



Allegheny County Department of Human Services

RFP Response Form

PROPOSER INFORMATION

Proposer Name: Focus On Renewal and Zellous Hope Project

Authorized Representative Name & Title: Cindy Haines, Executive Director

Address: [REDACTED]

Telephone: [REDACTED]

Email: chaines@forstorox.org

Website: www.forstorox.org

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

Date Incorporated: 1969

Partners included in this Proposal: Zellous Hope; CIS; MRCDC

How did you hear about this RFP? *Please be specific.* Email directly sent to us

Does your organization have a telecommunications device to accommodate individuals who are deaf or hard of hearing? Yes No

REQUIRED CONTACTS

	Name	Phone	Email
Chief Executive Officer	Cindy Haines	[REDACTED]	chaines@forstorox.org
Contract Processing Contact	Diona Jones	[REDACTED]	djones@forstorox.org
Chief Information Officer	Larry Rogers	[REDACTED]	lrodgers@forstorox.org
Chief Financial Officer	Anthony Milan	[REDACTED]	Amilan@forstorox.org
MPER	Carrie Molinierno	[REDACTED]	cmolitierno@forstorox.org

* [MPER](#) is DHS's provider and contract management system. Please list an administrative contact to update and manage this system for your agency.

BOARD INFORMATION

RFP for Community-Led and Community-Operated Informal Mental Health Supports

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

[Click here to enter text.](#)

Board Chairperson Name & Title: Tammy Bey

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.*

Dr. Beverly Moore, Deputy Executive Director, Allegheny County Housing Authority at bmoore@achsng.com or 412-402-2511

Susan Coyle, Executive Director of Chartiers Center at scoble@chartierscenter.org or 412-221-3302 ext. 129

Terri Clemens Clark, Executive Director, Sto-Rox Federally Qualified Health Center at tcclark@storoxfqhc.org or [REDACTED]

PROPOSAL INFORMATION

Date Submitted 8/7/2022

Amount Requested: \$300,960

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, HIPAA and Pennsylvania's Right-to-Know Law.

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

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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.

Choose one:

My Proposal contains information that is either a trade secret or confidential proprietary information and I have included a written statement signed by an authorized representative identifying those portions or parts of my Proposal and providing contact information.

OR

My Proposal does not contain information that is either a trade secret or confidential proprietary information.

ATTACHMENTS

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

- Partner commitment letters, if applicable
- MWDBE and VOSB documents
- Allegheny County Vendor Creation Form
- Audited financial reports or other financial documentation for the last three years
- W-9
- At least one letter of support from a community-based organization or community member

REQUIREMENTS

Please respond to the following. The maximum score a Proposal can receive is 125 points. Your response to this section should not exceed 12 pages. (Pages 1-3 are not included in the page count).

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Experience and Leadership (25 points possible)

1. Describe your organization's experience providing services to/in communities that have been marginalized by mainstream systems.

Focus On Renewal (FOR) has a 50-year history of providing services to/in communities that have been marginalized by mainstream systems. We are considered to be an anchor and pillar human social service agency in Sto-Rox. We are an anti-poverty program, that is trauma informed and serves those in the greatest need of the most basic essentials. FOR operates a Food Pantry, Early Head Start Program, Family Support Center, Community Resource Center (CRC), Public Library and Arts Center. We are the founding agency of the Sto-Rox Mental Health Providers Network and Partnership and much more.

We are also one of five founding member of Grow Sto-Rox, a vital community-centered collaborative comprised of McKees Rocks CDC, Communities in Schools, the Sto-Rox School District and Zellous Hope Project. In this proposed Community-Led and Community-Operated Informal Mental Health Support Program, we have agreed to partner with Zellous Hope Project, the "parent" of The Original Guardians (OG). Select members of the OG will form the Mental Health Community Support Team. FOR will offer the financial and human resource support needed to grow and sustain paid Original Guardians who will serve on this Support Team. This project will be under the direction of Denise Zellous, who co-locates her office at The Community Resource Center operated by FOR. Denise will serve as a Consultant and Implementer of this program.

The Original Guardians (OG) are grassroots unpaid volunteer paraprofessionals who are trusted in our community and are culturally competent. All OG either live in Sto-Rox now, or have lived in the community. FOR has long been aware of perceived and real barriers of mistrust and alienation felt by our black and refugee/immigrant populations, some of this emanating from both structural and/or institutional racism. This hesitancy to engage and interact with traditional mental health and crisis prevention and response services will be ameliorated by the presence of trained and ready to serve members of The OG Community Mental Health Support Team.

2. Describe your organization's experience building trust with the communities within which you work and provide at least one specific example to illustrate that experience. Attach at least one letter of support from a community-based organization or community member.

The Zellous Hope Project and Original Guardians focus on the importance of Community Driven Solutions. The overall goal is to assist individuals/families retain self-sufficiency by providing continuous access to the resources they need for better health, education, employment, training and recreational outcomes. The journey began when Zellous Hope helped 19 women in our community transition from homelessness to permanent housing.

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Today Zellous Hope assists individuals and families with a history of addiction, incarceration, homelessness, abuse and mental illness to find and sustain a better quality of life. This is done with the assistance of The Original Guardians who were established two years ago through an informal volunteer recruitment effort by Denise Zellous, Executive Director of Zellous Hope.

