

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 09/14/2018

Contact Information

Organization Name: RSVP

Executive Director Name: Michele Moll

Address: 901 E. Eighth Avenue, Suite 200

Phone: 6108341040, ext. 113

Website: www.rsvpmc.org

Year Incorporated: 1980

Executive Director E-mail: micheles@rsvpmc.org

Board of Directors Chair Name: Robert Leib

Primary Contact Name: Barbara Fitzgerald

Primary Contact E-mail: barbaraf@rsvpmc.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): NA

Describe Population Served and Annual Number of People Served: RSVP serves vulnerable populations with direct services programming and provides volunteers to serve in other nonprofit agencies. RSVP directly serves 11,000 individuals and 150 nonprofit agencies annually in Greater Philadelphia including Chester, Delaware and Montgomery Counties and the city of Philadelphia.

Mission: RSVP empowers volunteers to help meet critical human needs in Greater Philadelphia through its Volunteer Impact Programs assisting vulnerable populations and by providing volunteers to other nonprofit agencies.

Proposal Summary: RSVP is requesting a capacity building grant of \$5,000 to redesign and enhance our website for the purposes of engaging additional volunteers for our expanding programs in Chester County, including our Family Literacy Program (FLP) which broadens the reading exposure and involvement of disadvantaged preschoolers and their families; our America Reads Program which provides one-on-one reading tutors for elementary school students having difficulty so that they read on grade level by 4th grade; our My Free Tutor (MFT) individualized virtual math tutoring program and STEM career awareness program for disadvantaged secondary school students and low-income veterans; our Volunteer Executive Consultants (VEC) program providing capacity building assistance to small and mid-sized nonprofits through team consultations and management assistance workshops; and Community Links which places volunteers in nonprofit agencies to enhance their capacity and service delivery.

If Capacity Building Proposal, the focus is:

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

Annual Budget \$849,079 _____ # of Full-Time Equivalent Paid Staff
_____ 83% of budget for program expenses _____ 23_ # of Board Volunteers
_____ 9% of budget for administrative expenses _____ 985 # of Active Non-Board Volunteers
_____ 8% of budget for fundraising expenses _____ 85,000_ # of Volunteer Hours
100 % total

Top 3-5 funding sources:

- Corporation for National and Community Service (CNCS)**
- Montgomery County Office on Aging and Adult Services**
- United Way of Greater Philadelphia and Southern New Jersey**
- Pew Charitable Trusts**
- Patricia Kind Family Foundation**

Grant Amount Requested from the Community Foundation: \$ 5,000 _____

**CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL NARRATIVE**

1. Organization's History, goals, key achievements & distinctiveness

Mission: RSVP empowers volunteers to help meet critical human needs in Greater Philadelphia through its Volunteer Impact Programs providing direct services to vulnerable populations and volunteer support to other nonprofits.

History: RSVP of Montgomery County (now doing business as RSVP) was established in 1973, as part of the Older Americans Act, placing senior volunteers in nonprofit agencies to enhance their own well-being and that of the community at large. In 1980, RSVP of Montgomery County became incorporated as a 501(c) (3) with its own board of directors and the ability to create its own programming in response to critical needs. Today these Volunteer Impact Programs, now using adult volunteers of all ages, provide direct service to 11,000 vulnerable /at risk individuals in Greater Philadelphia. Over the years, five of these programs have received national recognition from the Corporation for National and Community Service (CNCS), ProLiteracy, and the Points of Light Foundation. The past three years have been ones of extraordinary growth for our organization. In addition to serving all of Montgomery County we have expanded MFT and our Family Literacy Program (FLP) into Philadelphia; and are now implementing programs and engaging volunteers in Chester & Delaware Counties. In 2016 we moved our offices to King of Prussia, a more central location for our service area and changed our dba name to RSVP to reflect our constituencies. In 2018 we began implementing FLP in Chester & Delaware County Head Start classrooms, as well as through Kennett Square's Kindergarten Readiness Program. All programs have logic models with anticipated outcomes to measure progress toward stated goals. We evaluate program effectiveness annually through program-specific questionnaires. Goals for 2019 include recruiting an additional 300 volunteers to serve in RSVP's Volunteer Impact Programs in the Greater Philadelphia area and to enhance the service delivery of nonprofits in Chester, Montgomery & Delaware Counties with a focus on education and health.

