

Partner Agency Application for Funding

FY2016

**FACE SHEET**

<b>Agency Name:</b>	American Red Cross – Rappahannock Area Chapter			
<i>Has the City/ County Funded This Agency in Previous Years?</i>				X Yes <input type="checkbox"/> No
Physical Address:	4836 Southpoint Parkway			
Mailing Address/PO Box:	4836 Southpoint Parkway			
City:	Fredericksburg	State:	Virginia	Zip: 22407
Telephone Number:	540-735-0500	Fax Number:		
Federal Tax ID #:	53-0196605			
Web Address:	redcross.org			
General Email Address:	N/A			
<b>Agency Main Contact:</b>	Helen Parham	Title:	Executive Director	
Telephone Number:	540-735-0505 or 540-498-3761			
E-Mail Address:	helen.parham@redcross.org			

**Agency General Information**

<b>Agency Mission:</b>	<p>The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.</p> <p>The Red Cross is a publically supported, non-profit organization with a tax-exempt status of 501(c)3. The Red Cross is not an agency of the U.S. Government.</p>			
<b>Number of years agency has been in operation:</b>	The American Red Cross was founded in 1881 and has been in operation for 133 years.			
<b>Localities Served:</b>	City of Fredericksburg and the counties of Caroline, King George, Spotsylvania and Stafford			

**Agency Financial Information**

List Programs	Personnel Expenses	Benefits	Operating Expenses	Total Program Budget
1. <b>Services to Armed Forces</b>	\$42,108	\$13,412	\$28,764	<b>\$84,284</b>
2. <b>Disaster Services</b>	37,839	12,202	58,682	<b>108,722</b>
3. <b>Biomedical Services</b>	1,989	638	6,690	<b>9,317</b>
4. <b>Health &amp; Safety Services</b>	82,926	29,376	97,638	<b>209,940</b>
5. <b>Community Services</b>	713	229	897	<b>1,839</b>
6. <b>International Services</b>	1,475	474	732	<b>2,681</b>
<b>Agency Administration:</b>	61,498	19,858	37,579	<b>118,936</b>
<b>Capital Outlay:</b>	-	-	-	-
<b>Total Agency Budget:</b>	<b>228,549</b>	<b>76,188</b>	<b>230,982</b>	<b>535,719</b>

If your application includes funding increases for personnel (to include new positions or merit / COLA increases), please check here and explain in detail the need for this type of increase under each program budget.

<b>Submission Checklist:</b> <i>(include 1 copies of each)</i>	<input type="checkbox"/> IRS 501(c)(3) Letter	<input type="checkbox"/> Audit Report <i>(with Audit Management Letter)</i>	<input type="checkbox"/> Current Financial statement	<input type="checkbox"/> IRS 990
<input type="checkbox"/> Accountant Contact Information	<input type="checkbox"/> Organizational Chart	<input type="checkbox"/> Current Board Roster <i>(with contact information)</i>	<input type="checkbox"/> Agency's Current Strategic Plan	

**Agency Administrative Expenses:**

In the box below, provide an overview of the administrative costs detailed on the face sheet for the agency as a whole. Please provide justification for and specific amounts of administrative costs that are defrayed by locality funds. If your agency is requesting an increase or decrease in administrative funding, please describe, in detail, the reasons for these changes. (The description should not exceed 15 lines of text.)

Fundraising, management & general expenses

**Capital Outlay:**

In the box below, provide an overview of the capital expenses detailed on the face sheet for the agency as a whole. Please provide justification for and specific amounts of capital costs that are defrayed by locality funds. (The description should not exceed 10 lines of text.)

N/A

**Personnel Expenses (General):**

In the box below, provide an overview of any increases or decreases in general personnel expenses for the agency. This would include any planned or projected merit or COLA increases, or new positions being requested. Also include a description of any changes to agency benefits structure or cost. (The description should not exceed 10 lines of text.)

N/A

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**BUDGET EXPLANATIONS**

**Budget Information**

Please complete the following chart with the financial information for the agency as a whole. In each area include the budget specifically allocated to your agency from each locality/entity listed below.

	<b>FY2014 Actual</b>	<b>FY2015 Budgeted</b>	<b>FY2016 Projected</b>
<b>Caroline</b>		\$1,500	\$1,500
<b>Fredericksburg</b>		2,000	2,000
<b>King George</b>		1,500	1,500
<b>Spotsylvania</b>		2,000	2,000
<b>Stafford</b>		3,000	3,000
<b>United Way (federated campaigns only; e.g. CFC)</b>	\$50,859	39,927	39,927
<b>Grants (SAF)</b>	37,068	38,086	38,086
<b>Client Fees (instruction)</b>	192,888	208,440	218,862
<b>Fundraising</b>	106,612	89,530	94,007
<b>Other (explain below)</b>	151,874	140,930	134,837
<b>Total Agency Budget for PD16</b>	539,300	526,913	535,719

Detail below what is included in the category 'Other':

Allocation from the American Red Cross Network.

