



Community Foundation
CENTRAL BLUE RIDGE

2025
Community Grants
Program

Grant Proposals
Category # 7

*Health and Wellbeing: Supporting Health Care and
Mental Health Services*

CONFIDENTIAL

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Introduction

“Taking care of each other”

The Community Foundation of the Central Blue Ridge is committed to its mission of enriching quality of life in our community. As part of this mission, the Foundation invites nonprofit organizations serving the independent cities of Staunton and Waynesboro, and the counties of Augusta, Highland and Nelson to apply for financial support from our Community Grants Program.

In 2024, the Foundation awarded 142 grants totaling \$550,993 through our Community Grants program. The average annual grant was \$3,880 per organization, and awards ranged from \$1,000 to \$10,000. This year, we have received 119 applications, which we have organized into ten categories for the review process. The funding for our Community Grants Program originates primarily from the annual distributions of our many Unrestricted and Field-of-Interest endowments, each established through the generosity of individual community members.

Once again, we are offering the option for each organization to request our consideration of a three-year grant commitment. If the organization requests this option, but is not selected to receive a multi-year commitment, the organization will still be eligible for a single-year 2025 grant.

While the Community Foundation does not have specific funding priorities for this grants program, we do favor those organizations that (1) address clearly-identified community issues and opportunities, and (2) seek to build organizational capacity and sustainability. The community grant application requires applicants to elaborate upon the community issue or opportunity upon which their organization is focused. To this end, we hope that as you review the applications within this booklet, you will appreciate learning more about these needs and opportunities and how the nonprofit community is responding.

If you have any questions about our Community Grants Program, specific grant proposals, or our endowments, please don't hesitate to contact us at 540-213-2150.

American Foundation for Suicide Prevention

Harrisonburg

ORGANIZATION INFORMATION:

Founded in: 1987

Mission:

Established in 1987, the American Foundation for Suicide Prevention (AFSP) is a voluntary health organization that gives those affected by suicide a nationwide community empowered by research, education and advocacy to take action against this leading cause of death. AFSP is dedicated to saving lives and bringing hope to those affected by suicide, including those who have experienced a loss. AFSP creates a culture that's smart about mental health by engaging in the following core strategies: Funding scientific research. Educating the public about mental health and suicide prevention. Advocating for public policies in mental health and suicide prevention. Supporting survivors of suicide loss and those affected by suicide.

Primary activities and programs:

Deliver suicide awareness/intervention education programs to include LivingWorks ASIST and SafeTalk, and AFSP designed Talk Saves Lives. Out of Darkness Walks that bring together loss survivors/allies for mutual support and raise funds for AFSP programs. Advocacy, work with legislature to address mental health care needs. Deliver programs that support loss survivors (currently offering training to expand availability of survivor support groups). Raise funds for scientific research, to include studies at Virginia Universities, and share insight through webinars online training.

Community need(s) your organization exists to address:

Suicide is the 11th leading cause of death in the state of Virginia (2nd leading cause of death for ages 10-35). All segments of our community are touched by suicide regardless of age, race, gender or socio-economic status. AFSP programs to include postvention programs, such as support groups, and community education are important prevention efforts to equip the community with awareness and intervention tools.

GRANT DETAILS:

Based on how you measure your organization's impact, please share with us the magnitude of your work.

Last year's Out of the Darkness registered over 367 participants (individuals touched by a suicide loss or are committed to preventing suicide in the future) who raised \$66K to support local, state and national programs. Virginia Chapter had a total of 7,243 participants, raising \$775K.

What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?

Approximately 25%.

Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.

-Grow Out of the Darkness participants by 34%

-Increase Sponsorships by 25%-Obtain minimum of \$10K (statewide) in grant funding through community foundations.

-Increase volunteer participation leading education programs, Information tables at public events, advocacy teams, support group leadership, and other support programs.

-Increase Education (Talk Saves Lives modules) to address Seniors, LGBTQ, Workplace, & Military/Veteran.

-Provide firearms education and participate in Firearms Education national programs cohort.

-Offer Teen/Youth/Young Adult "It's Real" age appropriate programs for 50% of schools, youth organizations, etc. who participate in Out of the Darkness Walks.

-Implement training for supporting individuals at risk.

To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.

AFSP advocacy worked together with agencies such as NAMI to establish the 988 service that is also available to help individuals in crisis in the local community. Education programs provide resource lists for several agencies (public and private) that offer counseling and support across areas that may influence an individual's decision concerning suicide. Coordinate with CSBs to present gun safety education and resources to include free gun locks for distribution. Member of the Virginia Suicide Prevention Intergovernmental Group (SPIAG) Serve as a resource for the Virginia Governor's Challenge

If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?

n/a

Tell us a story that best illustrates the impact your organization has on our community.

Two reflections shared during last year's Out of Darkness Walk that contributed to the necessity of the support that happens during this annual event: This is my fourth Out of the Darkness Walk. I wear the red beads that represents the loss of a spouse/partner. I wear them because my husband, Noel died by suicide. We were married almost 18 years. He was my best friend and soulmate. I walk for him. I walk for our daughter. I walk to fight the stigma surrounding mental illness and to raise awareness - so people, like my husband, aren't afraid to reach out and ask for help. I walk for the HOPE of a world without suicide. I'm grateful for what AFSP

offers- the many programs, resources, research, advocacy. We find strength together. It's a place where I feel deeply understood and supported. "Every year, we walk and raise funds in honor of my dad, David Christopher who ended his mortal journey on January 8th, 2016. My dad struggled with mental illness all his life, and he struggled to reach for help. I am here, standing before you, to tell you that reaching out, asking for help is exactly what we want those in need to do. You are valued, wanted and loved, and never would we want you or your loved ones to face this journey alone. Through the Out of the Darkness Walk, The American Foundation for Suicide Prevention, Countless fundraisers and education, we remember my father, we support those in need, we fight for your right to live, and we remind you that asking for help is never a burden. Mental Health Matters. My dad's life matters. Your life matters and reaching out of the darkness is brave and powerful. Always remember your worth."

GRANT REQUEST

Are you requesting a single-year grant or three-year grant commitment?

Three-year Community Grant commitment (2025-2027)

What is the annual amount of the three-year grant you are requesting?

\$ 5,000

Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?

General Operating purposes (no restrictions on its use)

If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?

If we do not reach our fundraising goals, local programs such as our Survivor's Day event that provides grief support programs leading into the Thanksgiving and December holidays may be limited in resources and scope. The number times AFSP can offer intervention skills training such as Living Works ASSIST (Applied Suicide Intervention Skills Training) and SafeTalk will be reduced. Reduced funding will also have a negative impact on travel costs for trained volunteers who travel across the state (to include travel for volunteers who support the Shenandoah Valley programs) to deliver AFSP programs.

Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?

The majority of AFSP's program support is delivered by trained local volunteers. The national AFSP leadership/staff develop research based education, grief support and advocacy programming. Volunteers make it happen in our community!

FINANCIAL INFORMATION

What is your total operating budget for your current fiscal year?

\$ 631,260

Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?

Spending plan did not change much from FY-24 to FY-25 to adjust for anticipated fundraising shortfalls. Not included in worksheets were AFSP Chapter donations to support partner local 501c charities.

Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?

Virginia Chapter American Foundation for Suicide Prevention

OPERATING BUDGET

FY-2025 (Ending May 30, 2025)

Primary Income Categories	Budgeted	Explanation (if necessary)
Charitable Contributions	\$ 1,135,800.00	Individual donations, fundraising events, and local grants.
Federal & State Grants	\$ -	
Fees from Program Services	\$ -	
Other	\$ -	(Includes ...)
Total Income:	\$ 1,135,800.00	
Primary Expenses Categories	Budgeted	Explanation (if necessary)
Wages & Benefits	\$ 241,670.00	
Rent & Utilities		
Insurance	\$ 64,637.00	employee health and retirement benefits
Printing & Materials for Program Services	\$ 140,348.00	To include office expenses
Office Expenses	\$ -	(Includes ...)
Other	\$ 83,555.00	Research, Education, and Survivor Conference and Programs
Equipment Rental and Maintenance	\$ 6,450.00	
Travel	\$ 67,750.00	for staff and volunteers
Consultants	\$ 25,850.00	
Total Expenses:	\$ 630,260.00	
Net Income (Loss):	\$ 505,540.00	

INSTRUCTIONS: Replace the items in **RED** with your organizations' information. Please use the income and expense categories that make the most sense for your organization. Consider including separate categories for specific income and expenses of \$10,000 or greater. Smaller categories of income and expenses can be

Virginia Chapter American Foundation for Suicide Prevention

OPERATING BUDGET

FY-2024

Primary Income Categories	Budgeted	Explanation (if necessary)
Charitable Contributions	\$ 1,017,000.00	Individual donations, fundraising events, and local grants.
Federal & State Grants		(Names of grant programs)
Fees from Program Services		Sponsorships
Other		(Includes ...)
Total Income:	\$ 1,017,000.00	
Primary Expenses Categories	Budgeted	Explanation (if necessary)
Wages & Benefits	\$ 241,670.00	
Rent & Utilities		
Insurance	\$ 64,637.00	employee health and retirement benefits
Printing & Materials for Program Services	\$ 140,348.00	To include office expenses
Office Expenses	\$ -	(Includes ...)
Other	\$ 83,555.00	Research, Education, and Survivor Conference and Programs
Equipment Rental and Maintenance	\$ 6,450.00	
Travel	\$ 67,750.00	for staff and volunteers
Consultants	\$ 25,850.00	
Total Expenses:	\$ 630,260.00	
Net Income (Loss):	\$ 386,740.00	

INSTRUCTIONS: Replace the items in **RED** with your organizations' information. Please use the income and expense categories that make the most sense for your organization. Consider including separate categories for specific income and expenses of \$10,000 or greater. Smaller categories of income and expenses can be

American Heart Association

Glen Allen

ORGANIZATION INFORMATION:

Founded in: 1924

Mission:

The mission of the American Heart Association is to be a relentless force for a world of longer, healthier lives.

Primary activities and programs:

The American Heart Association (AHA) is the nation's oldest and largest voluntary health organization dedicated to the prevention, detection, and treatment of heart diseases and stroke worldwide. We fulfill our mission by bringing rigorous scientific research to life in clinical healthcare guidelines, trust-worthy patient and caregiver resources, evidence-based policies, and equity-focused community programming to improve the overall health and wellbeing of all people. Guided by science, we convene key partners, volunteers, and grassroots citizens to transform systems, policies, and communities to build an equitable foundation of health and wellness for all, with a focus on those individuals who experience the greatest health disparities. We collectively work to build longer, healthier lives through research, treatment, advocacy, and public education and programs. The AHA is steadfast in our belief that all Americans deserve access to communities that support equitable health. AHA staff and volunteers are working to close health equity gaps by addressing social determinants of health, addressing these disparities is critical to improving the health of a community. Our work is guided by five pillars: Leading breakthroughs in science and technology, Changing systems, Changing policy, Transforming health care Transforming communities

Community need(s) your organization exists to address:

In Central Blue Ridge, we are prioritizing local health by one critical factor, improving the overall health of communities through controlling blood pressure (hypertension). Approximately 32% of adults in Virginia have hypertension. Rural populations are at an increased risk of developing high blood pressure. CDC data estimates that 29.0% of rural residents have hypertension. High blood pressure is known as the "silent killer". Most of the time, high blood pressure has no obvious symptoms to indicate that something is wrong. Left undetected or uncontrolled, high blood pressure can lead to heart attack, stroke, heart failure, kidney disease, and peripheral artery disease. Focusing on Waynesboro and Nelson Counties, the AHA will be meeting people where they are, so we can empower more people to take control of their health. Community based and clinical based blood pressure initiatives offer intuitive support and guidance for the communities they serve by offering established trust and a pathway for resources and referrals. This helps fill a gap in quality healthcare being easily accessible. A medical provider, community health worker, or a trained volunteer will conduct blood pressure screenings, record readings, and track participation. Further, they will follow up with participants whose readings were high to provide a referral pathway to a primary care

provider. Where applicable, self-check blood pressures stations will be put in place to allow for more people to check their blood pressure. Any community member wishing to learn about heart health, decrease their blood pressure, looking for support for healthy lifestyle changes can be screened and will be provided education resources. Each participant with high blood pressure will be given a blood pressure blood cuff, blood pressure log, and educational handouts at no cost to them. While not a substitute for regular provider visits, self-monitoring is the first step in maintaining healthy blood pressure, particularly with patients who are at the highest risk for heart attack and stroke. We believe by providing educational tools, blood pressure kits, resources, referrals, community members will be empowered to overcome the barriers they face to achieve optimal health and well-being.

GRANT DETAILS:

Based on how you measure your organization's impact, please share with us the magnitude of your work.

The AHA collaborates with numerous organizations and millions of volunteers to fund innovative research, advocate for stronger public health policies, implement community-based programs, and assist with healthcare improvement efforts, touching the lives of virtually everyone. From pioneering precision cardiovascular medicine to accelerating drug discovery, we are leading strategic innovations to improve health and wellbeing worldwide. We've invested more than \$5 billion in research, making us the largest not-for-profit funder of cardiovascular and cerebrovascular research. Our volunteer experts select the scientific research most worthy of funding, with great results. The AHA has funded 15 Nobel Prize winners and many lifesaving research advances such as the first artificial heart valve, cholesterol-lowering drugs, heart transplantation and cardiopulmonary resuscitation (CPR) techniques.

What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?

25

Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.

The AHA set a bold goal for the next five years. Our 2030 impact goal states "In the U.S. we will equitably increase healthy life expectancy from 66 to at least 68 years." This will be achieved through the following strategies:

1. Commitment to wider work. Modern science shows that hearts, bodies, and minds are interconnected and best thrive in a world designed for health and well-being in the broadest sense. This ensures that vital conditions needed to create health and well-being are present for everyone, including societal and structural contributors to health such as housing, education, safety, access to healthy food, meaningful and sufficiently paid work, and clean air and water, as well as healthy environments. To achieve, AHA's partnerships must reflect those working on diverse areas in the U.S.

2. Equity at the center. Progress must be equitable in both means and ends. All people must have fair opportunities to reach their full potential, without any exclusion.

3. Unified focus on health and well-being. A unified focus on health and well-being supports connections across sectors and societal circumstances. Efforts to save lives and to prevent premature deaths and disability will be combined with those who are like-minded.

To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.

We are intentional about who we partner with and ensure that expectations and roles are explained via partnership agreements. We work to bring our vital resources to the community partners who understand and know their community the best, making our programs more impactful and successful. In Nelson County we are currently partnering with Blue Ridge Medical Center for quality improvement programs and to establish a self-monitored blood pressure program. We are working with Nelson Memorial Library to establish a self-monitored blood pressure program, along with educational sessions and blood pressure screening opportunities from Blue Ridge Medical Center. In Waynesboro we have a new relationship with River City Bread Basket. Should we receive funding, our goal is to help establish blood pressure education at their location. We partner with schools through our School Engagement Program across Virginia.

