

GRANT PROPOSAL GUIDELINES

The Chester County Community Foundation connects people who care with causes that matter, so their philanthropy makes a difference now and forever.

- The Community Foundation is a collection of Funds: Field of Interest Funds + Donor Advised Funds.
- All Community Foundation Funds accept this grant application form.

Proposals submitted by nonprofits will be considered for 2 types of grants:

1) FIELD OF INTEREST & DONOR ADVISED FUNDS

- ◇ Proposals received **any time throughout the year** are eligible for funding consideration from the Foundation's Field of Interest Funds & Donor Advised Funds.
- ◇ Grant **awards** typically range from **\$500 - \$7,500**.
- ◇ Grant decisions are made **intermittently** throughout the year, as Fund Advisors desire.
- ◇ Proposals are **electronically shared** with Fund Advisors to assist them in making grant decisions.
- ◇ **General operating** grants are encouraged. Nonprofits should be specific about their mission, goals, and measurable outcomes.
- ◇ Grants **focus on Chester County** causes and issues, but **are not limited** to Chester County.
- ◇ Grants may be made to charitable nonprofits working in **all fields of interest** including arts, culture and humanities; education; community improvement; environment; religion; health; and human services.

2) FUND FOR CHESTER COUNTY CAPACITY BUILDING INITIATIVE

- ◇ The goal of the Community Foundation's capacity building grantmaking is to **strengthen the effectiveness of nonprofit organizations serving the Chester County region**.
- ◇ Capacity building proposals received by **September 15** annually will be eligible for this special grant initiative.
- ◇ Capacity building projects should strengthen a nonprofit, in areas including:
 - Mission, Vision & Strategy
 - Governance & Leadership
 - Strategic Relationships
 - Fundraising & Development
 - Operations
- ◇ Grant **awards** range from **\$500-\$5,000**.
- ◇ NPO's with budgets \$ 750,000 or less preferred
- ◇ Grant monies are distributed by **February**.
- ◇ Nonprofits must be **located in and serve Chester County** to receive a grant from this special initiative.

- A proposal is considered "complete" when the Chester County Community Foundation has confirmed receipt of the **Grant Proposal Summary Sheet, Narrative and Attachments**.
 - Proposals are shared electronically online with Fund Advisors and the Grants Committee.
 - The electronic form is available at www.chescocf.org.

Per IRS regulations, applicants

- must be charitable, tax exempt organizations with 501(c)(3) certification
 - cannot be individuals
- **E-mail proposals are strongly encouraged to grants@chescocf.org**
 - Receipt will be confirmed by e-mail.

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

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 6/15/2017

Contact Information

Organization Name: YMCA of Greater Brandywine- Executive Director Name: LaKeisha Harris
Brandywine YMCA branch Executive Director E-mail: lharris@ymcagbw.org
Address: 295 Hurley Rd., Coatesville, PA 19320 Board of Directors Chair: Theresa Stringer
Phone: 610-380-9622 ext. 2417 Primary Contact Name: Mary Burns
Website: www.ymcagbw.org Primary Contact E-mail: mburns@ymcagbw.org
Year Incorporated: 1892

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):

YMCA of Greater Brandywine is an association of 8 YMCA branches that serve individuals and communities throughout Chester County. This grant request is for the Brandywine YMCA branch, located in Coatesville, PA. The Brandywine YMCA, located in West Brandywine Township, serves the Coatesville area and many surrounding communities including: Downingtown, Caln, West Caln, South Coatesville, Modena, West Bradford, East Brandywine, West Brandywine and Valley Townships.

Describe Population Served and Annual Number of People Served:

The Brandywine YMCA serves almost 9,000 individuals in the Coatesville area and offers quality programs and services for all ages and abilities. We have served the individuals in our community for more than 120 years. Coatesville has a significant number of low-income, minority households and high unemployment. There are areas in the city where 34% of families live below the federal poverty level. In 2016, we awarded over \$544,000 in financial assistance to 2,250 families and individuals in the Coatesville area.

Mission:

"To put Christian principles into practice through programs that build healthy spirit, mind and body for all."

Proposal Summary:

The Brandywine YMCA is committed to nurturing the potential of every child and teen. Our YMCA offers quality programs that help young people cultivate the values, skills and relationships that lead to positive behavior, better health, and educational achievement. Research shows that attitudes and behaviors developed during childhood and adolescence have a lasting impact into adulthood. We are seeking funding in support of our programs that address issues such as: safe havens and mentoring for at-risk children and youth; ensuring that kids are safe in and around water; and preventing childhood obesity.