The OG is a community-based and centered project built on the strengths of those in the community, that live, work and/or were educated in our community. Here are two specific examples of how OGs build community trust and how residents embrace it: Focus On Renewal contracted Zellous Hope to recruit, train, supervise and support 10 individuals in the community to survey 138 households for the Choice Neighborhood People Working Group. This survey was a critical piece of the CNI planning grant. The 10 individuals were select OG who were paid a rate of \$15.85 per hour. Their level of trust in the community led to quick engagement and access to households who would normally be hesitant and wary of more surveys coming their way. The Deputy Executive Director of Allegheny County Housing Authority stated they were “the best survey takers in the Country” for completing the task of surveying so many households in 16 days at a success rate of 95% completion. This praise was echoed by the U.S. Department of Housing and Urban Development Choice Neighborhood Team and Dr. Lloyd Corder, a professor and researcher at Carnegie Mellon University, who said he had never seen such efficiency and effectiveness in resident outreach and engagement.

Another example of community trust involves the introduction of the OGs to a community partner involved in the Choice Neighborhood People Working Team, Computer-Reach. OGs were quick to engage this partner with the residents of Sto-Rox Plaza, a senior high rise development. Through their outreach, and the guidance of Denise Zellous, computer classes will now be offered to all interested seniors in the 50 unit building. All those taking the training will receive a free computer at the completion of the 8-hour course. This is not just about computer literacy for these senior residents- it is about ending loneliness, increasing self-efficacy and affirming their personal agency. All of this contributes to stabilizing the mental health of our senior residents.

3. Provide a concise statement of your organizational philosophy.

The Philosophy of Zellous Hope/OGs is found in its Vision Statement. To create a process that breaks the cycles of homelessness, incarceration and violence by reducing generational poverty through peer support and community partnerships. Members of the community form the basis of these partnerships and serve those who are struggling to break the cycle. Moving together with a strength based, trauma informed approach, built on foundations of shared experiences, data, skills and education, we can move a community from a state of depression to one of hope and productivity. This trauma-informed approach can work not just for our community, but any community that practices these principles. The Mission is “Providing a bridge over the holes on the road to better living, by working with existing

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organizations to create what those we serve say they need to live better". The intention is to bring HOPE to the hopeless, the marginalized, the disenfranchised, and people who have given up on themselves out of despair.

4. List demographic information about your organization's leadership and staff, as well as the population they serve.

Focus On Renewal has an Executive Director and Deputy Director (who also serves as the Director of the Community Resource Center), as well as six Program Directors. The Program Directors are as follows: Director of Family Foundations; Director of The Family Support Center; Director of the Public Library and Arts Center; Director of Finance; Director of Development and Director of Human Resources. Our leadership staff includes 3 males and 6 females, 3 are Black and 6 are white. Our ages range from 28 to 72. The populations we serve generally are Black and very low-income. It should be noted that our one program-Family Foundations- serves 51% refugees/immigrants, speaking 8 different languages. We have translators and interpreters on contract for ease of communication.

The Executive Director at FOR has a Master's Degree in Social Service Administration, specializing in Alcohol Studies; a Bachelors of Arts Degree, specializing in Law Enforcement and Juvenile Justice and post graduate work from Harvard University-John F. Kennedy School of Government, specializing in Community Building. She has had 25 years' prior work experience in clinical and administrative positions at Erie County Rape Crisis Center; Lake County Center on Alcoholism and Drug Abuse, Glenbeigh Hospital; Abraxas; Bridge to Independence and The United States Department of Housing and Urban Development.

The Deputy Executive Director at FOR has a Master's Degree in Professional Counseling and is currently in the Doctoral Program at Carlow University. Her prior work experience included both clinical and administrative duties at Garfield Jubilee Association and Mercy Behavioral Health Services.

Focus On Renewal leadership also includes our Board Members. They are a Governing Board. According to our By-Laws 25% must either live in McKees Rocks/Stowe Township or work in McKees Rocks/Stowe Township. Currently our Board has 6 males and 9 females; 5 are Black and 10 are white. Ages range from 29 to 68.

Zellous Hope Project, the Implementer of this project, has only one staff member currently, its Executive Director. Denise Zellous had operated a storefront drop-in office for over 10 years, mostly run with volunteers, prior to co-locating with FOR at the CRC. Denise is a Black woman who typically serves a mostly Black population. It should be noted that all OGs expecting to participate on this Community Mental Health

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Support Team are Black and are comprised of 4 males and 6 females. The OGs are a fluid group, however, that can expand to over 60 members when completing specific assignments and tasks in the community.

Denise Zellous is a community visionary. She is an individual with substantial recovery from addiction, incarceration, homelessness, prostitution, and a survivor of both sexual and physical abuse. Denise is re-certifying in September as a Peer Support Specialist. As a self-proclaimed recovering addict and mental health client, Denise is uniquely qualified to provide life-driven peer support and guidance as a Certified Peer Specialist with national credentials as a Family Development Worker. Denise envisioned Zellous Hope Project as a grassroots organization that collaborates with both existing organizations and community members to achieve proven outcomes for individuals and their families, leading to a stronger and more loving and vibrant community. The OGs are the embodiment of that vision.

Project Details (50 points possible)

5. Describe what Informal Mental Health Support services your proposed Project will provide, and the intended outcomes you hope to achieve. Include how the Project will meet one or more of the goals listed in RFP Section 2.1.

