



Allegheny County Department of Human Services

RFP Response Form

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

PROPOSER INFORMATION

Proposer Name: When She Thrives

Authorized Representative Name & Title: Tiffany Huff-Strothers, CEO

Address: PO Box 675, Coraopolis, PA 15108

Telephone: [REDACTED]

Email: tiffany@whenshethrives.org

Website: whenshethrives.org

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

Date Incorporated: 2018

Partners included in this Proposal: Out of the End, Equity Impact Center, Black Women’s Policy Agenda

How did you hear about this RFP? *Please be specific.* Email from County

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	Tiffany Huff-Strothers	[REDACTED]	tiffany@whenshethrives.org
Contract Processing Contact	Christine McClure	[REDACTED]	[REDACTED]
Chief Information Officer	Tiffany	Enter number.	Click here to enter text.
Chief Financial Officer	Tiffany	Enter number.	Click here to enter text.

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MPER Contact*	Tiffany	Enter number.	Click here to enter text.
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* [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

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

Attached

Board Chairperson Name & Title: Christine McClure, EdD Senior Research Officer.

Board Chairperson Address: University of Pgh, Department of Health Policy and Management.

Board Chairperson Telephone: [REDACTED]

Board Chairperson Email: [REDACTED]

REFERENCES

Dr. Mark O'Connor
Slippery Rock University
mark.oconnor@sru.edu

Ebony Lunsford-Evans
Out of The End

[REDACTED]
4123771773

Dr. Shallegra Moye
The University of Pittsburgh
SDM76@pitt.edu

PROPOSAL INFORMATION

Date Submitted 7/22/2022

Amount Requested: \$266,562.00 - 133,281 per year

CERTIFICATION

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

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

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.

Since 2011, When She Thrives has worked with single, black mothers in the Pittsburgh region. In 2011, our CEO found many single mothers in need of support and encouragement to get healthy. Lacking time and resources to join weight watchers or other support groups where they'd need childcare to participate, she started E.M.P.O.W.E.R. (Encouraging Meaningful Progress Overcoming Weight Empowered by Results) a holistic health support group that was both kid and budget friendly. Collectively the group of women lost more than 200 pounds in 6 months.

While challenged to maintain the momentum for E.M.P.O.W.E.R. and create sustainability for it, Tiffany clung to the vision to do more for single mothers. While trying to make the vision plain through workshops, speaking and coaching, she received feedback about the impact of sisterhood and self-care for women being necessary and yet challenging to find.

Enter Coffee & Clarity. The sessions started in August 2016 at a room in Panera Bread with Tiffany and one other woman and grew exponentially almost immediately. Within the first 3 months it outgrew the space and within 6 months outgrew the space and expanded to two different locations. Within the first year Coffee & Clarity led to the creation and offering of The P.O.W.E.R. Morning.

The organization was born of our CEO's experience as a single mom who was shot by the father of her children and found herself overnight homeless and pretty hopeless. What she learned during that process is that many of the programs and services intended to help were very harmful. At the time she did not have the capacity to do anything about the problem but it was something that weighed heavily on her mind and heart. Not long after leaving an emergency Domestic Violence Shelter she relocated with her children to North Carolina and one sleepless night got the Divine download for the mission and vision of what is today When She Thrives.

From the beginning, our CEO has developed, facilitated and fundraised for every single program. What was key to the development of the growth of the organization to this point is developing and cultivating genuine relationships with the women and families we serve. Our foundation is about hand ups NOT handouts.

We engage every participant as an individual with value, not simply a number.

According to a report in the Pittsburgh City Paper "As Pittsburgh continues to be listed as a "livable city," reports continue to show a contrasting view on the quality of life for its Black residents, especially Black women. "Pittsburgh's Inequality Across Gender and Race," a 2019 study by the Gender Equity Commission, ranked the city as one of the worst in the country for Black women, citing unemployment rates, high poverty rates, birth defect rates, and death rates,

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including death by suicide, among other parameters.” It is our goal to provide black women with resources to overcome these statistics and caring for their mental health is a significant piece of our work.

Our Director of Programs and Outreach has an MA in and will have an EdD in Education Leadership in 8/2022

Our Program Manager has a BA in Sociology and over 10 years in the field

All of our staff will have Mental Health First Aid Certifications

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.

