

General Operations

Renewal Grants December 2016 Board Meeting

Porchlight Counseling Services

Application Form

RENEWAL REQUEST

This section is about the program for which you are requesting funding.

Project Name*

General Operations

Project Summary*

Please provide a one to three sentence description of the project for which you seek funding.

Porchlight is seeking a grant in support of our counseling program and the staff position of Operations and Program Specialist.

Grant Number

17-33

Amount Requested*

Please enter a whole dollar amount. If necessary, round up to the nearest dollar.

\$50,000.00

Project Budget*

What is the total budget for this project?

\$167,550.00

Other Funding*

List other private and public funding sources for this renewal request including the sources of funding that have been received to date, the amount and the date received. For pending funding please list the name of the source, amount requested and the anticipated receipt date.

Received:

\$34,500, Autumn in the Park fundraiser, Oct. 13, 2016

Pending

A donation from Nicor Gas. Nicor initiated this donation on Oct. 18, 2016, through its Invest in Illinois initiative, and we do not know the amount or when it will be received.

\$15,000, annual appeal. We will send letters in early November, 2016. We typically generate \$15,000 to \$18,000 from individual donors through this appeal.

\$5,000, University-related events, such as Vagina Monologues, March, 2017.

\$15,000, April, 2017 fundraiser.

\$40,000 October, 2017 fundraiser

AbbVie employee donations. In September, 2016, AbbVie invited Porchlight to participate in four AbbVie employee giving fairs in Lake County, IL. More than 5,000 employees visited the fairs, and employees will designate their charities in January, 210. Porchlight will receive a donation from these designations in spring, 2017.

Proposal to Blowitz-Ridgeway Foundation, \$15,000, decision expected by 12/31/16.

Project Start Date*

What is the estimated project start date for your renewal grant activities?

01/01/2017

Project End Date*

What is the estimated end date of the project or activities?

12/31/2017

Section 501 (c)(3)

Is your organization tax exempt under Section 501(c)(3)?

Yes

Is your organization classified by the IRS as a 509(a)(1) organization? In order to receive funding from VNAF a 501(c)(3) organization must also be either a 509(a)(1), or 509(a)(2) organization. If you do not know which type your organization is please check your IRS determination letter.*

Yes

Is your organization a public charity classified by the IRS as a 509(a)(2) organization? The answer to this question and the one above should not both be no.*

No

Mission*

Summarize your organization's mission in two to three sentences.

The mission of Porchlight Counseling Services is to help college sexual assault survivors achieve healing and wholeness and to create a world in which a person's life is not defined by the devastating experience of sexual assault.

Last Fiscal Year Organization Revenues

What were the revenues for the last fiscal year?

\$155,012.00

Last Fiscal Year Organization Expenses

What were the expenses for the last fiscal year?

\$153,123.00

How many paid full-time and part-time staff does your organization have? How many volunteers does it have?

Paid full-time staff*

1

Paid part-time staff*

1

Volunteers*

15

How many people did your agency serve last year? *

42

Program Setting*

Other Community Clinic

Type of Support*

General Operating Support

Nursing*

Will this grant support nursing salaries, services or activities?

No

Services Provided*

Mental Health Care

Chicago Geographic Area*

Please select the geographic area that your project serves. If your program is in the city of Chicago please refer to the map [here](#) to see how VNA defines the North, South and West sides. If the program is in the suburbs or collar counties please choose the county it's in from the list that pops up.

City & Suburbs

Geographic Area Continued

If your project will serve more than one county please select the secondary county from the list below. If the program is/will be in Chicago please leave this section blank.

Lake

Population Served*

Adults

Percent Female*

100

Percent Male*

0

Percent Transgender*

0

Percent African/American*

6

Percent Asian American/Pacific Islander*

0

Percent Caucasian*

50

Percent Hispanic/Latino*

22

Percent Native American*

0

Percent Other*

22

Number Served

How many people do you expect the program you are requesting funding for to serve?

65

Homeless*

Are the majority of the the people served by the program homeless, or formerly homeless?

No

Proposal Narrative

Project Description*

Please describe the program or activities for which you seek renewal funding. Identify the needs or problems that this program will address, including the population served, and describe how the program addresses these needs. **Feel free, if accurate, to update and cut and paste this information from a prior application.** Please be sure to note, however, if the the population served by the program has changed, or if changes have been made to the program or activities that was/were funded last year.

