

**The White Family Foundation
2019 Grant Request
Gulf Coast JFCS**

Date of grant proposal submission	5-31-19
501c(3) organization	59-1229354
Legal name of organization	Gulf Coast Jewish Family and Community Services, Inc.
DBA name if Applicable	
Address	14041 Icot Boulevard Clearwater, FL 33760
Website	www.gcjfcs.org
Telephone	727-479-1864
Organization Director/Title	Dr. Sandra E. Braham
Contact Person/Title	President/CEO
Contact Person's Telephone	727-479-1864
Contact Person's Email	Sandra.braham@gcjfcs.org
Grant Amount Requested	\$15,000

Grant Purpose (one paragraph)

Heart Gallery is now a program under the executive direction of Gulf Coast Jewish Family & Community Services. Please see our full proposal for our decision process on this merger. We are excited to expand our impact while also guaranteeing fiduciary responsibility. During this first year of collaboration, we are committed to full transparency and will answer any questions that any potential donor may have.

The purpose of this grant is to directly support our efforts to find forever families for foster children. Every child deserves a home. Your support helps us reach more potential families through photo portraits, videos and community outreach.

Annual Project /Program Budget (if request is for a specific project)	\$264,717
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Annual Organization Budget	34,934,468
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Pinellas-Pasco
Heart Gallery
Every Child Deserves a Home



JFCS
gulf coast

Gulf Coast Jewish Family & Community Services

Grant Proposal Submission To:
THE WHITE FAMILY FOUNDATION

From Proposer:
GULF COAST JEWISH FAMILY AND COMMUNITY SERVICES

To Support:
HEART GALLERY OF PINELLAS & PASCO

MAY 30, 2019

Grant Proposal Contents:

1. Proposal Narrative
2. Non-Profit Status/501(c)(3) Determination Letter from the IRS.
3. Program Budget
4. Board and Advisory List
5. Additional Documentation – Please visit our website to see photos and videos of our adoptable children. <https://www.heartgallerykids.org/our-children/>



PROPOSAL NARRATIVE

About the Heart Gallery

The Heart Gallery of Pinellas & Pasco has helped find *forever homes* for 365 orphaned foster children since 2006. The Heart Gallery program model is known nationwide as an emotionally safe way to promote local adoptions of available foster children through photographs, videos, social media, and website recruitment tools.

We believe that every child deserves a home. The mission of the Heart Gallery, a program of Gulf Coast Jewish Family and Community Services, is to increase the number of successful adoptions of local children in foster care. In addition to featuring children, we recruit and support families interested in adoption.

Each year, hundreds of Florida children turn 18 without being adopted. Many choose *not* to be adopted and instead take their chances by "aging out" of foster care. In both cases, these teenagers face a future filled with many obstacles. Without the support system of a family to call their own, they will statistically have a much greater chance of educational failure, pregnancy, and homelessness.

Almost 400 Pinellas and Pasco foster children are in need of adoption this year. As many as 80 children will wait two to five years for adoption. For this reason, we reach out as far and as wide as we can to bring families to these "hard to adopt" children—those with special medical needs, teenagers, and siblings who wish to be adopted together. We never stop recruiting for a child until he or she is no longer legally eligible, is adopted, or ages out of foster care.

On June 1, 2019, the Heart Gallery will merge with Gulf Coast Jewish Family and Community Services in order to maximize administrative efficiencies and increase the Heart Gallery's capacity for program operations. Gulf Coast JFCS is a longstanding community-based nonprofit that has been serving children and families in the child welfare system for many years. The Heart Gallery will continue to serve the Pinellas and Pasco communities with its primary funder, Eckerd Connects, the lead agency for child welfare, fully on board with the merger.

The Heart Gallery's annual budget is just over \$264,000 and funding from Eckerd Connects for FY 2020 is \$64,332. This funding does not meet all of the program's needs and requires a 25% annual cash or in-kind match. As such, we continue to seek individual donations and philanthropic support to ensure we can provide the highest quality services to the community. In partnership with Gulf Coast JFCS, the Heart Gallery will supplement its primary funding through grants, corporate contributions, small business and individual giving, social media giving, special event revenue, third party fundraisers, one premier annual fundraiser, and in-kind goods and services.



Grant Amount Requested

\$15,000

Project Description

Grant funding from the White Family Foundation will directly support our efforts to bring awareness to our hardest to adopt children. Specifically, funding will enable additional photo and video production and related programming.