If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?

We have not received funding before.

Tell us a story that best illustrates the impact your organization has on our community.

In August 2024, the AHA had begun implementing a self-monitored blood pressure program in Louisa County Elementary Schools. One of the staff members of the school began to feel "off" one day at school and immediately went to the blood pressure station. Their blood pressure was extremely high. They were taken to the hospital immediately for a doctor to evaluate them. Attached to the files section is a written-out statement from that staff person describing the impact this program has had on their health and overall life.

GRANT REQUEST

Are you requesting a single-year grant or three-year grant commitment?

2025 Community Grant (single-year grant)

What is the single-year grant amount you are requesting?

\$ 10,000

Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?

A specific program or capital expenditure

If applicable, please describe the specific program or capital expenditure for which you are seeking support and why it is important to our community.

This is for the Self-Monitored Blood Pressure program outlined throughout the applicaiton. There is an attached budget in the photos section.

If applicable, what is this program or capital expenditure's total budget?

\$ 10,000

If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?

While this request is for \$10,000, it is also scalable, and any amount would be substantially impactful. We are able to adjust the budget and adjust the amount blood pressure cuffs, and program to properly execute within the amount given.

Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?

FINANCIAL INFORMATION

What is your total operating budget for your current fiscal year?

\$

Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?

Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?



JEFFERSON-MADISON
REGIONAL LIBRARY

January 23, 2025
Community Foundation of the Central Blue Ridge
117 South Lewis Street
P.O. Box 815
Staunton, VA 24402

Dear Community Foundation of the Central Blue Ridge- The Jefferson Madison Regional Library (JMRL) is very familiar with the good work that you all do, having partnered on public library projects in Nelson County in the past. Thank you for your continued support of public libraries and literacy in your community.

I was thrilled to hear that another JMRL partner, the American Heart Association (AHA), is interested in working with you all to promote heart-health and safety. I can't think of a better fit, and wholeheartedly support the request of the AHA.

JMRL has partnered with the AHA in several initiatives throughout the region, and in Nelson County specifically. These include:

- Blood Pressure Check out kits at Nelson Memorial Library (and throughout JMRL)
- CPR Check out kits at Nelson Memorial Library (and throughout JMRL)
- Blood Pressure station at Nelson Memorial Library (and at another 5 JMRL branches, for a total of 6 out of 8 branches with a blood pressure station)

JMRL is also familiar with the other good work of the AHA in our community, including:

- Working with the following schools to provide educational resources and opportunities:
 - Staunton City: Bessie Weller Elementary, McSwain Elementary, Ware Elementary
 - Augusta County: Clymore Elementary, Hugh Cassell Elementary
 - Waynesboro City: Wenonah Elementary
 - Nelson County: Rockfish River Elementary, Nelson County High
- Collaborating with Blue Ridge Medical Center for community outreach and education opportunities
- Providing Infant CPR kits to Birth Sisters of Charlottesville

I think with the support of the Community Foundation, the AHA can grow their programming in the region and have a direct positive impact on future health outcomes for our citizens.

Sincerely,

David Plunkett
JMRL Library Director

grow. learn. connect.



Serving Charlottesville, Albemarle County, Greene County, Louisa County, and Nelson County

American Heart Association, Inc.
Eastern States Region
Fiscal Year 2024-2025 Pro Forma Annual Budget
In Thousands

REVENUE		
	PUBLIC SUPPORT	
	Special Events	\$ 63,850
	Contributions from Individuals	5,336
	Other Campaigns (United Ways, Memorials/Tributes)	2,303
	Foundations	17,131
	Corporate Gifts	1,790
	Total Public Support	\$ 90,410
	OTHER REVENUE	
	Other Revenue	540
	Total Other Revenue	540
	TOTAL PUBLIC SUPPORT and OTHER REVENUE	\$ 90,950
 EXPENSES		
	Salaries and Related Expenses	\$ 42,321
	Occupancy and Telephone	3,099
	Supplies and Rental/Maintenance	154
	Print/Publications and Postage	1,550
	Conferences, Meetings and Travel	3,013
	Professional Fees	1,075
	Program Awards*	2,000
	Depreciation and Other	2,913
	TOTAL EXPENSES	\$ 56,125
	*Investment in Research	18,258
	**Centralized Functions Supporting the Region Operations	20,237
	BUDGETED SURPLUS(DEFICIT)	\$ (3,671)

* Funding of nationally managed research awards and national programmatic administration allocated on a revenue basis.

** An allocation of the organization-wide budgeted expenses related to: Finance, Human Resources, Business Technology, Communications, Development, Advocacy, Mission Advancement, and National Engagement Center activities, which support the operations of the region.

American Heart Association, Inc.
Eastern States Region
Fiscal Year 2023-2024 Pro Forma Annual Budget
In Thousands

REVENUE		
	PUBLIC SUPPORT	
	Special Events	\$ 62,724
	Contributions from Individuals	5,966
Other Campaigns (United Ways, Memorials/Tributes)		4,101
	Foundations	17,130
	Corporate Gifts	1,260
	Total Public Support	\$ 91,181
	OTHER REVENUE	
	Program Fees	-
	Other Revenue	600
	Total Other Revenue	600
	TOTAL PUBLIC SUPPORT and OTHER REVENUE	\$ 91,781
EXPENSES		
	Salaries and Related Expenses	\$ 38,557
	Occupancy and Telephone	3,587
	Supplies and Rental/Maintenance	453
	Print/Publications and Postage	2,882
	Conferences, Meetings and Travel	2,080
	Professional Fees	1,000
	Program Awards*	1,900
	Depreciation and Other	2,962
	TOTAL EXPENSES	\$ 53,421
	*Investment in Research	17,905
**Centralized Functions Supporting the Region Operations		18,267
	BUDGETED SURPLUS(DEFICIT)	\$ 2,188

* Funding of nationally managed research awards and national programmatic administration allocated on a revenue basis.

** An allocation of the organization-wide budgeted expenses related to: Finance, Human Resources, Business Technology, Communications, Development, Advocacy, Mission Advancement, and National Engagement Center activities, which support the operations of the region.



Budget Request

PROJECT BUDGET

American Heart Association

APPLICANT
\$10,000

REQUESTED GRANT AMOUNT

Charlottesville Hypertension
Control

PROJECT TITLE
1 year

GRANT PERIOD

EXPENSES (Use of Funds)

PERSONNEL

Salaries
Benefits and Taxes

Subtotal PERSONNEL

Year 1	Total Budget
\$350	\$350
\$107	\$107
\$457	\$457

Grant request Narrative

\$350 Grants Administrator - 0.5% FTE
\$107 30.5%

PROJECT-RELATED NON-PERSONNEL

Program Materials & Supplies
Subawards
Travel

Subtotal NONPERSONNEL

\$6,672	\$6,672
\$1,000	\$1,000
\$800	\$800
\$8,472	\$8,472

Hypertension Kit Supplies, BP Monitors,
Educational Materials, Printing, Cooking
Class Supplies
Implementation Support
Mileage @ \$0.67/mile

Indirect Costs

\$1,071 \$1,071

12%

TOTAL PROJECT EXPENSES

\$10,000 \$10,000

ARROW Project

Staunton

ORGANIZATION INFORMATION:

Founded in: 2018

Mission:

The mission of the ARROW Project is to alleviate barriers to mental health services by creating innovative partnerships, programming, and professional development in the SAW Region of Virginia.

Primary activities and programs:

ARROW's mission is marked by three main pillars; connecting, cultivating, and collaborating. Connecting community members to quality mental health-focused services, with a particular focus on vulnerable populations experiencing systemic pressures (e.g., poverty, race, gender, sexual orientation, lack of transportation, lack of housing, unaddressed stigma) limiting their access to quality care. Cultivating comprehensive training and supervision opportunities for emergent mental health professionals with the goal being to increase the mental health provider pool in our region, and beyond. Collaborating with existing community-focused agencies to develop, facilitate, and staff mental health-specific services that can be provided on location at the places where our identified population live, work, and attend school.

In alignment with our mission and vision, ARROW Project seeks to provide unique mental health programming to community members that alleviate barriers to access, promote community partnerships, and allow us to provide meaningful field experiences for new and emergent mental health professionals. Programs that we've created, piloted, and in many instances have continued to facilitate include; school-based programming for at-risk youth, myriad community-based peer support groups from individuals from various backgrounds (such as LBGTQ, BIPOC, community organizers, teachers, and students), free or reduced fee outpatient counseling services, topic-specific psychoeducation/training for community members (such as race-related, equity, professionals' roles in the mental health of their consumers' overall health and wellness, navigating stress and trauma in the time of COVID-19, etc), and participation in local groups/committees/boards that are working toward a shared goal of community health and wellness and equity and inclusion, such as Staunton City Schools Equity Committee, Augusta Health Vulnerable populations workgroup, and being the founding organization of our SAW Mental Health task force.

Community need(s) your organization exists to address:

ARROW exists to alleviate barriers to mental health services by creating innovative partnerships, programming, and professional development opportunities in the SAW region of Virginia. ARROW offers a wide range of mental health services, including but not limited to, outpatient therapies, community engagement, and services as well as psychological assessment and evaluation. Most insurances are accepted and ARROW also operates on a sliding scale

model, offering individuals services for a free or reduced cost. According to CAPSAW's community needs assessment survey, mental health services are ranked in the top 5 areas of need for the SAW community. Also noted in the survey, there has been an increase in individuals experiencing depression/anxiety, unhealthy weight, and poor mental health, which could be related to the pandemic. The Augusta Health Community Needs Assessment shows that an overall of 17% of individuals ranked their mental health as "fair" or "poor" making this higher than the national average of 13%. With Augusta county having the lowest percentage of individuals reporting "fair" or "poor", Staunton County almost doubled the national average at 25.7%. As these numbers continue to rise, ARROW hopes to meet this community need by offering our mental health services in order to decrease depression/anxiety, increase the accessibility to services as well as alleviate the barrier of cost of services.

GRANT DETAILS:

Based on how you measure your organization's impact, please share with us the magnitude of your work.

ARROW Project is committed to facilitating affordable, accessible, and innovative mental health services. When measuring impact we look for these markers. For the number of clients served at no cost to the client or on a sliding scale, 56% of our total clients served. For accessibility, we are looking at the number of unduplicated first-time interactions with clients, through the intake, assessment, counseling, groups, or community partnerships, which for 2024 was 557 individuals. In addition in terms of accessibility, ARROW offered 18 unique community-facing programs in 2024 and are currently working through the partnership process to add 8 additional for 2025. These are our innovative programs, primarily meaning models of programming that don't already exist in the community. Finally, we measure impact based on the hours of work provided, and in 2024 our staff of 31 clinicians "clocked" 6015 clinical hours!

What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?

95%

Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.

ARROW Project has traversed two incredibly stressful years, with fluctuations in staff, issues with insurance billing and reimbursement, low/limited donor engagement, and participation in unpaid partnerships. We know that these are all components of organizational stability that we can work to improve with intentionality and community support.

Staff Retention- through new student and staff contracts, signed in January 2025, to include larger benefit opportunities and clearer expectations retain 50% more clinicians annually.

Billing and Insurance- Increase complete billing and insurance reimbursement from 20% to 50% or higher.

Fundraising/Donor Engagement- Increase fundraising/ donorship from 5% to 20% of revenue, increasing by an additional 10% per year.

Contract Partnerships- By increasing our contract partnerships we can increase both our partnerships, as well as our potential partnership revenue from 10% to 30% or more. Additionally, this will allow us to continue to offer, within reason, unpaid partnerships in situations where the services are deemed integral to overall health equity for our community.

To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.

ARROW Project currently partners with other healthcare providers across the Valley, Region, and even the state. These partnerships are paramount in ensuring that the largest possible swath of community members can be served. We have a motto at ARROW that "we serve more people when we serve them together," as such we work hard to ensure if/when service referrals need to be made to other agencies that are more suited, or have more availability to serve a client, we do that without reservation. On the other side of this idea, ARROW is known for its unique program offerings. We have worked over the last five years to truly fill gaps in programming, which often means creating a type/s of program that other service providers do not currently offer. We listen and respond to the needs of community members, referral sources, and local, state, and national data.

If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?

The Community Foundation of the Central Blue Ridge (CFCBR) has been an integral partner in the work of ARROW Project year after year. Through the community grant funds that we received in 2024, we were able to put a viable dollar amount toward our overall operating expense that allowed us to continue our work in community.

Tell us a story that best illustrates the impact your organization has on our community.

We hear through client satisfaction surveys clients noting "I've never felt so safe to explore my own mental health," "My child has been turned away from so many other providers," and "Our family is so much better because of the work that we've done with our counselor." We've had community partners reach out and say "When the problem came up, we knew that ARROW was the place to call." We've had student clinicians leave our training and professional development noting "I don't know that I'd be the clinician I am today, were it not for my time at ARROW," or "my ability to work with humans all across the spectrum of life and need, has greatly impacted my awareness, experience, and level of expertise in this field." There is not one story, there are so many that truly reflect the power, purpose, and commitment of the ARROW Project to our community. We hope that you will ask about ARROW in community spaces, and get to hear these and other meaningful stories that truly exemplify our impact.

GRANT REQUEST

Are you requesting a single-year grant or three-year grant commitment?

2025 Community Grant (single-year grant)

What is the single-year grant amount you are requesting?

\$ 10,000

Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?

A specific program or capital expenditure

If applicable, please describe the specific program or capital expenditure for which you are seeking support and why it is important to our community.

ARROW has been contacted by numerous schools in our region to provide teacher supports that will positively impact teachers' mental health and the overall health and wellness of classrooms. While ARROW's teacher Wellness program is not new, we are excited to bring these services back, by request, in 2025. The Teacher Wellness program aims to address the growing mental health challenges faced by educators in today's educational environment. Acknowledge that teachers are under increasing pressure to manage large workloads, emotional stress, vicarious trauma, and the well-being of their students, often at the expense of their own mental health. This program seeks to provide critical mental health support and resources to teachers, enhancing their well-being, job satisfaction, and overall effectiveness in the classroom. By offering professional counseling, and behavioral consultation services the program will foster a healthier and more supportive teaching environment. The Teacher Wellness Program will have two primary components, as requested by our school partners, individual counseling and behavioral consultation services. Counseling and Therapy Services-A confidential, on-demand counseling service will be made available to all participating teachers on-site a minimum of 1 day per week. ARROW clinicians will provide one-to-one sessions focused on managing stress, addressing both personal and professional mental health concerns, and be supported to identify strategies for coping with the demands of the profession, creating work-life balance, and seeking additional mental health supports as/if appropriate. Behavioral Consultation Services-involves a collaborative process where ARROW Project clinicians will work with teachers and school mental health support staff to identify, analyze, and develop effective interventions for challenging student behaviors in the classroom, providing guidance and support throughout the implementation and evaluation of strategies, while empowering teachers to be the primary decision-maker in addressing student behavioral concerns. While we are hoping for the program to be initially funded through this grant, our long-term goal is to ensure its sustainability. We plan to seek additional funding through local partnerships, school district budgets, and other potential future grants. Additionally, we will explore opportunities for teachers to access low-cost or sliding-scale counseling services through ARROW Project's outpatient offices if the program does not continue past its first year.