Erica first connected with When She Thrives by attending a Coffee & Clarity session in late 2016. Erica was restless, and merely surviving when she saw others around her thriving. “I was restless and other than going to work everyday, I felt like I wasn’t doing anything, nor did I have the support of like minded women.”

As Erica continued to attend Coffee & Clarity, she became more self-confident and more intentional about setting and pursuing goals for herself and her family. Even more, the weekly love letters she received via email included writing prompts that helped her jumpstart her desire to write. She had a newfound excitement for life and for writing. “When the book project came along, I wasn’t in a space where I doubted that I could do it. I just did it.” Erica says.

Through the journey of sharing her story, Erica has not only made an impact on herself, an impact in her home, but she is creating new ways to make an impact and change her community by sharing her story.

“Writing my story helped me to slow down and look at all that my family and I have overcome.” Erica says. “I want others to learn from my mistakes. In addition, I hope that they will see that you can overcome what look like huge problems when you’re determined and don’t let the problems define you.”

In the Spring 2018, Erica became a Published Author and Entrepreneur when Scenes From A Single Mom, Volume 1: Trials, Truth & Triumph was published. Through this project she has opportunities to speak and share her story, her journey as a single mother, a new author and entrepreneur, and has an additional income stream to support her family.

3. Provide a concise statement of your organizational philosophy.

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Our Mission: We are dedicated to equipping single mothers to move their families from poverty to prosperity through advocacy, education, personal + professional development.

Our Vision: We envision a world where ALL families thrive through access to health, wealth and success.

Our Values

- Resilience: We all have the power within us to overcome failures and stand together in the face of adversity.
- Integrity: We have an unshakeable commitment to know and do what is right, and transparency when we are wrong.
- Community: We don't grow alone. Our work ensures members of the When She Thrives Family don't have to.
- Empathy: We value and seek to understand perspectives and feelings of our community members
- Respect: We honor the rights, privacy, dignity, and diversity of The When She Thrives Family and community.

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

Our Staff is 100% Black Women, Our Board is 100% Women, 70% Black, 20% White 10% Multiracial

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.

We plan to address the goal of growing access to a community of informal helpers through our S.O.A.R. (Successfully Overcoming Adversity with Resilience) Program.

SOAR is a program that takes a multigenerational approach to help single mothers and their children understand the intersection of social justice and self-care. Participants learn to advocate for themselves at home, in school, in the community, and society at large and causes affecting single moms

S.O.A.R is a cohort model program that equips single mothers with the skills to advocate for their family, community, and cause. Simultaneously, their children will be engaged in STEAM programming. S.O.A.R is at the intersection of social justice, self-care, and advocacy and helps to achieve our mission of holistic, generational prosperity by building social capital and resilience for both single mothers and their children.

SOAR seeks to address the need of allowing those directly impacted by societal, economic and environmental hardships, stigmas and generational cycles to stimulate change of the societal and cultural environment in order to promote equity, opportunity and inclusion not only for single

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mothers and their children, but for all in the communities we serve. This need has been determined by The 100 Percent Pittsburgh initiative, research and data reflecting the socioeconomic status of black single mothers in Pittsburgh as well as direct experiences with the clients we serve, like "D" who has lost two sons, one to gun violence and one to suicide, "I've learned that my experiences are not in vain if I choose to use them. I've been able to move past the mom guilt and really think about how what I have gone through can prevent someone else from going through it." D says. "I now know that creating ANY change starts with understanding and caring for MYSELF first as an act of social justice, and for my mental and emotional health."

SOAR provides not only an opportunity for single mothers to set and pursue new goals as change agents in their homes and communities, but to redefine what success means for themselves and for their families. Moreover, the project fosters community and accountability because each cause is necessary for the project to be complete, just as each woman and her family have something to contribute to the community.

"One day I will have a foundation or program to help mothers and families bury their loved ones who commit suicide. Until then, I will be hosting my peace walks and bringing awareness to the needs for mental health support necessary not only to end gun violence, but the grief it brings and the impact of suicide as well."

All too often, single, black mothers are told what a successful life looks like. They are asked to fit into a mold that may not be their comfortable or natural pathway to success. All of the program from When She Thrives seeks to shift that paradigm. For S.O.A.R., which stands for successfully overcoming adversity through resilience, we work with young mothers to develop solid self-care rituals, and the skills to advocate for themselves, their families, and the community. The children in the program receive aeSTEAM education.

