



Allegheny County Department of Human Services

RFP Response Form

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

PROPOSER INFORMATION

Proposer Name: Macedonia Family and Community Enrichment Center, Inc.

Authorized Representative Name & Title: Trisha M. Gadson, PhD, Chief Executive Officer

Address: 5001 Baum Blvd, Suite 400, Pittsburgh, PA 15213

Telephone: [REDACTED]

Email: tgadson@macedoniaface.org

Website: www.macedoniaface.org

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

Date Incorporated: [Click here to enter text.](#)

Partners included in this Proposal: [Click here to enter text.](#)

How did you hear about this RFP? *Please be specific.* DHS Email Notification

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	Trisha M. Gadson	[REDACTED]	tgadson@macedoniaface.org
Contract Processing Contact	Lan Yin	[REDACTED]	lyin@macedoniaface.org
Chief Information Officer	Tinisha Hunt	[REDACTED]	thunt@macedoniaface.org
Chief Financial Officer	Frederick Massey	[REDACTED]	fmassey@macedoniaface.org
MPER Contact*	Tinisha Hunt	[REDACTED]	thunt@macedoniaface.org

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

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BOARD INFORMATION

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

Board Chairperson Name & Title: Celeste Rhodes, Board President

Board Chairperson Address: 5001 Baum Blvd, Suite 400, Pittsburgh, PA 15213

Board Chairperson Telephone: [REDACTED]

Board Chairperson Email: crhodes@elfhcc.com

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.*

References for Macedonia FACE

1. Mr. Richard Witherspoon
Treasurer/ CEO
Hill District Federal Credit Union
rspoon@hilldistrictfcu.org
[REDACTED]
2. Mr. Kirk Holbrook
Director
University of Pittsburgh Community Engagement Center (Hill)
KDH52@pitt.edu
[REDACTED]
3. Ms. Cara Ciminillo
Executive Director
Trying Together
cara@tryingtogether.org
[REDACTED]

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PROPOSAL INFORMATION

Date Submitted 7/28/2022

Amount Requested: \$300,000

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 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

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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.

Macedonia Family and Community Enrichment Center (FACE) began as the social service outreach arm of Macedonia Church of Pittsburgh in 1994. FACE obtained 501(c)(3) status in 1997 as a stand-alone not-for-profit community-based organization with a mission to encourage the development of healthy families. Twenty-five (25) years later, under the leadership of CEO Dr. Trisha Gadson, the organization is still strengthening and empowering families in the Hill District and greater Allegheny County community. FACE has continually distinguished itself as a trusted community resource and leader in promoting equity and agency for African American families and other traditionally under-resourced communities. As an African American led organization whose mission is explicitly linked to addressing disparities, FACE designs all of its programs with the three-pillar approach of servant leadership, community engagement and racial equity. Macedonia FACE provides a number of services to individuals and families across the age spectrum. FACE services are a response to the challenges faced by families as a consequence of systemic racism. The Hill District Early Literacy Initiative is a project created by Macedonia FACE as the convener of a collaboration of 25+ organization and individual stakeholders serving the Hill District who have come together to improve literacy by raising awareness of the value of reading skills for children PreK to Grade 3. The collaborative provides resources to parents, educators and children to encourage reading. The goal of the project is to ensure that children are reading proficient by the time they reach 3rd Grade. FACE is one of two contracted providers with Allegheny County Department of Human Services to provide the evidence-based FACT program. This program uses an evidence-based model to engage families in creating their own plans to address challenges they are facing and providing linkages to resources to accomplish their goals. The organization's Family and Community Engagement program works alongside families to address socioeconomic barriers that impact educational outcomes for their children by providing resources and advocacy support. FACE has an ongoing presence within the Hill District and Woodland Hills schools where we hold teen support groups based on One Circle Foundation's evidence-based model. This model integrates relational theory, resiliency practices, and skills training in a specific format designed to increase positive connection, personal and collective strengths, and competence in students. Our experience is that youth are so hungry for this type of support that they request to continue meeting after the end of the program. To support families experiencing temporary financial hardship, FACE established Lifeline which receives referrals directly and through the county 2-1-1 system. Lifeline offers rental, utility and food assistance along with case management support to prevent homelessness and hunger. FACE's hope is to turn every transaction with a family into a transformation enabling families to move from crisis to stability. The need for support for families has dramatically increased over the last 2 years as African American families have been disproportionately impacted by the COVID-19 pandemic. When FACE recognized that our community was experiencing high levels of vaccine hesitancy and had less access to vaccinations, FACE joined with other community groups to hold vaccination clinics in the community, providing information, transportation and vaccines. Macedonia FACE has been providing Ryan White Care services to individuals living with HIV /AIDS for 12 years. FACE HIV/AIDS services include case management, medical transportation, food distribution, support groups, and outreach. African American's are

