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COVER LETTER

To [Foundation Name],

In the United States, there are over 2.3 million people currently incarcerated, making it the highest imprisoned population in the world. After being released from prison, many face significant barriers when re-entering society due to a lack of access to affordable housing, education, and employment opportunities, among other reasons. These socioeconomically disadvantaged individuals usually have limited resources and support networks, making it nearly impossible to rebuild their lives.

Regardless of a person's past mistakes or current circumstances, The Johnson-Shaw Foundation believes everyone deserves a second chance. With this firm belief, we at **"The Johnson-Shaw Foundation"** have committed ourselves to empower incarcerated men, women, and minors to transform their lives and positively impact the communities. Since our organization was established as a 501(C3) in April 2022, we have worked tirelessly to provide housing and opportunities to develop life skills, employment training, and transportation to our clients.

The grant will enable us to obtain a larger, provide housing assistance, transportation, purchase necessities and utilities, house programs, classes, and meetings for 40 individuals. Additionally, we will be able to hire full-time and part employees to ensure that those in need receive the highest level of support. Initially, we will facilitate the individuals through rental assistance. However, our long-term goal is to have our own facilities once we establish this program. In this way, we would save the rental expense on housing and conduct sessions, house programs, classes, and meetings.

With your assistance, The Johnson-Shaw Foundation can provide a pathway to success for a group of people often neglected by society. As a result of our combined efforts, we can overcome the barriers that prevent individuals from reaching their full potential and creating a more prosperous future.

Jeffrey Johnson - CEO



EXECUTIVE SUMMARY

As a non-profit organization, the Johnson-Shaw Foundation assists individuals who have been incarcerated in settling into society after their release. Many services include transportation, affordable housing, employment opportunities, seasonal needs, and job and life skills training. We firmly believe that everyone deserves a second chance, and we strive to foster positive change and growth within a supportive community.

The grant aims to increase the number of individuals we serve by providing them with services. In addition to purchasing a larger facility that can accommodate our programs, classes, and meetings, this grant will also allow us to hire full-time employees to provide our clients with the highest level of assistance. By using this funding, we will be able to remove barriers that prevent individuals from reaching their full potential and create a more promising future for all.

As a basis for our grant proposal, we have identified the following key objectives:

1. Program Expansion:

In addition to supporting more individuals who have been incarcerated, we intend to expand our existing programs and services with grant funding. The objective of this initiative will be to expand our capacity for affordable housing, transportation, and job training, as well as provide clothing, food, and other essentials through our seasonal needs program.

2. Staffing:

As part of our commitment to providing our clients with the best possible service, we intend to hire full-time employees to join our team. This will include additional case managers, program coordinators, and administrative staff. Adding these new employees can increase the quality and excellence of our programs and services.

3. Sustainability:

In addition to the immediate impact of our programs and services, we are committed to long-term sustainability. We will use the grant funds to strengthen our organizational infrastructure, including technology, marketing, and fundraising. Through these initiatives, we will be able to continue to provide ongoing support to individuals who have been incarcerated and their families as our programs grow and sustain over time.

Johnson-Shaw Foundation is committed to positively impacting our community and its residents. The Johnson-Shaw Foundation believes everyone deserves a second chance if they are provided with the appropriate resources, and we are dedicated to providing the resources and services necessary for individuals to overcome the challenges they face



due to serving time. In addition to expanding our programs and services, this grant will help us develop a more promising future for all of us.



COMPANY SUMMARY

Through “**The Johnson-Shaw Foundation**,” we strive to impact those incarcerated positively. We understand the challenges individuals re-entering society after serving time have to face. This is why we have committed ourselves to assisting them in overcoming the barriers preventing them from achieving their goals.

Among the many services offered by our organization are transportation, affordable housing, employment opportunities, seasonal needs, and employment opportunities for re-entrants and their children. We firmly believe that everyone deserves a second chance and that, with the appropriate resources, they can become a part of society again.

Founded as a 501(C3) non-profit organization, we are dedicated to assisting individuals in overcoming their challenges and preventing recidivism. As part of our program, we provide job and life skills training so individuals can become independent. The mission of our organization is to foster positive change and growth in a supportive community.

It is necessary to have adequate facilities that can accommodate the daily operations of our organization to accomplish our objectives. Our facility will include meeting rooms, classrooms, and housing for re-entrants. We aim to become a trusted resource for agencies and correction facilities to refer individuals needing assistance to us.

With “**The Johnson-Shaw Foundation**,” we believe any dream is achievable with dedication, perseverance, and support. We are dedicated to empowering those incarcerated and positively impacting those affected.



STATEMENT OF NEED

With the highest incarceration rate in the world, it is evident that the existing approach to justice does not work. There is a clear need for prisoner rehabilitation services. This statement highlights the pressing issue of the high incarceration rate in the world and the need for prisoner rehabilitation services. It also emphasizes the challenges individuals face when re-entering society after serving time in prison, such as limited access to housing, education, and employment. It is imperative that we receive funding to continue providing these critical services to those in need. The need for funding is urgent and critical.

In order to provide these services, we need to secure targeted grants to acquire the funding we need. The grant must be at least \$800,000 to provide housing assistance, transportation, purchase of necessities and utilities, house programs, classes, and meetings for 40 individuals. Moreover, we will hire full-time and part employees to ensure that those in need receive the highest level of support. By securing this grant, we will be able to remove the barriers that keep individuals from achieving their full potential and create a more promising future for all.



