

F.M. KIRBY FOUNDATION SOLICITATION EVALUATION FORM

DATE: March 27, 2018

REQUEST DATE: January 29, 2018

Last grant acknowledgement: Yes

Program Area: Human Services

APPLICANT:

American Red Cross
Northeastern Pennsylvania Community Chapter
256 North Sherman Street
Wilkes-Barre, PA 18702

CONTACT: Mr. Bill Goldsworthy, Executive Director

PHONE: 570-846-3308

PAYEE OTHER THAN ADDRESSEE: American National Red Cross

AMOUNT REQUESTED: \$30,000 **NATURE OF REQUEST:** For disaster relief operations in Wilkes-Barre, Luzerne County and Wyoming Valley, Pennsylvania

GRANT HISTORY

LAST GRANT DATE: 4/28/2017 **LAST GRANT AMOUNT:** \$30,000 **AFS DATE:** 10/06/2017

2011	\$20,000	12/23/2011	
2014	\$35,000	4/30/2014	
2015	\$35,000	3/31/2015	Toward disaster relief operations in Wilkes-Barre, Luzerne County, and Wyoming Valley, PA
2016	\$35,000	4/4/2016	Toward disaster relief operations in Luzerne County, specifically Wilkes-Barre and Wyoming Valley, PA
2017	\$30,000	4/28/2017	Toward disaster relief operations in Luzerne County, specifically Wilkes-Barre and Wyoming Valley, PA

Please see site visit report.

DLK COMMENTS: FY17 AFS information included with the ARC National EF. The overall budget for the Northeastern PA chapter is projected to break even. The \$30,000 request for disaster recovery accounts for 12.5% of the Disaster Relief Budget. JoAnn - they had healthy increases in compensation (up 13.7%) and professional fees (up 27.6%). Was there a change in leadership? Wasn't sure what they were related to. **(JFT: The region was understaffed and they have filled the vacancies. They are also offering \$1K for each employee for "professional" training not ARC related.)**

JFT COMMENTS: I believe my site visit report can virtually stand as my recommendation for this request. There is a new development officer who came on board in March and I believe, as stated in my report, that she will handle things differently, and we will see consistency in future reporting. It is good to read in the proposal that "the average assistance disbursed per family has begun to stabilize in FY17 an FY18 due to *updated casework standards*, which seek to provide equitable service to clients." I know that the budgeted \$30K will be greatly appreciated.

WHB COMMENTS: The proof of what JFT notes will be demonstrated next year assuming Jane Bridwell and Emily Schricker remain on staff. I again take this opportunity to commend JFT,

APPLICANT: American Red Cross/Northeastern Pennsylvania Community Chapter

whose patience and stewardship as a funder has paid some dividends, much to her own surprise. (As an aside, I too did not expect the size of the N. Sherman St. facility and surrounding site – quite impressive and ideal as a staging area and logistics center.)

I am okay with a renewed grant but believe we need a more deliberate stewardship relationship with this chapter, outside of Anne, over the course of this funding cycle and should include such feedback in 2019 target analysis and subsequent EF comments. **(JFT: Agreed.)**

SDK COMMENTS: My questions and satisfactory answers have already been fleshed out via the recent site visit. I agree that more moderate continued support makes sense here.

DISPOSITION:

- Rejection
- Hold for review on/about:
- Approval for: **\$30,000**
- Hold for Board Review
- Insert Information: **Toward disaster relief operations in Luzerne County, specifically Wilkes-Barre and Wyoming Valley, PA**
- Other:

Initials: JFT Date: 3/27/18
Check #: _____ Date: _____

SITE VISIT REPORT

Report No: 10

Grantee:

American Red Cross
Northeastern Pennsylvania Community Chapter
256 North Sherman Street
Wilkes-Barre, PA 18702

