

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: [Veterans Association of Easttown and Tredyffrin Township](#)

Executive Director Name: [Beau Choate](#)

Address:

Executive Director E-mail: [BeauChoate@aol.com](mailto:BeauChoate@aol.com)

Phone: [610-312-6409](tel:610-312-6409) Board of Directors Chair Name: [Beau Choate](#)

Website: <http://www.berwynveteransmemorial.com/> Primary Contact Name: [Beau Choate](#)

Year Incorporated: [2006](#) Primary Contact E-mail: [BeauChoate@aol.com](mailto:BeauChoate@aol.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):

[VAETT](#) is a community focused organization serving veterans and their families in the T/E, Great Valley, and some of the Radnor School district area.

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

US military veterans, US military service members, and their families.

**Mission:**

The mission of the Veterans Association of Easttown and Tredyffrin Townships is to visually honor those individuals of the Tredyffrin-Easttown community who served in the armed services, in particular, those 'who gave their last full measure of devotion' in the service of their country.

Additionally, the providing of benefits and assistance for the area programs falling under the general heading of fostering fraternity among veterans. This may include providing for individual veterans and their families based on need as long as the effort does not have a dramatic impact on the funding of the organization.

**Proposal Summary:**

VAETT is requesting funding to:

- 1) Update and upgrade the organizational website (modern operating system and mobile phone capability)
- 2) Invest in our memorial gardens so that annual maintenance time and money required to maintain them are reduced (perennials, low water requirement plantings, weed resistance, etc)

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

Mission, Vision & Strategy   
  Governance & Leadership   
  Strategic Relationships  
 Fundraising & Development   
 Other: Reducing operating costs

**Annual Budget** \$ 22,000 \_\_\_\_\_ # of Full-Time Equivalent Paid Staff 0  
65 % of budget for program expenses    15 # of Board Volunteers  
10 (8% is insurance) % of budget for administrative expense    ~20 # of Active Non-Board Volunteers  
25 % of budget for fundraising expenses    \_\_\_\_\_ # of Volunteer Hours

*100 % total*

**Top 3-5 funding sources:**

Annual (~19 years running) 5k fundraiser, Berwyn Victory Run

- 1) \$15-\$20k in race sponsorships / donations
- 2) ~3k in race entry fees
- 3) Individual donations of time, resources, expertise, etc

**Grant Amount Requested from the Community Foundation:** \$ 8,000

1) Website support and services: \$4,000

2) Memorial site garden work: \$4,000

## II. CHESTER COUNTY COMMUNITY FOUNDATION

### GRANT PROPOSAL NARRATIVE

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

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

- Organized in the 1990s to secure and develop veteran memorials in the (historical) T/E area
- Berwyn Memorial and Gold Star Mothers Garden completed in 2005
- Wilson Farm Park Memorial and Garrison Flag completed in 2009
- Devon Memorial taken over in 2016
- Educational grant given to wife of severely wounded community veteran in 2011
- Grants to support aging and ill veterans in need (wheel chair ramps, etc)
- Character and values based scholarship initiated in 2018 (for children of veterans in community)
- Partnership with Upper Main Line Rotary for Project Blue Star - volunteer and financial support to community families with a family member forward deployed
- Vietnam Veterans pinning ceremony, Authorized by Secretary of Defense, in partnership with VFMA President and both PA State Representatives in 2018
- Veterans Day, Memorial Day, and Christmas Ceremonies
- Annual support to Berwyn 4th of July Bike Parade and Community Picnic

#### 2. Funding request

- **Description of key initiatives**

- 1) Website upgrade and update
- 2) Memorial gardens investment to reduce annual expenses and time

- **Specific needs and issues to be addressed:** The current 1) website is outdated and does not function well on mobile (phone) platforms. It is running on an antiquated and user unfriendly system. The site must be rebuilt on a new/modern platform that enables easy updates (by laymen) and is mobile friendly. The site experience must be updated qualitatively to better connect with the modern community and modern veterans. The ability to register veterans, volunteers, and scholarship applicants must be added. Eventually, we can insource our 5k race operations saving further money, through the website. The content (18 years of events and pictures) must be migrated. We have a volunteer developer with limited time and resources. We have quotes from two organizations for varying levels of service. Our plan is for incremental improvements using our volunteer and augmenting with external (paid) service providers (volunteer does some work and manages vendors). Our 2) memorials contain gardens. Maintaining the gardens consumes 30-50% of our budget and considerable volunteer time. A large portion of this is watering, weeding, and annual planting. Investing to have the gardens planted in a way that would require less water, less annual replanting,

and less weeding would free up considerable operational capacity (to focus on veterans and fundraising) and money (which could be redeployed to veterans). Piece meal attempts at this have been attempted through the years with volunteer time and paid ad-hoc projects. We are in discussions with ~3 service providers regarding a potential project as discussed above.

- **Organizational impact if initiative is undertaken**

- **How will this grant enhance your organization's capacity?** The 1) **website** is the first thing people see when they hear about us and look us up. Currently the website communicates a message that is no longer consistent with our mission or accomplishments. It is visually and technically outdated. It does not reflect our message and therefore costs us potential donors and it does not inspire confidence in our organization. The 2) **memorial** gardens require constant maintenance throughout the year. The watering, weeding, and planting

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

Ultimately the most quantifiable measure impact will be in net funds distributed in support of our mission. Our goals for 2019 call for increased spending without material increases in collections (gross revenue). Because this is a community organization, there are a limited number of businesses and individuals that contribute. The purpose of our grant request and investment is to get more net impact, annually, indefinitely, by investing to take cost out of our organization and free up resources to focus on other key areas. Our website is our primary marketing and communication tool. Improving this reduces time and money needed for marketing and communications to promote the organization and educate people about our efforts. The annual garden maintenance pulls volunteer man hours from our fund raising and community engagement efforts.

- **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.**

Website: We have a retired volunteer with some web expertise but need to augment him with external capabilities that have quoted between \$1k for minimal services (new bare bones website) to \$6k for a new website and migration of existing website material. Future capabilities to increase the operational efficiency of our community outreach and race operations were discussed as well (and another vendor specializing in online race promotion and management was engaged/explored). Our intent would be to take an incremental approach to build and then migrate using our volunteer expert for labor and vendor management. Our volunteer has already begun work after a meeting with key board members about vision and goals

Memorial Garden: We rely on a few key volunteer and individuals seeking community service to maintain our gardens. Weekly weeding and watering with annual planting and trimming syphon resources away from our core operation. Investing to simplify and reduce this annual maintenance cost and effort would free up capital and time for the organization

going forward enabling us to provide increased service to our mission without an increase in revenue (one-time investment).

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

We are at a financially critical time where the organization, after 18 years, is starting to turnover to younger members. The historical organization relied upon tribal knowledge and relationships. To attract new members and to continue to remain engaged with the community, we need the above investments made to ensure the long-term viability (recruiting and fund raising) of the organization.

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

A functional intuitional quality website that inspires confidence in our organization and passion for our mission.

Increased veteran service and fundraising output from members without increased time requirement from members by removing the very low value add and time intensive weeding and gardening component of our veterans organization. It is increasing difficult to recruit volunteers interested in weeding. Fund raising, helping and honoring veterans, and engaging the community through our events and race does interest new potential members.