

# Bishop Shanahan High School

## OUR TEAM. OUR DREAM.

### Chester County Community Foundation

### Grant Application



---

# **CAPITAL & ENDOWMENT CAMPAIGN GRANT PROPOSAL SUMMARY SHEET**

---

I. CHESTER COUNTY COMMUNITY FOUNDATION  
CAPITAL & ENDOWMENT CAMPAIGN GRANT PROPOSAL SUMMARY SHEET

Date: February 10, 2015

**Contact Information:**

Organization Name: Bishop Shanahan High School  
Address: 220 Woodbine Road, Downingtown, PA 19335  
E-mail: mmorin@shananah.org  
Fax: 610-343-6220  
Web Address: http://www.shanahan.org/?pid=380

Contact Name: Maureen Morin  
Title: Director of Advancement  
Phone: 610-343-6255  
Year Incorporated: 1957

**Have you previously applied to The Community Foundation:** Yes X No \_\_\_\_\_

If "Yes", please indicate date and amount of each grant, if any, received from the Foundation:

(1) Year: 3.11.09 Amt Rec'd: \$500.00 (2) Year: \_\_\_\_\_ Amt. Rec'd \$ \_\_\_\_\_  
(3) Year: \_\_\_\_\_ Amt Rec'd: \$ \_\_\_\_\_ (4) Year: \_\_\_\_\_ Amt. Rec'd \$ \_\_\_\_\_

**Field/s of Interest:**

\_\_\_ Arts, Culture and Humanities                      X **Community Improvement**                      \_\_\_ Environment/Animal Welfare  
\_\_\_ Health    \_\_\_ Human Services    \_\_\_ Education

**Organizational Information:**

Geographic Area Served (if not all of Chester County, specify primary Chester County municipalities served):  
-Bishop Shanahan High School serves all of Chester County.

Population Served (description & number):

-As a provider of unequaled education, Bishop Shanahan High School is focused on serving the high school aged students of Chester County. We engage and nurture each of our 1129 students so that they may find and develop their gifts and talents.

Mission Statement:

-Bishop Shanahan High School, a Catholic co-educational secondary school of the Archdiocese of Philadelphia, provides its students with a strong spiritual formation, challenging academic offerings, and rich extracurricular programs. A vibrant witness to Christian values and a commitment to academic rigor and integrity prepare all students to be critical thinkers and moral stewards in a rapidly evolving global environment.

Organization Description:

-Bishop Shanahan High School provides a wide variety of educational, co-curricular, and extracurricular experiences to help all students develop their potential as persons made in the image and likeness of God.

Annual Budget <u>\$2,773,772.51</u>	<u>91</u> # of Full-Time Equivalent Paid Staff
<u>49</u> % of budget for program expenses	<u>23</u> # of Board Volunteers
<u>42</u> % of budget for administrative expenses	<u>400</u> # of Active Non-Board Volunteers
<u>9</u> % of budget for fundraising expenses	<u>20,000</u> # of Volunteer Hours
<u>100</u> % total	

**Proposal Information:**

Why a Capital/Endowment Campaign Now?

-Bishop Shanahan High School was formerly one of three high schools in the Downingtown School District and Ches-Mont Sports League without a turf field, updated track, and overhead field lights. As our athletics program continues to grow, we wanted to ensure that our students will have every opportunity for excellence.

Capital/Endowment Financial Goal: \$2,000,000.00

Fundraising Campaign Start Date: July 2014 End Date: May 2017

If Capital Campaign, Anticipated Construction Start Date: May 1, 2015 End Date: October 2015 (Completed)

Who is Chairing Campaign? Leo Parsons

If you have Fundraising Counsel, who is it? Leo Parsons, Bob Ward, Hank Fila, Maureen Morin, Sister Regina Plunkett

Top 5 Capital/Endowment Campaign Funders to Date: The Parsons Family, Archdiocese of Philadelphia, The Seifert Family, The Fila Family, The Skahan Family

Grant Amount Requested from CCCF: \$50,000.00

---

**CAPITAL & ENDOWMENT CAMPAIGN GRANT  
PROPOSAL NARRATIVE**

---

## **II. CHESTER COUNTY COMMUNITY FOUNDATION CAPITAL & ENDOWMENT CAMPAIGN GRANT PROPOSAL NARRATIVE**

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

Bishop Shanahan's rich legacy can be traced to the Christian values and academic excellence first nurtured in St. Agnes Parish High School in West Chester, Pennsylvania. Saint Agnes High School was established in 1909 and then from 1909 until 1956, the Sisters, Servants of the Immaculate Heart of Mary (I.H.M.) administered and staffed the high school until it became necessary to enlarge the elementary school building at St. Agnes. A new piece of land for the high school, at Gay and Everhart Streets, was donated by the West Chester Council of the Knights of Columbus. With the approval of His Eminence, Cardinal John O'Hara, C.S.C., ground was broken in the fall of 1956. Bishop Shanahan High School opened on September 4, 1957 and Cardinal John O'Hara dedicated the school five days later on September 9th.

The 246,000 square foot educational facility opened in Downingtown in September 1998. The facility includes a 1,200-seat auditorium, a spacious library, and state-of-the-art computer and science labs. It also comprises modern athletic facilities including a 1,000-seat gymnasium with an auxiliary gym; a weight room; a 400-meter track; baseball and softball fields, and several all-purpose fields; a football field with turf, lights, updated track, press box, and stadium seating; soccer, rugby, field hockey, lacrosse fields; and more. The surrounding eighty acres of rich Chester County land provide a beautiful natural setting for a peaceful, rich, and safe learning environment.