Program Area: Human Services

Most Recent Grant Amount and Date: \$30,000 - 4/28/2017

Primary Contact: Mr. Bill Goldsworthy, Executive Director

Phone: 570-823-7161

Met With: Bill Goldsworthy, Executive Director; Jane Bridwell Garlock, Regional Philanthropy Officer, Eastern PA; Emily Schricker, Grants Specialist; Cori Mancuso, Disaster Program Manager

Location: Same as above

Date Visited: March 14, 2018

F. M. Kirby Foundation Representative: JoAnn F. Tiefau, Program Officer

Site Visit Guide: Matrix Score [Rating Scale from a high of 4 to a low of 1]

	'18
<i>A. Personnel: Turnover, Professional Development and Career Advancement</i>	2.5
<i>B. Board: Involvement, Development, and Training</i>	3.0
<i>C. Financial: Net Assets, Fundraising Performance and Capacity</i>	2.5
<i>D. Strategic Planning, Review and Implementation</i>	2.5
<i>E. Program Evaluation and Quality Assurance</i>	3.0
Total:	13.5
Average Score:	2.7

Comments: I'm quite glad I made the trip out to Wilkes-Barre to visit this chapter. I have not had the best relationship with this chapter for quite a while. As mentioned in other American Red Cross (ARC) evaluations over the past couple of years, the mergers and regionalization of offices and staff (particularly North Eastern PA) have been difficult to understand. So what I did not expect was a 17,500 sq. ft. facility with a pleasant reception area, two very large training/meeting rooms, a large storage area for relief items (including clean-up kits, snacks, diapers, water, and cots, among other things), two conference rooms (one with a picture of John Shafer of Wyoming Seminary as Board Chair from 94 to 96), multiple administrative offices, a blood services room, a kitchen, and a memorabilia room to commemorate their 100-year anniversary. There is also a large parking lot behind the building where they store many disaster vehicles when not in use. This location is constantly preparing for disasters, restocking vehicles, and assuring standby teams are ready for deployment. Bill Goldsworthy provided a wealth of information during the entire tour. He also informed me that he quickly became acquainted with the Kirby Family name when he had to clean out Kirby Hall in 1972 after Hurricane Agnes, prior to beginning his freshman year at Wilkes.

I began the meeting with the topic of stewardship. In both of the past 2 years, we had to

ask Brett Mayer (Regional Philanthropy Officer) for budgets and local statistics after giving him guidance; just poor stewardship on Brett's part and he is no longer with the ARC. There is really no comparing prior year stats to those in the 2018 proposal because they were not reported in the same manner. Jane explained to me that perhaps Brett just didn't understand exactly what we were looking for and he was including Wilkes-Barre information with Luzerne County and Wyoming Valley. As I mentioned above, the regionalization of the chapters can be confusing. That said, I think that Jane has provided us with good information for FY17 and we will be fine going forward.

Bill joined the ARC NEPA in the spring of 2015 after 30 years in the private sector and subsequently working 4 years in Governor Corbett's office as deputy director. He is a Board member of the Wilkes-Barre Chamber of Commerce and a past fire chief and is active in his home town of West Pittston. He "wanted to give back to the community" in taking this position. He was extremely passionate about the Sound the Alarm program, letting us know that the ARC partners with local affiliates of NBC & CBS (for PSAs), the TimeLeader, and LaMar Advertising (electronic billboards) to market the initiative. The Sound the Alarm initiative also encompasses their disaster response program and fire safety education, partnering with local fire departments. They are now marketing for an event in May in Kingston when over 100 volunteers have a goal of installing 1,000 smoke alarms. Bill stated that these events garner tremendous response from the community.

There are 8 full-time employees at the Wilkes-Barre location. That said, regional staff supplements those employees on a regular and an as-needed basis. Wyoming Valley has 92 Disaster Action Team volunteers, and the NEPA Chapter has 97 volunteers for the Pillowcase Project, Home Fire Campaign, and Be Red Cross Ready presenters, along with 15 volunteers for casework and recovery. It's worth mentioning that many staff from this region (which has a total workforce of 84) deployed to Texas for a period of 10 to 14 days including Jane.

