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: September 12, 2019

Contact Information
Ann’s Heart
148 Church Street, 2nd Floor
Phoenixville, PA 19460
Phone: (484) 393-2407
https://www.annsheart.org
Year Incorporated: 2015
FEIN: 46-5257454

Kristen McGee, Executive Director
kristen@annsheart.org
James De Bow, President, Board of Directors
Primary Contact Name:
Kristen McGee / kristen@annsheart.org

Has your nonprofit ever applied to the Community Foundation? NO
Has your nonprofit ever received funding from the Community Foundation? YES

X Donor Advised Fund

Field/s of Interest:
___ Arts, Culture & Humanities
___ Environment/Animal Welfare
___ Health
___ Education
___ Human Services
___ Religion

Organization Information:
Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):
The Phoenixville and immediately surrounding areas.

Describe Population Served and Annual Number of People Served:
Ann’s Heart serves all Phoenixville area people. On average, our Code Blue Center serves 80 guests each winter (between November and April).

Mission:
The mission of Ann’s Heart is to provide a place of welcome and human services to all Phoenixville area people.

Proposal Summary:
This proposal is for funds to be used towards a Strategic Planning Session to be held on Saturday, October 19, 2019 with facilitator Roberta Healey of the Aurora Philanthropic Consulting. During this session the Board of Directors and Executive Director will be guided through an Appreciate Inquiry Based planning session to review our existing 3-year Strategic Plan (2017-2019) and identify a plan forward. The session will help us identify our next steps, needed resources, and assign leadership/owners to specific action plans. It will also work as a vehicle in which to unify, assess, and develop new and existing Board Members into a unified team with focused goals.

Annual Budget $230,000
70 % of budget for program expenses 1 # of Full-Time Equivalent Paid Staff
7.8 % of budget for administrative expenses 10 # of Board Volunteers
6.8 % of budget for fundraising expenses 130+ # of Active Non-Board Volunteers
15.4% of budget for taxes 3,200 # of Volunteer Hours (Code Blue / HEART)
100 % total

Top 3-5 funding sources:
• Phoenixville Community Health Foundation (PCHF), Shiloh Foundation, Fundraising events such as the Phoenixville Bed Races

Grant Amount Requested from the Community Foundation: $1,500.00
II. CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

1. Nonprofit’s history, goals, key achievements and distinctiveness
In 2014, a group of individuals from St. Ann Parrish in Phoenixville sought for ways to re-purpose the vacant Sacred Heart School to support the Phoenixville community. The group decided to form a secular non-profit that would seek to listen to the community, identify needs, and utilize this and other spaces on the Sacred Heart Campus to fill gaps in services. The group formed Ann’s Heart, a public non-profit 501(c)(3) charity organization, with a mission to provide a place of welcome and human services for all Phoenixville area people. Since its incorporation in 2015, Ann’s Heart has worked diligently to listen to the community for gaps in services, careful never to duplicate services, and develop a Board of Directors and Staff that represent the diversity of Phoenixville.

In partnership with the community, Ann’s Heart is working to re-imagine the Sacred Heart site as a space open to the community. The Sacred Heart Church Hall has been transformed into the Code Blue Overnight Emergency Warming Center, serving our neighbors in need. The Sacred Heart School is being re-purposed as a community education center - The HEART - which will provide non-profits, community groups, and individuals the space to teach, share, learn and grow in the heart of downtown Phoenixville. The Home of Education, Arts, Resources, and Technology will provide a “home” for 2-3 non-profits who serve the Phoenixville area, but do not have a permanent administrative space. The building also will provide 4 large classroom spaces and a cafeteria / commercial kitchen to support various educational and community building purposes.

The goal of Ann’s Heart is to create welcoming, inclusive, and supportive spaces within the community that affords opportunities to collaborate, volunteer, and share knowledge and abilities. The four current strategic goals are focused on Community Engagement, Assessment and Development of Needed Programs, Organizational Sustainability, and Fiscal Responsibility.

In a short amount of time, Ann’s Heart has transformed two spaces within the Sacred Heart Campus into places for the community. Having partnered with several local non-profits and responding to a determined gap in services, the Code Blue Center will enter its fourth season of operation this November. The Center has provided shelter, referral services, and immediate emergency aid to almost 200 Phoenixville area neighbors in need, including 8 families. Within the past three years, the Center has employed 10 individuals residing in transitional shelter in Phoenixville, providing second-chance employment. Code Blue is supported by over 150 volunteers and funded solely on private donations, fundraising events, and grants. Ann’s Heart does not receive funding from County, State, or Federal grants in order to ensure we can serve any individual who walks through its doors.

