

## 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 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](http://www.chescocf.org)

**Date 9/15/2018**

## **Contact Information**

Organization Name: YoungMoms

Executive Director Name: Linda Mercner

Address: P.O. Box 376, Kennett Square, PA 19348

Executive Director E-mail: [Linda.mercner@youngmomscommunity.com](mailto:Linda.mercner@youngmomscommunity.com)

Phone: 855-964-666

Board of Directors Chair Name: Molly Henry

Website: [www.youngmomscommunity.com](http://www.youngmomscommunity.com)

Primary Contact Name: Linda Mercner

Year Incorporated: July 2015

Primary Contact E-mail: [Linda.mercner@youngmomscommunity.com](mailto:Linda.mercner@youngmomscommunity.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):

YoungMoms serves young mothers that reside in Southern Chester County (Kennett Square, Avongrove and Oxford Area School district).

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

YoungMoms serves pregnant and parenting young women living in Southern Chester County, PA, who enter the program between the ages of 14 and 21 years old. Many deal with a myriad of issues including domestic violence, poverty, language barriers, depression, unemployment, incomplete schooling, homelessness, and a general lack of options and opportunities. In addition to the many individual challenges facing the youth in our program, teen mothers are a significantly high-risk population. Teen moms are more likely to drop out of school, and less than 40% obtain a high school diploma. Teen mothers are much more likely to live in poverty than their non parenting counterparts, with over 80% of them relying on welfare within the first few years of giving birth. Teenage moms are more likely to experience depression, substance abuse, and abusive relationships than their non-parenting peers. Children of teen mothers are also a high-risk population. They are more likely to receive inadequate prenatal care, be born prematurely, face significant physical and developmental delays, do poorly in school, be at risk of child abuse, and live in poverty than those children born to adult mothers.

We anticipate that during 2019 we will directly serve 65 young moms, and indirectly serve approximately 85 children and 12 young dads.

**Mission:**

The mission of YoungMoms is to inspire and equip young moms to build thriving futures for themselves and their families.

**Proposal Summary:**

A generous grant of \$5,000 from the Chester County Community Foundation will allow us to maintain, improve and expand services and programs, through application of Apricot database.

This system, used on a daily basis, offers YoungMoms a HIPPA compliant, secure, adaptable and user-friendly solution for case management, donor management, volunteer tracking and outcomes management. In addition, the reporting platform is equipped with numerous charts and graphs, allowing us to create and share reports within and outside the organization.

**If Capacity Building Proposal, the focus is:**

Mission, Vision & Strategy     Governance & Leadership     Strategic Relationships

- Fundraising & Development     Technology    Other: **Technology enhancements, including website design and development; donor tracking and development software**

**Annual Budget \$286,675.00.**

80 % of budget for program expenses  
10 % of budget for administrative expenses  
10 % of budget for fundraising expenses  
*100 % total*

3.5 # of Full-Time Equivalent Paid Staff  
9 # of Board Volunteers  
123 # of Active Non-Board Volunteers  
1800 # of Volunteer Hours

**Top 3-5 funding sources:**

United Way Southern Chester County \$29,380  
 Connelly Foundation \$20,000  
 Marshall Reynolds Foundation \$15,000

**Grant Amount Requested from the Community Foundation: \$5,000.00**

## **Organization's history, goals, key achievements and distinctiveness:**

The mission of YoungMoms is to inspire and equip young moms to build thriving futures for themselves and their families. YoungMoms is a comprehensive support program that provides the academic, employment, relational, and parenting support pregnant and parenting young women need to improve their lives and those of their children. Over the last eight years, YoungMoms has helped more than 160 teen moms stay in high school, pursue college education or vocational training, gain parenting and other life skills, and connect with community resources. Our goal is that each participant will:

***Achieve academic and employment goals:*** We provide support to our young moms to complete high school, attain their GED, or enter training, certification and degree programs. We assist them in developing resume writing, job search and interviewing skills. We network with area businesses to learn about job opportunities and then make appropriate client connections.

