

**USFSP SPB-9**  
**Clean Sweep Proposal**

**A. EXECUTIVE SUMMARY:**

Kids In Need of Families Offering Love, Kindness & Support (KINFOLKS) is a 501 (C)3 nonprofit agency aimed at helping women returning from jail or prison obtain stable housing and employment and in some cases, reunite with children placed in state care.

We currently receive federal funding under JAG and the state under the Pinellas County Re-entry Project. The Re-entry Project consists of three agencies – KINFOLKS, Dream Center and PERC –that united in 2004 to address the needs of ex-offenders in particular and at-risk populations in general.

KINFOLKS' FY 2009/10 budget is \$86,691.24. We have yet to receive more than \$100,000 in grant funding, thus putting us well within USF's RFP guidelines.

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**B. ONE YEAR PROGRAM SUMMARY/PROPOSAL:**

Veering from the traditional social marketing strategy in which many nonprofits are now opening Thrift Stores to sustain existing programs, we plan to use the funds to create a cleaning business aimed at giving female ex-offenders a fresh start in life.

Our one year goal is to create a cleaning business titled, Clean Sweep. Under the proposal, a dozen women who will be homeless upon their release from jail or prison will be placed in cleaning jobs.

Here's how it will work:

**May 2010:**

After the grant is awarded, we will spend up to 120 days purchasing cleaning equipment and supplies, as well as working with the St. Petersburg Business Development Center to line up contracts with local governmental agencies, businesses and individual residents.

**October 2010 to May 2011:**

We will tout this program via flyers, email blasts and contacting businesses directly.

Twelve women in the pilot program will perform an array of dirty duties ranging from individual jobs in a client's home to a short or long-term contract in an office complex or assisting with the clean-up at Tropicana Stadium during baseball season.

**C. GOAL LINKED TO CRITICAL NEEDS**

In today's economy, the application pool for employer's has expanded and companies that hired ex-offenders in the past are no longer tapping into this vital resource. Therefore, there is a critical need to create job opportunities for homeless ex-offenders so they can stay off the streets and out of trouble.

**D. ACTIVITIES**

*Job Placement & Training:*

Clean Sweep will function as the for-profit arm of KINFOLKS much like CASA’s Thrift Store helps sustain its shelter operations.

Proceeds derived from Clean Sweep will be used to sustain existing programs and further enhance the proposed program by allowing us to purchase additional cleaning equipment and supplies.

Secured contracts will allow us to pay participants a minimum wage salary for job assignments ranging from housekeeping to light yard work. Jobs could last from one day to several weeks or months, depending on the job ticket.

We will create an employee profile on each program participant, which will list their criminal charges upfront, thus giving potential business clients an opportunity to screen applicants before they arrive on their premises.

This venture will help clients re-establish their work records and develop a work source for local hotel chains to use by making them aware of the Work Opportunity Tax Credit of up to \$9,000 they can receive from the government if they hire an ex-offender.

*Program Implementation:*

During the first three months, we will utilize the St. Petersburg Business Develop Center to further develop our program plan and other revenue sources.

We will scan websites such as Craig’s List and newspaper ads for cleaning equipment we can purchase at a discounted rate.

We will then identify a core group of women that we will use for the pilot program who are dependable and reliable and have housekeeping and floor tech experience. We also have some clients that have lawn maintenance experience.

The program will be touted to the business community, as well as individual residents.

**E. SUSTAINABILITY PLAN**

We believe this program will become self sustaining and will provide an ongoing source of revenue for the agency, as well as work opportunities for our clients.

We believe this can be a model program on a local, state and national level that will provide a pathway for creating job opportunities for ex-offenders.

**F. BUDGET**

We are requesting the maximum allowance of \$5,000 via this initiative. Here’s how the money will be used:

Cleaning equipment	\$4,000
Cleaning supplies	\$1,000

<b>Total:</b>	<b>\$5,000</b>
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