

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

September 1, 2018

Contact Information

Organization Name: Citizen Advocacy of Phoenixville Executive Director Name: Moira F. Mumm
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moirafm@citizenadvocacycc.org
Phone: 610-933-1299 Board of Directors Chair Name: Rebecca Bradbeer
Website: citizenadvocacycc.org Primary Contact Name: Moira F. Mumma
Year Incorporated: 1979 Primary Contact E-mail: moirafm@citizenadvocacycc.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):

Northern Chester County and Western Montgomery County

Describe Population Served and Annual Number of People Served:

People with disabilities in our geographic area; currently matching 42 individuals.

Mission: To promote, protect and defend the welfare and interests of, and justice for, persons who are impaired in competence or diminished in status, or seriously physically or socially isolated, through one-to-one unpaid voluntary commitments made to them by people who have relevant skills and resources.

Proposal Summary: Citizen Advocacy is requesting a grant of \$2640 to underwrite staff training and Professional development for two new Program Coordinators.

If Capacity Building Proposal, the focus is:

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

Annual Budget \$200,582 (Fiscal 10/17-10/18) 2.75 # of Full-Time Equivalent Paid Staff
89% of budget for program expenses 9 # of Board Volunteers
5 % of budget for administrative expenses 175 # of Active Non-Board Volunteers
6 % of budget for fundraising expenses 3500 # of Volunteer Hours
100 % total

Top 3-5 funding sources:

Chester County Community Foundation, Bard Foundation, Genuardi Foundation, Fundraising

Grant Amount Requested from the Community Foundation: \$2640

**Chester County Community Foundation
Capacity Building Grant Application**

Citizen Advocacy Grant Proposal Narrative

History, goals, key achievements and distinctiveness of Citizen Advocacy

Citizen Advocacy is a relationship based form of protection and advocacy for people with disabilities, who are seen as ‘different’ and who are isolated and at risk. Our mission is built upon the power of the individual to connect to and provide support for another less able member of the community in one-to-one relationships. There are Citizen Advocacy groups throughout the United States and Canada; ours was established in 1979. Since that date, six programs throughout Pennsylvania were established solely based on state funding; with the demise of such funding, they no longer exist. Because our program predated state funding and was built on strong committed local roots, we have survived with 100% private support.

Advocates are asked to make long-term voluntary commitments to understand, respond to and represent the interest of their partners, forming unique bonds that are quasi-familial. Advocates promote, protect and defend the welfare and interests of people with disabilities who are diminished in status or physically and emotionally isolated. Advocates actively assist their partners (‘matches’) with basic needs: safety, health, housing, employment and education. The long-term relationships significantly impact the overall quality of life for these otherwise ignored or underrepresented members of our community.

Since the program’s inception, we have initiated over 260 matches. Currently, our coordinators support 42 individuals and are recruiting advocates for four new partners. Four of our matches have lasted more than twenty years, a testament to the power of human connection.

Citizen Advocacy’s mission is to change lives on an intimate scale: We are not about big numbers, but rather about deep and lasting change for the smaller few. Citizen Advocacy is committed to changing the trajectory of a person’s life, one person at a time, through the enduring presence and creative energies of another committed citizen.

Funding Request

We are undergoing a change in staff, due to the departure of a remarkable and talented woman who is moving on to another field. We have vetted and hired two enthusiastic individuals who will help Citizen Advocacy’s outreach continue and strengthen. Specifically, we wish to ensure the success of our new coordinators with three vital trainings.

The first training is for our younger Coordinator, for attendance at the Executive Leadership Institute (ELI), a joint venture of the Phoenixville Community Health Foundation and the Chester County Community Foundation. The non-profit community is losing seasoned leaders through the natural attrition of retirement and the ELI is a valuable asset for organizations like ours who are essentially handing off to the younger generation. ELI offers our new hire “an opportunity to gain self-awareness, knowledge and experience to become more effective” at Citizen Advocacy. (Workshop cost is \$500.)

The second training is geared to both new Coordinators: The Keystone Institute is hosting a three-day Introduction to Social Role Valorization (SRV), which is key to our function in the community. SRV is based upon the idea (here we use the words of Keystone) “that society tends to identify groups of people as fundamentally ‘different’ and of less value than everyone else.” It is the goal of Citizen Advocacy to match the less valued individuals in our community with those who have (again, in the words of Keystone) valued social status. In other words – the advocate brings her strength and understanding to her match, who in turn becomes better able to live within the community, safely, and productively. (\$1340 for two, including tuition at \$400 each and lodging at Camp Hebron, \$270 each, in Halifax, Pennsylvania)

In a final session, we will host Cec Lynes, an author, consultant, trainer and evaluator of Citizen Advocacy programs through the United States and Canada. Ms. Lynes will work with new staff to fully understand the “Seven Key Activities” of Citizen Advocacy, the basics for making Citizen Advocacy matches. Ms. Lynes has generously offered to charge for only her time, not travel or related expenses. (\$800)

These capacity building and foundational steps for our new staff will enable Citizen Advocacy to move ahead without major disruption in expanding our match base. Our Coordinators work tirelessly within the community to identify suitable citizen advocates and match them with those most at risk. These educational opportunities will provide immediate guidance, structural support and seamless integration for our new members and allow Citizen Advocacy to, in CCCF’s words, more effectively and efficiently fulfill our mission.

Impact and Results

Citizen Advocacy is currently working at capacity, despite the loss of a trusted long-term Coordinator. Our continuity within the community depends upon our ability to make new matches – four are currently in process - and upon our continued support of existing matches. The training encompassed by this proposal will allow our new hires to ‘hit the ground running.’ The opportunity to expand our match base is vital to the health of our service area, and this vitality is the measure of our success.

The longer-term impact of the investment in these trainings will be borne out at the end of the first year when the performance of the two coordinators is measured against the goals that have been set for number and quality of matches.

Success for advocacy work “is never easy to measure,” suggested Jennifer and Peter Buffett, noting that “social change is about human capacity, human relationships and human happiness.” But within the context of what we do – create lasting relationships between people who can and people who can’t – we have tried to develop some benchmarks to measure advocates’ actions on behalf of their partners. In the 51 matches we supported last year advocates did the following:

- Navigate healthcare system 7
- Provide transportation 8
- Find or keep housing 4
- Expand social networks 23
- Find employment/volunteer work 1
- Provide home maintenance/cleaning 2
- Help with chores and errands 5
- Assist with money management 3
- Spend own money to help support 6
- Crisis intervention/vigorous spokespersonship 8
- Access recreational opportunities 6
- Advocate for better care, benefits, services 9
- Advocate is only unpaid person in partner’s life 7
- Includes in family life 14
- Evidence of long-term commitment 25 (some are established for short-term to deal with one particular crisis)
- Provide legal or professional advice 6
- Have or had formal role (such as power of attorney or guardianship) 2

Annual performance goals are set for each coordinator with specific measurable numbers for each of the key activities. Coordinators report monthly to the board in a written report. The numbers are also reviewed in total at the end of the each year as part of each Coordinator’s annual review. The board also has a coordinator support committee that works with the Coordinators to help them stay inspired and on track with their goals.

In addition, the national Citizen Advocacy program includes an extraordinarily rigorous peer evaluation process available to individual groups. Citizen Advocacy of Phoenixville has been of the most vigilant in participating in these reviews, having had 13 in the last 24 years. The reviews are performed by teams of 4 to 6 people from citizen advocacy programs in other areas of the country who spend a week here interviewing advocates and board members. Our last review was May 2014; we are scheduled again for 2018-2019.