

2010 Basic Needs Funding Application

APPLICATION IS BY INVITATION ONLY

Contact Information

Organization Name: American Red Cross – Oregon Pacific Chapter (Fire Victim Assistance)

Mailing Address: 862 Bethel Drive

City/State: Eugene, OR Zip: 97402

Contact Name: Chris Pryor Title: Executive Director

Phone: 541-344-5244 Email: pryorc@oregonpacific.redcross.org

Website: www.oregonpacific.redcross.org Fax #541-345-4806

Organizational Information

Mission Statement: The American Red Cross, a humanitarian organization led by volunteers and guided by its Congressional Charter and the Fundamental Principles of the International Red Cross Movement, will provide relief to victims of disaster and help people prevent, prepare for, and respond to emergencies.

No. of Employees: 23 FTE: 22.5

No. of Volunteers (annually)/ Volunteer Hours (annually) 2,878 / 46,591

Name of Executive Director: Chris Pryor

Name of Board President: Jan Bohman Term Ending Date: December 2011

Number of members on Board of Directors: 10

Total Agency Budget: \$3,632,638 Fiscal Year End: June 30

Geographic Service: Lane, Linn, Benton, Coos, and Douglas

Unduplicated Lane County Residents Served Last Year: 20,853

Has your organization been previously funded by UWLC? No Yes, Year(s) 1972 (approx.)

Proposed Service(s): Name of Proposed Services: Fire Victim Assistance Program

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

Annual Funds Requested: \$ \$20,000

2010 BASIC 101

1. Proposed Services Summary:

The Red Cross Disaster Services' Fire Victim Assistance program provides emergency housing, food, clothing, shoes, coats, hygiene items, medical supplies and case management support to adults and families who have experienced a devastating home fire. The objective of Red Cross Fire Victim Assistance program is to speed recovery for fire victims so that children do not miss school, adults do not miss work, and families can get back into housing and return to their normal routines as quickly as possible. Red Cross responds to the scene of every home fire in Lane County to help disaster victims meet their immediate basic needs, help them regain their independence quickly, and keep them from sliding into homelessness.

2. Target Population: Describe your target population. Basic Needs investments should focus primarily on families and individuals with income 250% or below the federal poverty level.

70% of Lane County's Red Cross Fire Victim Assistance clients make less than \$15,000 year (below the federal poverty level for a single parent with two children). Most are renters, few have insurance, savings or available credit to afford a motel stay, replace immediate belongings or purchase replacement medical supplies or food. Virtually none of these low-income households have the means to afford move-in costs for a new rental home. Red Cross Fire Victim Assistance program meets all of these emergency needs.

Red Cross Fire Assistance is available to 100% of Lane County residents as guided by our Congressional Charter to provide emergency disaster assistance to all residents in our Chapter. In a typical year, about half of these residents are in the Eugene and Springfield metro area. While Red Cross assistance isn't needed at all fires, 70% of Red Cross Fire Assistance victims who do need assistance have annual incomes at or near the federal poverty level and need prompt emergency assistance to access housing, food, groceries, medical support, clothing, mental health and case management services.

3. Need: Describe briefly the need or problem these services address. Include the number and percentage of population affected, metro, rural, and multi-cultural. Describe how these services are aligned with the community needs assessment or other local studies. **20 points possible**

In the last program year, the local Red Cross responded to 70 home fires in Lane County and helped 238 individuals (78 families) to get back on their feet quickly. However, between July 1 and December 31, 2009, Red Cross has already responded to 57 home fires in Lane County (a 67% increase over last year) and helped 148 individuals with over \$21,500 in direct client assistance so far. This data highlights a dramatic increase in the number of fires, an increase in families requesting assistance after a fire, and an increasing amount of assistance per family in order to meet their emergency needs.

Lane County needs assessments point to an increasing number of families at risk of homelessness, hunger, and extended financial hardship if job loss occurred. This community need demonstrates that a growing number of low-income families live on the brink of financial disaster were even one significant event to occur such as job loss, a medical emergency, or a devastating home fire. When a home fire victim's annual income is near the federal poverty level, replacing housing, food, medical supplies and personal items can be an overwhelming challenge.

