

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: August 4, 2017

Contact Information

Organization Name: Chester County Art Association
Address: 100 N. Bradford Ave., West Chester, PA 19382

Phone: 610-696-5600

Website: www.chestercountyarts.org

Year Incorporated: 1950

Executive Director Name: Wendy Kershner

Executive Director E-mail:

Wkershner@chestercountyarts.org

Board of Directors Chair Name: Tim Porreca

Primary Contact Name: Maryanne Leagans

Primary Contact E-mail:

Mleagans@chestercountyarts.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):

All of Chester County.

Describe Population Served and Annual Number of People Served:

In 2016 CCAA served over 25,000 people which includes adult and youth students enrolled in programs in West Chester; free outreach art classes and camps at Exton Studio & Gallery, The Garage in Kennett Square, CCIU's West Grove Migrant Education Summer Program, Coatesville VA Hospital, and Hillsdale Elementary School; viewers of exhibitions in the West Chester and Exton galleries; viewers of art displays at partnering sites in the county; community and fund raising events; trips to other art venues; art sales; and rentals of the West Chester facility.

Art Instruction – tuition-based classes for the general public

CCAA's seasonal programming in the main West Chester location includes a range of options in drawing, painting in watercolors, acrylics, and oils, pastels, sculpture, ceramics, photography, jewelry, printmaking, digital arts, and fiber arts. In addition to more traditional 8-and-10-week classes, workshops with shorter durations and extended hours allow students to immerse themselves in a specific medium, and smaller group intensives allow for concentrated individualized attention. Open Studio time is offered in the ceramics, printmaking, and photography studios. With a current mailing list of 1,500 and an e-list of over 6,000, quarterly catalogs (digital and printed) invite all ages to engage the artist within.

Outreach Programs – free art programs to targeted audiences

Fulfilling our mission to bring art to the community, CCAA offers 7 different outreach programs that provide free art classes and summer art camps facilitated by experienced artist-instructors. Five of the seven were EITC-approved programs in 2016. CCAA’s passion for sharing art and encouraging creative thinking fuels a goal to help develop the artist in everyone and classes are offered in the areas of the county to best serve migrant, disadvantaged, and at-risk youth.

Mission:

The mission of the Chester County Art Association is to be a source of inspiration, creativity, and community by connecting artists, students, patrons and the wider community to and through art. In the 86 years since its founding, CCAA has continued to fulfill its goal “of making Chester County more actively and courageously art conscious” (from CCAA’s original Charter).

Proposal Summary:

Chester County Art Association is seeking a total of \$21,000 in support: \$10,000 for a Public Art Project and \$11,000 for General Operating Support.

If Capacity Building Proposal, the focus is:

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

Annual Budget \$	<u>660,340</u>	<u>5.5</u>	# of Full-Time Equivalent Paid Staff
<u>78</u>	% of budget for program expenses	<u>16</u>	# of Board Volunteers
<u>12</u>	% of budget for administrative expenses	<u>30</u>	# of Active Non-Board Volunteers
<u>10</u>	% of budget for fundraising expenses	<u>1,500</u>	# of Volunteer Hours
<small>100</small>	<small>% total</small>		

Top 3-5 funding sources:

1. Instructional Classes & Summer Camp
2. Donations
3. Art Exhibitions & Community Events
4. Grants

Grant Amount Requested from the Community Foundation: \$ 21,000 total

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

Organization's history, goals, key achievements and distinctiveness

History

Chester County Art Association (CCAA) was founded in 1931 by artist N. C. Wyeth, art critic Christian Brinton, and CCAA's first art director, William Palmer Lear. Early exhibitions organized by these three founders and others in the group included works by Chester County artists Andrew Wyeth, Horace Pippin, Tom Bostelle, Barclay Rubincam, Philip Jamison, Peter Sculphorpe and Harry Dunn. In those early years, members met in private homes, and then for several years, CCAA held its exhibitions at West Chester University. In the early 1950s, a local art supporter donated an acre of land on the edge of West Chester and the present art center was built in 1953. A subsequent gift from another resident expanded the property to a total of five acres. In 1974, additional bequests enabled the addition of a second gallery and several spacious art studios. Additional upgrades, a new student library, and new darkroom and digital studio were completed in 2015 and 2016.

Goals

CCAA continues to fulfill the mission of its founders, providing quality instruction, exhibitions, and community outreach to persons of all ages and aspirations. While targeting the residents of and visitors to Chester County, members and supporters typically come from throughout the five-county Philadelphia region plus New Jersey, Delaware, New York, and other East Coast states. CCAA takes a broad view of the fine arts and places high value on community involvement.

Key Achievements and distinctiveness: Selected Highlights of 2016 Events & Collaborations

- Regular art exhibitions and receptions open to the public in West Chester (9 months of the year) and Exton (12 months of the year).
- Planned and pop-up community art exhibitions in West Chester and Exton including Domestic Violence Center, Time Light Photography, Art Goes to School, and CCIU Technical College High School.
- Art shows at partnering sites including West Chester Starbucks, Bryn Mawr Trust, PA Career Link/Oakland Corporate Center, Calista Grand, Greater West Chester Chamber of Commerce and Penn State Great Valley.
- Participation in West Chester Studio Tour, Gallery Walks, and other seasonal community-wide events.

Funding Request - First Initiative

CCAA is seeking \$10,000 to create a transportable mural approximately 4 feet by 8 feet. This will be a community-based project with a local artist commissioned to lead the collaborative effort, to finalize the design of the mural, and to supervise its painting and completion. Students and their families from our 7 current outreach programs will be invited to work on the mural at specified dates and times.