***Gain life and parenting skills:*** Staff and volunteers provide ongoing life skills instruction in areas such as healthy relationships and financial responsibility and management. We teach our young moms effective communication, conflict resolution, decision-making and time management skills. YoungMoms uses the evidence-based Parents as Teachers "Partnering with Teen Parents" curriculum as the bases of our parenting support. YoungMoms provides sexual health and reproduction educational materials, and connects participants to reproductive and medical care. ***Grow is self esteem and feel part of a community of support:*** One of the primary challenges facing young mothers is isolation from peers and from the community at large – a leading cause of depression and substance abuse. YoungMoms holds monthly dinners and workshops where teen moms have an opportunity to develop relationships with peers in similar life circumstances and with positive adult-role models. Many of our young moms are matched to a trained volunteer mentor.

YoungMoms provides a combination of case management support, life skills instruction, one-to-one mentoring, and community building activities. Young women remain in the program between two and four years allowing us to assist them in overcoming obstacles which might normally derail their progress in achieving goals. This long-term investment in the life of a young woman is what truly makes our program uniquely effective. Our holistic approach provides participants with the support and resources to finish high school or attain a GED, access additional training or education, find fulfilling employment, and ultimately attain financial stability. Currently 81% of our 43 participants are employed and/or enrolled in school or training programs.

YoungMoms has become an **essential resource** that brings a sense of confidence and optimism to young mothers and empowers them to break the underlying cycles of poverty, abuse, and low self-esteem that often influence teen pregnancy. Without additional support, it is immensely difficult for a young mother to complete her education, access the medical/social/financial resources available to her, and become financially independent. As YoungMoms participants are empowered to set and achieve their goals they are able to alleviate reliance on public assistance and welfare programs, enabling them to contribute more positively to the workforce and our community. In addition to the impact the program is making on the young moms, it has rippling effects on our client's children who gain an improved quality of life as their mothers increase employability, gain education, enhance life skills, receive mental health services and develop confidence as women and mothers.

### **Description of key initiatives:**

***Case Management:*** When young women first enter our program, a comprehensive assessment is completed by YoungMoms staff. Urgent needs, such as hunger, homelessness, domestic violence and suicide risk are addressed immediately, and connections are made to appropriate supportive services. We work with each young mom to develop academic, employment, parenting and relational goals; and to create a plan to achieve them. We connect our young moms with area resources, provide educational and vocational assistance, life skills training, and parenting education and development.

***Mentoring:*** Participants are matched with a trained adult female mentor, who provides encouragement and life skills instruction to their mentee, as well as practical help with transportation and tutoring. ***Monthly Club***

***Dinners/Workshops:*** Participants receive enrichment education in multiple life areas and have the opportunity to build relationships with peers in similar life situations and with positive adult role models. Clubs are held monthly in both Kennett Square and (as of Sept. 2017) Oxford. Supplemental workshops and trainings are offered as needed. For example, many of our young moms suffered significant adverse childhood experiences, which coupled with their current socioeconomic and relational challenges created high levels of stress and anxiety. In response, we recently partnered with a local counselor to offer a series of 10 group counseling workshops, to be offered in fall 2018 and spring 2019, designed to equip participants with skills to manage stress/anxiety, negotiate conflicts, communicate effectively, and gain self-esteem. ***YoungDads Program:*** We observed that for those clients who are living with a partner or father of the child, progress toward their goal achievement is slowed or halted if their partner is not provided with a similar

opportunity for support. In response, we initiated a YoungDads program in 2015, which is designed to empower these young men to reach their potential as men and fathers.

**Specific needs and issues to be addressed:**

YoungMoms serves pregnant and parenting young women who enter the program between the ages of 14 and 21 years old and reside in Southern Chester County, PA. Many of our clients face huge challenges including: incomplete education, unemployment, housing instability, domestic violence, isolation, lack of health care, and depression. Nationally, less than 40% of teen mothers finish high school and fewer than 2% have graduated college by the time they are 30. Teen moms are also more likely to experience depression, substance abuse, and abusive relationships than their non-parenting peers. YoungMoms is working to change these statistics in our local community.

