Fall 2019 Grants Workshop

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Outline

• Background on St. Louis City Senior Fund
• Current RFPs
  • Fund Defined Grants
  • Applicant Defined Grants
• Key Sections of Applications
• Q&A
Background
Missouri Senior Levy Funds
Senior Fund’s Vision

Our vision is for the City of St. Louis to be an aging-friendly city where older residents can age in place.
<table>
<thead>
<tr>
<th>Community Needs Identified at Start of Fund</th>
<th>Resident Survey n=436</th>
<th>Provider Survey n=157</th>
<th>Resident Focus Group n=22</th>
<th>Seniors Count Exec Comm n=15</th>
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<tbody>
<tr>
<td>Affording Medications</td>
<td>Mental Health/Counseling Depression/Caregiving</td>
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<td></td>
<td>Behavioral Health</td>
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<tr>
<td>Info re: Programs, Services, &amp; Activities</td>
<td>Info on Resources &amp; Services Available</td>
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<td>Case Management</td>
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<tr>
<td>Nutrition Problems</td>
<td>Nutrition/Healthy Diet</td>
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<tr>
<td>Falls/Injury Prevention</td>
<td>Safe &amp; Accessible Home &amp; Neighborhood</td>
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<td>Home Maintenance/Safety</td>
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<td>Physical Activity</td>
<td>Maintaining Physical Health</td>
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<tr>
<td>Affordable Transportation</td>
<td>Reliable Transportation</td>
<td></td>
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<td>Transportation</td>
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<tr>
<td>Social Networks to Support Aging in Place</td>
<td>Home Services</td>
<td>Carrying out ADL's and IADL's</td>
<td></td>
<td>Home Maker Services</td>
</tr>
<tr>
<td></td>
<td>Respite Care</td>
<td></td>
<td></td>
<td>Respite Care</td>
</tr>
</tbody>
</table>
FY19 & 20 Fall Prevention Grantees

Risk Assessment and Case Management
- Jewish Family and Children’s Service

Medication Management
- Northside Youth and Senior Services

Exercise and Education
- Oasis
- Paraquad

Vision Screenings and Home Adaptations
- Society for the Blind and Visually Impaired

Home Modification and Repairs
- Mission: St. Louis
- Rebuilding Together
- St. Andrew’s Senior Solutions
FY19 & 20 Economic Security Grantees

Weatherization and Utility Assistance
Cardinal Ritter Senior Services
HeatUp St. Louis
Missouri EnergyCare

NCOA Benefits Checkup
Deaconess Nurse Ministry
Lutheran Senior Services
St. Louis Area Agency on Aging

Financial Education and Coaching
Lifewise STL

Moving Assistance to Subsidized Apartments
HOPE
FY20 Social Isolation Grantees

Group-based Programs
- Association on Aging with Developmental Disabilities
- CHIPS Health and Wellness Center
- Bilingual Institute

Support for Individuals with Dementia & Caregivers
- Alzheimer’s Association Memory Care Home Solutions

Hearing Screenings & Hearing Aids
- Center for Hearing and Speech

Home Visiting by Peer Companions
- Lifewise STL
**FY20 Homemaker Chore Services Grantees**

- **Partial to Full Coverage for Chores**
  - Jewish Family and Children’s Service
  - St. Andrew’s Senior Solutions

- **Free Meals for Adults Undergoing Cancer Treatment**
  - Food Outreach

**FY20 Transportation Matching Funds**

- **Match Funding for Bus Passes & Senior Center Transport**
  - St. Louis Area Agency on Aging

- **Match Funding for New or Replacement Vehicles**
  - City Seniors
  - Five Star Senior Center
  - Grace Hill
  - Northside Youth and Senior Services
  - Southside Wellness Center
RFPs Released
Fall 2019
New Requests for Proposals

**Fund Defined Grants**
- Economic Security
- Exterior Seasonal Home Maintenance

**Applicant Defined Grants**
- Program Support
- Pilot/Innovation Projects
- Capacity Building
Organizational Eligibility

• Any organization that is, or is fiscally sponsored by, a 501c3 or City of St. Louis Governmental Entity.

• Provide services to St Louis City residents 60 years of age and older AND fits within the vision of the Senior Fund.

• Have demonstrated capacity to carry out program work funded by proposed grant.

