

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 January 17, 2018

Contact Information

Organization Name: Nourish Mobile Market
Address: P.O. Box 551, Phoenixville PA 19460
Phone: 610-933-9305
Website: www.goodsamshelter.org
Year Incorporated: 2001

Executive Director Name: Nate Hoffer
Executive Director E-mail: nate@goodsamshelter.org
Board of Directors Chair Name: Dave Cagliola
Primary Contact Name: Kathryn Maleney
Primary Contact E-mail: Kathryn.maleney@gmail.com

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):

Chester County

Describe Population Served and Annual Number of People Served:

Nourish Mobile Market is a job creation and rapid re-employment subsidiary of Good Samaritan Services which serves Good Samaritan Shelter residents. Annually Nourish employs an average of 9 formerly homeless men from the GSS Phoenixville Program. Additionally, Nourish Mobile Market serves as a mobile grocery store which provides healthy fresh produce to individuals in food deserts in Chester County. In 2017, through our Pay it Forward program Nourish was able to offer healthy fresh produce to 75 families in need.

Mission:

Nourish is a mobile market that provides GSS residents with employment by offering on-sight pre-employment, jobs and job training, hands-on work experience, & a living wage, while serving the local community as a mobile grocery store.

Proposal Summary:

Nourish is set up as a market and a job development program. One thing that we have learned is that while it works well as a job development program, it is difficult to turn a profit as a grocery store – possibly one of the reasons why there are so few grocery stores in Phoenixville to begin with. While on a good month (in the height of summer) we are able to cover the expense of operations through the sales we generate, we are looking for help with the administration and job development aspect of this program.

If Capacity Building Proposal, the focus is:

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

Annual Budget \$ \$120,926.00

 2.5 # of Full-Time Equivalent Paid Staff

 82 % of budget for program expenses

 6 # of Board Volunteers

 28 % of budget for administrative expenses 9 # of Active Non-Board Volunteers

 0 % of budget for fundraising expenses 792 hours per year # of Volunteer Hours
100 % total

Top 3-5 funding sources:

GSK Impact Award, \$40,000; Independence Blue Cross Foundation, \$25,000; Leo & Peggy Pierce Foundation, \$25,000; Phoenixville Area Middle School, \$1,000; Renaissance Academy, Phoenixville, \$1,000

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

In late September, 2015 Good Samaritan Services launched Nourish Mobile Market, a social enterprise created to give jobs to our shelter residents and stimulate rapid reemployment, while at the same time offering food access to residents of Chester County who are struggling with food insecurity. The market offers a healthy fresh food shopping opportunity while employing people who have little or no previous job experience. The project has served as a way to extend GSS's mission of supporting the health and well-being of our community through a program that has mutual benefits for families, seniors, local farmers and those who are recovering from an episode of homelessness, living in our transitional housing program. The market sells fresh & locally-sourced foods at market rate prices through a mobile market on wheels with regular weekly stops in convenient places throughout the Phoenixville area.

One of the most positive things we learned this year was how much the community appreciates the work that Nourish does. This was demonstrated most clearly when we were named the winner of a GSK impact award for Nourish. We are delighted by the outpouring of community support, and we hope that this recognition will serve as a calling card for future support elsewhere.

In the last six months we have decided to adjust our schedule to make fewer stops for longer periods of time. During the summer the market was making regular weekly two-hour stops at as many 20 locations throughout the area, but in October, realizing that this approach was fraught with difficulties, we decided to narrow our focus to the Phoenixville area. Since that time, the market has been working to bring the same fresh locally-sourced groceries and food items to the Phoenixville community, making 3 hour stops at seven centrally located and accessible locations around Phoenixville. We have also participated in six special events, fairs and festivals, in the last six months.

2. Funding request

Description of key initiatives

Nourish Mobile Market is a social enterprise of the Good Samaritan Shelter serving as the centerpiece of the GSS Job Development Program. The market sells healthy fresh local produce and groceries in Phoenixville and serves as an employer of GSS program participants.

Nourish is a mobile market that provides GSS residents with employment by offering on-sight pre-employment, jobs and job training, hands-on work experience, & a living wage, while serving the local community as a mobile grocery store. The market sells fresh & locally sourced foods at regular locations, making daily two to three-hour stops in convenient places in the Phoenixville area. Employees of the market learn a variety of skills, depending on their interest, ability and the needs of the market. Among the skills most consistently taught are customer relations, inventory, cash register (on computer); produce and grocery management; care and repair of the truck and trailer.

We expect that in the year ahead we will be developing more learning opportunities beyond the market for employees, helping them make connections and develop skills such as safe food handling, partnering with small businesses to create first chance jobs for men in the program and visiting local small business places such as Valero Coffee, Seven Stars Yogurt and the Great American Pub).

