

# I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

## Contact Information

Date: 9/3/2018

Organization: Communities That Care of Greater Downingtown Community Mobilizer: Libby Egnaczyk  
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Website: dtownctc.com Primary Contact: Cynthia Black  
Year Incorporated: 2017 (operating since 2001) Primary Contact E-mail: [peelerblack@gmail.com](mailto:peelerblack@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:** Communities That Care (CTC) serves the greater Downingtown area comprised of 8 municipalities over 82 sq.miles.

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

CTC serves over 15,000 students in 23 public, private, and parochial schools, as well as their families. CTC works in collaboration with many sectors of the community to develop a safe, supportive environment.

**Mission:** The mission of CTC is to empower youth to make positive choices to reach their full potential. Programs and campaigns represent four evidence-based prevention strategies including education and public awareness, supporting parents/strengthening families, engaging youth in prevention, and promoting opportunities and rewards for positive youth involvement in community.

**Proposal Summary:** Since 2001, Communities That Care of Greater Downingtown has worked to bring together community partners committed to empowering Downingtown youth in making positive choices, enhancing protective factors and reduce behaviors which negatively impact health, learning and social outcomes. The CTC board of directors recognizes the need to create a strategic plan based on building the infrastructure and capacity to address the protective and risk factors of Downingtown youth, and engage in a more purposeful manner the critical partners of families, school, and community. To this end Communities That Care of Greater Downingtown is committed to creating a strategic plan following the key elements of the Collective Impact model.

## If Capacity Building Proposal, the focus is:

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

**Annual Budget** \$ 72,000 1 # of Full-Time Equivalent Paid Staff  
60 % of budget for program expenses 6 # of Board Volunteers  
35 % of budget for administrative expenses 285 # of Active Non-Board Volunteers  
5 % of budget for fundraising expenses 735 # of Volunteer Hours  
*100 % total*

**Top 3-5 funding sources:** Chester County Dept. of Drug and Alcohol Services Grant, Fundraising Events, Individual and Corporate Donors, CCRES Inc. Grant

**Grant Amount Requested from the Community Foundation:** \$ 5000

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

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

CTC of Greater Downingtown was formed in 2000 with a seed grant from the Pennsylvania Commission on Crime and Delinquency to address factors impacting the success of students in the community. CTC uses a public health approach to prevention of youth problem behaviors, developed and perfected over the last 25 years by researchers at the University of Washington. CTC is designed to guide communities through a proven change process that promotes healthy youth development and reduces risky choices and behaviors.

The CTC process begins with the PA Youth Survey given by the Downingtown School District to grades 6, 8, 10 and 12, to measure knowledge, attitudes, and behavior around risk factors in home, school and community. The survey data reports the biggest challenges to our youth's success, allowing the coalition to select and implement appropriate programs that address these risk factors. Evidence-based prevention programs strengthen students' bonds with their families, schools, and communities. These strong bonds motivate young people to adopt healthy standards for behavior.

**Distinctiveness:** CTC is the only organization in the area working to involve all Prevention strategies include 1) education and public awareness, 2) supporting parents and strengthening families, 3) engaging youth in peer prevention and 4) promoting opportunities and rewards for positive youth involvement in community.

#### Active CTC Initiatives:

- **Youth Prevention Council:** The Youth Prevention Council (YPC), new in 2017-18, is comprised of high school students from within the greater Downingtown community whose primary goal is to impact the attitudes, knowledge, and behaviors of their peers relevant to mental health and underage drug/alcohol use. Activities include peer to peer positive messaging, community public awareness campaigns, and contests to promote positive choices and peer support.
- **Interfaith Prevention Network:** Clergy and lay members from area faith communities share prevention resources and collaborate on supporting youth and families.
- **Parent 2 Parent:** Parent support network that provides parenting tips, guest speakers, parent discussion nights.
- **Parents who Host, Lose the Most:** Public awareness campaign implemented by High School youth in Fall and Spring to remind adults of the consequences of providing alcohol to minors.
- **Positive PROM Messaging:** Peer to peer messaging contest at three Downingtown high schools; Winning entries of slogans pertaining to underage substance use and impaired driving are printed on prom tickets, tuxedo rentals, and containers from florists.
- **Impaired Driving Curriculum:** Developed and implemented class curriculum for Drivers Education/Health classes in partnership with CC AVOID, CC Crime Victims Center, DASD, and Downingtown and Uwchlan police
- **Speaker Series** – 2 speakers each year for parents, students and residents on topics like Stress, Anxiety and Mental health for children and teens, Adolescents and Social Media, Setting Boundaries, Science of Addiction.