• Have policies and procedures in place to manage finances and can provide documentation of past financials (e.g., audited financial statements, IRS 990, other documentation).
Organizational Eligibility (cont)

• As lead organization, applicants can submit:
  • One Fund Defined proposal per focus area each year
  • One Applicant Defined proposal per year

• Current grantees are eligible to apply if they submit a proposal for a program or service that is different from what the Senior Fund currently supports for their organization.
Award Limitations

• There are some things we do not fund, including:
  • Grant Awards to Individuals
  • Start-up Organizations
  • Loans
  • Scholarships
  • Travel
  • Conferences
  • Research
  • Special Events
  • Film or Video Projects
  • Nursing Homes and Assisted Living Facilities
Fund Defined Grants
Purpose

• Funding awarded to address needs of older St. Louis City residents that fall within specific focus areas determined by the Senior Fund Board based on community needs assessments and other sources.

• Seeking proposals for FY2021
  • Economic Security
  • Homemaker Chore – Seasonal Exterior Maintenance
Economic Security

- **Aim:** Help older adults be more economically secure by increasing their income and/or reduce their expenses.

- Seeking applicants to expand the types of programs/resources supported under this focus area.
Homemaker Chore – Seasonal Exterior Maintenance

• **Aim:** Assist older adults with IADLs (Instrumental Activities of Daily Living).

• Seeking applicants that will help older residents with seasonal exterior home maintenance (e.g., fall/spring yard work, mowing, snow removal, gutter cleaning, touch-up painting).
Award Budget and Timeframe

• Multi-year grants (up to 3 years) for up to $100,000 per year.
  • We anticipate grant requests will range from $15,000 to $100,000 per year depending on scope and structure of services.

• FY2021: July 1, 2020 to June 30, 2021.
  • We have budgeted up to $300,000 for grants for first year.

• The Senior Fund requires that applicants do not request more than 50% of their organization’s annual budget.

• Grants from the Senior Fund cannot supplant existing program and service funding.
Process

**Step 1:** Submit a Letter of Intent (due November 8, 2019)

*Instructions for Letter of Intent Available on Website*

**Step 2:** Receive Notice of Invitation for Full Proposal

**Step 3:** If Invited, Submit a Full Proposal (due March 9, 2020)
Timeline

Letter of Intent Due
November 8, 2019 by 11:59pm

Invitations Sent for Full Proposals
January 2020

Full Proposals Due
(invitation only)
March 9, 2020 by 11:59pm

Award Notification
May 2020

Start Date of Grants
July 1, 2020
Applicant Defined Grants
Purpose

- Funding allocated to support innovations in programs, emerging needs, and organizational capacity that is:
  - Consistent with the Senior Fund’s vision
  - Focused on serving St. Louis City residents who are 60 years or older

- Seeking proposals for our current fiscal year, FY2020.
Funding Categories

1) Program Support
A specific, connected set of activities or services that may not fall within the Senior Fund’s identified focus areas or other open funding opportunities.

2) Pilot/Innovation Projects
Piloting of a new program or improvement to existing services.

3) Capacity Building
Efforts to enhance or improve an organization’s delivery of services through developing ability and resources.
Award Budget & Timeframe

• One-year grants up to $75,000.
  • We anticipate grant requests will range from $5,000 to $75,000 depending on scope and structure of services.

• Will begin in FY2020 and go into FY2021: April 1, 2020 – March 31, 2021
  • We have budgeted up to $400,000 for grants.

• The Senior Fund requires that applicants do not request more than 50% of their organization’s annual budget.

• Grants from the Senior Fund cannot supplant existing program and service funding.
Process

• Applications include a proposal narrative, logic model, budget, and supporting documents.
  • Application and instructions are posted on our website, stlseniorfund.org.

• We prefer your submission to be sent via email to info@stlseniorfund.org.
  • Submissions can also be mailed or delivered.
Timeline

Applications Due
December 6, 2019 by 11:59pm

Award Notification
March 2020

Start Date of Grants
April 1, 2020
The Senior Fund distributes grants to organizations that support older adults to age in the home and neighborhood that best serves their needs and interests. All grants are directed to serve residents in the City of St. Louis who are 60 years or older.

Seasonal Exterior Home Maintenance. Letters of Intent are due no later than November 8, 2019.

View Request for Proposals – Fund Defined Grants
View Application and Other Documents

Applicant Defined Grants

Funding awarded to address an applicants’ determination of organization or community need that is consistent with the Senior Fund’s vision. This funding is allocated to support innovations in programs, emerging needs, and organizational capacity. Organizations can apply for one-year grants up to $75,000; we anticipate grant requests will range from $5,000 to $75,000.

We are accepting proposals for FY2020 funding. Applications are due no later than December 6, 2019.

View Request for Proposals – Applicant Defined Grants
View Application and Other Documents

Grant Application Documents

Below are applications and supporting documents you will need for your proposal submission.

