

Title **Jewish Community Federation of Richmond** 07/28/2023
id. 41491689

by **Jill Grossman** in **Impact 100 Richmond Grant Application 2023**

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Original Submission 07/28/2023

1. Name of Organization **Jewish Community Federation of Richmond**

2. 501C3 Number **54-0524512**

3. Geographic Area(s) Served: **Chesterfield County
City of Richmond
Goochland
Hanover
Henrico
Powhatan**

4. Application Contact Name: **Jill Grossman**

5. Application Contact Phone Number: **+17576522446**

6. Application Contact Email: **JGrossman@JewishRichmond.org**

7. Organization Website (if applicable): **www.JewishRichmond.org**

8. Organization Executive Director/CEO Contact: **Daniel Staffenberg**

9. Organization Executive Director/CEO Phone Number: **+18045458622**

10. Organization Executive Director/CEO Email:	Daniel@JewishRichmond.org
11. What is your highest rating on GuideStar (we recommend at least Gold):	Gold
Provide a link to your GuideStar organizational profile, if applicable.	https://www.guidestar.org/profile/54-0524512
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:	Health & Wellness
14. Summary: Provide 1-2 sentences that summarize your specific funding request and the goal of this project or program effort?	We are seeking \$100,000 to support Dignity Grows, an initiative that provides monthly hygiene totes to underserved women and girls in Richmond.

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

Dignity Grows addresses Period Poverty, nationally and locally. Period Poverty, affecting 1 in 4 women, is defined as inadequate access to menstrual hygiene tools and education, including but not limited to sanitary products, washing facilities, and waste management.

Dignity Grows is an initiative of Women's Philanthropy of the Jewish Community Federation of Richmond (JCFR). Our mission is to reduce the effect of Period Poverty in our community without discriminating based on race, color, national origin, sex, disability, or age. Since December 2022, we have provided 225 comprehensive hygiene tote bags each month to social services agencies (Distribution Partners). Each reusable tote contains a month's supply of products which includes shampoo, deodorant, sanitary wipes, toothpaste, toothbrush, body wash, maxi pads, and mini pads. Distribution Partners include the Shady Grove YMCA/Woodman West Community, RC Longan Elementary School, Safe Harbor, Jewish Family Services, Bon Secours' Violence Intervention Program, and the Keneseth Beth Israel Food Cooperative. The bags have helped underserved elementary school girls, teenagers in foster care, victims of sexual violence and sex trafficking, Afghani immigrants, families living in financial insecurity, and others. In doing so, we alleviate financial stress for these women, enabling them to prioritize essential needs like food and rent, while also empowering them to pursue education and employment opportunities.

<p>16. Community Need: Describe the community need(s) that the program/project will address.</p>	<p>Nearly 30% of menstruators in the U.S. – and in greater Richmond – suffer from Period Poverty, lacking the financial resources to purchase basic menstrual hygiene necessities. Since our launch in December 2022, we have seen a surge in demand for hygiene totes in our community. Our current resources are unable to meet that demand.</p> <p>Dignity Grows partners with community-direct social service providers to ensure totes are distributed to diverse populations. Dignity Grows is THE ONLY national organization that pairs comprehensive hygiene essentials with menstrual hygiene necessities on a recurring monthly basis.</p> <p>Many similar-minded organizations hold product drives, which can have the unfortunate result of redistributing Period Poverty across a community, rather than alleviating it. Well-intentioned donors generally purchase the lowest-priced hygiene merchandise from local stores to donate, which can create an affordable hygiene desert in the area.</p> <p>Almost 50% of those impacted by Period Poverty live above the poverty level and beyond the scope of any assistance or supplemental programs (including the social services offered by Dignity Grows Distribution Partners); over 54% of Americans live paycheck-to-paycheck. By depleting lower-priced hygiene resources, a "successful" product drive can leave these community members without products they can afford. The Dignity Grows model considers the hygiene "health" of the whole community.</p>
<p>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.</p>	<p>The Impact 100 grant would allow for the acceleration and expansion of this life-changing work we are doing in the community. With an additional \$100,000, we would extend our reach in greater Richmond allowing us to change the lives of an additional 225 menstruators per month. We would also extend our reach by adding 3-5 Distribution Partners, further diversifying our impact. Our goal is to not turn anyone away, therefore, elevating their lives with dignity and care.</p> <p>As of July 2023, JCFRs Dignity Grows has distributed 2025 tote bags impacting hundreds of lives locally. We have held packing events at 7 locations throughout the community, highlighting the social services agencies that we partner with and the work they are doing. Many of our volunteers have now donated and/or are doing work with these other agencies.</p> <p>Dignity Grows builds bridges across the community, assisting in the fight against antisemitism and all forms of hate, fostering relationships with other local social service agencies such as our chapter's Distribution Partners. Additionally, we are engaging, educating, and empowering girls and women of all ages.</p>

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

Dignity Grows overarching mission is to provide support and care for women in need and has been distributing 225 comprehensive hygiene tote bags each month through our Distribution Partners. These bags are designed to provide a full month's supply of 6 comprehensive hygiene essentials and 2 complete packages of period necessities, benefiting the direct recipient and oftentimes additional family members.

This program allows women a sense of security and reassurance, allowing them to allocate their limited financial resources toward other essential needs like food and rent. This support enables the recipients to focus on their education and employment prospects without worrying about basic hygiene necessities. By removing this barrier, Dignity Grows empowers women to pursue their ambitions, contributing to their personal growth and overall well-being.

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

The growth of Dignity Grows faces three significant challenges: a lack of dedicated staff resources, funding for additional supplies to meet existing demand, and limited space for storing hygiene supplies.

