Title

St. Joseph's Villa

07/16/2026

by **Joanna Hunt** in **Impact 100 Richmond Grant Application (2026)**

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Original Submission

07/16/2026

Score	n/a
1. Name of Organization	St. Joseph's Villa
2. 501C3 Number	54-0505950
3. Geographic Area(s) Served:	Chesterfield County City of Richmond Goochland Hanover Henrico Powhatan
4. Application Contact Name:	Joanna Hunt
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7. Organization Website (if applicable):	https://Neverstopbelieving.org/
8. Organization Executive Director/CEO Contact:	Jenny Friar

9. Organization Executive Director/CEO Phone Number:	+18042001618
10. Organization Executive Director/CEO Email:	jfriar@sjvmail.net
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://app.candid.org/profile/7797991/st-josephs-villa-54-0505950
12. Please confirm that the following grant criteria are met by the applicant:	Organization has an annual operational budget above $250,000. Organization has been in existence for 36 months or longer, and is currently in good standing in the state where the entity was formed. Project will serve needs in the City of Richmond and/or the surrounding counties (Chesterfield, Goochland, Hanover, Henrico, and Powhatan). Funds will be utilized within 12 - 18 months, and the program/project has demonstrated sustainability following the use of Impact 100 Richmond funds.
13. Select ONE of Impact 100 Richmond's focus areas where your proposed work best aligns:	Family
14. Summary: Provide 1-2 sentences that summarize your specific funding request and the goal of this project or program effort?	We will pilot a new Diversion Specialist Program within our existing Housing & Homeless Services focused on preventing homelessness before it occurs.

15. Organization: Briefly describe the history and mission of the organization.	Founded in 1834, the Villa is the nation's oldest continuously operating nonprofit serving children. Since 1977, the Villa has operated as a non-sectarian, 501(c)3, multi-service organization. We have been open 24 hours a day, 365 days a year, for almost two centuries, and we take great pride in our distinguished history of helping the community's most vulnerable children and families build brighter futures. Our programs support those facing homelessness and housing instability, mental and behavioral health challenges, learning differences, developmental disabilities, and complex issues rooted in poverty. Over the last decade, we have grown from serving 600 children and families a year to more than 3,000 from over 50 localities. Each day, our expert staff provides educational, community-based, residential, and in-home services on our historic 82-acre therapeutic campus and across the community. In 1989, we launched our Flagler Housing & Homeless Services, which has grown into the Villa's highest impact program, providing rapid re-housing, case management, and support services to those experiencing homelessness in Richmond and the Tri-cities. Each year, Flagler's dedicated staff respond to over 4,000 calls for assistance and help move hundreds of people from homelessness to housing. The newest addition to this program is the Housing Success Center, which we opened late last year to explore innovative pilot programs and increase access to housing assistance.
16. Community Need: Describe the community need(s) that the program/project will address.	For 37 years, Flagler has helped individuals and families secure safe, stable housing. The centerpiece of this holistic program is rapid re-housing, and while this evidence-based program is highly effective, it's funded to serve households that meet The Department of Housing and Urban Development (HUD)'s definition of "literally homeless." This creates a significant gap in our community's response to housing instability. Each day, we hear from families who are behind on rent, facing eviction, fleeing unsafe living situations, or experiencing another financial crisis that places their housing at risk. They recognize they need help and proactively reach out before becoming "literally homeless." Yet because they do not meet federal eligibility requirements, our staff often has little more to offer than a referral to the regional Housing Connection Line or other community resources. We know many of these households could remain safely housed with modest, timely assistance, but they are forced to wait until their situation deteriorates enough to qualify for housing services – making recovery more difficult, more traumatic, and significantly more expensive. Our new Diversion Specialist Pilot Program will address this critical gap by providing flexible assistance and individualized support before homelessness occurs. By intervening early, the Villa can help families maintain housing, avoid the trauma of homelessness, and reduce demand on shelters and other crisis response systems.

17. Community Need: Describe how a $100,000 Impact 100 Richmond grant for this program/project would be transformational for your organization and/or the community.	Flexible private grants are crucial in the fight against homelessness. Because countless scenarios can destabilize a person's housing situation, the best strategy for avoiding homelessness is entirely unique for every household. A $100,000 grant from Impact 100 would fundamentally change how the Villa responds to these unique circumstances. Rather than waiting until a household becomes "literally homeless" and qualifies for federally funded services, we'd be able to intervene at the first signs of crisis, when a relatively small investment can make a big difference. Funding would help us extend support to an entirely new population, and tailor our expenditures to ensure we're meeting each household's real needs. One family may need help covering back rent as they wait for their first paycheck from their new job, while another may need childcare; car repair assistance; or a work uniform to remain employed and housed. These solutions would all require a fraction of the resources the same client might have needed two months later if they lost employment and housing, while giving them a safer and less disruptive experience overall. This investment would help launch a model of care that fills a longstanding gap, resulting in fewer households entering homelessness, less trauma for families, reduced demand on shelters and emergency services, and a stronger, more resilient community.