Professional photographs have been the staple of the Heart Gallery since its inception in New Mexico in 2001. At the time, professional photos were a huge upgrade from the quick cell phone photos that were taken shortly after a child's removal. Our professional pictures are provided pro-bono and the Heart Gallery covers the costs of the canvas prints and pop-up galleries, as well as placement at community and church sites.

The traditional idea of a Heart Gallery has continued to evolve. No longer just a traveling exhibit of photographs, the Heart Gallery of Pinellas & Pasco incorporates a variety of mediums to engage as many prospective families as possible. While our photos showcase how beautiful and vibrant each child is, videos can demonstrate their personality. Capturing children in action, engaging in hobbies, or discussing who they are, gives an even truer profile for prospective adoptive families. Videos also help depict possible medical needs that we cannot communicate otherwise due to confidentiality laws.

Videos have become an invaluable tool in our efforts to find forever families for children who are harder to adopt. However, professionally produced videos come with a significantly higher expense than photography. With your support, we can continue producing these videos to better showcase the unique attributes and dreams of our children.

Children Served

- All children are photographed within 90 days of the referral from the local Child Welfare Case Management Organization.
- Any child who is under eight has his/her photo updated every 6 months.
- Any child over eight who remains on the Heart Gallery for more than 12 months has his/her photo updated every 12 months or more often as needed to accurately reflect the child's physical changes.
- Videos are not required by the local lead agency for Child Welfare, but they help us recruit families faster and more effectively.
- Each year we video as many children as our budget allows thanks to grants and donations.
- Our goal is to be able to video each and every child once a year.

Community Served

- Local youth living in foster care: chance to participate in their future and finding a family.
- Adoptive parents: enhanced insight into child's personality.
- Care managers: valuable recruitment tool for outreach.
- Community: better outcomes for teens, who become contributing members of society.
- Videos are shared on our website and in our social media to include Facebook, YouTube, Twitter, Instagram and LinkedIn.
- Other Heart Galleries around the state and nation call on us for our expertise.
- Our photo galleries are in 45 places of worship through our Faith Based Champions program.
- More and more of our traditional, permanent photo gallery locations are transitioning to digital galleries.

Project Costs

- Website galleries and digital galleries cost a lot of money to create, maintain, and change as the needs of our children change.
- Professional photos cost anywhere from \$25-\$150 to have produced on canvas. Additional staff time and pre-production costs include planning, facilitating, producing, and ordering on a case-by-case basis.
- Professional promotional materials for pop-up galleries cost over \$3,000 per year.
- Professional videos cost anywhere from \$1,500 – \$2,500 per video to produce, depending on the location (studio is less costly) and required content. Additional costs include staff time, administration, and pre-production costs, which vary on a case-by-case basis.
 - This includes creative scriptwriting, pre-production planning, producing/directing shoot(s), post-production planning & producing supervision of all post, editing time, graphic design, production music licensing, voice-over narration talent (as necessary) and audio post.

Project Benefits

- Innovative project providing specialized recruitment for teens, siblings, and children with medical needs who too often are overlooked. Many are unfairly prejudged as being "difficult" because they may require additional medical care, or because of race, age, or gender.
- Project targets identified youths who are at risk of "aging out" of the foster care system and for whom traditional recruitment strategies are only minimally successful.
- Together, our website, photos, and videos provide prospective parents additional resources to assist with the adoption process.
- Videos allow participating youth to play an integral part in their own recruitment efforts.



- This project serves as a positive community outreach and education tool for case management.
- Participation increases our youths’ self-esteem, which in turn increases their chances of a successful adoption.
- Strategically selected photo and video sites also provide educational opportunities for youths, broadening their worldview and showing them alternative career path goals. Most videos are shot at a venue that is of interest to the child. In the past year, for example, we visited an alligator farm, a horse farm, and the Tampa Bay Rays spring training facility.
- The White Family Foundation will be recognized on our website, in our annual report, and on a variety of video productions.

Thank you to the White Family Foundation Trustees for your past and continuing support.

We believe that every child deserves a family and that our partnership will continue to help local children permanently find their way home. Their forever families are waiting for them, out there, somewhere. It is up to all of us to find them.

Sincerely,

Patsy Stills

Patsy Stills, MA
 Program Director, Heart Gallery
 Gulf Coast Jewish Family and Community Services



Together for adoption from foster care.

Internal Revenue Service
P.O. Box 2508
Cincinnati, OH 45201

Department of the Treasury

Date: April 5, 2011

Person to Contact:

Sharon LeNard
ID #0203196

Toll Free Telephone Number:

877-829-5500

Employer Identification Number:

59-1229354

GULF COAST JEWISH FAMILY AND
COMMUNITY SERVICES INC
14041 ICOT BLVD
CLEARWATER FL 33760-3702

Dear Sir or Madam:

This is in response to your request of March 29, 2011, regarding your tax-exempt status.

