

## 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](http://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](mailto: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](mailto: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](http://www.chescocf.org)

**Date 8/16/17**

## **Contact Information**

Organization Name: Paoli Blues Fest, Inc  
Address: 159 W. Lancaster Avenue, Ste. 3  
Phone: 610-296-7443  
Website: paolibluesfest.com  
Year Incorporated: 2009  
marie@paolibluesfest.com

Executive Director Name:  
Executive Director E-mail:  
Board of Directors Chair Name: Marie Thibault  
Primary Contact Name: Marie Thibault  
Primary Contact E-mail:

Has your nonprofit ever applied to the Community Foundation? Yes \_\_\_ No X Not Sure \_\_\_  
Has your nonprofit ever received funding from the Community Foundation? Yes \_\_\_ No X Not Sure \_\_\_  
\_\_\_ Donor Advised Fund(s) \_\_\_ Fund for Chester County \_\_\_ Don't know/Not sure

## **Field/s of Interest:**

X 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):

Chester County – Eastern, North Eastern - but open to and have attendees from entire County and beyond.

### **Describe Population Served and Annual Number of People Served:**

Free event that serves all ages because Concert and Street Fair reach out and have participants and activities that appeal to everyone. Number served: 4,000 to 6,000

**Mission:** To encourage, promote and support the blues tradition in our community by hosting an event that gives blues musicians a paid stage and spotlight. At the same time to reach a larger audience with a street fair to include all ages so the Fest is a real community event and all are included and welcome. The aim is to utilize music to gather a sense of community that lasts long after the music is a memory.

**Proposal Summary:** Paoli Blues Fest & Street Fair is a major event in the Paoli/Chester County area. Because it is free (except we ask for non-perishable food for the Chester County Food Bank), it is available for anyone to attend. Our proposal is asking for assistance for van transportation and advertising to ensure that we can meet those expenses. Your grant will also help our mission to promote community and continue the Paoli Blues Fest as a free event – which has been indicated as “awesome” by our visitors, bands and vendors.

### **If Capacity Building Proposal, the focus is:**

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

**Annual Budget** \$ 50,000 \_\_\_\_\_ 0 \_\_\_\_\_ # of Full-Time Equivalent Paid Staff  
90 \_\_\_\_\_ % of budget for program expenses \_\_\_\_\_ 6 \_\_\_\_\_ # of Board Volunteers  
8 \_\_\_\_\_ % of budget for administrative expenses \_\_\_\_\_ 68 \_\_\_\_\_ # of Active Non-Board Volunteers  
2 \_\_\_\_\_ % of budget for fundraising expenses \_\_\_\_\_ 550 \_\_\_\_\_ # of Volunteer Hours

100 % total

**Top 3-5 funding sources:** PA Council on the Arts/Greater Philadelphia Cultural Alliance Grant, Sponsorships, Vendor Fees, Sales – Beer Garden, T-Shirts, Raffle Tickets, Fest Day donations

**Grant Amount Requested from the Community Foundation:** \$ 5,000 \_\_\_\_\_

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

*Provide clear, concise information. 3 pages maximum.*

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

**History:** The Paoli Blues Fest was undertaken because Ken Klaus, the founder and blues musician, initiated the idea to the Paoli Business and Professional Association in 2007. In 2009 the initial Blues Fest sprang into reality and met with such success and excitement it was decided it would become an annual event. That same year Paoli Blues Fest became an independent corporation and was officially a registered 501 (c) 3. 2017 is the Fest's 9<sup>th</sup> year.

It was determined that the Fest would always occur on the first Saturday of October. The first three years there were multiple community stages and one main stage – located at the Paoli Village Shoppes on route 30 across from the Paoli Train Station. After three years there was only one main stage. In 2017 there is only one stage, it is in a new location in Paoli – Paoli Presbyterian Church, at 225 South Valley Road. We are so grateful to the management of Paoli Village Shoppes. Their generosity and partnership helped make the Fest grow and be the crowning blues fest of the area and the largest one on the Main Line.

**Goals:** The goals for the Paoli Blues Fest was to create a free community event that, while it focused on the blues tradition of music, it also was planned to be an event that everyone and all ages would enjoy. That resulted in the Fest also becoming a street fair of vendors that had something for everyone. The idea was to make the Paoli area and beyond come together for one day for fun, food, a forum, and encourage additional business for the area retailers and restaurants.

To make sure that even the youngest attendees were happy, we created a KidZone that had crafts, moon bounce, fire truck exploration, face painting, sports demos, prizes to win and more. Anyone who provides entertainment and intrigue for the little ones gets a free vendor space as appreciation for their involvement.

The Blues Fest Committee decided the very first year to provide each vendor of the Street Fair their set-up tents, tables and chairs. The feedback from vendors was that our set-up and exhibit communications far surpasses other events in which they've participated. Paoli Blues Fest has worked with All Event Party Rentals of Media. His team starts set up for the Fest at 5:00am to ensure that everything is organized and in place by the time the vendors arrive. Total vendors have reached 75 to 120 in number.