If Capacity Building Proposal, the focus is:

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

Annual Budget \$ <u>5,290,378</u> (Brandywine YMCA)	<u>25</u>	# of Full-Time Equivalent Paid Staff
<u>82</u> % of budget for program expenses	<u>11</u>	# of Board Volunteers
<u>17</u> % of budget for administrative expenses	<u>48</u>	# of Active Non-Board Volunteers
<u>1</u> % of budget for fundraising expenses	<u>4700+</u>	# of Volunteer Hours

100 % total

Top 3-5 funding sources: Membership Dues; Childcare & Other Program Revenue; Govt. Contracts & Grants

Grant Amount Requested from the Community Foundation: \$ 2,500

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

YMCA of Greater Brandywine (YMCA GBW) serves individuals and communities throughout Chester County. We are a mission-driven, charitable service organization that is committed to strengthening the foundations of our communities through programs that promote youth development, healthy living, social responsibility and the acceptance of equality of all persons.

Our 8 YMCAs offers quality programs that help young people cultivate the values, skills and relationships that lead to positive behavior, better health and educational achievement. Programs such as summer camp, school-aged childcare and early learning programs offer a range of experiences that enrich cognitive, social, physical and emotional growth. Many of our programs serve low- income and minority youth, and are fully subsidized by the YMCA.

Beyond fitness facilities, we offer a variety of educational and wellness programs that help individuals of all ages decrease their risks for lifestyle related diseases and improve health. In recognition of the obesity crisis, we are an active partner in Activate Chester County, a collaboration among hospitals, health and recreation organizations, school districts and municipalities that is committed to reducing obesity rates and improving community health in Chester County through education and community health events.

Our Brandywine YMCA has been giving back to support our community's needs for more than 120 years and we offer many fully-subsidized outreach programs to the Coatesville community, including those mentioned in the section below.

2. Funding request

This proposal addresses three critical areas of need in a young person's life: providing a safe haven for after-school hours and summer months, teaching them how to be safe around water, and preventing childhood obesity.

Safe Havens for At-Risk School-Aged Children – Early adolescence is a critical time in a young person's life when there is an increased likelihood of unhealthy behaviors – substance abuse, depression, delinquency, teen pregnancy, school drop-out and violence. It is also during the early teen years that kids begin to distance themselves from family and positive support systems. Most juvenile crimes and experimentation with drugs, alcohol, tobacco and sex occur between the hours of 3:00 and 6:00 p.m. Our programs help safeguard our children through safe opportunities for social interaction and positive engaging activities.

Drowning Prevention – Drowning is the 2nd leading cause of accidental death in children under the age of 15. African-American children ages 5-14 are 3 times more likely than white children to drown. Additionally, for every drowning, there are many near-drownings that affect a child for the rest of their life. The Y has a longstanding commitment of providing children with the knowledge and skills they need to be safe in and around the water.

Preventing Childhood Obesity - Kids today may have a shorter life expectancy than their parents. In the past 30 years the percentage of children and teens that are overweight or obese has tripled. According to the National Institutes of Health, overweight children are 70% more likely to become overweight adults, and have increased risks for life-threatening conditions such as: type 2 diabetes;

high blood pressure; sleep apnea; high cholesterol and liver disease. Statistics show even higher rates of child obesity among minority and low-income populations.

Organizational impact if initiative is undertaken

With more than 80,000 members and thousands of children in the YMCA of Greater Brandywine's after-school and summer camp programs, we have a long history of building strong kids through programs that engage, educate and foster positive self-esteem and critical core values that children need to become healthy, productive adults. Through this positive, proactive and strength-based approach, the YMCA aims to safeguard young people from risky behavior by providing them with opportunities to become involved and contribute to their community, school and peers in meaningful ways.

The heart of our mission is to serve all members of our community. The Brandywine YMCA has a strong financial assistance program to ensure that no one is denied a chance to participate in our programs because of an inability to pay. Some programs are fully-subsidized by the YMCA and benefit the neediest members of the community. Grant funds would help support these programs that allow potentially at-risk children from low-income families, many of whom reflect minority groups, to participate in programs that prevent childhood obesity, teach safety in and around the water, and provide a safe haven in the after-school and summer hours.