The market was developed to be a resource for families and individuals with food access issues. By making market stops in the center of Phoenixville on a daily basis, customers are beginning to develop confidence that Nourish is a reliable resource for their family food needs.

Specific needs and issues to be addressed

The goal of the Nourish Mobile Market project is to provide job and skills training to men who may have never held a job in their lives. These men, though eager to work, need training in all aspects of the hiring process from writing resumes, to interviewing, to accessing even transportation. However, though our program may be able to provide this training, the Mobile Market cannot hire

all the men at GSS who are in need of employment. Thus, to make the job development aspect of Nourish more effective there are several specific steps we must take. Firstly, we need to further develop our job training program. We need to partner with other similar programs in the community to make this job training program as effective as possible. We need to develop a mentorship program to guide our guests in their journey to independence and stability. And finally, we need to create more connections with the Phoenixville community so we can offer more employment possibilities to the men of GSS who complete the job training program. It is to augment this side of our program for which we need your help.

Organizational impact if initiative is undertaken

In the year ahead we project that the Market will

- Employ 9 GSS residents
- Create 2,940 hours of paid employment to GSS residents
- Pay \$34,800.00 to GSS resident employees
- Offer 180 hours of job coaching/mentoring (5 hours/month for 3 employees)
- Create and offer 180 hours of Non-Nourish job learning experiences (5 hours/month for 3 employees)
- As a result of these experiences we expect that in the year 6 men will moved on to other employment/education
- We anticipate 480 market stops in the year at 10 market locations and 5 fairs and community events.
- In total we expect to carry out 2500 transactions per month(200 per month)
- 74 purchases will use the Pay it Forward Fund (from customer donations), and 80 purchases in the year will be with SNAP funds.

How will this grant enhance your organization's capacity?

This money will be spent in part on the salary of the Nourish General Manager, Stephanie Kitchner. Stephanie has worked for years in the food industry in Chester county, and so in last six months she has had tremendous success bringing together local food producers and the Nourish Mobile Market. She has also increased the Market's visibility by encouraging us to participate in more local festivals and events. Stephanie has a long history of working with underserved populations and has spent the last two years volunteering at Graterford State Prison doing GED and literacy training. Thus, she is ideally equipped to help develop Nourish's job training program over the course of this year, and this grant will to pay her salary.

How will this increase in organizational capacity be measured?

We keep an online spreadsheet tracing goals and objectives per month, and we publish these on the website. Our steering committee assesses this sheet and creates a report for the board so we can track trends and needs and to asses the needs and objectives of the enterprise.

Activities to implement the initiative.

We have one program in place to help our guests develop these skills – the Ready for Work curriculum that GSS has developed, along with job coaching & mentoring. The Ready for Work program is in place, and it is our expectation that all unemployed men at GSS Phoenixville will have the opportunity to move through the Ready for Work program, however not all unemployed men at GSS will get jobs with Nourish. For this reason we are reaching out and collaborating with other organizations in the Phoenixville area including the Daniel Foundation and CareerLink of Chester County, to more fully develop this job coaching program. This year we will create and offer 180 hours of Non-Nourish job learning experiences (5 hours/month for 3 employees).

By 2019 we hope have developed a network within the community that will ensure that each man who completes our job training program will have the opportunity to interview for employment with a local company.

Why it is important to fund this now

The Nourish Mobile Market has been operation for two successful years as both a job creation program and a program to provide food in areas around Phoenixville which do not have a local

grocery stores or access to healthy fresh produce. After two years we decided the time had come to step back and assessed our operations and developed a strategic plan. In conversations with the Nourish Market Manager we determined that Nourish's strength is really in its ability to serve as a job creation lab. For many of the men who have been hired by the Market, the position was a foothold on the way to reemployment, or even their first job ever. With this knowledge we are refocusing to ensure that the program strongly highlights this service. We recognize that now is the time to strengthen our program by developing our job mentoring, partnering with other community organizations, and creating a community network of support. All support for this program will help us develop a strong and effective service to ensure the rapid reemployment for the residents at Good Samaritan Services.

How impact and results will be demonstrated

In 2018 we have specific goals to further develop our employment program. Firstly, we project that Nourish will employ nine new residents from GSS. These positions will offer 2940 hours of employment and pay \$34,800.00 to GSS residents. Of the residents we employ we envision that six will moved on from Nourish to other employment opportunities or education programs. This is consistent with the level of employment that has been achieved in the last two years.

The new aspect of our program is to program by developing our job mentoring, partnering with other community organizations, and creating a community network of support. To do this we intend to ensure that the program offers 180 hours of job coaching and mentoring, and an additional 180 hours of Non-Nourish job learning experiences. To develop our community network, we will be increasing our attendance at Fairs and community events, and intend to attend five such events this year. These events will be in addition to the already scheduled market stops. Over the next year, the Mobile market will make 335 stops, or 12 per month at ten different locations. We expect that customers will make 2500 transactions, or about 200 per month.