

Chester County Community Foundation
Grant Proposal Summary Sheet
Fighting Back Scholarship Program

September 7, 2018

Contact Information:

Fighting Back Scholarship Program

Address: 400 East King Street, Malvern, PA 19355

Phone Number: 484.574.2231

Website Address: www.fightingbacksp.org/

Year Incorporated: 1989

Executive Director: Scott Dillman

Executive Director Email: scottd@fitnesstrainers.inc.com

Board of Directors, Chair: Scott Dillman

Primary Contact Name: William Orr

Primary Contact Email: worr@telra1.com

The Fighting Back Scholarship Program (FBSP) has never applied to the Chester County Community Foundation for Capacity-Building Initiative funds. In 2016, the Fighting Back Scholarship Program received a donor-advised grant of \$5000 from the Community Foundation via Dick Vermeil. These funds were specifically allocated for our Veterans Program.

Field of Interest:

Health, Human Services

Organization Information:

Geographic Area Served: FBSP serves individuals who reside within 30 miles of Malvern, PA

Population Served and Annual Number of People Served:

FBSP serves adults who are recovering from life altering injuries, illnesses or diseases including traumatic brain injuries, strokes, spinal cord injuries and Multiple Sclerosis. FBSP also targets Veterans in this situation. All participants have significant challenges posed by their disabilities, would benefit from a therapeutic exercise program, and are without the finances needed to participate in such a rehabilitative exercise program.

In 2017, the FBSP was able to provide scholarships to 84 individuals. That number will increase to 88 in 2018.

Description and Mission:

The Fighting Back Sponsorship Program (FBSP), based in Malvern, is a one-on-one physical rehabilitation program for individuals recovering from life altering injury, illness or disease, and who are without the finances needed to participate in a rehabilitative exercise program. The one-to-one training helps individuals develop and maintain mobility and strength, to increase their confidence, and provides an opportunity to socialize and pursue their goals. The organization was created in 1989 and is a registered charitable organization.

The *mission* of FBSP is to recognize and provide financial assistance for individuals who are “fighting back” after life-changing injuries or illnesses through courage, desire, and perseverance. We provide financial scholarships to be used for individualized exercise rehabilitation. These scholarships are awarded based on financial need to those who have demonstrated the attributes consistent with our mission statement. Several scholarships are earmarked for Veterans each year. Scholarships cover the cost of training as indicated below:

- Full 1 year scholarship: \$5500—two sessions per week
- Full 6 month scholarship: \$2750—two sessions per week
- Partial 6-month scholarship: \$1375—one session per week

FBSP raises money for these scholarships each year through a number of development activities including our Annual Achievement Night, individual and corporate donors, sponsorships, and grants.

Proposal Summary:

The Fighting Back Scholarship Program is applying for a one-time grant from the Chester County Community Foundation’s Capacity-Building Initiative. The focus of this proposal is on increasing the organization’s capacity in two of the specified areas:

- Technology
- Fundraising & Development

This grant would allow our organization to develop our technology infrastructure and subsequent capacity to more efficiently utilize technology as a tool. Specifically, this grant would provide FBSP Program with a significant portion of the needed funds to purchase and use a more robust content management system (CMS)/platform. Funds, if granted, would be utilized to pay for the hosting of our website/database; our URL renewal; the site’s monthly administrative cost; and needed technical support.

The trend toward a subscription-based CMS platform has become a very effective way for non-profit organizations to combine new technology into a functioning, powerful tool that allows for a more efficient and effective way of reaching stakeholders, tracking information, and ultimately managing contacts. The platform we have identified is called Nation Builder. Nation Builder is a subscription-based CMS platform that many non-profits and political organizations leverage.

The NationBuilder CMS would provide FBSP with the tools needed to optimize our website, database, fundraising, email communications, and social outreach - all in one place. A new platform would also allow FBSP to have more than one individual access specific areas of interest/control through a permission-based administration engine. Given that the work of our Board and its committees is done by volunteers, this would allow for the necessary division of labor among our volunteers and greater efficiency in our use of technology.

FBSP Annual Budget 2018-2019:

Total: \$324,000.00

- 67.96% of budget on program expenses
- 12.29% of budget for administrative expenses
- 19.75% of budget for fundraising expenses

Staff/Volunteers

- 9 of Board Volunteers
- 22

FBSP's Top 3-5 Funding Sources:

- Mr. Ed Gold, individual donor
- Kevin and Gail Connor, individual donors
- The Baxter Family Foundation
- The Arthur Blank Foundation
- The Davenport Family Foundation

Grant Requested from the Community Foundation: \$5000

This would be used to cover nearly half of the anticipated cost for the new CMS platform and related costs totaling \$10,073.

Chester County Community Foundation
Grant Proposal Narrative
Fighting Back Scholarship Program

History, Goals, Key Achievements, and Distinctiveness:

The Fighting Back Scholarship Program, (FBSP), was created in 1989 by Scott Dillman to assist individuals who have suffered life-changing illnesses or injuries, and are without the finances needed to participate in a rehabilitative exercise program. Recognizing that medical insurance usually runs out long before all rehabilitation needs are met, FBSP seeks to extend rehabilitation through individualized fitness programs and personal training. Fighting Back fitness training helps individuals develop and maintain mobility, strength, and increases confidence. It also provides a welcomed and necessary connection for individuals to a community and other people, something which is often lost after disability.

