

General Information & Instructions

The City of Hollywood City Commission is now considering applications for General Fund Agency Grants to be awarded to social service agencies that provide services to Hollywood residents during the City's fiscal year 2024, October 1, 2023 through September 30, 2024 (FY 2024). The total estimated funding available for all agencies for the FY 2024 grant year is \$180,000.

Applications shall be submitted for a one-year grant cycle and are dependent on the following criteria:

- A) Availability of funds from the City's General Fund
- B) Applicant is a non-profit organization with tax-exempt status under section 501(C)(3), 501(C)(4), or 501(C) (6) of the Internal Revenue Code
- C) The City's receipt and approval of all insurance certificates required by the City's Risk Manager
- D) Applicant programs / projects **must align with at least one of the following eight (8) focus areas:**
 - 1. Early Childhood Education
 - 2. STEAM-focused education (Science, Technology, Engineering, Art, Mathematics)
 - 3. Health, wellness or nutrition
 - 4. Shelter and housing
 - 5. Respite care and elder services
 - 6. Diversity and cultural outreach
 - 7. Training and career planning and development
 - 8. Veteran services.

The City of Hollywood reserves the right to determine if submitted proposals are eligible, timely and complete; whether funding requests are appropriate, and all considerations relating to the funding application and requirements have been met. In addition to the information requested in this application, each applicant will be subject to a background inquiry that ensures compliance with the following criteria:

- The applicant's services provide a direct benefit to City of Hollywood residents
- The applicant is fully licensed and insured, if applicable
- The applicant does not have any outstanding liens or fines from the City
- The applicant is not involved in any active litigation against the City
- The applicant does not have any active City Municipal/Fire Code violations
- The applicant is not engaged in any type of adverse activity against the City
- The applicant is in compliance with all Florida, Broward County and City statutes, codes, ordinances and all other rules and regulations

Failure to meet the above criteria will result in the applicant's disqualification from consideration for a General Fund Agency Grant.

All agencies receiving funding will be required to enter into a contractual agreement with the City, which will specify performance, periodic financial and program reporting requirements.

City of Hollywood funds will be provided quarterly on a **reimbursement** basis to the agency, provided the agency complies with the requirements for documentation as stated in the agreement.

The grant application and any specific requests for follow-up information that may be required by the City of Hollywood (including CEO/Board President DOB) from the submitting agency is deemed necessary and in the City's best interest.

All decisions of the City Commission are final and binding.

APPLICATION SUBMISSIONS MUST INCLUDE:

★ **One PDF copy of application and all attachments (attached separately) and one WORD** copy of the completed application submitted by email to astanley@hollywoodfl.org.

ATTACHMENT A	The most recent letter from the Internal Revenue Service (or other evidence) determining the tax-exempt status under section 501(C)(3), 501(C)(4), or 501(C) (6) of the Internal Revenue Code.								
ATTACHMENT B	Letters of community support for the proposed program / project.								
ATTACHMENT C	<p>A current Certificate of Insurance for Commercial General Liability Insurance naming the City as an Additional Insured with not less than the following limits:</p> <table> <tr> <td>Products-Comp/Op Aggregate</td><td>\$1,000,000</td></tr> <tr> <td>Personal and Advertising Injury</td><td>\$1,000,000</td></tr> <tr> <td>Each Occurrence</td><td>\$1,000,000</td></tr> <tr> <td>General Aggregate</td><td>\$1,000,000</td></tr> </table>	Products-Comp/Op Aggregate	\$1,000,000	Personal and Advertising Injury	\$1,000,000	Each Occurrence	\$1,000,000	General Aggregate	\$1,000,000
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ATTACHMENT D	All pages of the most recently completed and filed IRS Form 990.								
ATTACHMENT E	The most recent audited financial statement. If the agency does not have a certified audit, submit a compilation of financial statements, with income statement and balance sheet for the most recent year.								