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disproportionately represented in HIV infection rates. While African Americans are 11% of the PA population overall, they represent 47% of the new infections. In 2019, the Hill District was in danger of losing critical senior services including home delivered meals as a result of the unexpected closure of the agency providing these services. FACE was asked and agreed to step in assuring no disruption in services for the community elders. FACE operates the Active for Life Senior Center at the Thelma Lovette YMCA in the Hill District. The center boasts a monthly calendar of culturally relevant activities delivered by local community assets which provide learning, activity and enrich the lives of elders. The Meals on Wheels program delivers connection and food to 200+ seniors who live alone and are not able to prepare their own meals. In addition, FACE has a unique case management program engaging older adults who are returning home from incarceration helping them to find housing, medical and other needed supports. Macedonia FACE serves and is committed to responding to the needs of families in Allegheny County, with special emphasis on African American families and families living in the Hill District.

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.

Trust is reliability over time. Since 1994, the community has been able to trust Macedonia FACE to be reliable, responsive and engaged. FACE recognizes that trust is built by listening, giving agency to the people you serve and joining with them rather than trying to do "to" them. When an agency is trusted, they are who is called when there is a need, and FACE has built trust by responding when called - whether it was when senior services were in danger of being closed, or when the power was shut off in a senior high rise on one of the hottest days of the year, or when the schools were closed because of COVID and families didn't have internet access to get their kids logged into virtual classes, or when the school reopened and there was a lack of bus drivers to transport students to school- FACE was called and responded. FACE is a trusted neighbor in the communities we serve because our staff are visible, boots-on-the-ground workers who follow through with whatever is promised and who don't promise what they can't deliver. Trust is earned in communities by recognizing that an organization cannot be all things to all people and building relationships in the community that honor the community assets, creates a more powerful network of support. One specific example to illustrate FACE's experience building trust in the community is during our acquisition of senior services. The seniors were concerned about this change and were especially concerned about losing essential services such as home delivered meals on which they depended. FACE held community forums to listen to the senior's concerns and include them in the planning and design of the services FACE was creating. FACE sought expertise from other providers to learn how successful senior centers and meals on wheels programs worked. FACE established an Advisory Council of community residents to provide input and ongoing feedback into programs delivered. Training and support were provided to staff, many hired from within the community. FACE made a commitment to the community and succeeded in assuring that there was no disruption in service delivery recognizing that if meals were not delivered to seniors, they would not have food to eat. A second example of FACE's work with the community is the Hill District Early Literacy Initiative (HDELI). Funded by the McAuley Foundation and inspired by Trying Together's 2019 Hill District Early Literacy Report as well as the work done by the Clinton Foundation's "Too Small to Fail" program, HDELI seeks to engage the community in efforts to improve reading proficiency for students in the Hill

