

## 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

## Contact Information

Organization Name: Daemion Counseling Center

Executive Director Name:

Margaret O. Magee

Address: 95 Howellville Road, Berwyn, PA 19312

Executive Director E-mail:

margaret@daemioncounseling.org

Phone: 610-647-1431

Board of Directors Chair Name:

Melissa Hawes

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

Primary Contact Name: M. Magee

Year Incorporated: 1970

Primary Contact E-mail:

margaret@daemioncounseling.org

FEIN: 23-1733365

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):

We serve 57% Chester, 25% Delaware, 16% Montgomery and 2% Philadelphia counties.

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

Daemion serves the uninsured and under-insured residents who cannot afford the typical therapy fees in southeastern Pennsylvania. 36% earn less than \$30,000 per year. We have served approximately 200 clients to date in 2018. Clients range in age from age 14 years to seniors. 57% are female and 43% male. 14% are age 14-18, 17% age 19-24, 15% age 25-34, 45% age 35-59, and 9% age 60+. 76% of our clients are Caucasian, 7% African American, 5% Hispanic, 4% Bi/Multi-Racial, 4% Asian or Pacific Islander, 3% other, 1% Native America or Alaskan.

## **Mission:**

Daemion Counseling Center offers professional mental health counseling focused on helping community residents navigate life's many transitions, by providing expert yet affordable care.

## **Proposal Summary:**

Daemion Counseling Center is seeking \$5,000 in General Operating Funds to support our core mission to offer professional mental health counseling focused on helping community residents navigate life's many transitions. With the anxiety, fear, and vulnerability experienced by so many in our community, we believe that funding our mission *is more important now than it has ever been.*

It would appear that the divide between the haves and the have-nots is growing ever wider. In our corner of our state, there are untold numbers of residents who worry about their ability to find or retain employment, to advance in knowledge and education, and to work toward providing a better life for their families. These worries wear down an individual's emotional strength and personal resolve.

We seek this funding from The Chester County Community Foundation so that we can make ourselves more visible and geographically available to these often impoverished individuals who are in need of help but who do not know where to turn. Their impediments to accessing care are often a complicated web of realities – poor language skills, illiteracy, overwhelming financial obligations, limited or no access to transportation, and/or fear of the stigma of mental health counseling. These are the individuals that we know would benefit from our services *IF* we could make them aware of what we have to offer them and then provide the services in an accessible location.

By way of summary, DCC would use your grant money to expand programming through improved marketing, to achieve several key strategic outcomes:

1. Expand our program offerings to meet the needs within our community.
2. Increase community visibility, referral sources, and collaborating partners.
3. Increase client hours by 20%/year by targeting populations in need due to changing community concerns.

So, we are effectively asking you for funding to assist us in *marketing ourselves* to these individuals who are in great need, and then make our services accessible to them by partnering with other organizations. As an example, PCHF has made space available to Daemion Counseling Center in Phoenixville to be more accessible to clients in Phoenixville. We realize that we need to expand into these challenged communities to *provide supportive services* that can make their lives manageable *again*.

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

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

|   |              |                                      |
|---|--------------|--------------------------------------|
| <b>Annual Budget</b> \$ <u>205,410</u>            | <u>2</u>     | # of Full-Time Equivalent Paid Staff |
| <u>79</u> % of budget for program expenses        | <u>10</u>    | # of Board Volunteers                |
| <u>16</u> % of budget for administrative expenses | <u>30</u>    | # of Active Non-Board Volunteers     |
| <u>5</u> % of budget for fundraising expenses     | <u>2,108</u> | # of Volunteer Hours                 |
| <small>100 % total</small>                        |              |                                      |

**Top 3-5 funding sources:**

1. The Philies Charity \$15,000
2. Anonymous Foundation \$20,000
3. Robert E. Lamb Foundation \$10,000
4. PCHF \$8,000
5. Kistler-Tiffany Benefits \$5,000

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

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

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

Daemion Counseling Center (DCC), a 501(c) 3 nonprofit organization, was founded in 1970 as a community agency that facilitated placement of runaway teens with supportive and caring families with the end goal of reconciliation with the parents and family of the teen. DCC has evolved to meet the community's shifting mental health needs. The licensed therapists at Daemion have expertise in all areas of mental health and are here to listen. We see clients struggling with dysfunctional family issues, divorce and single parenting, trauma, job loss, personality disorders, anxiety, depression, drug and alcohol abuse, and an inability to manage their anger. Health insurance plans covering mental health services frequently offer a minimal number of sessions or include a large deductible. Daemion Counseling Center fills a gap in social services for people who require care for mental illness and are uninsured or poorly insured.