In general, low-income fire victims can quickly become homeless or separated in order to find housing, displaced from their communities, schools, and employment. Without prompt assistance, low-income families often rely on low-income friends and family who are not able to support additional household members for shelter, food, clothing and move-in expenses. Red Cross Fire Victim Assistance is often the critical difference to families remaining together, maintaining employment and schooling, and avoiding the need for additional social services.

4. Service Goals: Describe your service goals and how you will measure achievement of those goals. You will report the outputs and outcomes in progress reports. **20 points possible**

Goal 1) Red Cross will provide prompt emergency shelter, food, clothing, medical supplies and personal hygiene items to 200 Lane County victims of devastating home fires. 75% of these clients will have annual incomes at or below 250% of federal poverty level.

Goal 2) Red Cross will provide mental health support and follow-up case management to fire victims. 80% of program clients will re-establish their independence and report a return to pre-fire functioning within 60 days due to program support.

Goal 3) 100% of Red Cross home fire recovery clients will receive opportunities to discuss and explore referrals to additional community-based services for low-income adults and families such as health care referrals, prescription cost support, mental health counseling, food stamps, replacement support of home goods and school supplies, and education and employment services.

For every affected adult or family at the scene of a home fire, trained Red Cross Disaster Action Team (DAT) volunteers begin a family case record. This information includes identifying information for all members of the family; the address, date and time of the fire; when Red Cross was notified and arrived on scene; fire losses and family needs; related medical information; and a brief statement on how the family was affected. In addition, all contacts including phone calls, family visits, and office visits are recorded. This information is logged into a confidential National Red Cross web-based database.

As the family progresses in their recovery, contact with a Red Cross case manager is maintained on a regular basis. The family is assisted in meeting their emergency needs including medical and mental health support. The family is expected to be an active participant in their own recovery; seeking new housing, following up on referrals, working with their prior landlord for damage / rent rebates, and identifying immediate and short-term needs related to fire recovery. A family case can remain open for several weeks while replacement housing is secured. When a case is closed, the adult or family is sent an anonymous service evaluation form. Our experience is that approximately 50% are completed and returned. These are carefully reviewed for client input on service improvement, challenges and barriers they have faced in recovery, and strengths of the program. These are also used to guide on-going DAT training, volunteer recruitment, and staff supervision.

This on-going Red Cross involvement in family recovery is the basis for monitoring outcomes, program effectiveness, and family recovery success.

5. Community Return on Investment: *Describe the return on United Way investment. Include such factors as demonstrated cost-effectiveness and efficiency of delivery; leveraging of other financial investments: methods to avoid problems that would cost more later. How does your agency's work improve the effectiveness of the human services network in Lane County?* **20 points possible**

Red Cross Fire Victim Assistance is an immediate social service response that prevents homelessness, hunger, and extended financial hardship for at least 200 low-income adults and families who have had a devastating home fire in Lane County each year. Many (if not all) low-income families who have lost housing and their personal belongings would need to access a variety of community services (most of which are stretched thin to serve their existing client group) to receive the emergency help provided by the Red Cross.

Within the first 24 hours after a fire, a low-income family would need to access emergency motel vouchers or a family emergency shelter stay; food and replacement groceries from the shelter and/or food support network; immediate clothing and personal items; case management and mental health support for coping with the fire; replacement of personal items and in particular prescriptions and medical supplies, and financial assistance in order to re-establish rental housing. In the current social service environment, this family would be very likely to experience a waiting list at the shelter or for motel vouchers, and would experience the traumatizing impact of becoming 'homeless' due to tragic fire. For many low-income families, becoming homeless would exacerbate family stress rather than help the family to recover quickly.