MARKET ANALYSIS SUMMARY

Recent statistics indicate a 15% decrease in the number of people incarcerated in state or federal prisons in 2020. The decrease in incarceration is a positive sign that the justice system may shift toward more rehabilitative approaches in the future, thereby reducing the number of individuals affected by incarceration.

In particular, there was a 22% decrease in the number of females sentenced to more than one year of prison, compared to a 14% decrease in the number of sentenced males. It is evident from this that efforts to reduce the number of women in prison may have a positive effect.

Furthermore, between 2019 and 2020, the imprisonment rate for U.S. residents across all racial and ethnic groups decreased by at least 25% and 12% to 16% between 2010 and 2020. Particularly noteworthy are the reductions in imprisonment rates of black U.S. residents, which decreased by 37% from 2010 to 2020. This suggests that efforts to reduce racial disparities in the justice system may also have a positive effect.

Despite these encouraging statistics, there is still a long way to go regarding reducing the number of individuals affected by incarceration and providing effective rehabilitation services to those released from prison.

Statistics for Pennsylvania:

The incarceration rate in Pennsylvania per capita is estimated to be higher than that of any democracy on the planet. According to the Prison Policy Initiative, nearly 18,000 individuals were released from state and federal prisons in Pennsylvania in 2019, including 2300 women. Pennsylvania has approximately 200,000 released citizens (34,000 of whom are female). In communities, fewer resources are available to assist and guide re-entering citizens due to the large numbers of re-entering citizens.

A few more statistics for Pennsylvania are:

- Two-thirds of re-entrants released from the Pennsylvania Department of Corrections (PaDOC) return to PaDOC custody within three years.
- Recidivism costs taxpayers \$3.1 billion each year.
- A 5% reduction in the recidivism rate would save \$1.9 million per year.
- Nationally, 44% of released individuals return within one year.
- Pennsylvania ranks 9th in recidivism out of 50 states.
- Pennsylvania has the second-largest parolee population, trailing only Texas.
- In 2009, it cost \$29,000 to incarcerate an individual for one year.
- In 2009, it cost \$2,750 to supervise an individual.

