

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 of Greater Philadelphia's Common Grant Application is used, the Community Foundation's Summary Sheet **MUST** accompany application.

To obtain an electronic version of this application, visit www.chescocf.org

Date

Contact Information

Organization Name: Wharton Esherick Museum
Address: 1520 Horseshoe Trail, Malvern PA 19355
Phone: (610) 644-5822
Website: www.whartonesherickmuseum.org
Year Incorporated: 1971

Executive Director Name: Julie Gannaway
Executive Director E-mail:
julie@whartonesherickmuseum.org
Board of Directors Chair Name: Laurence Liss
Primary Contact Name: Julie Gannaway
Primary Contact E-mail:
julie@whartonesherickmuseum.org

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
 Donor Advised Fund(s) Fund for Chester County Don't know/Not sure

Field/s of Interest:

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

Organization Information:

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

Chester, Montgomery, Delaware, Berks and Bucks Counties.

Describe Population Served and Annual Number of People Served:

The Wharton Esherick Museum welcomes an average of 5,000 visitors each year to tour the Museum. Of the group tours given each year, approximately 20% are college and university students and 12% are K-12 students. While wood workers and architects are a key component of our core constituency, the Museum appeals to a broad range of people who appreciate his imaginative problem solving as much as his artistic vision. Other group tours include craft and fine art enthusiasts, museums groups, architects, furniture makers and woodworkers. Visitors come from across the United States and from more than 35 different countries each year.

Mission:

It is the mission of the Wharton Esherick Museum to preserve, maintain and exhibit the artistic creations of Wharton Esherick so that the public may gain enjoyment, education and inspiration from Esherick's life work.

Proposal Summary:

The Wharton Esherick Museum seeks to replace its current website with a modern and buildable Content Management System (CMS) platform such as WordPress, which will allow the Museum to better reflect and market its mission, engage audience with digital content, propel visitors to tour and support the museum, and allow staff to maintain and update the site in-house.

If Capacity Building Proposal, the focus is:

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

Annual Budget \$ 345,000 _____ # of Full-Time Equivalent Paid Staff
_____ 70 _____ % of budget for program expenses _____ 9 _____ # of Board Volunteers
_____ 25 _____ % of budget for administrative expenses _____ 23 _____ # of Active Non-Board Volunteers
_____ 5 _____ % of budget for fundraising expenses _____ 1200 _____ # of Volunteer Hours
100 % total

Top 3-5 funding sources:

Arcadia Foundation, \$20,000.00, Capital Improvements
Wharton Esherick Museum Board of Directors, \$15,000.00, General Operating
Salmon Foundation, \$10,000.00, General Operating

Grant Amount Requested from the Community Foundation: \$ 5,000.00 _____

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

Wharton Esherick Museum is the home and studio of famed American artist, Wharton Esherick, and is located atop Valley Forge Mountain in Chester County, Pennsylvania. The Museum was founded immediately after Esherick's death in 1970 by a group committed to preserving the home and studio and its collections. Today, the Museum welcomes 5,000 visitors each year, serves as an open exhibition of more than 300 of Esherick's works, and is preserved as it was when Esherick lived and worked there. The Museum is open year-round for public viewing and scholarly research.

The Museum's mission is to preserve, maintain and exhibit the artistic creations of the late Wharton Esherick so that the general public, and particularly artists/craftspeople, may gain enjoyment, education, and inspiration from Esherick's life work. The Museum was a pioneer in the movement to create visitor experiences in historic houses, rather than to simply display the collection. Since it is not detrimental to the wood, we encourage visitors to touch and interact with the objects in the home and studio.

In addition to tours, the Museum has a robust school education program and sponsors an annual international thematic woodworking competition to encourage woodworkers to think creatively about functional objects. The woodworking competition includes a special award for high school students. In addition, the Museum sponsors a regional high school woodcut competition for area schools and students. We present annual awards to woodworkers at the Philadelphia Museum of Art Craft Show, and to woodcut students at Pennsylvania Academy of the Fine Arts.

While wood workers and architects are a key component of our core constituency, the Museum appeals to a broad range of people who appreciate his imaginative problem solving as much as his artistic vision. Approximately 12% of our visitors come in specialized groups: school tours (kindergarten to graduate school), craft groups, museums groups, architects, and others. Visitors come from across the United States and from around 35 different countries each year.

In 2013, the Museum assumed ownership of the land and buildings from the Esherick family, signaling a new chapter for the Museum, which had previously been a family-run organization. The Museum's goals are to expand our educational offerings with children's programming, special topic tours and other activities which offer a broader interpretation of Esherick's life and work and encourage people to celebrate the creativity in everyday objects.