Much like a medical emergency room, Red Cross provides immediate safety-net services for low income adults and families who have experienced a home fire. Our services are provided free and on-scene; 911

notifies Red Cross Fire Assistance at the same time that fire department and emergency personnel are dispatched. Red Cross direct emergency assistance costs an average \$400 per person from initial service to re-housing. These services keep otherwise productive and functioning families from needing to access already burdened social services network.

Red Cross Fire Victim Assistance supports family health; prompt care, support and financial assistance dramatically reduce the stress of sudden displacement for low-income families. In interviews with our Fire Assistance clients, it is the quick return to normalcy that is cited most often as the single biggest benefit from this program.

Red Cross Fire Victim Assistance program utilizes 50 specifically trained Disaster Assistance Team (DAT) volunteers in order to provide 24 hour /7 day per week /365 days per year access to services. DAT members receive 40 hours of initial training and on-going training as well. Training includes cultural diversity, mental health and crisis response, client confidentiality, and Red Cross protocol. This service model provides prompt relief to low-income parents and adults, often in the middle of the night. DAT volunteer involvement is estimated to average over 22,000 hours per year; an equivalent of 10.5 FTE or \$400,000 in annual salary and benefits.

The local Red Cross receives no government support or National Red Cross funding for our disaster relief services and relies entirely on local contributions to provide assistance and case management to families in need. United Way grant funds are vital for direct client assistance funds needed to meet the increase in clients and fire recovery expenses.

6. Organizational Capacity: *Describe the ability of your organization to carry out services successfully and efficiently based on current resources, i.e., expertise of staff, diversity of funding streams, board composition and involvement, fiscal and governance systems, and facilities.* **10 points possible**

Disaster Services has been provided by the Red Cross locally for more than 50 years. The Red Cross has been in Eugene since 1917. Over the past 8 years, we have been located at our current Eugene office which includes garage space for our Emergency Response Vehicle (ERV), community disaster relief supplies, community education materials, and family comfort kits that include sweatshirts and sweat pants, hygiene items and soft children's toys.

Red Cross' Disaster Services program has had the same Director for 2 years and he has been with the Chapter's Disaster Services for 10 years. Our Chapter administrative team includes an Executive Director with over 30 years of management experience and a Chief Operating Officer with 14 years of Red Cross experience including monitoring and fiscal oversight for federal, state, county and private funds.

Our Board of Directors is a blend of long-term and new members; 20% represent diverse ethnic and cultural backgrounds; one is a student; two are local non-profit consultants; and three have extensive professional financial backgrounds. The Board of Directors meets monthly, reviews financial and fundraising goals and reports, participates in community outreach, and meets annually with the Red Cross Regional Executive Director from Portland's Oregon Trail Chapter.

The local Red Cross Chapter participates in all national Red Cross management and fiscal reporting, evaluations, and initiatives. Annually, we provide client, volunteer, staff, and Board data as well as fiscal reporting and participation in an annual independent Audit.

7. Goal Alignment: *Describe how services align with or support one or more United Way goals of Education, Income and Health (please see goal definitions in the instructions).* **10 points possible**

Red Cross Fire Victim Assistance supports all three United Way Community Impact Goal areas; Education, Income and Health. When low-income families experience a devastating home fire, Red Cross assistance helps the family begin immediate recovery. This assistance helps low-income, at-risk adults and families to maintain their employment as their immediate housing, food, medical needs, and emergency financial support is provided. Red Cross financial assistance can replace damaged work-related tools and equipment. This assistance also supports children's success in school and family

functioning for the same reasons. Families that can begin recovery immediately experience less stress. Finally, Red Cross Fire Victim Assistance supports includes a Registered Nurse (RN) DAT volunteer who promptly assesses clients' medical support needs and assists clients replacing needed prescriptions, glasses, and equipment (e.g., diabetic testing supplies). Red Cross assistance also includes referrals to additional supportive services as needed for medical follow-up and more extensive crisis support or mental health counseling.

Red Cross Fire Victim Assistance provides a specialized emergency service that prevents productive adults and families from spiraling into homelessness and further financial hardship.