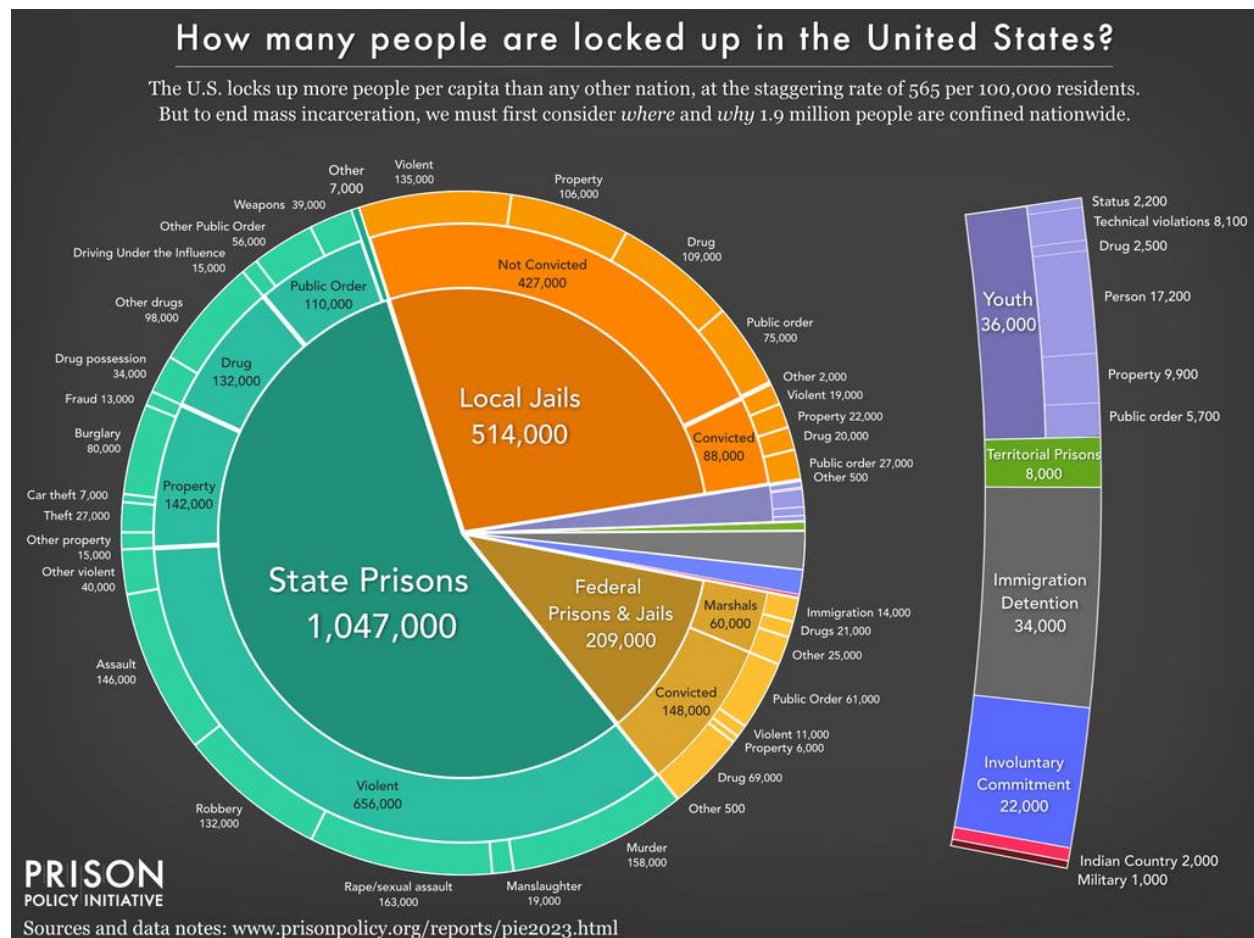


- Parole violators account for nearly half of all admissions to the PaDOC, costing the state over \$200 million per year.
- Community Correction Centers (CCC) are a key element in reducing recidivism.

Mass Incarceration: The Whole Pie 2023

Further complicating matters is that the U.S. doesn't have one "criminal justice system;" instead, we have thousands of federal, state, local, and tribal systems. Together, these systems hold almost 2 million people in 1,566 state prisons, 98 federal prisons, 3,116 local jails, 1,323 juvenile correctional facilities, 181 immigration detention facilities, and 80 Indian country jails, as well as in military prisons, civil commitment centers, state psychiatric hospitals, and prisons in the U.S. territories.

The figure below provides a detailed look at where and why people are locked up in the U.S. and dispels some modern myths to focus on the real drivers of mass incarceration and overlooked issues that call for reform.





MISSION AND VISION

The Johnson-Shaw Foundation is a non-profit organization that empowers socioeconomically disadvantaged individuals to impact their communities and transform their lives positively.

We recognize the need for comprehensive and holistic support to achieve our vision. This includes providing access to safe and stable housing, which is often a major barrier for released individuals. In order to ensure that individuals have access to the resources they need to thrive, we also strive to obtain basic necessities for daily life, such as food, clothing, and personal care items.

Furthermore, we intend to provide comprehensive services to address individuals' unique challenges when re-entering society after incarceration and meet their basic needs. Training in life skills, employment training, and transportation assistance are included in this program. To achieve their full potential, we believe we can help break down barriers by providing them with the skills and resources they need to succeed.

The organization envisions itself as a resource for agencies and correctional agencies to refer individuals for assistance and direct them to us. In a coordinated and comprehensive manner, we can ensure that individuals receive the support they need by working collaboratively with other organizations and agencies.

The Johnson-Shaw Foundation is committed to creating a brighter future for all. We believe that by providing critical services to those in need, we can empower individuals to improve their quality of life and positively impact their communities. However, we cannot accomplish this on our own.





SWOT ANALYSIS

Strengths:

Mission and Vision:

This foundation has a strong mission and vision aligned with the community's needs. The foundation aims to empower socioeconomically disadvantaged individuals and provide them with the necessary resources to achieve their goals.

Comprehensive Services:

Individuals who have been incarcerated are provided with comprehensive services by the organization, including transportation, affordable housing, employment opportunities, seasonal needs, and job training. This program guides individuals through this holistic approach and reintegrates them into society.

Strong Community Support:

A strong community support network and partnerships enable The Johnson-Shaw Foundation to provide rehabilitation services efficiently. The organization has developed trust with its clients and stakeholders, which is vital in providing quality rehabilitation services.

Non-profit Status:

This foundation is a non-profit organization with a 501(C3) status, which means it is eligible for tax exemptions, grants, and corporate donations.

Weaknesses:

Limited Funding:

The Johnson-Shaw Foundation relies heavily on contributions and grants to sustain its operations. The organization urgently needs funding to expand its programs and services.

Limited Capacity:

There is a possibility that the organization's existing facility will not be sufficient to accommodate the increasing demand for its programs and services. The organization requires a larger and more permanent facility to accommodate its operations.

Limited Reach:

In fact, The Johnson-Shaw Foundation provides most of its services within the geographic area it serves. This organization must expand its service area to support a broader incarcerated population.



Opportunities:

Increased Funding:

To support its operations and expand its programs and services, The Johnson-Shaw Foundation may secure targeted grants and donations.

Collaborations with Government Agencies:

This collaboration will allow The Johnson-Shaw Foundation to further its reach and impact by collaborating with government agencies that deal with prisoner rehabilitation and reintegration.

Increased Awareness:

There is a growing awareness of the need for prisoner rehabilitation services. The Johnson-Shaw Foundation will have an opportunity to use this awareness to raise the foundation's profile and attract more funding and support.

Threats:

Competition for Funding:

In order to obtain funding, The Johnson-Shaw Foundation competes with other non-profit organizations that provide similar services.

Changes in Government Policies:

Changes in government policies regarding prisoner rehabilitation and reintegration may negatively impact the operation and funding of the organization.

Negative Public Perception:

In light of the organization's involvement with individuals who have been incarcerated, it may face a negative public perception, which may adversely affect its ability to secure funding and partnership opportunities.

Economic Conditions:

A changing economy can significantly impact an organization's ability to secure funding and donations. Securing funding and donations can require the organization to adjust its services and operations accordingly.

