



The Big Taste Charity Grant Application

The Big Taste is a special community fundraising event produced by University Sunrise Rotary. Attendees will discover the latest wines, beers, ciders, and spirits from the Pacific Northwest.

The date for the 2023 event will be Saturday, March 25, 2023, at Hanger 30- Magnuson Park, 7400, Sand Point Way NE, Seattle.

This is one of the great events of the year for our Club. We have seen more than 500 participants and raised more than \$20,000, most of which goes to the named charity.

It is the expectation that our named charity will support the event with volunteers and help sell tickets. The charity selected will be invited to make a presentation to the club to tell us about themselves and discuss their ability to meet the expectations.

Our Club members will vote on the charity selection and will notify the selected charity by September 15, 2022.

Charity Grant Application

Please fill out the below application and return to the Major Events Committee by September 1, 2022.

Organization Name: We Heart Seattle

Address: 2324 1st Avenue #503 Seattle WA 98121

Contact Name: Andrea Suarez

Title: Founder and Executive Director

Phone: 206.850.4290

Email: andrea@weheartseattle.org

Executive Director: Andrea Suarez

Tax status Is this a 501c(3) nonprofit organization? **yes** or no

Tax ID: 85-3654192

Geographic Service area: Seattle, WA

Mission:

We Heart Seattle (WHS) is an action-based, boots-on-the-ground movement that organizes debris cleanups in our public spaces and offers resources to those in need. Through our direct civic engagement, we lead the way to a more compassionate and healthy community.

Through the We Heart Seattle (WHS) Debris Removal and Housing Pathway program, we organize debris removal events as a form of harm reduction, typically located in difficult-to-access yet highly valuable public spaces. WHS serves virtually all residents and workers in Seattle because we tackle some of the most difficult and visible public space cleanup projects in the city, including some of Seattle's most dramatic greenspaces and homeless encampments of various sizes. WHS is a movement where ordinary citizens are activated into taking action to make our city safer and more beautiful.

WHS also provides personalized, compassionate, and respectful outreach support to hundreds of people experiencing homelessness. WHS utilizes a small team of staff and volunteers who possess lived experience, resourcefulness, and eagerness to help people living outdoors, using a friction-free approach to provide resources and remove barriers to housing.

Please submit a grant application answering the below questions, and limit your responses to not exceed 3 pages.

1. What is the specific purpose of this grant?

The major expenses this grant would address to fund our program:

1. Pay fair hourly wages to our outreach & waste management teams (individuals who have recent lived experience of homelessness)
2. Client housing and lodging
3. Waste removal supplies and transport

2. What specific results/benefits do you hope to achieve should your request be funded?

Specific 2022 goals are to:

- Increase WHS Debris Cleanup operational capacity
- Double the capacity of the WHS Outreach Team
- Meet or exceed the pounds of debris removed from public spaces compared to 2021
- Ensure the 30 degraded public spaces WHS previously restored remain in clean condition; identify and restore at least 15 additional degraded public spaces
- Assist at least 85 individuals move into safe and humane housing
- Maintain post-move-in communication with at least 60% of the people we assist

3. Describe up to three key strategies you will utilize in order to achieve your purpose:

The WHS program involves the following main components, and most of these activities occur somewhat in parallel with cleaning and maintaining a specific park, playground, greenspace, alley, sidewalk, vacant lot, or commercial zone.

Strategy 1: Debris Cleanup & Waste Management as Harm Reduction:

After assessing a degraded public space recommended by community members, a debris cleanup event is scheduled; large numbers of volunteers work 2-4 hours to bag thousands of pounds of waste; WHS rents a truck to haul the debris and hazardous waste to the transfer station, else WHS moves the bagged waste to a location where Seattle Public Utilities can collect them. Some sites are so large and degraded they require 2, 5, or even 8 major debris cleanup events to restore the site. A site steward volunteer is established.

Strategy 2: Outreach and Housing Pathway Activities:

Outreach teams start removing debris from encampments, approximately 25% of the people living there pitch in to help us clean the space they inhabit. In appreciation for their volunteer labor, WHS offers a basic needs stipend in the form of a gift card. We return daily. The Outreach Team continually offers resources that might remove barriers. This includes finding resources to fulfill basic needs like getting a paying job or accessing benefits to establish income. Case Management services are often held in local cafes and restaurants, enabling the client to feel relaxed in a clean, quiet, professional setting. Other common locations are business and government offices while enrolling for benefits, employment, or housing. Transportation is provided. If the client decides they're ready to move off the streets we assist them - including in some cases referring people to treatment service providers, employment agencies, transportation, and various housing providers.

Strategy 3: Common Barriers WHS Outreach Team helps people overcome:

We help people get employment through contracted labor arrangements with UpLift Northwest (upliftnw.org, FKA The Millionair Club). We help people establish sobriety to qualify for housing by referring them find a treatment provider who can accomplish this, often on the same day they request it. We provide transportation to wherever they need to go to remove barriers and move in to housing.

