

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 of Greater Philadelphia's Common Grant Application is used, the Community Foundation's Summary Sheet MUST accompany application.

To obtain an electronic version of this application, visit www.chescocf.org

Date September 14, 2018

Contact Information

Organization Name: **Great Valley Community Organization** Executive Director Name: **Keith Walsh**
Address: **19 N. Bacton Hill Road** Executive Director Email: **kewalsh33@aol.com**
Phone: **610-990-6168** Board of Directors Chair Name: **Tom Curran**
Website: **www.gvco.org** Primary Contact Name: **Keith Walsh**
Year Incorporated: **2007** Primary Contact E-mail: **kewalsh33@aol.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 (If not all of Chester County, specify primary Chester County regions served): The Great Valley Community Organization (GVCO) serves the communities of Malvern Borough, Charlestown, East Whiteland and Willistown Townships as well as the surrounding region.

Describe Population Served and Annual Number of People Served: The Great Valley Community Organization (GVCO) is a thriving community where friendships begin, families connect and a community thrives. On average GVCO touches the lives of 2400 individuals each year from preschoolers to Senior Citizens.

Mission: The Great Valley Community Organization helps build a strong, vibrant and connected community by providing facilities, activities and programs enriching the lives of all local residents.

Proposal Summary: The Great Valley Community Organization respectfully requests \$500.00 from the Chester County Community Foundation Capacity Building Initiative in order to provide a stipend to our interns to implement a corporate research initiative for our Internship Program to boost our fundraising efforts.

If Capacity Building Proposal, the focus is:

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

Annual Budget \$ \$475,000.00 2 # of Full-Time Equivalent Paid Staff
60 % of budget for program expenses 6 # of Board Volunteers
25 % of budget for administrative expenses 398 # of Active Non-Board Volunteers
15 % of budget for fundraising expenses 26,000 # of Volunteer Hours
100 % total

Top 3-5 funding sources: Individual Donations, Program Registrations, Facility Rental

Grant Amount Requested from the Community Foundation: \$ \$500.00

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

1. Organization's history, goals, key achievements and distinctiveness The Great Valley Community Organization (GVCO), is a 501 (c)(3) started in 2001 as a grassroots group of parents who came together to create a girls basketball league to increase self-esteem and provide positive coaching. Located in Malvern, Pennsylvania in the heart of Chester County, GVCO is a community where friendships begin, families connect, and a community thrives. In the 16+ years since its inception, GVCO continues to grow not only in size but also in its programming by meeting the needs of the residents. It has touched over 12,000 children and families by offering a multitude of programs in the arts, tutoring, senior programs, community and educational events and sports, as well as opportunities for volunteer leadership roles for teens and students with disabilities. Over the last decade, GVCO has created and worked alongside more than 50 community partners, such as Caring Hands - a student-run community outreach program, Surrey Services for Seniors, Partnership for Healthy Youth, Olweus (the internationally recognized awareness program), Relay for Life and so much more.

By following its mission, GVCO has created a genuinely connected community where people of all ages, incomes, cultures and abilities are encouraged to celebrate their differences and share their uniqueness. The organization is the epitome of community vibrancy. Due to the hard work of scores of parent volunteers, taking on roles as instructors, mentors, tutors, team moms, ad hoc volunteers and even our Advisory Board and Board of Directors, their dedication to GVCO not only helps the organization but also strengthens the community as a whole. The Great Valley Community Organization strives to maintain its two key values: a community approach to organizing and an emphasis on positive impact instead of scores and outcomes. By keeping close to these core values, GVCO has expanded to meet more and more needs of the community. The Great Valley Community Organization has continued to foster an environment of inclusiveness in all of its programming.

The Great Valley Community Organization provides a wide range of year-round activities, programs & events for all ages, interests & abilities. As the community around GVCO grows, so does its programming. Within the past 3 years, GVCO has launched new programs by adding Crew, Badminton, Girl's Lacrosse and an Art & Design Club as well as Pickleball and a 55+ Dance Class. The Great Valley Community Organization prides itself on the fact that it has created a safe environment where people of all ages can learn, grow and have fun all while experiencing a real sense of belonging.