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District by third grade. FACE began by reaching out to stakeholders in the community to share information about the current reading levels of students and the importance of reading as an indicator of future success. This outreach included large policy and advocacy organizations with city or county-wide footprints such as A+ Schools and the office of the Mayor as well as small local childcare providers and individual community advocates. Twenty-five (25) stakeholders have committed to participation in the initiative – a testament to FACE’s credibility as a convener in the community. Stakeholder meetings are held bi-weekly on a virtual platform and have provided a forum for stakeholders to share their own individual organization activities as well as to be a part of the creation of events and strategies to raise awareness and increase resources available to families to support reading activities. Six Hill District parents were recruited by the project to serve as ambassadors to assure that it remains community led. HDELI has sponsored several activities including a summer reading campaign called “Climbing the Hill of Literacy”, the distribution of fall Literacy Bags with books, flashcards, and coloring books for students, and a monthly Story Time event with book giveaways facilitated by a guest adult reader. FACE has the servant attitude and the collaboration skills to respectfully work with others to benefit the community.

3. Provide a concise statement of your organizational philosophy.

Macedonia Family and Community Enrichment (FACE) Center mission is to encourage the development of healthy families to achieve our vision that everyone lives in a healthy and thriving community. FACE recognizes that because systemic racism impacts the social determinants of health, African Americans face barriers that create disparities in their wealth, health and well-being. To support the development of healthy families, FACE operates from three pillars: community engagement, servant leadership and racial equity.

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

Macedonia FACE is led by a board of directors. The board is structured with an Executive Committee comprised of its chairperson, president, vice president, secretary and treasurer, as well as five additional members at large. 70% of the board is Black and 50% identifies as female. FACE’s Chief Executive Officer is an African American female as is the Chief Program Officer. The Chief Financial Officer is an African American male. 70% of the staff are African American, 23% are white, and 7% are Asian. The population served by Macedonia FACE is predominantly African American (70%), female (65%), and as indicated above are across the age spectrum. FACE serves a large proportion of families who live in economic poverty – at approximately 75%. FACE consumers include individuals across sexual orientation and gender identification, have varying intellectual and physical capabilities and challenges commensurate with the general population.

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.

FACE’s Informal Mental Health Support Services will include: 1. Community Outreach, Engagement and Information Dissemination provided by a Community Ambassador, 2. A series of regularly scheduled

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Community Events coordinated by a Wellness Coordinator. Events are led by community members with skills in the activity area such as drumming, quilting, painting, bowling, dancing, gardening, etc. Each event will include activities that reduce stress, are enjoyable, have an emotional support theme (“drum away stress, sew together support, knock down stigma”) and a “mental health minute” sharing facts and information, teaches a stress reduction skill, and provides resource information to attendees., 3.

Implementation of the evidence based program: Teen Connect – bringing together parents of teens to support each other in the challenge of parenting, while providing activities for children., 4. Wellness Case Management – receiving calls and inquiries, this specially trained Case Manager will screen for the need for formal mental health supports and provided linkages when needed., 5. Quarterly Community Forums – providing a safe space to have a meal and provide feedback about the project and impact as well as gather input into future activities and supports. The quarterly forums will provide space for the evaluation team to help determine what is or is not working and how to improve. The attached chart outlines the project activities. This project aligns with 3 of the goals outlined in Section 2.1 of the RFP. First, the project grows access within the community to informal helpers by engaging community businesses to partner and promote mental wellness in their shops as well as engaging specific community assets to lead positive community events in areas where they have expertise such as drumming, dancing or quilting. These assets will receive training and information positioning them to respond to community members who seek someone to talk to. Second, the project increases the availability of proactive supports by creating culturally relevant community events that connect people and engage them in stress reduction, preventative care and de-escalation skills. Third, the Community Ambassador joins with businesses and community stakeholders to provide information, raise awareness in the community, and reduce stigma. This effort combined with the project’s wellness case management will smooth the way to formal mental health supports for people who need them and who previously were unaware of or reluctant to access them. The project seeks to achieve the following outcomes: 1. Ten community business will be engaged and agree to promote mental wellness in their shops, 2. Participants in community events will experience a reduction in stress and an increase in emotional wellbeing as a result of the activity and as evidenced by post event surveys, 3. The project will produce and disseminate informational materials that provide facts about mental health in the African American Community, provide tips to improving emotional wellbeing, and identify community resources and supports that individuals can access., 4. Community members utilize informal helpers with an option to be screened and given access to formal support as evidenced by tracking data completed by case manager, and 5. Families that participate in Teen Connect program demonstrate improved communication and a reduction in stress / tension based on pre/post data.

