I. Chester County Community Foundation
Capacity Grant Proposal Summary Sheet

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Organization Name: Tick Tock Early Learning Center
Address: 694 Baltimore Pike, Avondale, PA 19311
Phone: (610) 268-8134
Web Address: www.ticktockelc.org

Executive Director: Jackie Neidigh
ED E-mail: Jackie@ticktockelc.org
Contact: Jackie Neidigh
Year Incorporated: 1964

Board Chair: Marianne Maye

Has your nonprofit ever applied to the Community Foundation? Yes
Has your nonprofit ever received funding from the Community Foundation? Yes
Donor Advised Fund(s) x for Chester County  

Field/s of Interest:
___ Arts, Culture & Humanities ___ Environment/Animal Welfare ___ x Education
___ Health ___ x Human Services ___ Religion

Geographic Area Served (if not all of Chester County, specify primary Chester County regions served):
Southern Chester County/ Avon Grove & Kennett Consolidated school districts

Describe Population Served and Annual Number of People Served:
working poor, for whom English is a second language. We serve 98 children and their families annually

Mission: Tick Tock Early Learning Center assists underserved working families primarily in Southern Chester County by providing high quality, reliable educational child care at rates they can afford. We prepare our students to be successful by teaching basic skills with an emphasis on school readiness in an English language immersion program and a loving and nurturing environment.

Proposal Summary:

If Capacity Building Proposal, the focus is:
___ Mission, Vision & Strategy ___ Governance & Leadership ___ Strategic Relationships
___ x Fundraising & Development Other: ______________________________

Annual Budget $976,716 for July 1, 2016 to June 30, 2017 (Approved) _____3_ # of Full-Time Equivalent Paid Staff

79.3% % of budget for program expenses _____10__ # of Board Volunteers

18.7% of budget for administrative expenses _____50___ # of Active Non-Board Volunteers

2.0% % of budget for fundraising expenses____400 (at fundraising events and in house # of Volunteer Hours

Note: The program expenses piece includes what we call childcare (including its educational programs), intake services, food & nutrition and property & maintenance.

Top 3-5 funding sources:

United Way of Southern Chester County
Child Care Information services
Parent fees

Grant Amount Requested from the Community Foundation: $_5,000____________
Chester County Community Foundation capacity  
Grant Proposal Narrative

1. **Organization’s history, goals, key achievements and distinctiveness**

**History**

In 1964, a group of Quaker women learned about the need for low cost child care in Southern Chester County at a community meeting. These forward-thinking women designed and staffed a new program to provide care for one class of 7 children. The mission they developed has been refined over the years, but never fundamentally changed, to provide affordable, quality child care and preschool for the young children of working families.

The group leased a small building at 1694 Baltimore Pike, which had previously been the home of the Tic Toc Bar & Grille. Locals referred to it simply as “Tic Toc.” So when the new facility opened they modified the name to Tick Tock Early Learning Center!

What started as 7 children in one classroom has grown to 98 students in 6 classrooms and includes before and after school care as well as a summer camp program. Today, Tick Tock is licensed to serve children from 18 months up to age 14. Students are immersed in a curriculum that parallels the expectations of the public school system, giving them the same great start that has proven necessary for success in school.

Tick Tock has earned and maintained the highest designation, STAR 4, with the Keystone STARS Quality Assurance Initiative in Pennsylvania, an initiative of the Office of Child Development and Early Learning to improve, support, and recognize the continuous quality of improvement efforts or early learning programs. This designation requires high standards for teacher education. We employ teachers with a Bachelor of Arts degree, an Associate of Arts degree, or a Child Development Associate credential. Additionally, we are committed to investing in the continued education of our teachers and staff.

All parents at Tick Tock are working and pay based on a sliding scale. The amount they can afford to pay does not cover the cost of all care that the children require or the accompanying administrative costs. The Board of Directors of Tick Tock work to secure federal, state and local grants, seek donations and hold fundraisers in order to fund the high-quality program.

2. **Funding request of $5,000**

To provide funds for Tick Tock to Hire a professional fundraising consultant to help us reach our $600,000 capital campaign goal.

The consultant will: Research foundations, corporations, government programs, organizations and individuals to support the Campaign. This includes developing prospect lists, including gift targets, cultivation and solicitation plans.

Identify additional methods for generating giving that have not been identified. (e.g., giving circles, speaking engagements).

Develop solicitation materials (such as cover letters and other materials) as requested by Tick Tock.

Develop a public relations plan and assist in its implementation as requested by Tick Tock including a web-based and social media outreach plan to tap into new donor groups/individuals and “tell the Tick Tock story”.

