

20110361


**YORK COUNTY
COMMUNITY FOUNDATION**
PART I GRANT APPLICATION SUMMARY FORM
APPLICANT INFORMATION

Organization: Pregnancy and Family Resource Center		EIN #23-2608350	
Address: P.O. Box 2232		46 West Princess Street	
City: York		State: PA	ZIP Code: 17405
Phone: 717-854-6285	E-mail: pfr1@verizon.net		Fax: 717-854-6285
Date Received 501(c)3 Status: August 1990		Total Operating Budget: \$62,660	
Major Sources of Operating Funds (%): Real Alternatives DPW State Funding 39%; Contributions 42%; Grants 6%			
Contact Person's Name & Title: Linda Skehan BSN Director			

Mission and Purpose of Organization: To provide life affirming alternatives to abortion and to encourage healthy development of the family. The Pregnancy and Family Resource Center is a pregnancy help center in the city of York that provides free education, counseling, practical support services and referrals to any person involved in a pregnancy or parenting young children.

PROJECT INFORMATION

Type of Application: <input checked="" type="checkbox"/> Competitive Grants Program; <input type="checkbox"/> Other (Describe)
Project Description (25 words or less): This project will expand our Parent Education Program (PEP) to include specific modules about childhood nutrition and play, that are visually appealing and practical, offering incentives for participation.
Anticipated Project Timetable (month/year format): Start Date: 10/1/2011 End Date: 09/30/2012
Client Group to be Served by Project: Low income women and families who are pregnant and/or parenting young children in the York Area, particularly the City of York
Geographical Area to be Served by Project: <input type="checkbox"/> York City <input checked="" type="checkbox"/> All York County <input type="checkbox"/> Northern York County <input type="checkbox"/> Eastern York County <input type="checkbox"/> Western York County <input type="checkbox"/> Southwestern York County <input type="checkbox"/> Southern York County <input type="checkbox"/> Southeastern York County
List Goals & Objectives Addressed by Project: To address the needs our clients have to provide good nutrition to their children, and to enjoy their families through play, exercise and good health, within the constraints of economic hardships.

PROJECT FUNDING

A. COMMITTED To Date From:		B. Additional Funding SOUGHT From:	
St. Paul's Lutheran Church Charitable Giving Fund	\$400	FOCUS Foundation	\$1500
A. TOTAL COMMITTED:	\$400	B. TOTAL ADDITIONAL FUNDS SOUGHT:	\$1500
C. REQUESTED FROM YORK COUNTY COMMUNITY FOUNDATION:			\$2000
D. TOTAL PROJECT COST: \$3900			A+B+C=D \$3900

SIGNATURES

Staff Officer Signature: <i>Linda Skehan BSN Director</i>	Date: <i>8/29/11</i>
Printed Name: <i>Linda Skehan</i>	
<i>R. Lynn Newcomer, President</i>	<i>8/29/11</i>

Introduction: The Pregnancy and Family Resource Center has been serving the York community for 21 years. The PFRC was founded by a group of concerned individuals who recognized the need in York County to assist women faced with a crisis pregnancy. The PFRC continues to encourage women to see that they and their children are valuable, and that their needs can be met within our caring community. The Pregnancy and Family Resource Center has expanded services to meet the growing needs of our community. While fathers have always been welcome, we now have a distinct program just for Dads. Client services continue to include friendship-type counseling by our Director and trained volunteer staff, baby items, clothing, food and formula, and prenatal and parenting education.

The Parent Education Program(PEP) of the Pregnancy and Family Resource Center is a free program designed to prepare mothers and fathers on how to meet the material, physical and emotional needs of their children. Our Parent Education Program(PEP), of which the Weyer Fund of the York County Community Foundation has a history of strong support, was implemented in 2004. Central to our program is the concept of human dignity. Our mothers and fathers who participate in PEP earn "Family Dollars" for material rewards such as food, clothing, baby items and furniture for their families, rather than by getting a handout. Ways to earn these Family Dollars are by coming in for a parenting lesson, turning in homework, presenting verification of attendance at a doctor's or WIC appointment, verification of child's immunizations, presenting a monthly paystub, bank account, or report card, bringing the child's father along to the appointment. We have several clients who have "purchased" most of the clothing, diapers and baby items for their child's first two years right here at 46 West Princess St.!