Since 2016, Ann’s Heart has successfully completed two large capital campaigns. The first, the HEART JumpStart completed in 2018, raised $50,000 in individual donations for a 100% match by an anonymous donor. The second, completed in June 2019, raised $20,000 in donations by new donors for a match of $10,000 by PCHF. Ann’s Heart has also developed two signature fundraising events to support both Code Blue and the HEART, in partnership with other local non-profits; the Phoenixville Bed Races (https://www.pxvbedraces.org) and Dîner en Vert (http://www.dinerenvert.org).
The core capacity of Ann’s Heart is the space it is working to transform and give back to the community. With the recent development and revitalization of downtown Phoenixville, affordable and welcoming space is becoming increasingly hard to find. Working to fulfill the mission, Ann’s Heart continues to strive to listen for gaps and create welcome places for programs that address these needs; either within the organization, or in partnership with others.

2. Funding request
This request for funding is to cover 50% of the costs associated with the Strategic Planning Session, specific to the facilitator, Roberta Healey. We have already received a grant for the other 50% from the Phoenixville Community Health Foundation (PCHF).

As we come to the close of our previous 3-year Strategic Plan, our organization has made a lot of progress and is about to embark on a new path forward with the launch of the HEART (a community education center). This Strategic Planning Session comes at a time of great transition for our organization. Utilizing a facilitator to guide us through the assessment of our existing goals, accomplishments (and challenges) over the last three years, and determination of next steps will provide the Board of Directors and Executive Director with the action items and timeline needed to take us into the next 3-year plan.

The impact of this exercise and new Strategic Plan will be measured in the success of our programs and our ability as an organization to grow and be self-sufficient. We have identified the HEART as a way to enable Ann’s Heart to grow (both in program capacity and financially) and to be fiscally self-reliant. We believe this capacity building exercise will allow us to lay the groundwork for growth over the next 2-3 years.

Attached is a detailed proposal from Aurora Philanthropic Consulting for the work to be accomplished before, during, and after the Strategic Planning Session on October 19, 2019. All Board of Directors and the Executive Director will be in attendance, participating in pre-planning, the work session, and the action planning post-event.

III. ATTACHMENTS
E-mail or mail this support information

1. Copy of 501 (c) (3) federal tax-exempt letter (Attached)
2. List of Board of Directors, with their affiliations (Attached)
   We are currently preparing our 2018-19 report/statement. Once completed, we will provide a copy to CCCF for review.
4. Itemized organizational operating budget with actual results for prior fiscal year and current fiscal year to date (Attached)
   See attached Strategic Plan for 2016 – 2020. We will undergo a full Strategic Planning Session on October 19, 2019 to assess our current Goals and develop a modified or new 3-year strategic plan for adoption in January of 2020.
July 11, 2019

Kristen McGee  
Executive Director  
Ann’s Heart, Inc.  
148 Church Street  
2nd Floor  
Phoenixville, PA 19460

VIA Email

Dear Ms. McGee:

Thank you for the very insightful conversation with you and Maria Galarza and for the opportunity to provide this proposal for strategic planning facilitation services.

PROPOSED PLANNING SERVICES

Strategic Planning services will include developing, planning, facilitation and follow-up services for Ann’s Heart, Inc. leadership. The process will use an adapted Appreciative Inquiry model, but will be flexible if and as needed.

RETREAT FACILITATION AND STRATEGIC PLAN OUTLINE

Consulting services will include planning and on-site retreat facilitation, of up to six contact hours, for board members, staff leadership and others as determined by Ann’s Heart, Inc. The goal of the retreat shall be to identify and confirm up to 4-5 strategic imperatives, identify potential goal statements and potential year one objectives needed to accomplish each potential goal.

