

PORTFOLIO SAMPLE OF CAPITAL GRANT PROPOSAL

This is a capital grant proposal to the Patrick and Aimee Butler Family Foundation written by Gwen Campbell on behalf of People Serving People, Inc. Permission to share this document, with some identifying information removed, was granted by People Serving People Executive Director Rinal Ray in March 2021.

Project Description: Provide an expanded history of the project, discuss the issue or problem being addressed, and identify the project's key goals and activities. Describe how the project will help your organization achieve its mission. Character Limit: 5000

“We were at People Serving People for six months and it was a life changing experience. It was safe and we could eat three big meals a day...Now we are a family again, in our own place, I have a part time job and the kids are in school. Thank you for our future.” –A single mother of three.

Each night hundreds of parents turn to People Serving People in downtown Minneapolis for three nutritious meals and a refuge in a clean, simple, hotel-sized room for themselves and their children. They do not consider themselves members of the growing local and national population of homeless families. They simply dream of the day when they can offer their children a safe home and space to be children.

We offer a broad range of on-site services designed to help guests overcome their barriers to self-sufficiency by setting goals to secure housing, find employment, and educate their children. Our services are vital to serve families, the fastest-growing demographic in Minnesota’s homeless population. We served 3,328 guests from 1,238 families in 2014, 58% of who were children with an average age of six years.

This kitchen renovation project addresses issues of personal safety, sanitation, operational efficiency, guest experience, and environmental sustainability and will accomplish four major goals: (1) improve safety of food service staff, volunteers, trainees, and guests; (2) maintain high sanitation standards and food safety; (3) increase operational efficiency and decrease guests’ waiting time; and (4) increase environmental sustainability. Key aspects of the renovation include the following. Safety: Reconfigure the kitchen/scullery and lower the height of the service line to decrease slip and burn hazards and improve access to safety equipment. Sanitation: Install soiled-food table to reduce food waste flowing into plumbing, and install dishwasher with a highly effective sanitation spray pattern. Efficiency and comfort: Renovate and expand seating area to make it welcoming, comfortable, and calming for our guests, replace service line to eliminate bottleneck between kitchen and service line, and increase hot and cold pan drops. Environmental sustainability: Replace the plumbing and HVAC systems, upgrade the lighting and install new energy efficient industrial kitchen equipment, including a programmable food disposal, dishwasher, and ice cube machine.

Highlights of the project include a double-tiered sneeze guard and angled tray rails for sanitation safety, seven each cold and hot serving wells, and a separate area where shelter guests can retrieve

their food tray and beverages to increase the speed of guest service. New ceiling tiles, lights, and ventilationsystem will create a more pleasant guest experience. New service line will eliminate service bottleneckand improve the flow of guests, staff, and volunteers between the service line/kitchen and service line/dining area.

A new soil-table with pre-rinse scrap basket and energy efficient food disposal unit will improve the efficiency of the food recycling process, reduce the amount of food waste that flows into our plumbing, and conserve water. We send 140-160 barrels of food waste a month to a pig farm; the current process is time consuming as staff removes recyclable food items from trays into the pig bucket by hand. We began food recycling three years ago and are committed to it because studies show that food waste is 16% of waste in landfills, and bacteria from decomposing foods can produce harmful elements that contaminate groundwater.

This project is a high priority for People Serving People because food service is mission critical. Up to 26 staff, culinary arts trainees, and volunteers prepare and serve an average of 682 nutritious, appetizing meals daily. Also, the food services department runs our 13-week classroom instruction and hands-on Culinary Arts Training to equip low-income adults with marketable skills for employment in thefood industry; graduates work at Augsburg College, Cub Foods, St. Anne’s Place, Hilton Hotels, and restaurants and food service organizations. Food services also provides over 7,300 volunteer opportunities annually for supporters who gain hands-on knowledge about the programs we provide and the issues associated with homelessness. This volunteerism is a valuable opportunity for us to engage with local employers, businesses, and potential supporters.