Specific needs and issues to be addressed

Our outreach programs specifically target populations that are often underserved by society. These groups include veterans, seniors, at-risk youth, migrant workers and financially disadvantaged children and their families. This mural will initially hang on the exterior wall of the art center and later be displayed in key locations throughout the county. Being invited to participate in such an art project will give the participants a sense of ownership and pride in the project, as well as a greater connection to

their community. For many of these students, this might be a once-in-a-lifetime opportunity to be part of creating a highly visible and impactful work of art.

How will this grant enhance your organization's capacity?

Creating this mural follows our guiding principles and will highlight CCAA's commitment to provide ongoing art experiences. Art is a great equalizer; the artist-within transcends age, gender, ethnicity, socio-economic status, or education. Focused on an art project, creativity flows from one participant to the next and back again. Unity and community are nurtured as the drawing, painting, mosaic and collage work progresses.

How will this increase in organizational capacity be measured?

We will maintain accurate records of the number of participants along with the number of hours dedicated to the project. Our vision is to have other public art projects spin-off from this one, such as beautification of traffic light utility boxes, public trash receptacles, and planters. We will also ask each participant to complete a short questionnaire, listing what this opportunity meant to them and how their lives were impacted. This feedback will be included in our final report.

Activities to implement the initiative.

- Set up a contract with a local artist
- Contracted artist will create a design with input from CCAA staff, member-artists, and outreach programs. Final design will to be approved by the CCAA Executive Director
- CCAA will contact potential participants from our 7 outreach programs
- CCAA will prepare a schedule of dates and times for each group to work
- Artist will prepare the fabric for painting
- CCAA will conduct the painting sessions with artist supervising
- CCAA will plan an installation celebration and community dedication
- CCAA will pursue other installation venues in the county

Timeline: It is hoped this project can take place during the school year, beginning in the fall of 2017 and completed and installed in the spring of 2018.

Budget: Public Art Project - \$10,000:

- \$3,500 Artist-Instructor
- \$3,500 Art Materials/Supplies including specialty UV paints and varnish; canvas to design and create murals off site with community involvement; and rental of scaffolding/lift if needed
- \$1,500 Specialty prep work if needed, i.e. grommets and cords for hanging, power washing or wall repair depending on initial location installation
- \$1,500 Administration (approximately 15%)

Why it is important to fund this now

CCAA's main facility is located at the edge of the West Chester downtown area, and we'd like to increase our visibility in all of the Chester County communities we serve. Our satellite studios provide free art classes and summer art camps, however many people are not aware of these programs. Our satellite galleries provide venues for us to display artist-member artwork in businesses and other unique spaces where artwork may not be typically seen. By creating a community public art project that can "tour the county", we will have an opportunity to provide free art activities and art education events tied to the display of the mural itself.

How impact and results will be demonstrated

The impact of this project will be on multiple levels: (a) the numbers of participants and their feedback about being part of a community art project; (b) the number of visitors who come to see the mural and participate in the free art activities and art education events tied to specific community tour stops; and (c) visibility in the local media to highlight the power of art and creative thinking. The goal is for this project to be the 1st of many ongoing CCAA public art projects.

Funding Request - Second Initiative

CCAA is seeking an additional \$11,000 for general operating support. Specifically, we hope to hire an additional part-time staff member to serve a split role in our main West Chester facility and our Exton Square Studio Gallery. In West Chester, the role will be a combination greeter, receptionist and retail clerk in our new entry area and Shop Art gift store. This is especially critical during busy times of the year when our small full-time staff of three is pulled off their fundraising, education and communication projects to handle art sales. In Exton, the role will be as a CCAA ambassador and retail clerk to allow the studio to be open for an extra day each week to allow us to offer more free art classes to the community. When a class is running, in addition to the teacher, another adult must be in the space for safety reasons. We hope to pilot some free art classes specifically for veterans to complement the free weekly art classes we already run at the Coatesville VA Hospital.

Timeline: Our goal is to have someone in place in West Chester before Thanksgiving for the holiday gift season and for this person to start in Exton in January, 1 day a week for a pilot to test veterans' art class.

Budget: General Operating Support for the part-time role is \$11,000:

618 hours @\$15/hour, (plus employer payroll taxes)

9 months, summer off due to art camps; approximately 15 hours/week, split over 3 to 4 days

\$1,000 Administration (approximately 10%)

Why it is important to fund this now

Although CCAA has been a part of the West Chester community for 86 years, many West Chester and Chester County residents are not familiar with what we do and how they can engage with us. With an increased marketing push and promotion of our free outreach programs, we hope to draw new residents and visitors into our spaces—to help us continue to fulfill our mission to serve our community and expand the ways that we promote the power of the arts and inspire creative thinking.

How impact and results will be demonstrated

The impact of this new role will be on multiple levels in each location:

Exton

- (a) increasing the number of participants in the Exton classes and the new classes; and
- (b) expanding the demographics of the participants in terms of age, gender, and county area.

West Chester

- (a) tracking and increasing the number of visitors to Shop Art and their demographics;
- (b) increasing our mailing lists, both print and electronic; and
- (c) increasing attendance at art exhibit/education events and registration for classes/workshops.

The goal is for this new role to provide statistics and feedback from our audiences that we can learn from and then parlay into new types of programming and community offerings.

II. 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.***