



**City of San Marcos**  
**HUMAN SERVICES FUNDING APPLICATION**  
**Fiscal Year 2022**

Name of Agency/Organization: The Salvation Army San Marcos & Hays County

Address: 300 S CM Allen Pkwy

City, State & Zip: San Marcos TX 78666

Contact Person: Lisa Cruz Title: Service Center Manager

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Phone: 512-754-8541 Fax: 512-878-0502

Program Title: Emergency assistance

Amount of Funds Requested: \$100,000

Status: (check one)       Existing Program       Program Expansion       New Program

**Briefly describe the program proposed for funding and the services it provides:**

The Salvation Army San Marcos & Hays County (TSA San Marcos) provides emergency assistance for necessities to anyone who resides in The City of San Marcos & Hays County. We provide financial assistance with utilities, shelter, prescription medicines, food, clothing, and transportation based on the availability of funds.

**Describe who will benefit from this program and how:**

TSA San Marcos served 523 clients who had a shortfall in the ability to pay utility and shelter expenses since January 2021. Financial Assistance will impact all who received services and the client's families and in turn the City of San Marcos and Hays County. Most clients we have served this year are in the age range of 35 - 64 years. The next highest age range were minors 6 – 13 years of age. Our clients were mostly Hispanic and female.

In our one-on-one client intake, we complete a simple budget worksheet and review it with the client to help the client understand where the family income is going. It is meant to educate and train for better spending habits. Additionally, clients may be referred to other agencies or organizations providing budget classes. Currently, referrals are made to clients needing rental assistance to any agencies that might help on a case-by-case basis. Individuals needing immediate shelter are provided shelter with a local hotel when we are able, and are referred to local shelters and neighboring cities who maintain shelters with The

Salvation Army.

We provide insight to personal expenses and educate clients on the benefits offered in the local community and help them plan how to move forward without financial assistance. Clients are given referrals to other educational classes to prepare to be financially independent and self-sustaining. With COVID variants and cases on the rise, we anticipate an increase in these numbers. Some ripple effect may not occur until the beginning of the next program year as many clients' temporary funding sources will be expended and the need will become increasingly serious for some who have not prepared for the change. TSA San Marcos will reach out to other organizations and agencies that could possibly help.



\_\_\_\_\_  
Printed Name of Executive Director

**Approval:**

\_\_\_\_\_  
Signature of Board President

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name of Board President



## HUMAN SERVICES FUNDING QUESTIONNAIRE FY 2022

The Board strongly requests that all answers be typed.  
Responses should not exceed 75 words per question.

**PLEASE COMPLETE ALL QUESTIONS.**

**1. What is the agency's or organization's mission?**

The Salvation Army's mission is to preach the gospel of Jesus Christ and meet human needs in his name without discrimination. The Salvation Army San Marcos is meeting human needs for those individuals who live in the City of San Marcos and Hays County, who are in crisis and in need of emergency assistance.

**2. Regarding the program for which funding is being requested, what evidence suggests this program is needed in San Marcos or nearby?**

The Salvation Army's Service Extension program helps meet the needs of basic emergency assistance during times of crisis and emergency. These needs include help with utilities, food, clothing, medication, and transportation. The assistance we provide has typically been unmet by most agencies in the Hays County area and this is shown by the unduplicated number of clients we serve each month. This is a costly assistance program and funding for this service is hard to help unless a large dollar amount is provided on behalf of each client. The Salvation Army San Marcos intends To Do The Most Good for as many clients as possible.

**3. What specific, measurable outcomes or results do you hope to achieve with this program?**

1. We hope to help 1,000 unduplicated direct clients meet transitional basic needs throughout the program year.
2. We hope to increase the number of unduplicated direct clients who are City of San Marcos residents.
3. We hope to increase the number of total unduplicated households served.
4. We hope to increase the number of total financial assistance provided.

**4. How will you measure results throughout the year?**

We will measure results throughout the year by keeping statistics on our clients from our intake form and from any follow up information that our clients provide us.

**5. Please answer the following questions if funding is requested for staff:**

N/A We are not requesting funding for staff.

a. List the title of each position for which funding is requested, how many hours per week will be spent on this program vs other programs, and the activities associated with each position.

b. If staff funding requests can only be partially funded, how will you supplement the funding to cover the remainder needed?

c. Staff pay may only be funded for one year. What will you do to provide for this position next year?

**6. Funding Questions:**

a. What has your organization done in the past two years to raise different funding for this program?

We look for funding opportunities throughout the year for our program. The biggest difference in the last two years in regard to raising funds has been the Covid pandemic. It has altered our funding and our need for funding. It has allowed us to seek funds that were not previously available and to expand our services.

b. What do you plan to do this year to find different funding for this program?

We have a new Divisional Grant Writer who is researching new opportunities for funding to support our program this year. We have not had this type of support in the past and are hopeful that this support will result in positive outcomes.

**7. What additional funding is your agency requesting for this program ?**

Funding Source	Amount Requested	Amount Granted	Pending (Y/N)
United Way	\$53,000	\$10,000	N
City of San Marcos	\$10,000	\$10,000	N

**8. Describe any differences between the way you had proposed spending last year's allocation and they way you actually spent it.**

N/A

**9. How many volunteers does your agency or organization have and how many hours do they spend on the program requesting funding?**

We have five regular volunteers that work in the office. We do not ask our regular volunteers to request funding. Our Advisory Board members are also volunteers and they are asked to be actively involved in raising funds and providing assistance, however we do not track the hours they spend raising funds.

**10. Board of Directors Questions:**

a. How is the agency's or organization's Board of Directors selected?

Our Advisory Board is voluntary, however they must fill out an application and pass a background check, if needed. Most of our Advisory Board Members are recruited from other Board Members. We also identify and invite members of the community who support the mission of The Salvation Army to attend an Advisory Board Orientation. We provide a Job Description and ask them to agree to the duties listed.

b. How often does the Board meet? Monthly

c. What actions do Board members take to support the programs of the agency or organization?

Our Advisory Board Members have several duties that help support the emergency assistance program and The Salvation Army as a whole: they meet regularly, are ambassadors for The Salvation Army in the community, help develop and implement a strategic plan, assist in financial development, commit to at least one large annual fundraising event (usually Red Kettles), and help recruit other Advisory Board Members.