**Achievements:** Data from the most recent PA Youth Survey, given to grades 6, 8, 10, and 12 in the Downingtown Area School District shows a reduction in regular alcohol use and binge drinking in grades 10 and 12, as well as a decrease in unprescribed use of stimulants.

The report also showed a slight improvement in the attitudes of parents toward anti-social behaviors, including drug and alcohol use.

The CTC community network has grown in the past year by adding 12 faith communities to receive prevention resources including educational materials, speakers and workshops for their members.

## **2. Funding request**

Funding is requested to provide consulting services, and technical assistance for the CTC Board of Directors, and partners of the collective in the Collective Impact planning, implementation, and evaluation process.

**Description of key initiatives** Funding will provide technical assistance to meet the following scope of work:

1. Development of (3) year CTC Strategic Plan
2. Implementation of the Collective Impact Model
  - Professional development for CTC board of directors (Collective Impact)
  - Identifying , recruiting, and meeting with community partners as part of the Collective
  - Preparing materials to share with potential Collective partners
  - Reviewing the 2017 Pennsylvania Youth Survey data with Downingtown Area School District administration to identify priority areas for prevention
  - Planning and conducting Collective Impact training meeting for partners
  - Determining shared measurement for the Collective
  - Implementing action planning for the Collective partners to identify mutually reinforcing activities aligned with shared measurement and the common agenda.
  - Facilitate continuous communication with the Collective through monthly core team meetings.
  - Working with the CTC Board of Directors to serve as the Collective back bone organization in documenting work, and working to sustain the Collective's work and meet outcomes.

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

Implementation of a CI model will impact the structure and process of how the current CTC works in the Downingtown Community. Expected outcomes to our CTC include: creating a collective of prevention partners committed to meeting the CTC vision and following the (5) essential elements of a collective impact approach. The (5) elements of CI will guide the planning, implementation and evaluation of the CTC strategic plan and community action plan.

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

We expect the CI approach to facilitate a more structured and focused collaboration with shared accountability and measurement for all partners.

**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.** See attached

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

Communities That Care of the Greater Downingtown is committed to expanding support and resources to youth and families in the community. The health and academic success of our youth are compromised by several factors including risk behaviors and unhealthy decisions. The CTC Board of Directors is committed to building on the work of the CTC through a more stable, structured and collaborative way to address the vision of healthy youth, families, and communities.

This current phase of a new (3) year strategic plan, newly released 2017 Pennsylvania Youth Survey data, and the desire to build capacity provides an opportunity to move forward with a model of Collective Impact.

The Chester County Community Foundation Capacity Building Grant provides the funding necessary to move the Collective Impact model forward and support efforts to strategically and collaboratively partner to work toward a shared vision of creating a thriving community where youth make positive choices to achieve their life goals.

**How impact and results will be demonstrated?**

The CTC will continue to monitor and implement mutually reinforcing activities which respond to the Pennsylvania Youth Survey data identifying risk and protective factors and priorities for action. Data generated provides insight into youth (Grades 6, 8, 10 and 12) behaviors and attitudes related to substance use and abuse, mental health, family and community factors.

The CTC Board of Directors in consultation with the Downingtown Area School District will determine goals based on the data. The CTC Board of Directors and the Collective will determine shared measurement criteria and partners will develop annual action plans with stated objectives and mutually reinforcing activities and measures of success.