

Context for Salvation Army Grant Proposal

Background

To give back to the community when I lived in Little Rock, AR and have a proposal writing sample for my portfolio, I voluntarily offered my writing, editing, graphic design, and document design skills to the Salvation Army, Little Rock Area Command. I wanted to write a grant proposal for funds to help with homelessness. I chose the Salvation Army because homelessness has been close to my heart for many years. My family was without a home after a house fire when I was in elementary school. Family members ensured that we had a place to live until we obtained a new home.

- **Audience:** Proposal reviewers who would allocate monetary awards from The Bruce Family Fund.
- **Percentage of I wrote:** 100%.
- **Original content or revised content:** The document is my original writing.
- **Resources for drafting content:** The content derived from my research conducted about homelessness in Arkansas, Central Arkansas (where Little Rock is located), The Salvation Army, and interviewing the program director to understand the program he wanted to implement.
- **Content editing:** I edited the document myself as someone confident in my editing abilities because of my background. The document underwent heavy editing.
- **Style guide usage:** A company style guide was not used to write this document. I used a template that I created for the format and ensured consistency by editing for consistency in common elements, grammar, spelling, and accuracy.
- **Additional useful context, such as deadlines, achievements, etc.:** The deadline for this proposal was the deadline provided in the proposal requirements, and I met the deadline. I won an award of \$1,000 for the Salvation Army, Little Rock Area Command. The total award amount was \$5,000, leaving me to believe that it was dispersed among bidders.
- **Changes after publication and why:** No changes occurred after publication.

My Process

I contacted the Salvation Army, Little Rock Area Command to express that I wanted to voluntarily create a grant proposal to help obtain funds to help decrease homelessness. The receptionist connected me to the person responsible for finding and winning award opportunities. I explained my goal to him and asked if there was an opportunity currently

available. We discussed the Bruce Family Fund opportunity where they were awarding \$5,000 to proposal submitters. There were no rules or requirements for the proposals, and I had no idea if one candidate would receive the entire \$5K or if the funds would be awarded to multiple candidates until the \$5K was dispersed. Regardless of the fund distribution process, my goal was to write the best proposal I could write for an award.

Because I had been on a proposal team before, writing bid proposals on a marketing team, I knew that the grant proposal process would be no different. The purpose was the same: selling the organization and the goals to an audience in hopes of winning an award. Because I had successfully sold products that did not qualify as needs (luxury goods that are usually considered wanted items), I felt that selling an organization's efforts to help others would be easy.

I created an outline with the following writing goals:

- Provide background information about The Salvation Army and homelessness in America, especially when many may not know how many have become homeless.
- Explain The Salvation Army's goals for the funds and why the cause was important.
- Communicate how the funds would benefit the organization, help those impacted by the program the funds would support, and help the world.
- Detail the amount of funds needed and why.
- Ensure an aesthetically pleasing and usable document by creating a proposal template and graphics for the cover page.
- Appeal to the heartstrings of the readers by hopefully helping them see that anyone can be homeless: themselves, their family members, people who have kept them safe by serving in the military, and so on.

Because there were no set requirements, I had to rely on my knowledge of what information was important to communicate while considering audience, purpose, authorship, and more. I knew that the information needed to be organized and formatted in a digestible manner where readability, an inviting tone, and easy to scan were priorities.

To ensure I had adequate and accurate content for the proposal, I requested any resources from the Salvation Army that would help me understand homelessness in America and communicate the Salvation Army's mission and the program they wanted to implement. I also performed additional research to create the content in the proposal. After learning what

equipment and how much of the equipment was needed for the program and the cost of quality equipment that would be most beneficial, I was able to include cost information that revealed how the funds would be used to help implement the program.

How I Went Above and Beyond

Because of the quality of work I believe in delivering, I usually do above the bare minimum. I went beyond what is required in the following ways:

- Information or content design plays a big role in drawing a user or reader to content. Even though the format should be usable, designing for easy reading and scanning while ensuring an aesthetically pleasing document helps with presenting a professional, inviting document. Therefore, I created a template for the proposal with these purposes and consistency in mind. I considered the Salvation Army brand colors when choosing the template colors to exhibit cohesiveness and promote credibility.
- I purchased two images of two men who look so much alike that a viewer would think they were the same man. I wanted an image of a man who appeared to be homeless in one picture and one who appeared to be professional and clean-cut in the other picture. I wanted to create a graphic that depicted a homeless man who transitioned from homelessness to employed and prosperous for the cover page. Because I have graphic and document design skills and can use a variety of software for design (PhotoShop, InDesign, etc.), I decided to showcase these skills to create a more interesting cover page.

PRESS ON



**Transitioning
to Stability**



**The Salvation Army:
Request for Funding**

Proposal Presented to:
**The Bruce Family Gift Fund
Arkansas Community Foundation**

Organizational Summary

The Salvation Army was founded as an evangelical organization dedicated to bringing people into a meaningful relationship with God through Christ. To preach the gospel of Jesus Christ and to meet human needs in His name without discrimination is the Army's mission. It is composed of persons who are united by the love of God and man and who share the common purpose of bringing others to Jesus Christ. Motivating all people to embrace the salvation provided to them in Christ is the overall purpose of the organization, as indicated by the word *salvation*.

The word *army* indicates that the organization is a fighting force, constantly at war with the powers of evil. Battles are effectively waged through an integrated ministry that gives attention to both body and spirit. To give attention to a large number of bodies and spirits, the Army collaborates with churches of all denominations to meet the needs of the community. In this new century, The Salvation Army is serving more people in the USA than ever before. There are large increases in the number of Americans seeking the basic necessities of life: food, shelter, and warmth. More than 30 million people received help from The Salvation Army in 2008, but many more need help in communities throughout the United States. Programs that the Army has facilitated to carry out its missions and help meet some basic needs of Americans include, but not limited to, anti-pornography, Christmas charity, youth camps, disaster relief, adult rehabilitation, missing persons, and housing and homeless services.