As a member of the Historic Artists' Homes and Studios program, an initiative of the National Trust for Historic Preservation, the Museum is part of a national coalition of independent museums dedicated to preserving and interpreting the places where art was made. In 1993, the Wharton Esherick Museum was designated a National Historic Landmark for Architecture.

In 2016, the Museum completed the transfer of ownership the land, buildings and collection from the Esherick family, signaling a new chapter for the Museum which had primarily been a family-run organization. With the superb guidance of Nancy Burd, President of the Burd Group, as our recent

interim director, the Museum is currently enjoying a period of robust planning as we position the organization for growth. The Museum's goals are to design an education position and expand educational offerings to include curriculum-based programs, outreach to underserved audiences and other activities to more broadly interpret Esherick's life and work and his influence on American art and design.

In the summer of 2014 the Museum purchased Sunekrest, the 1836 farmhouse adjacent to the Museum that was Wharton's original home on Valley Forge Mountain before the construction of the Studio. We are thrilled to have this much-needed space to hold events and programs, mount exhibits and house collections. We have begun work with Metcalfe Architecture and Design, a Philadelphia firm of fourteen architects, artists, designers and planners, focused on exhibit and architecture for culture, non-profit, and education clients. Their design philosophy emphasizes the power of social spaces and informal education as vehicles for learning. They will provide us with a proposal of a master campus plan based on interpretive use including everything down to any necessary civil engineering.

This work will give us a clear road map for just not connecting the two properties, but doing so in a manner that elevates our interpretation of Wharton's work and its influence on modern craft and woodworking, including providing opportunities for artistic and scholarly residencies. Steps towards these goals will include building the revenue-generating capacity of the new property in terms of special events. In the meantime, we have been using the space for collections and archival storage and meeting space. In June we hosted a woodturning demonstration at Sunekrest with the Keystone Woodturners Club that was well-attended.

2015 was a year of transition for the Wharton Esherick Museum. Our Director since 2010, Paul Eisenhauer, retired in May. Paul was replaced briefly by Lori Arnold who left the Museum in September of 2015. In December of 2015, the Museum retained Nancy Burd as the Interim Director. Nancy's national consulting firm works with nonprofit agencies on all aspects of nonprofit governance and administration especially around capitalization strategies, capacity building initiatives and organizational growth and change. She was the first director of the Nonprofit Finance Fund, a VP at the Philadelphia Foundation and has also taught at the Fels Institute of Government at University of Pennsylvania.

Nancy has done transformative work, much of it focused on the board, helping them assess what they need as a body to realize all of our exciting plans. She has also focused on the development of internal controls and processes, and diversifying funding channels. We are fortunate to be working on a pro bono basis with a local fundraising consultant to produce a comprehensive development plan. Another deliverable from Nancy was the placement of Julie Gannaway as the permanent Executive Director.

About Wharton Esherick. Wharton Esherick (1887-1970) was an internationally significant figure in the landscape of art history and American modern design. As a sculptor, Esherick worked primarily in wood, and readily extended his unique forms to furniture, furnishings, utensils, interiors, buildings and more. His motto, "If it isn't fun, it isn't worth doing," is evident in the joyful expression of his work. Esherick saw himself as an artist, not a craftsman, and his concern was with form, not technique. He pursued his artistic vision in forms that might turn to furniture or other functional sculpture. More importantly, these were but one aspect of his art, complemented by the paintings,

prints, drawings, poetry, and sculpture he also created. His furniture was as much influenced by Brancusi, Matisse, and Picasso as by Chippendale, Greene and Greene, and the Shakers. Esherick's work is also represented nationally in the permanent collections of more than 20 major museums and galleries including Metropolitan Museum of Art in New York, Museum of Fine Art in Boston and the Renwick Gallery of the Smithsonian Institution in Washington D.C.

2. Funding request: Wharton Esherick Museum Website Redesign

The Wharton Esherick Museum seeks to replace its current website with a modern and expandable Content Management System (CMS) platform (i.e. WordPress), which will allow the Museum to better present and market its mission, engage audience with digital program content, enhance our on-line tour reservation system, provide a donation portal and allow staff to maintain and update the site in-house. While the Museum has maintained a steady core of visitors and supporters, we are now working toward reaching a broader audience. A clean, contemporary website design will set the tone for what is frequently the first point of contact with the Museum. Our goal is to design a site that is easy to navigate, informative, and mobile responsive.