Detailed Timeline: Provide an expanded and detailed timeline of project activities. Character Limit: 2500

Project planning is complete, and we expect to break ground in May 2015. Architectural drawings and construction and equipment budgets are completed, and we have worked with Hennepin County to identify required permits and permitting conditions; permit applications for Phases 1 & 2 (Seating Area & Service Line) have been submitted to state and local permitting agencies. By designing this as a three-phase project, work on both Phases 1 and 2 (Seating Area and Service Line) begins in May 2015, and Phase 3 (Kitchen/Scullery) in late 2015 or early 2016, with the entire project completed in 2016. The main variables in construction time are the lead time required for purchase of specialized industrial kitchen equipment and the availability of plumbing and electrical crews.

What results do you expect by undertaking this project? Character Limit: 1500

This project will accomplish four major goals: (1) improve safety of food service staff, volunteers, trainees, and guests; (2) maintain high sanitation standards and food safety; (3) increase operational efficiency and decrease guests’ waiting time; and (4) increase environmental sustainability.

We expect to serve an average of 354 guests daily in a safer, more efficient manner and improve the dining experience with a more welcoming and calmer dining atmosphere. We expect to provide a safer,

more efficient and comfortable work space with good ventilation for up to 26 staff, culinary arts trainees, and volunteers daily. We expect to maintain the highest standards of food hygiene and kitchen sanitation practices, reduce energy consumption, and conserve water to improve the environmental sustainability of our food service operations.

Who will benefit from this project? Character Limit: 1500

Each night hundreds of homeless parents turn to People Serving People for refuge for their family. As the largest family homeless shelter in Minnesota, we provide safe emergency housing and comprehensive services to help stabilize homeless families and empower parents in their goals to secure housing, employment, and educate their children. Founded in 1982, our mission is to “serve homeless children and their families and provide new opportunities for healthy, stable family life.” We renovated and moved into our current 10-story, 110,000 square feet facility in downtown Minneapolis in 2002, following a successful capital campaign. In 2014, we provided food, shelter, basic supplies, and support services to 3,328 guests—58% of whom are children—in 1,228 families. Our services are vital because homeless families are the fastest-growing portion of Minnesota’s homeless population.

Our full-scale industrial kitchen and dining hall is one of the most critical service areas in our shelter, serving three meals daily. In 2014, our food service team and network of 4,550 unique volunteers served 249,748 meals, an increase of 44% since the facility opened in 2002. Our kitchen, meal serving line and dining hall have not been updated since 2002, and they are no longer suited to safely accommodate the high volume of meals served and the number of staff, culinary trainees, and volunteers involved in food preparation and meal service for 354 homeless children and adults each day.

Do you anticipate an increase in individuals served as a result of this project? If so, how many more? What are these projected increases based on? Character Limit: 1500

Homeless families are referred to People Serving People by Hennepin County, who evaluates their eligibility for County-supported emergency housing. As the main contracted emergency shelter for homeless families in Hennepin County, families are referred to People Serving People if there is room available. If People Serving People is at full capacity, families are referred to other shelters in the interim, some of which serve single people as well, and then placed with People Serving People as space becomes available. People Serving People accepts all referred families (unless they pose a physical danger to other guests) so service numbers are dependent on the number of families seeking emergency shelter from Hennepin County. We estimate an average of 354 guests per day in 2015, based on past experience and the current housing and economic environment in Hennepin County.

Project Partners: Describe in detail any project partners upon which the success of the project depends. What formal or informal agreements do you have with them? Character Limit: 1500

{Name}, has been a State of Minnesota Licensed Architect since 1994. His professional projects include corporate, medical manufacturing, restaurant, recreational, research laboratories and industrial development facilities. His expertise includes project programming, conceptual design, design development, construction documentation and construction administration. He earned a Master of Architecture degree at University of Wisconsin-Milwaukee.

{Name}, Partner/Vice President & Project Manager at {company name}, is a Commercial General Contractor specializing in hospitality and food service orientated projects. {Name} has over 35 years' experience in commercial general contracting, successfully completing over 1,500 projects.