Write grant applications requested by Tick Tock and develop a clear outcome-based results page for the grants.

Develop a plan for Tick Tock to solicit funds to cover Contractor’s costs and to submit applications to appropriate funding sources.

Attend Committee meetings, attend any Tick Tock-requested solicitation meetings on an as-needed basis and be available between meetings for phone conversations, e-mails, and other correspondence.

Provide monthly updates on progress of deliverables outlined above.

- **The Capital Campaign has 3(three) initiatives.**
  1. Improve the quality of education provided
  2. Enlarge program space
  3. Upgrade the existing kitchen

Improve the Education for both students and Teachers

Tick Tock has earned and maintained the highest designation, Star 4, with the Keystone STARS Quality Assurance Initiative in Pennsylvania, an initiative of the Office of Child Development and Early Learning to improve, support, and recognize the continuous quality of improvement efforts or early learning programs. This designation requires high standards for teacher education. We are committed to investing in high-quality education for our students as well as the increased education for our
teachers and staff. To maintain our Keystone Star-4 designation, we hire teachers with a Bachelors, Associates, or a Child Development Associates Credential. Helping them to become better trained directly improves the quality of education for our students. Improving the education level of our students and providing Kindergarten readiness helps them to become more confident, secure members of our community.

INCREASE PROGRAM SPACE
Currently, we have 6 classrooms serving 66 full time students and a Before and After school homework assist program serving 32 part time students. The additional program space will serve as a classroom during the school day and provide improved after-school tutoring, allowing us to increase enrollment.

The renovations will allow for better circulation throughout the building with less disruption when students are moving between classrooms and activities.

UPGRADE THE KITCHEN
An integral part of our program is providing nutritional meals and nutritional education. Because many of the children experience food insecurity we offer a balanced breakfast, lunch and snack to more than 98 students on a daily basis. Expanding our kitchen to include a walk-in refrigerator and freezer will enhance the nutritional offerings to include more fresh produce and a diversity of food options. This will also improve our purchasing and economizing on our food budget.

Organizational impact if initiative is undertaken
How will this grant enhance your organization’s capacity?
By embarking on this capital campaign, and hiring a consultant, we plan on ensuring that Tick Tock will have the physical capacity to remain in the same location for another 25 years. We anticipate being able to increase the visibility of the organization in the community, which will in turn broaden our fundraising base. It will also increase the depth of choices for board members now and in the future.

Successful completion of the campaign will also allow us to: 1) increase our student body by 10%. 2) It will enable us to provide 100 plus meals twice a day, as well as a snack, in a more efficient, safe and cost effective manner. We will also be able increase our nutritional education component we teach to both students and their families 3) Enlarge program space which in turn increase capacity as well as flexibility in teaching units.

How will this increase in organizational capacity be measured?
- 1) By making these improvements we will be able to continue to enlarge our after school tutoring program so we will increase the number of contact with graduates of our program.
- 2) By the number of continuing education courses taken by the staff.
- 3) By having a reduced food budget as well as safer cooking space.
- 4) By increasing the number of donors and community awareness of the center

Activities to implement the initiative.
- A capital Campaign will be launched this fall. Campaign materials are being developed right now and with the help of the consultant we would be developing a realistic timeline and identification of resources.
- We anticipate the consultant to cost approximately $10,000. We are in the midst of signing a contract with Constance Carter of Sylvia & Carter Associates.

Connie is a Certified Fundraising Executive (CFRE) with more than 32 years of professional experience in providing services for nonprofit organizations. Sylvia & Carter & Associates is a full-service fundraising firm offering a comprehensive array of programs and services designed to help organizations reach fundraising goals while strengthening and positioning the organization for long-term success. They bring decades of experience in all aspects of fundraising, having worked with a wide variety of organizations throughout the nonprofit sector.

Why it is important to fund this now.
1) By being a STAR 4 program it is imperative we continue to encourage and make available to all teachers, and staff, opportunities for further education. Their extra education comes back to benefit the students with better qualified teachers. The educational funds will also be used to increase to resources available to the students.

2) Tick Tock has always had a waiting list and so it would provide much needed extra space for students on the wait lists.
3) The kitchen was remodeled in 1977 and is too small for the number of meals provided and too dangerous for the staff who have been working for so long in cramped quarters.

3. How impact and results will be demonstrated

The impact of capacity building grant will be demonstrated by our achieving our capital campaign goals and enlarging and improving our space. It will also be demonstrated through a larger donor base which will increase Tick Tock’s ability for raising annual funds. It is also anticipated that Tick Tock will have some well developed fundraising materials to draw back on when needed.