**Key Achievements:** The concert consists of six blues bands that have demonstrated their quality of music, performance and engagement with the audience. They are bands that are local, regional and this year, 2017, a national act. This year's lineup includes: American Eon, Blue Route Blues, Scoville Blues, PorkRoll Project, Greg Sover Band, Skyla Burrell Band. The bands are selected from many interested musicians that contact the committee each year. We're especially thrilled to have a national band – Skyla Burrell this year. It is due to the generosity of an employer of one our Board members who heard that the price would be a bit more than we generally can afford and he came to the rescue to pay the difference – the company Proconex Direct in Royersford.

The Fest is also humbled and grateful for sponsors, volunteers, vendors and many other partners that have been loyal to our pursuit - for some the entire nine years of the event. This record of consistent support is such an achievement that we are unable to express our appreciation suitably. Also, the relationships that we have developed with our hosts – Paoli Village Shoppes and now Paoli Presbyterian Church is itself an honor.

## 2. Funding request: \$5,000

- **Description of key initiatives**

Because the Paoli Blues Fest has changed locations the new key initiatives for 2017 are Van Transportation and Informational Advertising and Directional Signage.

The routine initiatives are mostly program services and expenses. Our budget includes the cost for not only obvious expenses like bands, stage, tents et al, marketing and advertising (advertising - much we get discounted) but dumpster, parking lot sweeper, port-a-potties, T-shirts, accountant, insurance, generator, police and fire police security and traffic safety, volunteer refreshments. Our sponsorships have varied year to year because many would be new businesses to the area and when established no longer feel the need to participate in promotional activities or sponsorships. The grant would ensure that any deficiency in sponsorships for 2017 would be made up via the Grant.

- **Specific needs and issues to be addressed**

Since in 2017 there is a new venue location, it is important that attendees be directed to the correct location. This results in the need for more signage and marketing. Also, because the location is .9 miles from the original location we have the need for van transportation for visitors who arrive by train or park in locations that were once walkable and are now beyond the comfortable walkable distance for some people. All these new initiatives are added expenses that our budget may not be able to absorb, but are imperative to ensure that visitors are made to feel welcome and transported conveniently to the Fest without frustration or annoyance – or giving up trying to find the festivities.

- **Organizational impact if initiative is undertaken**

The impact of these initiatives is most important because, as a community event, it is all about the attendees/visitors. Making sure that they know where the Fest is and how to get to it is one of our highest priorities. What we're requesting is imperative to the success of the Paoli Blues Fest and the happiness of our attendees.

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

It's all about community and making sure that we've considered and been considerate of the community's needs. This will enhance our organizations and event's standing with the exact group that we're trying to cater to. At the same time delivering a large audience will enhance our organizations standing in the blues community and most likely provide us more options for more talented, expert artists for future Blue Fests. And this will act as a positive loop so visitors will be more likely to attend, continuing to grow the Fest and ensure success for the future. We already have a reputation of providing an afternoon of blues excellence and fun for the all ages – making sure that everyone is served well will help to keep and increase that distinction. Also, the crowd dictates vendor registration and a bigger crowd lends to more visibility for sponsors – so in both cases a growing number of attendees should open more opportunity for increased participants and partners.

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

We will measure the number of attendees, their remarks and feedback, number of vendors and their satisfaction with sales and contacts. We can also measure the level of increased income if we can show data of increased visibility and customers to both sponsors and vendors. The measurement is important to our sponsors that require data for advertising impressions, crowd/attendee demographics and totals. For

vendors, their goals require details to help them make the decision to reserve space and decide the ROI on their exhibit space fee.

- **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.**

Marketing and Advertising that will promote and clarify where new location is, where to park, transportation available to get from parking to Fest. This will be included in advertising, posters, handouts, facebook, eblasts, signs, on website during the entire month of September. Schedule rental of vans in early September either from Krapf Coaches or Paoli Ford. Hire/rent two 15 occupancy vans and secure shifts of volunteer drivers that can pick up and deliver festers without long waiting times.

Cost: \$5,000

- **Why it is important to fund this now**

It's important now because this year's Fest is scheduled for Saturday, October 7. So, this grant will help us have enough funding to make sure that we cover the expenses of Marketing/Advertising expenses and van rental. Even if the funding is provided after the date of the Paoli Blues Fest we will make sure that we negotiate payment timing with our sources.

### **3. How impact and results will be demonstrated**

Impact will be demonstrated by number of contact emails requesting last minute vendor spaces, details regarding location of Fest, parking areas, etc. Also, the day of the Fest will show results by how organized vendors set up, visitors arrival, how easily parking was found, how smoothly vans are located, utilized, and efficient delivery of attendees in a timely fashion. The temperament of the visitors, comments about location change and its effects on their enjoyment – and ask how this can be improved upon from those who are likely to share opinions. We have asked visitors to comment on our facebook page and results in a large number of people who share positive messages and sometimes ideas for improvement. All are answered and appreciated.

It will also be demonstrated by overall visitor numbers, audience and beer garden capacity/crowd count, how long a stay, sales totals, and comments shared with our volunteers at the Information Tent. While all of these results are more anecdotal and less data driven, they are very true with sample quantities that prove real, measurable results for initiatives undertaken.

## **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](http://www.chescocf.org)*

E-mail completed proposals to [grants@chescocf.org](mailto:grants@chescocf.org)  
Please contact Kevin Baffa or Beth Harper Briglia at (610) 696-8211 or [grants@chescocf.org](mailto: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.*

## 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](mailto:grants@chescofc.org)

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