Agency Highlights: In December RSVP's Executive Director, Michele Moll, received two Silver Stevie Awards in the Female Executive of the Year and Most Innovative Woman of the Year categories. These prestigious awards honor women worldwide & the organizations they run.

RSVP's Volunteer Impact Program accomplishments during the past year, in addition to the key initiatives detailed in the funding request: Protégé matches one-on-one long-term mentors with children & youth whose potential is compromised by difficult life circumstances. This past year 26 trained volunteer mentors met weekly with 17 elementary, middle, and high school students and maintained contact with 11 post-high school students. Adult Literacy: 47 trained tutors provided one-on-one tutoring to 250 GED, ESL, and basic literacy students throughout Montgomery and Delaware Counties. Help on Call: 53 volunteers assisted 130 low-income elderly clients in Montgomery County with daily tasks to help them remain safely in their own homes. Apprise: 32 state trained volunteers provided one-on-one health insurance counseling and/or informational presentations to 4,000 Montgomery County seniors. Community Links: In addition to these programs, RSVP provides volunteer support for area nonprofits. This past year, 444 volunteers contributed 53,000+ hours enhancing the service delivery of 100 agencies in Montgomery, Delaware, & Chester Counties (including Chester County OIC, SE Veterans Center, Chester County MOW, and Phoenixville Hospital.)

2. Funding Request

RSVP's Key Initiative is to fully expand into Chester County through enhanced volunteer recruitment for four RSVP programs, Family Literacy, America Reads, My Free Tutor & Volunteer Executive Consultants (VEC) and for agencies needing additional volunteers.

Family Literacy Program (FLP) broadens the reading exposure and involvement, of disadvantaged preschool children and their families. Collaborating with Montgomery County Head Start since 1995, FLP places volunteer readers in Head Start classrooms; gives new gift books six times a year to each of the 450 Head Start children along with reading tips for their parents; conducts workshops for parents to help them better understand the importance of reading to their children's future and how to help their children improve their reading at home. The collaboration also includes a Lucky Readers Club in each classroom. Lucky is a stuffed Dalmatian mascot who "loves to read" and who is sent home with children on a rotating basis along with books from the class library and a journal. During these visits, children and their parents and siblings "read" to Lucky and record their activities in the journals that are sent back to the classroom and shared. In 2016, FLP expanded into Philadelphia and is currently serving 219 preschool students and their families at Children's Village. FLP in Kennett Square: This year, FLP began partnering with Kennett Square's Kindergarten Readiness Program, a group of 21 day care and family centers that serve low-income, primarily Spanish-speaking families whose children do not attend preschool and who enter Kindergarten unprepared. FLP is providing the literacy component of the program by training staff in how to implement the Lucky Readers Club and by conducting 10 family workshops complete with fun literacy activities (e.g., writing letters in shaving cream); how to read with young children; and take home tote bags with books, toy Luckys, and reading tips. We are recruiting for volunteer readers and parent trainers.

FLP in Chester County Head Start: RSVP continues to place volunteer readers in Chester County Head Start classrooms (with seven placed to date in Coatesville, Kennett square, Downingtown, and West Chester) and 12 additional readers being sought for Coatesville, Phoenixville, Oxford, and Downingtown classrooms.

America Reads: This past year 165 trained volunteer reading tutors met individually with 1,900 young elementary school students on a weekly basis in 61 schools in Chester, Montgomery and Delaware Counties to help them read on grade level by 4th grade. In Chester County 14 volunteers tutored 142 students in six schools in the Coatesville, Kennett, & Phoenixville School Districts. This year 14 RSVP volunteers are tutoring in those schools. To date, Chesco schools have requested 10 additional volunteers.

