

Title	Mercy Mall of Virginia	07/15/2024
	by Stacey Jones in Impact 100 Richmond Grant Application (2024)	id. 46995669
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Original Submission

07/15/2024

Score	n/a
1. Name of Organization	Mercy Mall of Virginia
2. 501C3 Number	46-5556297
3. Geographic Area(s) Served:	Chesterfield County City of Richmond Hanover Henrico Powhatan Goochland
4. Application Contact Name:	Stacey Jones
5. Application Contact Phone Number:	+18706881535
6. Application Contact Email:	stacey@mercymallva.org
7. Organization Website (if applicable):	https://mercymallva.org/
8. Organization Executive Director/CEO Contact:	Stacey Jones

9. Organization Executive Director/CEO Phone Number:	+18706881535
10. Organization Executive Director/CEO Email:	stacey@mercymallva.org
11. What is your highest rating on GuideStar (we recommend at least Gold):	Platinum
Provide a link to your GuideStar organizational profile, if applicable.	https://www.guidestar.org/PUT/UpdateNonprofitProfile/9376300
12. Please confirm that the following grant criteria are met by the applicant:	<p>Organization has an annual operational budget above \$250,000.</p> <p>Organization has been in existence for 36 months or longer, and is currently in good standing in the state where the entity was formed.</p> <p>Project will serve needs in the City of Richmond and/or the surrounding counties (Chesterfield, Goochland, Hanover, Henrico, and Powhatan).</p> <p>Funds will be utilized within 12 - 18 months, and the program/project has demonstrated sustainability following the use of Impact 100 Richmond funds.</p>
13. Select ONE of Impact 100 Richmond's focus areas where your proposed work best aligns:	Health & Wellness
14. Summary: Provide 1-2 sentences that summarize your specific funding request and the goal of this project or program effort?	We request funds to enhance our Personal Shopper program to better serve individuals and families overcoming crisis situations.

15. Organization: Briefly describe the history and mission of the organization.	<p>Mercy Mall of Virginia, established in 2011, is a nonprofit organization dedicated to alleviating material hardship and promoting self-sufficiency among low-income and underserved families in Central Virginia. To be able to serve more families in a timely manner, Mercy Mall operates through pre-pack and curbside pickup, allowing clients to receive essential items such as clothing, household goods, and personal care products in a convenient and dignified manner.</p> <p>Mercy Mall's mission is to provide critical resources while helping families overcome the numerous obstacles to home and life stability. Through partnerships with local businesses, churches, and community organizations, the mall sources and distributes quality goods to support families experiencing crises. Beyond material assistance, Mercy Mall connects clients with educational resources and social services, addressing broader challenges and fostering long-term stability. The organization's holistic approach not only addresses immediate needs but also builds a supportive community, empowering individuals and families to achieve greater resilience and self-sufficiency. By promoting hope and offering a pathway to stability, Mercy Mall plays a crucial role in enhancing the well-being of the communities it serves.</p>
16. Community Need: Describe the community need(s) that the program/project will address.	<p>The program will address critical community needs by providing essential household, baby, and hygienic items to 825 families grappling with severe crises. These families often face acute challenges such as job loss, unexpected medical expenses, or other financial hardships that undermine their ability to secure basic necessities.</p> <p>The need for essential items is urgent and multifaceted. Families in crisis frequently struggle to access basic household goods, including cleaning supplies, kitchenware, and personal hygiene products, which are crucial for maintaining health and safety. Baby items, such as diapers, wipes, and baby care products, are essential for the well-being of infants and young children, whose needs are particularly pressing during times of instability. Without these basic supplies, families face increased stress and health risks, exacerbating their overall vulnerability.</p> <p>By addressing these gaps, the program will not only help families survive immediate crises but also provide a foundation for them to regain stability and self-sufficiency. Access to these essential items will alleviate the immediate pressures of daily living, allowing families to focus on overcoming their crisis and working towards long-term recovery and resilience. This support is vital in ensuring that families can meet their basic needs while navigating the path to stability.</p>

17. Community Need: If chosen, this grant would significantly strengthen community partnerships and enhance our ability to meet critical client needs in several ways:

Describe how a \$100,000 Impact 100 Richmond grant for this program/project would be transformational for your organization and/or the community.

