

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 June 1, 2019

Contact Information

Organization Name: YMCA of Greater Brandywine

Executive Director Name: Denise Day

Address: YMCA of Greater Brandywine

Executive Director E-mail: dday@ymcagbw.org

One E. Chestnut St.

Board of Dir. Chair: Kenneth Goddu

West Chester, PA 19380

Primary Contact Name: Patricia Campbell

Website: ymcagbw.org

Primary Contact E-mail: pcampbell@ymcagbw.org

Year Incorporated: 1892

Phone: 610-643-9622 x2153

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):

YMCA of Greater Brandywine is an association of 8 YMCA branches that serve individuals and communities across Chester County. Our service area includes the cities of Coatesville and West Chester, and communities around West Grove, Kennett Square, Octorara, Downingtown, Lionville and Berwyn.

Describe Population Served and Annual Number of People Served:

The YMCA of Greater Brandywine has been serving Chester County for more than 120 years. Each year our eight branches serve over 70,000 individuals and families by offering quality programs and services to all ages and abilities. Some of our communities, including Coatesville, Oxford Borough, and downtown West Chester, include distressed neighborhoods in which families live below the poverty level and struggle to afford basic needs. According to the Census Bureau, the highest rates of poverty in our service area include West Chester Borough at 27% and Coatesville at 30% -- approximately five times the average rate.

The heart of our mission is to serve all members of the community, which is why we maintain a strong financial assistance program to ensure that no one is denied access to our programs due to an inability to pay. We do this by offering reduced-rate memberships and enrollment in fully-subsidized programs for those with the greatest need. In 2018, our Association awarded nearly \$3.5 million in financial assistance to over 11,000 families and individuals across Chester County.

Mission:

"To put Christian principles into practice through programs that build healthy spirit, mind and body for all."

Proposal Summary: The YMCA of Greater Brandywine requests support for programs that promote youth development, healthy living, social responsibility and the acceptance of all persons. We are committed to sustaining a wide variety of life-changing programs for the region’s children and youth. With your help we can continue to keep them accessible to all families and children regardless of their ability to pay.

If Capacity Building Proposal, the focus is:

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

Annual Budget \$ <u>44,754,007</u>	<u>226</u> # of Full-Time Equivalent Paid Staff
<u>86</u> % of budget for program expenses	<u>128</u> # of Board Volunteers
<u>13</u> % of budget for administrative expenses	<u>4,302</u> # of Active Non-Board Volunteers
<u>1</u> % of budget for fundraising expenses	<u>58,324</u> # of Volunteer Hours
<small>100 % total</small>	

Top 3-5 funding sources:

Membership; Program Revenue; Contributed Revenue; Government Contracts and Grants

Grant Amount Requested from the Community Foundation: \$ 500 - \$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

YMCA of Greater Brandywine (YMCA) serves the needs of individuals and families through our eight branches in Chester County. We are a mission-driven, charitable service organization that is committed to strengthening the foundations of our communities through programs that promote youth development, healthy living, social responsibility and the acceptance of all persons.

Our YMCA branches offer quality programs that help young people cultivate the values, skills and relationships that lead to positive behavior, better health and educational achievement. Programs such as summer camp, school-aged childcare and early learning programs offer a range of experiences that enrich cognitive, social, physical and emotional growth. We also offer a wide variety of adaptive programs so that people of all abilities can find health and community at our Y's. Many of our programs serve low-income, disadvantaged youth and are fully subsidized by the YMCA through our financial assistance program.

Beyond fitness facilities, we offer a variety of educational and wellness programs that help individuals of all ages and abilities decrease their risks for lifestyle-related diseases and improve health. Our evidence-based community health programs help people prevent or manage chronic diseases, such as Type 2 diabetes, high blood pressure, arthritis and Parkinson's disease. We are an active partner in Activate Chester County, a collaboration among hospitals, health and recreation organizations, school districts and municipalities that is committed to reducing obesity rates and improving community health in Chester County. In 2018, we also became one of the first YMCA's in the country to hire a full-time Behavioral Health Specialist to work with families and children to help reduce the impact of behavioral issues on children's success and well-being.

The YMCA of Greater Brandywine has been giving back to support our community's needs for more than 120 years by offering many fully-subsidized outreach programs, including those mentioned in the section below.

2. Funding request

We respectfully ask members of our community to partner with us in raising the funds necessary to sustain the wide variety of Y programs that serve the needs of children and families across Chester County—particularly those facing financial hardships. For working families with tweens and young teens, access to safe, supervised out-of-school-time programs is particularly important. Early adolescence is a critical time in a young person's life when there is an increased likelihood of unhealthy behaviors, such as substance abuse, depression, delinquency, teen pregnancy, and school drop-out. It is also during the early teen years that kids begin to distance themselves from family and experiment with unsafe behaviors. With support from our partners in the community, the Y strives to meet this need by offering the following subsidized programs for children and youth:

Afterschool and Summer Camp Programs: Our Y's offer programs that provide thousands of children across Chester County with opportunities for safe social interaction and positive engaging activities after school and over the summer. Responsible, trained staff provide homework assistance, organized recreation/sports and enrichment activities, including STEM and the arts. At summer camp, children benefit from positive, fun experiences that encourage learning, build confidence and instill a lasting

sense of community and well-being. We know that for working parents, availability of high-quality, dependable after-school and summer programming is critically important. Many of the children in our programs participate free-of-charge or at a reduced rate, based on family income.

