

## 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 Greater Philadelphia's Common Grant Application is used, the CCCF's Summary Sheet MUST accompany application. To obtain an electronic version of this application, visit [www.chescocf.org](http://www.chescocf.org)

**Date: 9/14/2018**

### **Contact Information:**

Organization Name: French & Pickering Creeks  
Conservation Trust  
Address: 511 Kimberton Road  
Phoenixville PA 19460  
Phone: 610-399-7577  
Website: FrenchandPickering.org

Contact Name: Bill Gladden  
Contact Title: Executive Director  
Contact E-mail: bgladden@frenchandpickering.org  
Fax: 610-933-7751  
Year Incorporated: 1967

Has your nonprofit ever applied to the Community Foundation? Yes x No\_\_  
Not Sure\_\_

Has your nonprofit ever received funding from the Community Foundation? Yes X No\_\_ Not Sure\_\_  
\_\_X\_\_ Donor Advised Fund(s) \_\_\_ Fund for Chester County \_\_\_ Don't know/Not sure

### **Field/s of Interest:**

\_\_\_ Arts, Culture & Humanities \_\_\_X\_ Environment/Animal Welfare \_\_\_X\_ Education  
\_\_\_X\_ Health \_\_\_ Human Services \_\_\_ Religion

### **Organization Information:**

#### **Geographic Area Served** (If not all of Chester County, specify primary Chester County regions served):

Primarily northern Chester County including the townships of Warwick, East Nantmeal, North Coventry, South Coventry, East Coventry, West Vincent, East Vincent, West Pikeland, East Pikeland, Charlestown and Schuylkill

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

The Trust actively works to guide 175+ landowners, who collectively own 6000+ acres, in best management practices to enhance water quality and environmental stewardship. We provide information and services to the 12 municipalities in our region of northern Chester County. We work with existing property owners who have conserved their land, as well as working to build relationships with landowners who are seeking to preserve open space by putting conservation easements on their property. We serve as a land conservation and environmental education resource for all levels of government, regional planning organizations, other conservation groups, residents and businesses for multiple aspects of land use and land and water quality conservation.

#### **Mission:**

**To preserve, steward, and connect people to the land in the northern Chester County.**

**Proposal Summary:**

We are seeking funding to purchase a drone and related start-up expenses and to provide flight training and FAA licensing for a staff member. Each year, as a part of our on-going stewardship responsibilities, we are required to make site visits to each conservation property to inspect and record, both in writing and with photographs, current land conditions and to report any violations. This work is currently being done by two Easement Monitors, who survey each property on foot. This is an extensive investment in time, given our ever-increasing stewardship responsibilities. We protect 6,255 acres at present time, and we are experiencing enormous growth - since 2015, we have added 954 additional conservation acres. We would like to increase efficiency by adding the use of drone technology to our current on-the-ground monitoring inspections. The use of camera equipped drones, in conjunction with cloud-based mapping technology, would allow us to create pre-programed flight paths for monitoring large properties remotely. This technology would not replace our current ground personnel but would be added to enhance their efficiency. We see the use of new technology as essential for keeping pace with our growing land conservation and stewardship efforts.

In addition, we feel that a drone will assist us in our educational mission. By using footage from the drone, we will be able to show people in an impactful and visually exciting way how their property is connected to their local watershed, how watersheds function, and how steps that they take to make ecological improvement on their own property will benefit the watershed at large and positively affect the quality of drinking water in the whole community. As we embark upon riparian buffer and habitat restoration projects, sequential flights starting from before the project begins through completion and beyond, will help us to be able to track, evaluate and demonstrate the effect of our efforts on the health of the local environment. Finally, we hope that viewing our films will inspire people to get excited about environmental protection and take positive action.

**If Capacity Building Proposal:**

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

**Annual Budget** \$1,067,626

89% of budget for program expenses

10 % of budget for administrative expenses

1% of budget for fundraising expenses (Net of event expenses)

*100 % total*

7.5 # of Full-Time Equivalent Paid Staff

22 # of Board Volunteers

200 # of Active Non-Board Volunteers

3,650 # of Volunteer Hours

**Top 3-5 funding sources:**

Archie/Grace Berry Foundation: \$50,000

William Penn Foundation \$119,939

County of Chester: \$180,248

Blue Sky Family Foundation: \$20,000

Grant Amount Requested from CCCF: \$4,956

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

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

French & Pickering Creeks Conservation Trust was founded 51 years ago by Sam and Eleanor Morris. The organization is recognized as a vital leader in regional land conservation. French & Pickering had protected over 6,255 acres of land through donated and purchased fee lands and conservation easements, and public/private partnerships. French & Pickering is a not-for-profit, community-based organization working collaboratively with individual landowners, local, county and state governments, and partner conservation organizations to ensure land preservation in northern Chester County watersheds, which contain some of the most scenic and environmentally-sensitive lands in Pennsylvania.

