

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 July 11, 2018

Contact Information

Organization Name: Mom's House Inc of Greater Phila.
Address: 145 S. Main St Phoenixville PA 19460

Executive Director Name: Wendy McKeon
Executive Director E-mail:

Phone: 610-935-7711

wmckeon@momshouse-phoenixville.org

Smiley Website: <https://momshouse-phoenixville.org/>

Board of Directors Chair Name: J. Scott

Year Incorporated: 1987

Primary Contact Name: Wendy McKeon

Primary Contact E-mail: wmckeon@momshouse-phoenixville.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, Montgomery County

Describe Population Served and Annual Number of People Served:

We serve low-income single parents who are full time students as well as their children. Generally 35 people per year.

Mission:

Mom's House provides a unique family support system of basic needs, including FREE state-licensed childcare to low-income, single parents while they are completing their full-time education and becoming independent members of society.

Proposal Summary:

General operating support for our program of Free childcare and related support to low-income, single parents who are returning to school to complete their education.

If Capacity Building Proposal, the focus is:

Mission, Vision & Strategy Governance & Leadership Strategic Relationships

Fundraising & Development Other: _____

Annual Budget \$ 243,000 6 # of Full-Time Equivalent Paid Staff

86 % of budget for program expenses 9 # of Board Volunteers

8 % of budget for administrative expenses 15 # of Active Non-Board Volunteers

6 % of budget for fundraising expenses 2000 # of Volunteer Hours

100 % total

Top 3-5 funding sources:

Grants (52%), Public Support (37%), United Way (3%), Special Events (net) 8%

Mom's House does not receive any government funding.

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

Mom's House® Inc. of Greater Philadelphia

Mission

Mom's House is a unique family support system of basic needs, including free childcare, to single, low-income parents while they are completing their full-time education and becoming independent members of society.

Assessment of Need

For single parents who rely on public assistance, college and other degree classes do not count as "work" in most states, so many of those who return to school lose access to benefits like childcare vouchers and cash assistance. Earning a college degree is typically the best route to a higher paying career, but many single parents find it very difficult to squeeze in classes with a schedule already packed with work and childcare. There is also very limited on-campus support for student parents. Imagine a single parent in class worrying about picking up their child and finishing a research paper while their child naps. These student parents rarely have time to attend on-campus study sessions, let alone extracurricular activities. Day to day responsibilities remain overwhelming and balancing everything can be very challenging. By providing free childcare, Mom's House eliminates a major barrier for a single parent returning to school.

Organizational Information

Mom's House has operated in Phoenixville since 1987. To our knowledge, we are the only program of our type in Chester County. In July of 2012 Mom's House moved to a larger classroom facility. This move allowed us to accept almost double the number of children and serve many more single parents. As a result of this move, our operating expenses increased by 30%. The demand for our services routinely exceeds our physical licensed space.

Mom's House is part of a corporate Mom's House located in Johnstown, PA and comprised of 7 locations. Each Mom's House operates independently and is responsible for their individual funding. Mom's House is a state licensed childcare and preschool facility and is also a Keystone Stars Member. In December of 2015 Mom's House received our Star 2 designation which indicates our voluntary dedication to excellence. Non-discrimination policies are in place for staff and clients.

Although there is no charge for our childcare or support services, our clients do have responsibilities to the program. They must maintain passing grades in all courses (High School, College, GED, etc), provide 2 hours of weekly service to Mom's House (cleaning, office work etc) and participate in all fundraisers. In addition, our clients are required to attend monthly seminars on a variety of relevant topics such as parenting, legal aid, cooking, and resume writing. Seminars are designed to meet the current needs of our clients and address relevant concerns in their lives.

Mom's House provides a quiet study room, with computer and internet use, for our clients to utilize while we care for their children. We also provide assistance in the form of material donations (diapers, clothing etc) and gift cards for supplies and gas expenses. When needed, we will arrange for tutoring. Mom's House also has a Scholarship Program. Children are provided with breakfast, lunch, diapers and all supplies needed in a small, caring pre-school environment.

Our goal at Mom's House is to support our clients in whatever way needed so that they remain in school and complete their education. This will better enable them to obtain gainful employment to support their young families without the need for welfare. Our clients have varying levels of family support in their daily activities so the Mom's House staff will often be the primary source of help and encouragement in their educational pursuits.

