

## 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*

**Email proposals are strongly encouraged to [grants@chescof.org](mailto:grants@chescof.org)**

Receipt will be confirmed by email.

Please contact Kevin Baffa or Beth Harper Briglia at (610) 696-8211 or [grants@chescof.org](mailto:grants@chescof.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: Oct. 26, 2018**

## **Contact Information**

Organization Name: People's Light

Address: 39 Conestoga Road, Malvern PA 19355

Phone: (610) 647-1900

Website: [peopleslight.org](http://peopleslight.org)

Year Incorporated: 1974

Executive Director Name: Abigail Adams

Executive Director Email: [adams@peopleslight.org](mailto:adams@peopleslight.org)

Board of Directors Chair: Ken Mumma

Primary Contact Name: Jane Moss

Primary Contact Email: [moss@peopleslight.org](mailto:moss@peopleslight.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):

Chester, Delaware, Bucks, Montgomery & Philadelphia Counties

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

Annually, People's Light serves 80,000+ adults (seniors too) and youth of all abilities, sexual orientations, races, religions, wealth. We make our performances accessible to all demographics.

## **Mission:**

People's Light makes plays drawn from many sources to entertain, inspire, and engage our community. We extend our mission of making and experiencing theatre through arts education programs that excite curiosity about, and deepen understanding of, the world around us.

## **Proposal Summary:**

People's Light respectfully requests a grant of **\$5,000**, or any amount in support of our youth education programming, *Arts Discovery*, for the 2018-2019 school year. This suite of nationally-recognized arts education programs include: Arts Discovery High School/Middle School, In-School and Community After-School Artist Residencies, New Voices, Theatre School (K-12), and SummerBLAST (2-12).

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

Mission, Vision & Strategy  Governance & Leadership  Strategic Relationships

Fundraising & Development **Other** : *Expansion of and improvement to our Arts Discovery programs, including support staff, teaching tools and technology enhancement; in particular for New Voices and In-school Residencies—initiatives that serve disadvantaged and physically or cognitively challenged youths.*

(continued)

**Annual Budget** \$\_\_\_\_\$6.4M\_\_\_\_\_

\_\_\_55\_\_\_ % of budget for program expenses

\_\_\_37\_\_\_ % of budget for administrative expenses

\_\_\_8\_\_\_ % of budget for fundraising expenses

100 % *total*

145\_ # of Full- **& Part-time** Equivalent Paid Staff

26\_ # of Board Volunteers

100\_ # of Active Non-Board Volunteers

3000\_ # of Volunteer Hours

**Top 3-5 funding sources (for Arts Discovery programs):**

Chubb

Marshall Reynolds Trust

Woodward McCoach

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

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

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

#### **History:**

People's Light has always called Chester County home. In 1979 we moved to our current location in Malvern, which includes two black box theatres with 340 and 160 seats respectively; offices, rehearsal and classrooms; scene and costume shops; a restored 18th-century farmhouse to house guest artists; the Bistro restaurant; and The Farmhouse banquet and catering facility that can be rented for special events. The Theatre employs 145 full- and permanent-part-time artists and staff members, and almost 200 guest artists each season from Philadelphia, New York, Washington D.C., and beyond. People's Light serves 80,000 people each year.

#### **Goals:**

Through new programming and expanded marketing and PR efforts, we aim to reach 77% of our capacity of paid theatre attendees—subscribers, single ticket buyers, public groups, and paid school groups—by FY22. By using strategic segmentation and more personalized messaging, we aim to increase the number of first-time patrons who return to People's Light within a 12-month period, as well as the number of repeat single ticket buyers who upgrade to a People's Light subscription. Additionally, we aim to expand the visibility of People's Light among neighboring communities of color and build a subscriber base that better reflects the demographics of our surrounding Chester County.

#### **Key Achievements & Distinctiveness:**

##### ***Critically and popularly-acclaimed productions and rich education programs for youth:***

**New Play Frontiers**, a multi-year initiative in which noted playwrights are invited to our area to be immersed in specific communities for inspiration, and then commissioned to write new plays, which we then consider for further development and production (The first of these, *Project Dawn*, was produced in June 2017; the second, *Mud Row*, will premiere in 2019).

