

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

One page only. This page will be shared electronically with Grant Committee Members & Fund Advisors.

Date: October 27, 2014

Contact Information:

Organization Name: Kennett Area Senior Center
Address: 427 South Walnut St, Kennett Square, PA 19348
Phone: 610-444-4819
Website: www.kennettseniorcenter.org

Contact Name: Anita O'Connor
Contact Title: Executive Director
Contact E-mail: aoconnor@kennettseniorcenter.org
Fax: 610-444-0282
Year Incorporated: 1973

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

Field/s of Interest:

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

Organization Information:

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

In Chester County, seniors come from Avondale Borough, East Goshen, Coatesville, Elk, Kennett Borough, London Grove, New Garden Township, Oxford, Lower Oxford, Upper Oxford, Pocopson, West Bradford, East Bradford, West Grove, Westtown, Birmingham, East Marlborough, Franklin Township, Kennett Township, New London, Penn Township, West Nottingham, East Nottingham, Chadds Ford, Highland, London Britain, New Britain, Newlin, Pennsbury, West Chester Borough, and West Whiteland.

Describe Population Served and Annual Number of People Served: The Kennett Area Senior Center served 2,626 unduplicated senior citizens during the 2013-2014 fiscal year. More than 50% of the seniors who use the Kennett Area Senior Center live at a low- to moderate-income level, live alone, and are at-risk for one or more chronic diseases, including mental illnesses and poor nutrition.

Mission: The Kennett Area Senior Center is committed to preserving and enhancing the dignity and well-being of all adult residents of southern Chester County by providing a vital assortment of services that enrich social relationships, foster physical health, encourage educational interests and promote self-reliance.

Proposal Summary:

If Capacity Building Proposal:

___ Mission, Vision & Strategy ___ Governance & Leadership ___ Strategic Relationships
___ Fundraising & Development ___ Operations ___ Other: _____

Annual Budget \$ 605,181

<u>84</u> % of budget for program expenses	<u>6</u> # of Full-Time Equivalent Paid Staff
<u>8</u> % of budget for administrative expenses	<u>16</u> # of Board Volunteers
<u>8</u> % of budget for fundraising expenses	<u>530</u> # of Active Non-Board Volunteers
<u>100</u> % total	<u>31,666</u> # of Volunteer Hours

Top 3-5 funding sources: Chester County Department of Aging Services (\$130,033 for 14/15 fiscal year); United Way of Southern Chester County (\$38,800 for 14/15 fiscal year); Community Cuisine Fundraising Dinner (\$30,131 net for 2014 event); Annual Giving (\$31,380 for 13/14 fiscal year); Chester County Fund for Women and Girls (\$11,000 for 13/14 fiscal year, a collaborative grant with Oxford Area Senior Center); Book Shoppe (\$57,753 for 13/14 fiscal year)

Grant Amount Requested from CCCF: \$500 - \$5,000

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

Founded in 1972, the Kennett Area Senior Center is a private, community-based, not-for-profit organization that serves adults over 50 who live in more than 13 municipalities in southern Chester County, and beyond. The senior center started operating in the basement of the Presbyterian Church on Broad Street in Kennett Square; it is now located in a building it purchased in 1984. Dr. Leonard Kanofsky and members of the Rotary Club of Kennett Square created the senior center out of concern for older local residents.

For more than 35 years, the mission of the Kennett Area Senior Center has been to preserve and enhance the dignity and well-being of southern Chester County's senior population by providing an assortment of vital services that enrich social relationships, foster physical health, encourage educational interests, and promote self-reliance. More than 50% of the older adults who utilize the Kennett Area Senior Center live alone at a low- to moderate-income level, and are at-risk of poor nutrition and one or more chronic diseases, including mental illnesses.

The Kennett Area Senior Center has grown to serve more than 2,626 consumers, their families, and others in the community, five to seven days each week. The senior center received 26,787 senior visitors (duplicated) in the 2013-2014 fiscal year. Currently, 17.7% of the Kennett Area Senior Center's members are between 85 and 98 years of age, and another 13.5% are between 50 and 69 years of age. The majority of members and participants are between 70 and 84.

Key 2013-14 fiscal year achievements include:

- Completing year three of the senior center's five year strategic plan;
- Launching three new programs: Ballroom Dancing, Akinto Yoga, Yoga
- Successfully working with PA Rep. Chris Ross to get HB1702 passed in the House of Representatives that allow the Assisted Senior Program to serve as a model for statewide rollout at other senior centers. The bill is currently under review in the Senate.