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

FACE’s Informal Mental Health Project will be provided to the predominately African American residents of the Hill District of Pittsburgh. The activities will focus on adult mental wellness but because of FACE’s family focus, will be family friendly and inclusive and therefore will benefit all-ages. The Teen Connect component of the project will not be restricted to families from the Hill, and will reach families across Allegheny County. The Hill District was chosen as the focus because of FACE’s commitment to this community, the fact that FACE is well known and trusted in the community, and the Hill District is in high need of these supports. As a predominantly African American community (94%), Hill District residents experience the barriers at the source of the issuance of this RFP. Because of the existing services FACE

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provides in the Hill District, FACE is keenly aware of the level of stress and despair experienced by its residents as well as the community assets and resources that can be marshalled when properly supported. Forty percent (40%) of Hill District residents live below the poverty level. Pittsburgh police have reported an escalation in gun violence in the Hill District with 13 people being shot since March 1, 2022. The Hill District was once a thriving center of African American sports, theatre, jazz, and commerce in the city. Residents remember those more vibrant days with pride and wish for a return to the neighborhood success. This desire and a sense of community pride are building blocks for the success of this project. In addition to the statistics regarding the Hill District need, there is data regarding the experiences of African Americans overall that support the focus on informal supports specifically focused for African Americans. The COVID-19 pandemic has had and continues to have a greater negative impact in communities of color with higher unemployment rates leading to shortfalls in the ability to pay for rent, utilities and food. The closing of child care centers and schools also more critically impacted African Americans who relied on these institutions in order to be able to work. Students who already experienced a lack of educational opportunities have fallen further behind due to school closings and delays in remote learning as a result of having poorer internet and computer access. Stress has increased as families struggle to cope with changing schedules and conditions, the elimination of extracurricular activities and supports, a higher rate of COVID-19 related illness/death, and fewer economic resources. The disparities in need and access to mental health support for African Americans are significant. According to the US DHHS Office of Minority Health, suicide has become the 2nd leading cause of death for African Americans ages 15-24. SAMHSA, in its 2020 National Survey results, reports that 4/10 Black adults who experienced major depression did not receive treatment. Similarly, the 2019 CDC National Health Survey says, "Disparities in access to care and treatment for Black and African American people have persisted over time. In 2018, 58.2% of individuals with serious MH concerns did not receive care.

The National Council for Mental Wellbeing published an article in 2019 addressing stigma regarding Mental illness among People of Color. The article says, "Communities of color are not different than any other community in that everyone wants to live a healthy life: physically, mentally, spiritually, and emotionally. The challenge for communities of color and healthcare providers alike is defining what a healthy community looks like through the prisms of stigma and historical adversity, which includes race-based exclusion from health, educational, social, and economic resources. It is arrogant to believe that we can decide to focus on communities that have gone underserved and be embraced and trusted without earning that trust." Dr. Monnica Williams, in her 2011 article, *Why African Americans Avoid Psychotherapy*, writes, "Apprehension about clashing with the values or worldview of the clinician can cause ambivalence about seeking help for the many who believe that mental health treatment was designed by white people for white people. African Americans view the typical psychologist as an older white male who would be insensitive to the social and economic realities of their lives."

Overall, the situation with regard to African Americans and mental health includes: 1. A high rate of need for support, 2. A high level of stigma preventing use of support, 3. Numerous barriers to accessing support, 4. A lack of culturally competent supports available, and 5. A pandemic making these situations worse.

