

I. CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL SUMMARY SHEET

Date 9/10/19

Contact Information

Organization Name: Brandywine Red Clay Alliance
Address: 1760 Unionville-Wawaset Road W.C. 19382

Phone: 610-793-1090
Website: www.brandywineredclay.org
Year Incorporated: 1945
FEIN:51-0058593

Executive Director/CEO Name: James E. Jordan, Jr.
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Board of Directors Chair Name: Amanda DeWeese
Primary Contact Name: James Jordan
Primary Contact E-mail: jjordan@brandywineredclay.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
X Donor Advised Fund(s) X 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): BRC serves the geographic area within the Brandywine and Red Clay watersheds. This encompasses approximately 55 square mile of Chester County (especially southern region) and Northern Delaware.

Describe Population Served and Annual Number of People Served: Our watershed conservation efforts impact all those residents in this area, including those in the major PA suburbs and Wilmington, DE, who use the water for drinking, farming, industry and recreation. Our education programs are available to all area schools and homeschooling households, as well as public family programs. Summer camps provide scholarships to residents in need. Our 318-acre Myrick Conservation Center is open to the public year-round.

Mission: BRC's mission is to promote the restoration, conservation and enjoyment of the natural resources of the Brandywine and Red Clay watersheds, through education, scientific activities, environmental stewardship and advocacy.

Proposal Summary: Support of this request would allow BRC to continue to support our watershed conservation efforts, as well as provide additional scholarships to allow more children to take part in our programs and experience the outdoors.

Annual Budget \$1,226,300	9 # of Full-Time Equivalent Paid Staff
80 % of budget for program expenses	26 # of Board Volunteers
15 % of budget for administrative expenses	1,370 # of Active Non-Board Volunteers
5 % of budget for fundraising expenses	6,902 # of Volunteer Hours
100 % total	

Top 3-5 funding sources: Marshall Reynolds Foundation, PA Department of Environmental Protection, National Fish and Wildlife Foundation, Arcelor Mittal

Grant Amount Requested from the Community Foundation: \$5,000

Brandywine Red Clay Alliance

On June 30, 2015, two of the oldest small watershed organizations, Brandywine Valley Association and Red Clay Valley Association merged to form the Brandywine Red Clay Alliance (BRC). This strategic move allowed both organizations to become more effective in their shared mission of watershed conservation and environmental education, while realizing the shared strength of a combined administrative office, board of directors and financial resources.

We are pleased to report that, since the merger, BRC has experienced unprecedented mission related growth. Our watershed conservation efforts have expanded in scope and impact, while our environmental education and summer camp programs now reach more than 12,000 students each year.

BRC Mission

To promote the restoration, conservation, and enjoyment of the natural resources of the Brandywine and Red Clay Watersheds through education, scientific activities, environmental stewardship and advocacy.

Programs

Watershed Conservation

BRC's watershed conservation efforts are focused on the "Red Streams Blue Program," our partnership with the Delaware River Watershed Initiative (funded by the William Penn Foundation) and our ongoing work with individual private landowners and municipalities throughout the region. All these programs seek to maximize opportunities to improve on the quality of the land and streams in the Brandywine and Red Clay watersheds, as well as influence the strategic decisions made by private landholders and their impact on water quality throughout the watersheds.

Red Streams Blue

BRC's signature "Red Streams Blue Program" was launched in 2006. The goal of this program is to ensure that all streams in the Brandywine and Red Clay Watersheds meet Pennsylvania and Delaware water quality standards; meaning swimmable, drinkable and fishable. When the program was launched, most of the streams within the Brandywine and Red Clay watersheds failed to meet the state water quality standards, indicating significant areas of concern.

To date, BRC has completed 6 sub-watershed restoration plans, 18 stream restoration projects, 28,800 feet of stream restored, 4,500 trees and shrubs planted, 10 rain gardens installed with a total investment of over \$5 million in grant funding. In 2019 and 2020 we plan to complete nearly 2 miles of new stream restoration projects on Plum Run and the Red Clay Creek.

Delaware River Watershed Initiative

BRC is one of six members of the Brandywine-Christina Cluster of the Delaware River Watershed Initiative (DRWI), an initiative funded by the William Penn Foundation to help nonprofits collaborate to protect and preserve land and water resources across the region. The Brandywine-Christina watershed is one of the most historic in the nation, spanning 565 square miles in Pennsylvania and Delaware and providing 100 million gallons of drinking water to more than 500,000 people each day. The Brandywine, Red and White Clay Creeks and Christina River add intrinsic qualities and viewsapes, while providing recreation opportunities and drinking water to residents; in addition to generating over \$1.6 million in annual economic activity each year.

