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

Date 3/18/2019

Contact Information
Organization Name: Crime Victims’ Center of CC
Executive Director/CEO Name: Christine Zaccarelli
Address: 135 W. Market Street, WC, PA 19382
Executive Director/CEO E-mail: christinez@cvcofcc.org
Phone: 610-692-1926
Board of Directors Chair Name: John F. Slauch
Website: www.cvcofcc.org
Primary Contact Name: Jayme Gittings
Year Incorporated: 1973
Primary Contact E-mail: jaymeg@cvcofcc.org
FEIN:

Has your nonprofit ever applied to the Community Foundation? Yes X No__ Not Sure__
Has your nonprofit ever received funding from the Community Foundation? Yes X 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 X Human Services ___ Religion

Organization Information:
Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):

Describe Population Served and Annual Number of People Served:
The Crime Victims’ Center of Chester County, Inc. serves victims of crime who range in age from young children to elder adults. The organization offers prevention and education programs to all ages through specific age-appropriate outreach presentations across the entire county.

In 2018, our Direct Service program helped 6,182 clients (74% female, 25% male, <1% transgender or not reported). A majority of our direct service clients (60%) were 26-64 years old. Our majority (53%) of our direct services involved sexual-related crimes.

In 2018, our Prevention Education services delivered 1,562 presentations, reaching over 34,000 individuals. A majority of the prevention participants were school-aged elementary (60%), middle (19%) and high (9%) school students.

Mission:
The Crime Victims’ Center provides free, immediate, and confidential crisis response and compassionate support to children and adults victimized by crime and violence. We provide assistance through counseling, advocacy, resources, and education. The Center fosters community awareness and understanding through its comprehensive outreach and prevention programs.

Proposal Summary:
CVC is partnering with the West Chester University Honors College to conceive of and execute an
awareness campaign. The campaign will inform the broader community of the services offered by CVC free of charge, including the distribution of over 3,200 new marketing materials. The campaign will culminate with an informational event for secondary school administrators, providing opportunity for CVC and the Honors College members to discuss how CVC can support their students and provide ongoing education on violence prevention.

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

___Mission, Vision & Strategy ___Governance & Leadership ___Strategic Relationships
___ Fundraising & Development ___ Technology Other: Special collaboration/outreach

**Annual Budget $ 2,029,539**

15 # of Full-Time Equivalent Paid Staff

80 % of budget for program expenses 13 # of Board Volunteers

16 % of budget for administrative expenses 15 # of Active Non-Board Volunteers

4 % of budget for fundraising expenses 4,314 # of Volunteer Hours

100 % total

**Top 3-5 funding sources:**

- Pennsylvania Coalition Against Rape (PCAR) funding
- Pennsylvania Commission on Crime and Delinquency (PCCD) funding
- Foundations (all) – donations

**Grant Amount Requested from the Community Foundation:** $ 1,925

The current grant application is a special submission in partnership with the West Chester University Honors Society. Because of the special circumstances, only basic budget information has been included. Please let us know if there is a need for more detailed budget numbers or any additional information. Thank you in advance for your consideration.
Dearest Beth,

The Crime Victims’ Center of Chester County (CVC) writes to the Chester County Community Foundation (CCCF) to request $1,925 to fund a promotional campaign. CCCF has been an important partner for years prompting CVC to once again reach out to CCCF for help. Though located in uptown West Chester amongst a sea of restaurants and shops, still not enough people, in particular high school students, know about the wonderful free services CVC offers to victims of violent crime.

As sexual abuse continues to plague society, awareness for the topic has sparked instances of victim outreach, such as the #MeToo movement. CVC addresses both victim support and education about sexual abuse prevention and treatment. CVC requests money funding to host a promotional event at the West Chester University Graduate Center for local high school administrators to learn about CVC services. At the event CVC workers and volunteers will gift the attending high school administrators with promotional materials. Administrators will then distribute the promotional materials to their respective high school students. The promotional event will expand CVC’s outreach to local high school students and help assuage the effects of violent crime to create a safer community.

Thank you for your consideration and we look forward to hearing back from you.

Sincerely,

Christine Zaccarelli, Esquire
Chief Executive Officer
Crime Victims’ Center of Chester County
Executive Summary
& Organization Overview

The Crime Victims’ Center of Chester County (CVC) requests $1,925 from the Chester County Community Foundation to fund an awareness campaign in order to inform the broader community of the services which CVC offers gratis, intended to rehabilitate and empower victims of violent crime. The campaign will culminate in an event which will feature an informational session for local secondary school administrators to better understand the services which CVC offers.

