



June 8, 2016

Stacey McDonough and Allyn Gutauskas, Co-Charis  
Women United Together in Philanthropy Grant Committee

Re: Nutrition and Community at Friendship Court

Dear Women United Grant Committee:

Nutrition is vital to children in poverty, and for more than 100 kids at Friendship Court Apartments, the daily afternoon snack is sometimes their last meal of the day. But the ritual of “snack time” that takes place at the community center every afternoon is about far more than juice and crackers.

Unfortunately, the school-year snack program that these children rely on will not be available next year, and so our request is for a bridge year of funding to support Nutrition and Community at Friendship Court. Specifically, funds will be spent to provide children from very low-income families with afterschool snacks, averaging 600 snacks per month.

“You don’t realize it until you’re there and you see it,” says Piedmont Housing Alliance Community Organizer Claudette Grant. “It’s clearly a very big deal.” The action starts at 2:30, with 30 to 40 children ages 3 to 18 streaming into the community center from school or play. They are greeted by familiar adult staff and volunteers who are ready to hand them a snack, help them with their homework, or be a friend to talk to.

“This is their favorite part of their day,” says Grant, who oversees activities at the center. “This is their safe haven.”

Snack begins with the official sign-in. Each child goes to a computer screen where they must enter their name and address. The older ones help the younger ones. “They love signing in; it gives them a sense of autonomy,” says Grant. They are handed a snack pack—crackers or pretzels and a box of juice provided by the Blue Ridge Area Food Bank. Some linger for a moment at the “share” table where they trade their snack for another’s they find more appealing. But most children find a seat by a friend and ease into the rest of the afternoon ritual: homework, reading, and computer activities. On hand to help are Piedmont Housing’s community center staff – an Activity Coordinator and a Community Outreach Assistant (a part-time employee who is a Friendship Court resident working toward her GED) – as well as community volunteers. It’s noticeable when the buzzing anxiety of hunger settles into concentration on a book or computer program.

The simple ritual of afternoon snacks is vitally important for nutrition, but it is also the magnet that connects Friendship Court children to community, technology, education, and health. The Blue Ridge Area Food Bank, which has been generously supplying about 600 snacks per month to Friendship Court, has determined that the school year snack program cannot be sustained. There is no other source of funds at present to fill this need. Hungry children find it more

difficult to focus on homework, instruction, reading, and computer activities designed to help close the technology gap. The stresses of life are a bit tougher to handle. Health, grades, family life, and community well-being are all impacted.

The children who benefit from this program all live at Friendship Court, a community of 150 subsidized apartments on 12 acres in the heart of downtown Charlottesville, home to 150 very low-income families and 266 children. The residents of Friendship Court are predominantly African American, 93% female-headed households, with median family incomes under \$11,000 per year (compared to the Charlottesville median family income of over \$84,000/year). The vast majority of Friendship Court children qualify for free or reduced-price lunches at school.

While the Food Bank will continue its summer program, and the City Department of Parks and Recreation provides dinner preparations to its program participants three nights a week, area markets and restaurants are prohibitively expensive and groceries must be kept to the minimum that a small budget and assistance can provide. The families at Friendship Court rely on afterschool snacks to stretch their budget and to provide for their children's nutrition and well-being.

A grant of \$19,935 from Women United Together in Philanthropy would enable Piedmont Housing to continue and improve the snack program for one year, during which we would implement and evaluate the following plan:

- Provide 30-40 healthy afternoon snacks five days a week for 10 months to 100-plus Friendship Court children ages 3 to 18.
- Coordinate with local gardens and markets to increase the use of fresh, locally sourced foods for snacks.
- Source snack supplies and distribute snacks to the children (community center staff at 3 hours/week).

Women United funding for the 2016-2017 school year will give us the time to explore becoming a USDA Child & Adult Care Food Program site and to raise funds necessary to participate in that program for the 2017-2018 and beyond.

Other organizational information requested:

Piedmont Housing Alliance's CEO is Frank Grosch; EIN 52-1361731.

Percentage of budget revenue from the following sources: government 32%; individual donations 2%; corporate donations 2%; faith-based donations <1%; earned revenue 30%; other fundraising (foundation grants) 5%.

Thank you for the opportunity to apply for this grant, and for the wonderful work you support in our community. Please let us know if you have any questions or need any additional information.

Sincerely,



Karen Reifenberger, COO

**PIEDMONT HOUSING ALLIANCE FY 15-16 OPERATING BUDGET**

**Revenues:**

Federal Grant Program Funds	\$	43,750
Federal Loan and Repair Grant Revenues		18,510
State Government and VHDA Revenues		96,235
Local Government Revenues		173,163
Private Revenue Sources		308,250
Property Management Revenue		515,496
Loan and Investment Revenues		235,550
PHS, LLC Property Sales, Net Proceeds		402,802
<b>Total Program Funding</b>	<b>\$</b>	<b>1,793,756</b>

**Expenditures:**

Federal Grant Expenditures	\$	1,000
Local Government Grant Expenditures		2,700
Compensation and Payroll Taxes		1,167,636
Benefits		153,764
Occupancy and Operating		194,711
Fundraising and Communications		61,000
Supplies & Materials		61,420
Contractual Services		104,850
Loan Costs		36,375
Interest Expense		10,300
<b>Total Expenditures</b>	<b>\$</b>	<b>1,793,756</b>

<b>2015-2016 Net Program Funds</b>	<b>\$</b>	<b>-</b>
------------------------------------	-----------	----------

**PIEDMONT HOUSING ALLIANCE – FRIENDSHIP COURT NUTRITION & COMMUNITY BUDGET**

Snack Supplies: \$3 per snack x 600 snacks per month x 10 months	\$18,000
Community Center Staff: \$15/hour x 3 hours/week x 43 weeks	\$ 1,935
<b>TOTAL:</b>	<b>\$19,935</b>