Believe and Achieve: At our Oscar Lasko YMCA (OLY) in downtown West Chester, we offer the Believe and Achieve afterschool and summer camp program for children from economically-disadvantaged families in the Borough. We provide over 60 kids (grades K-8) with a safe haven and critical supports, including homework help, sports/recreation, academic enrichment, and healthy meals during the school year. Over the summer, they participate in OLY's summer camp program, which includes field trips, swim lessons and other engaging, confidence-building activities. The Believe and Achieve program provides a full year of care and is fully-subsidized by the Y.

Seventh Grade Initiative: Our Y's also offer free memberships to all 7th graders in Chester County so that they can participate in youth sports, utilize gym and fitness facilities, and join Y-based clubs and activities during out-of-school time. We realize that this is a vulnerable period in a young person's life, and seek to support and encourage teens to make positive choices at this critical age. We also recognize that good habits developed early support healthier choices throughout an individual's life. In 2018, 1,314 7th graders joined our Y through this free program.

Power Scholars Academy Summer Learning Program: This nationally recognized, full-day, evidence-based program helps low-income and low performing students avoid the decline in academic skills that can occur over summer vacation. Children from families without the resources necessary to provide summer enrichment or camp are at risk of losing an average of two months of math and literacy skills over the summer. This loss compounds every year and by 8th grade accounts for up to two-thirds of the achievement gap between low-income children and their more affluent peers.

To counter this summer loss, our association holds three Power Scholars Academies serving over 200 at-risk students in the Coatesville, Oxford and West Chester Borough areas. Our Academies run 5-days per week for 5 weeks. Over the course of this intensive program, our "scholars" receive over 150 hours of math and literacy skills training from licensed teachers. They also benefit from STEM and arts enrichment, exercise/physical fitness; nutritious meals; and a weekly educational field trip.

As one of the nation's leading providers of group swim lessons, the Y is also committed to ensuring that our kids can be safe and have fun around water. This is why we also provide the following subsidized program:

Safety Around Water (SAW) Training: Drowning is the second leading cause of accidental death in children under the age of 15 and for minority children the risk is even higher. Additionally, for every drowning, there are many near-drownings that can negatively affect a child for the rest of his/her life. The goal of the YMCA of Greater Brandywine's SAW program is to save lives by providing children with the skills they need to be safe in and around the water. We also equip them with the skills needed to survive if they accidentally find themselves in a dangerous situation in the water. This free program features introductory swim lessons, water safety skills and YMCA character values.

Specific needs and issues to be addressed

Sustainability

We believe in the power of these programs to change lives and are committed to sustaining them. We believe it is particularly important to keep them accessible to those with the greatest need. Therefore, the YMCA of Greater Brandywine subsidizes the costs of these programs, offering them either free of charge or at a reduced rate for children from low-income families. In order to underwrite this cost and ensure that we can continue to meet the growing demand for these programs, we invite foundations, businesses and individuals in our community to partner with us.

Why it is important to fund this now

Every year, thousands of kids across Chester County find safety, support and healthy choices at the YMCA of Greater Brandywine. Whether through summer camp, afterschool programs, recreational sports and swim, or youth leadership and service groups—there is something that interests all children regardless of their abilities or financial resources. For working families who struggle to cover the cost of child care, the Y's high quality early childhood and school-aged child care are an indispensable resource. Our ability to subsidize these programs for our families in-need allows them to continue to work without worrying about their children's well-being and safety.

The need for these subsidized programs continues to increase year-after-year, which illustrates a current and consistent need throughout the YMCA of Greater Brandywine's service area.

3. How impact and results will be demonstrated

We measure the impact of our programming in a variety of ways. For our *Power Scholars Academy*, pre- and post-program testing allows us to measure children's gains in math and literacy skills. We also use parent and teacher surveys to evaluate changes in children's self-confidence, attitudes towards learning, growth in social-emotional skills and parental involvement in their learning.

For our *Safety Around Water* training, children are evaluated by swim instructors to ensure that they have successfully mastered the skills and knowledge required to be safe in and around the water.

We track enrollment in our *7th Grade Initiative* and seek to increase the number of young people who participate each year across our association. In 2018, we enrolled approximately 175 more 7th graders than the year before. Our goal is to engage them in healthy activities and a supportive community now, so that they are more likely to continue beyond the 7th grade.

For all of our subsidized programs, including *summer camp and before and after-school care*, our goal is to ensure that cost is never an obstacle to participation. Every year we seek to bridge the gap between the financial assistance awarded to families and the dollars raised. In 2018, we provided nearly \$500,000 to over 1,200 families/individuals for camp, alone.

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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E-mail completed proposals to grants@chescocf.org

Please contact Kevin Baffa or Beth Harper Briglia at (610) 696-8211 or 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.*