Consequently, The Johnson-Shaw Foundation is an organization that provides critical services to individuals who have been incarcerated. In addition to its holistic approach to prisoner rehabilitation and reintegration, it also has strong community support and is a non-profit organization. However, the organization faces challenges related to funding and limited capacity. For the organization to address these challenges, targeted grants and donations must be secured to support its operations and programs, and services. As part of its effort to expand its reach and impact, the organization must also establish partnerships with corporations and government agencies. The Johnson-Shaw



Foundation intends to continue to positively change inmates' lives and empower them to make positive changes in their communities and lives by leveraging opportunities and addressing threats.



RISK ANALYSIS

In its mission to provide resources and assistance to individuals who have been incarcerated, The Johnson-Shaw Foundation is a non-profit organization. Recognizing and addressing certain risks is important to ensure the organization's success. Although the organization has a strong mission and vision, certain risks must also be addressed.

There is a significant risk that The Johnson-Shaw Foundation will not be able to sustain its programs and services if it does not receive adequate funding. As a result of the organization's dependence on grants and donations, if sufficient funding cannot be secured, it may be required to reduce services or even close its doors.



It is also possible that the organization will face a lack of recognition and awareness. The Johnson-Shaw Foundation is still a relatively new organization, so building traction and establishing a strong reputation may take time. It may be difficult for the organization to achieve its goals without strong support from the community.

It is also possible for The Johnson-Shaw Foundation to suffer from a shortage of qualified staff and volunteers. Despite the need for passionate and dedicated individuals to the organization's mission, locating individuals with the necessary skills and experience to run the organization effectively may be difficult. It may be challenging for the organization to achieve its goals without a strong team in place.

There is also the possibility of legal and regulatory issues. The Johnson-Shaw Foundation is a non-profit organization subject to a wide range of laws and regulations, including those governing financial reporting, fundraising, and employment. If you fail to comply with these regulations, you may face legal and financial penalties.

Moreover, The Johnson-Shaw Foundation must have the necessary infrastructure and technology to effectively manage its programs and services. Lack of infrastructure and technology can be another risk facing the organization. In the absence of effective systems in place, the organization may not be able to provide the level of support needed.

Furthermore, there is a risk of reputational damage. The Johnson-Shaw Foundation is dedicated to helping individuals who have been incarcerated, but this population is still



stigmatized. As a result of any negative or controversial events associated with the organization, its reputation may be adversely affected, making it more difficult for the organization to achieve its objectives.

In addition, competitors from other non-profit organizations can pose a threat. The Johnson-Shaw Foundation must compete with many organizations that assist individuals who have been incarcerated for funding, volunteers, and resources, as many organizations focus on assisting individuals who have been incarcerated.

The Johnson-Shaw Foundation staff and volunteers must be dedicated and qualified to mitigate these risks. As part of its efforts to effectively manage its programs and services, the organization should also prioritize the development of its infrastructure and technology. Moreover, effective marketing and public relations efforts should be undertaken by the organization in order to enhance its reputation and awareness in the community. The organization should continuously seek out new funding opportunities to ensure long-term sustainability.

To conclude, The Johnson-Shaw Foundation faces multiple risks when attempting to provide resources and assistance to former inmates. In spite of the fact that these risks are significant, they can be effectively mitigated by carefully planning and effectively executing the organization's mission and vision. The Johnson-Shaw Foundation will continue to positively impact the lives of those it serves if it remains focused on its goals and builds a strong team and infrastructure.



OPERATIONAL PLAN

The Johnson-Shaw Foundation is a non-profit organization committed to assisting individuals who have been incarcerated and are facing challenges in reintegrating into society. The Foundation aims to help individuals overcome the barriers that prevent them from achieving their goals, including transportation, housing, and employment. The Foundation has developed an operational plan outlining its key strategies and activities to achieve its objectives.

- One of the Foundation's key objectives is establishing transportation for rural areas without public transportation access. The Foundation plans to achieve this objective by providing its own vans to help provide public transportation. Additionally, the Foundation will provide information about local public transportation that is available in the area. Furthermore, the Foundation will help provide the resources for valid identification and a driver's license.
- The second objective of the Foundation is to provide stable and safe housing. The Foundation aims to achieve this objective by helping secure or purchase available housing for re-entering citizens. Moreover, the Foundation will help find landlords that are willing to be involved in having a re-entering individual housed in their property. The Foundation will collaborate with $\frac{1}{2}$ and $\frac{3}{4}$ houses to provide a comprehensive solution to housing for re-entering citizens.
- Finding stable and adequate paying employment is necessary for re-entrants, and this is the third objective of the Foundation. The Foundation will implement training and continuing education to help to re-enter citizens find suitable employment opportunities. Additionally, the Foundation will help guide re-entering citizens to employers that hire people with criminal records. The Foundation will help provide local jobs for citizens with criminal records.
- The fourth objective of the Foundation is to provide attention to the children of incarcerated individuals, who are often overlooked. The Foundation will provide seasonal needs and supplemental attention in the community to this special demographic.
- The Foundation's primary focus is serving the underserved demographic of men, women, and children affected by incarceration and the barriers preventing them from succeeding in society. The Foundation aims to achieve this objective by





utilizing donations and grants to start its programs. The Foundation's long-term goal is to establish its own facilities by adding the above-stated LLC entities once it establishes its programs.

In order to implement its operational plan, the Foundation will need to establish partnerships with key stakeholders such as transportation providers, landlords, employers, and other community organizations. The Foundation must also establish a robust communication plan to reach its target audience effectively. The Foundation will utilize its website, social media, and other traditional media outlets to disseminate information about its programs and services.