The OG program is a long-term support system focused on filling gaps in social and mental health services by operating as a bridge between the resident and the community organizations available to meet the needs of the program participants. Zellous Hope is committed to helping the people we serve reach their full potential through peer support, guidance, and resources and is designed to promote self-sufficiency and productivity in the residents' life, the lives of their family and ultimately the community. The OG Community Response Team has the following goals: To Grow Access to informal "helpers" as evidenced by a strong community presence and flexible scheduling; To increase availability of culturally competent, proactive supports via OG Community Mental Health Support Team members who are trained and ready to connect residents to preventive care via formal and informal linkages; To provide support and response to individuals/families following a mental health, housing, or other crises by the OG Community Support Team members connecting residents to needed supports and referrals, and lastly, To reduce stigma around formal mental health supports for those not comfortable with them through OG Community Mental Health Support Team education and information sessions and public forums. Intended outcomes to be achieved include reducing stigma around seeking assistance for mental health challenges. In October 2022 we will observe National Depression and Mental Health Screening Month. FOR, Zellous Hope and OG Community Support Team members will offer multiple free screenings with the FOR Mental Health Specialist and invited subject matter experts and offer incentives for all residents who attend. We will also celebrate Mental Health Awareness Month all of May 2023 with a calendar full of guest speakers in our theatre, an art showing in our gallery, a special book/video selection in our library and a social media campaign on multiple platforms,

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along with a Mental Health Outdoor Fair that includes a multitude of likeminded mental health partners and advocates. The OG will be instrumental in getting residents to attend these events and will encourage follow-up action plans. We will measure desired outcomes through attendance records and follow-through, along with pre and post tests that measure increased cognitions related to mental health issues and challenges. We will also distribute satisfaction surveys after certain programs or events and analyze results and consumer trends.

6. Describe where and to whom you will provide your Project, and why that community needs the proposed Project.

The OG program will be provided throughout the Sto-Rox community. It will be a mobile and flexible program. Workers will work remotely from their home, on site at The Community Center and throughout the neighborhood. One day at a church hall, another at the bus stop or Third Street Park, or providing safe passageway for students walking to school. This program is for all ages. The OG Community Mental Health Support Team is expected to attend all large community-wide events with intention and purpose. They will act as partners with other service providers. Our community stands in need of attention now more than ever, on multiple fronts. According to the 2018 Community Need Index (DHS), McKees Rocks has at least one census tract experiencing “extreme need”, while Stowe Township has at least one census tract in “high need”. There are 5 metrics that determined this status: % of families living below the poverty level; % of families with children under 18 headed by a single female; % of males age 20-64 who are unemployed or unattached to the labor force; % of individuals ages 25 and older without a bachelor’s degree and the number of gunshot related 911 dispatches per 500 people. The 911 Dispatch Data (DHS) for behavioral health needs related to mental health, overdose, welfare checks and soliciting is also indicative of higher rates of behavioral health crises occurring. Again, McKees Rocks and Stowe Township are amongst the top ten most affected communities outside of the City of Pittsburgh.

Sto-Rox is noted to be the most dangerous neighborhood in Allegheny County (Pittsburgh Post-Gazette, 2021). The Sto-Rox School District is rated as one of the most underperforming school districts in Pennsylvania (U.S. News and World Report, 2022). The rate of poverty is so steep it is legendary. Homeownership rates are also dismal. Only 40% of residents own a car and 89% of families are single heads of households (FOR Community Survey, 2016). In 2018, the Allegheny County Department of Human Services Suburban and Rural Poverty Analysis ranked Sto-Rox in the highest tier county-wide, designating it a “distressed community”.

There is mistrust amongst our residents of professional mental health counseling, yet this is one of our most pressing community issues today. Political polarization, racial tension, COVID-19 pandemic aftermath, rising inflation and an impending recession make for a dire outlook for our residents and add to the trauma they already feel from on-going poverty. OGs consider each resident to be “one of their own”. There is a natural

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confluence in both conversation and movement. If anything will make a difference, it is this trust in the person standing next to you, standing with you, and going the distance for you.

7. Describe any formal or informal partnerships your Project will require and your plan to develop those. Include a description of how you envision DHS supporting you. (Consider describing how you prefer to communicate with DHS about any system or other barriers your Project encounters, and about any opportunities for system improvements you may identify.) OGs, as part of Zellous Hope Project, are already a members of multiple partnerships. Formal partnerships include Grow Sto-Rox which meets monthly. This partnership is the key to our working collaboratively with the Sto-Rox School District, McKees Rocks CDC and Communities in Schools. There is a very specific agenda and action plan being followed. Denise Zellous represents the group there. The Sto-Rox Youth Partnership is another coalition group that meets quarterly and includes 23 youth partners as well as children and youth leaders and representatives. All OGs are invited to attend. The Sto-Rox Mental Health Providers Network and Partnership has over 100 members and meets monthly with topical presentations from subject matter experts in the mental and behavioral health arenas, again all OGs are invited to attend. The Choice Neighborhood Peoples Working Group is also a critical partner meeting that will take on more importance over the next several months as a housing and community action plan is formed for submission to HUD. It is expected that several OGs will work on various committees of the Peoples Working Group. New partnerships could certainly include our faith based neighborhood churches and places of worship: Faith Bridge Community, PNEUMA Center, Second Baptist Church, Church of God, and several others.

DHS is a very important supporting partner, and funder. An assigned program contact from DHS would be helpful to communicate with via email or phone call. Any joint partner meetings with other grantees that could be coordinated by DHS would be welcomed as well. Technical assistance on the County's client management information software system, ClientPath, may be advantageous to all.

