

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

Per IRS regulations, applicants

- must be charitable, tax exempt organizations with 501(c)(3) certification
  - cannot be individuals
- **E-mail proposals are strongly encouraged 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 9/15/18**

## Contact Information

Organization Name: Lundale Farm Inc.

Address: PO BOX 673, Kimberton, PA 19442

Phone: 724-454-3674 (Jodi)

Website: [www.lundalefarm.org](http://www.lundalefarm.org)

Year Incorporated: 2010

Executive Director Name: Jodi Gauker

Executive Director E-mail: [Jodi@lundalefarm.org](mailto:Jodi@lundalefarm.org)

Board of Directors Chair Name: Liz Andersen

Primary Contact Name: Jodi Gauker

Primary Contact E-mail: [Jodi@lundalefarm.org](mailto:Jodi@lundalefarm.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

X 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):

Primarily Chester County, but also indirectly neighboring counties.

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

8 direct clients through land leases – 10 board members, and approximately 250 community members and farm supporters throughout the year through events and outreach. We primarily serve beginning and growing farmers, and also landowners interested in leasing land to beginning and growing farmers for local food production. Some of our current lessees are considered beginning farmers and some are considered to be socially disadvantaged farmers as per the USDA.

## **Mission:**

Lundale Farm is a sustainable farming community that is a place of inspiration, innovation and opportunity for new farmers, landowners, and others committed to locally grown food.

## **Proposal Summary:**

At Lundale Farm, the overlapping missions of sustainable farming, land conservation, and enhanced local food supply meet. By putting land under conservation easement into productive use through leases, we 1) provide opportunities for new and establishing farmers to earn a livelihood; 2) increase the amount of food locally available to the Philadelphia region; 3) provide opportunities for apprenticeships and demonstrations to the larger community, and 4) serve as a model to other landowners for productive, responsible use of conserved land.

Lundale comprises 520 acres of pastures and woodlands, bordered by French Creek and Beaver Run. Our hope in 2019 is to continue to expand educational programming for farmers and also serve our community through environmental and healthy living educational opportunities for both farms and community members at the farm. **Our request is for general operating funds to support our mission.**

**Annual Budget** \$290,573

68 % of budget for program expenses

14 % of budget for administrative expenses

18 % of budget for fundraising expenses

*100 % total*

1 # of Full-Time Equivalent Paid Staff

10 # of Board Volunteers

24 # of Active Non-Board Volunteers

1,000 # of Volunteer Hours

**Top 3-5 funding sources:**

Private donations, Endowment Income, and Donor-advised grants/funds

**Grant Amount Requested from the Community Foundation:** \$7,500

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

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

Lundale Farm's mission is to be "a place of inspiration, innovation and opportunity for new farmers, landowners, and others committed to locally grown food." And while the 21<sup>st</sup> century brings great challenges, Lundale Farm's proactive Board of Directors recently updated a three-year strategic plan that will protect the land and expand their reach beyond the farm's property lines. They envision Lundale as a state of the art model that will showcase new and exciting ways to promote and ensure sustainable agriculture and offer inspiring open spaces for the next generations.

Lundale Farm is dedicated to enhancing land use through productivity. Our farmers add to the common good by growing wholesome food for local residents, creating honest work, utilizing farming practices that improve soil, water and air quality, and encouraging public access to and education on their farms.

The greatest challenge is to encourage and support farmers; for without a next generation of farmers, land will not be productive, and encourage other landowners within our region to do the same. In 2011, when the Morris heirs fulfilled their parents' wishes by forming the non-profit Lundale Farm, Inc., the United States Department of Agriculture (USDA) census cited a greatly diminished number of US farms that had shrunk to 2.1 million farm operations. Similarly, the USDA 2017 census showed the average age of American farmers advancing toward 60, while the number of young people entering farming continued to decline. Lack of affordable land and access to equipment are key barriers to farm entry for new farmers; the farmer community at Lundale Farm is overcoming those barriers through our model and sharing of resources including equipment and best practices.

We currently are home to 8 farm businesses. Due to the success of our leasing program, we are expanding our services to consulting and land management for other landowners who seek to lease their land for not just farming, but local food production increasing access to sustainably grown produce, meats, and dairy products.

### 2. Funding request

#### • Description of key initiatives

Lundale Farm has set 6 goals for the 2018-2019 fiscal year:

1. Lundale Farm will recruit and support like-minded farmers committed to producing food using sustainable methods and who are willing to collaborate with other farmers within their farming community. Lundale Farm will lease all of its non-forest land each year.
2. Lundale Farm will continue to expand its outreach, sending at least 6 e-newsletters and one annual appeal update each year to at least 350 stakeholders.
3. Lundale Farm will build its sustainability as an organization by developing and sustaining a fundraising goal at least equal to the farm's expenditures annually, including a plan for the necessary deferred maintenance on the farm.