**Arts Discovery**, a set of programs at People's Light that serve more than 12,000 students from around the region each year. With an emphasis on underserved students and students with disabilities, these programs provide theatre-based experiences in the form of in-school residencies, free attendance at the People's Light professional productions, classes, and summer programs. Additionally, students from the city of Chester receive transportation, full program scholarships, meals and mentoring throughout the year.

**Access and Engagement:** We provide a wide range of accommodations to make our work as accessible as possible to those with disabilities or special needs: Open captioning, audio description, American Sign Language Interpretation, large print programs, t-coil compatibility, special invitation/accommodations for service animals, and more. Our Community Matters play reading series connects us with organizations and interested community members to explore vital issues; panel discussions and post-performance talk-backs enrich the patron experience; "surround programs" such as library workshops or clay-making experiences connect with specific plays.

**Equity, Diversity, and Inclusion:** People's Light is part of the second cohort of theatres in the Theatre Communication Group's EDI initiative. This participation has led to strong commitment to this work,

including board-supported training for staff and board, committees to outline priorities for creating change, and increased communications and attention to these critical principles.

## **2. Funding request**

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

**Arts Discovery**, the Theatre's arts education programs, extends our mission with in-school residencies, student matinees that bring youth from underserved high schools to People's Light each year for free, and a broad array of theatre classes for grades K-12. Our work with young people inspires and informs our professional work in a reciprocal dance of influence and support. Youth constituencies served annually include students of our Theatre School and SummerBLAST programs, young people from more than 15 school districts served by our Arts Discovery High School/Middle School, Artist-in-Residence, and reduced-price ticket programs; and participants in our intensive New Voices program, which offers scholarships and mentoring to underserved youth from the City of Chester, PA. Additionally, for the first time in this coming season, we will also provide monthly after-school sessions to young people served by the Garage Youth Center, in both the Garage's Kennett Square and West Grove locations.

People's Light has always been committed to serving the diverse communities of our region. Throughout our programs, we find ways to offer new opportunities through the arts to youth and adults from a range of socioeconomic, ethnic and cultural backgrounds. The objectives of *Arts Discovery* remain:

- Foster an appreciation of theatre as a means of self-expression;
- Build skills including literacy, decision-making, problem solving and critical thinking;
- Engage teachers and students in a creative, experiential process of approaching curricular texts and literature via theatre;
- Bring artists and young people together to work, to inspire each other, and to craft new theatre pieces;
- Promote tolerance and an appreciation for diversity;
- Present productions of high quality to a diverse range of students at little or no cost to participating schools; and
- Offer lifelong learning opportunities in connection with the themes, process, and experience of live theatre

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

Arts Discovery programs serve over 12,000 youngsters and families throughout the entire metropolitan 5-county area each year. The High School/Middle School program (our largest Arts Discovery program) involves 21 schools in 15 districts which include communities such as Philadelphia, Coatesville, Norristown, Avon Grove and Kennett Square, among others. Students in the New Voices program from the city of Chester come from schools in which nearly 100% of students qualify for reduced or free school lunch. Several of our programs serve students with disabilities, with many on the autism spectrum.

### **How will this capacity building initiative impact your organization?**

N/A

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

People's Light Arts Discovery programs are at the heart of the Theatre's deep and multi-layered connection with the communities surrounding our campus. With reductions in arts learning opportunities in schools, the Theatre's programs fill a void in the personal and cultural development of young people.

We believe that sharing theatre creates opportunities for learning about ourselves, our community, and our world. A student may first encounter our artists at a Student Matinee, selected to make personal and curricular connections as it brings themes from history or literature to life. Our performances welcome thousands of students each year, including participation from area Title I schools who attend completely free of charge. Children might participate in a longer-term residency project, and work with a visiting teaching artist over many months to develop skills as creative storytellers, collaborators, performers, and problem-solvers. Residencies for students with cognitive differences allow us to share powerful tools with individuals who might have little or no exposure to theatre otherwise. The same teaching artists working in area classrooms will also return to work on the People's Light stages, and will teach many of the in house Arts Discovery programs. Alternatively, a student may come to us through our New Voices Ensemble, now in its third decade. All New Voices participants embark on a full year of workshopping and rehearsal with a master teaching artist, culminating in the performance of a play they've helped to create; many ensemble members participate for consecutive years, forging life-long memories and relationships.