Please detail below any legislative initiatives or issues that may impact the agency for the upcoming year and how you are planning for them. This could include new legislation that may increase or decrease projected funding at any level (Federal/State/Local), or could affect grants or designated funds as they are currently received. If you are aware of "outside" funding sources that will expire or be reduced on a set cycle or date, please note those below and how you are planning for them.

There are no legislative issues that would impact American Red Cross services. As a national non-profit organization, which bases its service on neutrality and impartiality, there are no factors from a legislative process that would negatively affect its ability to provide vital humanitarian assistance. As local governments deal with their own budgeting processes there is always the possibility of Red Cross support being denied and every attempt is made to maximize awareness and funding support from the local communities which it serves.

Please detail below any identified agency needs or areas of concern that are currently not being addressed in your funding request. This could include training or technical assistance for specific areas, administrative support for a program or service, evaluation of current programs, or consultation for strategic planning, board support, or fundraising.

This funding request is for direct support to victims of natural disasters and to assist the shared community with preparedness and education on how to respond and plan for these unexpected natural disasters. This request does not include the supporting efforts of staffing, administration, and volunteer training to make such programs possible. It takes considerable resources to have volunteers and staff on standby mode; ready to assist the community at a moment's notice. The Red Cross also maintains several other programs (Blood donation services, Service to Armed Forces, Health & Safety courses, International Services) which requires financial support from the community and is not included in this request.

**Please use the area below to provide any locality specific notes or statements that may be relevant to your application.**

**City of Fredericksburg:**

In the City of Fredericksburg, the Chapter responds to single family and multi-family fires by providing emergency shelter, food, clothing, medical, and other necessities of life. Follow-up case work includes collaborating with victims to formulate a rebuilding plan. The Chapter also provides support to fire and police personnel during emergency operations in the form of meals, beverages, snacks, and blankets. In case of a major disaster, the Chapter will assist with massive care activities including shelters, mobile food canteens, and volunteer support to victims. The Rappahannock Area Chapter of the American Red Cross is not an agency of the Rappahannock Area Chapter of the United Way and does not receive funding from it.

**Caroline County:**

In Caroline County, the Chapter responds to single family and multi-family fires by providing emergency shelter, food, clothing, medical, and other necessities of life. Follow-up case work includes collaborating with victims to formulate a rebuilding plan. The Chapter also provides support to fire and police personnel during emergency operations in the form of meals, beverages, snacks, and blankets. In case of a major disaster, the Chapter will assist with massive care activities including shelters, mobile food canteens, and volunteer support to victims. The Rappahannock Area Chapter of the American Red Cross is not an agency of the Rappahannock Area Chapter of the United Way and does not receive funding from it.

**King George County:**

In King George County, the Chapter responds to single family and multi-family fires by providing emergency shelter, food, clothing, medical, and other necessities of life. Follow-up case work includes collaborating with victims to formulate a rebuilding plan. The Chapter also provides support to fire and police personnel during emergency operations in the form of meals, beverages, snacks, and blankets. In case of a major disaster, the Chapter will assist with massive care activities including shelters, mobile food canteens, and volunteer support to victims. The Rappahannock Area Chapter of the American Red Cross is not an agency of the Rappahannock Area Chapter of the United Way and does not receive funding from it.

**Spotsylvania County:**

In Spotsylvania County, the Chapter responds to single family and multi-family fires by providing emergency shelter, food, clothing, medical, and other necessities of life. Follow-up case work includes collaborating with victims to formulate a rebuilding plan. The Chapter also provides support to fire and police personnel during emergency operations in the form of meals, beverages, snacks, and blankets. In case of a major disaster, the Chapter will assist with massive care activities including shelters, mobile food canteens, and volunteer support to victims. The Rappahannock Area Chapter of the American Red Cross is not an agency of the Rappahannock Area Chapter of the United Way and does not receive funding from it.

