

## 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.
- 99% of the grants issued by the Community Foundation are made possible through the generosity of the Fund Advisors who created donor advised funds. \$2.2+ million is granted annually to nonprofits in Chester County and beyond.
- 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
  - Operations and Technology
  - 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 and cannot be individuals

- **E-mail proposals 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:** 9/13/18

**Contact Information**

Organization Name: Bournelyf Special Camp (BSC)  
Address: 1066 South New Street, West Chester, PA 19382  
Phone: 610-692-9027  
Website: [www.bscwc.org](http://www.bscwc.org)  
Year Incorporated: 1980

Executive Director Name: Anne Catlin  
Executive Director E-mail: [ed@bscwc.org](mailto:ed@bscwc.org)  
Board of Directors Chair Name: Tim Greim  
Primary Contact Name: Anne Catlin  
Primary Contact E-mail: [ed@bscwc.org](mailto:ed@bscwc.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:**

Each year we serve approximately 125 children (ages 8-17), young adults (ages 18-25), and alumni campers (ages 26 and up) with mild to moderate intellectual and related disabilities -- primarily those with Down syndrome, autism spectrum disorders, and similar exceptionalities.

**Mission:**

The mission of Bournelyf Special Camp is to develop participants' abilities by helping them build confidence, improve social and communication skills, and become more physically fit through challenging, but achievable physical activities and by interaction with others.

**Proposal Summary:**

Our funding request is for a grant of \$5,000 to hire a qualified consultant to provide services in capital campaign planning and implementation.

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

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

|   |                              |                                      |
|---|------------------------------|--------------------------------------|
| <b>Annual Budget</b> \$170,693 (expenses)                               | <input type="checkbox"/> 1   | # of Full-Time Equivalent Paid Staff |
| <input checked="" type="checkbox"/> 82 % of budget for program expenses | <input type="checkbox"/> 6   | # of Board Volunteers                |
| <input type="checkbox"/> 8 % of budget for administrative expenses      | <input type="checkbox"/> 120 | # of Active Non-Board Volunteers     |
| <input type="checkbox"/> 10 % of budget for fundraising expenses        | <input type="checkbox"/> 600 | # of Volunteer Hours                 |
| <small>100 % total</small>  |                              |                                      |

**Top 3-5 funding sources:**

Lenfest Foundation, Stoner Waters Family Foundation, Saints Peter & Paul Church, Gordon Charter Foundation, Gunard Berry Carlson Memorial Foundation

**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**

Bournelyf Special Camp (BSC) was established in 1980 as an outreach project of the Church of the Loving Shepherd in West Chester, PA and in 1989 became an independent 501(c)(3) nonprofit organization. Since its founding, BSC has served thousands of campers, many of whom still participate as members of the Camp family through the alumni programs and other social activities throughout the year. BSC is able to provide programming at an affordable cost to families, reduced further due to specific need. Our goal is to never turn away a family who would benefit from participating in our programs.

The Camp Directors, who are education professionals, conduct interviews to determine each camper's potential for success and the ability of the camp to meet their needs to ensure that BSC can provide an experience that maximizes personal growth. Bournelyf Special Camp is the only camp in Chester County for individuals with special needs that serves campers of all ages, 8 and up. Campers will never age out of Bournelyf, which is something that most other programs cannot say. We strive to always be able to meet families where they are, at whatever stage of life their camper is in.

### **2. Funding request**

#### **Description of key initiatives**

Our funding request is for a grant of \$5,000 to hire a qualified consultant to provide services in capital campaign planning and implementation. The objective of hiring a consultant is to harness BSC's board and staff strengths in order to organize and implement a successful capital campaign. We will look to the selected individual's expertise in order to assess the viability of our \$600,000 campaign goal as well as to provide strategies and actionable steps to solicit new funding sources and increase giving from current donors.

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

The ultimate goal in working with a consultant to implement a capital campaign is to strengthen the financial position of Bournelyf Special Camp. In working to develop our strategic plan for the next 5 years we have examined our fundraising strategy with a specific focus on long-term sustainability. The needs that we hope to meet through a capital campaign include raising the funds necessary to: purchase a portion of the land on which Camp is located in order to ensure a long-term physical location for our programming, construct an administrative office space, and complete required major renovations to the camp pool, which serves as the hub for all day camp programs. Additionally, we expect the services provided by the selected consultant to lead to increased board and staff knowledge around fundraising which will help address the need for financial stability beyond the life of the campaign.

