

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
- ◇ 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

Contact Information

Organization Name: Chester County Women's Services
Address: 1028 E. Lincoln Hwy, Coatesville, PA 19320

Phone: 610-383-0930

Website: www.ccwsmedical.org/www.ccwsmedicalinfo.org

Year Incorporated: 1985

Executive Director Name: Myriam Ruager

Executive Director E-mail:

myriam@ccwsmedical.org

Board of Directors Chair Name: Ken Hunt

Primary Contact Name: Michelle Maloney

Primary Contact E-mail:

michelle@ccwsmedical.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):

We serve the entire Chester County area.

Describe Population Served and Annual Number of People Served:

We serve at-risk, low and no-income women and families in the Chester County region who are of child-bearing age. Single parent households make up over 80% of our client base, and 60% earn \$10,000 or less annually. In 2016, CCWS served 582 women in the form of medical appointments and 834 families in the form of educational visits, with a total of 1,666 medical and educational visits.

Mission:

Chester County Women's Services is a pregnancy care medical center whose mission is to educate and empower individuals and their families to make life-affirming choices. We support women and their families physically, emotionally, and financially through basic pregnancy care, parenting education, material support, sharing of the Gospel and in 2017 we launched a homeless prevention program.

Proposal Summary:

We are requesting general operating support for the free medical and educational services provided at our three centers located in Coatesville, Kennett Square, and West Chester. Funding from the Chester County Community Foundation will allow us to expand our reach to serve more families in the Chester County area and help us provide more incentive-based necessities to women and families who earn them. Our programs are designed to help empower our clients make positive life choices and live independently.

If Capacity Building Proposal, the focus is:

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

Annual Budget \$503,546.20 _____ 3 _____ # of Full-Time Equivalent Paid Staff
 64 _____ % of budget for program expenses 8 _____ # of Board Volunteers
 14 _____ % of budget for administrative expenses 103 _____ # of Active Non-Board Volunteers
 22 _____ % of budget for fundraising expenses 2,330.5 _____ # of Volunteer Hours

100 % total **Top 3-5 funding sources:**

Annual Banquet
Individuals
Grants

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

Chester County Women's Services (CCWS) began in 1985 with the opening of our first pregnancy care center in Thorndale, PA. Services in the beginning were limited to free pregnancy tests and community referrals. In order to increase the level of support and care over the long term for women and families in crisis we launched an educational program in 2001 called The Family Movement. One year later, in 2002, we acquired our first ultrasound machine and in 2003 we became a medical center. From that point forward we began to see an exponential amount of growth and in 2007 we opened a second medical center in downtown West Chester, and in 2013 our third medical center in Kennett Square. We serve hundreds of women and families annually throughout the Chester County region.

CCWS is distinguished by our commitment to provide FREE, high-quality pregnancy-based medical, peer-counseling, educational and homeless prevention services to anyone in need, regardless of race, religion, income, or other factors. We provide practical help, but even more importantly we offer hope, support, care and compassion without judgement. Our clients make comments such as "when I am here I can be open and honest," and "I don't feel judged when I share my story with you."

Our medical services are comprehensive and cannot be found at other local agencies. Besides providing a pregnancy test, we also offer each pregnant woman a free limited ultrasound. These scans confirm that the mother is carrying a viable pregnancy in the uterus, provides an estimation of the trimester of the baby and confirms that there is a heartbeat in the baby. The average cost for an ultrasound is \$263. We are able to provide this service free of charge. In addition to these medical services, we are planning to begin testing for sexually transmitted diseases (STD's) in 2018.

Our parenting program, the Family Movement Program has a positive reputation in the community. Other local agencies refer their clients to our program, such as the Community, Youth, and Women's Alliance in Coatesville. We know that this program makes a positive impact on the lives of the parents and a lifelong impact on their children because each week we hear comments such as, "I never realized how important this is," or "I tried what you said in class and it worked!" Neglect and abuse can result from a lack of parenting skills, and participants in our program have stated that they don't have yell or hit their child to get them to listen.

Launched earlier this year in 2017 is our Homeless Prevention Program. This program has been established for current CCWS clients to help fill a financial gap in their rent as a result of their pregnancy. Requirements include showing a steady stream of income from their work paystubs and taking financial budgeting classes free of charge on site.

The overall goal for Chester County Women's Services is to serve women and families by sharing the love of Christ, helping them choose life for their unborn children, and equipping them with the emotional, spiritual, and practical support they need to be the best parents they can be by breaking cycles of abuse and neglect to ensure a brighter future for the generations to come.

2. Funding request

We are requesting \$5,000.00 to support and sustain our FREE medical, educational, material resources, and homeless prevention services to at-risk women and families in the Chester County region in our three centers located in Coatesville, Kennett Square, and West Chester.

• Description of key initiatives

According to the Family Research Council, women planning to abort their child were 2 - 3 1/2 times more likely to keep their children after viewing their ultrasounds. Providing free ultrasounds on site is essential to allow women to see the life they are carrying, and to identify any potential health risks as soon as possible. All pregnancy tests and ultrasounds are performed by certified nurses and trained sonographers. We also offer free unlimited nurse consultations and pre-natal vitamins.