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

Each program within Arts Discovery is evaluated through post-program participant and parent surveys, as well as internal evaluation. People's Light uses the evaluation results to improve the next year's work and to share results in the field. People's Light is a regular participant at national conferences and a recognized leader in the field of arts education.

#### **How will this impact be measured?**

##### ***Specific goals and how we measure success:***

###### ***Students have an enhanced spirit of creativity, lifelong learning, innovation***

*Indicators:* participation level in discussions; students choose to return

Data we gather for evaluation: attendance, performance reports, instructor logs, student journal entries

###### ***Enhanced skills including literacy, problem solving, social skills, critical thinking***

*Indicators:* increased fluidity in reading texts; ability to consider a range of solutions; evidence in written and oral work of ability to probe subject matter in depth and not settle for easy or predictable approaches

*Data:* Observation of students; student-written work; teacher reports

###### ***Artists and young people work together to inspire each other and craft new theatre pieces***

*Indicators:* New theatre work of high quality is created. Adult artists and young people contribute equally to the work and learn from each other

*Data:* Rehearsal logs; participant evaluation; observation; group discussions

###### ***Enhanced acceptance of and advocacy for diversity***

*Indicators:* Classroom or rehearsal room is considered a safe space where participants from diverse backgrounds work together willingly and well

*Data:* Attendance, group discussions, student journals, teaching artists' logs

###### ***Access to high quality productions for a diverse range of students through our programs***

*Indicators:* People's Light continues to provide scholarships to our STEP students allowing them to see all season plays; Theatre School families are invited to select invited dress rehearsals for our professional productions

*Data:* Family and student attendance, participation in talk-backs, return rate for students and families coming to the Theatre

### 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.

*If Philanthropy Network of Greater Philadelphia's Common Grant Application is used, the Community Foundation's Summary Sheet MUST accompany application. Available at [www.chescocf.org](http://www.chescocf.org)*

E-mail completed proposals to [grants@chescocf.org](mailto:grants@chescocf.org)

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.

*Chester County*  
COMMUNITY FOUNDATION

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

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**CAPACITY BUILDING GRANT PROPOSALS**

**“Capacity building is whatever is needed to bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity, in order to more effectively and efficiently fulfill its mission.”** *National Council of Nonprofits*

**Capacity building initiatives may include (but are not limited to) projects which address:**

- **MISSION, VISION & STRATEGY:** Organizational Assessment; Strategic & Business Planning
- **GOVERNANCE & LEADERSHIP:** Board Development; Executive Transition/Succession Planning; Leadership Development; Staff Training & Professional Development
- **STRATEGIC RELATIONSHIPS:** Coalition Building; Collaboration; Mergers & Acquisitions; Strategic Restructuring
- **DEVELOPMENT:** Donor Identification, Cultivation, Development & Stewardship; Development Campaigns (Annual, Capital, Planned Giving, Major Gifts); Earned Income Development; Social Enterprise Feasibility & Development; Marketing, Branding & Communications
- **OPERATIONS:** Business Continuity Planning; Financial Management; Human Resources; Volunteer Management; Industry Certification; Risk Management; Technology Improvements

**Capacity Building Grants have been used to fund the following initiatives:**

- **Strategic Analysis, Plan development and implementation**
- **Technology enhancements, including donor tracking and development software**
- **Website Design & Development**
- **Marketing Materials**
- **Development of Financial management and control systems**

**Please Note:** @99% of the grants issued by the Community Foundation are through the generosity of the Fund Advisors who created donor advised funds. @\$2+ million is granted annually to nonprofits in Chester County and beyond.

The Community Foundation has a small pool of unrestricted funding to support capacity building initiatives. A separate grant proposal (using the same application format) must be submitted to be considered for a capacity building grant.

To inform donors of grant proposals that have been received by the Foundation, the grant proposal cover sheet and narrative are posted on the Community Foundation’s website with a link to the nonprofit’s website. Quarterly, our donors are mailed a written list of all grant applications received, and directed to the grant proposal webpage so they can review active grant proposals. Community Foundation staff also discuss active grant proposals during donor meetings, when donors are interested in the causes served by the nonprofit.

E-mail completed proposals to [grants@chescofc.org](mailto:grants@chescofc.org)

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