If applicable, what is this program or capital expenditure's total budget?

\$ 18,000

If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?

If our organization is awarded only a partial amount of the total funds we requested for 2025, we will carefully reassess and prioritize our planned activities to ensure that we can continue to make progress toward our goals. We will scale the scope of the project to align with the available funding while exploring alternative funding sources to increase scale or capacity, and/or utilize implementation phasing to ensure we are working within our financial capacity.

Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?

FINANCIAL INFORMATION

What is your total operating budget for your current fiscal year?

\$

Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?

Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?

ARROW Project Projected FY 2023-2024 Operating Budget

Ordinary Income	
Fees for Services Income- insurance	\$ 368,000.00
Fees for Services Income invoiceable services	\$ 40,000.00
Grants-Local	\$ 75,000.00
Grants- Other	\$ 51,000.00
Donorship	\$ 2,000.00
Fundraising	\$ 2,000.00
Total Projected Income	\$538,000

Expenses

Expenses	
Advertising and Promotions	\$ 2,000.00
Bank services	\$ 1,500.00
Insurance Billing Expense	\$ 6,000.00
Meals and Entertainment	\$ 800.00
Occupancy- Rent Expense	\$ 60,000.00
Occupancy- Utility Expense	\$ 2,800.00
Operations Program Expenses- Contract Labor	\$ 75,000.00
Operations Program Expenses- Clinical Payroll Expense	\$ 389,900.00
Total Projected Income	\$538,000
Total Defecit/Cash Reserve	\$0

ARROW Project Projected FY 2024-2025 Operating Budget

Ordinary Income	
Fees for Services Income- insurance	\$ 368,000.00
Fees for Services Income invoiceable services	\$ 40,000.00
Grants-Local	\$ 75,000.00
Grants- Other	\$ 5,000.00
Donorship	\$ 25,000.00
Fundraising	\$ 25,000.00
Total Projected Income	\$538,000

Expenses

Expenses	
Advertising and Promotions	\$ 2,000.00
Bank services	\$ 1,500.00
Insurance Billing Expense	\$ 6,000.00
Meals and Entertainment	\$ 10,800.00
Occupancy- Rent Expense	\$ 60,000.00
Occupancy- Utility Expense	\$ 2,800.00
Operations Program Expenses- Contract Labor	\$ 65,000.00
Operations Program Expenses- Clinical Payroll Expense	\$ 228,900.00
Operations Program Expenses- Administrative Payroll expense	\$ 161,000.00
Total Projected Income	\$538,000
Total Defecit/Cash Reserve	\$0

ARROW Project Inc		
SPECIFIC PROGRAM/CAPITAL BUDGET		
Teacher Wellness Program		
Primary Income Categories	Budgeted	Explanation (if necessary)
Charitable Contributions	\$ 800.00	
Local Grants	\$ 10,000.00	
Total Income:	\$ 10,800.00	
Primary Expenses Categories	Budgeted	Explanation (if necessary)
Clinical Staffing and supervision	\$ 10,000.00	
Transportation/Mileage Reimbursement	\$ 400.00	
Program Materials	\$ 400.00	
Total Expenses:	\$ 10,800.00	
Net Income (Loss):	\$ -	

Augusta Health DBA Augusta Health Foundation

Fishersville

ORGANIZATION INFORMATION:

Founded in: 2001

Mission:

To inspire community ownership through charitable giving to advance health and wellness in the region.

Primary activities and programs:

Augusta Health Foundation is the philanthropic arm of Augusta Health, our mission is to inspire community ownership through charitable giving to advance health and wellness in the region. Every dollar raised by the foundation goes directly to improving the quality of patient care at Augusta Health.

Community need(s) your organization exists to address:

Nearly a third of Americans lack access to primary care services, including routine checkups, while 40% of US adults say they delay care or go without because of the financial costs (PBS News, 2023). In 2022, 22.7% of Virginia adults did not have access to primary care, which is reflected in the 10% of emergency room visits in 2024 that were considered "avoidable" (Virginia Task force on Primary Care, 2024).

Americans with access to a primary care provider reported that wait times for an appointment averaged 38+ days. Waits longer than two weeks are significant because rates of no-shows and cancellations tend to increase after 14 days, ultimately affecting patient outcomes, provider productivity, and organizations' financial performance, (Jaklevic, 2024).

Virginia Primary Care wait times increased by 4.5 days in 2019, up from 38.3 days in 2018 (Auty, 2021).

In the Augusta Health service area, approximately 8% of adults report having no insurance coverage for health care and 45.8% of residents report experiencing some type of difficulty or delay in obtaining health care in the past year. These rates increase when examined by gender (53.4% of women), income (51.8% of low income), and other traditionally marginalized communities (42.4% communities of color). (Augusta Health, 2022)

Augusta Health. (2022). Community Health Needs Assessment. Fishersville: Augusta Health. Auty, S. G. (2021, August 12). Medicaid Expansion Increased Appointment Wait Times in Maine and Virginia. *Journal of General Internal Medicine*, p. 37. Jaklevic, M. C. (2024, August 13). In the U.S., wait times to see a doctor can be agonizingly long. *Association of Health Care Journalists*. <https://healthjournalism.org/blog/2024/08/in-the-u-s-wait-times-to-see-a-doctor-can-be-agonizingly-long/> PBS News. (2023, March 25). PBS. Retrieved from PBS News: <https://www.pbs.org/newshour/show/why-more-americans-are-putting-off-going-to-the->

vaccine since he was uninsured and was worried about the cost. He was also concerned about what to do with his food during his visit. Staff assured him that the vaccine was free and offered to watch over his food until he was ready to go. What is ordinarily a ten-minute patient visit turned into an hour and a half. As the staff completed the required screenings, they discovered that James had recently lost his wife to cancer and was struggling emotionally from her loss and physically due to his untreated chronic diseases. The loss of his wife had also left him uninsured as their health insurance policy had been under her name and he did not know how to apply for benefits. Staff at the Neighborhood Clinic were able to help him get his chronic diseases under control, access his deceased wife insurance benefits, and most importantly, get him feeling better. James now receives regular care through the Neighborhood Clinics and will stop by on occasion to visit with the team. In the summer he planted a garden and would bring tomato plants and green pepper plants to the clinic to share with others. This is a great example of the need to be present where community members need us the most!

GRANT REQUEST

Are you requesting a single-year grant or three-year grant commitment?

2025 Community Grant (single-year grant)

What is the single-year grant amount you are requesting?

\$ 10,000

Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?

A specific program or capital expenditure

If applicable, please describe the specific program or capital expenditure for which you are seeking support and why it is important to our community.

Since September 2022, Augusta Health (AH) has operated temporary "pop-up" clinics, called Neighborhood Clinics that provide preventative care, basic lab work, chronic disease management, medication assistance, maternal health navigation and support, immunizations, specialty referrals, as well as referrals to community resources such as social benefit programs to all community members, regardless of their ability to pay. AH Neighborhood Clinics are transforming access to primary care for underserved populations in rural Virginia including individuals who are working poor, elderly, disabled, living in congregate housing, and experiencing homelessness. In fact, the Neighborhood Clinics' impact has generated national attention. Augusta Health was named one of two 2024 Health Equity Award recipients by the Centers for Medicare and Medicaid Services. The award recognizes organizations that have significantly impacted health equity for specific populations in their communities.

Neighborhood Clinics are hosted at 16 community sites throughout the county, in collaboration with trusted community partners. Services are provided at each site 1-2 times a month by a team that includes a primary care provider and other clinical support to help address the social drivers that impact the health of each person.

If applicable, what is this program or capital expenditure’s total budget?

The total budget for FY 2025 Neighborhood Clinics program is \$644,184. This includes staffing costs, clinic supplies and equipment, medications and screenings, transportation, marketing, and other associated expenses for operating Neighborhood Clinics at 15 locations.

If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?

Any funds awarded will support the general operations of the Neighborhood Clinic, allowing for an expansion of hours or locations. If only a partial amount of the total funds is awarded, this will impact out programs by limiting our capacity for expansion. However, Augusta Health Foundation will continue to seek out additional funding opportunities to support continued expansion.

Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?

While Augusta Health Foundation (AHF) was not awarded a community grant in 2024, they were awarded a nTelos/ Lumos Foundation High Impact Grant for \$4,046 to support the purchase of the mobile medical unit. If awarded, AHF leadership will coordinate with CFCBR to identify neighborhoods in the community that would most benefit from grant funding.

FINANCIAL INFORMATION

What is your total operating budget for your current fiscal year?

\$

Optional Budget Narrative: Is there anything about your organization’s budget that you would like for us to know?

Augusta Health Care Inc. is the parent organization of the Augusta Health Foundation. As such, Augusta Health is responsible for the operational costs related to the Foundation. This allows all funds secured by the foundation to go toward improving patient care. This relationship is reflected in the attached operating budgets for FY 24 and FY25.

Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?

The expenses associated with the Neighborhood Clinic Program vary from site to site. For example, the monthly operating costs at the Calvary Baptist Church site averages \$1,556 to operate one clinic per month while the Embrace Community Center site averages \$7,391 to operate 2 clinics per month. With an average cost per patient encounter of \$389, the requested amount of \$10,000 would provide care for an estimated 25 patients seen at Neighborhood Clinics a year

Budget Income Summary

Augusta Health

For The Budget Year 2025

	2025 Total
Net Patient Revenue	594,366,826
Other Operating Revenue	10,416,131
Total Operating Revenue	604,782,958
Operating Expenses	
Employed Salaries & Wages	269,352,034
Benefits	59,664,052
Contract Labor	21,816,144
Professional Fees	7,024,404
Cost of Drugs	40,496,214
Food & Supplies	63,672,372
Outside Services/Rentals	59,937,881
Utilities	5,057,630
Depreciation and Amortization	22,372,838
Other Expenses	13,275,076
Medicaid Rate Improvement	28,000,000
Total Operating Expenses	590,668,644
Excess of Revenue Over Expenses from Operations	14,114,313
Operating Margin	2.3%

Budget Income Summary

Augusta Health
For The Budget Year 2024

	2024 Budget Total
Net Patient Revenue	537,557,646
Other Operating Revenue	12,909,413
Total Operating Revenue	550,467,059
Operating Expenses	
Employed Salaries & Wages	239,364,988
Benefits	53,643,092
Contract Labor	25,595,942
Professional Fees	9,623,112
Cost of Drugs	39,305,851
Food & Supplies	59,785,767
Outside Services/Rentals	52,260,494
Utilities	5,073,412
Depreciation and Amortization	21,167,928
Other Expenses	13,281,472
Medicaid Rate Improvement	24,000,000
Total Operating Expenses	543,102,059
Excess of Revenue Over Expenses from Operations	7,365,000

Operating Margin

1.3%

Augusta Health Neighborhood Clinic Program

2025 Program Budget					
Description	Quantity	Unit Cost	Sub Total	Grand Total	Comments
Screenings				\$8,050.00	
Cervical	70	\$115.00	\$8,050.00		
Vaccines				\$25,904.10	
Hepatitis A/B	20	\$97.00	\$1,940.00		
HPV	20	\$261.00	\$5,220.00		
Tetanus	25	\$91.70	\$2,292.50		
Pneumovax	20	\$117.08	\$2,341.60		
Flu (quadrivalent)	350	\$15.00	\$5,250.00		
Flu (high dose)	100	\$56.00	\$5,600.00		
Shingles	20	\$163.00	\$3,260.00		
Minor Equipment				\$5,000.00	
modular table	1	\$5,000.00	\$5,000.00		
Clinic Supplies				\$12,931.00	
Braces, wrist splints, other DME	30	\$80.00	\$2,400.00		
Bandages, gauzes, other	1	\$7,531	\$7,531.00		
Contraceptives	200	\$15	\$3,000.00		
Staffing				\$484,686.90	
Office manager	1	\$80,350.00	\$80,350.00		
Mental Health provider	1	\$88,763.90	\$88,763.90		
Administrative support	1	\$46,779.00	\$46,779.00		
Interpreter services	1	\$30,000.00	\$30,000.00		100 hours /month \$25.00 per hour
Community health worker	1	\$60,000.00	\$60,000.00		
Advanced Practice providers	1	\$125,000.00	\$125,000.00		
Nurses	1	\$53,794.00	\$53,794.00		
Technology/Homebound patient program				\$67,800.00	
Miraki (internet distribution box)	1	\$2,500.00	\$2,500.00		Support homebound patients
Home bound physician	1	\$45,000.00	\$45,000.00		
Portable monitors	20	\$500.00	\$10,000.00		Startup fees - homebound patients
Wearable devices	20	\$350.00	\$7,000.00		
Laptops/Video conferencing equipment	3	\$1,100.00	\$3,300.00		
Transportation				\$23,820.00	
Mobile Unit Fuel	60	\$250.00	\$15,000.00		
Van Fuel	52	\$110.00	\$5,720.00		52 weeks x \$110.00
vehicle maintenance & Inspections	1	\$1,900.00	\$1,900.00		oil changes, tires, wipers, etc
Vehicle Cleaning	12	\$100.00	\$1,200.00		
			\$0.00		52 weeks x \$110.00
Other supplies and services				\$5,492.00	
Forms and office supplies	1	\$5,492.00	\$5,492.00		

Augusta Health Neighborhood Clinic Program

Marketing				\$10,500.00	
Video production	1	\$5,000.00	\$5,000.00		Mobile clinic video (sharing the story)
Rack cards	6	\$500.00	\$3,000.00		
Flyers	1	\$2,000.00	\$2,000.00		Design and print services
Other	1	\$500.00	\$500.00		
Total				\$644,184.00	

Augusta Health Neighborhood Clinics - Average Operating Costs

Clinic Site	Location	Average Monthly Cost	Average Annual Cost
Allen Chapel	Staunton	\$2,334.00	\$28,008.00
Verona	Verona	\$3,501.00	\$42,012.00
Embrace	Waynesboro	\$7,391.00	\$177,384.00
Grottoes	Grottoes	\$1,945.00	\$23,340.00
Valley Mission	Staunton	\$5,446.00	\$65,352.00
Christ Tabernacle	Waynesboro	\$2,723.00	\$32,676.00
Gypsy Hill House	Staunton	\$2,723.00	\$32,676.00
Shenandoah LGBTQ	Staunton	\$2,723.00	\$32,676.00
Elizabeth Miller Gardens	Staunton	\$2,334.00	\$28,008.00
Plaza	Staunton	\$2,723.00	\$32,676.00
Craigsville	Craigsville	\$2,334.00	\$28,008.00
Central United Methodist	Staunton	\$1,945.00	\$23,340.00
Calvary Baptist	Waynesboro	\$1,556.00	\$18,672.00
Warm Shelter	Various	\$3,890.00	\$46,680.00
Deerfield	Deerfield	\$2,723.00	\$32,676.00
TOTAL		\$46,291.00	\$644,184.00

Notes

- 1 The average cost per patient encounter is \$389. This amount includes staffing and supplies, and excludes laboratory services.
- 2 Cost is based on 2024 data
- 3 Embrace clinics are held twice a month.