The Foundation will also need to develop a robust monitoring and evaluation plan to track the effectiveness of its programs and services. The Foundation will regularly collect feedback from its clients and stakeholders to ensure that its programs meet their needs effectively. The Foundation will also need to develop metrics to measure the impact of its programs and services on the community.

In conclusion, The Johnson-Shaw Foundation's operational plan outlines its key strategies and activities to assist individuals who have been incarcerated and are facing challenges in reintegrating into society. The Foundation's approach is comprehensive, focusing on transportation, housing, employment, and attention to the children of incarcerated individuals. The Foundation's long-term goal is to become self-sufficient once it establishes its programs by adding the above-stated LLC entities. The Foundation must establish partnerships with key stakeholders, develop a robust communication plan, and implement a monitoring and evaluation plan to achieve its objectives effectively.

Our Services

Our organization is committed to providing comprehensive services to support the successful re-entry of formerly incarcerated individuals into the community. We understand that the challenges faced by re-entering citizens are complex and multifaceted, which is why we provide a range of services that address housing, transportation, employment, and other basic needs of the children of the incarcerated.

Transportation Assistance

One of the major barriers to successful re-entry is a lack of transportation. To address this, our organization provides its own vans to help re-entering citizens get to appointments, job interviews, and other essential destinations. We also provide information about local public transportation options to help individuals move around easily. Additionally, we assist re-entering citizens in obtaining valid identification and driver's licenses, which are necessary to access many transportation services.



Housing Support

Another critical need for re-entering citizens is stable and safe housing. Our organization helps secure and purchase housing that is available for re-entering citizens. We work with landlords who are willing to rent to individuals with criminal records and collaborate with $\frac{1}{2}$ and $\frac{3}{4}$ houses to provide a range of housing options. We believe that safe and stable housing is essential for successful re-entry.

Employment Assistance

Finding stable and adequately paying employment is key to reducing recidivism rates. We help re-entering citizens gain employment by implementing training and continuing education programs that help them acquire the skills and knowledge they need to succeed in the workforce. We also guide employers who are willing to hire individuals with criminal records and help re-entering citizens find local job opportunities.

Support for Children of the Incarcerated

We understand that the children of the incarcerated are a unique and often overlooked demographic in our community. We provide seasonal needs like school supplies, holiday gifts, and other supplemental attention to address this. Our organization works closely with community partners to support children of the incarcerated, including mentorship programs, counseling, and other services.

In conclusion, our organization provides various services designed to help re-entering citizens successfully transition into the community. We believe that by addressing the complex needs of such individuals, we can reduce recidivism rates and support the successful reintegration of individuals back into their communities.



TARGET MARKET

Our organization is focused on serving an underserved demographic locally, state-wide, and nationally. This demographic includes men, women, and minors who have been affected by incarceration and face significant barriers to success in society. We recognize that re-entering citizens face complex challenges related to housing, employment, transportation, and other basic areas of need, and our services are designed to address these challenges and support successful re-entry.

Our target market includes individuals who are currently incarcerated or have been released from prison or jail, as well as their families and support networks. We recognize that the impact of incarceration extends beyond the individual who is incarcerated, and our services are designed to support the broader community affected by the justice system.

We also focus on serving underserved individuals who may not have access to other resources or services. This includes low-income individuals, people of color, and those who live in rural areas. We recognize that these populations may face additional barriers to success, and our services are designed to be accessible and inclusive.

Our organization is a non-profit that provides services to our target market. We utilize donations and grants to fund our programs, and our goal is to become self-sufficient once our programs are established. Our services are essential to supporting successful re-entry and reducing recidivism rates. We are committed to ensuring that our services are available to all who need them.

We also recognize that many stakeholders have an interest in our target market. These include government agencies, law enforcement, social service providers, employers, and the broader community. We work closely with these stakeholders to build partnerships and collaborate on efforts to support successful re-entry.

At the state-wide level, we work to expand our services and reach a broader audience. We collaborate with other organizations and advocacy groups to promote policy changes and initiatives that support successful re-entry. We also build partnerships with state agencies and other stakeholders to ensure our services align with broader state initiatives.

At the national level, we aim to be a leader in promoting successful re-entry and reducing recidivism rates. We participate in national advocacy efforts and collaborate with other organizations to share best practices and develop new approaches to supporting re-entering citizens.



MARKETING PLAN

The marketing plan for The Johnson-Shaw Foundation is designed to ensure that clients can easily find and access our services. We use a variety of marketing channels to promote our organization and reach our target market. This plan will outline our key marketing channels and initiatives and our approach to tracking and analyzing our marketing efforts.

Key Marketing Channels:

Referrals and Word of Mouth:

Referrals and word of mouth are important channels for us. We rely on our satisfied clients and partners to spread the word about our services to others who may need them. We also work closely with community partners, including other non-profits, government agencies, and social service providers, to ensure that our services are well-known and accessible to those who need them.

Web Searches:

Search engines are another important channel for us. We have invested in search engine optimization (SEO) to ensure our website is visible in the search results for relevant keywords. We also utilize online directories and review platforms to increase our visibility and reputation online.