If for any reason you have an issue with opening any of the files or need a different file type, please contact us and we will assist.

Fund Defined Grants

Letter of Intent Instructions (doc)

Common Grant Application for Fund Defined Grants (.doc)

Budget Template (.xls)

Logic Model Template (.doc) (Sample Logic Model)

Common Grant Application User Guide

Applicant Defined Grants

Application for Applicant Defined Grants (doc)

Budget Template (.xls)
Key Sections
Fund Defined – Letter of Intent

- Cover Page
- Statement of Need
- Organizational Description
- Program Approach and Intended Outcomes
- Budget Amount & Narrative
- Logic Model
Applicant Defined - Application

• Cover Sheet

• Narrative
  • Organization Information
  • Diversity, Equity, and Inclusion
  • Description of Project
  • Evaluation
  • Budget Narrative

• Attachments
  • Includes Project Budget Spreadsheet, Organization’s Financial Reports, and Logic Model
Organization Info

• Give reviewers a clear sense of how, and to what extent, you currently serve older adults in the City.
  • If a focus on older adults is new for your organization, state this and indicate how serving older adults in the City with this grant connects to your current (and future) focus for your organization.

• In both applications we ask for number of clients served by zip code.
  • If you do not have this information, just make a note and share what info you do have about who you serve.
Project Info

• Explain the project in such a way that a reader who knows nothing about how the project is implemented will be able to visualize it.

• Be sure to clearly state what service(s) every client receives, and which service(s) are provided as needed.

• There should be a very clear link between the activities you describe and the outcomes you hope to achieve.

  • Most importantly, reviewers want to see how your program/project connects to helping St. Louis City residents, 60 years and older, age in the home and neighborhood that best serves their needs and interests.
# Logic Model and Evaluation

## PROGRAM LOGIC MODEL

<table>
<thead>
<tr>
<th>Inputs:</th>
<th>Resources required to conduct the activities. List &amp; quantify the materials, staff, equipment, training, etc. that you need to deliver your program.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activities</td>
<td>List the various activities you will perform to deliver your program (start with a verb). What the program does with the inputs to achieve its outcomes.</td>
</tr>
<tr>
<td>Outputs</td>
<td>List what &amp; quantify how much you anticipate you will deliver as a result of your activities (numerical, quantify activities you will do)</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Describe broadly the changes your program is intended to make in the lives of participants. This can include changes in knowledge, attitudes, skills, behavior, status or condition, and/or access to resources. We are most interested in the outcomes you can reasonably achieve in your grant period that connects to the Senior Fund’s long-term outcome.</td>
</tr>
<tr>
<td>Short-term Outcomes</td>
<td>(those that you can accomplish and measure within grant period)</td>
</tr>
<tr>
<td>Long-term Outcomes</td>
<td>St. Louis City residents, 60 years and older, are able to live with dignity in the home and neighborhood that best serves their needs and interests.</td>
</tr>
</tbody>
</table>
**Inputs**
List and quantify the materials, staff, equipment, training, etc. that you need to deliver your program.

**Activities**
List the various activities you will perform to deliver your program.

**Outputs**
List what and quantify how much you anticipate to deliver as a result of your activities.

**Outcomes**
Describe broadly the changes your program is intended to make.

This can include changes in knowledge, attitudes, skills, behavior, status or condition, and/or access to resources.

Emphasize what you can accomplish and measure within the grant period.
## PROGRAM LOGIC MODEL

**Applicant name:** ABC Org

**Program Name:** HomeMod: Reducing Hazards to Make Your Home Work for You

**Target Population Served:** STL City Residents, 60+, Experienced recent fall or concerned about fall risk (self-report or referral)

<table>
<thead>
<tr>
<th>Inputs</th>
<th>Activities</th>
<th>Outputs</th>
<th>Outcomes</th>
</tr>
</thead>
</table>
| • Staff  
  o 1 FTE Coordinator with Occupational Therapy Background  
  o 10% Effort Project Manager  
• Contractors  
• Funding for Home Modifications  
• Partner organizations for referrals to additional fall prevention programs | • Marketing of program services  
• Phone Screenings and Resource Referral  
• Home Safety Assessment  
• Removal of home hazards, including home modifications | • 150 Residents Call In and Screened for Eligibility  
• 75 Residents Referred to Other Programs  
• 75 Clients Complete Home Assessments  
• 60 Clients Complete Process to Reduce Home Hazards  
• 30 Clients Referred to Additional Fall Prevention Programs | • Clients reduce home hazards  
• Clients maintain reduction of home hazards for at least 6 months post intervention  
• Reduction (or no) falls for clients in 6 months post-intervention  
• Clients remain in their home |
# EVALUATION PLAN

<table>
<thead>
<tr>
<th>Applicant name:</th>
<th>Program Name:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Outcome Statement(^1)</th>
<th>Evaluation Method(^2) (what will you use to know if you reach your outcome).</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

\(^1\) List all outcomes you will be tracking and reporting on for each grant year, if awarded. All Outcome Statements should follow the following format: \(#\_ of \_%\) participants \(_\_\_\) who \(_\_\_\) will \(_\_\_\) by \(_\_\_\).