FY 2024 GENERAL FUND SOCIAL SERVICE AGENCY GRANT APPLICATION

Submissions must be received via email to astanley@hollywoodfl.org by **Monday, February 6, 2023 at 3:00 p.m.**



COVER SHEET

Agency Legal Name: First Call for Help of Broward, Inc. dba 211-Broward

Address: 3317 NW 10th Terrace, Suite 403

City: Fort Lauderdale State: Florida Zip: 33009

Telephone: (954) 390 0493 Fax No.: () N/A

Federal Tax ID (EIN): 65-0589294

Program Title: 211 Helpline and Senior Touchline Services

Primary Focus Area (select **one** category from approved list): **Health, Wellness and Nutrition, Senior Services, Veterans**

Name of CEO or Board President: Sheila J. Smith, President/CEO

CEO or Board President Date of Birth: 11/23/1958

CEO or Board President Email: SheilaSmith@211-broward.org

Name & Title of Grant Contact: Marie Hayes, Director of Internships and Special Projects

Grant Contact Cell Phone: (954) 444-7530

Grant Contact Email: mariehayes@211-broward.org

Application must be signed (in blue ink) by the applicant's CEO, Board President or authorized representative. By signing this application, the authorized representative certifies that the organization for which funding is sought has full knowledge of the grant request and all City requirements, and will solely utilize the funds sought for their stated purpose.

Print Name: Shiela J. Smith

Title: President/CEO

Signature of CEO or Board President: 

Date: 2/6/2023

I. STATEMENT OF THE AGENCY'S PURPOSE

The purpose of 211 Broward is to be the “first call for help” for residents by providing a comprehensive helpline available 24/7/365. For the past 26 years, 211 Broward has served as a gateway and navigator for the vast network of health and human services available across the County. The primary services provided are crisis intervention, suicide prevention, empathetic listening, needs assessment, support, and the provision of information and referrals. 211 Broward has the responsibility of answering and responding to the newly implemented 988 crisis intervention number, the three digit dialing code that routes callers to the National Suicide Prevention Lifeline. Simply dialing “211” or “988” on any phone, will connect Hollywood residents with a highly trained, degreed counselor who will listen, de-escalate crisis, provide support, identify a caller’s needs, develop an action plan, link callers with appropriate resources, and walk them through the next steps. Established as a 501(c)(3) in 1995, 211 Broward is the only 24/7 comprehensive agency in the county that provides individuals and families with all of the critical connections to health and human services they need in just one call, chat, email, or text. This 24-hour helpline is available to every individual and family in Broward County. Hollywood residents that call are able to be connected to more than 1200 agencies, offering nearly 4000 programs and services that are available to help them. Callers are reaching out for basic needs in over half of the calls received, seeking services for things such as food, shelter, clothing, showers and emergency financial assistance for rent and utilities. Bilingual staff and telephone interpreter services make sure that callers can talk with us in the language of their choice. The Touchline program makes daily reassurance calls to Hollywood seniors to confirm their safety and well-being. The Mission United and MyFLVET program offer comprehensive services dedicated to serving military members, veterans, and their families to ensure they get the support they earned and deserve.

II. STATEMENT OF THE AGENCY'S MISSION

The Mission of 211 Broward is to provide a 24-hour, comprehensive helpline that offers all communities, including Hollywood residents, with crisis, health, and human services support and connects them to resources in our community. 211 provides every person in our community with

a place to turn when they need answers to life's challenges, big or small. 211 is a free, anonymous, 24-hour helpline offering listening support, information, referral, and crisis services.