Social Media:

Social media is a key component of our marketing plan. We maintain active profiles on various social media platforms, including Facebook, Twitter, Instagram, and LinkedIn. We use these platforms to share updates about our organization, promote our services, and engage with our target market. We also use social media advertising to target specific demographics and reach new audiences.



Community Events:

In addition to online channels, we also participate in community events and sponsor relevant conferences and workshops. This allows us to connect with potential clients and partners in person, build relationships, and promote our organization.



Marketing Initiatives:

Tracking and Analysis:

We regularly track and analyze our marketing efforts to ensure we reach our target market effectively. We use a variety of metrics, including website traffic, social media engagement, and client feedback, to measure the success of our marketing initiatives. We also solicit feedback from our clients and partners to ensure we meet and address their needs.

Conclusion:

Our marketing plan is designed to be flexible, responsive, and effective. We use a variety of channels to ensure that our services are accessible to those who need them, and we regularly evaluate and adjust our efforts to ensure that we are reaching our target market effectively. With this plan in place, we are confident that we can continue to grow our organization and positively impact our community.



STATEMENT OF NEED

The Johnson-Shaw Foundation is a non-profit organization that serves men, women, and minors affected by incarceration and the barriers preventing them from succeeding in society. Our organization provides our clients with housing, life skills, employment training, and transportation.

We need at least **\$800,000** in funding to secure larger and permanent space [property] to accommodate our programs, classes, and meetings, and this would enable us to hire full-time employees.

Housing:

One of our key areas of focus is providing stable and safe housing for re-entering citizens. However, due to limited funding, we have been unable to secure sufficient housing for our clients. With the grant funding, we will be able to secure or purchase housing that is available for re-entering citizens. This will enable us to provide our clients with safe and stable housing options and help them transition back into society.

Office Space:

In addition to housing, we also require office space to operate our daily business. We do not have an office space large enough to hold meetings or accommodate our operational items, such as computers and office supplies. With the grant funding, we will be able to secure office space that is large enough to hold meetings and provide all necessary equipment for our daily operations.

Program Expansion:

Our organization currently offers our clients housing, life skills, employment training, and transportation. However, due to limited funding, we are unable to expand our services to meet the growing needs of our clients. With the grant funding, we will be able to expand our programs to include additional life skills and job training courses. This will enable us to give our clients the tools they need to succeed in society and reduce the likelihood of recidivism.

Conclusion:

In conclusion, The Johnson-Shaw Foundation needs funding to continue providing essential services to re-entering citizens. With the grant funding, we will be able to secure sufficient housing and office space and expand our programs to meet the growing needs of our clients. We thank you for your consideration and support in helping us make a positive impact in our community.



HEPTALYSIS

Human

The Johnson-Shaw Foundation is dedicated to assisting individuals who have been incarcerated in overcoming the obstacles they face when they return to society. Re-entrants and their families receive job training, life skills training, transportation, affordable housing, and employment opportunities through the foundation.

Economic

For the foundation to obtain funding for constructing a more spacious facility that can accommodate its programs, classes, and meetings, acquiring grants is required. Through the receipt of this grant, the foundation will be able to remove the barriers preventing individuals from achieving their full potential and create a more promising future for all.

Political

As a 501(C3) organization devoted to preventing recidivism, The Johnson-Shaw Foundation is committed to promoting positive change and growth after reincarceration. The foundation seeks to become self-sufficient and expand its services to help even more individuals.

Technological

Even though technology may not be a primary focus of the foundation's services, it can aid its mission. By using technology, the foundation, for example, can provide online job training and life skills training to individuals who have been incarcerated and have limited access to in-person resources.

Legal

As a 501(C3) organization, the foundation operates within the legal framework of a non-profit. Consequently, the foundation is subject to all applicable laws and regulations.

Environmental

It should be noted that the foundation is not directly involved in environmental concerns. However, by providing educational and employment opportunities for individuals to help them become self-sufficient and contributing members of society, the foundation indirectly contributes to creating a healthier environment and promoting sustainability.

Societal

By helping individuals who have been incarcerated to re-enter society, the Johnson-Shaw Foundation is contributing to the reduction of recidivism rates and building stronger communities by assisting them in re-entering society. In addition to supporting families, it offers a variety of services to foster a more promising future.



KPI DEVELOPMENT

A key performance indicator helps to track an organization's success. These KPIs provide a means of evaluating the effectiveness of the foundation's programs and services, as well as tracking progress and identifying improvement areas.

Recidivism Rate

In order to measure the success of The Johnson-Shaw Foundation's goal of preventing recidivism among those who have been incarcerated, the Foundation measures the recidivism rate among its clients to determine whether the program has been successful. KPIs like this can be calculated by dividing the number of clients who re-offend after completing the Foundation's program by the total number of clients who have completed the program.

Employment Rate

The foundation's important objective is to provide employment opportunities for re-entrants and their families. To measure the foundation's success in achieving its employment goal, it can monitor its clients' employment rate. This KPI is calculated based on the number of clients employed due to the program divided by the total number of clients who have completed the program.

Housing Stability

It is part of the foundation's services to provide affordable housing to re-entrants and their families. Using the length of time, clients remain in the foundation's housing program as a KPI. The foundation can calculate the effectiveness of its housing program. By measuring the duration of clients' stay, the foundation can determine the success of its housing program.