The group process to be used for this session is a modified Appreciative Inquiry and will allow the board to work through a structured but highly participatory process to identify and clearly define the strategic imperatives. The Appreciative Inquiry steps the retreat will follow include:
| **Context Setting** | • Which trends have the greatest implications for planning?  
  • **Organizational parameters:** What is off the table, what is not anticipated?  
  • What things must the solution we develop be sure to address? |
|---------------------|--------------------------------------------------------------------------------------------------|
| **Engagement**      | • Think of a time you have felt most excited and engaged. What were the forces and factors that made it a great experience?  
  • What do you value most about our work and organization?  
  • What are our best practices?  
  • What are the unique aspects of our culture that most positively affect the spirit, vitality, and effectiveness of our organization and its work? |
| **Future Focus**     | • What question, if answered, could make the most difference to future success?  
  • What’s our intention here? What’s the deeper purpose that is really worthy of our best effort?  
  • What would someone who had a very different set of beliefs than we do say about our work?  
  • What’s missing from this picture so far? What is it we’re not seeing? What do we need more clarity about? |
| **Strategic Imperatives** | • What’s taking shape? What are you hearing underneath the variety of opinions being expressed?  
  • What had real meaning for you from what you’ve heard? What surprised you? What challenged you?  
  • If our success was completely guaranteed, what bold steps might we choose?  
  • What unique contribution can we make? |

In advance of the retreat, Counsel will offer up to two one-hour teleconference planning sessions or one two-hour face-to-face planning session with the Ann’s Heart, Inc. leadership to review retreat plans and make any necessary revisions to the proposed facilitation.

Following the retreat, Counsel shall provide a Strategic Plan Template to Ann’s Heart, Inc. populated with strategic imperatives and draft goals, as they have been identified. The template will allow Ann’s Heart, Inc. leadership to draft, finalize and insert Goal statements, action steps and SMART objectives. Ann’s Heart, Inc. leadership will be responsible for developing implementation timelines, accountabilities and cost estimates.

Following the retreat, if requested, Counsel will be available to meet on-site with Ann’s Heart, Inc. leadership to review the plan draft and support making any necessary adjustments to the draft.
TERMS AND TIMING OF SERVICES

Roberta A. Healey, MBA, ACFRE, Founding Member, will perform the work. Should other members of the firm be involved you will approve them in advance. Counsel shall work with Ann’s Heart, Inc. to ensure mutually compatible schedules.

ECONOMY AND PRICE

The fee is all inclusive. In advance, Aurora Philanthropic Consulting will provide to Ann’s Heart, Inc. electronic copies of participant handouts and retreat materials. Ann’s Heart, Inc. will be responsible for copying and preparing participant packets.

Ann’s Heart, Inc. shall be responsible for all logistics including but not limited to: selecting and confirming the training site, room reservations and arrangements, breaks & meals, providing an LCD projector, flip charts and markers. Upon engagement, the payment schedule shall be as follows:

| Payable upon acceptance of the engagement | $500 |
| Payable upon completion of the Retreat Facilitation | $2,000 |
| Payable upon delivery of the draft Strategic Plan Template | $500 |
| **Total for requested services** | **$3,000** |
| Expenses and auto mileage billed at the IRS approved rate | TBD: Billed at cost |
| Services beyond the scope of this agreement will be billed at a rate of $1,600 per day or $200.00 per hour. |  |

OTHER RELATED SERVICES BEYOND THE SCOPE OF THE AGREEMENT

Additional services, beyond the scope of this specific proposal may be provided upon mutual agreement.

MUTUAL RIGHT OF TERMINATION

Either party may terminate this agreement with written notice by the first business day of any month. At such time, all fees and expenses due for previous service shall be due and payable. No additional amounts will be due under this agreement.

LIABILITY

The activities hereunder shall be limited to the diligent performance of the above-mentioned work and nothing contained herein shall be construed to impose further liability on Aurora Philanthropic Consulting, LLC.
Authorization To Proceed

This proposal may be modified should you wish. If the changes you desire are minor, we can simply amend this proposal, and initial the changes. Should you wish to accept this proposal, please sign and return one copy to me. Retain a copy for your files.

Please know how much we appreciate the opportunity to submit this proposal and the confidence you have placed in Aurora Philanthropic Consulting LLC by asking me to submit it. Thank you in advance for your thorough consideration of this proposal. I hope to have many opportunities to work with you and your colleagues to further your mission.

Sincerely,

Roberta A. Healey, MBA, ACFRE
Founding Member

Ann’s Heart, Inc.

Kristen McGee
Executive Director
Ann’s Heart, Inc.

Date: 07/22/19

Terms of this proposal shall be honored for thirty days beginning July 12, 2019