8. Collaborations: *Describe collaborative or innovative aspects of this service. Considerations may include partnerships that meet the holistic needs of clients; how your approach demonstrates systems thinking; how you enable clients to access a broad range of services; how these services leverage existing community resources and access new resources.* **10 points possible**

Red Cross Disaster Services regularly provides referrals to local social service thrift stores to help low-income clients' replace household goods, bedding, clothing, and personal items including work and school supplies. We work closely with Eugene Fire Department, Springfield Fire and Life Safety, and Lane County Rural Fire Department. Red Cross Disaster Services also provides training and support to the Egan Memorial Warming Center volunteers and partners.

9. Alignment of Services with Values: 10 points possible

All Red Cross assistance programs are committed to being a good steward of donor money and volunteer time, and maintain the highest standards of program integrity and openness. DAT volunteers provide a substantial portion of the program's operation and witness first-hand the stewardship of our community fundraising dollars and the integrity of the program's direction and operation to help low-income adults and families regain their housing, family functioning, and self-sufficiency.

The Fire Victim Assistance program has a direct and immediate impact on the community; a measurable, positive impact preventing further homelessness among at-risk families who have suddenly lost their homes and belongings to fire. The Assistance program is also relevant as our community strives to end homelessness, reduce hunger, and assist low-income families in maintaining their self-sufficiency including employment and schooling. Red Cross has an outstanding volunteer program that includes volunteer participation over many years and encourages volunteer growth to management, training and supervision roles with other volunteers, and through monthly DAT meetings provides vital input regarding the organization and operation of the program itself.

The Red Cross honors diversity and inclusion in its volunteers, staff, and program participants. All Red Cross programs function under a guiding set of humanitarian values that emphasizes all people receive services without regard to ethnicity, language, gender, age, sexual orientation, religion, or standing in the community. All DAT volunteers participate in diversity training regarding communicating effectively and appropriately with adults, families, and children from diverse backgrounds. Current DAT volunteer recruitment is specifically working to increase bi-lingual and bi-cultural Spanish volunteers. Disaster materials (including children's books and coloring books) are available in Spanish.

We encourage people of all ages and abilities to contribute to the mission and services of the local Red Cross. Our volunteers include autistic adults, retired professors, home-school children, and at-risk high school youth. We are proud that 2,878 volunteers believe in the Red Cross mission and contribute substantially to local Red Cross services in Lane County.



Basic Needs Application

Proposed Services BUDGET

(fill in the green cells)

Agency Name:

American Red Cross - Oregon Pacific Chapter

Proposed Services:

Disaster Services

	Prior 12 Months	Future 12 Months
REVENUE/SUPPORT		
United Way Funding/Request (do NOT include Donor Designations)	\$17,922.00	\$20,000.00
Public Support: Contributions/Fundraising Events (include Donor Designations)	\$216,624.00	\$215,381.00
Government Funding	\$0.00	\$0.00
Foundation/Corporation/Other Grants or Major Gifts	\$5,000.00	\$5,000.00
Program Service Fees or Membership Dues	\$0.00	\$0.00
Other Revenue	\$1,306.00	
Total Revenue	\$240,852.00	\$240,381.00

	Actual	Estimated
EXPENSES		
Personnel Related	\$55,891.00	\$53,987.00
Client Assistance	\$93,397.00	\$121,000.00
Other Direct Program Expenses	\$53,078.00	\$50,000.00
Administrative Overhead	\$38,486.00	\$15,394.00
Total Expenses	\$240,852.00	\$240,381.00

NET (should be zero)	\$0.00	\$0.00
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What percent of your agency budget do these proposed services represent?	6%	6%
What percent of your agency revenue is the United Way request?	0%	1%
Number of employee FTE's (full-time equivalents) in proposed services?	1.00	1.00
Percentage United Way request to overall proposed services revenue	7%	8%
Administrative overhead percentage applied to proposed services	19%	7%

Completed by:

Brian Leeper, COO