Health Equipment Loan Program

Churchville

ORGANIZATION INFORMATION:

Founded in: 2014

Mission:

The Health Equipment Loan Program (HELP), Inc. is an independent 501(c)(3) charitable organization located in Churchville that is dedicated to maintaining a comprehensive inventory of gently used durable medical equipment; evaluating, restoring and sanitizing it prior to placing into inventory to distribute as no-cost loans to those in need. Since inception in 2014, our vision has been that anyone living in the Staunton, Waynesboro and Augusta County area that needs durable medical equipment to ensure health and safety within their home will have access to such equipment on a no-cost loaner basis.

Primary activities and programs:

From our Churchville facility, H.E.L.P. provides free loans (like a library) of durable medical equipment like wheelchairs, crutches, shower seats, bedside commodes, hospital beds, wheel chair ramps, walkers, canes, and assistive devices as well as the free distribution of donated disposable health supplies like incontinence products, briefs, pads, bibs, wound gauze, O2 and nebulizer tubing, isolations gowns, masks, colostomy & catheter bags, clings, brace stabilizers, ace wrap as available. H.E.L.P. has no paid staff. We are grateful to our volunteers who

- staff the facility when it is open to serve the public,
- inspect, disinfect and inventory equipment as it is returned or donated,
- organize and secure the inventory,
- maintain database of equipment loan activity,
- communicate with facility customers, donors and general public, and
- assist with fundraising efforts.

Community need(s) your organization exists to address:

HELP serves over 1000 families annually. Our patrons come from all over Augusta County and even from surrounding counties for assistance in obtaining medical equipment and supplies necessary to caring for loved ones safely within their home. In many cases, these families would not be able to afford purchasing these items that are often not covered by medical insurance. Many items are considered as "convenience items" when in fact they are essential to family members and caregivers being able to create a safe and supportive home health environment. In cases where insurance might cover the cost in part, there is often a prolonged pre-authorization process that delays acquisition and safe patient return to the home.

GRANT DETAILS:

Based on how you measure your organization’s impact, please share with us the magnitude of your work.

Monthly tracking of durable medical equipment items loaned, families served, and consumable supplies distributed provides a measure of HELP's impact on our community.

Indicator	2024	10 year history
Families Assisted	2082	10,620
Durable Medical Equipment Items Loaned	2760	18,358
Hospital Beds Loaned	80	412
Total Inventory Count		11717

Started Tracking of Consumable Supplies Distributed (Adult Disposable Pullups, wound care, etc) in 2024: 35,000 items for a conservative estimate of \$56,000 savings available to support family budgets. One of the most highly requested consumable supply items distributed are adult disposable pullups (for incontinence). We are so grateful to our partners at The Neighbor Bridge who work their Amazon connection to get and hold these products for us each week!

What is the approximate percentage of your organization’s work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?

100

Please share your organization’s goals and objectives for 2025, or if you prefer, your long-range goals and objectives.

HELP celebrated its 10th year of service in 2024. A large part of our equipment inventory comes through local residents donating gently used equipment that they no longer require. These are then inspected, sanitized and placed into inventory to be re-distributed. Equipment is removed from inventory when it is no longer "gently used" and becomes unsafe for further lending. We purchased a trailer with grant funding last year to haul disposed equipment to recycling salvage yards in attempt to minimize environmental impact at the landfill. 2025 Goal: After 10 years, the HELP inventory is in need of replenishment of certain highly requested items to maintain a safe and adequate inventory. Examples include:

- hospital bed mattresses
- bedside tables
- transport chairs
- threshold ramps
- patient transfer devices

To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.

HELP is part of an informal network of medical equipment lending organizations, including All Blessings Flow (Charlottesville), statewide FREE Foundation (Foundation for Rehabilitation Equipment Endowment), Children's Assistive Technology System (Roanoke), and Equipping the Saints (Harrisonburg). We communicate with these organizations when we have a customer need that we cannot meet to see if others might be able to help. We also share surplus equipment (e.g. walkers and bedside commodes) with these and other local health care providers. HELP partners with Renewing Homes of Greater Augusta to meet home medical equipment needs identified in the course of RHGA teams' working with individuals needing assistance with accessibility modifications or equipment due to a recent hospitalization, disability, or chronic disease. HELP refers to RHGA when a permanent ramp or home modification is required.

If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?

n/a

Tell us a story that best illustrates the impact your organization has on our community.

HELP is a resource for area outpatient and home health therapists as they help their patients identify and secure rehabilitation equipment that will improve their family and community re-integration after injury, surgery or disability. An example of this partnership shared by a local physical therapist: Gentleman had been in a motor vehicle accident that resulted in paralysis. A standing frame (device that allows safe standing for those with lower body paralysis--\$3000 item is not covered by insurance) was provided by HELP to this therapist who adjusted it to fit and instructed he and his caregiver in safe use. The patient's wife sent a note to the therapist to say "Thank you for bringing the standing frame. It is fabulous! We would never have been able to buy this on our own. He stood today and played with his kids. The look on their faces as they saw their dad stand for the first time since his injury--priceless!"

GRANT REQUEST

Are you requesting a single-year grant or three-year grant commitment?

2025 Community Grant (single-year grant)

What is the single-year grant amount you are requesting?

\$ 3,000

Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?

General Operating purposes (no restrictions on its use)

If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?

If the full request is not possible, we will look for alternative funding sources to complete our planned inventory upgrades.

Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?

To expand on the stated equipment purchase goal for replenishing the lending library's inventory of frequently requested items, please see the following "wish list" of projected needs/costs:

Item	Qty Needed	Unit Cost	SubTotal
Wheelchairs	8	200	\$1600
Transport chairs	10	\$150	\$1500
Overbed tables	10	\$100	\$1000
Hospital bed mattresses	8	\$350	\$2800
Threshold ramp	10	\$400	\$4000
Steady lift device	4	\$400	\$1600
			\$12,500

FINANCIAL INFORMATION

What is your total operating budget for your current fiscal year?

\$ 35,500

Optional Budget Narrative: Is there anything about your organization’s budget that you would like for us to know?

Budget Adjustment: Since the attached budget was approved, we have seen a drop in inventory numbers on several frequently requested items leading to a waiting list and inability to respond fully to community needs. There are times when the rate of item donations and return of loaned equipment falls behind the demand. The Board then votes to purchase these items to meet our mission. The cost for these items to be purchased exceeds the budgeted amount. Organizational growth: Since our last funding request to CFCBR, HELP completed a successful capital campaign enabling us to purchase the facility and property from the retiring business owner who had hosted our organization in a section of his business. This more than quadrupled our

footprint. This had the added benefit of allowing us to navigate COVID with minimal limitations to service by creating a work flow that supported social distancing and equipment isolation procedures. With property ownership, came additional expenses for taxes, insurance and utilities. HELP quickly outgrew our facility space leading to a fundraising effort to build a freestanding storage space for our hospital beds and mattresses. This was accomplished by volunteer labor and some discounted materials. Remaining costs were paid out of our general operating budget. HELP does not charge for any items or services, nor do we require financial need documentation. Many of our patrons, upon returning equipment borrowed for care of a family member, make donations in gratitude of the availability of our service at a time of significant household stress.

Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?



Loch Willow Presbyterian Church
P.O. Box 85
Churchville, Virginia 24421
(540)337-8543

Reed Hopkins, Pastor
(540)337-8543
lochwillowpastor@comcast.net

January 28, 2025

I am writing to support HELP of Churchville in its grant application.

I am a resident of Churchville, and the pastor of a church in the community. Our church is one of the sponsoring organizations for HELP. I am also a frequent volunteer at the HELP office, and I have been a beneficiary of HELP's services.

Several years ago I sprained my ankle. I needed crutches for several days, and then a cane for about six weeks. Fortunately, I knew where to go to borrow for free the items I needed: right down the road at HELP.

I volunteer about once a month in staffing the office. On those days, we have a steady stream of people coming by to borrow, return, or donate items. The program benefits more than the Churchville community. Being one of the few places in the area where medical equipment can be borrowed, people come from a wide area, from other counties in Virginia and even some from West Virginia.

As we lend out items, we hear many, many expressions of gratitude. What I commonly hear is: "You people are a blessing." Many people have been able to acquire the items they need in a time of crisis and at the same time keep their medical bills down by receiving the use of these items free of charge.

I commend HELP to you and hope that you can give assistance to this highly beneficial community organization.

Sincerely

Reed Hopkins, pastor
Loch Willow Presbyterian Church

January 27, 2025

To Whom it may concern:

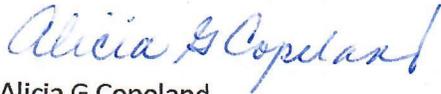
I write this letter to laud the excellent work of the Health Equipment Loan Program (HELP).

I have had the opportunity to use this program in service to my clients as a caregiver, for a relative in need, and for myself. Each time, I have received equipment which has made life easier for each person granted use of said equipment.

I frequently recommend this program to health care professionals as well as friends who are in need of their services.

We are grateful for the accessibility of their services and the kindness of those who work to serve the community through this valuable program.

Sincerely,



Alicia G Copeland
47 Bobby's Way, #112
Staunton, VA 24401
303-513-7813

January 28, 2025

To Whom it May Concern,

I am a Home Health Physical Therapist in rural Augusta County, Virginia. I frequently see patients that need equipment for mobility or to assist with their ability to dress, bathe, and toilet. Often, these patients are unable to afford equipment and it is usually not covered by their insurance. In the past, they have learned to “make do” with inferior equipment or to rely on help from others for tasks that they could accomplish independently with the right equipment.

HELP (Health Equipment Loan Program) has been a game-changer for our patients. They are able to obtain necessary equipment for no charge and are simply asked to return it when they no longer need it so that someone else may then benefit from it. As therapists, we can stop by and reserve equipment for our patients to make sure that they get the proper size to suit their needs. The HELP volunteer staff have even delivered hospital beds and other large equipment when the patient was unable to pick it up.

There is a wide variety of equipment available. The items range anywhere from ankle weights and long-handled reachers to full size mechanical patient lifts for bed-bound patients. Recently a standing-frame was donated and the staff reached out to a quadriplegic member of the community. They delivered the standing-frame and he was able to stand for the first time in a year. It is also nice to see so much equipment getting recycled instead of being wasted when it is no longer needed by the original owner.

As therapists, we are also able to borrow equipment to try out with our patients to see what works best for them. This eliminates the need to purchase something “sight unseen” and just hope that it works.

HELP has been an invaluable addition to our community.

Sincerely,

Lucy N. Gaines, MSPT

Augusta Health Home Health

HEALTH EQUIPMENT LOAN PROGRAM

2025 Budget (Jan 2022-Dec 2022)

Revenue		Actual	Expenses	
Support Income	Budgeted		Direct Expenses	Budgeted
Grants	\$ 5,000.00		Administrative (LGL, FB, QB)	1,000.00
Business donations	\$ 2,000.00		Audit/Financial Services/ Professional fees	500
Churches, Religious Organizations	\$ 6,000.00		Building Maintenance	1,000.00
Civic Organizations & Universities	\$ 2,000.00		Building modifications	2000
Fundraising Events	\$ 1,000.00		Donor advised Expenses	5000
Individual contributions	\$ 17,000.00		Equipment maintenance/replacement	2,500.00
Memorial Gifts	\$ 2,000.00		Facility equipment/furnishings	500.00
Other Income/misc/ dividends	\$ 500.00		Fundraising expenses	2,500.00
			Insurance	4500
			Marketing,Printing/ copying	1400
			Misc	500.00
			Operating Supplies/Equipment	5000
			Postage, PO Box, Office supplies	600
			Property taxes	1500
			Utilities (propane, electric, waste mgmt, phone)	5000
			Website management	2000
TOTAL INCOME	\$ 35,500.00	\$ -	TOTAL EXPENSES	35,500.00

Financial Statement CY 2023



REVENUES

1st Qtr 2nd Qtr 3rd Qtr 4th QTD CY Totals

Unrestricted Funds

Grants	\$100.00	\$0.00	\$7,500.00	\$2,500.00	\$10,100.00
Church donations	\$720.00	\$2,709.33	\$600.00	\$3,343.00	\$7,372.33
Individual donars	\$2,623.56	\$1,885.00	\$2,252.60	\$12,755.60	\$19,516.76
Fundraising events	\$1,404.92	\$748.18	\$452.73	\$632.02	\$3,237.85
Business donations	\$300.00		\$194.37	\$2,400.95	\$2,895.32
Civic group donations	\$1,350.00	\$100.00	\$1,100.00	\$770.00	\$3,320.00
Memorial donations	\$1,805.00	\$100.00	\$200.00	\$1,535.00	\$3,640.00
Other income & dividends	\$89.83	132.76	85.31	97.83	\$405.73
Revenue Total	\$8,393.31	\$5,675.27	\$12,385.01	\$24,034.40	\$50,487.99

EXPENSES

General outgoing expenses

Telephone	\$97.24	\$103.11	\$93.72	\$97.81	\$391.88
Office supplies	\$277.74	\$122.69	\$226.22	\$104.20	\$730.85
Marketing				\$1,239.00	\$1,239.00
Client used equip & repairs			\$530.04		
Building upgrades	\$28.99	\$2,935.05	\$26,191.30		\$29,155.34
Property maint./repairs		\$206.99		\$240.04	\$447.03
Waste management	\$255.79	\$214.00	\$398.00	\$198.00	\$1,065.79
Propane/heat	\$500.00	\$375.00	\$375.00	\$250.00	\$1,500.00
Electric	\$178.35	\$225.02	\$92.04	\$145.79	\$641.20
Office equipment				\$233.76	\$233.76
Fundraising					
Community outreach					
Insurance			\$316.08	\$2,409.00	\$2,725.08
Legal/nonprofit expense					
Operating expenses	\$52.57	\$21.04	\$51.73	\$425.03	\$550.37
Fees				\$2,400.00	\$2,400.00
Taxes	\$29.64	\$431.78		\$381.78	\$843.20
General outgoing subtotals	\$1,420.32	\$4,634.68	\$28,274.13	\$8,124.41	\$42,453.54

Donor-Advised Expenses (funds specific to grant goals)

Loan Inventory Equipment					
Donor-Advised Expense Totals			\$7,500.00		

Total Expenses	\$1,420.32	\$4,634.68	\$28,274.13	\$8,124.41	\$42,453.54
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CY 21 Carryover Balance	\$57,867.88	Total Revenue	\$50,487.99
Total 2023 YTD Balance	\$65,836.03	Total Expenses	\$42,453.54
		Net Income	\$8,034.45

Healthy Families Blue Ridge / Sentara RMH

HARRISONBURG

ORGANIZATION INFORMATION:

Founded in: 1999

Mission:

The mission of Healthy Families of the Blue Ridge (HFBR) is "to assist families in preparing their child to enter school safe, healthy, and ready to learn." HFBR is a non-profit home-visiting program housed within Sentara RMH Community Health (SRMH). The purpose is to provide new parents with what they need to support their child's health, growth, and development from birth to five years of age. The program has been proven to reduce child abuse and neglect, increase children's access to routine health care and immunizations, and increase school readiness. All services are free and voluntary. HFBR is designed for parents who face challenges such as low income, single parenthood, childhood history of abuse and other adverse childhood experiences, and current or previous issues related to substance abuse, mental health, and/or domestic violence. HFBR is supported by Healthy Families Virginia and is accredited at a National Level through Healthy Families America. According to Healthy Families Virginia, it is the primary home visiting model best equipped to work with families who may have history of trauma and risk factors for adverse childhood experiences, including child maltreatment. We have proven outcomes tracked by Prevent Child Abuse Virginia (Families Forward Virginia) each year.