A private not-for-profit 501(c)(3) comprehensive victim services agency, CVC provides counseling, education, and advocacy resources to those members of the Chester County community affected by crime. Without counseling services, which could prove financially inaccessible to some, many survivors of violent crime may find themselves “unable to move on in life” as a sexual assault victim who utilized CVC services commented. Since 1973, CVC regularly assisted Chester County residents who have experienced stalking, domestic abuse, sexual assault, burglary and armed robbery and who have lost family and friends to homicide.

Commended by former Vice President of the United States, Joe Biden, for “tremendous work…to treat and assist victims of crime” CVC offers services immediately following a crime, which continue through the legal process, and address any post-trial complications victims may experience. Specifically, the services include accompaniment to hospital or court visits, a 24/7 hotline, protection orders, notification services, counseling, and assistance with victims’ compensation.

In 2018, CVC served 6,182 victims via direct programming, and delivered 1,562 preventative educational programs to 34,802 Chester County residents.
Community Need for Project

The Rape Assault and Incest National Network (RAINN) claims one out of six women in the United States experience sexual assault or attempted rape during their lifetime. Additionally, 94% of people who experience sexual assault develop acute posttraumatic stress disorder (PTSD), and 30% experience chronic PTSD. Furthermore, 33% of sexual assault victims contemplate suicide following the incident of sexual violence, and 13% of rape survivors attempt suicide. Such mental health conditions result in lifelong limitations, affecting the daily lives of assaulted individuals.

High school and college age students comprise a large portion of assault victims. The U.S Department of Justice conducted The National Crime Victimization Survey (NCVS) and found teens 16-19 years of age four times more likely to become victims of rape, attempted rape, or other forms of sexual assault. Over 35% of sexual assaults occur in victims between the ages of 12 and 17. The NCVS reports rape and sexual assault remain the most common forms of violent crime in the U.S, with over 5,000,000 instances in 2015. As such, sexual assault still accounts for the lowest percentage (less than one third) of reported crimes in the United States. To offer perspective, in 2015, victims reported around 60% of robberies and 59% of domestic violence incidents to authorities. These startling statistical differences emphasize the many challenges survivors of sexual assault face.

Teaching sexual abuse awareness at a young age reduces occurrences of sexual misconduct. A majority (69%) of sexual assaults remain unreported, and in some cases, a victim may not know the assault took place. A relationship between CVC and local secondary education institutions will increase awareness of sexual assault, how to report assault, and the local counseling services available for high school aged students, the most at-risk age group.
Many young victims of sexual assault suffer at the hands of friends or other close acquaintances. The NCVS found 29% of sexual assault cases involved “a husband, ex-husband, boyfriend, or ex-boyfriend” and 53% of cases committed involved a friend as the perpetrator, which naturally inhibits the ability for victims to trust others. In her 2012 article which appeared in Huffington Post, writer Hayley Rose confirms these statistical findings, asserting “trust is a difficult thing, especially when you’ve fallen victim to rape. After becoming a victim myself and eventually seeking therapy, I couldn’t trust anyone… it happened to me [when] I was young . . . and totally disinterested in the ‘friends’ who raped me.” For young survivors of sexual violence, especially those who have experienced assault at the hands of members in their own social circle, anonymous counseling services located outside of the school system could prove critical.

Rape and other forms of sexual assault remain locally relevant. In West Chester, Pennsylvania, the seat of Chester County, rates of sexual violence have increased each year since 2009. Furthermore, the number of instances of sexual violence per hundred thousand residents has been double, triple, or quadruple the national average each year since 2002.

Goal

Increase awareness of CVC services in Chester County secondary education institutions via the following objectives:

1. hosting at least 10 local high school administrators at a CVC promotional event in the fall of 2019
2. creating over 3,200 CVC promotional materials
3. distributing aforementioned materials to at least 10 local high school administrators
Plan of Action

Work on the CVC promotional project will begin in the spring semester of 2019. During this period, two West Chester University Honors College students will design promotional and informational materials utilizing Adobe Suite software. These materials will include CVC’s logo, and will read “We C.A.R.E” representing counseling, advocacy, resources, and education. CVC’s Development and Marketing Coordinator, Jayme Gittings and Community Outreach Chair, Joe Meyers will then approve the materials. The student volunteers will then order laptop stickers, CVC magnets, and buttons/pins from StickerMule.com. The same student volunteers will then purchase informational posters from Market Street Print, a local business located across the street from CVC.