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

Our program is available to single, black mothers in and around Pittsburgh.

There are many reasons why our community needs this project. The news about black women, and their success in Pittsburgh continues to be dire. We have seen an outflow of women choosing to move to other cities offering better opportunities for success. Black women in Pittsburgh, on average, earn .54 cents for every dollar earned by white men - leading Pittsburgh's black women to be five times more likely to live in poverty than white men. Black women and men in other cities have better health, income, employment, and educational outcomes than Pittsburgh's Black residents. Of particular concern is the maternal mortality rate for black women, in Pittsburgh black mothers are more likely to die during pregnancy than their peers in 97 other U.S. cities.

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Perhaps the most startling pronouncement that came from the University of Pittsburgh's 2019 Gender and Equality study of the city was this conclusion. "[I]f Black residents got up today and left and moved to the majority of any other cities in the U.S. ... their life expectancy would go up, their income would go up, their educational opportunities for their children would go up, as well as their employment."

Our clients are generally between the ages of 25-47 and on average have 3 children.

Our clients are committed to doing whatever it takes to ensure their children have the best they can provide - although they are often challenged to understand what the best is, or how to gain access to the resources and support to ensure their commitment to obtaining the best is fulfilled. They're frustrated by how the system works against them and yet encouraged because of how smart their children are the potential they have to succeed. They have dreams and aspirations of their own that they've tucked way down deep inside because they know they need to focus on maintaining what they have and putting their children first. Our clients are much stronger and resilient than they are aware of and do what they can to support and encourage one another not to give up. For those who have a supportive family it is often their greatest resource.

Our programming speaks to both the needs for support and poverty plaguing our clients. A recent report from The Pittsburgh Foundation found:

- In Allegheny County, about 72 percent of families living below the poverty line are headed by single women raising children.
- Across the region and state, thousands of such households may be living on incomes at 25 percent of the federal poverty level even when they're receiving cash assistance from the government.
- In other households, women are working 40 hours or more a week, often at multiple jobs, and still bringing home below-poverty-level income.

This is not acceptable for the black residents of our city and should not be acceptable to anyone concerned about livability for all in Pittsburgh. This study was also released in 2019, prior to the pandemic. We know that mothers have borne a significant responsibility for childcare during the pandemic, setting back their employment opportunities and successes even further.

All of this news is not surprising to black women in the city, they have been living with these impacts for their entire lives. Helping single black mothers to determine their own paths to success, providing them with tools and resources improving their mental health, for self-care, and lastly improving their self-esteem are among the problems that the SOAR program will address.

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

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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.) We work with community partners to host program information sessions so that we can meet our participants in their communities and begin to establish the relationship. We partner with Churches, Carnegie Libraries, The YMCA, Collab18, Coraopolis Youth Creations, and usually host 4 or 5 open houses.

We will work with Out of the End for aeSteam programming, and many community partners will support the moms including but not limited to: Brilliantly Blessed for Restorative Parenting, The Black Women's Policy Center, Selfcare Housekeeping, RedLipTherapy, and Dress For Success.

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

During September we will hire a new program manager to implement S.O.A.R.

During the months of September and October we hold Open Houses for anyone interested in participating in programming. Training of Part-time facilitators happen during the months of October and November.

After attending an open house, participants complete an application for consideration of participation. The application not only collects demographic information, but also gives us insight into why she is interested in the programming, her availability, childcare needs, etc.

Once the participants are selected, we host an orientation session to reiterate expectations, review details of the program schedule and provide an opportunity for participants to get to know one another, for their children to meet.

The weekly sessions start, and will continue throughout the year, with a prepared meal with all of our families and staff together. Following dinner, children break off from their moms. School aged children are getting aeSTEAM programming around growing your own food and how it can sustain your family and community, and mothers receive their training based on one of the following three sections:

Section1: You are the MVP - Mission, Vision, Plan - this is the foundational section of the program through which moms have an opportunity to begin to build personal, mission, and vision statements and develop plans to begin to redefine and implement success for themselves and their families. We work through goal setting, barriers, identifying how they need help and the help they are skilled to offer, fears of failure and success, and the impact of one goal. We also delve deeply into self-care and determining ones personal needs for it holistically - mentally, physically, spiritually, socially, etc. We believe strongly that advocacy starts with selfcare and selfadvocacy and we lay the groundwork for both here

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Section 2: Your Community/Your Cause - this is the portion of the program when we begin to dig into understanding who makes up their communities and what the needs are that directly effect their communities, as well as the power of their stories to begin to drive change. We spend time in this section on meditation + legislation, understanding systems and systemic change, leadership skills, and how to evaluate resources vs liabilities. We believe it is important to understand the power of community, social capital and know who key stakeholder are and we go deep with that in this section

Section 3: Be The Change: In this portion of the program we bring everything together and begin to focus on the 5 Ms: mission, message, mobilization, movement and money. During this section we take everything learned in sections 1 and 2 and use it to inform the change she wants to impact and how she will begin to do it strategically.