A key challenge is the limited availability of staff resources. Presently, the program relies on the efforts of the JCFR Director of Women's Philanthropy, who manages the program in addition to her existing responsibilities. To overcome this challenge, Dignity Grows needs to hire a dedicated part-time associate for the initiative. This individual would assume responsibilities related to logistics management, volunteer coordination, event planning, and community networking.

Based on projected need, Dignity Grows will require funding to purchase products to meet the growing demand for additional comprehensive hygiene tote bags in the community JCFR currently utilizes a small cubicle for supply storage and sorting within our office space. This constraint has resulted in a maximum capacity for the number of bags we can provide as there is no additional room to receive and store supplies. To address this challenge, Dignity Grows aims to secure a dedicated space that can accommodate our growing needs. The Impact 100 grant would allow for increased storage capacity and support future expansion.

<p>20. Program/Project: Will you collaborate with any other organizations? If so, who will be your partners, and what will they contribute?</p>	<p>Dignity Grows is built on collaboration with social service agencies that coordinate the distribution of the monthly totes in a dignified and discreet manner. These partnerships play a crucial role in the program's success and impact.</p> <p>JCFRs Dignity Grows has received grants and volunteer support from the Junior League of Richmond, Bon Secours, and private donations. These partnerships are expected to continue and strengthen.</p> <p>The Impact 100 grant would allow us to expand our Distribution Partner network to include 3-5 additional partners. We have received interest from the YWCA on behalf of five grassroots organizations that they currently serve, a food bank in Petersburg, VA, and numerous school districts in need of support.</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>Please see attached program/project budget with metrics related to this program forecasted for 2023, the first year of the program, and estimated for 2024-2026, the next 3 years.</p> <p>By the end of the first year of the program, we will have received approximately \$74,000 between our Foundation Grants, Sponsorships, and Individual donations and generated expenses approximating \$83,000. We will pack over 2,900 totes, serving approximately 225 menstruating women and girls per month, as distributed by our 6 social service agencies.</p> <p>Over the next 3 years, we anticipate packing over 14,000 totes, serving 350-450 menstruating women and girls per month, and expect our 6 social service agencies would grow to 10 or more. We need to raise \$310,000 to provide essential hygiene bags and increase the impact on the well-being and empowerment of women in need.</p> <p>Each monthly packing party engages approximately 10-20 volunteers, totaling 120-200 individuals from various parts of the Richmond community every year. This doubles our impact by bringing awareness of the need to address Period Poverty in our community and nationally.</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>The Dignity Grows program is ongoing.</p> <p>Nationally, Dignity Grows is still in its infancy, having begun 4 years ago as a one-time event. We are proud of the momentum yet equally alarmed by the growing need and subsequent surging demand across the nation. Nationally, Dignity Grows is expanding its reach to tackle the root cause of poverty with a 5-year plan to support 250,000 individuals annually, launch an unparalleled research initiative, initiate an innovative policy action center, and convene a groundbreaking national summit.</p> <p>On a local level, we are working with our Distribution Partners to collect data on the reduction of chronic school absenteeism and underemployment. Statistically, without these items, menstruators miss approximately 145 days of school by the 12th grade.</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>Dignity Grows is a program under the umbrella of the Jewish Community Federation of Richmond (JCFR) that does not receive funds from JCFR.</p> <p>The Jewish Community Federation of Richmond continues to strengthen its financial position while at the same time growing its impact in the community. Over the past two fiscal years, we have raised over \$6.5 million and distributed well over \$5 million to local and international community partners.</p> <p>Our reserve fund also grew. This was a result of increased corporate and endowment support as well as the elimination of a long-held Pension liability which was successfully retired. We have access to a \$500,000 line of credit which is currently not used. Additionally, we continue to see pledge redemption of more than 98%, which shows the strength of our communities' commitment. We benefit from over \$ 9 million in endowment funds held at the Richmond Jewish Foundation resulting in over \$400,000 in annual revenue.</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 program/project budget request is \$100,000 (see below for breakdown).</p> <p>See attached program/project budget. To date, JCFRs Dignity Grows has raised \$74,400 from grants and private donations.</p> <p>The Impact 100 grant would be used in the following way:</p> <p>Administration and Overhead: \$25,800 Supplies: \$53,200 Storage: \$6,000 Miscellaneous Expenses: \$5,000 Marketing: \$10,000 Total: \$100,000</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?

The Impact 100 grant would allow us to hire a part-time professional to manage the details of Dignity Grows, and dramatically increase the number of menstruators receiving assistance. Currently, JCFR's Director of Women's Philanthropy is managing all aspects of this program: fundraising, budgeting, marketing, community engagement, and outreach including Distribution Partners, inventory control (ordering supplies; sorting, counting, and separating supplies for each monthly pack), chapter meetings, scheduling packs and all details associated with each monthly pack, and volunteer recruitment. It is estimated that JCFR's Development Professional is spending 30% of her time on this initiative. A part-time associate would allow Dignity Grows to continue its current activities and growth trajectory.

Additionally, the Impact 100 grant would allow JCFR to rent storage space for Dignity Grows inventory, allowing us to be more efficient, and driving down the per-bag cost. We are currently using hallway space at JCFR to house Dignity Grows products. Amongst other responsibilities, the addition of a part-time employee would give us the flexibility to store products off-site as this person would have the availability to accept deliveries and maintain inventory.

Upload: Organizations 501c3 Letter

[JCFR_501c3.pdf](#)

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

[2023-24_JCFR_Budget.pdf](#)

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

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

[JCFR_Dignity_Grows_Program_Budget.pdf](#)

Upload: List of Organization's Board of Directors

[Board_Roster_2023-2024_Eff._July_1_2023.docx.pdf](#)

OPTIONAL Upload: Letter of Commitment or MOU from Partner Organizations (if applicable)

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