Porchlight is requesting a renewal of our \$50,000 general operating grant. Of this, \$29,000 will be earmarked for our Counseling Program for college sexual assault survivors. The remaining \$21,000 will be used toward the salary of the part-time Operations and Program Specialist to support to a growing demand for our services.

The number of clients seeking services increased 25 percent so far this year over the same period in 2015. The demand for counseling has increased each of the last three years. PCS provides 25 sessions of free counseling at multiple locations to college students who are sexual assault survivors.

One in five college women experience sexual assault or attempted assault before graduation. We also provide counseling to men, but currently all of our clients are women. Our clients suffer from Post-Traumatic Stress Disorder, depression, substance abuse and self-harming behaviors. They are at a high risk for dropping out.

Students lack access to affordable, accessible counseling for sexual assault because of financial and transportation barriers that Porchlight addresses. Our program is free. Students cannot afford insurance co-pays or private therapy. If they are covered by a parent, they will not use that insurance because the parent, the policy holder, would be notified. PCS does not require an insurance payment.

We contract with experienced Licensed Clinical Social Workers or Licensed Clinical Professional Counselors. We do not have a waiting list, and we offer double the maximum number of sessions offered by universities.

We are highly accessible, with off-campus locations in the Loop, Lakeview, Evanston, Rogers Park, and Oak Park. We have a 24/7 helpline.

The topic of college sexual assault has received increased attention, especially in the last two years. Porchlight would like to leverage this interest and awareness, but is limited in its capacity.

The Operations and Program Specialist will free up time for the executive director to focus on: fundraising, marketing, community and campus networking, strategic planning, leading the Board and enhancing the counseling program. This will result in increased revenue and exposure for Porchlight, which means we can serve more survivors.

The PCS Board, in early 2016, approved hiring a part-time Operations and Program Specialist, and this position was filled in March, 2016. The yearly cost is \$21,000 (20 hours per week at up to \$20/hour). No healthcare benefits will be paid.

The Operations and Program Specialist will:

1. Assist the executive director with fundraising, events and volunteer management.
2. Increase awareness of our counseling program.
3. Assist with general operating tasks and social media.

Since its inception in 2004, Porchlight has operated with one employee, the full-time executive director. Our therapists are contractual.

Number Served*

How many people were served last year by your agency overall? And for the specific program for which you are requesting funding, how many people were served during the last grant, and how many will be served if the present request is approved?

In Fiscal Year 2015, January through December, Porchlight provided counseling to 42 client (agency and program). Porchlight also made more than 15 presentations on the topic of college sexual assault, reaching approximately 700 college students or community members. Our goal is to provide counseling to 65 student survivors in 2017.

Goals and Outcome Measures*

State your goals for this program and the specific measurable outcomes. For examples of outcome measures please see our website.

1. 70 percent of clients will report reduced trauma symptoms, caused by anxiety, depression and Post Traumatic Stress Disorder.
2. 70 percent of clients will report an improvement in life functioning.
3. 70 percent of clients will continue in college or graduate school.
4. By December, 2017, Operations and Program Specialist will have assisted the executive director in increasing revenue by 10 percent and the number of clients served annually by 15 percent.

Sustainability*

Please tell us how you plan to sustain the program for which you seek funding after the termination of this grant.

Porchlight funds the Counseling Program and general operations through three main sources: 2 annual fundraisers, the annual fall appeal letter to individual donors and proposals to foundations/businesses. We have seen consistent growth in all three areas, and we expect that to continue in 2017. Individual donors and foundations have been loyal, supporting Porchlight over many years. We hope to continue that and build on our success. A new fundraiser held in Chicago in October, 2016, netted more than \$30,000 in its first year. We expect this event to grow rapidly.

With the addition of the Operations and Program Specialist, we anticipate we will be able to increase our revenue from events, grant proposals and our annual appeal. Additionally, our newly formed Board marketing committee established fundraising goals for 2016 that were approved by the Board and will be renewed in 2017. Individual Board members have committed to reaching out to civic organizations, corporations, women's groups, universities and the faith committee, with a goal of raising an additional \$30,000 next year.

Changes Since Last Grant*

Since your last grant with VNA, has your organization or the project for which you request funding experienced: Changes or turnover in management or staffing? Changes to finances or tax exempt status? Changes to agency and/or project direction/mission? If yes, please note the

changes and upload appropriate documentation of any changes (e.g. public announcements, IRS determination letter, etc.)