\(^2\) List the tool (survey, checklist, assessment, etc.) and timeframe you will use to measure progress on each Outcome.
Outcomes

- Clients reduce home hazards
- Clients maintain reduction of home hazards for at least 6 months post intervention
- Reduction (or no) falls for clients in 6 months post-intervention
- Clients remain in their home

<table>
<thead>
<tr>
<th>Outcome Statement</th>
<th>Evaluation Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 of 75 clients (80%) follow action plan developed with coordinator and reduce home hazards.</td>
<td>Westmead Home Safety Assessment &amp; Action Plan</td>
</tr>
<tr>
<td>45 of 60 (75%) clients maintain reduction of home hazards for at least six months.</td>
<td>Follow-up visit. Repeat Home Safety Assessment.</td>
</tr>
<tr>
<td>24 of 60 (40%) clients report a reduction or no falls in the past 6 months after intervention.</td>
<td>Pre and post self-reported falls in past six months.</td>
</tr>
<tr>
<td>20 of 30 (60%) clients follow through on referrals.</td>
<td>Follow-up visit or phone call.</td>
</tr>
</tbody>
</table>
Budget: Narrative and Spreadsheet

• You will need to complete two budget related sections for your grant request.
  • Project Budget Spreadsheet (Template on our Website)
  • Budget Narrative

• Make sure to spend time on writing your narrative to clearly indicate how you reached the amount you are requesting from us.
  • See the Common Grant User Guide for examples.
  • For LOIs, it’s okay if your amounts change.
<table>
<thead>
<tr>
<th>EXPENSES</th>
<th>Total Project Expenses</th>
<th>Amount Requested from Funder</th>
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</thead>
<tbody>
<tr>
<td>Salary and Benefits</td>
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</tr>
<tr>
<td>Contract Services (e.g., consulting, professional)</td>
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</tr>
<tr>
<td>Occupancy (e.g., if needed for project only)</td>
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<tr>
<td>Insurance (e.g., if needed for project only)</td>
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<tr>
<td>Travel</td>
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<tr>
<td>Equipment</td>
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<tr>
<td>Supplies</td>
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<td>Printing, Copying &amp; Postage</td>
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<tr>
<td>Evaluation</td>
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<td>Marketing</td>
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<tr>
<td>Meeting Expenses</td>
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<tr>
<td>&quot;Other&quot;</td>
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<tr>
<td>&quot;Other&quot;</td>
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<td><strong>Subtotal of Direct Expenses</strong></td>
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<tr>
<td>Administration/Indirect Expense</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$0</strong></td>
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<table>
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<tr>
<th>REVENUES</th>
<th>Committed</th>
<th>Pending</th>
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<tbody>
<tr>
<td>Contributions, Gifts, Grants, &amp; Earned Revenue</td>
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</tr>
<tr>
<td>Local Government</td>
<td>$</td>
<td></td>
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<tr>
<td>State Government</td>
<td>$</td>
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</tr>
<tr>
<td>Federal Government</td>
<td>$</td>
<td></td>
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<tr>
<td>Individuals</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>*Foundation -</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>*Foundation -</td>
<td>$</td>
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<td><strong>Total Revenues</strong></td>
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</tr>
<tr>
<td>Contributions, Gifts, Grants, &amp; Earned Revenue</td>
<td>Committed</td>
<td>Pending</td>
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<tr>
<td>Local Government</td>
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<td>State Government</td>
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<td>*Foundation -</td>
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<td>Fundraising Events (net)</td>
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<td>$</td>
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<tr>
<td>Investment Income</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>In-Kind Support</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>*Other -</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td><strong>TOTAL REVENUES</strong></td>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