We heard about One Red Cross from Mathieu Nelessen at the KA meeting earlier this month. When I inquired about Board activity, Bill informed me that there were 4 Boards for the Region when he was hired. There are now 2 Leadership Councils that form the current Board. They are reassessing the Region and plan to create one, new 21-member Board by July 1. All current members are active on committees, engage in fundraising, marketing/speaking engagements, and are responsible to "give or get" \$1K. (SDK: Low.)

Along the same lines as the One Red Cross, the strategic planning comes from the National organization. There is an ongoing goal to increase response time by 4% but they can only accomplish that if the fire and police departments convey their messages on a timely basis.

Cori had just returned from the Poconos (where there had been no power after the 2nd nor'easter in March) and gave a very good PowerPoint presentation (saved in MicroEdge) on RC View (the Red Cross' portal for maps and mapping applications). The ARC NEPA Regional Chapter is a pilot region for the program. Cori was able to demonstrate for me the Disaster Action Team (DAT) dispatch for the Poconos. You can see in real time what phase the "disaster" is in, who is responding, and who is scheduled to respond. Volunteers have different levels of access to RC View, and schedules are managed based on experience, training, and leadership. This program is valuable in

cutting response and recovery time along with gathering valuable data that aids in the distribution of emergency supplies and future recovery efforts. The dispatch system also allows partner agencies in the area to track progress. It's a work in progress but a valuable tool for the future.

We touched on blood drives. Jane has an active rapport with the Director of Donor Recruitment, Guy Triano (also a presenter at the KA meeting). Guy oversees all of donor recruitment, so they work with Guy to maximize their relationships with corporations, community organizations, schools, etc. As part of the One Red Cross organizational initiative, they now have structured collaborative meetings to review organization accounts and identify those with whom they already have relationships but may not be engaging with in all areas of the mission that make sense for them (i.e. a corporate location that donates financially but doesn't host blood drives). Per Jane, "Guy is also a wonderful resource to the fundraising team and is always willing to go on visits with donors who are interested in supporting blood services." The ARC NEPA conducts high-yield blood drives at area colleges (Wilkes, Kings, and Luzerne County Community College) every other month and smaller drives at local industrial parks, VFWs, American Legions, and community businesses. **(SDK: Good to hear.)**

Bill spoke of the ARC's ongoing commitment to veterans. Along with 24/7 emergency communications, counseling, and financial assistance to members of the Armed Forces, veterans, and military families, a veteran-specific fundraising event is held at the Scranton/Wilkes-Barre Railriders stadium (Yankees Triple A) and is attended by vets. The local VA hospital just closed its library and subsequently the ARC obtained "mobile" libraries (six 6-foot long rolling book shelves) and volunteers refill and deliver 700 to 1,000 books per month to the hospital and nursing home.

Bill spoke highly of Will Beekman of the Kirby Center. Will has provided up to 100 theater tickets for the ARC's holiday party for volunteers. Good to hear of that collaboration.

The challenge for this chapter is fundraising and volunteer recruitment. I would say that is the same across the board with most human services organizations.** Their volunteer specialist is busy setting up tables at health fairs, colleges, hospitals, etc. at least 6 times per week. Wilkes-Barre in general is not an economically healthy area so fundraising is even more challenging.

All-in-all, this was a good visit that affirmed my recommendation for further support for this chapter.

**** SDK: Meanwhile, I thought we have been impressed with the number of high level gifts to the United Way in the area. JFT: With all due respect, I do not know of even the best of human service non-profits that does not consider fundraising a considerable challenge. That said, the United Way of Wyoming Valley does receive a number of high level gifts due to their Alexis de Tocqueville Society leadership donors. The ARC NEPA does not possess that level of donors but they do benefit by receiving support (\$25K in 2017) from the United Way of Wyoming Valley through their Safety Net program funding.**