Neither the program funded nor our organization has experienced a turnover in staff. However, with the funding from VNA, Porchlight was able to meet its objective of expanding our staff from 1 FTE to 1.5 FTE with a part-time Program and Operations Specialist. We have not experienced any changes with our tax-exempt status, mission or organizational structure.

Required Documents

Please make sure that when the documents listed below are uploaded they do not have password protection.

Program Budget*

Please upload a budget that states the amount of your renewal request and indicates how you plan to utilize the grant funds if awarded. For uploading purposes please do not use Excel headers and leave at least 3/4 of an inch blank at the top and bottom of the page.

PCS 2017 Program Budget.docx

Program Budget Narrative

Please upload a budget narrative for any projected costs that are not self-explanatory, or require detail.

Organization Budget*

Please upload the organization budget for the fiscal year during which the grant funds will be spent.

Porchlight 2017 Budget.pdf

Funding Sources*

Please upload a list of foundations, government agencies, corporations, and individuals that funded the organization in the last fiscal year (\$1,000 and above). Please include the following details:

- 1. Complete Name of the Source**
- 2. Whether the funding has been received or is pending**
- 3. Amount**
- 4. Date Received**
- 5. Or, If pending, the date of notification**

2015 Top Donors to Porchlight Counseling Services.docx

Board List*

Please upload your current Board list.

PCS 2016 Board Members.docx

Annual Report*

Please upload your latest annual report, or a summary of the organization's prior year's activities. If your organization does not produce an annual report please upload a note to that effect. If your annual report is too large to upload please zip/compress it before uploading.

Porchlight Annual Report 2015.docx

Please e-mail your most recent audited financial statements to ann@vnafoundation.net.

Electronic Signature*

Enter your full name and job title

Diana Newton, Executive Director

By entering your name above and clicking "I agree" below you certify that the statements contained in this application are true and correct to the best of your knowledge and belief.*

I agree

Date*

Please enter today's date.

10/20/2016

REPORT ON MOST RECENT/IMMEDIATE PAST GRANT

This form is for use by agencies requesting a renewal, as invited by VNA. **This section is about your most recent past grant. Completing this form fulfills your requirement to submit a twelve month progress report.** You do not need to submit a separate twelve month report.

Project Name*

General Operations

Grant Amount*

\$50,000.00

Please provide a brief overview of the program.*

Feel free to cut and paste portions of the program description from your most recent grant application.

Porchlight earmarked \$29,000 of our last grant for our Counseling Program for college sexual assault survivors and \$21,000 to expand our staff to meet a growing demand for our services. Porchlight provides 25 free sessions of counseling to college sexual assault survivors. Licensed Clinical Social Workers provide counseling in private, off-campus locations near Chicago's major universities. Porchlight expanded its staff to include an Operations and Program Specialist in March, 2016. The Operations and Program Specialist has freed up time for the executive director to focus on: fundraising, marketing, community and campus networking, strategic planning, leading the Board and enhancing the counseling program. This has resulted in increased revenue and exposure for Porchlight, which means we can serve more survivors.

Number Served*

How many people did the program serve?

25

Outcome Measures*

Please cut and paste your outcome measures from your previous application/proposal and address your progress toward achieving them. If any outcome measures were changed please explain why. If you were unable to accomplish certain outcome measures what hindered the progress?

1. 70 percent of clients will report reduced trauma symptoms, caused by anxiety, depression and Post Traumatic Stress Disorder.
Year to date, 81 percent of clients report a reduction in trauma symptoms.
2. 70 percent of clients will report an improvement in life functioning.
Year to date, 86 percent of clients report an improvement in life functioning.
3. 70 percent of clients will continue in college or graduate school.
100 percent of our clients in 2016 have remained in school.
4. By March, 2016, Porchlight will hire a part-time Operations and Program Specialist.
Porchlight filled this position in March, 2016.

Challenges*

What internal or external challenges did you face in connection with this project and how did you address these challenges? Did anything change within your organization as a result of this project?

The biggest challenge in 2016 has been growth - growth in the number of clients served, expansion of staff - and managing that growth effectively. We have a number of initiatives in play, including the launch of a new brand (coming in 2017), expansion of our Board, addition of a second staff member for the first time since our founding in 2004 and ambitious revenue and client number goals.