4. Describe why your organization is uniquely suited to achieve these results.

The Board of Directors has highly professional skillsets. The President, Kevin Dahlgren, brought 25 years of direct experience and the model he developed that made Gresham OR achieve functional zero for people living in public spaces.

WHS is certified to fulfill requirements from community service volunteers who are working off court fines.

WHS outreach team staff is an authorized Community Partner to the Housing Connector program, and authorized to use the Zillow platform to find housing opportunities for people with barriers to housing.

WHS removed over 643,300 pounds of debris from parks and shared spaces in our first 21 months; we serve 1,000 homeless per year and have helped 125 people off the streets. Our model is proven to work, and it involves hundreds of local volunteers.

5. How do you plan to measure progress and/or success?

WHS measures its impact in the following ways:

- Number of trash removal events held, tallied by site and zip code, and for each:
 - Pounds of trash removed
 - Number of volunteers and volunteer hours contributed to the cleanup
- Number of people assisted out of dangerous, inhumane situations into safer living conditions inside
- Number of people with recent homelessness experience WHS brings on staff (providing meaningful work and compensated with fair wages).
- Number of people who fulfill mandated Community Service Hours via the WHS program.

6. Are there opportunities for University Sunrise Rotarians to be involved in the project or your agency? If yes, please describe.

Yes!, in several potential ways:

The most direct opportunity is for individual or team participation in our debris cleanup events. We've held large debris cleanup events at Cowen Park, Ross Park, Olga Park, and Ravenna Park, plus we've held highway/underpass cleanups. We intend to continue these efforts, and many are conveniently located near the Sunrise University Rotary Club. We would be happy to facilitate a pre-planned cleanup event for a Rotary team.

We have opportunities for Rotarians to serve in any of several high-impact volunteer roles. Our application / interview process enables the Rotarian and Board to find a close alignment in terms of interests, skills, and needs.

- Board Member at Large
- Treasurer (this is a Board Officer role)
- Advisory role

7. Please provide any additional information you feel will help the Rotary’s grant committee to better understand this request.

WHS’ unique model of civic engagement has attracted global attention. Pulitzer Prize-winning photographer and special correspondent for Getty Images John Moore recently joined the We Heart Seattle team in the field for several days. Moore’s stunning images (featured in The Guardian and Geek Wire) illustrate the degradation of our public green spaces but also showcase the power of our dedicated team. See <https://weheartseattle.org/photo-gallery/>

Seattle Times reporter and member of The Seattle Times editorial board, Jennifer Hemmingsen, published an OpEd on August 6, 2021, based on her reporting of WHS. See <https://www.seattletimes.com/opinion/big-hearts-theres-room-for-all-the-citizen-led-responses-to-seattles-homelessness-crisis/>.

The Seattle Times editorial board named the people who have contributed to making our region better in 2021. The final person named is the founder and executive director of WHS, Andrea Suarez. See <https://www.seattletimes.com/opinion/editorials/the-gifts-of-our-region/>

8. Please provide a budget for your project inclusive of all other financial resources needed to accomplish their project:

61000 Direct Program Expense	Jan-Jul 2022 Actuals	2022 Forecast
61100 Client Housing/Lodging/Storage	\$ 25,203	\$ 43,204
61200 Outreach/Case Management/Volunteer Appreciation	\$ 17,662	\$ 30,278
61300 Cost of Labor	\$ 131,614	\$ 225,625
61400 Waste Removal Supplies and Transport	\$ 19,641	\$ 33,671
61500 Stipends/Gift Cards	\$ 5,045	\$ 8,648
61620 Client Transportation	\$ 4,112	\$ 7,049
61630 Site Parking/Gas/Travel	\$ 11,447	\$ 19,624
Total 61000 Direct Program Expense	\$ 214,724	\$ 368,098

9. How will your organization contribute to ensure the success of the Rotary fundraising event through providing volunteers, ticket sales, public relations, marketing introductions to corporate sponsors, or otherwise?

If WHS are honored to receive the Big Taste Charity Grant, WHS will advertise the Big Taste event to our online community and make a direct appeal for tickets and attendance. We have prominent supporters who might be delighted to attend The Big Taste. The Board and likely one or two of our staff will attend, and we’re willing to provide inspiring insights to those gathered. We can provide numerous volunteers to help with setup, cleanup, and/or registration.

WHS is happy to develop joint events, press releases, ways to get involved, and co-branding. We believe we can inspire the Rotarians to address local needs like debris, addiction and homelessness.

Please return this form to the University Sunrise Rotary Club Major Event Committee Attn: Victoria Wenick by September 1, 2022 by email to vwenick@comcast.net.

Thank you.