Primary activities and programs:

HFBR supports parents to improve skills that enhance nurturing parent-child interactions, promote the family's health and wellbeing and the child's readiness for school. To determine eligibility, families who are referred are screened and assessed for specific risk-factors that contribute to increased risk for child maltreatment or neglect. Services start prenatally or within three months after the birth of the baby. Families are offered a one-time standardized assessment which is used for eligibility and to identify the family's strengths, history, as well as issues related to higher risk of child maltreatment or poor childhood outcomes. Families are referred to community agencies for identified concerns. The family is then offered comprehensive home-visiting services through case management, parent education, and mentoring. Staff utilize an evidence-based curriculum to build and enhance parent-child interaction. Staff use a combination of social support, education, and practical assistance for parents. Home-visiting services focus on parent-child activities, communication with the baby, child development, and other resources for parents. HFBR works with parents to help them achieve individual goals as well as specific program goals. HFBR utilizes a variety of screens to work together with the parent to identify areas of growth, identify goals, and refer to community agencies. All staff is dedicated to connecting families to resources in our community. Helping families become aware of community resources as well as gain access is a key factor in a family becoming self-sufficient. Our program is able to provide transportation to

access healthcare and other community resources as needed. This would include a ride to the doctor, Health Department, Social Services, Food Pantries or Clothes closets. HFBR has seen an increase in limited-English speaking clients. HFBR has bilingual, bicultural staff and uses trained interpreters obtained through Sentara RMH as needed.

Community need(s) your organization exists to address:

Based on VDH Needs Assessment for the Virginia Maternal, Infant, and Early Childhood Home Visiting Program, Staunton City and Waynesboro City were identified as highest priority localities for home-visiting services due to at-risk factors (more information can be found at the link below). According to the Early Impact Virginia's Return on Investment Report, home visiting programs such as Healthy Families obtain results that can lead to savings locally, for the state, as well as nationally.

Better Birth Outcomes- 40% reduction in the number of babies born at low birth weight, increased breastfeeding and immunization rates. \$70,000 average per child in healthcare expenses. 5.4% of home visiting babies were born pre-term, which is half the Virginia pre-term birth rate of 9.9% Staunton City and Waynesboro City both have higher than the Virginia and US Average.

Connection to Community Resources – 98.2% of parents positive for substance abuse were monitored and connected to substance use disorder services; 100% of parents positive for depression were connected to mental health services. 47.1% of families reported improved access to food, reducing unmet needs

Enhanced Parent and Child Interactions- HFBR services focus on increasing a family's protective factors associated with the prevention of child maltreatment and neglect in the homes of disadvantage families. 93% of enrolled families report stronger relationships.

Early detection of Developmental delays- HFBR increases parents' understanding of children's developmental milestones and helps parents create a more responsive and developmentally stimulating home environment, 90% of children referred for potential health and/or developmental delays qualified for follow-up services.

Reduce Child Abuse and Neglect - 50% of mothers engaged in home visiting reported they had been abused as kids, yet over 99% of participating children did not experience maltreatment themselves.

Stronger Workforce - 13% of families increased employment with one or both parents working.

HFBR aims to help parents become self-sufficient through case-management, life skills development, education, and connection to resources in our community. When families receive support in these areas, they are more likely to have positive outcomes for not only themselves, but also for generations that follow.

GRANT DETAILS:

Based on how you measure your organization’s impact, please share with us the magnitude of your work.

Healthy Families of the Blue Ridge (HFBR) serves new parents in Harrisonburg, Rockingham, Augusta, Staunton, Waynesboro, Bath, and Highland Counties. In 2024, Healthy Families served 300 total individuals in our service area for both home-visits as well as one-time assessments. We completed 1005 home visits throughout the year.

Navigation of community referrals is an important part of home-visiting services. HFBR empowers parents to be successful through education and community collaboration. HFBR helps families explore opportunities to become self-sustaining and set small obtainable goals, identify and overcome barriers to access these opportunities. Often a family's goals may include navigating community services such as housing, healthcare, childcare, employment, education, and transportation. Supporting families to reach their concrete goals can reduce poverty, lead to better child outcomes, and promote family self-sufficiency.

What is the approximate percentage of your organization’s work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?

Approximately 15-20 % (50 individuals). HFBR derives these estimates from the statewide Healthy Families VA database. Demographic information is collected at time of referral to program.

Please share your organization’s goals and objectives for 2025, or if you prefer, your long-range goals and objectives.

We monitor and track progress quarterly, and report outcomes back to Healthy Families Virginia:

1. 90% of active prenatal participants give birth after 37 weeks.
2. 90% of Prenatal clients will receive 80% of their recommended prenatal care visits.
3. 90% of caregivers with a positive depression screen will be connected to behavioral health resources.
4. 85% of target children will have a primary health care provider within 2 months after enrollment or birth of target child.
5. 90% of target children will be screened for developmental delays and referred to services if necessary.
6. 90% of target children with suspected developmental delay will be referred to appropriate services for assessment to determine need for therapeutic services.
7. 90% of participants will be screened using a validated parent-child interaction tool.
8. 90% of caregivers who screen positive for interpersonal violence are connected to resources.
9. 90% of caregivers who screen positive for tobacco use are connected to resources.

10. 90% of primary caregivers who screen positive for substance use are connected to resources.

To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.

HFBR works collaboratively with other agencies that serve pregnant and parenting adults. We receive referrals during pregnancy or at time of delivery from several partners including Augusta Health, Central Shenandoah Health District, UVA Health, Sentara Medical Center, Comfort Care, as well as Managed Care Organizations, among others. Central Sheandoah Health District no longer offers BabyCare in this service area. Augusta Health offers classes for new moms, but this is different from intensive home-visiting services that partner with families from birth to pre-k. We would like to increase collaboration with Augusta Health and anyone who is identified as needing extra support in the home can be referred to HFBR for services to ensure long term support for families.

If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?

N/A

Tell us a story that best illustrates the impact your organization has on our community.

In 2021, HFBR received a referral from UVA regarding a family who was new to the Waynesboro area and spoke limited English. HFBR enrolled this new mom who was expecting her first baby in home-visiting services. She and her husband were excited to be welcoming a baby. This excitement however, was also accompanied by worry. This mom had suffered a great deal of trauma at the hand of her own mother, from physical abuse to educational and emotional neglect. She had not finished high school because her own mother had essentially sold her and her siblings, sending them to a completely different country with no friends or family. The mom worried that she wouldn't know how to care for her own child, how to show love, or how to effectively set limits and boundaries without acting on abusive learned behaviors. In meeting with her home-visitor, this mom was able to learn about building secure attachment with her daughter and about "empathy" in terms of being a mom. She and her husband learned about child development and how to support their daughter's learning. Together with the support of their home-visitor, they were able to set and accomplished many goals together as a family, including learning English, getting a drivers liscense, stable housing, jobs. Today, this family is on their way to graduating from the Healthy Families program! Their daughter now 4 years old, knows her ABCs and 123s and is preparing for preschool. These parents are proud to have a loving, secure attachment and proud of their accomplishments as a family.

GRANT REQUEST

Are you requesting a single-year grant or three-year grant commitment?

Three-year Community Grant commitment (2025-2027)

What is the annual amount of the three-year grant you are requesting?

\$ 8,000

Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?

General Operating purposes (no restrictions on its use)

If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?

Sentara provides in-kind support such as office space, administration support, employee benefits, and IT needs. Funding for HFBR is primarily run through the Virginia Department of Social Services (VDSS). Anticipated funding reductions with VDSS has challenged us to consider other local funding partners. This has allowed our program diversify funding streams and continue to maintain services in our area instead of cut program services. We continue to serve an increased number of families including increased numbers from Staunton, Waynesboro, and Augusta County. This has given us the opportunity to build new partnerships. We have recently received funding from White Rose Giving Circle to create 100 health and safety kits for new families enrolled. We also regularly receive book donations from Massanutten Regional Library. Last year, we recieved new funding from Gift and Thrift, Harrisonburg City as well as Rockingham County, we are currently pursuing these opportunities again. We have a new partnership with Central Shenandoah Health District through the Health Department for 25 safe sleep kits and cribs for families who need safe sleep options. These partnerships are vital as they have helped our program not only sustain services, but also expand our resources we can offer families for support. We welcome any level of support the Community Foundation would offer.

Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?

HFBR is eager for the possibility to expand partnerships in Staunton, Waynesboro, and Augusta County and ways to better serve local families. While we have established rewarding partnerships in the local area, we have found it somewhat challenging to create new partnerships as we are housed outside the local service area. Additionally, Sentara serves as the fiscal agent for HFBR. HFBR is housed at Sentara RMH, HFBR's budget is seperate from Sentara RMH. The attached budget reflects the budget of HFBR. We are also currently looking for creative ideas for office space for home-visitors that serve that area, that would save time and mileage from traveling to Harrisonburg. We are requesting supplemental funding for: 1. Transportation/Mileage for home-visits for Staunton, Waynesboro, and Augusta County families (\$2,000) 2. Assisting with one-time temporary, immediate needs, and connection to community activity and/or events (\$2,000) 3. Support for home-visiting services 50 individuals who live in Staunton, Waynesboro, and Augusta County (\$4,000) Our referral form: <https://shc-p->

001.sitecorecontenthub.cloud/api/public/content/1600e33364234af3aadf7f525132e504?v=0e113a68 Thank you for your support and consideration.

FINANCIAL INFORMATION

What is your total operating budget for your current fiscal year?

\$ 474,485

Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?

As several new Healthy Families sites have been added across Virginia, with no additional state funding, VDSS has a new formula for sites who receive program funding starting in FY 2026. Our program is anticipated to have a reduction of program funding by \$6,112 this year and each year for the next 3 years. This is not noted on the current budget as reduced funding is anticipated to begin next fiscal year.

Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?

Liliana Penalver
Program Consultant Senior & Community Outreach Liaison
Office of New Americans
Immigrant services Team
Virginia Department of Social Services
5600 Cox Road, Glen Allen, VA 23060
(540) 860-0461

January 31, 2025

Letter of Recommendation

Dear Sir/Madam,

Please accept this letter as a formal letter of recommendation in support of Healthy Families of the Blue Ridge's application for the Community Foundation of the Central Blue Ridge.

As a Program Consultant Senior & Community Outreach Liaison with the Office of New Americans with Virginia Department of Social Services, I am pleased that our area has a high-quality home-visiting program. I am very familiar with services Healthy Families of the Blue Ridge offers and have a long-standing relationship with their agency.

I also participate in the Advisory Committee for Healthy Families of the Blue Ridge that meets quarterly. I can attest to their commitment to serving the local community through education and case management.

Please contact me with any questions and let me know if I can provide further information in support of Healthy Families of the Blue Ridge.

Thank you for your consideration.

Best Regards,

Liliana Penalver

Healthy Families of the Blue Ridge		
OPERATING BUDGET		
July 1, 2024 - June 30, 2025		
Primary Income Categories	Budgeted	Explanation (if necessary)
Virginia Department of Social Services	\$ 369,828.00	
SRMH	\$ 92,457.00	
Harrisonburg City Grant	\$ 7,200.00	Civic and Community Organization Grant
Rockingham County Grant	\$ 5,000.00	Civic and Community Organization Grant
Total Income:	\$ 474,485.00	
Primary Expenses Categories	Budgeted	Explanation (if necessary)
Salaries	\$ 328,700.00	partially paid by Sentara RMH and partially paid by VDSS
Benefits	\$ 83,680.00	partially paid by Sentara RMH and partially paid by VDSS
Rent	\$ 24,557.00	paid by Sentara RMH
Office and Program Expenses	\$ 13,298.00	
Training and Transportation	\$ 12,250.00	
Healthy Families Fees and Affiliation	\$ 12,000.00	Includes Affiliation to Healthy Families America and Healthy Families Virginia
Total Expenses:	\$ 474,485.00	
Net Income (Loss):	\$ -	

INSTRUCTIONS: Replace the items in **RED** with your organizations' information. Please use the income and expense categories that make the most sense for your organization. Consider including separate categories for specific income and expenses of \$10,000 or greater. Smaller categories of income and expenses can be

Healthy Families of the Blue Ridge		
OPERATING BUDGET		
July 1, 2023-June 30, 2024		
Primary Income Categories	Budgeted	Explanation (if necessary)
Virginia Department of Social Services	\$ 369,828.00	
Sentara RMH	\$ 92,457.00	
Total Income:	\$ 462,285.00	
Primary Expenses Categories	Budgeted	Explanation (if necessary)
Salaries and Benefits	\$ 405,980.00	partially paid by Sentara RMH and partially paid by VDSS
Rent & Utilities	\$ 24,557.00	paid by Sentara RMH
Office and Program Expenses	\$ 10,357.00	
Training and Transportation	\$ 9,391.00	
Healthy Families Fees and Affiliation	\$ 12,000.00	Includes Affiliation to Healthy Families America and Healthy Families Virginia
Total Expenses:	\$ 462,285.00	
Net Income (Loss):	\$ -	

INSTRUCTIONS: Replace the items in **RED** with your organizations' information. Please use the income and expense categories that make the most sense for your organization. Consider including separate categories for specific income and expenses of \$10,000 or greater. Smaller categories of income and expenses can be

Hospice of the Piedmont

Charlottesville

ORGANIZATION INFORMATION:

Founded in: 1980

Mission:

To guide life's final journey with expertise and empathy.

