

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: 7/11/18

Contact Information

Organization Name: Graystone Society, Inc.
Address: 50 S. 1st Avenue, Coatesville, PA 19320

Phone: 610-384-9282

Website: www.steelmuseum.org

Year Incorporated: 1984

Executive Director Name: James Ziegler

Executive Director E-mail:
admin@steelmuseum.org

Board of Directors Chair Name: Scott Huston

Primary Contact Name: James Ziegler

Primary Contact E-mail:
admin@steelmuseum.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):

Chester County

Describe Population Served and Annual Number of People Served:

The Graystone Society serves an audience of all ages and interests.

Visitors in 2017 – 4,791; 3-year average – 4,403

Mission:

The Graystone Society is a not-for-profit educational institution focused on broadening an understanding of the iron and steel history of Coatesville, Chester County, southeastern Pennsylvania, the region and nation to audiences of all ages and interests by collecting, preserving, exhibiting and interpreting iron and steel's history, as well as contributing to its local economies in a meaningful way.

Proposal Summary:

We are shifting our focus to the enhancement and expansion of our community outreach and fund raising efforts. Funding is needed to promote and staff these initiatives.

If Capacity Building Proposal, the focus is:

Mission, Vision & Strategy Governance & Leadership Strategic Relationships

Fundraising & Development Other: _____

Annual Budget \$ 592,150 _____ # of Full-Time Equivalent Paid Staff 2

12.57 % of budget for program expenses 11 # of Board Volunteers

23.47 % of budget for administrative expenses 35 # of Active Non-Board Volunteers

1.77 % of budget for fundraising expenses 2,292 # of Volunteer Hours

43.87 % of budget for real estate (National Iron & Steel Heritage Museum)

100 % total

Top 3-5 funding sources:

The Stewart Huston Charitable Trust, Huston Foundation, Historic Huston Properties, Pennsylvania Historical Museum Commission, Corporate Sponsors, Individual Annual Appeal and Memberships.

Grant Amount Requested from the Community Foundation: \$ 7,500 _____

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

The National Iron and Steel Heritage Museum of the Graystone Society is a vibrant place where people encounter, explore and learn about the past. With diverse audiences and Chester County's unique heritage at its core, The Graystone Society is an educational leader in the history community of the Delaware Valley. In pursuit of this vision, The Graystone Society will:

- Identify, collect and exhibit significant historical materials related to the iron and steel history of Coatesville, Chester County, southeastern Pennsylvania and the region.
- Provide leadership in the responsible preservation of and public access to these historical materials.
- Encourage excellence in research, documentation and interpretation of historical materials.
- Present exhibitions that use historical materials to enrich the public's understanding of and appreciation for the iron and steel heritage of Coatesville, Chester County and southeastern Pennsylvania.
- Foster an appreciation of the importance of historical materials to enrich public understanding of the past and the creation of an improved future.
- Serve diverse audiences through a variety of learning formats.
- Promote pride in both individual and community heritage.
- Respond to the community's needs to explore and examine issues critical to its past and an application to contemporary life.
- Provide support to historic preservation initiatives in the Chester County region.
- Maintain mutually beneficial relationships and alliances with educational institutions, the business community and civic organizations.

As a nation whose future is tied to innovation, we need to develop the capacity of all young people to generate original ideas and have the confidence to act on them. As most learning opportunities happen outside of the school day, students need to develop the skill to learn independently. Museums run on a different learning style with non-traditional teaching roles -- where children are in charge of their own learning. A perfect place for them to learn from the past, act in the present, and change the future.

With your help, the National Iron & Steel Heritage Museum can grow as a safe and nurturing haven. A dynamic place filled with people and interesting displays, where young people can achieve, learn, share knowledge and opinions, volunteer or be employed, knowing that their participation is valued.

Education

In recent international exams, American students ranked 25th in math, 17th in science and 14th in reading. America needs more students entering the fields of math, engineering and science. The National Iron & Steel Heritage Museum engages the students' imagination and helps them visualize the possibilities of an education and career in the sciences. Steelmaking is a fascinating process that has captured the imagination for centuries.

What We Are Doing in Education Today –

- Providing tours of the Lukens National Historic District for the public, schools and scouts
- Hosting lectures and educational trips; Expanding the web site & video offerings
- Sponsoring internships
- Continuing to curate and exhibit the large Grutzka Industrial Art Collection
- Developing exhibits that communicate and build a knowledge base of steel making and our American industrial heritage.

