

Title	The McShin Foundation	06/20/2024
	by Honesty Liller in Impact 100 Richmond Grant Application (2024)	id. 46820896
	2300 Dumbarton Road Richmond, Virginia 23228 United States 8042491845 honestyl@mcshin.org	

Original Submission	06/20/2024
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Score	n/a
1. Name of Organization	The McShin Foundation
2. 501C3 Number	20-1327278
3. Geographic Area(s) Served:	Chesterfield County City of Richmond Henrico Hanover
4. Application Contact Name:	Honesty Liller
5. Application Contact Phone Number:	+18045640132
6. Application Contact Email:	honestyl@mcshin.org
7. Organization Website (if applicable):	www.mcshin.org
8. Organization Executive Director/CEO Contact:	Honesty Liller
9. Organization Executive Director/CEO Phone Number:	+18045640132
10. Organization Executive Director/CEO Email:	honestyl@mcshin.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/profile/20-1327278
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 Health & Wellness
100 Richmond's focus
areas where your
proposed work best
aligns:

14. Summary: Provide 1-2 sentences that summarize your specific funding request and the goal of this project or program effort?

To prevent pregnant and mothering women who are seeking recovery from addiction from becoming homeless, incarcerated or overdosing.

15. Organization: Briefly describe the history and mission of the organization.

Founded in 2004, The McShin Foundation is a full-service Recovery Community Organization (RCO) committed to serving individuals with substance use disorders as well as their families. While providing housing and the tools for recovering individuals to create positive lifestyles, we aim to spread the word of recovery and educate families, communities, and government regarding SUDs as well as reduce the negative outlook attached to them. McShin is the only RCO in Virginia accredited by the Council on Accreditation of Peer Recovery Support Services (CAPRSS). Last year McShin opened their first women and children certified recovery home. This home helps pregnant women and parenting women as well as their children. Since its inception in 2004, McShin has provided recovery support services, peer recovery support services, peer development, intervention services, housing services, community resource services, recovery education and advocacy, judicial recovery programming, and a speaker series to the community of Richmond, Virginia, as well as surrounding areas.

16. Community Need: Describe the community need(s) that the program/project will address.

In VA, 2,238 humans died from an overdose in 2023 per the VA Dept. of Health. <https://www.vdh.virginia.gov/drug-overdose-data/overdose-deaths/>
As of April 1, 2024, there was 5,156 children in foster care in Virginia with 2,638 (51.16%) children in non- relative foster homes. The children range in age from birth to 17 years. <https://www.dss.virginia.gov/fosterVA/faqs.html#:~:text=How%20many%20children%20are%20curren,from%20birth%20to%2017%20years.>
Relatives caring for children in Virginia are far less likely than caregivers in other states to have help from the foster care system for child care, counseling, grocery bills and other needs. About 12% of the children in Virginia's foster care system live with relatives and receive support from the system, according to state data, far below the national rate of 33%. 30% of foster care admissions linked to parental drug abuse. https://richmond.com/news/local/crime-courts/opioid-orphans-purdue/article_5c8b9492-32ba-11ee-a957-07f119c66541.html
McShin effectively provides housing, and peer recovery support services for individuals experiencing mental health and SUD as well as their families. The need for transitional housing is crucial directly from incarceration and/or homelessness. Humans have complicated relationships with their family and friends during active addiction. They usually have unsafe housing options to turn to in their newly found recovery, which impedes housing choices. McShin wants to reduce this data above.

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.

McShin already has in place systems that effectively provide housing, and peer recovery support services for individuals experiencing mental health, substance use, & co-occurring challenges, as well as their families. The goal will be to expand said services to more women with children, with a focus on increased services. Expansion of services will include but is not limited to additional relapse prevention groups, families & allies meetings, increased peer internship opportunities, increased peer staffing, increased capacity to deliver services and education, parenting classes, & additional trainings. McShin conducts monthly check-ins with community service boards, hospitals, & community stakeholders in areas of geographic potential need; this will serve to educate on peer recovery support services & offer McShin's diverse array of recovery resources. McShin will offer financial assistance to individuals from these areas to receive services through McShin, as well as provide tuition support for individuals to attend trainings. This gift will help provide pregnant women and parenting women a safe, certified recovery home to reside in. This will also help them understand how addiction as well as recovery impacts their lives and their children's lives. With this grant, this will ultimately reduce recidivism from incarceration. The ultimate goal is to prevent women from overdosing, keep the children out of foster care, and provide a safe home for their recovery journey.