We have handled this growth by encouraging and supporting the Board to be more involved with fundraising and marketing. Board members have responded positively. A team of Board members organized our first fall fundraiser in Chicago in October, 2016, and raised more than \$30,000. A Board marketing committee interviewed and hired a marketing consultant who has produced a new brand that has been approved by the Board.

The new Operations and Program Specialist has been a tremendous help with fundraisers and administrative tasks, which has been beneficial during this transitional time for our agency.

Lessons Learned*

What were the most important lessons learned? For example, what do you think you did particularly well and what would you have done differently? Did the project add to the knowledge of a subject or improve service delivery?

While we are reaching our current outcome measures, one challenge that continues to vex our staff and Board is that we know there are far more survivors who need our help but who are not coming forward. We continue to learn from our clients how do to this outreach better. Porchlight, with the help our our new Operations and Program Specialist, has been able to focus more on client engagement. The Specialist has reviewed client files and is reaching out to past clients to secure more detailed feedback. How do current and past clients view our services? Is there anything we could provide that we are not providing now? How can we reach more survivors? We have several past clients interested in volunteering, and we intend to form a client engagement committee in 2017.

Budget*

Please upload a budget showing how the grant funds were expended using the same format as the budget in your original application.

PCS 2016 Program Budget as Expended.docx

Porchlight Counseling Services Program Budget
January 1, 2017 through December 31, 2017

Category	Cost	Portion Requested from VNA
Salaries: FT executive director	\$#####	\$12,000
Therapists, contractual	\$#####	\$14,000
Administrative office rent/ utilities	\$2,850	\$1,000
Office Supplies	\$750	0
Program Printing/Outreach	\$5,000	\$500
Postage	\$950	0
Insurance	\$2,500	\$1,500
Travel	\$600	
Internet/IT support	\$500	
Training & Education	\$500	0
Legal fees	\$250	0
Banking and administrative fees/costs, state annual report filing fee, Board retreat	\$425	0
Other (unanticipated costs)	\$1,500	0
Subtotal, Counseling Program	\$#####	\$29,000
PT Operations and Program Specialist, Year 1		\$21,000
Total		\$50,000

**Porchlight Counseling Services
2017 (Proposed) Budget**

Occupancy Costs				
Rent: Office & NLU			\$	2,800.00
Utilities				2,900.00
Staffing Costs				
Salaries: Director				#####
Payroll Tax Cost				5,300.00
Payroll Service Fee				1,000.00
Benefits/Health Insurance				9,400.00
Training & Education				1,000.00
Payment to therapists				#####
Operations and Program Specialist				#####
Other Costs				
Checking account/Moneris & PayPal fees				700.00
Marketing / Outreach Printing and materials				5,000.00
Benefit costs				5,000.00
Board Retreat				220.00
Insurance Expense				5,000.00
Annual Report Fee				30.00
Office Supplies/Equipment				1,500.00
Postage				1,900.00
Web and IT Services				1,000.00
Legal Fees				500.00
Travel Expenses				1,000.00
Meals				300.00
				#####

\The Board of Directors will vote on a 2017 budget in December, 2016. However, this proposed budget reflects Board discussions on expenses for 2017.

2015 Top Donors to Porchlight Counseling Services

Name	Amount	Date Received
Corporations/Foundations		
Krasberg-Mason Foundation	\$1,000	January
Marilyn Long Family Foundation	\$1,500	January
Salvation Army	\$4,825	March and September
Roberts Family Foundation	\$1,000	March
Harris BMO Bank	\$5,000	May
Bill Barthomay Foundation	\$2,000	May
VNA Foundation	\$50,000	October
Chicago Bears	\$5,000	October
Individuals		
Arthur Nielsen	\$1,000	January
D.G. Searle	\$1,000	January
Anne Bent, Founder	\$51,000*	March, May and August
Veronica Berns	\$1,000	April
Kathleen Christy	\$1,000	July
Kathleen Nolan/Ragen Memorial Trust	\$2,500	October
Nathan Todd LaPorte	\$1,500	October
Oliver Goltra	\$1,000	December
William and Solange Brown	\$1,000	December
Sallie Stanley	\$1,000	December

***Increased amount over previous year to earmark reserve fund for Operations and Program Specialist salary and for our new marketing initiative.**

2016 Porchlight Board of Directors

Officers:

