

2010 Basic Needs Funding Application

APPLICATION IS BY INVITATION ONLY

Contact Information

Organization Name: **WHITE BIRD CLINIC**
 Mailing Address: **341 East 12th Ave**
 City/State: **Eugene OR 97401**
 Contact Name: **Chuck Gerard** Title: **Clinic Coordinator**
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Organizational Information

Mission Statement: White Bird is a collective environment organized in order to enable people to gain control of their social, emotional and physical well-being through education, direct service and community.

No. of Employees: **84** FTE: **52.87** FTE

No. of Volunteers (annually)/ Volunteer Hours (annually) **385/14325**

Name of Executive Director: **Chuck Gerard**

Name of Board President: **Gina Tormohlen** Term Ending Date: **12/31/2010**

Number of members on Board of Directors: **nine**

Total Agency Budget: **\$2,719,469** Fiscal Year End: **06/30**

Geographic Service: **Lane County**

Unduplicated Lane County Residents Served Last Year: **10,501**

Has your organization been previously funded by UWLC? No Yes, Year(s) **1987- present**

Proposed Service(s): Name of Proposed Services: **Information and Referral Services**

Basic Needs Services: (check primary use of funds)	Geographic Service Area within Lane County
<input type="checkbox"/> Food (hunger relief and nutrition)	_____
<input type="checkbox"/> Shelter (emergency housing and homelessness intervention)	_____
<input type="checkbox"/> Healthcare (emergency and basic health services)	_____
<input type="checkbox"/> Safety (domestic violence and child abuse intervention)	_____
<input checked="" type="checkbox"/> Access to Basic Needs (information & referral; transportation; advocacy)	Lane County

Annual Funds Requested: \$ **28,500**

1. Proposed Services Summary:

Lane County has about 700 social service programs and 1,000 private practitioners; this is a complex network to navigate because, despite its breadth, these resources are often limited in capacity and have strict eligibility requirements.

White Bird's Info Line assists people by providing accurate, up-to-date information and a clear picture of options so that those seeking direct services can make informed choices and receive referrals which work for them. Info Line maintains, regularly updates and publishes a comprehensive database to allow both private individuals and human service workers countywide to access the information in book or Internet format. Info Line is open 45 hours weekly for walk-in and phone response; back-up phone service is available 24/7; back-up walk-in service is available an additional 53 hours per week with services from 8am – 10pm every day, including weekends. Info Line also provides an on-site free phone plus message and mail drop services allowing clients to follow-up immediately on referrals.

White Bird Clinic proposes to provide 40,000 walk-in and phone-based information and referral responses for primarily low-income Lane County residents in the coming year through our Info Line program. In addition, Info Line will update the full database for use by 9-1-1.

2. Target Population:

Our services need to be accessible to all 346,560 Lane County residents although it is the low-income individuals and families most frequently request assistance. 49,558 county residents were estimated at poverty level by the Census Bureau in 2007. We find that requests are predominately from those whose housing and income is insecure, that is, well below 200% of the federal poverty level. In order to assist disabled and non-English-speaking residents, we are handicapped-accessible and subscribe to translation services for those languages which our staff cannot manage.

Our target population will be low-income (below 200% Federal Poverty Level) Lane County residents seeking information and referrals for direct services to stabilize their lives so they may move towards self-sufficiency.

3. Need:

20 points possible

People who call us need help in identifying the direct services for which they are eligible, and in learning when and where they can qualify and how to get there. People need accurate, up-to-date information about available resources in order to reduce an impending need for crisis intervention by any variety of agencies, including police/emergency room/etc. They need this information from a respectfully empathetic worker who may also be able to advocate for them. White Bird's Info Line has been doing this work for 23 years.

The United Way Needs Assessment Survey confirms the lack of public awareness about available services citing that more than 40% of the interviewees were unaware of our local low-cost health care clinics. Our Info Line statistics show an increase in requests and the walk-in requests have increased faster than phone requests. Requests for referrals regarding housing, rental and utility assistance, medical and dental care exceeded 39,500 during the past year.

4. Service Goals:

20 points possible

In the coming year we will respond to over 40,000 requests for assistance. We will record the subject of those requests and what information/referral was needed. We will review the data collected and report trends and unmet needs. We will maintain and update our database, contacting all current providers and/or agencies to verify information and add new contacts that are found. We will publish our Help Book for the 22nd year with the most updated information, enabling the update of the on-line database as well 9-1-1.

