CALL FOR PROJECTS
Spring 2015 & Fall 2015

Application Deadline: August 4, 2014

Application for CPC Project Assistance

Instructions: We encourage non-profit organizations and municipal agencies to contact the CPC with ideas for projects that can benefit the community while providing meaningful service-learning for RWU students. Please fill out the Application for Project Assistance, answering all applicable questions and including all supporting documents.

In order for any project to be considered for assistance, completed applications must be submitted to CPC Project Coordinator, Stephany Hessler, by 5 pm on August 4, 2014. Applications may be submitted by:

Email: shessler@rwu.edu
Fax: (401) 254-3565
Mail: RWU Community Partnerships Center
Roger Williams University
One Old Ferry Road
Bristol, RI 02809-2921

Any questions regarding the application process can be directed to Stephany at (401) 254-5211.

CPC project services are performed by students in support of their educational experience. Applicants shall understand that any deliverables generated through an accepted project are intended to provide conceptual information only to assist design and planning and as such are not intended, nor should they be used for, construction or other project implementation. Professional and/or other services may be needed to ultimately implement a sponsor’s desired goals.

SECTION 1: Organization Information

Name of Organization: South County Habitat for Humanity

Mailing Address: PO Box 68 Shannock, RI 02875

Name of Project Contact Person(s): Sheila Martin

Contact Information:

Phone: 401-213-6711x303 Fax: 401-213-6715

E-mail: sheila@southcountyhabitat.org

Type of Organization

☐ Public (town, city, municipality, special district, government agency)
☒ Private (citizen, non-profit)
☐ Other (please explain)

Description of Organization and Mission:
South County Habitat for Humanity (SCHH) is a nonprofit affordable housing ministry. Our mission is to eliminate substandard housing in South County by creating simple, decent, affordable homes in partnership with people in need. We seek to accomplish this goal through a hands-on approach by using volunteer labor and tax-deductible donations of money, materials, and land. South County Habitat for Humanity offers homeownership opportunities to families living at or below 60% of the Local Area Median Income (LAMI) in Washington County, Rhode Island.

On average, how many individuals does your organization serve per year?

In 2014, we will be placing four families in four new homes for a total of 13 people. We are also going to be placing five families in refurbished homes. Since we do not have those families chosen yet, we cannot give an accurate number of people served. We had 468 people volunteer for us last year in the ReStore, build sites, office and special events. We also expect to perform some critical repairs on five or six homes this year through Hope Rebuilders serving five or six families.

How did you hear about the CPC?

Through the Housing Network of Rhode Island

SECTION 2: Project Description

Title of the Project: Habitat in Motion

Project Location (Address, City, State, and Zip): 1555 Shannock Rd and various build locations in Washington County.

General Project Description (you may attach a longer narrative if necessary):

South County Habitat for Humanity proposes that the CPC at RWU create a series of videos for our organization. We know that video has this amazing power to compel someone to want to take action in a way that just reading text will not. The topics would include:

- General SCHH informational video
- ReStore promotional/marketing
- Volunteer orientation
- Homeowner inquiry and the homeownership process
- New homeowner orientation

Potential Scope of Work/Tasks for RWU CPC\(^1\) (you may attach a longer narrative if necessary):

Each video would be used for specific purposes:

- General SCHH video. This would be our program
  1. The purpose of this video would be for community outreach and education
  2. To expand our donor base and increase donations
  3. To increase our volunteer base
  4. To find qualified homeowners
- ReStore promotional video
  - This video would serve several purposes;
    1. to drive customers to our store

\(^1\) CPC project services are performed by students in support of their educational experience. Applicants shall understand that any deliverables generated through an accepted project are intended to provide conceptual information only to assist design and planning and as such are not intended, nor should they be used for, construction or other project implementation. Professional and/or other services may be needed to ultimately implement a sponsor’s desired goals.
2. to increase donations for resale
3. to promote our deconstruction service and
4. to promote our positive impact on the environment.

- Volunteer Orientation
  - This video would provide prospective volunteers with a snapshot of the volunteer experience-and make them want to sign up and pick up a hammer to help change the world.

