

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**. Receipt will be confirmed by e-mail.
- Please contact Kevin Baffa or Beth Harper Briglia at (610) 696-8211 or 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 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

Contact Information

Organization Name: Wharton Esherick Museum

Address: P.O. Box 595, Paoli, PA 19301

Phone: (610) 644-5822

Riegl

Website: www.whartonesherickmuseum.org

Year Incorporated: 1971

julie@whartonesherickmuseum.org

Executive Director Name: Julie Siglin

Executive Director E-mail:

julie@whartonesherickmuseum.org

Board of Directors Chair Name: Nicole

Primary Contact Name: Julie Siglin

Primary Contact E-mail:

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

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):

Chester, Montgomery, Delaware, Berks and Bucks Counties, plus a national and international audience.

Describe Population Served and Annual Number of People Served:

The Wharton Esherick Museum welcomes an average of 5,000 visitors each year to tour the Museum. Of the group tours given each year, approximately 20% are college and university students and 12% are K-12 students. While wood workers and architects are a key component of our core constituency, the Museum appeals to a broad range of people who appreciate his imaginative problem solving as much as his artistic vision. Other group tours include craft and fine art enthusiasts, museums groups, architects, furniture makers and woodworkers. Visitors come from across the United States and from more than 35 different countries each year.

Mission:

It is the mission of the Wharton Esherick Museum to preserve, maintain and exhibit the artistic creations of Wharton Esherick so that the public may gain enjoyment, education and inspiration from Esherick's life work.

Proposal Summary:

The Wharton Esherick Museum requests funding in the amount of \$5,000 to support fees for its grant-writing consultant Rebecca Schultz. Rebecca was contracted in June 2018 to support the Museum’s institutional fundraising, following the approval of its comprehensive development plan. This contracted position fulfills a critical institutional need at a time when the Museum is poised to strengthen its organizational capacity and realize the vision laid out in its new Strategic Plan.

If Capacity Building Proposal, the focus is:

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

Annual Budget \$ 350,000 2 # of Full-Time Equivalent Paid Staff
75 % of budget for program expenses 12 # of Board Volunteers
15 % of budget for administrative expenses 20 # of Active Non-Board Volunteers
10 % of budget for fundraising expenses _____ # of Volunteer Hours
100 % total

Top 3-5 funding sources:

- Endowment funds held by Chester County Community Foundation
- Windgate Charitable Foundation
- Salmon Foundation
- Individuals Donors including members of the WEM Board of Directors

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

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

- **Organization's history, goals, key achievements and distinctiveness**

The Wharton Esherick Museum is the home and studio of famed American artist Wharton Esherick. Located atop Valley Forge Mountain in Chester County, Pennsylvania, the Museum was founded immediately after Esherick's death in 1970 by a group committed to preserving the home and studio and its collections. The Museum's mission is to preserve, maintain and exhibit the artistic creations of the late Wharton Esherick so that the general public, and particularly artists/craftspeople, may gain enjoyment, education, and inspiration from Esherick's life work.

Set on 12 wooded acres, the Museum campus is comprised of multiple buildings including Wharton Esherick's hand-built Studio, which was constructed over a 40-year period beginning in 1926, incorporating Arts and Crafts, Expressionist, and organic designs. Two years later Esherick began his 1928 Expressionist garage, now our Visitor Center. In 1973, just one year after its official opening as a museum, the Studio was added to the National Register of Historic Places. In 1993, the Museum was designated a National Historic Landmark for Architecture. In 2013, the Museum assumed ownership of the land and buildings from the Esherick family, signaling a new chapter for the Museum, which had previously been a family-run organization. Today, the Museum welcomes 5,000 visitors each year, serves as an exhibition of more than 300 of Esherick's works, and is preserved as it was when Esherick lived there. The Museum is open year-round for public viewing and scholarly research.

The Museum's programs and activities include museum tours; exhibits that showcase the works of Esherick, professional artists and woodworkers; student woodworking competitions; community outreach and special events; and museum preservation.

- **Tours:** In 2017, 450 Museum tours were conducted, approximately 18% of which were for special interest groups including schools. Students were welcomed from 135 different colleges, universities and local K-12 schools. In addition to the 5,000 visitors to the site, the Museum had a presence at the 2017 Philadelphia Furniture Show, which was attended by approximately 3,000 furniture and craft enthusiasts from across the country. In October 2017, we created a special program in partnership with the Fabric Workshop and Museum to complement their exhibition Louis Kahn: The Power of Architecture and also presented at several events affiliated with CraftMONTH in Philadelphia.
- **Exhibitions:** The Museum presents three annual exhibitions: in the spring, *Imprint* showcases the student finalists of our Esherick-inspired printmaking competition; an exhibition of Esherick's work takes place in the summer; and the Museum sponsors an international woodworking competition and exhibition in the fall.
- **Community Outreach and Special Events:** The Museum is an Access Partner with Art-Reach, which offers deeply discounted admission to Pennsylvania residents who monitor their government issued cash, food, or medical benefits with an EBT card, and also partners with local libraries to offer free admission to families through the Museum Pass Lending Program. In addition, the Museum has taken significant strides to increase access for people with disabilities. With support from the National Endowment for the Arts and other generous funders, the Wharton Esherick Museum has launched *Insights for New Audiences*, a program offering

interpretive experiences to blind and visually impaired individuals through accessible tours and multi-sensory programs. This program is being developed in partnership with Philly Touch Tours. In the fall of 2017, the Museum began developing a residency program with the Center for Creative Works, an art studio focusing on developing creative workplace potential and cultural identity for people with intellectual disabilities.