Programs include:

- Caring Hands Foundation – *a student run community outreach program*
- Challenger Program - *a community gym program for kids who have physical and/or other special challenges.*
- Steps4Hope & Be a Part of the Conversation - *dedicated to promoting awareness and prevention of Substance Use Disorders.*
- GVCO Internship Programs – *partnering with the local school district and Temple University to provide internships.*
- Partnering with local organizations in Malvern Borough, Charlestown, East Whiteland and Willistown Townships such as Surrey Senior Services, Fire Stations, Boys & Girl Scout Troops, SPCA and the local school district, and hospitals.
- GVCO Youth & Adult Sports Programs – *providing over 8 different sports programs year round*

The Great Valley Community Organization has been meeting the needs of community members for over 16 years while operating on a fiscally responsible budget with a track record of financial responsibility.

2. Funding request

• Description of key initiatives

Mindful of the changing times and a booming local real estate market, The Great Valley Community Organization is keenly aware of identifying new programs that will address the unmet community needs. As GVCO continues to grow as an organization, the financial challenges also grow. Developing additional sources of revenue and support is essential to the sustainability of the organization. The Great Valley Community Organization is requesting a \$500.00 capacity grant for corporate research led by our interns to enhance fundraising. In alignment with our business plan, we are looking to evaluate the Corporate Social Responsibility plans utilized by our constituent's employers to increase GVCO's fundraising capabilities through Corporate and Foundation programs. We believe that using this method of research will assist us in this goal.

• Specific needs and issues to be addressed

The Great Valley Community Organization needs to increase programming for the growing population of Malvern Borough, Charlestown, East Whiteland and Willistown Townships as well as the surrounding region.

The institution and implementation of a corporate research initiative for our Internship Program will allow us the opportunity to boost our fundraising efforts. With over 3,000 individuals in our database, GVCO has the opportunity to reach a substantial number of well-established and well-respected employers in the area that we serve. Launching a corporate research initiative to discover and then utilize the Corporate Social Responsibility Programs of companies and industries in GVCO's footprint will create a resource to be used going forward to secure a large pool of untapped resources.

• How will this capacity building initiative impact your organization?

If the Chester County Community Foundation graciously grants us the funding for this capacity building initiative, it would have a significant impact on GVCO. It would afford us the opportunity to research and develop a plan to reach out to our constituents and their employers to participate in their Corporate Social Responsibility Programs to secure corporate, foundation, Employee Giving and Volunteer Grants to support our fundraising. This opportunity will not only help us to continue to deliver our mission and ensure our sustainability for the future, but it will also give the Great Valley Community Organization the opportunity to strengthen relationships with area businesses so that we can both work toward making our community thrive.

• How will this impact be measured?

The impact of the capacity building initiative will be measured by an increase in corporate and industry involvement in the organization. The ultimate goal would be for GVCO to increase its fundraising due to the successfulness of the corporate research. We hope that we will be able to see an increase in funding as well as relationship building.

• Expected Activities

- Interns will create database of the employers of the constituents of the Great Valley Community Organization
- Staff will teach interns how to do searches for Corporate Responsibility Programs. Interns will update and maintain information in database.
- Staff will utilize database information to build relationships of Businesses

• Timeline

- January 2019 – June 2019

• Costs

Two interns will each commit 2 hours per week for 20 weeks and will be provided a stipend of \$500.

- **Why is this important to fund now?**

The Great Valley Community Organization is ready to meet the changing needs of our community. We foster new programs by supporting community members with innovative ideas as well as creating programs for the underserved in the community. The creation of new programming takes resources. By enhancing the resources we have available to us, we hope to create a research plan that we will be able to utilize for years to come.

Since 2011, through a partnership with the Great Valley School District, GVCO has established an Internship Program to provide High School Students with business training and experiences in a nonprofit organization. Students participate in the day to day operations of a nonprofit community organization learning first-hand knowledge of working in a particular field while experiencing a true sense of community pride. It will be the responsibility of the GVCO Interns to research the various businesses and employers of our constituents so that we can begin to build relationships that will be a win-win for the entire community. The Interns will be able to provide GVCO with a great resource, but we are limited to the school year calendar. If the Chester County Community Foundation graciously grants us the capacity building initiative, we could have this tool in place by January 2019.

2. How impact and results will be demonstrated

The Corporate Research Initiative will be an investment to create sustainability. It will allow us the opportunity to teach the interns additional marketable skills that will increase the value of the Internship Program, while also allowing us to identify potential funders. This research will be a tool that GVCO will be able to use time and time again as not only an educational piece but as a resource for building Corporate Partnerships. We will be able to gauge the strength of this initiative by looking at funding data from previous years.