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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.) In order for the project to be successful, FACE will use its existing relationships to tap into Hill District Businesses to create informal partnerships with them, asking them to become business partners in the project, to receive training and to disseminate information raising mental health awareness from their business location. The staff Ambassador in the project will reach out to each of the potential business partners individually and will translate the need and request, continuing until at least 10 partners have agreed. FACE will also engage in partnership with activity leaders who are skilled to facilitate and teach participant groups – these include individuals with expertise in art, quilting, gardening, dancing, drumming, etc. Some of the potential facilitators are known to the agency and have provided programs at our Senior Center. Other potential facilitators will be solicited from staff suggestions. The Wellness Case Manager will be responsible to identify and secure the activity leaders for the project. FACE will engage with the Connect Attachment Programs organization and contract with them to provide training to 4 staff facilitators for the Teen Connect program. The Program Manager will be responsible to establish referral agreements where needed and not currently in existence with formal mental health providers and practitioners that may be needed by project participants. The Program Manager will also serve as the primary contact with DHS, generally through email or phone correspondence. FACE envisions support from DHS in understanding reporting requirements, making connections when needed to other available DHS services and contracted providers, and providing opportunities for learning and sharing best practices and successes among the cohort of contractors selected from this RFP.

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

[Click or tap here to enter text.](#) Project Timeline

TASK/MONTH	RESPONSIBLE	1	2	3	4	5	6	7	8	9	10	11	12
Hire and Onboard Community Ambassador	Chief Program Officer (CPO) & Program Manager	x	x	x	x	x							
Hire and Onboard MH Wellness Case Manager	Chief Program Officer and Program Manager (PM)	x	x	x	x	x							
Engage and Support Community Business Partners	Community Ambassador (CA)			x	x	x	X	x		x		x	
Develop and Produce MH Wellness Materials for Distribution	MH Wellness Case Manager (CM)with help from team, Designer			x	x	x							
Establish linkages with formal MH services	MH Wellness Case Manager, Program Manager, CPO			x	x	x							
Hold Community Forums	Team			x			X			x			x

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Engage Activity Leaders	MH Wellness Case Manager					X	X										
Data collection and input re: program activities	CA, CM with support from Admin Asst.			X	X	X	X	X	X	X	X	X	X	X	X	X	X
Purchase needed materials for activities	CPO based on request by CM					X	X										
Establish Contract with MH Professional Consultant	CPO and PM					X											
RFP and Selection of Evaluation Team	CPO			X	X	X											
Project Evaluation including data analysis conducted by Consultant Team	PM facilitates							X	X	X	X	X	X	X	X	X	
Create calendar of monthly events each quarter	CM					X			X			X					
Advertise monthly activities	CA						X	X	X	X	X	X	X	X	X	X	
Hold Monthly events	CM with support from Team							X	X	X	X	X	X	X	X	X	
MH Professional conducts screenings and makes referrals	MH Professional Consultant							X	X	X	X	X	X	X	X	X	
Family Coordinators receive Teen Connect Training	Program Manager arranges (2 staff in months 4/5 and 2 staff in months 11/12)					X	X								X	X	
Family Coordinators begin Teen Connect group	Family Coordinator							X	X	X	X	X	X	X	X	X	

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.

Staffing Plan

POSITION	ROLE DEFINITION	SPECIAL TRAINING REQUIREMENTS
Chief Program Officer	Provides administrative oversight to project, approves hiring, oversees budget and expenditures	
Program Manager	Direct supervisor to project staff, interviews and hires staff, oversees day to day operations of project	

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Community Ambassador	Conducts outreach, engages business partners, provides education and raises awareness re: MH	New position, must complete FACE's MH Lunch and Learn Training series and MH First Aid Training
MH Wellness Coordinator	Engages Activity Leaders, organizes calendar of monthly wellness events, provides stress reduction skill building, leads community forums	New position, must complete FACE's MH Lunch and Learn Training Series and MH First Aid Training
Family Coordinators	Facilitate Teen Connect groups	Must complete Teen Connect Facilitator Training and supervision
Administrative Assistant	Supports team with logistics coordination for events and supports data collection and entry	Training in Apricot ECR and DHS data entry system

Staff will not be required to certify as Peer Specialists. Our model does not fit the traditional peer support model. Individuals hired will not be required to have their own history with mental health challenges, and will not be creating goal plans with participants so it was determined that FACE's MH Lunch and Learn series along with Mental Health First AID training would be more beneficial.