Primary activities and programs:

Hospice of the Piedmont (HOP) is at the forefront of providing exceptional hospice, palliative care, and grief support to patients, families, and bereaved community members, regardless of their ability to pay. HOP has provided end-of-life care and grief support in central Virginia for 45 years, fulfilling our mission to guide life's final journey with expertise and empathy. We intend to utilize the Community Foundation of Central Blue Ridge's grant funding to maintain and grow the many philanthropic programs designed to assist community members in the Augusta, Nelson, Staunton and Waynesboro as they experience end-of-life and loss. Hospice of the Piedmont, as our region's largest nonprofit hospice, is uniquely positioned to support the needs of the Central Blue Ridge community. Our staff of over 220 is made up of compassionate physicians, nurses, hospice aids, grief counselors, chaplains, and social workers. Our ongoing established philanthropic services like therapeutic massage, supportive music, and pet therapy provided by the bedside address the psychosocial needs of our patients. Our Grief and Healing Programs for children and adults offer free ongoing bereavement support for the entire community - regardless of their affiliation with our hospice services. Our innovative Death Doulas help families create an empowered plan for the final months of life. The We Honor Veterans program recognizes the unique experience of those who have served our country as they navigate end-of-life. Our Community Outreach and Engagement program spreads the benefits of compassionate hospice care and grief support through educational workshops, health fairs, and innovative community events to help fulfill our vision to reimagine the way our community views and experiences serious illness, dying, and grief.

Community need(s) your organization exists to address:

Access to health care is vital health need for those living in the Central Blue Ridge's funding footprint. According to the Blue Ridge Area Health District 2022MAPP2Health Report which includes Nelson County, and the Augusta Health Community Needs Assessment, in both reports some of the top-rated areas of concerns were access to care and mental health services. With a higher percentage of the population of aging adults 65+ than the state average, as well as primarily rural population, there is a need for quality care for aging seniors as well as palliative and hospice care. In addition, both August and Nelson counties have a higher percentage of uninsured adults than the average in Virginia. Hospice of the Piedmont is helping to fulfill a critical community health need. HOP strives to increase access to quality health care for underserved community members. As a nonprofit hospice, we will never turn anyone away based on their ability to pay or lack of insurance. Our comfort care is provided at the bedside to

patients and families as they are navigating the challenges of serious illness and end-of-life. HOP's free bereavement services help to address an important mental health need by providing free group grief support for anyone in community. In Nelson County, for example, there is just 1 mental health provider per 730 people according to the County Health Rankings & Roadmaps 2024 Nelson County health data. Nelson County has fewer mental health professionals available per resident than the national average of 1 mental health provider per 320 people. Bereavement support groups help normalize the grief process as well as provide a safe space to talk about grief and what can be expected. In addition, these groups help to create connections with others who are experiencing the loss of a loved one and promote healthier long-term outcomes. (<https://www.countyhealthrankings.org/health-data/virginia/nelson?year=2024>) To address access to this mental health care, HOP offers a variety of free, ongoing grief groups including in-person support groups for general grief, loss of spouse/partner women's group, men's support group, and a group for those who have lost children called Remembering Our Children. We meet people where they are, so for those who may find it challenging due to health or transportation concerns to attend an in-person group, we also offer support groups via Zoom. And our Kids' Grief and Healing Program helps to address the mental health needs of the youngest bereaved in our community through free counseling services. HOP recognizes that many community members who could benefit from our hospice care and bereavement services are unaware of how to access support. Our Community Outreach and Engagement Program seeks to raise awareness of HOP's nonprofit services and to engage with underserved members of our community. A key strategy involves being visible within our community and providing education about end-of-life issues. HOP aims to create a culture of empathy that is open to engaging in uncomfortable discussions about the challenges of end-of-life and grief.

GRANT DETAILS:

Based on how you measure your organization's impact, please share with us the magnitude of your work.

HOP has been providing end-of-life care and grief support in Augusta, Nelson, Staunton, and Waynesboro and ten surrounding counties for 45 years. HOP strives to provide healthcare the way it should be - our team of compassionate professionals create individualized care plans that are tailored to support our patients' physical, emotional, social, and spiritual needs. HOP follows a July 1 through June 30 fiscal year. In FY24, HOP had the honor of serving 1,717 patients, providing 108,756 days of care in our greater service area. Our growing Palliative Care team served 312 patients last year. Our bereavement counselors supported 1,581 grieving adults and 207 children and families last year. Last year in the Central Blue Ridge, we had the honor of caring for 131 hospice patients providing 5,534 days of care. We supported 22 palliative care patients, and our counselors served 118 bereaved adults and 24 children.

What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?

Of the core services that Hospice of the Piedmont provides, roughly 7% of our hospice patients, palliative patients and bereavement counseling services are extended to the funding footprint of the Community Foundation of the Central Blue Ridge.

Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.

HOP's guiding vision is to reimagine the way our community views and experiences serious illness, dying, and grief. Our team is working to find ways to ensure equitable access to quality end-of-life care and engaging with underserved and low-wealth populations. We believe that normalizing discussions about end-of-life can empower people to make decisions, seek help, and promote healing. Our Community Outreach and Engagement program spreads the benefits of hospice care and grief support through educational workshops, health fairs, and innovative community events. At our core, HOP's mission is to guide life's final journey with expertise and empathy. We strive to provide quality health care to all those who are navigating the challenges of end of life. HOP caregivers work closely with patients to identify their unique end-of-life needs and goals. Each week during our regular Interdisciplinary Group (IDG) meetings, physicians, nurses, social workers, hospice aides, and chaplains share insights on each patient's care and the challenges faced by their families. These discussions often lead to referrals to our philanthropically funded programs like the Serenity Fund for financial concerns, or our Death Doulas for emotional support. For withdrawn patients, we may recommend our supportive music or pet therapy programs.

To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.

With 45 years of service as our region's leading nonprofit hospice, Hospice of the Piedmont is proud to be an integral part of the fabric of the central Virginia community. We engage in partnerships aimed at addressing the needs of our seniors through our partnerships with the Valley Program for Aging Services. We actively support the needs of our bereaved children by partnering with our local schools who identify and refer students in need of support. 80% of the children our Kids' Grief and Healing program serves come from community referrals and have no association with our hospice services. We have built partnerships with local school districts to provide grief counseling services, and last year we supported students at Beverly Manor Middle School, McSwain Elementary, Shelburne Middle School, Ware Elementary, and Wilson Elementary.

If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?

Hospice of the Piedmont has not received funding from the Community Foundation of the Central Blue Ridge.

Tell us a story that best illustrates the impact your organization has on our community.

Stories of healing reveal the impact of our work. One Nelson County teen participated in our Kids' Grief and Healing program for nearly two years. Sally was raised by her grandfather in the Midwest. When she was 15, he died unexpectedly, and Sally was not given a chance to say

goodbye. A week later she found herself traveling to Virginia with her aunt whom she had never met. She was placed in a new school, was adjusting to new 'siblings' and was trying to make new friends. In pain from loss and her world being turned upside down, she began cutting herself. Fortunately, she recognized that this was unhealthy and sought help from her guidance counselor. The counselor, familiar with our Kids' Grief and Healing program, contacted us immediately. Our grief counselor and certified art therapist met with Sally in her school. She recalls that "Sally showed an interest in art making right away, drawing out her experiences, and as she drew telling her story. She was very open and eager to share. Through weekly meetings she was able to draw, paint, collage, and talk about what happened. She shared how her life has changed, recalled memories, and explored how to cope. After meeting with Sally weekly for 5 months, she showed her wrist where she drew a heart in the place where she cut herself. Sally joined our OASIS teen support group and also attended our Journeys' Camp. In the teen group, she immediately started talking to a girl who shared a very similar story. At the end she wrote, "This group is good, and I love it. I've made good friends here. I'll always come back." Through all of these programs, Sally got support she need, and discovered she is not alone. Counseling is crucial to helping children like Sally make sense of a life-shattering grief event. Our Kids Grief and Healing program is provided free of cost to all participants and is solely funded by philanthropic dollars, support from community foundations, churches and individual donors is vital to the continuation and expansion of these services.

GRANT REQUEST

Are you requesting a single-year grant or three-year grant commitment?

2025 Community Grant (single-year grant)

What is the single-year grant amount you are requesting?

\$ 5,000

o you wish to use this grant for General Operating purposes or a specific program or capital expenditure?

General Operating purposes (no restrictions on its use)

If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?

Hospice of the Piedmont seeks philanthropic funding from individual donors, foundations, organizations, and county government funding. If granted partial funding, we will continue to seek the funding necessary to maintain and grow the important philanthropic programs we support.

Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?

Charity care and uncompensated care generate a significant financial need each year for our nonprofit hospice. Hospice of the Piedmont provides an added level of care that is not eligible for Medicare reimbursement, as well as the care we provide to uninsured patients. Palliative care, which is key to patient comfort, has a very low reimbursement rate. In FY 2024, HOP cared for 22 palliative patients in our in-home palliative care program. The average cost per patient of unreimbursed care is \$1,800 amounting to a total of over \$39,000 in unreimbursed care extended to residents in Augusta, Nelson, Staunton, and Waynesboro. In FY24, our team of grief counselors had over 542 interactions with 118 bereaved adults in the Community Foundation of the Central Blue Ridge. The average cost per individual of unreimbursed care is \$121 amounting to a total of over \$14,000 in mental health care extended to Augusta, Nelson, Staunton, and Waynesboro residents that is covered by grants and generous community donors. Making sense of loss is hard enough without the added financial burden that it can create for some families. Born out of this need, our Serenity Fund was created. In the past year, we were able to provide 5 grants, averaging \$1,000 each, to families in need of assistance to cover burial and cremation costs as well as electric bills in the funding footprint of the Community Foundation of the Central Blue Ridge. For a 58-year-old Waynesboro grandmother, the Serenity Fund helped to offset the cost of her final arrangements. With very limited income, the grant helped to relieve some of the worry from her granddaughter who was her main caregiver and offered her a small bit of peace before she passed.

FINANCIAL INFORMATION

What is your total operating budget for your current fiscal year?

\$ 21,390,962

Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?

Hospice of the Piedmont receives reimbursement from Medicare, Medicaid and certain private insurers to cover clinical care expenses for eligible individuals. However, vital programs for the continued health and wellbeing of families and caregivers, such as bereavement support, and grief programs for children are not covered by those reimbursements. These comprehensive programs, not offered by for-profit hospices at this level, are funded by philanthropy. Some of the initiatives that rely solely on philanthropy include Kids' Grief and Healing, our Death Doula program, Community Outreach and Engagement program, support for Veterans, and our Serenity Fund.

Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?



To Whom It May Concern,

I am writing on behalf of Hospice of the Piedmont, where I serve as a Board Member, to respectfully recommend their funding request be granted. As a nonprofit hospice serving Central Virginia for over 40 years, Hospice of the Piedmont provides exceptional end of life care and grief support to our community. Philanthropic support enables Hospice of the Piedmont to fulfill their mission to guide life's final journey with expertise and empathy.

Hospice of the Piedmont strives to reimagine the way our community views and experiences serious illness, dying, and grief. To that end, their team of compassionate professionals create individualized care plans that are tailored to their patient's needs and focus on comfort so that the final months of life can be spent on what matters most - time with those we love.

Hospice of the Piedmont's innovative philanthropic programs support and complement their excellent medical care. Therapeutic massage, supportive music, and pet therapy provided by the bedside address the psychosocial needs of patients and their families. Death Doulas help patients and families create an empowered plan for the final months of life. The We Honor Veterans program recognizes the unique needs of those who have served our country as they navigate end-of-life. The Hospice House offers around-the-clock, compassionate care to patients who no longer have a caregiver or whose loved ones are unable to provide care at home. And for those that are left behind, young and old, Hospice of the Piedmont's Grief and Healing programs offer free, ongoing bereavement support for the entire community.

As a Board Member, I have seen firsthand the difference that Hospice of the Piedmont's caring team can make in the lives of their patients, families, and those that have experienced loss. I am proud to be part of an organization that has such a profound impact on the lives of the those that they serve. I hope that you will consider supporting their vital work as well.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Elliott", written in a cursive style.

Robert Elliott

Hospice of the Piedmont
Proposed Budget
For the Year ended June 30, 2025

	2025
	Proposed Budget
Operating Revenue- Hospice Home Care	\$ 21,390,962
Operating Expenses - Hospice Home Care	
<i>Salary and Benefits</i>	\$ 8,672,275
<i>Patient-Related Expenses</i>	2,985,730
<i>Other Expenses</i>	257,449
Total Operating Expense-Hospice Home Care	\$ 11,915,454
Operating Margin-Hospice Home Care	\$ 9,475,508
G&A Expenses	
<i>Salaries</i>	\$ 8,219,518
<i>Other Expenses</i>	1,799,782
<i>Facility-Related Expenses</i>	522,066
Total G&A Expenses	\$ 10,541,366
Center for Acute Hospice Care (CAHC)- Net Loss	\$ (180,283)
Hospice House - Net Loss	\$ (594,298)
Palliative Care - Net Loss	\$ (573,087)
Total Not-for-Profit Special Program Expenses	\$ (552,507)
Non-Operating Income	\$ 2,776,500
Net Income (Loss) before Transfer	\$ (189,533)
Endowment Transfer to Hospice House	210,000
Net Income - Overall	\$ 20,467

Hospice of the Piedmont FY2024 Budget Summary

	Home Care	Palliative	General	Primary OM	CAHC	Hospice House	FY24 OM
REVENUE							
Net Patient Revenue	18,148,838	370,137	-	18,518,975	1,613,254	666,250	20,798,479
EXPENSE							
Salaries Wages & Benefits	7,433,389	723,835	4,964,198	13,121,422	1,672,144	927,296	15,720,861
Clinical Expense	2,668,280	31,200	4,910	2,704,390	212,573	111,930	3,028,893
Operating Expenses	278,277	36,900	1,650,807	1,965,984	356,060	71,350	2,393,394
Depreciation Expense	-	-	129,000	129,000	2,000	85,000	216,000
Total Costs	10,379,946	791,935	6,748,915	17,920,796	2,242,777	1,195,576	21,359,148
OPERATING MARGIN (OM)	7,768,892	(421,798)	(6,748,915)	598,179	(629,523)	(529,326)	(560,669)
OPERATING MARGIN %	42.8%	-114.0%		3.2%	-39.0%	-79.4%	-2.7%
EBITDA	7,768,892	(421,798)	(6,619,915)	727,179	(627,523)	(444,326)	(344,670)
<i>EBITDA %</i>	42.8%	-114.0%		3.9%	-38.9%	-66.7%	-1.7%
OTHER REVENUE/(EXPENSE)			(241,034)	(241,034)	426,000	226,292	411,258
NET SURPLUS/(DEFICIT)	7,768,892	(421,798)	(6,989,949)	357,145	(203,523)	(303,034)	(149,411)
<i>NET SURPLUS/(DEFICIT) %</i>	42.8%	-114.0%		1.9%	-12.6%	-45.5%	-0.7%

\$(560,669) Overall Operating Margin
 \$411,258 Net Fundraising Revenue and Other Revenues/Expenses

 \$(149,411) Net Surplus/(Deficit)



Isaiah 61 Ministries

Waynesboro

ORGANIZATION INFORMATION:

Founded in: 2018 (opened doors 1-2-2019)

Mission:

The mission of Isaiah 61 Ministries is to provide counseling services to the residents of Staunton, Waynesboro, Augusta County and beyond, free of charge. The mental health needs of our area are great and we are fortunate to have many resources available in our area. However, many in need of mental health services do not receive them because they cannot afford the cost. Isaiah 61 Ministries eliminates that barrier by offering all of its services and resources free of charge.