- Homeowner inquiry and the homeownership process
  - This video would be available on our website for people to view and gain a better understanding of what it takes to become a homeowner at SCHH.

- New homeowner orientation
  - This video will be used when a homeowner has been accepted into our program. We have a Homeowners Manual that is 86 pages; 24 include the general information and the remaindering pages are samples of the legal documents. It presently takes us about 2 hours to conduct an orientation meeting and we would like to consolidate this process and cut down on staff time considerably.

What will be the final product output for this project? (survey, website, design plans, drawings, etc.)

The series of videos will be used for a variety of purposes; they would educate and engage and be available to view on our website, YouTube and twitter. They would also be used at community events, public speaking engagements, fundraising activities, homeowner orientations, homebuyer education classes and special events.

Proposed Project Schedule (when the tasks/project needs to be completed):

We would like to launch the videos in our fiscal year 2016 which begins July 1, 2015.

Please provide the names and contact information for any staff members or volunteers who will be playing a primary role in the proposed CPC project.

Sheila Martin, the Development and Marketing Manager will be the primary contact. sheila@southcountyhabitat.org x303
Courtney Gray, our Business Manager and Volunteer Coordinator courtney@southcountyhabitat.org x308
Jay Shartenberg, the Director of Operations jay@southcountyhabitat.org x306
Bill Stearns, ReStore Manager williamstearns@southcountyhabitat.org x313
Lou Raymond, Executive Director lou@southcountyhabitat.org x304
Val Henry, Board member and chair of the Marketing/PR Committee v.henry@profdevsolutions.com (401)284-0734

What resources/previous work would the CPC be building upon that you already have completed? (Please select all items that are applicable)

- Strategic Plan
- xMarketing & Communication Plans
- X Additional organizational documents
- Preliminary photos of the site/project
- Maps
- Previous research
- Survey results
- Architectural or building plans

What active support would your organization be able to contribute should your project be selected?

- Funding
- X Volunteers
- X Staff time
- Consultants
- Other (please list)

SECTION 3: Project Outcomes
Please describe how this project will benefit your organization and the advancement of your mission:

The videos would allow easier access to information about our programs with the overall goal to increase our capacity to further our mission. In order for us to accomplish this we need more donors, more volunteers and more customers shopping at our ReStore.

Please describe how this project might benefit the overall community, including specific groups that could benefit from this project (i.e. target populations, neighborhoods, specific town/city/region).

Since we serve low to moderate income families in Washington County, this project would allow us to share information about our organization to our targeted population much easier. In the past we have hosted specific homeowner information sessions explaining our program and its necessary qualifications. We know that there are families who would benefit greatly from our program but may not be in our data base.

Also, our ReStore retail outlet sells building supplies, appliances and home goods at significant discounts allowing people to do home repairs and purchase necessary items for their homes they might not otherwise be able to afford.

Please explain why you have chosen to seek assistance from the RWU CPC with your project request, instead of undertaking the project using fee-for-services from a paid professional:

As a small non-profit organization, we simply do not have the budget to have these videos created commercially.

Please describe how this project will benefit RWU students.

SCHH is a volunteer-based organization that has experience with hundreds of college-age volunteers through our partnership with URI. We know that we can provide a positive, meaningful service-learning experience that will give students not only the opportunity to express their creativity but also to help gain marketable skills necessary to succeed in life.

**SECTION 4: Financial Information**

What is your organization’s annual operating budget? Please include a copy of your most recent budget with the application.

$2,061,974

What are your major sources of funding?

- Home sales
- ReStore revenue
- Government grants
- Unrestricted contributions from corporations and individuals

How much funding from your annual operating budget is set aside for this project (if any)?

None

**SECTION 5: Private Sector Involvement**

Have you or your organization discussed the project with practicing professionals (e.g. architect, engineer, planner, consultants, etc.)?  

*(please circle one)*: Yes / No

If no, please explain why:
SECTION 6: Supporting Documents

Please include the following items when submitting your application:
- ☐ Budget for the current fiscal year
- ☐ List of current Board members
- ☐ Copies of supporting resources identified in section 2 as needed to support your application