My Free Tutor (MFT) is an individualized, virtual math tutoring and STEM career awareness program which addresses the STEM achievement gap between those who are disadvantaged and their more advantaged peers. This past year virtual tutors and career presenters served 886 disadvantaged secondary students and low-income veterans in Greater Philadelphia, including 310 students at Kennett, Coatesville, and West Chester high schools and Chester County Futures Career Expo.

VEC: This past year, 75 experienced volunteers provided capacity building assistance (e.g., strategic planning, board development, fund raising) through team consultations to 45 small-mid-sized nonprofit agencies in the Delaware Valley and management assistance workshops to 300+representatives from area agencies. We are looking to recruit more VEC consultants and nonprofit agencies in Chester County.

Specific needs to be addressed: VEC addresses the capacity building needs of low-budget, short-staffed non-profit agencies which otherwise would not be able to afford assistance. RSVP's educational programs address the need of disadvantaged students to narrow the educational & achievement gap between them and their more advantaged peers as expressed in the following statements: FLP: "[Disadvantaged] Children enter the school system behind their more affluent peers and are unable to catch up. Reading aloud to children is so critical that the American Academy of Pediatrics recommends that doctors prescribe reading activities along with other advice given to

parents at regular check-ups. —*Jumpstart*. America Reads: Studies conducted by the Center on the Developing Child at Harvard University show that of 50 children having trouble learning to read in kindergarten, 44 of them will still be having trouble in 3rd grade. In fact, low achievement as early as 4th grade is a powerful predictor of high school & college graduation rates, as well as lifetime earnings.” MFT: “The K-12 elementary & secondary school indicators clearly point out that the Nation is not seeing uniform improvements in student achievement in mathematics and science...Furthermore, there are far too many performance disparities in mathematics and science of students from disadvantaged populations, both urban and rural, who lag far behind their peers. These disparities start as early as kindergarten, persisting across grades, and in most cases widen over time.” -National Science Foundation.

Capacity Building proposal:

RSVP is requesting \$5,000 to redesign and better secure our website (www.rsvpmc.org) for the enhanced recruitment of volunteers, schools and agencies needing volunteer assistance; and to attract new funders to support the expansion of our initiatives throughout Greater Philadelphia, including Chester County as described above. An updated website will improve web search results and enable us to meet our growing service requests and expand our programs assisting vulnerable populations.

Our current website was developed in 2010 by two RSVP volunteers using Durpal Gardens. Before shutting down due to an increasingly competitive market, Durpal Gardens moved our platform to Blue Host, which does not provide regular security updates. Until recently, Jack, a volunteer and former IBM programmer, took on that maintenance task. Jack also was developing a more up-to-date; responsive (multiple screen sizes for different devices); themed; and interactive RSVP website until health issues made him unable to continue. St. Louis Integration, which is hosting the new site can continue building on Jack’s work towards a more dynamic, engaging, and user-friendly site. St. Louis will also take on the maintenance of security updates on the new site.

Impact Measures: We will track the number of hits on the new web site as compared to our current website and keep records of the number of volunteers and agencies coming to RSVP as a result of the new site as compared to the current one. Because of our focus on increasing the number of volunteers & agencies serving Chester County, we will track that as well.

Implementation: We anticipate that the new website will be operational within six months of engaging St. Louis Integration which was founded in 2007 and has been hosting our developing new website since 2016. They have provided support to Jack to get the new website development started. They understand the current custom code that was added to the site and will be able to take over and complete the site in a timely manner. They has given us an estimated cost of \$5,000 to complete the initiative with the upgrades described above.

Now more than ever a well-developed and well maintained website is a vital tool in marketing a business. With RSVP’s current expansion in Greater Philadelphia and particularly Chester County it is critical in volunteer recruitment and fund raising which builds RSVP’s capacity to serve more clients and meet the critical needs in the communities we serve.

3. How impact and results will be demonstrated.

RSVP will report on the number of new volunteers engaged through the website and how those volunteers have helped expand our key initiatives in Chester County, including the number of nonprofits and students served as a result with corresponding client outcome measures. Such as the

[% students with improved math capability and awareness of possible STEM careers; the % of preschoolers more engaged in reading; the % of elementary schools students reading on grade level; and the nonprofits with improved capacity to carry out their missions].