The National Campaign to Prevent Teen and Unplanned Pregnancy recently released the startling statistic “less than half of teen mothers graduate from high school and only 2% earn a college degree by age 30”.

The following is an excerpt from the National Conference of State Legislatures:

Thirty percent of all teenage girls who drop out of school cite pregnancy and parenthood as key reasons. Rates among Hispanic (36 percent) and African American (38 percent) girls are higher. Educational achievement affects the lifetime income of teen mothers: two-thirds of families started by teens are poor, and nearly one in four will depend on welfare within three years of a child's birth. Many children will not escape this cycle of poverty. Only about two-thirds of children born to teen mothers earn a high school diploma, compared to 81 percent of their peers with older parents.

The Numbers Don't Add Up to Success

- *Only 40 percent of teen mothers finish high school. Fewer than 2 percent finish college by age 30.*
- *Young women who give birth while attending a community college are 65 percent less likely to complete their degree than women who do not have children during that time.*
- *Children of teen mothers perform worse on many measures of school readiness, are 50 percent more likely to repeat a grade, and are more likely than children born to older mothers to drop out of high school.*

At Mom's House we are changing these statistics in the Phoenixville area. Since our start in 1987 we have served over 300 children and 282 single parents. Clients generally stay with our program until they complete their course of education or until their children enter kindergarten. Historically, 78% of our clients remain with our program, progressing with their education. Mom's House will continue to provide free childcare for our graduates for a period of up to 6 months after graduation so that they are better able to seek employment and establish their careers. Although we have always been open to single dads, our clients have usually been 100% women. In 2015 we served our first single Dad and we currently (2018) have two single dads in the program.

Program Details/Successes

Mom's House rents space in First Presbyterian Church and we are licensed to serve 22 children currently. First Presbyterian serves as a WIC office four times per month and also has many very active service programs. These programs will allow us to expand exposure of Mom's House services within the community and access various community organizations to assist our clients with referrals when needed.

In the Summer of 2013 we offered our first summer program. After polling our clients, it was clear that our childcare services were needed so that our clients could pursue year round schooling or work to pay for the Fall semester. We repeated our successful summer program in the summers of 2014 through 2018 at a cost of approximately \$30,000 per year. It is expected that our summer program will continue each year as finances permit.

Mom's House operates a unique “Client Emergency Needs Grant” program. With specific written guidelines and procedures in place, this program can provide financial assistance to our clients in emergency need situations such as medical needs, housing needs, tuition assistance etc. As our primary goal at Mom's House is to have our clients complete their education, emergency financial assistance is often a critical component of the support we provide.

Objectives/Strategies

Our lease with First Presbyterian was up on July 1 2015, at which time we entered into a year to year lease. Future expansion must be carefully considered as this will require additional personnel, supplies and materials to

meet state regulations. Because we will not be held to our lease for any more than a year at a time, there is a strong possibility that we will look to expand our physical space once more. Mom's House has grown so dramatically (almost doubling our operating budget) over the past 5 years that we need to ensure that we approach any future expansion in a fiscally responsible manner. Mom's House has not incurred a budget deficit in the past 6 years, with the exception of 2013 when we moved to a larger facility and incurred numerous "one-time" and moving expenses.

Mom's House continues to collaborate with various Phoenixville non-profits and community groups in an effort to both broaden awareness of our programs and prevent duplication of services. Our location within First Presbyterian allows us to partner with several of their ongoing missions (such as People to People). In addition, we continue to refer clients to PACS, the Clinic, Phoenixville Health Care Access, Wings for Success, Nourish and other area non-profits.

Evaluation During our 2017-2018 school year, 93% of our clients remained in school and/or graduated from their educational program. If a client leaves the program we provide an exit interview to determine how we could have better met the needs of that client. We have found that the great majority of clients who leave our program do so due to personal situations, not deficiencies in our program. Mom's House currently has a past client on our board and she can lend a firsthand knowledge of our programs and wonderful insight as to how we can continue to improve and adapt our program to accommodate our clients

Our Board grew to 9 members in 2017 and we are working with a consultant to strengthen our committee structure and further grow and diversify our Board. Our Board implemented our first Development plan in 2016 and we are currently (June 2018) finalizing our revised Strategic Plan.

On behalf of the clients, children, staff, board and volunteers, I would like to thank the CCCF for considering our grant application. We appreciate your dedication to our community!