18. Program/Project: Provide a high-level description of the program/project for which you are seeking funding.	We will be piloting a new Diversion Program within our Housing & Homeless Services, which will allow us to identify and execute creative means of preventing homelessness rather than simply responding to it. Building on more than 35 years of success providing housing services, this pilot expands our continuum of care by serving households who are at imminent risk of homelessness but are not yet eligible for federally funded housing programs. To launch this new endeavor, we've hired a Housing Success Center Diversion Specialist. This dedicated staff member will serve as a flexible problem-solver who can conduct assessments, connect clients to community resources, offer personalized coaching, and grant access to the Villa's myriad of wraparound services. They will be a professional with dedicated time and resources set aside to understand and meet the needs of each individual and family that comes to them for assistance. They will help clients identify their safest immediate housing option whether that's through mediation, conflict resolution, reunification, shared housing, landlord negotiation, or connection to other community agencies. Unlike our rapid re-housing program, the Diversion Program will offer an option for early intervention, when creative problem-solving and targeted support can keep families safely housed and reduce the need for more intensive and costly interventions. To be successful, however, problem-solving must be paired with flexible resources. The Diversion Specialist will oversee a pool of client assistance funds, and because they will know each household's unique circumstances, will be able to direct those dollars where they can have the greatest impact. Whether it's a grocery gift card, utility payment, work uniform, transportation assistance, childcare, or another immediate need, these targeted supports can often prevent a temporary setback from becoming a housing crisis. The program will operate out of our brand-new Housing Success Center (HSC). The HSC was constructed last year to be a warm and welcoming launchpad for those beginning their journey out of a housing crisis. Clients served through this new program will have full access to the building's amenities which include showers, laundry, a large kitchen, computers, internet access, and much more, all designed with accessibility and privacy in mind. The HSC also houses complimentary Villa services, which diversion clients will be encouraged to take advantage of, like our onsite food pantry, our "Welcome Home Room" which is stocked with household essentials, our mental health services, and a growing calendar of career readiness and financial planning workshops.

19. Program/Project: What challenges are you likely to encounter? How will your organization address them?	The greatest challenge we anticipate will be balancing the tremendous community need with limited flexible resources. Our goal is to ensure each dollar is invested where it can have the greatest long-term impact. To accomplish this, the Diversion Specialist will complete a comprehensive assessment of every household's unique circumstance and work collaboratively to identify the most effective solution. Because the Specialist will build a relationship with each household and maintain strong partnerships with community service providers and partners, they will be able to combine creative problem-solving with targeted financial assistance rather than relying solely on direct financial support. The Diversion Specialist also brings lived experience of overcoming homelessness, allowing them to connect with clients through empathy, credibility, and a firsthand understanding of the challenges they face. While this will be the Villa's first permanent, in-house Diversion Program, we successfully administered prevention funds during the COVID-19 pandemic on behalf of the state. This experience gives us confidence in our ability to responsibly steward flexible client assistance and deploy resources where they will have the greatest impact. We will also continue leveraging strong community partnerships, carefully stewarding resources, and cultivating philanthropic support to maximize the number of households we can help remain safely housed.
20. Program/Project: Will you collaborate with any other organizations? If so, who will be your partners, and what will they contribute?	This will be a Villa program, but its success hinges on strong collaboration with community partners and service providers. Because every household's circumstances are different, the Diversion Specialist will leverage existing partnerships while continually cultivating new ones to connect clients with the resources they need to remain safely housed. The program will benefit from the many partners already integrated into the Housing Success Center. Atlantic Union Bank provides ongoing financial literacy and career readiness workshops to our clients, complete with resume writing, mock interviews, and budgeting help. This is one of many current programs that will be opened up to the new program's clients. Another partner, The Giving Foundation, is co-located in the HSC. They have raised over $40,000 in direct assistance for Villa clients. Beyond these existing collaborations, the Diversion Specialist will work closely with the Villa's Community Engagement Office to develop new partnerships that expand the program's impact. Opportunities like Dominion's EnergyShare program; corporate collection drives put on by partners like Capital One, United Way, and Altria; and ongoing philanthropic support will provide additional resources that help households resolve crises. By bringing together public, private, and nonprofit partners, the Diversion Program will create a coordinated community response that is far more effective than any single organization could provide alone.