{Name}, Director of Sales at {company name}, has over 24 years of experience in the restaurant equipment business and is respected for his focus on detail, collaboration with architects, engineers, and contractors as well as his excellent customer service. He earned a B.A. in economics from the University of Minnesota-Twin Cities.

We have been working with these project partners since the project's inception and expect to sign formal agreements with them in March 2015.

Project Leadership: Describe how your staff and volunteer leadership are engaged in the project. What is the role of the Board of Directors? Do you have a campaign committee or advisory committee? If yes, upload a list of members. Character Limit: 1500

Daniel Gumnit, CEO since 2011, has demonstrated success in leading innovative community engagement, fundraising and multi-cultural communications initiatives. He served as Twin Cities Public Television's Director of National Program Development and held other key positions in the fields of interactive media, marketing, and television production. Mr. Gumnit is responsible for the effective senior level management of our programs and fundraising. He earned an MBA from the University of St. Thomas.

Janine Wenholz, COO/CFO, joined PSP in January 2008. Ms. Wenholz has worked in the nonprofit financial and operations management arena for more than 20 years, including Goodwill/Easter Seals. At PSP, she is responsible for all operations of the emergency housing facility and overall administration and financial operations. She earned a B.A. in Business & Organizational Studies from Bethel College in St. Paul.

Mike Seiler, Food Services Manager, joined PSP in 1987. Mr. Seiler previously served as the Executive Chef of Gammon's Restaurant in Stillwater and Chef/Manager of Lake Forest Lodge.

Our Board of Directors and Board Development Committee are actively engaged in overseeing this project and helping it come to fruition. We are working with them to identify potential donors to this project and attractive options for recognition. Our committed corporate partner, {company name}, is enthusiastic about helping us reach out to potential corporate and individual donors.

Project Sustainability: Part I* Other than financial support, what resources does your organization need to complete the proposed capital or program expansion project (such as staff, consultants, research, data, and technology)? Character Limit: 1500

All of the construction plans are completed, equipment has been selected, and all the work will be performed by professional contractors. The only significant impact to People Serving People's facility

and food service operations is that the kitchen and dining hall will need to be vacated for a limited period of time during construction. We have timed the construction to allow us to prepare and serve meals in our on-site parking lot while the new service line is being installed, which will require renting tents, tables and chairs. We have experience doing this at other times—replacing the kitchen floor, National Night Out—so we are not concerned about doing this during the construction.

Project Sustainability: Part II* Other than financial support, what resources does your organization need to sustain the project goals and activities (such as staff, consultants, technology, physical space, and travel costs)? Character Limit: 1500

People Serving People Inc. (Operations) and People Serving People Charities, Inc. (Development) are two distinct corporations, both classified as 501(c)(3) agencies by the Internal Revenue Service. People Serving People, Inc. is one of Hennepin County's primary contracted vendors to provide safe emergency shelter to families. Revenue received by PSP, Inc. pays for emergency housing operations, including food service. Funds raised by PSP Charities, Inc. wholly support the Family Support Services programs offered by PSP, Inc. to help families move toward self-sufficiency.

The renovation of our kitchen and dining hall is a one-time capital cost and will not increase operating costs. The kitchen and dining hall will serve all homeless families at People Serving People, a number that we do not expect to significantly increase over the next five years. While we will need additional meal servers on the service line, volunteers serve all the meals, so this project does not increase the need for paid staff. We anticipate some cost savings due to increased efficiency of the new equipment and water conservation. If 100% of the funding needed for this project is secured, People Serving People will not carry any debt as a result of the project.

Future costs for repair or replacement of equipment and minor renovations needed to maintain the quality of our food service operations will be evaluated and allocated as part of our annual budget process and capital planning needs.