5. Community Return on Investment:

20 points possible

White Bird has a 40 year history of providing cost effective and efficient services for those in the community with no where else to turn. Info Line is the “go to” place to get questions answered and correct referrals. Because of our services, clients do not have to contact agency after agency to get needed information during a stressful time. Info Line is co-located with and works closely with our Crisis Team so that some clients may speak to a crisis counselor and then be better able to confront their problem(s). With our support and services, clients can often avoid crisis interventions from multiple agencies in Lane County and begin the stabilization process that leads to self-sufficiency. The sale of our HELP Book helps to support the cost of necessary update for information and referral services.

6. Organizational Capacity: 10 points possible

White Bird is fully staffed for the success of this project at 341 East 12th in Eugene. With a staff experienced in social services delivery, interacting with a distressed public, data entry, cold calling, programming and publishing they are well qualified to accomplish the program goals. The staff of 3 (not including volunteers) has a combined history of 20 years running Info Line. The administrative team shares an average of ten years in program guidance and maintains a healthy mix of federal, state, local funding dollars including private foundation awards and fund raising in support of the clinic’s programs. The Board meets monthly to monitor the activities of each program. Several Board members are past staff/volunteers of the clinic and all are dedicated to our human service mission. White Bird owns four of its five facilities (the other we rent for \$1/month). Our fiscal systems are audited annually and we have been without findings for over five years. We have just completed a comprehensive A-133 federal audit without issues.

7. Goal Alignment: 10 points possible

This program is aligned with the United Way goals, providing information and referrals to stabilize individual/family life and income as well as support family members’ health and education readiness. The information and referrals which we provide assists families in securing housing, health care, job readiness and parenting skills, among other areas. We are a resource for those who are leaving untenable situations and who are seeking assistance to support an aspect of their life, not realizing that this can be their first step towards a much larger personal goal. We provide information, solid referrals and a respectful relationship so that clients tend to return, willing to explore further steps and larger goals.

8. Collaborations: 10 points possible

Info Line collaborates with the entire provider community by maintaining an updated database of direct services and referring community members to these resources. In addition, by having that database accessible to all providers either online or by book, we facilitate many connections throughout the community and foster inter-agency coordination and collaborations. In-house, Info Line works closely with the Crisis Team and assists other White Bird program staff with client assistance as calls and clients are shepherded back and forth.

9. Alignment of Services with Values: 10 points possible

Info Line services align with Unite Way’s specific goals. Info Line collaborates with every Lane County service agency to create and maintain a comprehensive directory of community resources which is available to everyone. We continually update this resource so that all providers can respond to changing needs with accurate information. We will publish our HELP book for the 22nd year and though it has evolved and expanded since 1988, the result is that it continues to allow community members to flexibly put together the pieces of their own solutions. In-house we provide information and referrals with respect and empathy, searching for creative options in an era of limited resources. Info Line is a very efficient and high quality referral service that provides members of our community with access to problem-solving in every area.

Basic Needs Application

Proposed Services BUDGET

(fill in the green cells)

Agency Name:

WHITE BIRD CLINIC

Proposed Services:

INFORMATION AND REFERRAL SERVICES

	Prior 12 Months	Future 12 Months
REVENUE/SUPPORT		
United Way Funding/Request INCLUDES database update	\$26,914.00	\$28,500.00
Public Support: Contributions/Fundraising Events (include Donor Designations)	\$6,525.00	\$6,800.00
Government Funding	\$40,604.00	\$40,600.00
WHITE BIRD RESERVES	\$8,768.00	\$0.00
Program Service Fees or Membership Dues	\$13,452.00	\$14,500.00
Other Revenue	\$3,177.00	\$3,300.00
Total Revenue	\$99,440.00	\$93,700.00
Actual		
EXPENSES		
Personnel Related	\$70,032.00	\$66,700.00
Client Assistance	\$4,761.00	\$5,000.00
Other Direct Program Expenses	\$9,984.00	\$9,500.00
Administrative Overhead	\$14,663.00	\$12,500.00
Total Expenses	\$99,440.00	\$93,700.00
NET (should be zero)	\$0.00	\$0.00

What percent of your **agency** budget do these proposed services represent?
 What percent of your **agency** revenue is the United Way request?
 Number of employee FTE's (full-time equivalents) in proposed services?
 Percentage United Way request to overall proposed services revenue
 Administrative overhead percentage applied to proposed services*
 * the formula seems to be wrong....

4%	4%
1%	1%
2.10	2.00
27%	30%
17%	15%

Completed by:

Dee Hall