8. Provide a concise project timeline listing when certain activities (e.g., planning, hiring, implementation) and milestones will begin and end.

October 2022-Zellous Hope Project contract is activated. Planning includes Acquiring Equipment and Supplies; Designing Paperwork; Hiring Notices for OG Distributed by 10/15/22 and in late October a Mental Health Fair at Hays Manor produced by FOR and Zellous Hope.

November 2022-OG Community Mental Health Support Team Hiring Process and Interviewing continues. Orientation and In-house Training ends by 11/30/22.

December 2022 –Partner and community marketing/outreach ensues and is on-going with all OG Community Response Team members. Attendance at monthly Sto-Rox Mental

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Health Providers Network and Partnership Meetings continue. Outside Training continues and is on-going (AED/CPR/Trauma Informed Care/Mental Health First Aid).

January 2023 –OG Program is fully implemented with trained OG Community Mental Health Support Team members and active, yet informal, case management. First 2 Case Presentations occur at Full Staff Meeting as does Utilization Review. Each OG has an open “caseload” of up to 10 individuals/families by March 1, 2022.

February through September 2023 Outreach and Prevention OG Community Mental Health Support Program continues with a Community Mental Health Forum held at Hays Manor in March for residents (Pre and Post Tests will be administered to measure increased cognitions relative to Mental Health) and another in May for the general public (Satisfaction Surveys will be completed during and after the event).

9. Describe your proposed staffing plan, role descriptions and any training requirements. Include whether or not staff will have or obtain certification as peer specialists, and why.

The proposed “staffing plan” includes the Deputy Director of Focus On Renewal (FOR) and Executive Director of FOR, overseeing the consultant contract with Zellous Hope Project. Denise Zellous, its Executive Director, will be the Implementer of this Informal Community Mental Health Support Team. Denise will provide bi-weekly individual supervisory sessions with OG Community Mental Health Support Team members as well as monthly full staff meetings. These meetings will include utilization review of “caseloads” and two individual case presentations per month. Denise will offer an open door policy for all staff /vendors to confer with her. Training Requirements for OG Mental Health Support Team members are as follows: AED, CPR, Trauma Informed Care and Mental Health First Aid Training for both Adults and Teens.

When appropriate, OG members will be required to attain Peer Support Specialist Certification. This will be required for those recovering with a mental health diagnosis as it serves as a very important message of hope and identification to the residents we provide services for. Specific OG Community Mental Health Support staff/vendor positions will include 1 PT Administrative Program Assistant, 1 PT Lead OG Community Mental Health Support Team Responder and four PT OG Community Mental Health Field Responders. Each Field Responder will be responsible for a population segment designated as Youth, Families, Transient and Senior Residents. When possible Field Responders will travel in pairs, and at times may be accompanied by the FOR Mental Health Specialist, if desired and warranted.

All OG will be expected to work flexible hours-although these hours will vary per individual. Services are to be available daytime, evening and weekend. All OG will be expected to be mobile and work fluidly throughout the community. Role descriptions will include outreach and engagement, response to mental health support calls, education and dissemination of literature, linkage and referral for mental health, behavioral health or physical health needs to be addressed, coordination of services delivered by community partners and maintaining an “open caseload” for those needing follow-up. It is expected

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that all OGs will be members of the Sto-Rox Mental Health Providers Network and Partnership.

Community Involvement and Trust (30 points possible)

10. Describe how you included community members in planning and designing your Project. Zellous Hope had recruited residents to serve as OG volunteers over two years ago. There was a general call for volunteers who wanted to make a difference in the community by being present and making a statement of solidarity and strength. The initial intent was that OGs would provide “protection” at the school and around its premises. It was hoped that their presence would serve as a deterrent to crime or violence. At that time it was agreed that they would wear white cobbler aprons with angel wings painted on the back to signal their unified identity. Community members were in on the planning and design of the OG from the beginning. They resolved to broaden their intent six months ago when Allegheny County Housing Authority acquired a HUD planning grant to demolish Hays Manor Public Housing and potentially acquire a \$50-million-dollar implementation grant for its replacement in 2024. It was clear that residents began to express anxiety, anger, depression, confusion and mostly loss aversion as soon as this announcement was made. OGs quickly stepped up to complete a 12-page Household Survey with each of 138 households. Sitting down at family dining room tables, or sitting across from a resident in their living room, or even addressing a resident on the front stoop became the order of the day and felt natural as OGs are seen as familiar peers. The Speed of Trust was evident as the conversations were full of ease and took on a natural tone. After surveys were done, OGs were ready to take on a larger role in the community. They started this conversation themselves during a survey staff /vendor meeting and began to strategize what they could and could not do and how much further training would be necessary for them to move forward in addressing the myriad challenges, barriers, and obstacles facing our residents.

11. Describe how you will include community members in the implementation/staffing/assessment of your Project.

Community members make up the OG. They will be fully engaged in the implementation of this project. Those that are willing to serve as paid OG Community Mental Health Support Team members will be hired as “vendors” and be paid directly by Focus On Renewal. They will receive an orientation by Focus On Renewal and Zellous Hope Project. Denise Zellous, Executive Director of Zellous Hope will connect “vendors” with multiple training opportunities payable through her Consultant fee. They will also receive regular supervision and oversight by Denise Zellous, Executive Director of the Zellous Hope Project. As we assess our success OGs will be part of evaluating our outputs and outcomes and which milestones we have met or did not meet. This is a community driven and led program from beginning to end. Focus On Renewal will offer technical assistance at every turn, when desired by Zellous Hope Project. There is a very strong connection between the two entities.