III. PROGRAM/PROJECT DESCRIPTION:

- a. Please provide a one paragraph description of your program that will be used as the summary description of your program for the review board. Include specific program activities including timeline and program strategies. (250 word maximum)

211 Broward provides the "first call for help" for Hollywood residents whether in crisis or with general needs. Helpline Counselors are available 24/7/365 to answer calls, chat, text and email Hollywood residents and offer empathetic listening, crisis intervention, suicide prevention, needs assessment, care coordination, information and referrals. Services are free to the caller and are accessible in multiple languages, and for callers that are deaf or hard of hearing. The program responds to a volume of more than 67,000 contacts during the year. Hundreds of thousands of searches are conducted through the comprehensive online web portal. Additionally, the 211 Broward downloadable app is available on any Smart phone. 211 Broward provides daily calls to Older Adults, through the Touchline program, providing daily reassurance calls to seniors, living alone, to confirm their safety and well-being, and allowing them to maintain their independence and remain in their homes. There are tens of thousands of follow-up and advocacy calls, provided through Care Coordination services. 211-Broward is an important resource for residents, government, and other essential partners before, during, and especially after a disaster such as a hurricane. 211 functions akin to a public utility: we are always there in all sorts of ways. Even when "you" might not need us. As a critical first step in the service delivery network, 211 Broward maintains an up to date and comprehensive database of resources (approximately 4000 programs) and connect callers to services that meet their needs.

- b. Beginning program date October 1, 2023 _____
- c. Ending program date September 30, 2024 _____
- d. Days and Hours of Operation 24 hours/day, 7 days/week, 365 days/year

- e. If your service agency function is to provide financial subsidies enabling your clientele to enroll in other programs, please check this box. ☐ N/A

IV. PROGRAM/PROJECT NEEDS AND OBJECTIVES:

Include why the program / project is essential for the residents of the City of Hollywood. What needs will the program / project address? (250 word maximum)

The objective of 211 Broward is to be a readily available resource to anyone in Broward County, via phone, email, or text, to provide vital resources, referrals, and crisis intervention. 211 Broward is the primary gateway for Hollywood residents to obtain information and services they need. Providing for the need of the individual, reducing stress and anxiety, offering hope, and ultimately helping the family and the community. 211 helps to resolve situations before they reach a crisis level. Callers often have complex issues, are in a vulnerable, or emotional state. The Helpline, Touchline (calls to seniors), and Veterans programs assist Hollywood residents from all walks of life, there is no "typical" caller. Since the pandemic, individuals have continued to experience significant issues, economic, health, housing availability, and other factors resulting in the need for assistance in identifying resources. First Call for Help is able to provide a means to locate those resources. 211 Broward is essential for the City of Hollywood, because all residents benefit from communities that are healthier, safer, and stronger. 211's primary objective is to provide help and hope to anyone in need through:

- Crisis and suicide support and intervention to keep people safe and offer hope
- Comprehensive, up-to-date database of community, health, government, and social services
- Linking new residents to the community and helps them access services
- Eliminating confusion and frustration about where to go for help
- Time saving, by having a one-stop helpline center
- Providing information about emergency services pre, during, and post disasters

V. ANTICIPATED OUTCOMES:

- a. Describe the anticipated outcomes as the result of this program / project (150 word maximum).

The primary outcome is that Hollywood residents will have access to a 24-hour service, to address crisis calls, support needs, and they will receive 14,000 referrals to programs and services they seek. Approximately 9% of calls never express a specific need, that is, they are helped (made to

feel better) simply by someone listening and caring. The interaction with the 211 counselors will lead to reduced level of stress. There will be a reduction in social isolation, particularly among youth, and seniors involved in the Touchline program. The MyFLVET program will improve linkage, support, and access to services for members of the military, retired, and their family members. 95% or more of callers will provide a positive response to satisfaction survey regarding their experience with 211. Data will be collected and shared to determine unmet need and inform anchor institutions and government about emerging trends.

- b. Total **non-duplicated** number of **all** clients, recipients or participants expected to be directly served by the proposed program / project in FY 2024. 9662

Calls being answered by First Call for Help include a variety of severe needs, including suicidal feelings, requiring more time to be spent and more resources to be provided.