Problem Statement

In the beginning of 2011, the US Department of Housing and Urban Development (HUD) ignited a national effort to provide an accurate count of the number of homeless individuals and families. The Central Arkansas Team Care for the Homeless (CATCH) Continuum of Care conducted a point-in-time count on the night of January 25, 2011 in the Central Arkansas four-county area (Pulaski, Lonoke, Prairie, and Saline counties). A total of 1,276 (men, women, and children) were considered homeless on that night. Within the 1,276 people, 487 (38%) were found to be unsheltered and living on the streets; 409 (32%) were counted as sheltered, living in local emergency shelters; and 380 (30%) were counted as living in some type of transitional housing such as a treatment or training program. The unsheltered count did not adequately capture sub-population information. According to the HUD definition of homeless, the count did not include homeless individuals or families considered to be "doubled up" in private dwellings nor did the final count findings include homeless individuals in local in-patient facilities.

The group of 409 persons counted as sheltered was served by a number of organizations providing shelter including, but not limited to, the Salvation Army. Furthermore, the Committee's analysis found 18% of the total sheltered count were living in a family group, and 9% were found to be a victim of domestic violence. Youth with no guardians accounted for 3% of the sheltered count. Thirty-one percent

(31%) of the total sheltered count were identified as having a substance abuse problem or mental illness. From the final sheltered count numbers, 19% were identified as veterans of military service, and a total of 16% were identified as chronically homeless (todaysthv.com).

Many communities across America are experiencing a significant amount of homelessness as indicated by the State of Homelessness in America report (2011). From 2008 to 2009, the amount of unemployed people increased by 60% from 8.9 million to 14.3 million. The demographic indicators examined in this report imply four populations in risk of increased homelessness: people living in doubled up situations, people discharged from prison, young adults aged out of foster care, and uninsured people (endhomelessness.org). As shown, many reasons exist to how people become homeless: abandonment, mental illness, inability to re-adapt from war, death of a sole provider and no knowledge of how to sustain, weather related homelessness, home consumed in fire, stolen checks, transients, discharged prisoners refused by family, clients fleeing from domestic abuse, etc. One conclusion in the report is that there is a critical need for many homeless assistance programs (endhomelessness.org) to strengthen America's economy as a whole. When individuals are succeeding, the country thrives, ensuring that we hold on to the freedoms we are accustomed to, thoroughly enjoy, and that many people have fought and suffered for. Many of those who have fought are still suffering mentally and physically from the devastations of war and the perseverance of freedom, a commitment that has left many of them homeless and struggling to re-adapt and for some semblance of security.

Two main reasons for homelessness in Arkansas stems from its location and interstate transit. A lot of people make trips from the northern cities to the southern cities because of season changes. Also, because there is only one State mental hospital, many clients end up in Little Rock/North Little Rock but families can't afford to keep transporting them back and forth from the hospital. Once they are released to family, many are left on the street for shelters to handle. Even though the 2011 count in central Arkansas is 149 people less than the 2009 count, more can be done to bring the numbers down for a better increase over another 2-year timeframe. The most significant variations for 2011 are with people in transitional shelters. Because of definitional changes regarding transitional shelter programs; 2-year funding through the Homeless Prevention Rapid Rehousing Program (HPRP) enabling people to obtain permanent housing; and other factors, the transitional shelter count decreased (todaysthv.com). Success for Arkansas would involve those numbers constantly decreasing, preferably from the homeless reaching and maintaining a level of stability. One of the Salvation Army goals is to assist these individuals with stability, but the Army needs computers to successfully facilitate its newest program: Press On.

Project Description

Attempting to combat homelessness in central Arkansas, the Salvation Army has launched the Press On Program to assist homeless individuals with transitioning to and maintaining stability. Press On is a transition and accountability program, supported and resourced by the community and powered by volunteers and community agencies. Individuals are educated and encouraged to make successful choices and plans for stability through three client contract options: Yellow Program for short-term clients (7 days max), Red Program for fast track transition (30 days max), and Blue Program for long-term mobilization (90 days max). Each option involves the following with a few differences to account for the different levels:

- Required to see client services once per week (red and blue) or more (yellow).
- Required to attend nightly classes (red and blue) or all classes (yellow).
- Maintain sobriety and controlled behavior (no “high” individuals are allowed to stay in the shelter for the safety of children and others).
- Case manager assists in providing goals and success plan (red and blue).
- Temporary resident up to seven days (yellow).
- Provide applications for housing and employment (red and blue).
- Required to see client services once per week (red and blue.)
- Evaluation of mental and physical health, involvement in community service, apply for state and federal programs applicable to individual’s specific case, enlist in a non-Salvation Army educational program, and clear up court bench and legal warrants (blue).

Participants are given guidelines and requirements for productivity and self-sufficiency. Weekly case management sections and conferences support client success and provide motivation to accomplish individual goals/objectives. Practical tools and resources are provided through night classes that encourage independence. The night classes consist of topics such as life management, life skills, personal business, budgeting, employment skills, child discipline, work therapy, banking, shopping, and communication/relationship. The sign-in process for the classes/program would require computers. Computer access in the shelter would also be a determining factor in individual growth. Online classes are available for VETS and other homeless individuals. A lot of life processes, banking, job search, etc., are computerized, and many older people could use computer training to adapt to a technologically advanced society. Since mothers with small infants would have a harder time to commute, computers would give them access to job searches and education opportunities. There is limited transportation for clients to commute, so it is imperative for the Army to have resources available at the shelter.