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12. Explain why you are the appropriate provider of this Project, specifically addressing why your community will trust you to provide this Project. (Consider describing the length of time in the community and years in operation, prior successful programs, the community's involvement in current programs, other examples of leadership in your community or other information you think would be helpful.)

Focus On Renewal has a well established reputation for assisting those who are most vulnerable and/or at risk for various reasons related to entrenched poverty, structural racism or on-going trauma related to the opioid crisis, community violence or disparities in health care, especially made evident through the COVID-19 pandemic. Our presence in the community is respected by donors, funders and residents alike. We have many successful programs to refer to throughout our 50 years of service in the Sto-Rox community. Our Opioid Summit (179 attended) was very well received as was our Passport to Health and Wellness Campaign and Event (750 attended). Most recently our African American Celebration of Arts for Juneteenth has received community kudos (450 attended). Currently we are the lead in the Choice Neighborhood People Working Team for ACHA. We have 28 members on our team, 10 are grassroots resident leaders. All the way, Zellous Hope has been there with us! The partnership is tight and interwoven into our day to day existence. Please note that on its own Zellous Hope Project has quite the honorable reputation. Its OG program excels through empathic listening and connecting anyone in need to the services that other partners are providing. The level of trust the community has in Denise Zellous and her OGs is palpable and has a ten-year history of success with our residents and community partners.

Data Collection and Reporting (10 points possible)

13. Describe what data you currently collect on your programs.

Focus On Renewal uses Pantry Tracker to measure the use of our Food Security Programs. We count the number of individuals served, number of families served and pounds of food distributed. We use month to month data analysis to determine trends in food distribution. We collect library data through the EIN network. We measure how many hours our computers are used by residents and how many books, tapes and videos are circulating, as well as how many residents are attending our library and arts programs. The Family Support Center utilizes a DHS Dashboard to measure Drop-in Attendance, Kindergarten Readiness Class Attendance and Attendance at Family Groups. Numbers of diapers distributed are also counted as is the use of Beverly's Birthday or Hello Baby programs. Family Foundations also uses a Dashboard to measure the number of in-home visits made, attendance at field trips and family socialization sessions and also counts data on the number of families assigned to an open caseload. The Community Resource Center collects data on Crisis Care/Critical Needs funds dispersed and number of Referrals made and to which agency. The CRC is also responsible to collect data for the Health Department on the number of Sto-Rox Mental Health Provider Network Meetings held and how many "Community Conversation" forums were delivered, as well as, how many NarCan kits were distributed.

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In several programs we collect pre and post test results to measure cognitive increases when offering educational programs. In two programs we also collect data from Client Satisfaction Surveys. In the past we collected data from vocational inventories and career assessments for our work readiness and pre-apprenticeship programs. We collect very specific data and measure outputs and outcomes that are ascribed to each and every grant or contract we receive.

14. Describe how you will know if your Project is effective in achieving its goals and what data you will collect to track its effectiveness.

Data Collection and Reporting to track OG Community Mental Health Support Team effectiveness will include the following: Monthly Narrative Summaries of Services provided and their impact; Monthly Narrative Summaries indicating what is working well and what is not i.e. facing barriers/challenges; Daily Charting of number of unique individuals or families served or trained; Weekly Report on number of services and training held; Weekly Report of Referrals made to formal behavioral health services; Weekly Report of Referrals made to non-formal behavioral health services; Weekly Report on Number of individuals who followed through with all types of referrals; Survey Data from Resident Satisfaction Surveys when collected as well as Survey Data from Resident Pre and Post Tests to measure Cognitive Increases on mental health issues and services available to address the same.

We will determine if our program is effective in achieving its goals by the number of residents who access services through the OGs, receive referrals (both formal and non-formal), and actually follow through with recommendations made. Quantitative measurements are important but clearly Qualitative measures are also of the utmost significance. Increasing knowledge and familiarity with facts, is best notated by pre and post testing of specific content that we will purposely design to weigh an increase of knowledge on mental health and behavioral health matters. Satisfaction Surveys we collect will allow us to further weigh what is working and what is not from the residents point of view. Addressing Stigma around mental health issues will take time, and will be evidenced in the way our residents talk to each other, and us, about mental health. Ultimately, the true test of our success will be seen by the numbers of residents accessing services, and perhaps even joining the Original Guardians themselves!

Budget (10 points possible)

15. Provide a detailed line-item budget that reflects a realistic estimate of the costs associated with planning, implementing, and sustaining the Project. Please remember that Project staff must earn no less than \$15/hour and you may include language assistance services costs in the budget.

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Original Guardian Community Mental Health Support Team Budget

OG Community Mental Health Support Team Vendor Salaries	\$79,400					
Consultant	\$46,000					
FOR Administrative Costs at 20% of subtotal	\$25,000					
Total Costs of Program	\$150,480					

16. Provide a budget narrative that clearly explains and justifies all line items in the proposed budget.

Budget Narrative for Original Guardian Community Mental Health Support Team Budget

Vendor Salaries

1PT Administrative Assistant, 20 hours per week for 50 weeks at \$15.85 per hr. \$15,850
 1PT Lead Responder, 20 hours per week-for 50 weeks at \$16.00 per hr. \$16,000

2 PT Field Responders, 10 hours per week for 50 weeks at \$15.85 per hr. \$15,850

2 PT Field Responders, 20 hours per week for 50 weeks at \$15.85 per hr. \$31,700

Subtotal \$79,400

Consultant Costs

Supplies and Equipment include tablets and hot spots
 Paper, Toner, Letterhead \$1,400

Training includes Peer Certification Forums \$3,600

Transportation locally at \$.62 cents per mile and bus passes \$1,000

Consultant Staff of Zellous Hope Project \$40,000

Subtotal \$46,000

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FOR Administrative Costs at 20% of total program **\$25,000**

Total Program Costs for two years
for Original Guardians Community Mental Health Support Team **\$300,960**

Thank you for your giving us this opportunity to further serve the Sto-Rox community!