Enhanced Collaboration: The grant would enable Mercy Mall to deepen relationships with local businesses, churches, and nonprofits, facilitating effective resource sharing and collaborative initiatives. This stronger network would enhance our collective ability to address community needs.

Increased Visibility: With additional funding, Mercy Mall's could attract new partners and donors. Publicizing the grant's impact would also acknowledge existing partners, encouraging further engagement and support.

Expanded Networking: The grant would broaden our outreach, connecting us with more community organizations. This expanded network would create new collaboration opportunities and improve resource sharing.

Meeting Critical Needs: The grant would directly increase our capacity to provide essential household, baby, and hygienic items to families in crisis. This support would offer immediate relief and stability, helping families overcome urgent challenges.

Sustained Relationships: The positive outcomes from the grant would strengthen partnerships, fostering long-term, sustainable collaborations focused on alleviating community challenges.

Overall, this grant would boost Mercy Mall's ability to provide essential resources while fostering robust community partnerships.

18. Program/Project: Building a Sustainable Personal Shopper Program - aims to enhance Mercy Mall of Virginia's existing program by leveraging additional funding to build infrastructure for long-term sustainability and improved community service.

Provide a high-level description of the program/project for which you are seeking funding.

Program Overview:

Strengthened Infrastructure: With the \$100,000 grant, we will invest in upgrading our infrastructure to support increased capacity and efficiency. This includes the purchase of a delivery van, enhancing inventory management systems, and streamlining logistical operations.

Enhanced Pre-Pack and Distribution: The grant will allow us to expand our capacity to pre-pack and distribute essential items more effectively. We will implement advanced inventory tracking systems and improve packing procedures to ensure accurate and timely fulfillment of requests.

Increased Accessibility: Funding will enable us to enhance our two pick-up locations in Henrico/Richmond and Chesterfield. This includes upgrading facilities to handle higher volumes and improve the client experience, such as implementing automated check-in systems and better organizing pick-up areas.

Sustainable Practices: We will use the grant to incorporate sustainable practices into our operations, such as reducing waste through improved packaging methods and implementing energy-efficient solutions in our facilities. These practices will ensure that our operations are environmentally friendly and cost-effective in the long term.

Capacity Building: The grant will support training and capacity-building for staff and volunteers, ensuring they are well-equipped to manage the expanded infrastructure and continue providing high-quality service to families in crisis.

Outcomes:

Enhanced Efficiency: Upgraded infrastructure and systems will streamline operations, allowing for quicker processing and distribution of essential items.

Improved Accessibility: With improved delivery methods and processes at our pick-up locations, families will experience more convenient and reliable access to the support they need.

Sustainable Impact: By incorporating sustainable practices and building long-term infrastructure, the program will ensure continued effectiveness and resilience in meeting community needs.

This initiative will position Mercy Mall for future success, enhancing our ability to serve families in crisis while building a foundation for sustainable and impactful community support.

19. Program/Project: What challenges are you likely to encounter? How will your organization address them?

Vehicle Acquisition and Maintenance:
Challenge: Purchasing and maintaining a cargo van involves costs and logistical challenges, including regular upkeep.
Solution: Establish a maintenance budget, create a service schedule and train staff on vehicle management.

Increased Demand and Inventory Management:
Challenge: With expanded capacity, managing higher volumes of inventory and requests may strain current systems and volunteers.
Solution: The grant will fund the training of additional volunteers.

Training and Integration:
Challenge: Upgrading infrastructure and expanding operations will require extensive training for staff and volunteers.
Solution: We will develop a comprehensive training program for staff and volunteers, focusing on new processes. Ongoing support and refresher courses will ensure that everyone remains proficient and comfortable with the updates.

Sustainable Practices:
Challenge: Incorporating sustainable practices may require additional investments and adjustments to current operations.
Solution: We will identify the most impactful practices and engage stakeholders in the planning process and showcasing the long-term benefits.