4. Lundale Farm will share its vision of building communities of farmers by holding at least one landowner event at the farm each year.
5. Lundale Farm will hold events that bring at least 250 stakeholders to the farm annually.
6. Develop a virtual tour of the farm to market Lundale Farm.

Goals 4-6 are key to the visibility, growth and success of our organization and where we will focus the majority of our energy and resources this year.

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

First and foremost, Lundale Farm Inc. needed to increase its visibility to the public. In August 2018, with support from the CCCF's MARJORIE L. AND ARTHUR P. MILLER FUND, we installed 3 signs on Route 100, Route 23, and Coventryville Road to show the thousands of passersby where "Lundale Farm – the place" is located. Lundale Farm isn't just a place though – it's a model for landowners to increase the number of small-scale farmers and access to local, sustainably grown foods within our region. Through general operating support, we will develop appropriate marketing materials, update our website, and conduct educational and outreach events at Lundale Farm that will help us move the organization forward in achieving our mission to grow farmers and food not just at Lundale Farm, but throughout our region.

• **Organizational impact if initiative is undertaken**

• **How will this grant enhance your organization's capacity?**

Increased visibility of our educational opportunities and land management/consulting services is imperative if Lundale Farm Inc. is to expand its impact beyond our current property lines. Grant funds will primarily be used for video editing (drone footage has already been taken of the farm) and printing services. Design services for marketing pieces will most likely be provided, in kind, by one of our current board members. A small amount of funds may be used to contract with exceptional educators to provide workshops or classes for local farmers or the community.

• **How will this increase in organizational capacity be measured?**

Lundale Farm Inc. will track visitor numbers from outreach and educational events, and the number of landowners inquiring for additional resources or services related to leasing land to farmers for food production.

• **Activities to implement the initiative. Please 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.**

- September – December 2018: Draft, design, and print promotional materials outlining the success of our land leasing program for local landowners (estimated costs - \$500 for printing)
- October 2018: Attend landowner event for French and Pickering Creeks Conservation Trust to gain insight and feedback on our leasing program – gather information related to additional questions and concerns landowners have about leasing for food production (i.e. infrastructure, investment, etc.) (no cost)
- October 2018 – March 2019: Contract with a video editor to use drone footage, and additional video clips as needed, to develop a promotional video about Lundale Farm; Update website with promotional materials and video

- (estimated costs - \$3,750 for video editing and production and website updates/modifications)
- April 2019: Host landowner networking event with our partner, French and Pickering Creeks Conservation Trust, to share our updated promotional materials for land leasing – actively recruit landowners interested in leasing their land for food production (estimated costs - \$750 for marketing, refreshments, portable toilet rental, table/chair rental)
- May 2019: Attend PA Land Trust Association (PALTA) Conference – present a workshop or round table discussion on the success and challenges of leasing land for food production and building communities of farmers on large land tracts (estimated costs - \$500 for conference registration, travel, and printed materials)
- April – September 2019: Hold a series of educational workshops for farmers and community members at Lundale Farm about sustainable farming, healthy eating, food access, water quality, riparian buffers, organic pest control (Spotted Lanternfly, stink bugs, others), and farm business management (exclusively for farmers) (estimated costs - \$2,000 for marketing, printing, table/chair/portable toilet rental, educator honorariums)
- September 15, 2019: Report findings and final numbers (no costs)

**• Why it is important to fund this now?**

Lundale (LFI) has had exceptional early stage success in finding professional, hard-working young farmers to lease our lands. We believe there is an even greater need for this work, going well beyond the 520 acres at Lundale. The American Farmland Trust forecasts that *57% of all American farmers will retire in the next 2 decades*. Who will take their place producing food for our nation? How will hundreds of thousands of acres be equitably, affordably transferred to a next generation? How will new farmers receive the technical, business and personal support essential to their success? As a small organization, LFI does not aspire to duplicate existing resources or put other service providers out of business. We want to share our experience and expertise with public partners and private landowners, collaborating to leverage our combined resources for the greatest positive impact on responsible land use, wholesome local food, and viable new farmers and farm enterprises. This general operating grant helps fund our expansion of educational opportunities for both farmers and landowners, thereby increasing the production and consumption of locally grown, sustainable produce, meats, and dairy products in our region.

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

Specific, timely, and measurable goals are outlined in our 2018-2020 strategic plan. Results (# of guests, tours, educational opportunities, outreach events, partner opportunities) will be shared annually in our {calendar} year-end report.

**III. 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.

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