Need/Opportunity: The need for participation in prenatal and parenting classes is apparent in our community. We receive referrals from WIC, Nurse Family Partnership, physicians' offices and clinics, other agencies and most recently, from Justice Works. Last year, we recorded over 980 client visits to our center; approximately 500 of those visits were for PEP. Driven by a desire to meet the needs of their families, our clients earned over \$2000 in new furniture through our PEP program, and hundreds more in formula, baby supplies and clothing. It usually takes several months for a client to save enough Family Dollars to earn a

“big ticket” item at our center; therefore, it is incumbent upon a participant to come in for parenting lessons.

We have served many families interested in the well-being of their children but lacking in the skills and knowledge base about such things as good nutrition. Many of those same parents wish to enjoy their children more, but need some guidance about “play.” Two factors influenced our desire for additions to our curriculum that include Good Nutrition and Play. First, a national and local trend towards better nutrition, reflected by the new USDA “Food Plate” guidelines. Second, we would like to augment wonderful local efforts such as “Bring on Play” for our clients. Most of our clients live in the City of York, and would really benefit from an increased awareness that “play,” even for children under the age of three, can bring enjoyment to young children and parents alike, and enhance bonding between parent and child. We choose to meet our clients where they are in life, and to provide them with as much information as is appropriate in an interesting way. They give us about an hour every two weeks out of their often chaotic lives, and we need to make the most of that gift.

Project Activities: Our project will begin with the purchase of audiovisual materials from Injoy, Inc. The DVD’s “Age Appropriate Play,” and “First Year Milestones” and their accompanying literature will be purchased immediately upon reception of the grant, and parenting lessons will be created. In February of 2012, a set of 2 DVD’s from Injoy about childhood nutrition will be purchased, along with accompanying literature. The DVD’s will address the new USDA guidelines and current nutritional trends, in an understandable way. We have purchased many good learning materials from this company. After lessons are created, we will then stock our PEP “store,” where clients make their purchases, with items such as breastfeeding pillows, formula, diapers, and baby items. We are especially in need of new clothing, and our clients are so pleased to be able to earn several brand new outfits for their children! We will set aside a portion of the grant for PEP furniture, as we permit our clients to choose their own furniture in local stores. They choose, we purchase, they pick it up from our center.

Anticipated Results and Assessment: We anticipate that our improved curriculum and fortified PEP store will increase client participation by 10%; that is, that our clients who come in for emergency supplies will sign up for, and participate in PEP. We collect quarterly statistics about what services we are providing and how many clients are receiving them. Our statistics will indicate an increase in PEP services provided to clients. In general, young families will make better use of the great resources available to them in our community.

Leadership: Our Director and volunteers counsel clients using materials we provide, as well as their own personal backgrounds. Our Director is a Registered Nurse with hospital experience, and our volunteers' backgrounds include teaching, nursing, homemaking, law, clerical experience, business ownership, parents, grandparents, and even a pilot! All have an interest in sharing their life experiences to help people in our community. Lynn Newcomer, one of our founders, and the President of the Board of Directors, counsels on a regular basis. We are fortunate, and unusual in that more than half of our volunteers have been counseling at our center for over ten years.

Collaborations: We participated in the WIC nutrition fair this spring, and are receiving an increasing number of referrals from them for our services. Our PEP program covers a broad array of subjects from pregnancy to toddlers. We will consult WIC regarding creation and implementation of any program about childhood nutrition, as we share a significant client base. We will also consult and inform the Penn State Extension and Susan Byrnes Center about our new lessons, as they also have programs to address the subject of nutrition and play. We will consult with local people involved in "Bring on Play" to make sure our clients have all the resources they need to enjoy appropriate play with their young children. The Pregnancy and Family Resource Center differs from other pregnancy centers such as Human Life Services and Heart of Mary (Catholic Charities) Pregnancy Services in that we are Ecumenical, and we help families not just through pregnancy and infancy but through age two. Information about the new learning modules, as well as the York County Community Foundation's role in their creation will be delivered to the agencies with whom we share a client base.

PART III: PROPOSED BUDGET:

DVD'S: Childhood Nutrition, Age Appropriate Play and First Year Milestones and accompanying learning/teaching materials: \$500

PEP Program Incentives- Formula and Food: \$200

Baby Items: \$100

Spring/Summer Clothing: \$300

Diapers: \$360

Furniture: \$550

Labor costs:

Director: Creation of new parenting lessons: 5 lessons, 4 hours per lesson \$400

One hour per week to purchase needed items for clients: \$1040

Implementation of new lessons (director only): 22hrs \$450

Amount Requested: \$3900

Figures were calculated using the new modules as one fifth of PEP lessons and rewards given to clients.