Our records indicate that a determination letter was issued in May 1975 that recognized you as exempt from Federal income tax, and reflect that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records also indicate you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033 (j) of the Code on our website beginning in early 2011.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Cindy Thomas
Manager, Exempt Organizations
Determinations

White Family Foundation and Heart Gallery Budget 2020

REVENUES

	WFF	Heart Gallery	TOTAL
Eckerd Annual Contract		\$64,332	\$64,332
Grants & Foundations	\$15,000	\$42,628	\$57,628
Contributions		\$10,000	\$10,000
Special Events		\$69,000	\$69,000
In Kind Donations		\$50,000	\$50,000
			\$0
TOTAL REVENUES	\$15,000	\$235,960	\$250,960

EXPENSES

	WFF	Heart Gallery	TOTAL
<u>PERSONNEL</u>			
Salaries		\$96,940	\$96,940
Fringe		\$12,190	\$12,190
<i>Total Personnel</i>	\$0	\$109,130	\$109,130
<u>TRAVEL</u>			
Business Travel		\$1,000	\$1,000
Local Travel		\$0	\$0
<i>Total Travel</i>	\$0	\$1,000	\$1,000
<u>Direct Client Costs</u>			
Incidentals-Contract Web & Video	\$13,144	\$13,750	\$26,894
			\$0
<i>Total Direct Client Costs</i>	\$13,144	\$13,750	\$26,894
<u>OCCUPANCY COSTS</u>			
Rent		\$12,993	\$12,993
Telephone		\$200	\$200
Internet		\$1,440	\$1,440
<i>Total Occupancy Costs</i>	\$0	\$14,633	\$14,633
<u>OTHER COSTS</u>			
Advertising		\$4,000	\$4,000
Computer Supplies & Maint		\$2,000	\$2,000
Dues & Subscriptions		\$1,300	\$1,300
Licenses		\$300	\$300
Supplies		\$9,000	\$9,000
Postage/Freight		\$300	\$300
Printing		\$1,200	\$1,200
In Kind Expense		\$50,000	\$50,000
Contributions		\$10,000	\$10,000
Unallowable		\$2,207	\$2,207
<i>Total Other Costs</i>	\$0	\$80,307	\$80,307
TOTAL DIRECT COSTS	\$13,144	\$218,820	\$231,964
Indirect Expenses			
Federally Approved Rate 14.12%	\$1,856	\$30,897	\$32,753
TOTAL COSTS	\$15,000	\$249,717	\$264,717

BOARD OF DIRECTORS ROSTER JULY 1, 2018 - JUNE 30, 2019

Officers of the Board	Term Ends	Profession	Office Address & Email	Home Address & Email
Benjamin, Judy <i>Chair</i>	06/30/21	Health Care Consultant		300 Beach Drive NE, #602 * St. Petersburg, FL 33701 813.210.3188 jlbenjamin@tampabay.rr.com
Feder, Eric <i>Vice Chair</i>	6/30/19	Retired Hospital Administrator Volunteer		1800 Crescent Lake Drive N St Petersburg 33704 727.742.1281 (Cell) ericfeder62@gmail.com
Klavans, Julie <i>Immediate Past Chair</i>	06/30/19	Retired CPA/Volunteer		8871 Silverthorn Rd. * Largo, FL 33777 727.395.9800 727.415.4066 Cell jklavans@gmail.com
Delrahim, David S. <i>Secretary</i>	06/30/20	Attorney – Englander Fischer	Englander Fischer * 721 First Avenue N. St. Petersburg, FL 33701 727.898.7210 Ddelrahim@eflegal.com	P.O. Box 2063 St. Pete, FL 33731 813.850.8412 (Cell) David.Delrahim@gmail.com
Tylman, Frank (Skip) <i>Treasurer</i>	06/30/19	Attorney, Estate Planning & Elder Law – Baby Boomers Barrister	'The Baby Boomers' Barrister 100 2nd Avenue S., Suite 206N St. Petersburg, FL 33701 P: (727) 565-4250 F: (727) 201-5342	135 Bay Point Drive NE * St. Petersburg, FL 33704 727.688.2690 (Cell) ftylman@gmail.com
Miller, Jay <i>NJHSA Board</i>	06/30/19	Commercial Real Estate Developer – J Square Developers	J Square Developers 721 - 1 st Avenue North St. Petersburg, FL 33701 727.471.3542 727.898.7218 fax jmiller@j2developers.com	723 - 17th Avenue N.E.* St. Petersburg, FL 33704 727.896.7146 813.495.4800 Cell
Dr. Sandra Braham President & CEO <i>Non-Voting Member</i>		President/CEO	14041 Icot Blvd. * Clearwater, FL 33760 727.479.1864 727.313-4513 (Cell) sandra.braham@gcjfcs.org	