CCWS isn't just a medical clinic: our mission is to educate and empower, and we offer a comprehensive parenting education curriculum at no cost. We want to equip the clients that come to us to be the best parents possible. It starts with free access to quality pre-natal medical care, but education is essential to the long-term vitality and success of a family. Our parenting program teaches healthy parenting skills which can break cycles of abuse and neglect. Poverty and lack of parenting skills are two key factors that can promote and foster an environment of abuse and neglect. Class participants learn to care for and raise their children in safe and stable homes, and they also earn incentives for class participation, which provides much needed material assistance for essential items such as diapers, clothing, formula, cribs, car seats, and strollers. Currently we offer two curriculums: **Parenting 101** and **Essentials of Discipline**, as well as specialty classes such as **Breastfeeding**, **Childbirth**, **Budgeting 101**, and **Men's Mentoring**, and **Parenting Support Group**. We are expanding programs by offering a new evidence-based curriculum called **Relationships Under Construction** to more effectively meet the needs of our clients based on their feedback and our recommendation to help families apply real world practices to their families. This new program will create a dynamic educational experience that will provide the necessary tools to families that may otherwise never have the opportunity to learn these valuable skills.

Our **homeless prevention program** is in place to assist current CCWS families who are experiencing a financial hardship in paying their rent or mortgage due to the pregnancy. We already have three families who are applying for assistance since launching our program just a few months ago. Our goal is to help these families bridge the gap between what they can pay and what they need to pay. There are stringent rules in place to ensure that we are giving a hand up to these families, assisting them in a way that will allow them to care for their pregnancy or new baby and keep their home and/or job.

• Specific needs and issues to be addressed

According to the Centers for Disease Control and Prevention, in 2011, 45% of all pregnancies in the United States were unintended. Low-income women are more than five times as likely to experience a crisis pregnancy. If current trends continue, more than half of all women in the United States will experience an unintended pregnancy by the time they reach age 45. At CCWS, the majority of the women who come to us for help do not have insurance and have had no previous prenatal care. We provide a free pregnancy test, limited ultrasound, prenatal vitamins, and unlimited nurse consultations throughout their pregnancies. We also provide a pregnancy verification document which is needed to obtain insurance, all at no cost, as well as essential skills and tools they will need to raise their children in healthy, loving home environments.

We are looking for financial support to help sustain our medical services. This includes the purchasing of medical supplies such as gowns, gloves, table coverings, ultrasound probe covers, pregnancy tests, ultrasound paper and insurance for our ultrasound machines.

We are also looking for support for our parenting classes, specifically our new curriculum titled, Relationships Under Construction. These classes help address the core issues that soon-to-be, new parents and seasoned parents are experiencing. Our goal is to help educate our clients to empower them to make positive choices, resulting in long-term changed behavior. We want to break cycles of neglect and abuse.

Funding for our homeless prevention program will help families in Chester County keep their housing, so they aren't on the streets because they can't pay a few months rent due to pregnancy complications or time off work. This impact is something that will positively impact the Chester County area in big ways, by allowing families to remain in their homes during a financially difficult time.

• **Organizational impact if initiative is undertaken**

This grant would help ensure that each and every person who comes to CCWS would be empowered and equipped with the medical care, resources, education, material assistance and support they need to raise healthy, happy children in stable, loving home environments. We firmly believe if you want to have an impact in your community, then you must accomplish this one life at a time. Invest in a life and they in turn will invest in others. Through our programs we know we are making a noticeable impact as we see lives transformed. We empower women and men to make positive choices through every part of their parenting journey.

• **How will this grant enhance your organization's capacity?**

This grant will equip us with the tools, resources, and equipment required to meet the needs of the women and families who come to CCWS for medical and educational care. It will also allow us to expand our reach to more women and families.

• **How will this increase in organizational capacity be measured?**

Our organizational capacity will be measured by the number of clients we are able to serve, and will be reported through our measurement practices.

• **Activities to implement the initiative. Please include a description of the expected activities; timeline and costs to implement the initiative. If external consulting services are required, include the anticipated costs and expertise of the consultants to be hired.**

- Medical Supplies: We will be able to purchase more supplies, which in-turn will allow us to reach more clients. Cost: \$2,500.
- Homeless Prevention Program: provide housing assistance to current clients who are having trouble paying rent due to an unplanned pregnancy. Timeline: In our first year, our goal is to help three to five families, by filling the financial gap of a rental payment so that they will not be evicted from their home. Costs are up to \$3,000 per family.
- Marketing to Target Audience: Increasing our visibility to low-income, undocumented and uninsured families in the Chester County Area over the next year to help increase our medical appointments at our West Chester and Kennett Square Offices. Cost is \$500 - \$1,000 per month.
- Look into possibility of moving West Chester Office to a better location for better visibility, with the goal of attracting more clients. Timeline: over the next six months. Cost to move medical equipment, furniture and administrative items could cost \$4,000.

- Relationships Under Construction Curriculum: offer a new curriculum that better meets the needs of our clients and addresses tough topics with teenagers that they may otherwise not learn about. Timeline: We would like to begin rolling this out by January of 2018. Cost: \$10,000.

• **Why it is important to fund this now?**

The continued growth of our organization requires us to develop ways of increasing our revenue, so that we may continue to provide high quality and compassionate care at no cost to our clients. As more women seek help with their unplanned pregnancies and family care, we must ensure that we have the capacity in place to provide that help. We must ensure that our buildings are safe and welcoming, our medical equipment is operating at peak capacity, and our staff and volunteers are equipped with the training and resources necessary to assist our clients. We also need to continuously evolve, making our services better to meet the ever-changing needs of our demographic.

2. How impact and results will be demonstrated

Success is measured through pre- and post-class surveys focusing on key concepts learned as well as levels of confidence in applying those skills into everyday life. The results of these surveys are analyzed on a quarterly basis and are used to improve the educational program and teaching techniques. They are also shared internally, and narrative success stories written by the women we serve are shared with staff, volunteers, and supporters of the organization. Medical services received by each client are recorded in our database, and reviewed on a monthly basis by our Nurse Coordinator.

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
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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:** Business Continuity 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@chescofc.org

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