At the end of each weekly session, we close with a time of multigenerational learning and teaching and intentionally reiterate how children not only learn from their parents, but the parents also learn from their children. Children share what they learned during their session and moms share what they learned. Each family also will receive an email with recap of the session and how they can continue the conversation and learning with their children during the week until the next session.

At the end of the cohort - mothers have the opportunity to present their project and plan and the children have a garden they can either take home and plant outside or have in their homes and they also have a plan for 3 friends or family members they can now teach what they have learned about the importance of being an advocate and teacher of food access and sustainability.

Our program design will help us meet the need we are addressing because the community is being directly impacted and educated by the community. This project uses a grass roots approach to break down societal stigmas about single mothers, build community, foster equality and access to opportunities for the underserved and overlooked members of our community and builds a new foundation for financial sustainability by creating the potential and awareness for an additional income stream for our participants.

One of the greatest opportunities to effect systemic change and being able to overcome adversity be it mental, physical or emotional is the self-care foundations that are being set during SOAR. We spend intentional time breaking through the myths of the "strong black woman syndrome" as well as creating the safe space for our moms to choose success on their own terms, as opposed to the ideas of success they have been prescribed.

Our preference for communication with DHS would be e-mail or zoom meetings. As it relates to support, we need to make more mothers in Allegheny County aware of the opportunities with SOAR and would love to be on a resource or referral list for DHS staff, service providers and those participating in your programming. Ideally, SOAR would be available for EARN and/or

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other work readiness program participants, having an opportunity to pilot the program to reduce recidivism in said programs would be ideal.

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.

We will hire one new, full-time program manager to run S.O.A.R., Our Director of Programs and Outreach does recruitment in collaboration with the Program Manager and our CEO facilitates the retreat. We will also begin training part time facilitators so we are able to hold more than one cohort of the program at a time.

All staff members will be trained in mental health first aid.

Community Involvement and Trust (30 points possible)

10. Describe how you included community members in planning and designing your Project.

We develop a profile from each participant at the beginning of the cohort through a pre-evaluation. We also do a midpoint evaluation and a final evaluation. The profile and evaluations collect both qualitative and quantitative data that we use to inform and improve program impact and outcomes.

Additionally, we hold a monthly drop in Single Mom Supper Clubs, which is a safe space for moms to come, have dinner, enjoy adult conversation and receive any support from mental health to resource referrals. During the discussions at supper club we get even more informed about the needs of the community and also establish relationships with the families. In doing so trust is built and there is more of a willingness to allow us to help with those challenges that otherwise exacerbate community members suffering in silence.

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

We will allow alumni of the program, as well as others within the community the opportunity to be trained and become facilitators of the SOAR curriculum. This not only gives us additional insight into the strengths and weaknesses of the program, it allows those we intend to impact to inform how effective and efficiently we are facilitating the program.

We gather feedback from both potential and existing program participants from every program, event and workshop we offer. Here is some of the feedback we received from our clients following a recent program evaluation when asked how might the experience have been enhanced:

"The writing retreat changed my life and I need more experiences like this group"

“The writing retreat at Chapel Valley Estate, writing exercises led by Tiffany Huff-Strothers and group co-working at CoLab18 all aided in me staying motivated and dedicated to the process and the timeline to publish. I began 2019 as a writer who only wrote in my journal and became an

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author before the year was over. I now have another stream of income that gives me pride and opens doors to other opportunities...”

12. Explain why you are the appropriate provider of this Project, specifically addressing why your community will trust you to provide this Project.