The Fighting Back Scholarship Program is a registered charitable organization. Our *mission* is to recognize and provide financial assistance for individuals who are “fighting back” after life-changing injuries or illnesses through courage, desire, and perseverance. Fighting Back also strives to create a community of support which:

- Provides financial scholarships for one-to-one post rehabilitative exercise;
- Accepts participants for who they are, with their current limitations and capacities;
- Allows participants to maximize their ability through individualized one-to-one exercise and support. A program where effort is valued as much as progress;
- Recognizes participants and their families on their journey;
- Supports caregivers and family members on their journey.

FBSP scholarships are awarded based on financial need to those who have demonstrated the attributes consistent with FBSP’s mission statement.

Since its inception, FBSP has provided scholarships to hundreds of individuals; in fact, we have provided over 28,000 hours of one-to-one training to deserving individuals via scholarship. The scholarship started in 1989 with one recipient and has steadily grown since then. In 2018, we will scholarship **88** individuals.

The Fighting Back Veterans Program is one of our key achievements. FBSP founder, Scott Dillman, is a Veteran. He knew that FBSP could apply its principles to those who have served our country and incurred life-altering injuries. In 2013, FBSP completed a pilot program with Veterans and was able to offer 3 individuals fitness training by scholarship. In 2014 and 2015, the scholarship program served 12 Veterans, and we currently are serving 15 Veterans via scholarship. Fitness scholarships are available at our primary location in Malvern and an affiliate site (MaxOut Strength Studio) in Royersford, PA. Veterans served by the scholarship have been honored at Fighting Back’s Annual Achievement Nights but more importantly have found strength and camaraderie in the program.

The FBSP organization has also grown significantly since 1989. This expansion has been necessary to meet the costs/administrative needs related to the scholarship program and its costs, particularly as more and more individuals have been served. Currently, we have a voluntary Board of Directors of 9 individuals, under the leadership of our Executive Director Scott Dillman; three very active committees which manage the awarding of scholarships, corporate sponsorships, and the Annual Achievement Night; and an active donor/sponsor base. In order to continue to expand the number of scholarships awarded each year, and to support those financially, our organization is seeking this grant to facilitate our ability to conduct outreach and manage information, particularly with our donor base and recipients, through the enhancement of our technology infrastructure.

Funding Request for Capacity-Building Grant Proposal:

How will this capacity-building initiative impact your organization?

If awarded, the Chester County Community Foundation's capacity-building initiative will enable FBSP to purchase and utilize an integrated technology tool which will facilitate communication with our stakeholders, track critical contact information/data, and integrate technological tools which are currently separate. The impact of moving from a static website to a more robust content management system (CMS)/platform will give FBSP a very effective way to combine new technologies into one powerful tool. This infrastructure will impact the efficiency with which our volunteer team is able to operate with integrated tools like fundraising, database, outreach, donations, and social media. It will allow more than one individual to have access to specific areas of interest/control through a permission-based administration engine which will allow our team to work more efficiently. This is especially important as our "work" is done by volunteers who give their time when able. The platform that FBSP has identified is called Nation Builder. Nation Builder is a subscription-based CMS platform that many non-profits and political organizations leverage. Funds, if granted, would be utilized to pay approximately half of the costs for the hosting of our website/database; our URL renewal; the site's monthly administrative cost; and needed technical support. FBSP has anticipated and budgeted for the remaining costs.

How will this impact be measured?

This impact of this project will be measured against FBSP's strategic plan. Expected impacts/results will include greater utilization of our website; an increased presence on social media; and an increased number of Board members and volunteers who can access and share in the work related to communications/outreach.

Description of activities/timeline/costs, including costs and expertise of hired consultants

The timeline for expected launch is February of 2019. From this date, specific activities will be to build the site, train Board members, and engage volunteer help in the various capabilities and functions of the platform, i.e. database, management and input, social media outreach, news stories, videos, and general information.

Activities and Costs:

Hosting:	\$348	\$348
URL Renewal:	\$125, annually	\$125
Site administration:	\$600, monthly	\$7200
Technical Support*:	\$200, monthly	\$2400
Total Cost		\$10,073

*Technical support will be provided by Keith Larson, an independent contractor with expertise in the NationBuilder CMS platform.

We are hoping that the Chester County Community Foundation would be able to support \$5000 of this cost during our first year. We anticipate the additional expenditure of \$5073 and have planned accordingly. FBSP is prepared to make this payment with organization funds.

Why is it important to fund this now?

As the FBSP organization has continued to grow-- both in number of individuals served and donations needed to meet those costs-- it has become necessary for our Board of Directors and volunteers to improve their ability to conduct outreach and manage information. Given the many technological tools available currently, it is time for FBSP to take advantage of the efficiencies afforded by a content management system like NationBuilder. Our hope is that the platform itself and the related technical support that could be partially funded by the initiative will assist our organization to develop a greater online presence, a more effective means of reaching our audience, and an integrated system to manage communication/contacts. Once implemented, our hope is that the costs for this platform in subsequent years will be decreased (no need for technical support once our team is trained) and that the value of this system will be in its outreach and ultimately ability to increase our donor base.

How impact and results will be demonstrated:

FBSP's Board of Directors has identified the need for a content management system (CMS)/platform in its strategic plan. Securing the NationBuilder platform will likely result in:

- Increased numbers of outreach activities to donor base
- An integration of our website content and social media presence
- An increase in the number of Board/committee members who are able to actively and efficiently contribute content and other relevant information to the website/platform

Ultimately, we hope that we can increase our outreach to potential trainees and donors through the utilization of Nation Builder and therefore support our continued growth in both services provided and donations received.