#### **How will this capacity building initiative impact your organization?**

In the short term, working with a knowledgeable consultant to plan and implement a campaign will positively impact BSC by building the fundraising knowledge base of the board and staff as well as improving the financials. Over the next few years we expect this investment to have a ripple effect by helping board and staff members to develop the skills to cultivate new donors independently. Additionally, building a larger donor base will allow BSC to offset operational costs in the future and help keep tuition affordable.

### **How will this impact be measured?**

A comprehensive evaluation strategy will be developed in coordination with the selected consultant; however, we expect to measure the impact of the capital campaign and implementation of new fundraising strategies by examining the following:

- The cost per dollar raised
- The growth rate of contributing donors
- The conversion rate for various types of asks
- The increase in average gift size

Ultimately we will work with the consultant selected to develop an ongoing evaluation plan as a way to ensure that the campaign is on track to meet its goals. Regularly reviewing specific measurable criteria will also allow us to make necessary changes throughout the process.

### **Expected activities, timeline, and costs**

We will begin this process by soliciting proposals up to \$5,000 from qualified consultants and will request that they address a combination of the following:

1. Provide guidance for potentially developing a feasibility study
2. Assist in determining the specific goals for the campaign
3. Provide assistance in communication strategies and channels
4. Provide feedback on developing a case for support
5. Provide a plan for ongoing campaign management
6. Provide strategies and training for major gifts cultivation and donor recognition

A detailed timeline will be developed based on input from the selected consultant; however, we expect the components to include the following

- March – April 2019: solicit proposal from qualified consultants
- Dates to be determined collaboratively with consultant: Campaign planning phase
- Dates to be determined collaboratively with consultant: Campaign implementation phase
- Dates to be determined collaboratively with consultant: Campaign follow-up phase

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

Over our 39 years of operation, Bournelyf Special Camp has prided itself on being a responsive and forward-thinking organization. From extending our age range so that no camper will ever age out of our programs, to implementing a more structured camp schedule in response to the increased number of campers with Autism spectrum disorders, we strive to critically examine our programming and make changes with an eye toward future needs. Our ultimate goal is to be able to continue to provide exceptional opportunities for individuals with special needs to improve their physical, social, and life skills for another 39 years. We strongly believe that our participants deserve quality programming that is provided at an affordable cost, comparable to programs for typically-developing individuals. As a result, fundraising will always be necessary. While we have added a variety of differentiated funding sources over the past 5 years, including our Barn Gala and 5K run, in order to raise the amount of money necessary to purchase the land on which camp is situated, build a dedicated camp office, and complete the necessary renovations to the camp pool, we recognize the need to seek guidance from an outside expert. Undertaking a successful capital campaign will require thoughtful planning and therefore it is imperative that we begin the process as soon as possible.

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

The impact from this capacity building initiative should ultimately translate to an increase in dollars raised as well as an expanded network of community members who are familiar with BSC. The funds raised will ensure that participants can continue to attend camp sessions at our current location in the heart of Chester County and that swimming remains a central component of the camp day.

## **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)

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*Chester County*  
**COMMUNITY FOUNDATION**  
*Connecting people who care with causes that matter,  
so their legacies make a difference.*

*Chester County*  
COMMUNITY FOUNDATION

**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 website design and development; donor tracking and development software**
- **Marketing Materials**
- **Development of Financial management and control systems**

**Please note the following regarding the grant process at the Chester County Community Foundation:**

**Donor Advised Funds:** Approximately 99% of the grants issued by the Community Foundation are through the generosity of the Fund Advisors who created donor advised funds. Approximately \$2.2 + million is granted annually to nonprofits in Chester County and beyond.

**Capacity Building Grants:** The Community Foundation has a 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. Periodically, 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)  
Please contact Kevin Baffa or Beth Harper Briglia at (610) 696-8211 or [grants@chescofc.org](mailto:grants@chescofc.org)  
if you have any questions. Thank you.