

## I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

**One page only.** This page will be shared electronically with Grant Committee Members & Fund Advisors.  
Note: If Philanthropy Network Greater Philadelphia's Common Grant Application is used, the CCCF's Summary Sheet MUST accompany application. To obtain an electronic version of this application, visit [www.chescocf.org](http://www.chescocf.org)

**Date:** 7/26/16

### Contact Information:

Organization Name: Chester County Women's Services	Contact Name: Brenda Orso
Address: 1028 E. Lincoln Highway, Coatesville, PA, 19382	Contact Title: Development Coordinator
Phone: 610-383-0930	Contact E-mail: <a href="mailto:brenda@ccwsmedical.org">brenda@ccwsmedical.org</a>
Website: <a href="http://www.ccwsmedical.org">www.ccwsmedical.org</a>	Fax: 610-383-9420
	Year Incorporated: 1985

Has your nonprofit ever applied to the Community Foundation? Yes  No  Not Sure   
Has your nonprofit ever received funding from the Community Foundation? Yes  No  Not Sure   
X Donor Advised Fund(s)  Fund for Chester County  Don't know/Not sure

### Field/s of Interest:

Arts, Culture & Humanities       Environment/Animal Welfare       Education  
X Health      X Human Services      X Religion

### Organization Information:

**Geographic Area Served** (If not all of Chester County, specify primary Chester County regions served): Chester County.

**Describe Population Served and Annual Number of People Served:** We serve at-risk, low and no-income women and families in the Chester County region who are of child-bearing age. Single parent households make up over 75% of our client base, and 50% earn \$10,000 or less annually. In 2015, CCWS served 518 individuals, with a total of 1,531 medical and educational visits.

**Mission:** Chester County Women's Services is a pregnancy care medical center whose mission is to educate and empower individuals and their families to make life-affirming choices. We support women and their families physically, emotionally, and financially through basic pregnancy care, parenting education, and material support.

**Proposal Summary:** We are requesting general operating support for the free medical and educational services provided at our three centers located in Coatesville, Kennett Square, and West Chester.

**Annual Budget** \$448,446.00

67% of budget for program expenses

16% of budget for administrative expenses

5 # of Full-Time Equivalent Paid Staff

7 # of Board Volunteers

127 # of Active Non-Board Volunteers

17 % of budget for fundraising expenses

2,767 # of Volunteer Hours

*100 % total*

Top 3-5 funding sources: United Way of Chester County, Stewart Huston Charitable Trust, Genuardi Family Foundation.

Grant Amount Requested from CCCF: 7,000.00

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

*Provide clear, concise information. 3 pages maximum.*

### 1. Organization's history, goals, key achievements and distinctiveness

Chester County Women's Services began in 1985 with the opening of our first pregnancy care center in Thorndale, PA. Services in the beginning were limited to free pregnancy tests and community referrals. In 2001 we began our educational program, called The Family Movement, in order to increase the level of support and care over the long term for women and families in crisis. One year later, in 2002, we acquired our first ultrasound machine and in 2003 we became a medical center. Since that time we have grown exponentially, and opened a second medical center in downtown West Chester in 2007, and our third medical center in Kennett Square in 2013. We serve hundreds of women and families annually, throughout the Chester County region.

CCWS is distinguished by our commitment to provide free, high-quality pregnancy-based medical and parenting educational services to all who are in need, regardless of race, religion, income, or other factors. We provide not only practical help, but offer hope and genuine care and compassion without judgement. Our clients make comments such as "you were there for me when no one else was," and "you treated me with respect, I didn't feel judged."

Although there are other parenting programs in the county, our Family Movement Program has a very strong positive reputation. Other local agencies refer their clients to our program, such as the Community, Youth, and Women's Alliance in Coatesville. We know that this program makes a positive impact on the lives of the parents and a lifelong impact on their children because each week we hear comments such as, "I never realized how important this is," or "I tried what you said in class and it worked!" Neglect and abuse can result from a lack of parenting skills, and participants in our program have stated that they have learned they "don't have to hit (their) child."

The overall goal for Chester County Women's Services is to serve women and families by sharing the love of Christ, helping them choose life for their unborn children, and equipping them with the emotional, spiritual, and practical support they need to be the best parents they can be by breaking cycles of abuse and neglect to ensure a brighter future for the generations to come.

### 2. Funding request:

We are requesting \$7,000.00 to support and sustain our free medical, educational, and material resource services to at-risk women and families in the Chester County region in our three centers located in Coatesville, Kennett Square, and West Chester.

**Description of key initiatives:** According to the Family Research Council, women planning to abort their child were 2 - 3 1/2 times more likely to keep their children after viewing their ultrasounds. Providing free ultrasounds on site is absolutely essential to allow women to see the life they are carrying, and to identify any potential health risks as soon as possible. All pregnancy tests and ultrasounds are performed by registered nurses and trained sonographers. We also offer free unlimited nurse consultations and pre-natal vitamins. CCWS isn't just a medical clinic: our mission is to educate and empower, and we offer a comprehensive parenting education curriculum at no cost. We want to equip the clients that come to us to be the best parents possible. It starts with free access to quality pre-natal medical care, but education is essential to the long-term vitality and success of a family. Our parenting program teaches healthy parenting skills which can break cycles of abuse and neglect. Poverty and lack of parenting skills are two key factors that can promote and foster an environment of abuse and neglect. Class participants learn to care for and raise their children in safe and stable homes, and they also earn incentives for class participation, which provides much needed material assistance for essential items such as diapers, clothing, formula, cribs, car seats, and strollers. Currently we

offer two curriculums: **Parenting 101** and **Essentials of Discipline**, as well as specialty classes such as **Breastfeeding, Childbirth, Budgeting 101**, and **Men's Mentoring**. We are expanding program by offering an ongoing **Parenting Support Group** to more effectively address specific needs the parents are experiencing by creating an "open table" discussion to problem-solve and initiate action plans. This will create a mentoring atmosphere and will strengthen the social bonds needed as they interact together outside in the community, providing an essential support network that will last for many years beyond their time at CCWS. The Parenting Support group will be offered both as a group session and as one-on-one with a facilitator.