Community Involvement and Trust (30 points possible)

10. Describe how you included community members in planning and designing your Project. Over the past 6 months, FACE has been involved in a Mental Health Capacity Building project funded by the Jewish Healthcare Foundation through the PA Department of Health. FACE applied for and received this Innovation Grant prompted by staff reporting that they were seeing increased emotional stress and concern on the part of their consumers. Seeing this, FACE wanted to increase the staff capacity to respond to the concerns they were hearing from their clients. The capacity building grant has allowed FACE to hire a MH and a D/A professional consultant to provide a series of "Lunch and Learn" trainings designed to increase staff awareness, comfortability and skill at having conversations with consumers about their mental health and substance use. In addition, the consultants assisted FACE with the development of a survey for our consumers gathering information about their emotional health, the impact of the COVID-19 pandemic on their wellbeing, and what barriers they experience in considering or obtaining MH counseling services. The consultants have also researched culturally relevant programming for African Americans being done across the country for consideration of duplicating an effective program in our area. The voices of our consumers have been a driving force in the planning and design of this proposed project. While the capacity building project is ongoing, FACE learned three important things from the consumers: 1. A large portion of the community members do not have mental illness requiring formal MH treatment, but need community support and opportunities to refuel and rejuvenate in a safe space where they could talk about their day to day struggles., 2. The community members who do need formal treatment have difficulty accessing it, predominantly because of long waiting lists for too few culturally relevant resources – these members could benefit from supports to sustain them while they wait., and 3. Community members experience a lot of pressure to be ok and there exists significant stigma that surrounds needing or pursuing MH counseling.

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

Input and involvement of community members in the project is an essential ingredient in our model. First, we will hire wherever possible from within the community. The Community Ambassador and the MH Wellness Coordinator roles are in-community on-the-ground positions working directly with community members. The first activity of the project is the engagement of small businesses owned by community members and asking them to become partners in our project. Their dissemination of information will create dialogue and increased awareness around mental wellness. Based on the conversations with community members, the activities that are created into monthly events will be selected by the community members - they will decide what activities will provide them stress relieve and wellness. The activities selected will be led by community members with talents in the specific activity – based on conversations from our capacity building project, we have heard the benefits of activities such as drumming, quilting, bowling, etc. (a research project conducted by Amy Clements-Cortes in 2013 on a drumming program called RHYTHMS confirmed that participants decreased their anxiety and increased their feelings of empowerment and confidence) Participants in activities will be invited to provide feedback on their experience and whether the event was helpful as well as how it could be improved. Finally, the quarterly community forums will be led by our evaluation team providing information that will help FACE to evaluate the project success and make changes for improvement. Community members have helped to create the project, will be essential in its implementation, and their feedback is built into the assessment/evaluation of the project's success.

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.)

Macedonia FACE enjoys the trust of the Hill District Community as a visible and responsive provider of services for the past 20+ years. FACE is a member of the Hill District Community, not an outsider. FACE is a sought-after resource for families who come to FACE because they know that they will be treated with respect and that the staff will listen, “join with” rather than “do to” and will remain engaged until concerns are addressed and resolved. FACE is positioned to successfully implement this informal mental health support project having an already established presence in the community with the operation of our senior center in the Thelma Lovette YMCA as well as staff involvement in the neighborhood schools. FACE has well established partnerships with community businesses and groups through our Early Literacy Collaborative that can be leveraged and built on for this project. The agency has already established one program of informal mental health support by partnering with Steel Smiling to hold a support group facilitated by a counselor every other week at our senior center where seniors who want to talk can share their feelings and receive support. Because of FACE's reputation and earned trust, the agency is frequently called when needs emerge in the community. Examples include when one of the senior high rises lost power on a particularly hot summer day, FACE was called to help and immediately sent staff with a van full of water. In another situation when school was reopening and did not have enough bus drivers, FACE met with school personnel and community partners to look for a solution, including providing bus tickets for some students. Macedonia FACE is the appropriate provider of this project because everything we do is in support of families being healthy and living in a thriving