Job Retention Rate

To measure the success of the foundation's job retention goal among its clients, the foundation can track the job retention rate among its clients. Additionally, the foundation is committed to providing employment opportunities. This can be calculated by dividing the total number of clients who have completed the program by the number of clients who remain employed for a specified period of time.

Program Completion Rate

The foundation offers job and life skills training as part of its program. To measure the success of these programs, the foundation can track the percentage of clients who have completed the programs. It can be calculated by dividing the total number of clients who start the program by the number of clients who successfully complete it.



Grant Funding

For the foundation to become more effective and reach more individuals, it needs grant funding to access the resources it needs to expand its services. They can measure the success of their grant applications by tracking the grant funding they receive over the year.

Donations

To measure the success of its fundraising efforts, the foundation can track the number of donations it receives on a yearly basis. The Foundation primarily relies on grant funding to fund its programs and services but also relies on donations to support them.

This KPI can be useful for assessing the success of the Johnson-Shaw Foundation's programs and services, identifying improvement areas, and evaluating the foundation's efforts to assist incarcerated individuals. The foundation can track these KPIs over time, allowing it to make data-driven decisions that benefit its clients and the community.



PROJECTED IMPACT OF GRANT

Grant Amount: \$800,000

The projected impact is to provide stable housing, essential resources, transportation support, and personal development opportunities to **40 individuals**. This program aims to enhance their overall well-being, promote independence, and increase their chances of long-term success in housing, employment, and personal growth by addressing their immediate needs and empowering them with skills and resources.

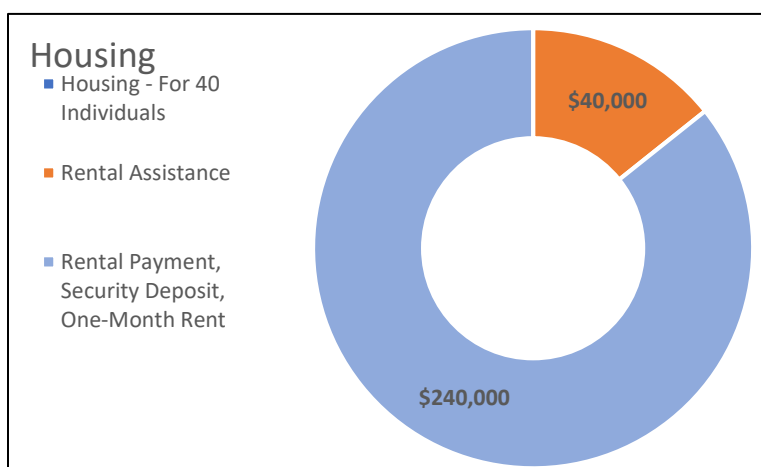
The grant amount is broken down into two phases:

Phase 1

Housing:

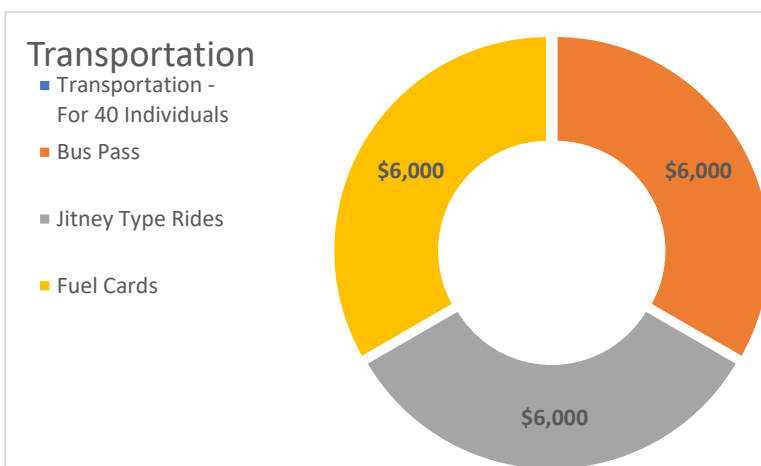
Provide housing for 40 individuals with a stable and secure living environment, reduce their risk of homelessness, and improve their overall well-being.

The rental assistance will help individuals transitioning into housing maintain their tenancy by providing financial support for rent payments, ensuring housing stability, and preventing eviction.



Transportation:

The transportation support includes bus passes, jitney rides, and fuel cards, enabling individuals to access essential services such as employment, education, healthcare, and community resources. This assistance will enhance their mobility and increase their



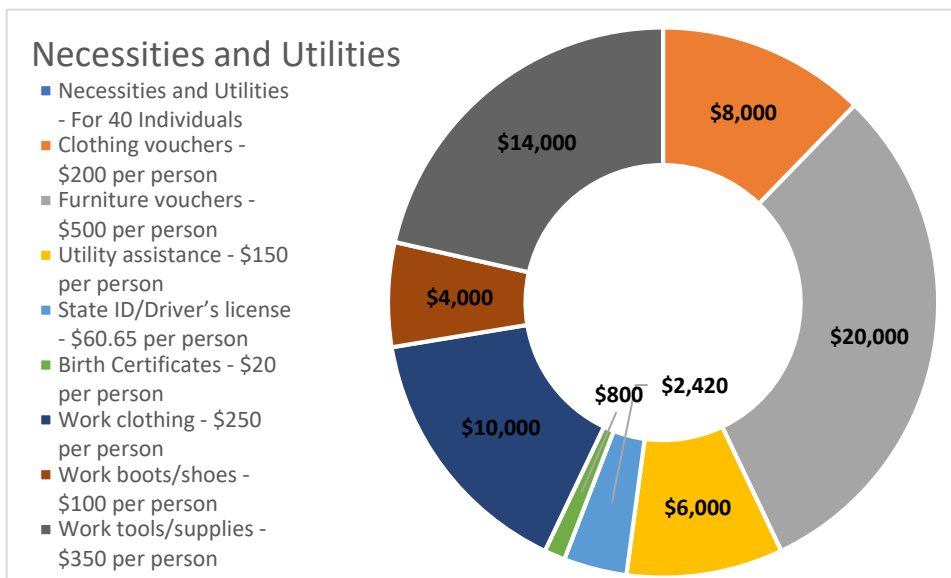


opportunities to blend into the community.