A well-designed, well-structured website will benefit the Museum in many ways. Most noticeably, it will elevate our marketing efforts and grow our audience and supporters beyond those who are able to visit our physical site. A robust digital education center will inspire curiosity about Wharton, his unique work and his position in the landscape of art history, architecture and modern furniture design. Given that our programs and events primarily take place at our physical location in Malvern, the creation of digital content will be key to increasing our reach beyond the local area and to establishing Wharton's reputation as an internationally significant figure in the landscape of art history and American modern design. Digital content could include the Museum collections which comprise the tour, the digital finding aid for the Museum archives completed by the Historical Society of Pennsylvania, information on past exhibitions, and a clickable timeline of Wharton's life and career with images from the archives.

Given that the Wharton Esherick Museum is a visual arts organization, the Museum is currently missing the opportunity to use images of Wharton's beautiful pieces to create an emotional connection with website visitors. An inviting design with high-quality photographs of the incredible pieces in the Museum collection will encourage visitors to explore and learn more about the man and the Museum. A site structure with a clean, contemporary design and improved accessibility of information will help to better convey our tour reservation model. Tours of the Museum are by reservation only and visiting information is often lost in the current copy-heavy design. Clearer messaging will also help to propel visitors through volunteering, donating, submitting personal histories, or sharing their enthusiasm on social media channels. A CMS platform website will also allow for in-house expertise, timely updates and maintenance with minimal staff time.

In researching the website redesign process, we have gathered several proposals for the site design and migration. The firms all presented a project scope of a planning process, site architecture and content design and then implementation. Each firm offered an estimate of between \$4,000 and \$6,000 dollars to complete the work, so the Museum requests a grant in the amount of \$5,000 in support of this project. Our overall digital presence is poised for growth and a clean, contemporary website will be the anchor in these efforts.

The Museum is currently participating in an Audience Survey project conducted by graduate Museum Studies students from the University of the Arts. The project began in September 2016 and will continue through the end of the fall semester. The students will survey between 60 and 200 Wharton Esherick Museum visitors. The surveys will include both base-line (demographic) and front-end (program planning) questions and will serve to inform our strategic plan, as well as our marketing and development efforts. Aligning our Website Redesign Project with this work will allow us to consider audience need and feedback in the design and implementation of our website, our most visible platform.

3. How impact and results will be demonstrated

Google analytics has been used to measure traffic to the existing website and will be used to compare metrics for the new website, along with other engagement markers such as newsletter sign-ups, social media audience numbers, and online donations. According to a 2005 Kintera/Luth NonprofitTrend Report, more than 75% of people said that visits to an organization's website made a significant or some difference in their decision to donate to an organization so general donation income and donations made online will be another key marker in measuring the impact of an improved website.

III. ATTACHMENTS

E-mail or 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.

If Philanthropy Network of Greater Philadelphia's Common Grant Application is used, the Community Foundation's Summary Sheet MUST accompany application. Available at www.chescocf.org

E-mail completed proposals to grants@chescocf.org
Please contact Kevin Baffa or Beth Harper Briglia at (610) 696-8211 or grants@chescocf.org
if you have any questions. Thank you.

Chester County
COMMUNITY FOUNDATION
*Connecting people who care with causes that matter,
so their legacies make a difference.*

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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 initiatives may include (but are not limited to) projects which address:

- **MISSION, VISION & STRATEGY:** Organizational Assessment; Strategic & 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; Marketing, Branding & Communications
- **OPERATIONS:** Disaster Recovery Planning; Financial Management; Human Resources; Volunteer Management; Industry Certification; Risk Management; Technology Improvements

Capacity Building Grants have been used to fund the following initiatives:

- **Strategic Analysis, Plan development and implementation**
- **Technology enhancements, including donor tracking and development software**
- **Website Design & Development**
- **Marketing Materials**
- **Development of Financial management and control systems**

Please Note: @99% of the grants issued by the Community Foundation are through the generosity of the Fund Advisors who created donor advised funds. @\$2+ million is granted annually to nonprofits in Chester County and beyond.

The Community Foundation has a small pool of unrestricted funding to support capacity building initiatives. A separate grant proposal (using the same application format) must be submitted to be considered for a capacity building grant.

To inform donors of grant proposals that have been received by the Foundation, the grant proposal cover sheet and narrative are posted on the Community Foundation’s website with a link to the nonprofit’s website. Quarterly, our donors are mailed a written list of all grant applications received, and directed to the grant proposal webpage so they can review active grant proposals. Community Foundation staff also discuss active grant proposals during donor meetings, when donors are interested in the causes served by the nonprofit.

E-mail completed proposals to grants@chescof.org

Please contact Kevin Baffa or Beth Harper Briglia at (610) 696-8211 or grants@chescof.org
if you have any questions. Thank you.