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.).	The primary metric of success will be the number of households receiving housing diversion services. In the pilot program's first year, we will strive to serve 50 households. All 50 households will receive individualized coaching, problem-solving support, referrals to community resources, and access to the Villa's mental health services, educational opportunities, and full use of the Housing Success Center's amenities. Clients will also have access to our onsite food pantry and Welcome Home Room, stocked with groceries, hygiene products, and essential household items to help reduce immediate financial burdens and stretch limited household budgets during periods of crisis, further supporting their ability to remain safely housed. Additionally, we will maintain a supply of grocery gift cards, transportation vouchers, and other immediate assistance that the Diversion Specialist can quickly distribute to families before a need escalates into a larger crisis. Approximately 20% of households will receive more substantial assistance based on their individual circumstances. These funds may be used for arrears, security deposits, utilities, application fees, car repairs, employment-related expenses, or other critical needs. The ultimate goal is to keep individuals and families in their current housing or help them move to alternative housing quickly without a period of potentially dangerous and traumatizing homelessness.
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.	The Diversion Specialist has been hired and will start on October 1, 2026. While the program is being launched as a pilot, we intend for it to become a permanent component of the Villa's Flagler Housing & Homeless Services continuum. Throughout the pilot, we will collect data to not only measure outcomes, but also to better understand the evolving needs of households seeking homeless prevention services so we can continually refine and strengthen our offerings. Flagler staff collect and analyze data daily, with quarterly reports generated to track progress on all objectives and inform program improvements. Using the Homeless Management Information System (MHIS) and internal tracking tools, the Specialist will evaluate the number of households served, the % successfully diverted from homelessness, the types of assistance requested, flexible funds distributed, referrals made to community partners, and participation in other Villa services. We will also track utilization of the Housing Success Center, including distribution of food pantry and Welcome Home Room resources, participation in financial literacy and career readiness workshops, and community partnerships. Together, these metrics will help us identify emerging trends, ensure resources are being directed where they have the greatest impact, and build a sustainable, data-informed model for homeless prevention.

23. Funding: Describe your organization's financial position, including current financial state, cash flow, endowments, annual fundraising, and goals related to revenue.	St. Joseph's Villa has been open for 192 years and has a strong history of fiscal stewardship. Our funding model is diversified, including fee-for-service programs; government grants and reimbursements; corporate and foundation support; and individual philanthropy. Supported by a robust Advancement department and a healthy endowment, the Villa is well positioned to navigate periods of financial uncertainty while continuing to deliver life-changing services to our community. Our most recent fiscal year (FY26) operating budget was $26 million, $7 million of which was philanthropy. Each year this budget is supported by an additional 4% draw from our Endowment. For our current fiscal year (July 1, 2026 – June 30, 2027), our budget is $26.7 million, and we plan to raise $7.7 million in philanthropic dollars to support Villa services, $2.2 million of this will be from private funders. An additional $1 million will be drawn from the Endowment. Flagler Housing & Homeless Services is the Villa's only completely grant-funded program, and while uncertainty around public funding remains, we are committed to raising the $3.4 million it takes to sustain this vital program. To do this, we are deepening our partnerships with private funders to help fill anticipated funding gaps; working closely with community partners to advocate for the preservation of local resources; and proactively planning multiple funding scenarios to ensure continuity of services.
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?	The total program budget is planned to be approximately $200,000 for the first year. This includes the Diversion Specialist salary ($60,000) along with the flexible dollars we will use to support families. Of course, this project is unique in that the more flexible private funds we can raise, the more families we will be able to help. Although the fiscal year has just begun, we have raised direct client assistance funds from other partners including: the Kenan Charitable Trust, Capital One, Pauley Family Foundation, the Giving Foundation, among others. At this point in the fiscal year, we've been awarded nearly $600,000 in private funds (56% of our private philanthropy goal for all Housing & Homeless Services). If awarded a $100,000 grant from Impact 100, we plan to use the investment as follows: 1. $35,000 Housing Success Center Diversion Specialist Salary 2. $35,000 Flexible Assistance Funds 3. $10,000 Welcome Home Room Supplies 4. $7,500 Food Pantry Supplies 5. $7,500 Grocery and Food Assistance 6. $5,000 Transportation Support (Gas cards, ride share assistance)

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?	For two centuries, the Villa has earned the trust and investment of individuals, foundations, corporations, and community partners who believe in our mission. Because the Diversion Program fills a critical gap that cannot be addressed through traditional HUD funding, we have intentionally designed it to be sustained through private philanthropy. The Villa has a proven track record of securing this type of support. During our most recent fiscal year, we raised more than $900,000 in unrestricted annual funding, and approximately $1 million in private support for our Flagler Housing & Homeless Services program. We are confident in the long-term sustainability of this initiative because many of our private funders have expressed a desire to invest in projects that provide direct, flexible support to clients – exactly the type of assistance this program delivers. Moving forward, we will continue pursuing competitive foundation grants, cultivating major gifts from individual donors, and expanding corporate partnerships to sustain and grow the Diversion Program. In addition to financial support, community partners will continue to help stock our food pantry and Welcome Home Room through in-kind donation drives, and offer pro bono services that strengthen the program while reducing operating costs.

Upload PDF Format Only: Organizations 501c3 Letter

IRS_Ruling_St._Josephs_Villa.pdf

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

SJV_FY27_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)

FY27_Diversion_Specialist_Pilot_Program_Budget.pdf

Upload PDF or JPEG Format Only: List of Organization's Board of Directors

Board_and_Committee_Leadership_FY27.pdf

OPTIONAL Upload PDF Format Only: Letter of Commitment 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.