The school year 2007-2008 marked a Golden Jubilee Year for Bishop Shanahan, which commemorates fifty years of providing Catholic Education to Chester County. Over the past fifty years, our leadership has boldly met changes in demographics and challenges from society. Our curriculum prepares each student for a successful life in the twenty-first century. This is accomplished by a comprehensive curriculum in the humanities and sciences, as well as other programs in conjunction with the Center for Arts and Technology, and the support services of the Chester County Intermediate Unit. Striving to live as Jesus lived, the faculty and staff of Bishop Shanahan High School are committed to ethical and moral education which reaches beyond the walls of the classroom. Recognizing parents as the primary educators, Bishop Shanahan enters into an educational partnership with the parents and guardians of our students to ensure the most meaningful Catholic education possible. The whole school community is united by the conviction that all members of the Bishop Shanahan community are people of God called to serve others.

### **2. Capital and/or Endowment Funding request:**

#### **A. What impact will this campaign have on those you serve?**

The "OUR TEAM. OUR DREAM." campaign has united the Bishop Shanahan community even more than before. We have been working as a team to bring artificial turf, a resurfaced track, and lights to our athletic complex. School spirit, student life and our entire Shanahan community at last includes the positive "Friday Night Lights" experience. Visiting schools of the Ches-Mont league have also benefitted from our athletic complex and now we are even able to host playoff and championship games.

Not only do these additions and improvements benefit student athletes who are better able to strive for their best, but they have enabled local grade schools to have access to a professional-grade field. Several

area grade schools host CYO championships with us, bringing new people from other areas of Chester County into the Downingtown business areas close to our school.

Additionally, the capital campaign committee has researched the opportunity to open our fields to high school traveling sports teams and companies who host tournaments in the summer months. This will further enhance the overall experience of our students, as it ensures a sustainable plan for the care and upkeep of an excellent athletic complex. Additionally, by inviting traveling teams and tournament companies, Downingtown and surrounding Chester County areas will see an increase in their economies. Hotels, restaurants, local shopping districts, and even tourist destinations will benefit from the travel and tournament teams' time spent at Bishop Shanahan.

**B. What are your fundraising goals? How are you cultivating prospects? What is the timetable for the campaign? What key players are involved?**

***Fundraising Goals***

Track	\$500,000.00
Lights	\$200,000.00
Snack bar	\$150,000.00
<del>Press Box</del>	<del>\$100,000.00</del> SOLD
<del>Score Board</del>	<del>\$100,000.00</del> SOLD

***Cultivation***

PHASE 1 cultivation for the "OUR TEAM. OUR DREAM." campaign has taken place in two parts: a preliminary soft launch followed by a public, hard launch. First, we identified and approached individuals through personal phone calls and one-on-one meetings. Next, we sent a specialized letter to major prospects. Third, we prepared for and held a kickoff event that was preceded by general marketing via e-communications to past parents, current parents, and alumni. Additionally we had representatives at Downingtown Borough meetings, publicized our project on our website, and shared updates through social media.

PHASE 2 of cultivation for the "OUR TEAM. OUR DREAM." campaign will include a feasibility study and subsequent outreach to the incoming families of the Class of 2020, led by Peter Federico and his team from Federico Associates. The feasibility study will enable us to share information about this campaign to individuals who have been identified as leaders of our community. Once identified, we will continue to build a relationship with these individuals, approaching them after the study through personal, one-on-one meetings.

***Timetable***

- Project Design: July 2014 - September 2014
- Finalize Construction Drawings: September 2014 – October 2014
- Downingtown Borough Approvals: August 2014 - December 2014
- Submit Bid Packages to Construction Firms: November 2014 – December 2014
- Receive & Evaluate Construction Management Proposals: January 2015 – February 2015
- Select & Award Construction to CM: February 2015 – March 2015
- Begin Construction: May 2015
- Complete Construction: October 2015

***Key Players***

Key players include Maureen Morin, Sister Regina Plunkett, Leo Parsons, Lawrence Skahan, Robert Ward, and Henry Fila. We additionally hired Daniel Rocha from Cardenio Consulting who provided guidelines for fundraising plans, zoning meetings, etc. during the 2014 – 2015 School Year. For the 2016 - 2017 School Year, we will be working with consultant Peter Federico of Federico Associates who will guide us during the feasibility study.

**C. Why is it important to fund this now?**

It is important to fund this now so that we may continue to ensure a sustainable future for our athletic complex that benefits the youth, businesses, and tourism of Chester County. Our complex furthermore ensures that the youth and families of Chester County have a safe, wholesome place where they can go to socialize and to be a part of the larger community.

---

**CAPITAL & ENDOWMENT CAMPAIGN GRANT  
ATTACHMENTS**

---

### III. ATTACHMENTS

*Please attach the following 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. Itemized capital and/or endowment campaign budget.

*Note: DVG Common Grant Application may be submitted with CCCF Summary Sheet.  
Please visit our website at [www.chescocf.org](http://www.chescocf.org) to obtain an electronic version of this application.  
E-mail applications are strongly encouraged.*

Please send completed applications to:

Beth Harper Briglia, Vice President of Donor Services and Grant making  
Chester County Community Foundation  
28 West Market Street  
West Chester, PA 19382  
[grants@chescocf.org](mailto:grants@chescocf.org) [www.chescocf.org](http://www.chescocf.org) (610) 696-8211

**THANK YOU!**

*Chester County*  
COMMUNITY FOUNDATION

***Connecting people who care with causes that matter,  
so their philanthropy makes a difference now and forever.***