In June 2019, we were pleased to host, in partnership with our DRWI partners a Bi-State Department of Transportation Conference that included representatives for PennDOT, DelDOT, PA Turnpike Association and others to discuss concerns and potential solutions regarding stormwater, application of road construction and other topics. Preliminary indications are that this conference will lead to more collaborative efforts between the transportation authorities, BRC and our partner conservation partners.

Christina Watersheds Municipal Partnership

Since 2003, BRC has led the Christina Watershed Municipal Partnership (CWMP), a partnership of 38 Pennsylvania municipalities, county agencies and conservation organizations. This partnership has helped municipalities prepare pollutant reduction plans, share information and encourage joint partnerships to achieve goals in a cost-effective manner. For the past five years, CWMP has facilitated three pilot areas of multi-municipal collaboration planning in Honeybrook area, Coatesville area and southeastern Chester County area.

Christina Basin Task Force

Over 20 years ago, BRC and others recognized that improving the Red Clay, Brandywine and White Clay watersheds in the Christina River Basin requires a bi-state approach with Pennsylvania and Delaware. The **Christina Basin Task Force** brings the conservation organizations, government agencies, municipalities, universities and watershed, engineering and planning professionals together. Since its inception it has been led by BRC. The group meets quarterly and includes a bi-state watershed tour each year that fills a 55-passenger bus. The group has facilitated a significant bi-state planning grant and other collaborative initiatives since its inception.

Red Clay Valley Clean Up

This year, the Red Clay Valley Clean Up celebrated its 31st anniversary with nearly 800 volunteers collecting trash from over 96 miles of streams and roadways in both PA and DE. This initiative is led by BRC with support from several other organizations, and business partners within the watershed. Historically, our long-term board member Elanor Reynolds participated in this event from its inception and I think she would be very proud of how it has grown and the positive impact it has had on the watershed and its residents.

Environmental Education

The second key component of our mission and just as important is environmental education. There is a basic disconnect between today's youth and the natural world; in the education community this has been coined as "nature deficit disorder." Studies have indicated that this can create immediate problems for these children including physical and mental health issues. Long term, it will create significant obstacles related to the natural environment if an entire generation grows up without an interest or understanding of our natural resources. History has proven that people conserve and protect what they enjoy or at least understand. Through our school and summer camp programs, BRC attempts to open the door to the natural world for these children, where they have an opportunity to explore and learn about streams, ponds,

woodlands and natural meadows and how they provide habitat for a vast array of aquatic life, insects and animals. In 2018, over 12,000 students participated in our school and camp programs.

School Programs

BRC school programs are designed to meet state teaching standards and compliment what the teachers are doing in the classroom with hands-on outdoor programming

The 318-acre Myrick Conservation Center located just outside of Unionville, PA is the headquarters for BRC and serves as the central hub for our education programs with a recently renovated education center, the Browning Barn.

Four years ago, BRC realized that the resources available to schools varies broadly from district to district and started to provide supplementary funding to encourage participation from struggling schools. Using the National School Lunch Program qualification as a benchmark, BRC now provides full scholarships for any child that qualifies for the National School Lunch Program; nearly 1,600 students have attended on scholarship so far in 2019.

Summer Camp

Once the schools close for the Summer, BRC Summer Camp starts with a vast array of camp offerings for children ages 4 through 15. This past summer, nearly 700 youngsters attended weekly nature themed camps. As one of the most sought-after camps in the area, BRC is proud to remain aligned with our goals of helping encourage children to engage with and explore the outdoors in the hope that they will steward these resources into the future. While school programs are all about learning and we hope they have fun during the process; summer camp is all about having fun in the outdoors, where we make one promise – each child will go home wet and muddy. BRC believes this type of experience should be open to all, regardless of the economic stressors of their home, and offers full and partial camp scholarships to families that qualify.

Two weeks of the summer, a special camping experience is also held in Coatesville, at Saalbach Farm (another property owned by BRC.) During these weeks, over 50 children from the underserved Coatesville area are offered this fun camp experience on full scholarship - free of charge. For many of these campers, they have never played in a stream before or it seems never had their feet off the black top. By week's end they become fully immersed in nature, exploring streams for frogs and other aquatic life, canoeing or visiting meadow and woodland learning about insects and wildlife.

A Vision of Tomorrow

Next year, Brandywine Red Clay Alliance will celebrate its 75th anniversary as the oldest small watershed organization in the country. Thanks in large part to the merger of Red Clay Valley Association and Brandywine Valley Association, BRC is experiencing remarkable growth in our mission related efforts and will continue to lead regional efforts in watershed conservation and environmental education

We are about 75% of the way though a three-year strategic plan and an impressive number of milestones outlined in this plan have been achieved. While there are always challenges and the need to remain flexible over time, the Board and organization leaders are rightfully proud of the progress made so far.