Project Sustainability: Part III* When the project is completed, who will lead the implementation of its goals? How will the goals and activities of the project be integrated within the organization as a whole? Character Limit: 1500

Janine Wenzholz is People Serving People's Chief Operating and Finance Officer, responsible for all operations of the emergency housing facility and overall administration and financial operations. She is the project lead for this renovation project. Mike Seiler is the Food Services Manager, responsible for managing the daily operations of our food service, including accountability for annual plans and budgets. Ms. Wenzholz and Mr. Seiler have worked closely together to develop the goals and objectives for this project.

The goals and activities of this project support key values of People Serving People: to treat our employees and guests with dignity and respect, to use our resources efficiently, to empower our guests to return to self-sufficiency, and to provide opportunities for supporters to meet their philanthropic needs. The renovated spaces will reduce safety hazards for everyone working in the kitchen and dining hall, improve our guests' dining experience, improve the training environment for Culinary Arts

students, and provide additional opportunities and a better experience for meal server volunteers.

Project Budget: If your project budget has changed since your Letter of Intent, upload a new copy. Be sure to include projected sources of revenues and expenses. File Size Limit: 2 MB

No change.

Organizational Budget: If your organization's current annual operating budget has changed since your Letter of Intent, upload a new copy. File Size Limit: 2 MB

{Attachment not included in this portfolio sample.}

Project Funders List: Upload a copy of your project funders list and include all secured, pending, and projected sources of public, private, and individual support for the project. File Size Limit: 2 MB

{Attachment not included in this portfolio sample.}

Project Feasibility Assessment: Describe the process your organization used to assess the feasibility of meeting your financial goals for this project. Was a formal feasibility study conducted? Character Limit: 1500

Our kitchen and dining hall have not been significantly renovated since original construction in 2002, while the number of meals served has increased approximately 44%, and the number of guests has increased by 35% since 2009. This renovation idea has been on the drawing board for several years, and in 2014 {company name} staff donated their professional services to scope it and develop cost estimates for a three-phase project, allowing us to raise money in chunks. In June 2014, the Major League Baseball Association released an unanticipated proposal to fund a \$500,000 one-time capital project for a nonprofit organization in the Minneapolis regional market area. People Serving People was one of seven finalists out of 100+ proposals, winning a \$50,000 grant, which we set aside for this project. In September 2014, we unexpectedly received a \$50,000 gift from an individual donor, which provided funding for Phase 1 (seating area) of the project. In November 2014, {company name} awarded \$100,000 for this project and shortly thereafter, we received another grant for \$15,000. With \$215,000 in hand, we decided to move ahead with Phase 2 (service line), confident that we can raise \$42,041 from individual donors and/or other sources to fully fund the first two phases. We have pending grant applications, being reviewed soon, to fund Phase 3 (kitchen/scullery); depending on the outcome of those applications, we may create a formal capital funding plan for Phase 3.

Financial Sustainability: Describe the long-term financial impact of implementation of this project on your organization. Will the project result in increased expenses? If so, please describe the projected increases and your basis for these projections. Will your organization carry any debt as a result of the project? Character Limit: 1500

People Serving People Inc. (Operations) and People Serving People Charities, Inc. (Development) are two distinct corporations, both classified as 501(c)(3) agencies by the Internal Revenue Service. People Serving People, Inc. is one of Hennepin County's primary contracted vendors to provide safe

emergency shelter to families. Revenue received by PSP, Inc. pays for emergency housing operations, including foodservice. Funds raised by PSP Charities, Inc. wholly support the Family Support Services programs offered by PSP, Inc. to help families move toward self-sufficiency. People Serving People effectively combines publicly supported emergency housing services with privately supported programs that address the barriers that contribute to family homelessness.

Renovation of our kitchen and dining hall will not increase operating costs. The kitchen and dining hall will serve all homeless families at People Serving People, a number that we do not expect to significantly increase over the next five years. While we will need additional meal servers on the service line, volunteers serve all the meals, so this project does not increase the need for paid staff. We anticipate some cost savings due to increased efficiency of the new equipment and water conservation. If 100% of the funding needed for this project is secured, People Serving People will not carry any debt as a result of the project.