. The survey data is compiled and analyzed using electronic spreadsheets to assess averages, individual changes, and collective (group-wide) changes.

Anchorpoint’s Director of Development, Mark Heinbockel, MSW, has experience collecting, monitoring, analyzing, and reporting programmatic data to meet requirements of various local, state, and federal granting agencies. Through more than seven years of combined experience managing grants, program implementation, and reporting at Big Brothers Big Sisters of Greater Pittsburgh and ASSET STEM Education, Mark worked with Allegheny County Department of Human Services, City of Pittsburgh Community Development, Pennsylvania Commission on Crime & Delinquency, and Pennsylvania Liquor Control Board. He also addressed reporting expectations of the U.S. Office of Juvenile Justice & Delinquency Prevention, U.S. Department of Education, and U.S. Department of Human Services.

9. Describe your plan to report data required by the child welfare office on behalf of Project LAUNCH. Anchorpoint plans to track attendance at each session. Additionally, the organization will administer short evaluation surveys at the beginning (pre) and end (post) of each three-session series to collect feedback and assess participants’ levels of satisfaction and learning. Parents will be required to attend all three sessions of a series and complete BOTH the pre and post survey in order to receive the participation incentive for that series (i.e., \$20 gift card). This strategy will generate “buy in” to survey completion. Anchorpoint will be able to report attendance on a monthly basis and survey data on a quarterly basis (as needed and requested by the child welfare office).

D. Financial Management and Budget (10 points)

10. Provide a budget that reflects a realistic estimate of the costs associated with implementing the Parent Cafés.

	Amount
Income	
Allegheny County Department of Human Services	\$ 7,800.00
Expenses	
Sharpsburg Family Worship Center	
Food	720.00
Childcare	480.00

RFP Response Form

Be Strong Parent Cafés

Administrative/custodial	780.00
Utilities	420.00
Anchorpoint Counseling Ministry	
Lead facilitator	2,100.00
Implementation team/table hosts	1,500.00
Marketing	600.00
Parent incentives	1,200.00
Total Expense	\$ 7,800.00

11. Provide a budget narrative that describes and justifies the proposed Parent Cafés budget.

Income

Allegheny County Department of Human Services will pay Anchorpoint \$7,800.00 over 12 months:

- Program payment for successful implementation of Parent Cafés
 $\$650.00 \text{ per month} \times 12 \text{ months} =$ \$7,800.00

Expenses

Sharpsburg Family Worship Center will be paid \$2,400.00 by Anchorpoint for the following expenses associated with Parent Cafés:

- Food for serving meals to parents (in addition to existing meals for youth)
 $\$3 \text{ per participant} \times 20 \text{ participants} \times 12 \text{ months} =$ \$720.00
- Childcare for infants/toddlers staff (in addition to existing staff for grades 0-5)
 $\$40 \text{ per month} \times 12 \text{ months} =$ \$480.00
- Administrative/custodial for planning logistics, cleaning facility, performing outreach
 $\$65 \text{ per month} \times 12 \text{ months} =$ \$780.00
- Utilities for water, gas, electricity, phones, internet
 $\$35 \text{ per month} \times 12 \text{ months} =$ \$420.00

Anchorpoint will utilize \$5,400.00 for the following expenses associated with Parent Cafés:

- Lead facilitator (Jennifer Regester, LCSW) for planning, leading team, facilitating Cafés
 $\$175 \text{ per month stipend} \times 12 \text{ months} =$ \$2,100.00
- Implementation team and table hosts (non-volunteers) for supporting program delivery
 $\$25 \text{ stipend or incentive} \times 5 \text{ individuals} \times 12 \text{ months} =$ \$1,500.00
- Marketing for design time for flyers/announcements and for purchasing advertisements
 $20 \text{ hours design time} \times \$20 \text{ per hour} + 4 \text{ ads} \times \$50 \text{ per ad} =$ \$600.00
- Parent incentives for Giant Eagle gift cards (based on 20 participants and 75 percent completion of each series) to help sustain participation in the program
 $\$20 \times 15 \text{ participants} \times 4 \text{ completed series} (3 \text{ per series}) =$ \$1,200.00