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community. FACE has a variety of existing programs, reaching across the age spectrum that will be assets and resources that can be tapped into as families open up about their hardships and challenges. FACE is excited about this opportunity which is coming on the heels of our recent work on mental health capacity building. It seems as if FACE has been moving in this direction as a natural outgrowth of our existing work and that the input that has been gathered from consumers, along with the training that has been provided to staff to increase their awareness, comfort and skill in addressing mental health has positioned FACE to implement the informal mental health supports being proposed.

Data Collection and Reporting (10 points possible)

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

Macedonia FACE has implemented a robust Client Electronic Management Record system called Apricot. FACE began transitioning to this system two years ago to improve outcome tracking, and program evaluation, as well as to increase staff access and capability while working in the community. With the Apricot system, FACE is better able to integrate information in situations where families or family members are engaged in more than one of the services that FACE provides, improving access and eliminating redundancy for consumers. Required data elements and reporting vary across FACE programs and in response to reporting requirements of funders, and FACE is compliant in situations where input is required in other data bases such as KIDS or Synergy (for DHS FACT), CareWare (HIV/AIDS services), WellSky or ServTracker (Senior Services). Overall, data collected about consumers participating in programs includes demographic information (age, race, address, etc.), eligibility information (residency, financial, etc.), service participation (amounts, hours, types of services, etc.), goals and outcomes, and satisfaction.

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.

The overarching goals for the program are to reduce stigma surrounding mental health and mental health treatment, to reduce stress and improve the feelings of mental wellness in the community, and to support and bridge individuals who need formal supports into the treatment they need with a culturally competent provider. FACE plans to track business participation as partners, counts of information dissemination, community member participation in monthly events along with surveying any change in feelings and stress level as a result of participation and any increase in knowledge re: mental well-being, feedback from activity leaders and participants regarding whether the activity was helpful, the identification and establishment of referral linkages with formal MH providers, and the number of individuals referred and engaged in treatment. Data will be collected by the evaluation team from the quarterly community forums re: what community members find helpful, what is working and what is not working with the project. FACE anticipates that the effectiveness of the program will be evident in the level of involvement that is generated in the community at large, the number of participants in activities that report stress relief and improved feelings of well-being, an improved community attitude about the value of mental wellbeing and reduction of stigma around needing mental health support, and an increase in conversations about emotional wellness allowing for an increase in the number of individuals seeking informal and formal supports.

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

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.

Mental Health Supports

EXPENSE	DETAIL	AMOUNT
STAFF		
Chief Operating Officer	10%	12,501
Program Manager	20%	13,650
Community Ambassador	100%	43,680
MH Wellness Case Manager	100%	43,680
Teen Connect Facilitator	25%	10,958
Admin Assistant	20%	<u>8,000</u>
TOTAL SALARY		132,469
Payroll taxes and Benefits	27%	<u>35,640</u>
TOTAL PERSONNEL		167,640
MH Professional Consultant	8 hrs/week @ 26 weeks x \$85	17,680
Translation Services		1,000
Laptops	2 @ \$2000	4,000
Rent	Office and activity spaces	9,000
Stipends for Activity Leaders	12 x \$500	6,000
Food		4,800
	4 community meals @ 40 x \$30 snacks/beverages at activities 12 x \$150	1,800
Design and Printing	4 design pieces/ 1500 prints @ \$250	1,000
	drums, quilting material, bowling fees, speakers, art supplies	
Program Materials		6,000
	Facilitator training for Teen Connect program - 4 staff x \$1800	7,200
Staff Training		30,000
Evaluation Consultants		30,000
Admin costs	17%	<u>43,880</u>
		<u><u>\$300,000</u></u>