Necessities and Utilities:

Clothing vouchers:

To help individuals acquire appropriate attire for various occasions, including work-related attire, boosting their self-esteem and increasing their chances of employment success.



Furniture vouchers:

Furnish individuals' homes with furniture to create a comfortable and functional living space, enhance their quality of life, and promote a sense of stability and belonging.

Utility assistance:

Offer utility assistance to access essential services such as electricity, water, and heating, ensuring their basic needs are met and reducing the risk of utility disconnection.

State ID/Driver's license:

Assist individuals in obtaining state IDs or driver's licenses to facilitate access to employment, housing, and other essential services and increase their independence and opportunities for self-sufficiency.

Birth Certificates:

Help individuals obtain their birth certificates to enable them to access various social services and programs, including employment and educational opportunities.

Work clothing:



Provide work clothing to equip individuals with appropriate attire for job interviews and employment, increasing their chances of securing and maintaining employment.

Work boots/shoes:

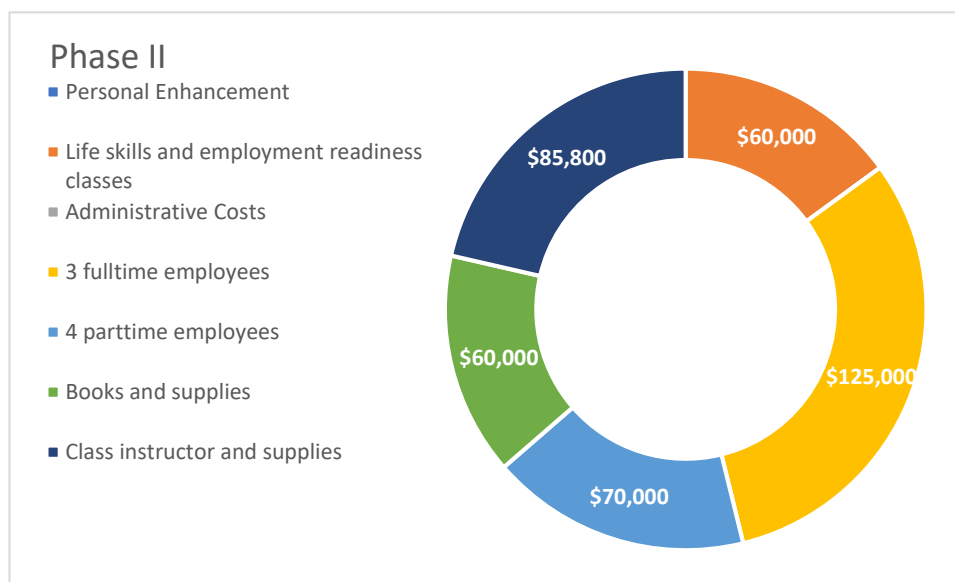
Supply work boots or shoes to ensure individuals' safety and enable them to engage in occupations that require protective footwear.

Work tools/supplies:

Assist individuals in obtaining work tools and supplies, support their entry into the workforce, and increase their job opportunities.

Phase 2:

The allocation of funds towards life skills and employment readiness classes will enable individuals to develop the skills and knowledge necessary for personal growth and professional success. These



classes may include job searching, resume building, interview, financial management, communication, and problem-solving skills. The program aims to enhance their employability, self-confidence, and overall well-being by equipping individuals with these skills.

Administrative Costs:

Hiring three full-time employees will ensure the smooth operation and management of the program. These employees may include program coordinators, case managers, or administrative staff responsible for overseeing the program's implementation, coordinating services, supporting participants, and managing program logistics.



Employing four part-time employees will contribute to the program's efficiency and effectiveness. These employees may assist with administrative tasks, participant intake and assessment, data entry, program coordination, and additional support.

Allocating funds for books and supplies will provide the necessary educational materials for life skills and employment readiness classes, such as textbooks, workbooks, and training resources. These resources will facilitate effective learning and ensure participants have access to relevant and up-to-date information.

The funds allocated for class instructors and supplies will cover the cost of hiring skilled instructors with expertise in delivering life skills and employment readiness training. Additionally, it will provide necessary supplies, such as presentation materials, audio-visual equipment, and classroom resources, to create a conducive learning environment for participants.

With the help of this grant, we aim to enhance participants' personal development and employability through life skills and employment readiness classes and empower them to overcome barriers, secure employment, and achieve greater financial stability and independence. The administrative costs associated with hiring staff, acquiring materials, and ensuring program delivery will support the effective implementation and management of the initiative, ultimately leading to positive outcomes for the participants.