As a grassroots organization, beginning in 2016 we grew our signature programming from one woman and one location to nearly 100 women in 2 locations and sustained for 2 years through private donor support

In 2017 Coffee & Clarity, our signature program was recognized by Passion Meets the Runway Awards for our work in the community

In 2018 When She Thrives was recognized at Women Who Lead by Professional Women’s Network

in 2018 Our CEO was recognized as Professional Woman of the Year by Strong Women Strong Girls

Since 2018 we’ve helped nearly 50 single mothers become Authors and Entrepreneurs with an additional stream of income to support their families

During the pandemic, we were one of few organizations already with a rapid response crisis prevention program in place and were able to double the number of individuals and families we served through partnership with The Pittsburgh Foundation, DHS and federal funding.

In 2021 Our CEO was recognized as Women Interactive Network’s Woman of the Year for her commitment and work to mentor, network and educate women in the region.

We’ve participated in several capacity building programs and cohorts including but not limited to:

Executive Director’s Circles with The Forbes Funds

Business Planning Cohort with The Forbes Funds

Executive in Residence Coaching with The Forbes Funds

Intensive Services with PACE

Building Productive Partnerships with PACE

Full Circle with Social Venture Partners

Collective Impact with New Sun Rising

We now serve nearly 500 people annually. In addition to SOAR our programs and services include The Scenes From a Single Mom Book Project through which we work with small cohorts of single moms to help strengthen and or find the power of their voices and stories write their stories and learn about the self-publishing and entrepreneurial Journey Through the project these moms develop not only an additional stream of income to support themselves and their

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families but also more confidence courage and a feeling of accomplishment of something they never dreamed of doing.

Growing Through Grants is a rapid response Crisis Prevention grant program purpose to prevent hunger, homelessness, unemployment or the interruption of basic needs. What's unique about this program is that we are able to provide a response once an application is received within 48 hours and funds are disbursed on the longer end within 7 business days. Grants range in amount based on the need: it could look like us getting a mom a grocery delivery from instacart within 2 hours or like Mrs. Williams. *Mrs. Williams* was living a normal, satisfying life with her family when she unexpectedly became a single mother. Her husband passed from COVID-19 and she found herself financially and food insecure. Because of the fear surrounding the virus, she received no support from her extended family. She was alone; without a car, without her husband, and without a functioning fridge. Everyday she walked to the gas station to fill a small cooler with enough food for her kids. Our [Growing Through Grants Program](#) supported her and her children by providing a brand new refrigerator and connecting her with resources for emergency assistance.*

We also have two very powerful collaboratives right now; one is Working Moms Support Groups, a partnership through ncjw Pittsburgh Center for Women and Pittsburgh Brown Mamas. The support groups are proposed to create a safe space for women to connect, share and grow in their roles as moms who work or are transitioning back to work. In addition, we are partnering with New Century careers and dress for success to bring the EmployHer Pittsburgh initiative to women in the region. The goal of EmployHer Pittsburgh is to change the trajectory of participants' lives by empowering the women of the household to become financially independent. Additionally, the program will encourage women to identify and define success on their own terms.

Data Collection and Reporting (10 points possible)

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

We currently collect demographic information to include but not limited to:

Household Composition, Household Income and Types of Income, Highest Level of Education, Employment Information, Transportation Accessibility, Certifications, Age

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.

We develop a profile from each participant at the beginning of the cohort through a pre-evaluation. We also do a midpoint evaluation and a final evaluation. The profile and evaluations collect both qualitative and quantitative data including but not limited to:

The program's proposed outcomes include:

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- To help participants develop an understanding of selfcare
- To help participants develop an understanding of social justice
- Increased mental and emotional wellness for moms
- Increased self-awareness and self-confidence for all program participants.
- Development of a network of support, accountability and mentorship
- Strengthened public speaking, writing and networking skills.
- Youth develop interest in pursuing aeSTEAM learning activities and increased understanding of aeSTEAM now and in their futures as advocates

We will do pre, midterm and post evaluations on with participants which will include but not be limited to measuring:

- Increased understanding of selfcare
- Development of selfcare routines
- Increased understanding of social justice
- Increased mental and emotional wellness for moms
- Increased understanding of the 5 Ms: mission, message, mobilization, movement and money
- Confidence in the ability to implement the 5 Ms
- Increased self-awareness and self-confidence for all program participants.
- Increased network of support, accountability and mentorship
- Strengthened public speaking, writing and networking skills.
- Youth develop interest in pursuing aeSTEAM learning activities and increased understanding of aeSTEAM now and in their futures as advocates
- Development of pitch and pitch deck
- Healthy herb, fruit and vegetable gardens

Our goal with all of these measurements is at least 80% or higher

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.