2. Funding request:

A. Description of key initiatives

The Kennett Area Senior Center is respectfully requesting a capital grant to support our Information Technology Upgrade project. This project is vital to the continued success of the agency's service to older adults. Technology is essential to effectively advancing and managing a nonprofit. Especially in difficult economic times, thoughtful use of technology can be the most efficient way for a nonprofit to communicate more effectively, engage with donors, evaluate programs and schedule volunteers, or simply research and keep up-to-date on legal requirements and funding opportunities. Without the hardware and software tools necessary to efficiently and effectively administer its programming, the senior center is at a great disadvantage.

The current system includes hardware and software that is approximately six years old. Technology changes very quickly and often, nonprofits spend the majority of their funding on programming and allow other projects to go unfunded. As some of the staffs' computers have already failed, the time has come to begin the process of upgrading our information technology system before critical information is permanently lost.

A breakdown of the actual costs associated with the project is as follows:

- New file server with 64G of RAM and setup of 2 drives for 1.2TB storage: \$15,793
- 13 new desktop computers, including hardware and software: \$19,700
- Moving existing server: \$4,450

TOTAL COST: \$39,943

B. Specific needs and issues to be addressed

The computer system currently in use at the Kennett Area Senior Center is outdated. The backup systems that are being used are not sufficient for the agency's needs and some of the software is no longer supported by the vendors. While senior centers in general, and capital projects like information technology upgrades specifically, are not usually very high on the giving priorities list of many foundations, this project is essential to the continuation of our service delivery.

C. Organizational impact if initiative is undertaken

The impact of this information technology upgrade will be extensive. This new system will assist the Kennett Area Senior Center as it provides direct service to the older adults who count on the senior center daily. This upgrade will enable senior center staff to complete the day-to-day tasks associated with running a senior center effectively; help with fundraising and “friend raising;” and increase our social media presence and connect us with funders, volunteers and other key stakeholders. Just think of how many times every day you use technology and how it impacts your effectiveness when it does not function properly. The seniors that the Kennett Area Senior Center serves deserve the highest quality service and this project will help to insure this.

D. Activities to implement the initiative. Please include a description of the expected activities; timeline and costs to implement the initiative. If external consulting services are required, include the anticipated costs and expertise of the consultants to be hired

IT Edge, a technology firm located in West Chester, has given quotes for the majority of the work on this project. Since 1989, IT Edge has provided comprehensive network and computer solutions to businesses in the Philadelphia area. Their services include network setup and support, internet and email, software, remote access, custom programming and recycle and disposal.

Colleen Owens, the Kennett Area Senior Center’s IT Advisor, will provide additional support. Colleen provides computer hardware and software support to the senior center. She also teaches both senior center participants and staff how to fully utilize the information technology system. Colleen has been in the IT field for over 26 years. Her main role in this project is assisting during the individual computer installation.

The project can begin once all of the necessary funding is secured. The goal is to begin in early 2015. Costs for this project include:

- New file server with 64G RAM and setup 2 drives for 1.2TB storage; Dell PowerEdge T420 with a 3 year warranty (excluding shipping); server and client licenses; power supplies; labor: \$15,793.00
- 13 new computers with Windows 7 Professional; monitors; wiring; installation and labor: \$19,700
- Moving server and all wiring: \$4,450.00
- Total cost for Information Technology Upgrade project: \$39,943.00

E. Why it is important to fund this now

The Kennett Area Senior Center is currently using outdated technology that is dangerously close to failing, which would result in the loss of historical data, donor data, and financial data. Efficient and effective information technology systems are crucial to the operations of nonprofits today in several ways: data and measurement; day-to-day operations; storage and backup; fundraising; social media; accounting; finance; and finally service delivery. Nonprofits need the infrastructure to operate and success, just like any business. The difference is we need to raise funds to pay for it. Technology is an investment that helps nonprofits save time, money and labor. We feel that this investment is a top priority for the senior center right now.

3. How impact and results will be demonstrated

The impact and results of this project will be demonstrated in the day-to-day operations of the Kennett Area Senior Center. Once the project is complete, the staff will be able to measure the amount of data that is regularly backed up. Results will be demonstrated by the increased efficiency and effectiveness of the Kennett Area Senior Center’s services and programming.