

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

Contact Information

Date: 9/3/2018

Organization: Communities That Care of Greater Downingtown
Address: P.O. Box 194, Uwchland, PA 19480
Phone: 484-995-9039
Website: dtownctc.com
Year Incorporated: 2017 (operating since 2001)
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:** *new in 2017-18* 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.

Youth Prevention Councils were formed and active at two of our public high schools, Downingtown East and Downingtown West, in 2017-18. Research shows that peer to peer messaging has a greater impact on adolescents in changing attitudes and behavior. The YPC students were trained through "Lead & Seed", a nationally recognized training to provide leadership skills, prevention education, and strategies to change community norms and behavior.

Five students and 2 adults attended the *Community Anti-Drug Coalitions of America* national conference in Orlando in July 2018 to network with other youth groups and attend training workshops.

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 and Key Initiatives

Funding is requested for general operating expenses to broaden the scope of prevention services to the greater Downingtown area youth and families, with an emphasis on mental health. This grant will help to fund the growth and work of the Youth Prevention Councils, implement Public Awareness Campaigns around mental health, suicide prevention, and substance use among adolescents, as well as technical assistance for the CTC Board of Directors to develop a Collective Impact model to formalize collaboration with community partners.

1. Youth Prevention Councils

2018-19 plans include forming new Youth councils at STEM Academy, Downingtown Middle School and Lionville Middle School. Future plans to include all private and parochial school students in grades 6-12. Funding necessary to provide training, stipends for faculty advisors, campaign materials, and participation in state and national mental health and prevention initiatives.

2. Public Awareness Campaigns and Education

Currently, CTC coordinates these campaigns - Parents Who Host, Plant the Promise/Red Ribbon Week, Positive Prom Contests, Power of Parents and brings local and national speakers to the community to educate students and adults, including Chris Herren, Matt Bellace, therapists from Council For Relationships, Caron Foundation, and Therapeutic Alliance, Crime Victims Center, and local law enforcement officers.

3. Collective Impact Implementation

Funding needed to implement a more effective model for community change to reach a greater number of youth and families. Activities include:

- Identify , recruit, and meet with community partners as part of the Collective
- Plan and conduct Collective Impact training meeting for partners; determine shared measurement for the Collective
- Implementing action plan for the Collective partners to identify mutually reinforcing activities aligned with shared measurement and the common agenda.
- CTC Board of Directors will serve as the Collective's backbone organization to document work, measure outcomes, and plan for sustainability.
- Reviewing the 2017 Pennsylvania Youth Survey data with Downingtown Area School District administration to identify priority areas for prevention

3. 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 numbers of mental health and drug related deaths continue to rise in Chester County as well as the greater Downingtown area. According to the Chester County Coroner, accidental overdose deaths rose 35% from 2016 to 2017. In Downingtown alone, three current or former high school students committed suicide in the past eight months.

4. 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.