- **Preservation:** The Museum is committed to maintaining high standards in collections care and management and is currently developing its first professional, comprehensive conservation manual as well as a systems maintenance and replacement plan which will allow us to be responsive to the evolving needs of the Museum's historic buildings.

2. Funding request

- **Description of key initiatives**
- **Specific needs and issues to be addressed**
- **For capacity building grant proposals:**
 - **How will this capacity building initiative impact your organization?**
 - **How will this impact be measured?**
 - **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.**
- **Why it is important to fund this now**

The Wharton Esherick Museum requests funding in the amount of \$5,000 to support fees for its grant-writing consultant Rebecca Schultz. Rebecca was contracted in June 2018 to support the Museum's institutional fundraising, following the approval of its comprehensive development plan. This contracted position fulfills a critical institutional need at a time when the Museum is poised to strengthen its organizational capacity and realize the vision laid out in its new Strategic Plan.

Needs and Issues to be Addressed

The Museum's programs, preservation projects and operations are managed by two full-time and six part-time staff, and twenty-six volunteers, supported by consultants and contractors. This current staffing structure is the result of several organizational shifts. In 2015, the Museum experienced a leadership transition when Paul Eisenhauer, its director since 2010, retired. In December of that year, the Museum retained Nancy Burd as the Interim Director. Nancy's national consulting firm works with nonprofit agencies on all aspects of nonprofit governance and administration especially around capitalization strategies, capacity building initiatives and organizational growth and change. She was the first director of the Nonprofit Finance Fund, a VP at the Philadelphia Foundation and has also taught at the Fels Institute of Government at University of Pennsylvania.

This restructuring has had a positive impact on both the Museum's bottom line and the organization's efficiency and effectiveness. In 2016, Julie Siglin, formerly the Director of Business and Development, was placed as the Museum's new Executive Director. In order to improve the Museum's financial position, Ms. Siglin reduced the number of full-time equivalents from three to two, with part-time professionals contracted for the Museum's development, marketing and communications and accounting needs. At that time, the Museum was fortunate to contract with a local fundraising consultant on a pro bono basis to produce a comprehensive development plan, which called for working with staff and board to build increased revenue from individual, corporate and institutional sources. Due

to the consultant support, the Museum did not hire a new Director of Business and Development. However, with the completion of the pro bono consulting services, it is now necessary for the Museum to continue expanding its fundraising capacity. Institutional funding was identified as the area with most need--the Museum had an individual funding base but was only applying for several grants a year.

Impact of Capacity Building Initiative

Upon bringing on new leadership, the Museum embarked on the process of creating a new Strategic Plan. Adopted in October 2017, the plan will guide the Museum's work over the next three years. The development of the Plan took place over approximately 10 months and included input from volunteers, stakeholders and two consultants, one of whom served as the Interim Director of the Museum for a portion of 2016. The common themes that were identified as a result of the initial planning retreat were: a need to increase the visibility of the Museum; a need to protect and utilize the Museum's most precious resource, the Permanent Collection; a need to make improvements to and better utilize the Museum's building and grounds; a need to improve the visitor experience and customer service; and a need to protect and grow Museum assets. These five themes became the five goals of the plan, which will guide the day-to-day activities of the Museum in the next three years. The goals of the plan reflect the Museum's core values: Responsible stewardship of the legacy of Wharton Esherick and family; belief in the power of the arts and civic engagement to foster self-expression; and stimulation of dialogue between contemporary artists and historic artists and artistic movements.

With the vision outlined in the Strategic Plan, the Museum is in an exciting position to simultaneously deepen the impact of existing programs and initiatives and embark on a trajectory of growth and discovery, both of which require a renewed focus on institutional fundraising. The grant-writing consultant will enable the Museum to identify new prospective funders for its programmatic and operations initiatives, as well as pursuing critically-needed renewal funding from its current circle of supporters.

Proposed Activities, Timeline, and Cost

The Museum finalized its contract with Ms. Schultz in June 2018. The contract stipulates up to 100 hours of grant writing services through May 31, 2019, for a total of \$6500. Per her contract, Schultz is writing letters of inquiry and/or proposals to private foundations and government funders; providing assistance with grant budgets and other supporting documents; and researching institutional funding prospects for the Wharton-Esherick Museum; and maintaining and updating the grants calendar.

Ms. Schultz is a fundraiser and administrator with more than two decades of experience in the nonprofit sector. In addition to her work with the Wharton Esherick Museum, she is a consultant with Philadelphia-based fundraising and marketing firm Schultz & Williams, through which she is currently contracted with the Arch Street Meeting House Preservation Trust, Reading Terminal Market, and The Wetlands Institute in Stone Harbor, New Jersey. Previous clients include Philabundance, Steppingstone Scholars, and the People's Emergency Center. Prior to moving to Philadelphia two years ago, Rebecca spent 20 years in the San Francisco Bay Area, where she served as Development Director for the Aurora Theatre Company and the Bay Area Video Coalition and was part of the foundations and government support team at KQED Public Media. She also managed arts and education programs for Young Audiences of Northern California and Community Works. Rebecca is also a visual artist and teaches for the Art Club program at the Philadelphia Museum of Art. She holds a BFA in painting from Rhode Island School of Design and an MA in education from San Francisco State University.

3. How impact and results will be demonstrated

Anticipated results of retaining the grant writing consultant will be measured by documenting the number of funding proposals submitted and amount of institutional funding sought in dollars, as well as the amount raised from existing, lapsed, and new funders.