We are developing the addition of a **Healthy Relationship** curriculum to our course offerings, to better address the prevention of unplanned pregnancies and the importance of making better choices. Unplanned pregnancies often stem from a person's lack of role models, lack of self-esteem, and compromised value system. The healthy relationship program is an evidence-based program that will address these issue. The curriculum is currently being offered in-house on a trial basis, but future plans for this curriculum includes a 45 minute presentation package to be offered to youth in church and private school settings.

**Specific needs and issues to be addressed:** In 2008, 51% of all pregnancies in the United States were unintended. Low-income women are more than five times as likely to experience a crisis pregnancy. If current trends continue, more than half of all women in the United States will experience an unintended pregnancy by the time they reach age 45. At Chester County Women's Services, the majority of the women who come to us for help do not have insurance and have had no previous prenatal care. We provide a free pregnancy test, limited ultrasound, prenatal vitamins, and unlimited nurse consultations throughout their pregnancies. We also provide a pregnancy verification document which is needed to obtain insurance, all at no cost, as well as essential skills and tools they will need to raise their children in healthy, loving home environments.

**Organizational impact if initiative is undertaken:** This grant would help ensure that each and every person who comes to CCWS would be empowered and equipped with the medical care, resources, education, and support they need to raise healthy, happy children in stable, loving home environments. We firmly believe if you want to have an impact in your community, then you must accomplish this one life at a time. Invest in a life and they in turn will invest in others. Through our programs we know we are making a noticeable impact as we see lives transformed. We empower women and men to make positive choices through every part of their parenting journey.

**How will this grant enhance your organization's capacity?** This grant will equip us with the tools, resources, and equipment required to meet the needs of the women and families who come to CCWS for medical and educational care. Our organizational capacity will be measured by how many clients we are able to serve, and will be reported through our measurement practices.

**Why it is important to fund this now:** The continued growth of our organization requires us to develop ways of increasing our revenue, so that we may continue to provide high quality and compassionate care at no cost to our clients. As more women seek help with their unplanned pregnancies and family care, we must ensure that we have the capacity in place to provide that help. We must ensure that our buildings are safe and welcoming, our medical equipment is operating at peak capacity, and our staff and volunteers are equipped with the training and resources necessary to assist our clients.

### **3. How impact and results will be demonstrated**

Success is measured through pre- and post-class surveys focusing on key concepts learned as well as levels of confidence in applying those skills into everyday life. The results of these surveys are analyzed on a quarterly basis and are used to improve the educational program and teaching techniques. They are also shared internally, and narrative success stories written by the women we serve are shared with staff, volunteers, and supporters of the organization. Medical services received by each client are recorded in our database, and reviewed on a monthly basis by our Nurse Coordinator.

### III. ATTACHMENTS

*E-mail this support information:*

1. Copy of 501 (c) (3) federal tax-exempt letter
2. List of Board of Directors, with their affiliations
3. Most recent annual report and financial statement, audited if available
4. Itemized organizational operating budget with actual results for prior fiscal year and current fiscal year to date
5. If capacity building initiative, itemized budget (including external consultant's proposal if applicable)
6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why.

*Note: Philanthropy Network Greater Philadelphia Common Grant Application may be submitted with  
CCCF Summary Sheet.*

*Visit [www.chescocf.org](http://www.chescocf.org) for an electronic version of this application.*

*E-mail applications are strongly encouraged.*

E-mail completed proposals to [grants@chescocf.org](mailto:grants@chescocf.org)

Attn: Beth Harper Briglia, Vice President of Donor Services & Grantmaking  
Chester County Community Foundation

Please call or email Beth Harper Briglia at 610-696-8045 or [beth@chescocf.org](mailto:beth@chescocf.org) if you have any  
questions.

*Chester County*  
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**CAPACITY BUILDING GRANT PROPOSALS**

**“Capacity building is whatever is needed to bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity, in order to more effectively and efficiently fulfill its mission.”** *National Council of Nonprofits*

**CAPACITY BUILDING AREAS  
INCLUDED BUT NOT LIMITED TO....**

**MISSION, VISION & STRATEGY**

Organizational Assessment & Development  
Strategic Planning  
Business Planning

**GOVERNANCE & LEADERSHIP**

Board Development  
Executive Transition/Succession Planning  
Leadership Development  
Staff Training & Professional Development

**STRATEGIC RELATIONSHIPS**

Coalition Building  
Collaboration  
Mergers & Acquisitions  
Strategic Restructuring

**DEVELOPMENT**

Donor Identification, Cultivation, Development & Stewardship  
Development Campaigns (Annual, Capital, Planned Giving, Major Gifts)  
Earned Income Development  
Social Enterprise Feasibility & Development

**OPERATIONS**

Disaster Recovery Planning  
Financial Management  
Human Resources  
Industry Certification  
Marketing & Communications  
Program Development  
Program Evaluation  
Risk Management  
Technology Improvements  
Volunteer Management