Primary activities and programs:

Our trained staff and volunteers provide counseling services through individual sessions or in a small group setting to help people find healing from such life issues as grief, anxiety, depression, divorce, childhood traumas, addictions, self-esteem, marriage, parenting, etc. All of our counseling services, as well as the books and materials used in the counseling process, are free of charge and available to all in our community. We will also take our services into local churches, businesses and other organizations when invited in order to assist and aid in such things as grief and anxiety/stress with the members, staff/employees and/or their populations served.

Community need(s) your organization exists to address:

The main purpose of Isaiah 61 Ministries is to provide quality counseling services to those in our area who otherwise might not be able to afford it. According to the most recent assessment by Augusta Health CHNA 2022, "mental health" was listed as the most significant health issue of our area. The study showed 21.5% of the local population declaring their mental health "fair to poor" and 78.4% stating mental health a major problem in our community. The study also showed a significant deficit in the number of providers available in our area.

The CAPSAW Needs Assessment of 2022 only confirmed the concern for mental health in the Valley, listing "mental health" in Family and Community Level Needs Category 1. The Assessment also showed that just over 20% of the area population believe their mental health to be "fair" or "poor." There is no question the mental health needs of our area are great. Counselors and other mental health providers and facilities are overwhelmed with the demand for services, many with long wait times for new clients to be seen. What makes the need even greater is the current economy and the high cost of living. Add that to the high cost of mental/emotional health services and you have many individuals (8.2% according to the Augusta Health CHNA 2022) who are not getting the mental health services they need simply

because they cannot afford them. Many individuals (10.2% of people age 18-65, according to the CAPSAW Assessment) do not have insurance and those with insurance face high deductibles and copays. Meeting this significant need is at the core of why Isaiah 61 Ministries was established: to help people find healing from the griefs and traumas of life all free of charge. We depend and operate solely on donations from individuals, businesses, churches and/or grant monies.

Even though we do not charge for our counseling services, we strive for excellence in the work we do. We hold to a high standard in selecting our staff and volunteers. We also adhere to a strict and regimented training so as to provide the best possible care for our clients. However, we also recognize there are times and situations that warrant the need for professional care so we maintain an extensive list of referral sources in our area when the needs are beyond our skill set. Because of our dedication to quality mental health care, we have established good working relationships with a growing number of our local professional mental health care providers, facilities and organizations as well as local churches. Isaiah 61 Ministries has become a valued resource for the ever-growing mental health needs in the Valley.

GRANT DETAILS:

Based on how you measure your organization's impact, please share with us the magnitude of your work.

Isaiah 61 Ministries measures its impact in the community by collecting five keypoints of data during the calendar year of 2024:

of individuals receiving counseling services: 252

of counseling sessions provided: 1,355

number of hours spent in counseling services: 1,462.95

number of hours spent in administrative duties: 2,047.5

number of hours training staff/volunteers: 165.25

These points of data enable us to evaluate our investment of time in the counseling services and the impact its having in our community; to evaluate our investment of time in the administration behind our services; and to insure adequate time is spent in the training of our staff and volunteers to provide top quality counseling services. It's not a question of are there people who need our counseling services. It's being intentional in providing the best possible counseling services to the most people with the resources we have (staff, volunteers, time and monies).

What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?

100%

Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.

The goals and objectives of Isaiah 61 Ministries for 2025 is providing counseling services that are Affordable, Competent and Effective. (A.C.E.)

1. To provide AFFORDABLE mental health services in the form of individual counseling and support groups for mental/emotional health issues and/or life circumstances as well as resources and materials to aid in the healing process all free of charge.
2. To provide COMPETENT mental health services by providing top-quality training and education for the staff and volunteer peer counselors providing the counseling services and to also establish and maintain a high standard of administration and oversight of the program in its entirety.
3. To provide EFFECTIVE mental health services that evaluate the needs of the counselee, help establish appropriate goals, develop a plan of action to achieve those goals and implement strategies to cope in healthy ways during the pursuit of healing.

To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.

The Valley is fortunate to have a number of mental health resources in the form of licensed professional counselors, mental health in-patient services, mental health facilities/clinics, organizations and churches that provide mental health assistance. The staff and volunteers of Isaiah 61 Ministries maintains a current listing of available resources for referral purposes. Isaiah 61 Ministries has also earned the respect of a growing number of mental health professionals, facilities, churches and organizations in the area who often refer individuals to our office for counseling services. Isaiah 61 Ministries also collaborates with local organizations, businesses and churches and has been invited to speak and to lead small groups for their population served, employees and members around specific mental health concerns. The one primary difference in the services offered by Isaiah 61 Ministries is we do so at no charge, we are unaware of any other doing likewise.

If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?

Isaiah 61 Ministries was honored and grateful to have received a 2024 Community Grant. The \$4,000 grant was deposited into the general funds of the organization to assist with the daily operating costs of our counseling office. The Community Grant monies helped to cover expenses of the office (utilities, office supplies, internet, phone, website, printing, etc.). As a result we were able to provide counseling services (both in person and online) for 252 individuals for a total of 1,355 counseling sessions in 2024.

Tell us a story that best illustrates the impact your organization has on our community.

Several short vignettes, shared in a way as to protect confidentiality, to describe the impact Isaiah 61 Ministries is having on those in our community with mental health needs. After a busy

and demanding career, a retired woman decided it was time to deal with her painful childhood, having been raised by a mentally ill parent. Though it was not an easy journey, she came to a place of healing and freedom that has been even noticeable to others in her life. She has since returned for counseling services to deal with the recent loss of an adult child. Though we hate the current need, we are pleased to be chosen again to walk with her through another life circumstance. The distraught parents of a young teen who was self-harming and threatening suicide came desperate for assistance in dealing with their child. While we were unable to provide the delicate work needed in this situation, we were able to connect them with both a licensed professional counselor who specializes in working with minors and also a psychiatrist to evaluate for medications. While much work lies ahead, we were able to help lay the groundwork for this child's journey to healing. A middle-aged woman had made the decision to divorce her husband who was mentally, emotionally and, at times, physically abusive. We were able to walk with her through the difficult process of separation and divorce and then help her find the healing she needed from the years of abuse. She is now thriving with a whole new lease on life. A young man came with extreme, debilitating anxiety that was negatively impacting every facet of his life. We were able to provide him the tools necessary to deal with his daily flares of anxiety and panic attacks. With these tools in place, it was then possible to get to the root of his anxiety and insecurities that went all the way back to childhood bullying. While not yet anxiety free, he is better able to cope and is finding much more peace and happiness in his work, his family and his day-to-day life. He is continuing the work necessary towards the goal of being anxiety free.

GRANT REQUEST

Are you requesting a single-year grant or three-year grant commitment?

2025 Community Grant (single-year grant)

What is the single-year grant amount you are requesting?

\$ 10,000

Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?

General Operating purposes (no restrictions on its use)

If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?

Isaiah 61 Ministries is requesting a 2025 Community Grant for General Operating purposes. The Grant will assist with the expenses associated with an office space and the routine business expenses associated with a counseling office. Day-to-day business expenses for Isaiah 61 Ministries include utilities, office supplies, janitorial supplies, postage, printing/copying, phone, internet, website, Zoom (for telehealth meetings), Quickbooks accounting, etc. Whether a full or partial award, any funding will greatly assist in the office and business expenses and

enable Isaiah 61 Ministries to continue its mission to provide its counseling services free of charge. Any remaining expenses will be supported by the monies received through donations from individuals, businesses, churches and other potential grant monies. Regardless of amounts received, the Board, staff and volunteers are committed and determined to continue impacting the mental health needs of the community while honoring the commitment to do so at no charge to the recipients.

Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?

FINANCIAL INFORMATION

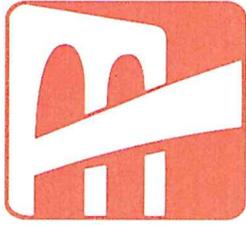
What is your total operating budget for your current fiscal year?

\$ 91,000

Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?

Isaiah 61 Ministries Inc. has been in existence for 6 years and is completely funded by donations from individuals, businesses, churches and has also received several grants. We have seen a steady increase in monies received and, as to be expected with growth, a steady increase in expenses. However, each of our 6 years have ended with a surplus which has enabled us to create a contingency fund and to also pay down the mortgage still owed on the office space. While there are no guarantees on anticipated income for 2025, we do expect giving to continue at a similar pace. In regards to expenses, we will be facing a change with our mortgage. We currently have a 5-year mortgage personally financed by the original owner of the office. In September 2025, we will need to secure a new mortgage through a financial institution. With higher interest rates, we will likely see an increase in our monthly payment. Fluctuations in income and expenses are to be expected. Isaiah 61 Ministries will continue its efforts to expand its donor base and will also monitor and manage expenditures in order to maintain fiscal integrity.

Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?



BRIDGE

CHRISTIAN CHURCH

1275 Goose Creek Road, Fishersville, Virginia 22939 • 540-712-0770

August 29, 2024

RE: Isaiah 61 Ministries

To Whom It May Concern,

It is with great pleasure that I recommend Teresa Sours to you. She and Isaiah 61 Ministries would be a very worthy recipient of any grant money available. She has partnered with Bridge Christian Church in the area of counseling and has been a huge asset in the mental and emotional health of our congregation and the community. She focuses on dealing with many and varied issues in life such as grief, childhood issues including abuse, trauma, marriage, parenting issues, and spiritual strongholds. She also has experience in leading small groups dealing with similar circumstances such as grief, trauma, divorce and addiction. Teresa shows exemplary character and is trustworthy and responsible. She is devoted to what she does and portrays strong moral and Christian values. I am happy to give her my wholehearted endorsement.

Sincerely,

Stacey Burkholder
Associate Pastor

Budget Items	BUDGET 2025
INCOME	
DONATIONS	
Grants	4000
Corp/Business	7000
Churches	15000
Individuals	40000
Individual Clients	25000
Other	0
TOTAL INCOME	91000
EXPENSES	
BUSINESS EXPENSES	
Postage	400
Printing/Copying	600
Hospitality	200
Office Supplies-Business	1800
Office Supplies-Janitorial	800
Advertising	200
Telephone	400
Internet	2200
Website	800
Online Services	600
Online Donation Fee	600
Accounting/QB	1400
Other Expenses	
TOTAL BUSINESS EXPENSES	10000
FACILITIES EXPENSES	
Insurance (Proprty & Liability)	1200
Property Tax	700
Favor Land Mortgage/Interest	10000
Utilities	1200
Association Dues	4500
Other Expenses	
TOTAL FACILITIES EXPENSES	17600
MINISTRY EXPENSES	
Books/Materials clients	3000
Events	400
Community Outreach	400
Other Expenses	
TOTAL MINISTRY EXPENSES	3800
STAFF/VOL EXPENSES	
Salary-Tammy	25200
Salary-Teresa	26400
Employer Taxes	4000
Books/Training Materials	500
Staff/Volunteer Appreciation	1200
Other Staff/Vol Expenses	
AACC Conference	2300
TOTAL STAFF/VOL EXPENSES	59600
INCOME	91000
EXPENSE	91000

Budget Items	BUDGET 2024			ACTUAL 2024	
INCOME					
DONATIONS					
Grants	0			9000	
Corp/Business	12000			7660	
Churches	17000			15996.5	
Individuals	36000			44543.32	
Individual Clients	23600			24285.5	
Other	0			966.48	(interest, speaking, etc)
TOTAL INCOME	88600			102451.8	
EXPENSES					
BUSINESS EXPENSES					
Postage	350			388.47	
Printing/Copying	400			570.8	
Hospitality	200			217.19	
Office Supplies-Business	1700			1657.91	
Office Supplies-Janitorial	600			792.48	
Advertising	250			0	
Telephone	0			164.22	
Internet	2200			2110.26	
Website	500			828	
Online Services (Zoom/Breeze)	400			1211.78	
Online Donation Fee	500			495.6	
Accounting/QB	1300			1287.4	
Other	0			224.57	
TOTAL BUSINESS EXPENSES	8400			9948.68	
FACILITIES EXPENSES					
Insurance (Proprty & Liability)	1200			1148	
Property Tax	700			670.28	
Favor Land Mortgage/Interest	10000			4385.75	4144.45 principle
Utilities	1200			988.97	
Association Dues	4500			3956	
Other	0			1944.94	replaced water heater/modem
TOTAL FACILITIES EXPENSES	15700			13093.94	
MINISTRY EXPENSES					
Books/Materials clients	3000			1683.78	
Events	400			124.18	
Community Outreach	400			197.96	
Other	0			0	
TOTAL MINISTRY EXPENSES	3800			2005.92	
STAFF/VOL EXPENSES					
Salary-Tammy	25200			25200	
Salary-Teresa	26400			26400	
Employer Taxes	3500			3947.4	
Books/Training Materials	700			301.12	
Staff/Volunteer Appreciation	700			945.81	
Other Staff/Vol Expenses	0			757.34	
AACC Conference	2300			0	
Other	0			0	
TOTAL STAFF/VOL EXPENSES	58800			57551.67	
INCOME	88600			102451.8	
EXPENSE	88600			82600.21	
				19851.59	surplus to be put down on mortgage

Valley Hope Counseling Center

Waynesboro

ORGANIZATION INFORMATION:

Founded in: 1997

Mission:

To provide access to mental health services for all.