- c. Number of **non-duplicated** number of **Hollywood** residents expected to be directly served by the proposed program / project in FY 2024.

An estimated 9662 Hollywood residents are expected to be directly served. Most calls to 211 are anonymous, so it is difficult to calculate unduplicated totals. A conservative estimate is that 1.5 people are impacted by each call. Last year First Call for Help responded to 6441 contacts (6354 calls, 6 emails, 20 chat, 4 face to face, and 57 texts). These contacts resulted in **14,316** referrals to address 14,167 specific needs. Hollywood seniors are currently enrolled in the Touchline program, receiving more than **1825** outbound assurance calls. Out of the total contacts, 295 reported that they were Veterans and their families living in Hollywood, receiving supportive services through 211. Of the calls, **2205** reported having someone in the household living with a **disability**.

Please Note:

- ***Grant funding, if awarded, may be offered at a lesser amount than requested in this application; however, the number of Hollywood residents to be served that appears on the final agreement will remain the same number as entered above.***
- *For item V.c., please provide an estimate of the number of unique residents of Hollywood you expect to serve throughout FY 2024 (October 1, 2023, through September 30, 2024).*

VI. STAFF QUALIFICATIONS:

List the names and qualifications of staff involved in this program / project.

Name	Qualification(s)/Degree(s)	Year(s) of Experience
Sheila J. Smith President/CEO	BA, Psychology	34 years
Francisco Isaza Chief Operating Officer	BA, Psychology MS, Leadership	23 years
Teresita Lambertt Helpline Director	BA, Psychology MA Psychology and Mental Health	10 years
Billie Morgan Training and Development Director	BA, Counseling MS, Mental Health Counseling	21 years

VII. PREVIOUS BENEFITS AND OUTCOMES:

If the program/project was operating in FY 2022 (October 1, 2021 through September 30, 2022), please provide a year-end statement of that year's accomplishments, the total number of participants directly served by the program/project in FY 2022 and the number of Hollywood residents directly served by the program/project in FY 2022. If the program/project is currently operating in FY 2023, please provide a year-to-date status update. (250 word maximum)

During the last fiscal year, 211 Broward responded to 14,167 requests from Hollywood residents. The top six needs presented were: Basic Needs (emergency food and shelter) - 5148, Mental Health - 2637, Government and Community Services – 2323, Children's Behavioral Health/Special Needs - 1132; and Health and Wellness - 954. **Regrettably, 211 managed 112 suicide related calls and 2 (two) suicide in progress calls from residents in Hollywood.** 1825 reassurance calls were made to seniors living independently in their own homes. Specific needs identified by callers were feelings of anger/anxiety/stress 1388, concerns/needs regarding housing – 1270, Financial Assistance needs (rent) – 911, and access to food resources – 418. There was a 88.98% satisfaction rate from Hollywood callers.

VIII. COMMUNITY COLLABORATIONS AND PARTNERS:

Describe the roles of collaborating agencies, programs and individuals if applicable. Attach letters of support from collaborators. (150 word maximum)

211 Broward collaborates with nearly 1200 agencies to collect, maintain and share detailed program information through our online, searchable, resource database. 211 collaborates on targeted initiatives to continue to provide vital community resources, linking callers to the Summer Feeding Programs, VIA EITC (IRS Volunteer Income Tax Assistance – Earned Income Tax Assistance), Ride United Last Mile Delivery for food delivery (United Way and Door Dash), Mission United to assist veterans (United Way), AARP/United Way World Wide, Caregiver Navigation Care Counseling support, and the Broward County Health Department Sexual Health Helpline. Adding to these partnerships, over the past year 211 has begun to answer the 988 National Suicide Prevention Line and provide support for the Heroes for Heroes (First Responder and Families) helpline. 211 Broward activates with Broward County Emergency Operations Center during hurricanes and other disasters. Every day 211 works with the organizations to help build safer and healthier communities.