#### 2015-2018 Land Conservation Highlights Include:

- Thomas P. Bentley Nature Preserve: 108 acres in Warwick and East Nantmeal Townships, Chester County, PA, protected through a complex transaction involving fee acquisition, an update of an old easement, and a new easement covering additional lands purchased by a conservation buyer
- The Nature Conservancy conveyance of 675 acres of land to French & Pickering in the Great Marsh, formerly the Edward Woolman Nature Preserve
- 20 new conservation easements, totaling 954 acres

### 2. Funding request

#### • Description of key initiatives and timeline for 2019

**February:** Drone and accessories purchased

**March/April:** Training, licensing and support services

**May/June:** Drone deployment with a focus on recording important ecological areas of conservation importance while simultaneously incorporating drone technology into our easement monitoring program.

#### Specific needs and issues to be addressed

- For capacity building grant proposals:

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

Enhancing our educational presentations with drone video footage would allow us to communicate the landscape and the concept of watersheds to the viewer in a new and inspiring way. We could show landscape scale images to tell the story of how our vast network of tributaries flows into our drinking water supply and how important the land is in filtering and managing rain run-off from impervious surfaces that negatively impact our streams and ultimately our reservoirs. This technology offers a wonderful platform to promote the benefits of environmental restoration and land conservation.

Additionally, the drone would greatly reduce the time it takes to survey all types of conservation projects. Whether it is a potential land acquisition, current easement assessment, or a riparian buffer growth analysis, we could view vast landscapes and record important geographical information in a new

way. Lastly, having aerial images – for example of volunteers at a tree planting work day - would be a great tool to help promote stewardship and inspire people to action.

**How will this impact be measured?**

- Using sequential drone footage in conjunction with habitat restoration projects, we can demonstrate the impact on the landscape from before the project begins through completion and beyond, which will help us to track, evaluate and clearly demonstrate the growth and the effect of our efforts on the environment.
- We currently track the number of person-hours it takes to monitor our easements and fee owned lands. As the drone is incorporated into the process, the efficiencies in decreased time required as well as additional visual data observed will increase over time and be quantifiable.
- When using drone footage for educational or development purposes or meetings with a potential land conservationist, we would survey the audience to gauge whether viewing video and pictures taken from the drone had a positive impact on their understanding and appreciation of the benefits of habitat restoration and land conservation and subsequently their willingness to take positive action. It also will help create a connection to land preservation projects with the goal of inspiring more support.

**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. Include external consultant proposals if applicable.**

**February  
2019**

Drone	1,399.00	DJI Mavic Pro Platinum Fly More Combo
ipad	529.00	Apple Computer w/wi-fi and cellular capabilities
Portable Power	200.00	Mophie Powerstation External AC for laptops
Accessories	224.00	Hard case 130, charging hub 94
Spare Parts	238.00	2 Additional Batteries \$89 ea., 3’ Hoodman landing pad (\$60)

**March/April  
2019**

Drone Deploy	996.00	\$83 mo. w/annual subscription (mapping and cloud data storage)
Insurance	850.00	Annual Premium (equipment & Liability)
FAA Licensing	150.00	Brandywine Flight School Test Center (FAA)
Flight Training	370.00	Online Class (\$20) & Web Based FAA Test Preparation (\$350) (Dart Drones)
Sub Total	<b>4,956.00</b>	

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

Our Preserve Manager will only have time to train and become certified as a pilot in the winter, when his outdoor responsibilities slow down.

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

- The impact of the use of drones can be shown with the use of graphs and charts to compare the number of acres monitored vs. person-hours to monitor from before and after the use of drones
- In terms of ecological management of fee owned (and other property under easement with FPCCT), the ability to delineate specific species and habitats – particularly over time (specifically the spread of invasive plants and insects as well as the corresponding impact) will be a tool for education/advocacy that we currently do not possess.
- If deployed – the impact on support will be hard to measure since there will not be a “control”. However, FPCCT can request feedback from owners, prospective supporters, and any workshop participants as to whether the use of aerial footage was impactful.

### i. 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)

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.

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

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**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.