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Attachment One:

Letters of Support:

- **Communities In Schools**
- **Zellous Hope Project**
- **Allegheny County Housing Authority**
- **McKees Rocks Community Development Corporation**
- **Grow Sto-Rox**
- **Kathy Eggleston, Hays Manor Resident**
- **Shayla Gary, Family Resources Employee**
- **Nora Peacock, McKees Rocks Resident**

July 18, 2022

Cindy Haines
Executive Director
Focus On Renewal
420 Chartiers Avenue
McKees Rocks, PA 15136

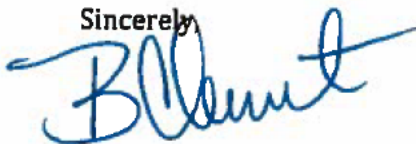
Dear Cindy:

Communities In Schools Pittsburgh – Allegheny County (CISPAC) is in full support of Focus On Renewal's proposal to DHS for Community-Led and Community Operated Informed Mental Health Supports. CISPAC is a proud partner in the Grow Sto-Rox Collective along with Focus on Renewal, The McKees Rocks CDC, the Sto-Rox School District and Zellous Hope. Grow Sto-Rox exists to improve the quality of life of Sto-Rox residents through programs which are trauma informed, strengths based, and create equitable economic impact.

As part of our collective's effort to provide the Sto-Rox community with trauma informed awareness, opportunities for wellness and workforce development, we are in full support of FOR's proposal to hire Denise Zellous of Zellous Hope Project to identify and train the Original Guardians as a paid informal community crisis team.

These grassroots paraprofessionals, recruited directly from the McKees Rocks community, will be trained in CPR, AED, Mental Health First Aid, Trauma Informed Care and expected to seek certification as a Peer Support Specialist They will be mobile and very flexible in their hours, sites and expectations. The goal is to provide a culturally competent and trusted early entry point, with our residents, when building a crisis response system. Focus On Renewal will emphasize their wraparound services at the Community Resource Center as well as their connection to multiple provider agencies in the community. The Original Guardians will work alongside our Mental Health Specialist, Trauma Support Specialists and Housing Specialist.

Sincerely,



Bridget Clement
Executive Director



Zellous Hope Project

731 Chartiers Ave Unit 505, McKees Rocks Pa 15136 dzellous@zelloushope.com 724-496-5615

Community-Led and Community-Operated Informal Mental Health Supports

I, Denise Zellous, the Director of Zellous Hope, am committed to and will act as a consultant for The Original Guardians to serve as Community-Led and Community Operated Mental Health Support Specialists. The intention, as the founder of The Original Guardians, is to continue to oversee this grassroots, informal community-centered team, as they grow in capacity and subject matter expertise related to early crisis response.

These grassroots para-professionals will be mobile and very flexible in their hours, site locations and tasks. They will be trained in CPR, AED and Mental Health First Aid as well as Trauma Informed Care with the opportunity for Peer Support Certification for those that don't have it. They will be from McKees Rocks/Stowe Township or have once lived or worked here and are diverse in age, race, gender, and sexual identity. .

Our goal is to provide information and early intervention, developing a crisis response system that connects our residents with the providers that can support them at the Community Resource Center which provides a Housing, Mental Health, and Trauma Support Specialist along with several other resources. In cases that the resources needed are outside the scope of services of the Community Resource Center, the resident would then be connected to neighboring community providers to ensure they received wraparound services they require.

The Original Guardian was a project presented by Zellous Hope Project to Grow Sto-Rox, a Collaborative here in McKees Rocks. Our mission is made up of Focus on Renewal, Communities in Schools, McKees Rocks CDC, Sto-Rox School District and Zellous Hope Project. The objective of Original Guardians is community intervention strategy to address trauma. This will be one of many projects that have already launched in the Community with others still waiting to launch.

Most Sincerely,

Denise Zellous

Director of Zellous Hope Project

YOU'LL BE GLAD TO CALL IT HOME.

301 Chartiers Avenue
McKees Rocks, PA 15136

Phone (412) 355-8940

FAX (412) 355-8954

TTY (412) 402-2671

www.achsng.com

EXECUTIVE DIRECTOR

Frank Aggazio

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Mark Foerster
Chairperson

Sara Innamorato

Paul J. D'Alesandro

Derek Uber

Sydney Hayden

July 20, 2022

Cynthia L. Haines
Executive Director
Focus on Renewal
420 Chartiers Avenue
McKees Rocks, PA 15136

Dear Ms. Haines,

This letter is to reaffirm the Allegheny County Housing Authority's strong and valued relationship with Focus on Renewal, and support for your proposal for Community-Led and Community-Operated Informal Mental Health Supports grant, in which you would expand on an informal community crisis team, currently known as the *Original Guardians*. This team would have our mutual partner, Denise Zellous of the Zellous Hope Project, overseeing it.