**For capacity building grant proposals: How will this initiative impact your organization?**

YoungMoms is requesting support to continue to develop and fully utilize our data management system, Apricot. In response to organizational growth, in June 2015, YoungMoms implemented a comprehensive cloud-based, HIPPA compliant, data management system to track participant, donor and volunteer data. The system has allowed us to more efficiently and effectively record and track client information, goal achievement, volunteer participation and donor and foundation information. Our desire is to utilize grant funding to cover the annual cost of Apricot, provide additional training to staff in system use, and design reports which will allow us to better measure and track client progress in meeting goals. Such reports will provide significant information that will allow us to measure outcomes on the overall program annually, as well as over multiple years. They will likewise serve as a decision-making, planning, and motivational tool for program development/design. The Apricot system has tremendous reporting capacities. Although we have developed reports, we have not tapped into the full capabilities of the system to generate impactful reporting. Information gathered from newly designed reports would be utilized to evaluate program effectiveness internally and modify current program offerings. In addition, this information will allow us to more effectively communicate our outcomes to the community, enhance existing and develop new funding relationships, and ultimately better serve our clients.

**How will this impact be measured?**

This capacity building initiative will allow us to fully capitalize on the features of the Apricot system. Specifically, impact of this capacity building initiative will be measured in:

- Greater staff proficiency in using the Apricot system
- Recorded *Standard Operating Procedures* on the various aspects of the system allowing new staff and volunteers to be trained quickly and thoroughly
- Clearly defined outcome measures
- Tailored reports measuring select outcome measures
- Greater analysis of annual program performance and year-to-year program performance
- Program adaptation based on evaluation of program results

**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.***

A capacity building grant of \$5,000 from the Chester County Community Foundation will allow us to maintain, improve and expand use of the Apricot data management system. This system, used on a daily basis, offers YoungMoms a HIPPA compliant, secure, adaptable and user-friendly solution for case management, donor management, volunteer tracking and outcomes management. In addition, the reporting platform allows us to create and share reports within and outside the organization. Funding for continued use for this comprehensive tool will increase efficiency and provide support for proving our impact in our local community.

**Costs to implement the initiative:**

Annual fee of data management system	\$1,900	
Staff training in use of system	600	
Staff time documenting system procedures		500
Staff time in training in designing reports for use in evaluating client progress and program effectiveness.		<u>2,000</u>
	\$5,000	

**Why it is important to fund this now:**

YoungMoms client base has grown tremendously over the past 8 years. YoungMoms projects serving more than 65 young mothers and their 85+ children in 2019, making expanded funding from our community partners a growing

necessity. In the summer of 2017, YoungMoms completed a 3-year Strategic Plan. One of the strategic initiatives identified was the need to strengthen our evaluation and reporting systems. This includes strengthening data collection and use, to identify what is working, to amplify high-impact program components, and to invest in continual improvements. YoungMoms developed a committee structure earlier in 2018, including a Program Committee of the Board of Directors. In response to suggestions made in the Strategic Plan, the Program Committee has focused on outcome evaluation and program effectiveness. This information will be utilized to tailor the current YoungMoms program and focus, and will be essential in updating funders and supporters on the impact YoungMoms is making in the lives of local teen moms.

**How impact and results will be demonstrated:**

Expanded training in the Apricot data management system and report building will result in more clearly defined outcome measures. Communication of these outcomes to our Board, numerous supporters and key funders will generate an increased awareness of our work and confidence in the impact YoungMoms is making in the local community. This will ultimately allow us to better serve our clients and continue a sustainable trajectory of expansion. Local schools, governments, citizens, and organizations rely on YoungMoms to guide its pregnant and parenting teens to financial independence, healthy family lives, and vibrant participation in the community. With close to 65 young mothers (and their 85+ children) accessing services annually, YoungMoms recognizes that a data management system, yielding concrete outcome measures, is imperative for continued growth and success.