**Stafford County:**

In Stafford County, the Chapter responds to single family and multi-family fires by providing emergency shelter, food, clothing, medical, and other necessities of life. Follow-up case work includes collaborating with victims to formulate a rebuilding plan. The Chapter also provides support to fire and police personnel during emergency operations in the form of meals, beverages, snacks, and blankets. In case of a major disaster, the Chapter will assist with massive care activities including shelters, mobile food canteens, and volunteer support to victims. The Rappahannock Area Chapter of the American Red Cross is not an agency of the Rappahannock Area Chapter of the United Way and does not receive funding from it.

**Partner Agency Funding Application FY2016**  
**PROGRAM INFORMATION**

<b>Program Name:</b>	<b>Page</b>
American Red Cross – Rappahannock Area Chapter : Core Independent Living Services	

Each agency submitting a funding request must fill out the following pages for *each program* serving citizens within the region and for which funding is requested. Any incomplete applications or programs that do not have a full application will not be considered for funding. PLEASE do not include any unrequested information. Each locality reserves the right to request additional information once the application has been submitted.

<b>Program Name:</b>	<b>American Red Cross Disaster Relief Services</b>	<b>Is this a new program?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Program Contact:</b>	Helen Parham	<b>Title:</b>	Executive Director
<b>Telephone Number:</b>	540-735-0505 or 540-498-3761		
<b>E-Mail Address:</b>	helen.parham@redcross.org		

**1. Program Purpose/Description:** *(the following description should not exceed 10 lines of text)*

The American Red Cross values its partnership with the localities of Virginia Planning District 16 to provide essential services for local citizens: emergency shelter, clothing, and food. In consideration of the current economy, employment challenges (e.g. unemployment, under employment), and household savings rate of those we anticipate serving, support from the planning district has become more important than ever. Many disaster victims are without additional resources such as insurance or savings to defray financial burdens brought on by a disaster.

In addition to our free disaster services program, the Chapter serves the PD16 community by providing:

- Training including First Aid, CPR, AED, Babysitting, and Pet First Aid
- Armed Forces Emergency Services to military personnel and their families
- Collection of blood products for individuals in our community. The Chapter supplies each of the hospitals in PD16 with blood products.

**2. Justification of Need:** *(Please state clearly why this service should be provided to the citizens of the region and why the localities should consider this funding request. If this is a new program, be sure to include the benefit to the region for funding a new request. The following should not exceed 10 lines of text, and should include the most recent data available.)*

When a family experiences a disaster there is no other agency that responds immediately. The American Red Cross is on call 24 hours a day, 365 days a year. Provisions of the Red Cross to victims include: food, clothing hotel accommodations, to address their immediate needs. Emergency personnel that assists residents at the scene of a disaster is supported by the American Red Cross.

**3. Program Collaboration:** *(The following should describe, in detail, examples of collaborative efforts and key partnerships between your program and other programs or agencies in the area, and should not exceed 10 lines of text.)*

The American Red Cross is a community organization powered by volunteers who give of their time and generous donors. In order to provide our services to the community, we partner with a variety of entities: emergency managers, fire and police, businesses and individuals.

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**PROGRAM INFORMATION**

<b>Program Name:</b>	<b>Page</b>
American Red Cross – Rappahannock Area Chapter: Core Independent Living Services	

**4. Program Audience and Service Delivery:** *(The following should describe the program's intended audience or client base and how those clients are served. This should include the location of the service and what geographic areas are served or targeted for service. If your program has specific entry or application criteria, please describe it below. Please do not exceed 10 lines of text.)*

The Chapter's Disaster Services Program has the responsibility to provide disaster relief to all people affected by disaster in PD16. The typical disaster is single-family home fires, however the Chapter assists with multi-unit home fires, and weather related emergencies, along with emergency personnel support.

**5. Client Fees:** *(Please describe the fees clients must pay for the services provided in this program, and how those fees are determined.)*

The American Red Cross is a volunteer organization. It does not charge fees to provide its Disaster Services.

**6. Budget Information:** *(Please complete the following chart with the financial information for this program. In each area include the dollars specifically allocated/requested for this program.)*

	<b>FY2014 Actual</b>	<b>FY2015 Budgeted</b>	<b>FY2016 Projected</b>
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**Please indicate, in detail, reasons for increases or decreases in the amounts requested for FY2016. Include whether these changes come from increases in personnel, benefits, or operating expenses. If an increase is being requested, please describe the impact not receiving an increase would have on the program. In particular, please describe in detail if any increase is sought for new positions or personnel.**

N/A

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**PROGRAM INFORMATION**

**Program Name:** **Page**

American Red Cross – Rappahannock  
Area Chapter

**7. Goals, Objectives, & Evaluation:** *(Please provide the following information regarding the goals and objectives for your program. Space has been provided for two goals, with two objectives per goal. If your agency is funded by the United Way, please include a copy of your Logic Model for this program as a supplemental attachment. Individual descriptions should not exceed 5 lines of text.)*