We believe that if awarded the grant, your organization would be extremely successful in it. For many years, Focus on Renewal has provided support to the most vulnerable residents of the ACHA, providing a wide-variety of services that have helped to make a huge difference in the quality of their lives. Most recently, the work of surveying residents of the Hays Manor community which was completed by the *Original Guardians* and Zellous Hope Project, is a prime example of the commitment your organization and our partner, Zellous Hope Project, has to the McKees Rocks Community.

ACHA provides decent, safe and affordable housing for eligible low-income families and seniors in Allegheny County. A major goal of ours is to provide a product that is comparable to private non-assisted rental housing in terms of services and amenities. We strive to change the negative image of public housing by promoting the positive aspects of public housing, involving residents in decisions that affect them and implementing various programs that enable residents to progress on the road to self-sufficiency and in the case of seniors to *age in place* comfortably. The work of Focus on Renewal fits very well with our goal.

The ACHA is committed to working with Focus on Renewal. We thank you and look forward to your continued outstanding work helping ACHA residents, as well as residents of the overall McKees Rocks area, with services and support that they deserve.

Sincerely,



Dr. Beverly Moore
Deputy Executive Director

Officers

Adrienne Roberts
Positive Parenting Director
Focus On Renewal
President

Jason Corrado
Account Executive
Engle-Hambright & Davies Inc
Vice President

Brandon Davis
Senior Projects Accountant
Carnegie Mellon University
Treasurer

Calla DePasquale
Director of Communications
Neighborhood Allies
Secretary

Tony Skender
Sto-Rox Schools (ret.)
Immediate Past President

Taris Vrcek
Executive Director

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Owner
Rocks Landing

Coach LaRol Johnson
Counselor
Three Rivers Youth

Ronald Reidell
Pharmacy Service & Delivery
Cardinal Health

Tamika Huffman
CEO
Luxury Scores Consulting

Jordan Allen
Implementation Specialist
CISPAC

Lachon Eilman
Sr. Underwriter, SE Region
New American Funding

David Flick
Mayor
McKees Rocks Borough

Nick Radoycis
McKees Rocks Councilman
Attorney at Law

Father Regis Ryan
Director Emeritus



701 YUNKER STREET
P.O. BOX 808
McKEES ROCKS, PA 15136
(412) 331-9900

July 25, 2022

Cindy Haines
Executive Director
Focus On Renewal
420 Chartiers Avenue
McKees Rocks, PA 15136

Dear Cindy,

McKees Rocks Community Development Corporation (MRCDC) would like to express its full support for Focus On Renewal's proposal for Community-Led and Community Operated Informed Mental Health Supports. MRCDC is a proud partner of the Grow Sto-Rox Collective along with Focus on Renewal, CISPAC, the Sto-Rox School District and Zellous Hope Project. As a collective, Grow Sto-Rox's goal is to improve the quality of life of our residents through thoughtful and intentional programming that is trauma informed, strengths-based, and creates equitable economic impact.

Grow Sto-Rox is dedicated to providing our community with trauma informed awareness, opportunities for wellness and workforce development. We, therefore, are in full support of Focus On Renewal's proposal to hire Denise Zellous of Zellous Hope Project to identify and train the Original Guardians as a paid informal community crisis team.

We believe the grassroots nature of this program will serve as an asset; these paraprofessionals will be recruited directly from the McKees Rocks community and will be trained in CPR, AED, Mental Health First Aid, Trauma Informed Care, and expected to seek certification as Peer Support Specialists. The goal is to provide a culturally competent and trusted early entry point to mental health services. Focus On Renewal will emphasize their wraparound services at the Community Resource Center as well as their connection to multiple provider agencies in the community. The Original Guardians will work alongside our Mental Health Specialist, Trauma Support Specialists and Housing Specialist.

Sincerely,

Taris Vrcek
Executive Director

McKees Rocks Community Development Corporation is a registered 501(c)(3) EIN 06-1714498
The official registration and financial information of the McKees Rocks Community Development Corporation
may be obtained from the Pennsylvania Department of State by calling toll-free, within PA,
1-800-732-0999. Registration does not imply endorsement.



July 18, 2022

Cindy Haines
Executive Director
Focus On Renewal
420 Chartiers Avenue
McKees Rocks, PA 15136

Dear Cindy:

Grow Sto-Rox (GSR) is in full support of Focus On Renewal's proposal to DHS for Community-Led and Community Operated Informed Mental Health Supports. The Grow Sto-Rox collaborative exists to improve the quality of life of Sto-Rox residents through programs which are trauma-informed, strengths based, and create equitable economic impact. The collaborative is comprised of:

Focus on Renewal | CISPAC | McKees Rocks CDC | Sto-Rox School District | Zellous Hope | NSR

As part of our collective's effort to provide the Sto-Rox community with trauma informed awareness, opportunities for wellness and workforce development, we are in full support of FOR's proposal to hire Denise Zellous of Zellous Hope Project to identify and train the Original Guardians as a paid informal community crisis team.

These grassroots paraprofessionals, recruited directly from the McKees Rocks community, will be trained in CPR, AED, Mental Health First Aid, Trauma Informed Care and expected to seek certification as a Peer Support Specialist They will be mobile and very flexible in their hours, sites and expectations. The goal is to provide a culturally competent and trusted early entry point, with our residents, when building a crisis response system. Focus On Renewal will emphasize their wraparound services at the Community Resource Center as well as their connection to multiple provider agencies in the community. The Original Guardians will work alongside our Mental Health Specialist, Trauma Support Specialists and Housing Specialist.