Primary activities and programs:

Valley Hope has been providing low-fee professional counseling services since 1997, working to meet the mental health needs of lower-income individuals and families who cannot afford full-fee services. We provide individual, couples, marital, family and group counseling for a wide range of mental health issues, including depression, anxiety, relationship problems, trauma, grief and loss, substance abuse, anger management, domestic violence, sexual abuse, career changes, parenting issues, and more. All services are offered on a sliding scale fee based on family income and number of dependents. The agency serves over 500 local individuals every year, providing 3,500 hours of low-fee counseling on a very tight budget. All employees are master's level counselors and no office staff are employed, in order to minimize expenses. The generous support of local grants and donations allows the agency to subsidize client fees to a low enough level that services remain accessible and affordable to anyone in the community, regardless of income level. In this way, Valley Hope strives to meet its mission to provide access to mental health services for all.

Community need(s) your organization exists to address:

Mental health has become a crisis in this country. Over half of all Americans experience a diagnosable mental health problem in their lifetime. Suicides are at all-time highs, outnumbering deaths by car accidents and more than twice as frequent as homicides. Depression, already the leading cause of disability and poor health worldwide, has increased in every age category, and the CDC reported in 2022 the shortest US life expectancy in over two decades, due to "deaths of despair": drug overdoses and suicides. This exacerbation of mental health struggles is at a time when many people have also been hit with significant economic struggles that make it even harder to access affordable help. Local numbers reflect the national data, although they tend to be even more dire. Augusta Health's 2022 Needs Assessment identified mental health as the number one "major problem" for our area yet again. Mental health measurements continue to be significantly higher than both state and national averages, as do suicide rates. An alarming 40.5% of people locally reported symptoms of chronic depression, which was defined as symptoms of more than 2 years duration. Lower-income residents suffered most, reporting chronic depression more than twice as often as higher income individuals. CAPSAW's 2024 Needs Assessment also rated mental health as a top community concern and priority. In their survey, depression and anxiety were the reported experiences felt most often by survey respondents in every category analyzed and by over half of all respondents. The assessment noted a lack of timely access to mental health services in the

community and a need for "increased mental health services". Counseling has repeatedly been shown to be an extremely effective tool in addressing mental health issues, with little to no side effects and the gain of skills and insight that can positively impact lives permanently. Despite this knowledge, the vast majority of people who recognize they need treatment do not receive it. Studies have approximated that less than one-third of people in need received any services, and the 2022 Augusta Health assessment showed an increase in local individuals reporting they were unable to access mental health treatment. Even for individuals with serious thoughts of suicide, less than half receive treatment. In study after study, the number one reason given for not accessing mental health services is cost. Full-fee counseling services in this area are over \$130 per session and most clients need weekly sessions for at least several months. This is clearly far beyond the financial ability of low-income families. The discrepancy between services needed and services provided continues to be a problem, as people cannot access services they desperately need.

GRANT DETAILS:

Based on how you measure your organization's impact, please share with us the magnitude of your work.

In 2024, Valley Hope saw a total of 543 local individuals and provided 3,497 hours of low-fee counseling to the community. These were the highest numbers of residents served and services provided since the inception of the agency, emphasizing the continued and heightened demand locally for affordable mental health services.

What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?

99%

Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.

Valley Hope's overall goal is to meet community demand and client needs for low-fee counseling services, while sustaining fiscal responsibility and retaining effective employees. More specific goals for 2025-27 include: *Board – grow, diversify, and strengthen the board by adding new members and creating term limits and more specific roles for board members; Service provision - avoid a waitlist for new clients, obtain enough grant funding to avoid increasing the sliding scale fees for clients, and provide professional development opportunities to counselors in order to strengthen the efficacy of services rendered; Budget – successfully meet the budget, with provision of all supports necessary for professional services and best business practices; Employees –work toward increasing counselor pay toward a more competitive local rate, and prioritize the health and well-being of counselors with extra supervision, flexibility, and support in order to avoid burnout, maintain effective service provision, and retain our highly talented and dedicated staff. Future goals and dreams include

being able to create and support additional full-time counselors, to help meet client demand and need.

To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.

Valley Pastoral Counseling Center is the agency that created Valley Hope; they still provide a limited number of reduced-fee services. Valley Community Services Board is the local government agency that provides mental health services; they provide the best and most comprehensive services for the seriously mentally ill who need additional services like medication or case management. However, there is a long wait list (4-6 months) for non-crisis clients. Finally, ARROW Project offers similar low-fee counseling services in Staunton using graduate students and clinicians, as well as providing training for professionals and community mental health education/advocacy. Valley Hope gets regular referrals from all these agencies for clients they cannot accommodate or would be better served at our agency, and we collaborate with all of them to meet individual client needs and work to better the mental health of our community. The need for services continues to exceed services provided locally.

If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?

Valley Hope provided a record setting 3,497 low-fee counseling sessions in 2024. We served 543 local individuals and 86% of those completing treatment increased their overall functioning levels, as measured on the Global Assessment of Functioning (GAF) Scale, while 34% increased their economic security by the end of their treatment. Examples of individual outcomes include resolving debilitating depression or anxiety, attaining/ maintaining sobriety, returning to functioning after a trauma, developing anger management skills, reconciling a marriage, establishing mood stability, or even attaining a sense of hope after a suicide attempt. When treatment is accessed, it is hoped that worst-case scenarios, such as local tragedies of suicides and substance related deaths, can be prevented. But even in less severe cases, positive change in any individual's mental health has positive ripples throughout their community. As clients become healthier, they become more engaged and effective parents, partners, employees, and community members.

Tell us a story that best illustrates the impact your organization has on our community.

A teenage boy presented with significant anxiety that was impeding his ability to eat, sleep, and attend school regularly. The family had limited income, falling into the ALICE population of making just over the income limits for Medicaid and only able to afford high deductible health insurance. Without the sliding scale fees offered by Valley Hope, they would have been unable to access treatment for their son and the mother was very appreciative of the services. The adolescent was very motivated and engaged in his treatment, eagerly implementing coping skills and expanding his comfort zone to challenge his anxiety. As he opened up, he shared more about the family dynamics in his home, which included violence and substance abuse. The counselor invited the mother to join in sessions, which ultimately led to the mom's decision to seek her own individual counseling at Valley Hope. As the mom and son began getting healthier, the father became more entrenched in his unhealthy behaviors and ultimately legal

intervention was required. The couple separated, but now the father has sought treatment elsewhere and is working to create a sober life and hoping to build back trust with his family. Valley Hope continues to work with the mother and the son to process these life changes and build enduring coping skills and self-confidence. Both individuals show incredible resilience and growth, resulting in improvements in their functioning at school and work and in the development of a healthy and robust support system. The future looks bright for both clients. To note: we have attached a combination of client letters of support for our services, as direct words from the people receiving services can be more powerful than sharing from the counselor perspective. Multiple clients wanted to share but we have kept their names anonymous, for privacy reasons. (Confidentiality is also why we cannot submit photos with this application.)

GRANT REQUEST

Are you requesting a single-year grant or three-year grant commitment?

Three-year Community Grant commitment (2025-2027)

What is the annual amount of the three-year grant you are requesting?

\$ 10,000

Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?

General Operating purposes (no restrictions on its use)

If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?

Valley Hope will continue to provide low-fee counseling services as long as agency funding is available. The agency relies upon local grant funding to subsidize the low fees. Without enough grant funding, we would have to raise our client fees in order to remain fiscally solvent. We had to make an increase in fees last year due to the loss of expected grant funding and increase in expenses due to a compulsory office move that resulted in the doubling of our monthly rent (previously fixed for 15 years). Our plan is to keep fees stable at current rates for at least 2 years, as another increase would make them cost prohibitive for many of our clients. If our grant funding dropped this year, the agency would prioritize serving current clients who are already receiving services, so as to not interrupt their treatment, but we would struggle to serve new clients requesting low-fee services.

Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?

All grant funding will go toward the agency's primary expense of personnel costs: the counselors providing the services. The more counselor hours we can fund, the more counseling

hours we can make available to clients who desperately need the support in these difficult times.

FINANCIAL INFORMATION

What is your total operating budget for your current fiscal year?

\$ 340,000

Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?

For revenues: The estimated "fees for service" are the total counseling fees collected from clients, including any insurance payments received. We do not anticipate an increase in fees in 2025 and may experience a decrease. At the end of 2023, we found out that we were unexpectedly losing our office space and new rent would be exponentially more. In anticipation of a potentially difficult financial year, we held insurance income for November and December 2023 to bill in 2024, in order to boost revenues for that year. 2025 will return the agency to only collecting insurance payments for 12 months, instead of 14. For expenses: The only personnel expenses we have are for our counselors, all of whom are master's level and licensed or working toward licensure as a LPC (Licensed Professional Counselor). This is the largest agency expense, so all grant funding is put toward this cost so that counselor hours are available for clients. Several expenses in 2024 were minimized due to the agency move, such as office supplies and professional development, but these costs will need to return to typical levels in 2025. Miscellaneous expense includes volunteer gifts, staff celebrations, and unexpected costs like interpretation services.

Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?

**Letters of Reference from clients of Valley Hope Counseling Center
(Anonymous, due to confidentiality and privacy issues)**

“Hello,

I have been seeing my counselor at Valley Hope for a year. My partner of 18 years got liver cancer and passed away. She was the light of my life. I called Valley Hope to get some help when she was sick. I don't know how I could have gotten through that time. I was taking care of her at home. I am now 60 years old. I have disability and I have a traumatic brain injury. My sliding scale fee is the only way I can get help. When I go to counseling I always feel lighter. I am very grateful for Valley Hope. I hope I can keep seeing my counselor for a while. Thank you.”

-Anonymous Client

“I have had the opportunity to make life style changes with the assistance of one of the counselors at Valley Hope Counseling Center. Some of the complications in my life that I have been assisted with have been issues such as grief counseling months after my brother's suicide, considering suicide myself, self harm, eating issues, and learning to build positive relationships with others and creating healthy boundaries. Although a lot of counseling is based on the will of the client to change, I believe that without the center I would not have escaped murdering myself.

The services are offered with care and concern for the clients, tailoring to certain needs such as financial situations. One reason that I am able to use the services at VHCC is because they are able to use sliding scale fees. Since I am a college student and do not have insurance or means of paying full prices for counseling, the ability of VHCC to offer sliding scale pay rates has enabled me to receive the help that I need in order to survive life.”

-Anonymous Client

“Valley Hope services benefited me in a desperate time of need. I really needed to start therapy but couldn't afford it. Augusta Regional Medical Clinic in Staunton connected me with Valley Hope and they utilized a sliding scale fee. I have been working with my fantastic therapist since 2018 now. My therapist has always been very responsive and flexible when setting up appointments. She creates a comfortable environment and continues to help me work through my issues.”

-Anonymous Client

“I am a woman who one year ago had very little hope as to ever really knowing just what it was that made me the incredibly withdrawn and angry person that I was and have been my entire life. I started coming to Valley Hope with the very slim hope that I could find a positive way to deal with the severe emotional pain of losing my grandson, not even in my wildest imagination did I think I would be the person I have become in the past year. I first of all found out I had the disease of bipolar disorder and learning about my disease has helped me better understand and cope with my behavior. My life has become much more than I imagined. I will always be thankful to my counselor and the work those at Valley Hope do!”

-Anonymous Client

“My children and I began using the services of Valley Hope Counseling Center in January 2023. The counselors patiently worked with each of us, teaching us how to identify and deal with the stresses of our lives. My family gained a new perspective into the challenges we face and new methods to deal with these challenges in a healthy manner. The sliding scale allowed us to continue with treatment until the counselors believed we possessed the tools to successfully deal with our difficulties, not just until our funds were exhausted.

Thank you for making the services of Valley Hope Counseling available to the people in the Waynesboro area.”

-Anonymous Client

“Valley Hope will always be a part of me, as they played a tremendous role in my continuous fight with depression. I truly don't know where I would be without the support, counseling, encouragement that they gave me. I think everyday of people who need such help and how lucky I was to find you. I'm so grateful that you are available to those who need you.”

-Anonymous Client

Valley Hope Counseling Center		
2025 AGENCY OPERATING BUDGET		
Primary Income Categories	Budgeted	Explanation (if necessary)
Grants	\$ 70,000.00	United Way, CAPSAW, Community Foundation, YPC
Donations/fundraising	\$ 10,000.00	Charitable donations and fundraisers
Counseling fees collected	\$ 260,000.00	Client fees and insurance payments collected for services rendered
Total Income:	\$ 340,000.00	
Primary Expenses Categories	Budgeted	Explanation (if necessary)
Personnel expenses	\$ 276,500.00	Counselor wages
Payroll taxes	\$ 21,000.00	Payroll taxes for counselor wages
Rent	\$ 24,000.00	Office space
Insurance	\$ 3,500.00	Business, professional liability, D&O, Worker's compensation
Accounting/legal	\$ 1,000.00	
Office supplies	\$ 3,500.00	
Medical software	\$ 3,300.00	
Professional development	\$ 2,600.00	
Telecommunications	\$ 3,000.00	Internet, phone
Fees and licensing	\$ 600.00	Licensure dues for counselors and agency
Miscellaneous	\$ 1,000.00	Volunteer gifts, staff holiday party, etc
Total Expenses:	\$ 340,000.00	
Net Income (Loss):	\$ -	

Valley Hope Counseling Center		
2024 AGENCY OPERATING BUDGET		
Primary Income Categories	Budgeted	Explanation (if necessary)
Grants	\$ 63,749.99	United Way, CAPSAW, Community Foundation, YPC
Donations/fundraising	\$ 6,353.09	Charitable donations and fundraisers
Counseling fees collected	\$ 262,179.52	Client fees and insurance payments collected for services rendered
Interest	\$ 10.57	Checking account interest
Total Income:	\$ 332,293.17	
Primary Expenses Categories	Budgeted	Explanation (if necessary)
Personnel expenses	\$ 261,203.44	Counselor wages
Payroll taxes	\$ 19,982.12	Payroll taxes for counselor wages
Rent	\$ 22,000.00	Office space
Insurance	\$ 3,178.00	Business, professional liability, D&O, Worker's compensation
Accounting/legal	\$ 5,750.00	
Office supplies	\$ 2,168.51	
Medical software	\$ 2,081.91	
Professional development	\$ 1,289.74	
Telecommunications	\$ 2,553.14	Internet, phone
Fees and licensing	\$ 545.00	Licensure dues for counselors and agency
Miscellaneous	\$ 4,140.22	Moving expenses, volunteer gifts and staff holiday dinner
Total Expenses:	\$ 324,892.08	
Net Income (Loss):	\$ 7,401.09	