Goals:

1. Expand our program offerings to meet the needs within our community.
2. Increase community visibility, referral sources, and collaborating partners.
3. Increase client hours by 20%/year by targeting populations in need due to changing community concerns.

#### Key Achievements:

1. Margaret Magee, Executive Director of Daemion Counseling Center was named 2018 Citizen of the Year by the Berwyn Devon Business and Professional Association on May 30, 2018.
2. Margaret Magee received a Commonwealth of Pennsylvania, The House of Representative Citation sponsored and presented by the Honorable Warren Kampf. For her work as Executive Director of Daemion Counseling Center. The citation read that she has made significant revisions and changes to policies and protocol to lead the center to become lauded as a highly professional organization. Ms. Magee has substantially expanded awareness of Daemion Counseling Center through Taste of Berwyn and she has created partnerships with the Vanguard Group and Villanova University, which resulted in their employees assuming Board positions with DCC.
3. Ms. Magee further serves her community in the –Paoli, Malvern, Berwyn Rotary Club as 2019 President-Elect.
4. On June 21, 2018, Marti Magee became a Paul Harris Fellow in gratitude for her outstanding community service and acknowledging Daemion Counseling Center's 48 years of providing affordable counseling services to the community.

#### 2017 staff training:

- Motivational Interviewing Training
- Treating and Assessing Addiction
- Certified Family Trauma Training
- CBT and Mindfulness Training
- Recognizing and Reporting Child Abuse: Mandated and Permissive Reporting in Pennsylvania
- Clinical Issues and Treatment Strategies for the LGBTQ Client, and
- Theological and Clinical Perspective of Suicide: Strategies and Interventions.

Held our first-panel discussion, "The Opioid Crisis and Our Community", presented by experts in the field.

The event was promoted through posters and social media.

o Panelists included nationally recognized Anna Rose Childress, Ph.D. Research Professor and Director, Center for Studies on Addiction, University of Pennsylvania; Dennis Deal, MHS, LPC, Chief Clinical Officer, Malvern Institute; Chief David Obzud, Easttown Police; Superintendent T. Michael Beatty,

Tredyffrin Police; Gilbert Saunders, Recovery Advocate; Kim Zahlaway, MSW ARCH; Linda Schiavone, M.S., LPC Daemion Counseling Center; and Andrea Delligatti, Ph. D. Psychologist & Executive Coach. o This presentation was well-received by the community and was attended by three Easttown Township Supervisors, and the TE Director of Student Services. Daemion received a hand-delivered thank you note from an Easttown Township Supervisor for their leadership in offering this important presentation.

- 282 volunteers provided 2,107 volunteer hours for Daemion Counseling Center with an in-kind value of \$50,863.
- The Board President, Board Secretary, and Executive Director attended a Major Donor Training session offered by PCHF and shared that valuable information with the rest of the board. Board members were also trained on speaking about Daemion to the community.

## **2. Funding request**

### **• Description of key initiatives**

1. Daemion provides mental health counseling on a variety of issues: anger management, drug and alcohol evaluations, depression, anxiety, grief and loss, relapse prevention, aging well, self-care, etc.
2. Daemion offers psychoeducational presentations on community issues such as the Opioid Crisis, Aging –Well, Suicide Prevention, and Self-Care.
3. Support-Groups are generally requested because of a presentation in the community.
4. Stigma Reduction- social media and printed materials

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

1. Outreach to target population through postcards, social media and advertising
2. To provide accessible and affordable services

### **• For capacity building grant proposals: N/A**

- **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**

With the anxiety, fear, and vulnerability experienced by so many in our community, we believe that funding our mission *is more important now than it has ever been.*

It would appear that the divide between the haves and the have-nots is growing ever wider. In our corner of our state, there are untold numbers of residents who worry about their ability to find or retain employment, to advance in knowledge and education, and to work toward providing a better life for their families. These worries wear down an individual's emotional strength and personal resolve.

We seek this funding from The Chester County Community Foundation so that we can make ourselves more visible and geographically available to some often-impooverished individuals who are in need of help but who do not know where to turn. Their impediments to accessing care are often a complicated web of realities – poor language skills, illiteracy, overwhelming financial obligations, limited or no access to transportation, and/or fear of the stigma of mental health counseling. These are the individuals that we know would benefit from our services *IF* we could make them aware of what we have to offer them and then provide the services in an accessible location.

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

1. The number of new clients
2. Pre/post evaluation instruments to inform treatment plans

3. Data collected from social media, Facebook, and Google AdWords
4. The attendance at presentations and participation in support groups

*Chester County*  
COMMUNITY FOUNDATION  
*Connecting people who care with causes that matter,  
so their legacies make a difference.*