Sincerely,

A handwritten signature in black ink, appearing to read "Dorrian Glenn". The signature is fluid and cursive, written over a light blue horizontal line.

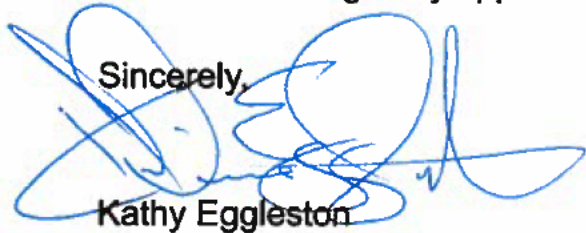
Dorrian Glenn
Grow Sto-Rox Program Manager

7/27/2022

To Whom it may concern:

I, Katherine Eggleston, was a volunteer for the survey takers at the Hayes Manor. Additionally, I have been a resident of Hayes Manor for over 23 years. As such, I have observed many heartbreaking behaviors that demonstrate a great need for mental health counseling in our community. It is imperative, for the well-being of our entire community, that mental health counseling is available. Your assistance in this matter is greatly appreciated!

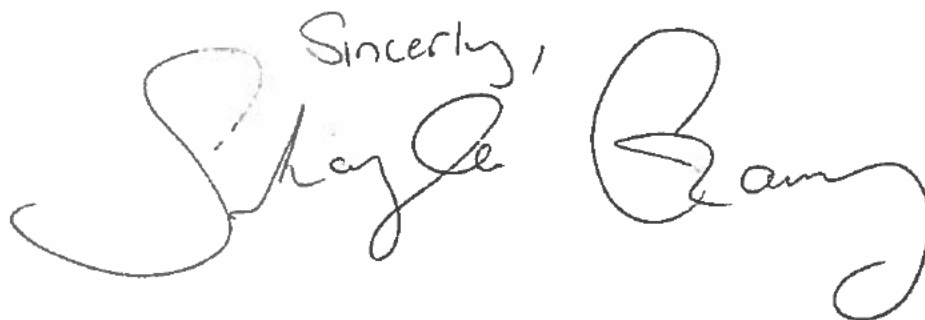
Sincerely,

A handwritten signature in blue ink, appearing to read 'Kathy Eggleston', is written over the printed name. The signature is stylized and somewhat illegible due to the cursive and overlapping lines.

Kathy Eggleston

To whom this may concern,

Hello, my name is Shayla Gary (BJWL Site Supervisor). I am currently employed with Family Resources at Hays Manor Community Center, now known as the EnVision Center. BJWL is an afterschool program that services all kids throughout the McKee's Rocks area. We are here to extend any helping hand possible not just for the kids but for the community. I have a strong relationship with Focus on Renewal, the Original Guardians, and some other program servicing the McKee's Rocks area. Not to de-advertising any other programs, but I would like to speak about the Original Guardians. Ms. Denise Zellous is the founder of the OG's, which started at the Sto-Rox Plaza with some of the senior residents residing there. She and her staff are pillars of the community, highly respected, intelligent, ambitious, and appreciated. I enjoy volunteering with the OG's because they give hope, for those less fortunate and those that are alone, the OGs are always there to extend their support. The support they provide is and goes above and beyond what they may actually have to offer, but some how they make a way for things that may be impossible, possible. I know for a fact that the OG's are super supportive and extremely active throughout the community of McKee's Rocks. Some examples as to what they do, for the senior citizens, they provide activities, breakfast, lunches, and outings of their choice. They also help support the kids/youth in the surrounding communities, by making holiday possible. For example, toy drives, coat giveaways, and even gift card giveaways. That is just a sample as to what they help with. Knowing that they are a non-profit organization, I highly believe that they are well deserving as to what grant/grants they may need to help them push forward and excel with their positive programming of supporting our community. I am sure that for anyone needing help, The Original Guardians is the perfect supporter/sponsor for the job. Any kind of help is good help, so I am sure that the help granted to them would be highly appreciate and well deserved.

Sincerely,
A handwritten signature in cursive script that reads "Shayla Gary". The word "Sincerely," is written above the signature.

Nora Peacock

731 Chartiers Ave.
MckeesRocks PA
(412) 657-1566
peacocknora46@gmail.com
July 25, 2022

RE: Mental Health Support Team

My objective for submitting this letter to the Department of Human Services (DHS) is to bring to the DHS's attention the crisis in Hayes Manor: the housing complex in MckeesRocks PA. As a resident of Sto-Rox Plaza; a senior citizen high rise in MckeesRocks. I was given the opportunity to work with Denise Zellous and Zellous as an Original Guardian(OG) and Focus on Renewal(FORI). As a team we went door to door completing needs assessment surveys on the adult members of the household. Meeting with the adults I was able to bring them to the conclusion that our mental well being is equally as important as our physical well being.. Being an OG I opened up to them about my struggles. The resident in return shared with me being overwhelmed, stressed, and high levels of anxiety. In addition, I'm an Ambassador for the MckeesRocks Community Development Corporation(MRCDC). This position gave me the opportunity to meet with residents in Hayes Manor. The MRCDC does outreach in Hayes Manor to invite the residents to community events. The residents clearly see the need for mental health services. Barriers to receiving these services need to be addressed.. The stigma attached and accessibility.

Thank You,

Nora Peacock,