18. Program/Project: Provide a high-level description of the program/project for which you are seeking funding.	<p>McShin provides housing, food, peer-to-peer recovery support services, judicial recovery programs, family programming, training, daily multiple pathways to recovery groups, and an authentic approach to helping women with addiction. Our intensive women's wellness recovery program provides women as well as women with children with safe housing, full days of recovery education, and linkage to clinical services including medical detox, and addiction psychiatry/therapy. Each program participant is assigned a recovery coach and/or Certified Peer Recovery Specialist that guides them on their path of recovery. McShin's housing allows for structure, focus, & a sense of community to be constant elements of recovery. Residential services are also critical for recovery as the most commonly served populations are undergoing re-entry into society from incarceration/ institutionalization, and/or homelessness. This project will ensure same-day access to recovery support services including court advocacy, housing, re-entry support, peer navigation, access to clinical services, daycare assistance, food and clothing, transportation, workforce development, life skills, health/wellness activities (yoga, breath work, sound healing, and meditation), conflict resolution courses, and family-focus skills. Funding will also maintain existing tele-recovery support services.</p> <p>The McShin team are all in recovery themselves and most are alumni of our program. The lead of McShin, our CEO, is an alum as well and oversees this particular home. Enhancing peer recovery support services provided to low-income, underserved, or otherwise disadvantaged persons, and who are suffering from substance use disorders, most of whom will have significant co-occurring behavioral health and/or primary health care needs is crucial. Persons with a history of incarceration, homelessness, and women that are pregnant or mothers that have custody of their children are the priority population served in this program.</p>
19. Program/Project: What challenges are you likely to encounter? How will your organization address them?	<p>The challenge for a woman with a child seeking a recovery home has been heartbreaking for so many years. McShin needed and wanted to change that. The women McShin serve get a chance at life and get to be guided by those in recovery that are living out their dreams. Healing families and saving lives is what McShin does. It is important to keep going. Substance use disorder has it's very own challenges. To address these McShin utilizes Certified Peer Recovery Specialists as well as linkage to medical professionals in the community. There is a unique way to reach someone and empathize with someone with SUD when you are also in recovery yourself. Another challenge is the moms co-parenting with the fathers. There are systems in place for there to be visitation and for the opportunity for the whole family to heal together. Legal issues could become a challenge as far as custody of the child. At that time, the plan is to consult legal counsel on behalf of the mother.</p>
20. Program/Project: Will you collaborate with any other organizations? If so, who will be your partners, and what will they contribute?	<p>McShin's network partners have decades of experience working with peer-based recovery approaches in the community & populations. McShin has many volunteers from different backgrounds including justice- involved, policymakers, family members, faith members, teachers, community leaders, & alumni. Most staff are on local coalitions representing the voice of recovery & policy change. McShin has an open-door policy for those in the community to give feedback on the organization. There is still a waiting list in most hospitals/treatment centers for those seeking help from SUD. It is important to help someone the day they ask for it. Partnerships with local ASAM doctors provide a same-day detox as well, which is crucial for those with SUD. McShin also partners with Little Hands RVA to help the moms with diapers and essential emergency items.</p> <p>Yoga/Sound healing - There are two certified professionals who deliver yoga classes to the women in the housing. This method teaches them how to remain calm in situations and helps them with their addiction cravings.</p> <p>Certified Substance Abuse Counselors - These professionals navigate challenges including past trauma, addiction, and relationships.</p> <p>Psychiatrists/Medical Doctors - To help with past trauma, how to manage feelings, and medicated assistant treatment.</p> <p>Conflict Resolution Coach - Helps the women manage stress and teaches them communication skills.</p>