BOARD OF DIRECTORS ROSTER JULY 1, 2018 - JUNE 30, 2019

Board Members	Term Ends	Profession	Office Address & Email	Home Address & Email
Abelman, Jared	06/30/19	Municipal Bond Trader - Amuni		145 2nd Avenue S., Apt. 520 * St Petersburg, FL 33701 727. 644.5067 Cell jared.abelman@gmail.com
Baker, Jeff	06/30/21	Government and Community Relations Manager, Duke Energy	299 1st Ave N, St. Petersburg, FL, 33701 (727) 820-5362 jeff.baker3@duke-energy.com	
Benci, Vivian, M.D.	6/30/21	Physician/Anesthesiologist	1621 Sunnybrook Lane Clearwater, FL 33764 727.741.8118 vivianbenci@gmail.com	1621 Sunnybrook Lane* Clearwater, FL 33764 727.531.4487 727.501.2425 (Cell) vivianbenci@gmail.com
Berner, Debbie	6/30/21	Investment Banker - RBC Capital Markets	RBC Capital Markets 100 Second Ave. South, #800 St. Petersburg, FL 33701 727.895.8885	175 Rosery Road Belleair, FL 33756 727.543.5530 (Cell) debbieberner@me.com
Bernstein, David A., M.D.	06/30/19	Physician - Baycare Health Systems	Baycare Health Systems 2424 Enterprise Road #C Clearwater, FL 33763 727.799.6255; 727.726.8135 fax david.bernstein@baycare.org	314 Shore Dr. East * Oldsmar, FL 34677 727.480.4313 (Cell) DBernstein2200@hotmail.com
Bryant, Vernon	6/30/19	Non-Profit Executive - Florida Botanical Gardens Foundation		6930 124 th Terrace North Largo, FL 33773 727.507.7258 727.224.6775 (Cell)
Hano, Andrew, M.D.	06/30/21	Retired Physician/Volunteer		300 Beach Drive N.E., #2302* St. Petersburg, FL 33701 727-644-3904 Cell drno929@me.com
Pilkington, David	06/30/19	Insurance Executive Wallace, Welch & Willingham	Wallace, Welch & Willingham * 300 1st Avenue South, 5th Floor St. Petersburg, FL 33701 727.522.7777 ext. 162 727.409.6704 Cell dpilkington@w3ins.com	7295 Savoy Court Seminole, FL 33776 727.397.8487 davepilk@tampabay.rr.com

BOARD OF DIRECTORS ROSTER JULY 1, 2018 - JUNE 30, 2019

Board Members	Term Ends	Profession	Office Address & Email	Home Address & Email
Raymund Marder, Karen	06/30/21	Nurse Practitioner		6 Academy Way S # 224 St. Petersburg, FL 33711 (727) 743-6442 karen.rr.marder@gmail.com
Samuelson, Elizabeth	06/30/21	Physical Therapist	115 1st St S, Saint Petersburg FL	825 18th Avenue NE * St. Petersburg 33704 (727) 710-1358 end96@yahoo.com
Sterensis, Abby	6/30/19	Software/Small Business Owner Observe 4 Success	Observe4Success 1911 Tyrone Blvd. St. Petersburg, FL 33710 877.743.3430 abby@observe4success.com	341 4 th Avenue South St. Petersburg, FL 33701 727.421.7885 Cell abigailfs@gmail.com *
Sterensis, Barbara	06/30/19	Volunteer		8912 Laurel Drive * Pinellas Park, FL 33782 727.546.9622 727.804.5666 Cell Barbara.Sterensis@gmail.com
Ziegler, Terri	06/30/19	RN, Elder Care Services – Ruth's Promise Adult Day Program	Ruth's Promise Adult Day Program 455 Missouri Avenue Largo, FL 33770 727.585.9969	309 Oranewood Lane * Largo, FL 33770 727.581.7136 727.581.7136 Fax 727.365.1866 Cell tmsziegler@gmail.com

From: Patsy Stills <patsy@heartgallerykids.org>
Subject: Support Letter from Gulf Coast Jewish Family and Community Services, Inc. to Heart Gallery of Pinellas and Pasco
Date: March 21, 2019 at 4:34:29 PM EDT
To: Ruth Banther <ruth@barrybanther.com>
Cc: Terri Balliet <Terri.Balliet@gcjfcs.org>, Kathy Mandula <mmandulaf@gmail.com>

Hi Ruth It was great speaking with you earlier this week. I love our ability to work together for the welfare of our community. You are truly a wonderful part of the fabric of our extended support system and we'd be lost without you.