Community Engagement and Communication:
Challenge: Maintaining clear communication with community partners and clients about the changes and enhancements.
Solution: We will develop a detailed communication plan to keep all stakeholders informed about the changes.

20. Program/Project: Will you collaborate with any other organizations? If so, who will be your partners, and what will they contribute?

Our partners will be a combination of local non-profits, Community Partners, churches, government agencies, educational institutions, and environmental organizations who will counsel and advise on the above initiatives. We have already built relationships with the Department of Social Services in several counties and their Community in Schools departments as well as dozens of crisis case management and counseling companies. Our network of churches is robust in the Chesterfield area and connections in the Henrico/Richmond regions are growing.

Local non-profits can provide additional support services, referrals, and help distribute resources to families in need. Community Partners can offer in-kind donations, sponsorships, or discounted services for supplies, and help with logistics and transportation needs. Churches can contribute through donations, volunteer support, and community outreach. Government agencies can provide funding, data on community needs, and support in coordinating with other public services. Educational institutions can provide research support, internships, or volunteer students to help with program operations and evaluation. Environmental organizations can assist with implementing sustainable practices and offer guidance on reducing the program's environmental footprint. Our partnership with Sheehy Ford/Lincoln will be beneficial when we begin searching for a cargo van, as they have been with the purchase and maintenance of our box truck.

21. Program/Project: Using metrics appropriate for your program/project, describe your goals, indicators of success, and plan for achieving success (i.e., people served, dollars raised, community outcomes, etc.).

Mercy Mall has set several key goals. Firstly, we aim to improve efficiency through the purchase of a cargo van. Success will be gauged by tracking mileage, trip frequency, and reductions in transportation time and costs. Grant funds will be used for the van purchase and maintenance, with a logistics plan in place and ongoing monitoring.

Secondly, we seek to expand our reach to serve more families by increasing the number of families served by 20% within the first year. We will use the van to boost efficiency. Improved inventory management systems will streamline packing and distribution, with regular assessments to adjust strategies as needed.

Thirdly, increasing community engagement is crucial. Our goal is to establish at least five new Community Partnerships. We will also ensure 100% of staff and volunteers receive training on any new processes. A communication plan will support these partnerships, with comprehensive training and ongoing support provided to our team.

Lastly, implementing sustainable practices is a priority. We aim to adopt at least three new sustainable practices, reducing waste and energy use. This will involve a cost-benefit analysis to select impactful practices, engaging stakeholders, and monitoring environmental metrics to meet sustainability goals.

These efforts will enhance the Personal Shopper Program's effectiveness, improve operational efficiency, and strengthen community support, ultimately better serving families in crisis.

22. Program/Project: Is there a specific timeline for your program/project, or will it be ongoing? If ongoing, describe the metrics used to evaluate it in the long term.

To evaluate the long-term success of the Personal Shopper Program, Mercy Mall will employ a multifaceted approach.

1. Performance Metrics: We will regularly assess key performance indicators such as the number of families served and the efficiency of transportation and logistics. Tracking these metrics over time will help gauge the initiative's impact and identify areas for improvement.
2. Feedback and Surveys: We will collect feedback from clients, staff, and partners through surveys and interviews. This input will provide insights into the effectiveness of the program, the quality of service, and areas needing adjustment.
3. Financial Monitoring: Regular financial reviews will track expenditures against budget, including costs related to vehicle maintenance and inventory management. This will ensure financial sustainability and efficient use of resources.
4. Partnership Impact: We will evaluate the effectiveness of community partnerships by assessing the level of engagement, contributions, and support received. This includes tracking the benefits derived from collaborations and identifying opportunities for strengthening these relationships.

By consistently applying these evaluation methods, Mercy Mall will ensure the Personal Shopper Program remains effective, sustainable, and responsive to community needs over the long term.