<p>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.).</p>	<p>We use a specific evidence based data program called Rec-Cap as well as personal calls and emails. Rec-cap is done upon entry to our housing and every week as well. This data rates their progress in their personal recovery, relationships, employment, and incarceration status. Rec-cap http://www.recoveryoutcomes.com/</p> <p>Alumni calling and emailing:</p> <p>During calls and in person, data collected includes recovery engagement, employment, & recidivism. Utilizing the data collected through various methods, changes in recovery capital & life domains can be quantified to either reflect positive outcomes or negative outcomes; examples include a percentage of current participants who have obtained employment since entering McShin, the recidivism rate for alumni, percentage of alumni still engaged in recovery, increases in recovery capital index scores across various domains, number of unhoused individuals who have secured stable housing & more. The Rec-cap are done upon entry to our housing and every week as well. This data rates their progress in their personal recovery, relationships, employment, and incarceration status.</p>
<p>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.</p>	<p>This is an ongoing program. The road to recovery is a very challenging and life-long process for our participants, our long term goal is to see each and every one of them become successful, as well as use the skills they have developed in the process to assist and encourage others in their own recovery. After leaving the recovery residences, they join our Alumni Association. As alumni, they will forever have access to the team at McShin as well as recovery support services. McShin is nationally recognized, there are many organizations that have been developed throughout the USA because of the support from McShin. Technical assistance to other areas to help them open recovery homes and recovery community centers is part of the impact McShin has had throughout the country. McShin has been remarkably effective in employing individuals recovering from a SUD, as well as cultivating individuals with SUD to become employable through education, mentoring, and volunteer/ internship opportunities.</p> <p>The moms and children in this program will be a part of our community as long as they need McShin's services.</p>
<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>McShin has the capability, experience, and qualifications to carry out its mission successfully. With an annual budget of over \$3 million, McShin has established strong financial management systems that allow for funding to be utilized in a cost-effective, transparent, and accountable manner. McShin has finance staff and a board treasurer experienced in managing multiple funding streams, including prior and current federal grants management experience. McShin is well known in the community at large and in the recovery community as an amazing place to go for services. McShin is in a very strong position to promote local and state peer recovery support services networks due to its wide network of partnerships, especially its close working relationships with the criminal justice system. McShin manages one endowment fund, two money market accounts, and one checking account. There are main annual fundraisers every year at McShin that generate over \$300,000 each year along with some smaller fundraisers on social media that generate about \$5,000 annually. They manage three federal grants that will have the income of over \$2.5 million over the next three years for judicial programming and housing. McShin is awarded on average \$200,000 annually from other grants and local philanthropists. The continued goal is to cultivate the relationships McShin has already established in the community and this year's strategic plan is to provide more people information about their mission.</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>McShin is requesting \$100,000 from Impact 100, the attached budget indicates that we have already raised \$50,000 from another grant as well as \$4,500 from a private donor. Another grant for \$50,000 was just submitted this week. McShin will provide housing, food, peer-to-peer recovery support services, family programming, training, daily multiple pathways to recovery groups, daycare assistance, and an authentic approach to helping mothers with addiction (SUD). This grant will also provide staffing as well as a driver for the moms and children. Some mothers that enter McShin do not have a vehicle and/or a driver's license. The funds will also provide more and expand existing wellness services to include access to clinical services, health/wellness activities (yoga, breath work, sound healing, and meditation), conflict resolution courses, and family-focus skills for the mothers. Each program participant is assigned a recovery coach and/or Certified Peer Recovery Specialist that guides them on their new path of recovery. Funding a portion of the utilities for the home will also be part of this award (internet/water/electric). Providing developmental services for the children is a goal for this award as well.</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?

McShin will be applying for grants that benefit women and children. Also, there will be fundraisers throughout the year to raise funds for this home. McShin has already submitted one additional grant for this program. If needed, we would require a bed fee for the women residing in the home once they have found employment. Our hope is to not have to do that because of our fundraising efforts. McShin is also researching federal grants at this time specifically for women and children.

Upload PDF Format Only: Organizations 501c3 Letter

[2024DeptofAg.pdf](#)

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

[23-24budget.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)

[Impact100budget24.pdf](#)

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

[mcshinboard.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.