*Please specify for contributions over $1,000.*
<table>
<thead>
<tr>
<th>Budget Category</th>
<th>Description of Each Expense</th>
<th>Total Expense Requested from Senior Fund</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Salary &amp; Benefits</td>
<td></td>
<td>Total: $</td>
</tr>
<tr>
<td>B. Contract Services</td>
<td></td>
<td>Total: $</td>
</tr>
<tr>
<td>C. Occupancy</td>
<td></td>
<td>Total: $</td>
</tr>
<tr>
<td>D. Insurance</td>
<td></td>
<td>Total: $</td>
</tr>
<tr>
<td>E. Travel</td>
<td></td>
<td>Total: $</td>
</tr>
<tr>
<td>F. Equipment</td>
<td></td>
<td>Total: $</td>
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<tr>
<td>G. Supplies</td>
<td></td>
<td>Total: $</td>
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<tr>
<td>F. Printing, Copying &amp; Postage</td>
<td></td>
<td>Total: $</td>
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<tr>
<td>G. Evaluation</td>
<td></td>
<td>Total: $</td>
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<tr>
<td>H. Marketing</td>
<td></td>
<td>Total: $</td>
</tr>
<tr>
<td>I. Other Direct Expenses</td>
<td></td>
<td>Total: $</td>
</tr>
<tr>
<td>J. Administration/Indirect</td>
<td></td>
<td>Total: $</td>
</tr>
<tr>
<td>Project Revenue</td>
<td>[Include any notes regarding your project revenue here. For example, if you have a significant amount of funding pending, please briefly explain.]</td>
<td></td>
</tr>
</tbody>
</table>
Administrative or Indirect Expenses

• Indirect expense represents the project's share of overhead expenses (rent, phone, utilities, etc.) and administrative costs.

• These are expenses incurred by the applicant organization because of program or service implementation but that are not easily identifiable with a specific project.
  • Examples include executive oversight, accounting, grants management, legal expenses, utilities, insurance, and facility maintenance.

• Applicants are allowed indirect expenses of **up to 12%** of the direct expenses of the project.
Attachments

Required for LOI and Applications

- Logic Model

Required for Applications

- Current IRS Letter of Determination indicating tax-exempt status
- Board of Directors
- Financials
  - Project Budget (use our template)
  - Organizational Budget (internally prepared or using our template)
  - Externally prepared financial statements OR most recent Form 990 + internally prepared statements

If Applicable

- Support Letters
- Memorandum of Understanding or Subcontracts
- Evaluation Tools for Project
Q&A
Q: If you are only funding a portion of a program, what should be reflected in the logic model? If they are getting other services that you are not supporting should it be in the logic model?

A: It depends on the program and what you are asking us support. For example, if you’re asking for funding to support a home repair program, we would expect to see the all the key elements of the home repair program outlined in the logic model, even if a grant from the Senior Fund would only cover 20% of the total program costs. We do not expect you to outline all the services your organization provides, just what is relevant to the grant. You can email or call us if you’d like further feedback on this.

Q: Just to clarify, you do not need to submit a letter of intent for Applicant Defined Grants?

A: Correct. You only need to submit a letter of intent for Fund Defined Grants (i.e., this round that means if you are submitting a proposal for a Fund Defined Grant focused on Economic Security or Homemaker Chore – Exterior Maintenance).
Questions Asked at Workshop

Q: I noticed medication assistance was listed as a need identified in a past survey of residents. Can we apply for funding to help subsidize medications for City residents?

A: Yes. This request could fit under a Fund Defined Grant for the Economic Security focus area or an Applicant Defined Grant.

Q: Applicant Defined Grants are only for one year. Can an organization apply for another Applicant Defined Grant in the following year?

A: Yes. Organizations can apply for an Applicant Defined Grant as the lead organization once a year. Receiving an Applicant Defined Grant in FY20 does not preclude you from applying for an Applicant Defined Grant when RFPs are released for FY21.

Q: Under Fund Defined Grants, are you only accepting applications for exterior maintenance not interior?

A: Yes. Under this current RFP we are seeking organizations to provide exterior home maintenance services, with emphasis on maintenance. We do not currently have the funds to support full roof repairs, building new fences, or other major repairs or additions to a resident’s property. We are seeking applicants that will address one or many exterior maintenance needs such as mowing, other yard work, gutter cleaning, minor repairs (e.g., paint touch up, a portion of a fence). If you are unsure a service applies, please contact our team to discuss.
Questions Asked at Workshop

Q: Are there currently any organizations that focus on hoarding in the City?
A: Some organizations may help residents with hoarding if it ties to threat of an eviction (e.g., Legal Services of Eastern Missouri) or other issues. There is not an organization to our knowledge that identifies hoarding as one of the primary issues they address.

Q: Can current grantees apply?
A: Yes. Organizations that have current contracts can apply for either funding opportunity if it is different from what the Senior Fund already supports for their organization. If you have funding needs related to your current contracts with the Senior Fund, please contact our team to discuss.
Contacts for Our Team

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