**Program Goal 1:**

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**Objectives:**

<b>1a.</b>	
<b>1b.</b>	

**Program Goal 2:**

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**Objectives:**

<b>2a.</b>	
<b>2b.</b>	



**Evaluation Method:** *(Please describe the method used to measure the above goals/objectives. Please do not exceed 10 lines of text.)*

In order to continue to improve the quality of American Red Cross programs and services, it is critical that we continuously evaluate the satisfaction of our customers and the outcomes of our programs. The Customers and Partners Survey System (CAPSS) is designed to capture the information to meet these needs. CAPSS surveys from service quality, effectiveness and operational quality. Questions include ease of help, helpfulness in the recovery process, response times and clients expectations of our services.

**8. Outcome Data:** *(Please give the most recent outcome data for the objectives above. Indicate below what time period the data covers.)*

<b>Data Collection Period:</b>	Fiscal Year 2013
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**Objective 1a.**

For the period July 1, 2013 to June 30, 2014, the Chapter assisted 169 Preparedness, Response, Recovery, SAF cases and received 9,739 blood donations.

**Objective 1b.**

**Objective 2a.**

**Objective 2b.**

**9. Program Goal Updates:** *(Please provide a brief description of the current status of your program goal(s), given your outcome data. For example, if reported data was well below the stated outcome measure, please indicate why you feel that is the case. Also, include how your outcome data will influence or modify the program for the upcoming fiscal year. These descriptions should not exceed 20 lines of text.)*

**Program Goal 1:**

See Objective 1a.

**Program Goal 2:**

**10. Community Impact:** *(Please provide at least two examples of how your services have impacted members of our community. This description should not exceed 20 lines of text.)*

1. In our service area during the winter of last fiscal year, the Chapter responded to a number of home fires involving fatalities. In addition to providing our normal suite of disaster services, the Red Cross was involved in providing mental health counselors to survivors. Other types of disaster that we responded to include the breakdown of a New York bound tour bus carrying 53 passengers of which a large number were children and the search for two passengers in a hot air balloon accident.
2. The Chapter works diligently to ensure that its service area is well supplied with blood products that patients need: accident victims, cancer and blood transfusion patients. The Red Cross partners with numerous businesses and organizations in the planning district to host blood drives. When the blood supply is low, the Red Cross takes steps to make this known to the community and encourages it to make arrangements to donate.

**11. Collaborative Impact:** *(Please describe how the community would be impacted if your agency were dissolved or merged with another partner agency. This description should not exceed 20 lines of text.)*

The unique humanitarian services of the American Red Cross have been likened to those of an insurance policy; an insurance policy for the community. When disaster occurs, the Red Cross is expedient in providing relief and recovery, free of charge, 24 hours a day, 7 days a week. Our work is vital to our thriving and vibrant Rappahannock Area.

**Partner Agency Funding Application FY 2016**  
**SERVICE DATA**

**Program Service Data:** \_\_\_\_\_ **Service Period:** \_\_\_\_\_ **to** \_\_\_\_\_

Locality Served	Total Served		Gender		Race					
	FY2014	FY2016*	Male	Female	Caucasian	African American	Asian	Hispanic	American Indian	Other
Fredericksburg										
Caroline										
King George										
Spotsylvania										
Stafford										
Other										
<b>Total</b>										

*\*Please include the projected number to be served in each locality for the upcoming fiscal year.*

Locality Served	Age Groups								Income Levels				
	0-4	5-10	11-13	14-18	19-25	26-40	41-60	60 +	Under \$10,000	\$10,000 - \$19,000	\$20,000 - \$39,000	\$40,000 - \$59,000	Over \$60,000
Fredericksburg													
Caroline													
King George													
Spotsylvania													
Stafford													
Other													
<b>Total</b>													

**Please describe below your data collection methodology and tracking measures. Indicate systems or processes that are used and responsible parties. Please also describe how your projections are determined for the upcoming year. If any of the above information is not available, please indicate why:**

For the period July 1, 2013 to June 30, 2014, the Chapter assisted 169 Preparedness, Response, Recovery, SAF cases and received 9,739 blood donations. The American Red Cross enjoys a long tradition of providing its unique suite of humanitarian services to those in need. With the installation of a new database system, the Red Cross lost its ability to provide demographic data of past fiscal years. Beginning fiscal year 2016, the Red Cross will be positioned to provide the demographic data.