IX. BUDGET

Using the chart and categories provided, what is the annual program / project cost for FY 2024? Provide the amount of funds requested and secured from other sources or the Agency's budget for the program/project. This grant is designed to provide supplemental funding for program related activities, so please select the best suited categories for your program / project from among the categories below.

Budget Categories	\$ Amount Requested	\$ From Other Funding Sources	Total Cost of Program
Subsidies or Matching Funds		*15,000 pending award	
Salaries & Benefits or Volunteer Stipends	\$15,000	4,092,357	4,107,357
Consultants & Professional Fees		646,700	646,700
Program Supplies		19,000	19,000
Incentives & Consumables	N/A	N/A	N/A

Transportation, Travel & Admission Costs		12,000	12,000
Electricity, Water, Refuse (Feeding & Residential Facilities Only)	N/A	N/A	N/A
TOTAL =	\$15,000	\$7,136,513	\$7,151,513

What is the estimated cost per Hollywood participant? \$15,000 requested/15,000 referrals to meet the needs of 7,000 Hollywood callers = \$2.14 per participant, or \$1.00 per referral.

What is the **minimum** amount of award needed from the City of Hollywood to effectuate the proposed program/project? 211 Broward remains grateful for the ongoing support we continue to receive from the City of Hollywood. The request for \$15,000 offsets the staffing cost of approximately .30FTE., that can answer approximately 1000 calls per year. Given Hollywood call volume of almost 7000 calls, 211 Broward respectfully requests the full amount of the award, and will add a local 1:1 match from United Way to assist in meeting this need.

Estimate of total agency projected revenues and expenditures.

Fiscal Year	Revenue	Expenditures
FY 2024 10/1/2023-9/30/2024	\$7,151,513	\$7,151,513

X. OTHER FUNDING SOURCES DETAIL:

List grants received from ALL City of Hollywood sources including the General Fund Agency Grant during the preceding five (5) fiscal years 10/1 through 9/30. Examples of City funding sources would include the Agency Grant Program, the Community Redevelopment Agency, CDBG funding, Police Department grants, etc.

Funding Source	Amount Received FY 19	Amount Received FY 20	Amount Received FY 21	Amount Received FY 22	Amount Received FY 23
City of Hollywood	11,489	10,000	10,889	9,272	9,272
Coral Springs Community Chest	3,500	3,300	3,300	3,300	3,300
Pompano Beach	15,000	15,000	20,000	20,500	20,500
Fort Lauderdale	20,000	20,000	20,000	25,000	25,000
Oakland Park	12,500	10,000	- 0 -	10,000	10,000
Coconut Creek, Cooper City, Dania, Town of	72,627	41,500	39,500	55,000	*23,000 ytd

Davie, Hallandale Beach, Lauderhill, Miramar, North Lauderdale, Lauderdale by the Sea, Plantation, Sunrise, Wilton Manors					
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XI. PROGRAM/PROJECT EVALUATION:

How will you measure the success of the proposed program/project? (250 words maximum)

211 Broward will measure the success of the program using the following:

- Electronically collect and report statistical data related to the needs expressed by callers, referrals provided, zip code and demographic information, and compare with projected outcomes
- Achieve a 95% satisfaction rate from callers by completing anonymous call surveys, collected electronically.
- Completing annual surveys that are conducted by partner agencies and funders
- Monitoring for continuous quality improvement to identify and address unmet need.

XII. ATTACHMENTS:

ATTACHMENT A	The most recent letter from the Internal Revenue Service (or other evidence) determining the tax-exempt status under section 501(C)(3), 501(C)(4), or 501(C) (6) of the Internal Revenue Code.								
ATTACHMENT B	Letters of community support for the proposed program / project.								
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If you have any questions, concerns,
or need additional information please contact:

Angela Stanley at (954) 921-3206
or by email astanley@hollywoodfl.org