Thank you for your support and understanding of our collaboration plans with Gulf Coast JFCS. They are a great local agency doing phenomenal work in child welfare as well as many other social & human services throughout Florida. Our boards agree that by combining our efforts, we can help reach more potential families for adoption recruitment and support. As outlined in the GCJFCS support letter, our missions align and we believe that by working together, Gulf Coast JFCS can take on the administrative support piece, thus freeing up my staff and me to get out into the community more often. We are very excited about our potential future together!

Ruth, we appreciate your past and current support as everything we do and every improvement we make aims to help more children get adopted into forever, safe and loving homes. We look forward to your continued support and feedback as we focus on recruiting, connecting and supporting the child welfare system through adoptions and post adoption support in Pasco and Pinellas counties. In the meantime it's all system go here at the Heart Gallery. We are videotaping a recruitment video at MacDill in April and we'll make sure you have a chance to see the difference your support makes.

If you have any questions or reservations at all, please feel free to reach out to Terri Balliet (COO Gulf Coast JFCS), Kathy Mandula (Heart Gallery board chair) or me. Thank you and have a great day.

Positively,

Patsy Stills, MA

Executive Director

500 Dr. Martin Luther King Jr. St. N.

Suite 300

St. Petersburg, FL 33705

727.258.4806 office

727.455.9384 cell



www.heartgallerykids.org



Patsy Stills, Executive Director
Heart Gallery of Pinellas and Pasco, Inc.
500 Dr. Martin Luther King Jr. St. N.
Suite 300
St. Petersburg, FL 33705

March 15, 2019

Dear Mrs. Stills,

On behalf of Gulf Coast Jewish Family and Community Services, Inc. (Gulf Coast JFCS), please accept this letter of acknowledgement and support for the Heart Gallery of Pinellas and Pasco's (Heart Gallery) plan to move the services of the Heart Gallery under the leadership of Gulf Coast JFCS, effective at a mutually agreed upon date this year. Our Board of Directors has expressed its approval for us to continue the due diligence process, understanding that when completed with successful outcomes, our Board will grant final approval for us to finalize our agency's acceptance of The Heart Gallery as a formal program of Gulf Coast JFCS. In response, the Heart Gallery will dissolve its 501c(3).

Eckerd Connects has also provided their support of this move based on the Heart Gallery's great work, helping to recruit and support adoptive families for children who are often the hardest to adopt in our circuit, as well as Gulf Coast's reputation in the State of Florida as a leader in child welfare services. This move aligns with the missions of both agencies and recognizes that we are stronger together.

Our joint goal is to ensure a seamless transition for funders, child welfare partners, and local families by retaining the Heart Gallery's Executive Director Patsy Stills and other staff as discussed. The program will remain successful by ensuring the continued support of existing Heart Gallery stakeholders and donors; therefore, Gulf Coast JFCS commits to use donated or granted funds as intended, in support of the Heart Gallery project when transitioned to Gulf Coast JFCS.

Thank you for your continued confidence in our partnership and mission alignment. Together we will ensure that more children receive the opportunity to move into permanent homes prior to aging out of foster care. We believe that every child deserves a home and look forward to providing a robust team of equally passionate professionals to assist in service to our collective vision for children in Pasco and Pinellas Counties.

Sincerely,

Dr. Sandra Braham
President and CEO

+ Gulf Coast Jewish Family And Community Services, Inc, Clearwater, FL

[Print](#)

Also Soliciting as

Gulf Coast Community Care

Gulf Coast Jewish Family Services

Gulf Coast Jfcs

Registration Number :CH203

Expiration Date : 3/3/2020

Revenue Source : IRS 990 w/ Sch.A (06/30/2017)

Total Revenue : \$34,687,586.00

Program Services Expenses : \$38,959,720.00 **98%**

Total Expenses : \$39,661,639.00

Administrative Expenses : \$124,252.00 **0%**

Surplus/Deficit : **-\$4,974,053.00**

Fundraising Expenses : \$577,667.00 **1%**