<p>23. Funding: Describe your organization's financial position, including current financial state, cash flow, endowments, annual fundraising, and goals related to revenue.</p>	<p>Mercy Mall is currently in a strong financial position, supported by a robust cash flow primarily derived from our successful annual fundraiser. This key event generates significant revenue, mostly received toward the end of the year, which sustains our operations and programs.</p> <p>The \$100,000 grant will be strategically invested to enhance our financial stability and operational capacity. This investment will contribute to our long-term sustainability by supporting essential infrastructure improvements and operational efficiencies.</p> <p>We are also exploring new revenue streams to further strengthen our financial health. We are developing a community coffee shop to provide ongoing revenue and deepen our community engagement. Additionally, we are forming a fundraising task force to drive summer fundraising efforts, ensuring we maintain financial support throughout the year.</p> <p>Overall, while the grant will bolster our financial stability, our revenue growth will come from these new ventures and enhanced fundraising efforts, positioning Mercy Mall for continued success and impact.</p>
<p>24. Funding: What is the total program/project budget request? Have you raised any other funds to date to support the program/project? If awarded, how will a \$100,000 grant from Impact 100 Richmond be used?</p>	<p>The total budget request for enhancing Mercy Mall's operational structure is \$100,000. We have secured funding through our annual fundraiser and are working on additional revenue streams, including a community coffee shop and a fundraising task force. However, these initiatives are still in development.</p> <p>If awarded, the \$100,000 grant from Impact 100 Richmond will be pivotal in expanding our capacity to assist families in crisis. The funds will be used to purchase a cargo van for efficient transportation and delivery of essential items. This investment will also support the enhancement of operational capacities at both of our locations by leveraging volunteerism, fostering community partnerships, and increasing our organizational exposure. Additionally, we will implement environmentally sustainable practices to reduce our environmental footprint.</p> <p>These improvements will enable us to serve a larger number of families more effectively and sustainably, strengthening our ability to respond to community needs and enhance our impact.</p>

<p>25. Funding: How will you fund ongoing expenses associated with the program/project if awarded the Impact 100 Richmond grant? If funding is for a capital project, what are the anticipated ongoing expenses (maintenance, utilities, etc.), and how will you sustain these expenses?</p>	<p>If awarded the \$100,000 grant from Impact 100 Richmond, Mercy Mall will manage ongoing expenses for the cargo van and sustainability goals through several strategies. The grant will cover the van's purchase, with ongoing costs including maintenance, fuel, insurance, and expenses related to implementing environmentally sustainable practices.</p> <p>To sustain these expenses, we will use the following approaches:</p> <p>Annual Fundraising: Our major annual fundraiser will allocate a portion of its revenue to cover vehicle maintenance and sustainability costs.</p> <p>New Revenue Streams: We are developing a community coffee shop and forming a fundraising task force to boost revenue. These initiatives are expected to contribute additional funds for ongoing and sustainability-related expenses.</p> <p>Grants and Donations: We will continue seeking grants and donations from foundations and businesses to support both operational and sustainability expenses.</p> <p>Cost Management: We will adopt efficient practices for van maintenance and sustainability goals, including energy-efficient practices and waste reduction, to control costs.</p> <p>By employing these strategies, Mercy Mall will ensure the sustainability of ongoing expenses and support our expanded operational and environmental goals, effectively enhancing our ability to assist families in crisis.</p> <p>Get smarter responses, upload files and images, and more.</p>
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Upload PDF Format Only: Organizations 501c3 Letter

[IRS_Determination_Letter_-_Mercy_Mall.pdf](#)

Upload PDF Format Only: Organization Budget for this Current Fiscal Year (showing annual budget of \$250K or greater)

[Mercy_Mall_Budget_-_2024_Budget.pdf](#)

OPTIONAL Upload PDF Format Only: Partner Budget for Current Fiscal Year (showing annual budget of \$250K or greater), if applicable

Upload PDF Format Only: Detailed Program/Project Budget in a template of your choice (limit one page)

[Mercy_Mall_Budget_-_Impact_100_Richmond_Grant.pdf](#)

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PDF Format Only:
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or MOU from Partner
Organizations (if
applicable)

Thank you for taking
the time to apply for
the Impact 100
Richmond grant!
Once you submit you
will receive a
confirmation email.