The Honors College students will reserve a lecture hall on the third floor of the West Chester Graduate Center for a date in the fall semester of 2019. The student volunteers will design and distribute paper and email invitations to high school administrators from B. Reed Henderson High School, Bayard Rustin High School, West Chester Christian School, Coatesville Area Senior High School, Unionville High School, Downingtown East High School, Downingtown West Highschool, Downingtown STEM, and Westtown School. After a week, the students will follow up via phone call with schools who fail to RSVP.
The Honors College student volunteers will then work with Panera Bread catering, located at 1115 West Chester Pike, West Chester, PA. Panera light fare lunch catering will entice attendees to stay for the duration of the informational CVC presentation, which a chosen organization representative will developed and present.

The short 15- to 20-minute presentation will explain free CVC services related to high school and college students. Administrators and West Chester students will have the opportunity to ask questions and mingle following the presentation. Volunteers will distribute the promotional and informational materials to those present. Student volunteers will administer pre and post session surveys accordingly.

After the promotional event, the student volunteers will visit high schools for a follow-up meeting and interview with administrators to compile testimonies. CVC staff will publish these testimonies online for future funders to reference. The student volunteers will also visit schools which offered no representation at the event and deliver CVC materials accompanied with a short review of the event.

The West Chester University Office of Social Equity and Counseling Center will receive any and all remaining materials.
Project Evaluation

Several measurable outcomes will evaluate project success:

1. number of administrators (at least ten) present at CVC promotional event
2. increased awareness of CVC services among high school administrators (at least seven out of ten present)
3. strength of relationships developed between secondary education institutions and CVC

To gauge these specific outcomes, students will develop and distribute a survey via Google Forms. The survey includes pre- and post-event sections (See Appendix A).

The success of the project will be measured, per our goal and objectives (p. 4), via the criterion listed on the left. These were designed to ensure the program included pertinent information for the individuals present, and to quantify the relationship created through the short event.
Simple and cost effective, the CVC secondary school promotional program has already obtained significant contributions from the West Chester University Honors College. Two West Chester Honors students have decided to dedicate 150 hours of service, with an estimated value of $1,500, to the funding, planning, and execution of the program. Furthermore, as a student group, these individuals secured a room for the event in the West Chester Graduate Center, a $500 value, free of charge. CVC requests $1,925 from the Chester County Community Foundation specifically for the promotional/ informational materials and food for the event (see line item budget below). Stickers, magnets, and buttons will all be purchased from StickerMule.com for the rates listed below. The informational posters will be purchased from Market Street Print in West Chester for the rate listed below, and Panera will cater the event with light lunch fare for the rate below. If needed, the two Honors College students will raise any further funding through corporate and student organization sponsorships (as this program is open to all West Chester University students). For future programs, these students will partner with student clubs such as Student Government Association, Friars’/Abbes’, and other philanthropic organizations.

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<th>Project Component</th>
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<th>Cost Covered By CCCF Grant</th>
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Conclusion

The Crime Victims’ Center of Chester County (CVC) requests $1,925 from the Chester County Community Foundation to fund an awareness campaign in order to inform the broader community of the services which the CVC offers gratis, intended to rehabilitate and empower victims of violent crime. The campaign will culminate in an event which will feature an informational session for local public-school administrators to better understand the services which CVC offers.

A victim of sexual assault, whom CVC assisted, expressed “gratitude for all you have done for my family, friends, and I these past few days. Just sitting in court with me put me at ease. This was such a difficult situation that I had to go through and the CVC advocates made it easier. You were part of the success of the trial and I thank you from the bottom of my heart.”

Through the financial assistance of the CCCF, creating a broader awareness of services, CVC will positively impact other victims of violent crime.
References


Appendix A

Survey Questions

Pre-event survey question:

1. On a scale of 1-10, how familiar are you with the Crime Victims’ Center of Chester County and the services offered there?

Post-event survey questions:

1. On a scale of 1-10, how familiar are you with the Crime Victim’s Center of Chester County and the services offered?
2. Did your knowledge of this organization increase following the promotional event?
3. On a scale of 1-10, how likely are you to recommend CVC services to a victimized student?
4. On a scale of 1-10, how likely are you to invite a CVC representative to present at your institution?