Historic Preservation

In 1994 our properties were federally designated a National Historic Landmark -- recognizing the importance, potential and legitimacy of the Lukens National Historic District's architecture and place in American history. In 2010, we were entrusted with ten World Trade Center Tridents and shouldered the stewardship of a symbol of a national tragedy and in 2016 we acquired two former steel manufacturing buildings. It is our responsibility to maintain the Brandywine Mansion (1738), Graystone Mansion (1889), Terracina (1849), the Lukens Executive Building (1902), artifacts, collections, 12 acres of grounds and parking -- and provide public access to the World Trade Center Tridents.

What We Are Doing in Historic Preservation Today –

- Continuing Brandywine Mansion restoration, adding to the Collections: chandeliers at Graystone Mansion, china at Terracina, and model trains at the Lukens Executive Building
- Providing tours for ArcelorMittal's Steelworkers' Memorial and former steel making buildings

Community

The Museum is turning potential into real economic development for the Coatesville area, which means more investing, more shoppers, and more jobs -- economic vitality. We have had a stake in Coatesville for over 30 years. As the Iron & Steel Museum reaches its potential as a tourist destination, it will without a doubt encourage economic development.

What We Are Doing in the Community Today -

- Making use of the Lukens National Historic District resources such as:
 - leasing the upper floors of Graystone Mansion for a Harcum College campus
 - hosting an eight-week Coatesville Youth Initiative Services Corps
 - opening historic venues for public events like our Holiday Open House
 - making Graystone Mansion available for lease for organization & family events
 - partnering with businesses, organizations, state & local governments and individuals to make a positive impact in our community.

2. Funding request

• Description of key initiatives

The Graystone Society increased educational capacity in recent months by adding two steel manufacturing buildings to the Lukens National Historic District campus for steel making interpretation.

Built as part of the World War II effort, the 120" Mill Building and the Motor House were part of a United States Navy expansion program. Construction began in 1942, allowing Lukens Steel Company to meet the demand for plates for battleships, aircraft carriers, submarines, landing craft, tanks, and more. Lukens continued production in the 120" Mill Building and the Motor House until 1982, when the 120" rolling mill stopped operating. The mill stands were moved to the plant in Conshohocken in the 1990s. Lukens and the ensuing site owners, including present owner ArcelorMittal, used the buildings as storage since production in them ceased.

The new museum buildings will also house a memorial and exhibit of the World Trade Center steel tridents (trees), which were made in Coatesville at Lukens Steel Company. The 450 tons of steel, currently on site and representing ten trident-shaped column structures, will be re-erected on the exterior of the 120" Mill Building. The tridents will be in the exact formation as they originally stood in the Tower One of the World Trade Center, known as the North Tower.

The 120" Mill Building has 89,000 square feet of space and the Motor House has 30,000 square feet of space. Along with the land, the combined space of the site is about 4 acres.

The mill and its industrial look compliments the current green space and houses and other buildings of the Lukens National Historic District by providing a home to tell the story beyond the managing family, and corporation. The mill provides us an opportunity to tell the story of those who worked, toiled and sacrificed to make American iron and steel, plus the process and products that create our country's infrastructure as well as defend it.

- Economic impact – Current jobs = 22 FTE's; Projected jobs = 40 FTE's; Indirect jobs – 150 construction and miscellaneous service positions
- Educational impact – Current visitors = 10,000 annually; Projected visitors = 50,000 annually

The larger impact of this acquisition and the expansion of the museum will positively affect Coatesville, Chester County, and the region. The National Iron & Steel Heritage Museum creates an important regional cultural resource and tourism destination, playing a vital role in the revitalization of Coatesville and adding to Chester County's economy. Increased tourism revenue, new jobs, and new educational opportunities will form an economic engine in Southeastern Pennsylvania. The time has come for a truly national museum that educates the public on the history and science of the American steel industry.

2. How impact and results will be demonstrated

Per impact studies the site has been consistently identified in the City of Coatesville's plans as an important node of neighborhood revitalization. Consistent with urban planning and growth for urban centers according to Landscapes 2, Chester County's Comprehensive Plan. "Urban Center" – the heart of the City of Coatesville.

The rehabilitation of these buildings into new components of the National Iron and Steel Heritage Museum was recommended as a critical step in this long-term vision to revitalize the area.

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

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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@chescof.org

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