SOURCE	AMOUNT
Grable Foundation	\$ 18,000.00
Opportunity Fund	\$ 15,000.00
Staunton Farm	\$ 25,000.00
Individual Giving	\$ 13000.00
Total Income	\$ 71,000.00
ORGANIZATIONAL EXPENSES	
Personnel Expenses	
Executive Director	\$ 11,944.00
Director of Programs & Outreach	\$ 8,167.00
Program Manager	\$ 48,000.00
Social Media Staff	\$ 1,500.00
Grant Writer	\$ 2,000.00

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Bookkeeper	\$ 1,000.00
Payroll Taxes	\$ 1,950.00
Benefits	\$ 6,000.00
Operational Expenses	
Facilitator Training	\$ 7,500.00
Database	\$ 2,000.00
Food: Meals/Snacks	\$ 8,520
Youth Programming	\$ 10,000
Child Care	\$ 8,000.00
Technology and Supplies	\$ 22,562.00
Transportation	\$ 5,000.00
Occupancy	\$ 6,400
Marketing (Pitch Event)	\$ 7,500
Consultants/PT Facilitators	\$ 38,600
Professional Development/Membership	\$ 500
Fundraising Event	\$ 3,500
Rent	\$ 2,638
Retreat	\$ 7,000.00
Total Expenses	\$204,781.00
Balance	\$133,781.00\$

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

Staffing: Our CEO facilitates the retreats and also does the fundraising, Director of Program and Outreach will supervise the Program Manager as well as co-facilitate Open Houses and manage some of the data. Program Manager will facilitate all programming as well as train facilitators

Database cost is For Network For Good to manage all participants and communication
We provide dinner for and snacks for all open houses, trainings and program sessions for all members of the family

We use Out of the End for our Youth Programming on Gardebing and Food Sustainability and provide Childcare through Mister's Childcare for children or are not schooled

Technology includes a Laptop for our Program Manager as well as laptops for all program participants and facilitator trainees

Transportation is provided in the form of connect cards and/or gas cards

Occupancy is for the space we rent to facilitate the sessions

Marketing includes our website updates, flyers, and promotional and informational materials as well as decor for the pitch event

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Consultants Include Graphic Designer and Curriculum Designer and Guest Experts

PT Facilitators will be paid \$17/hr for training and then \$250 per session they are facilitating

Rent is the portion of our rent annually for our office space

The retreat cost includes the bed and breakfast rental, three meals a day fro the weekend as well as our self care activities, and facilitation

The Equity | Impact Center
224 N. Euclid Avenue
Pittsburgh, PA 15206

RE: Community-led and Community Operated Informal mental Health Supports RFP

DHS Evaluation Committee:

Community-based health and wellness providers and their services have an essential role in serving individuals seeking mental health support, especially those who may not have access to traditional service providers or those who mistrust the systems currently in place.

Community-based providers are culturally responsive, promote social well-being, and prevent or reduce the likelihood of contact with the criminal justice system. These organizations and the services they provide, play a key role in ensuring that every individual they serve has the treatment, support, skills, and opportunity to thrive.

When She Thrives was developed from a culmination of personal experience and commitment to empowering women as agents in their own families and communities. The mission of the organization is to empower single mothers to move their families from poverty to prosperity through personal and professional development, advocacy, and education. When She Thrives believes that poverty and prosperity extends beyond financials. Instead, their approach to ending poverty is holistic— recognizing the opportunities gained through social capital, advocacy, and wellness.

When She Thrives has earned the trust of the community and developed the relationships to do this work. The leadership team has the knowledge, expertise, skills, and lived experience necessary to implement programs and services in an affirming and impactful way.

The Equity | Impact Center addresses systemic inequity through broad social, cultural, and economic solutions. We provide capacity-building, leadership development, and organizational development support. We prioritize data-driven, equity-centered, holistic solutions that center people, and directly address the systemic inequities that impact all of our lives. I highly recommend When She Thrives to receive this investment from DHS for the Community-Led and Community Operated Mental Health Support Program. This investment will advance their work and ensure that When She Thrives can expand programs and increase their impact in our community.

Best,



Leigh Solomon Pugliano
President & CEO, The Equity | Impact Center