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

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

The Informal Mental Health Supports Budget totals \$300,000.00. 72% of the costs are for the people to deliver and evaluate the program including staff and consultants. The staff includes 10% of the Chief Program Officer to oversee the program and manage administrative requirements. The Program Manager will supervise the project and the direct care staff at 20% of her time. The Community Ambassador is a full-time position and is responsible for outreach, engaging business and providing them information and materials. The MH Wellness Case Manager is a full-time position responsible for the community wellness activities, securing the activity leaders, and providing the coping skills and information at the events. The Wellness Case Manager also organizes the community forums and responds to community member needs as they arise from the project activities. The Teen Connect Facilitator will offer the teen connect groups to parents. The administrative assistant will provide support to the project overall, fielding calls, collecting data, and providing logistics for program events. The cost of benefits for staff is 27% of the salary costs and includes healthcare, dental, vision, disability and life insurance. The budget includes costs for a Mental Health Professional consultant to respond to situations where community members need formal mental health treatment and / or when staff needs support to respond to crisis situations. The MH Professional will be available to consult with and support staff as well as to provide screening, intervention and bridge counseling services until individuals are connected to ongoing professional care. The Evaluation Consultants will be hired through an RFP process to conduct program evaluation of the project determining the degree to which the project is successful as well as providing feedback on project implementation and operation. Translation services are included to allow for the use of the Hearing and Deaf Services Translation service to assist the program in situations where participants do not speak English. The budget includes the purchase of 2 laptops for use by the Community Ambassador and the MH Wellness Case Manager. Rent costs include the rent of office space for program operations as well as the rental of activity spaces for the monthly events. Stipends are to pay for the time and expertise of activity leaders – musicians, artists, etc. @ \$500 per event. Food costs include providing dinner for participants at the quarterly community forums and for snacks and beverages at the monthly wellness activity events. Design and Printing costs cover the expense of creating fact sheets, resource cards, and distribution materials to increase awareness and address stigma around mental health in the community. The cost includes the fees for the designer and the costs of printing. Program material costs are to purchase the items needed for the monthly activity events and will be determined by participant selections for example activities may require resources for art projects, drums, gardening tools, quilting fabric, etc. Staff training includes the cost of having 4 staff certified to deliver the Teen Connect evidence-based model including the initial training and the follow up supervision. Administrative costs are calculated at 17% of the project budget.



June 10, 2022

Allegheny County Department of Human Services
One Smithfield Street
Pittsburgh, PA 15222

Dear Procurement Committee,

I am writing this letter in support of Macedonia Family and Community Enrichment (FACE) Center's application to provide Community-Led and Community-Operated Informal Mental Health Supports.

As the Regional Executive Director of the Thelma Lovette YMCA, the Hazelwood YMCA and the Homewood-Brushton YMCA, I have had many opportunities to work and partner with Macedonia FACE. The Thelma Lovette YMCA houses FACE's Active for Life Senior Center where FACE has delivered culturally relevant programs and events through their extensive community relationships and collaborations.

Macedonia FACE is highly visible in the community, listening and responding to community needs. They have convened community partners and assets to address food insecurity, vaccine hesitancy, youth educational achievement, and most recently to address children's literacy. As trusted neighbors, FACE lives their philosophy of community engagement and servant leadership. FACE provides the bridge for families to the services they need, overcoming reluctance, fear, and any barriers to access a family may experience.

FACE has a unique model of providing community-based services that gives agency to the participants and follows through with integrity, holding the community trust. I join FACE in our concern regarding the emotional well-being of the community and am keenly aware of the toll that economic challenges, racial inequities, COVID-19, and stigma have placed on African American communities in particular. I applaud Macedonia FACE plans to increase informal mental health supports and endorse their capability and credentials to do so.

Sincerely,

Aaron Gibson
Regional Executive Director
Thelma Lovette YMCA