Activities to implement the initiative.

Preventing Child Obesity – The goal of the YMCA of Greater Brandywine is to help prevent childhood obesity by providing programs such as Girls on the Run (GOTR) and Boys STRIDE that help children develop healthy, life-long habits in a positive and encouraging environment. These programs are offered in every school district in Chester County. GOTR and STRIDE instill self-esteem and strong values through nutrition education, life skills development, mentoring relationships and physical training. This “whole-child” approach addresses both the emotional and physical factors that often contribute to obesity. Both programs address the issue of childhood obesity by incorporating healthy living lessons with training for a 5K event. Nutrition education and kid-friendly physical activities are incorporated into all of our camp and school aged child care programs.

Teaching Swimming and Safety Around Water – The goal of the Brandywine Y's SPLASH program is to save lives by providing opportunities for children and adults to gain the skills they need to be safe in and around the water and how to survive if they accidentally find themselves in the water in a dangerous situation. This free program features introductory swim lessons, water safety skills and YMCA character values.

Providing Safe Havens for Children and Youth – The Y builds strong kids through programs that engage, educate and foster positive self-esteem and critical core values that kids need to become healthy, productive adults. Examples of such programs include our 7th Grade Initiative, “Believe and Achieve,” and the Power Scholars Summer Learning Program.

Through the “**7th Grade Initiative**,” the YMCA of Greater Brandywine offers free memberships to all students in 7th grade in Chester County. Our strategy is to inspire youth to discover their passions, develop a healthy lifestyle and gain the skills needed to avoid risky behaviors and succeed in school and life.

“Believe and Achieve” is a fully subsidized after-school program serving underprivileged children (grades K-6) in the downtown Coatesville area and middle school students in the Brandywine Middle School service area. It provides a year-round safe haven for at-risk, low-income children and teens. During the academic school year, the program runs Monday through Friday as a structured after-school program that provides students with homework help, one-on-one mentoring, and physical and recreational activities. In the summer, “Believe and Achieve” is offered as The Coatesville City Camp, a fully-subsidized summer day camp with educational, social and recreational components.

This year, the Brandywine Y is introducing the **Power Scholars** Summer Learning program to address the achievement gap between children from low-income families and their more affluent peers. To address this gap, which widens each summer, the Y (partnering with the Coatesville Area School District and others) will offer a 5 week summer program for children from low-income families. The Power Scholars program, developed by a national nonprofit specializing in high-quality summer learning, was implemented by our Jennersville Y in 2016. Student assessments showed measurable gains in reading and no loss in math skills, a significant improvement over the typical summer slide in both academic areas.

Timetable and costs

The summer programs mentioned above begin as soon as school ends for the year and are followed by our after-school and school-based programs as soon as school starts in the fall. We want everyone to benefit from these opportunities provided by our Brandywine YMCA, so we provide a considerable amount of financial assistance each year. In 2016, our Brandywine Y offered over \$540,000 in financial assistance to 2,250 families and individuals in the Coatesville area.

Why it is important to fund this now

Ongoing support will enable the YMCA to keep its promise to “never turn anyone away due to an inability to pay full fee.” Although Chester County is seen as an affluent county, there are many low-income pocket neighborhoods, particularly in the Coatesville area. We continue to see an increase in the need for financial assistance in these communities and need additional support to close the gap between the assistance we grant and the contributions that we raise. With critical issues such as childhood obesity and a lack of safe havens outside of school, it is more important than ever for us to make sure that no one is turned away from the YMCA for financial reasons.

3. How impact and results will be demonstrated

We will measure our success in reaching the expected outcomes (listed below) through the following methods of evaluation: 1) weekly and session-end surveys to participating youth, 2) staff observation and activity logs and 3) session-end parent surveys.

- 1) Academic Outcomes - Youth will improve their academic achievement through mentoring, homework help and positive activities at the Y.
- 2) Social/Emotional Outcomes - Youth will demonstrate pro-social behaviors and develop positive relationships with their peers and adult staff; and exhibit YMCA core values of caring, honesty and respect for other people/property.
- 3) Physical/Health Outcomes – Participants will increase their activity level through recreational choices and learn about things that impact their health such as nutrition, use of drugs, tobacco and alcohol.
- 4) Parental Outcomes – Parents will become more involved in their children’s learning and more aware of guidelines for their children’s fitness and nutrition.

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.

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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

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