Anne Bent

President & Founder

Work: Community Leader

Frank Massolini

Vice President

Work: Salvation Army, director, Promise program

Kathleen Christy

Treasurer

Work: PNC Bank, CPA, wealth advisor

Directors:

Ron Valentine

Director

Work: St. James the Less, chaplain

Kelly Frey Siddiqui

Director

Work: Social worker

Janna Cosby
Director
Work: Marketing consultant

Ann Marr
Director
Work: Financial Administrator

Amanda Y. Garcia
Director
Work: Attorney

Yolaine Dauphin
Director
Work: Attorney

Rosanna Gomez
Director
Work: college-level student teacher

Porchlight Counseling Services

Annual Report

2015

Counseling Program:

- ❖ More than 75 percent of clients said counseling at Porchlight Counseling Services (PCS) reduced trauma symptoms and gave them new coping skills. 100 percent said PCS helped them remain in college.
- ❖ PCS provided more than 730 hours of counseling to 42 students.

Administration/Board/Fundraising:

- ❖ PCS held two successful fundraisers, our April gala and a new event in September, our Country for the Cause concert, featuring three top artists from Alabama.
- ❖ PCS increased staff with the hiring of a new part-time position: Operations and Program Specialist. This position has three main goals: Increase awareness of our counseling program on campuses and in the community; assist director with fundraising, special events & volunteers; and assist with administrative tasks and social media as needed.
- ❖ The Board marketing committee presented a proposal to the Board, unanimously approved, to hire a marketing consultant in 2016 to generate more visibility for Porchlight.

Outreach/Education/Prevention:

- ❖ In June, 2015, PCS hosted a screening of the award-winning documentary, "The Hunting Ground," a compelling insight into the epidemic of college sexual assault. Through this screening, we connected with several new donors and supporters.
- ❖ In November, 2015, PCS hosted a statewide symposium on sexual assault on college campuses. The main events were held at the School of the Art Institute in Chicago and Columbia College, with live webinars broadcast in Springfield and Carbondale. Noted speakers included keynote speaker Catherine Lhamon, Assistant Secretary, Office for Civil Rights, U. S. Department of Education. Assistant Secretary Lhamon is responsible for all Department of Education investigations into complaints filed by students over the handling of their sexual assault cases. Other speakers were noted researcher Dr. Alan Berkowitz, Illinois Attorney General Lisa Madigan, and Harvard University law professor Dr. Diane Rosenfeld. Porchlight collaborated with our non-profit partners, including RVA, Chicago Alliance Against Sexual Exploitation, Illinois Department of Human Rights and the Chicago Metropolitan Battered Women's Network. More than 200 lawyers, social workers, survivors, educators, university Title IX coordinators and law enforcement attended.
- ❖ PCS held more than 15 educational presentations at Chicago-area universities or in the community, reaching more than 700 students or community members.

Community/University/Media Relations:

- ❖ PCS continues to be an active member of the Campus/Community Sexual Violence coalition at Northwestern University.

Porchlight Counseling Program Budget as Expended
January 1, 2016 through September 1, 2016

Category	Cost	Portion Requested from VNA	Expended year to date (grant year ends December, 2016)
Salaries: FT executive director	\$xxxx	\$xxxx	Total: \$xxxx VNA: \$9,000
Therapists, contractual	\$xxxxx	\$xxxxx	Total: \$xxxx VNA: \$9,336
Administrative office rent/ utilities	\$2,850	\$1,000	Total: \$2,116 VNA: \$1,000
Office Supplies	\$750	0	
Program Printing/Outreach	\$650	\$500	Total: \$587 VNA: \$500
Postage	\$950	0	
Insurance	\$2,500	\$1,500	Total: \$2,110 VNA: \$1,500
Travel	\$1,000		
Internet/IT support	\$500		
Training & Education	\$500	0	
Legal fees	\$250	0	
Banking and administrative fees/costs, state annual report filing fee, Board retreat	\$425	0	
Other (unanticipated costs)	\$1,500	0	
Advertising	\$250		
Subtotal, Counseling Program	\$95,975	\$xxxx	Total: \$xxxx VNA: \$21,336
PT Operations and Program Specialist, Year 1		\$xxxx	Total: \$xxxx VNA: \$12,000
Total		\$xxxx	\$33,336 *remaining \$16,664 will be expended by grant year end 12/31/16