

GRANT PROPOSAL GUIDELINES

The Chester County Community Foundation connects people who care with causes that matter, so their philanthropy makes a difference now and forever.

- The Community Foundation is a collection of Funds: Field of Interest Funds & Donor Advised Funds.
- 99% of the grants issued by the Community Foundation are made possible through the generosity of the Fund Advisors who grant through their Donor Advised Funds.
- \$2.5+ million is granted annually to nonprofits in Chester County and beyond.
- All Community Foundation Funds accept this grant application form.

Proposals submitted by nonprofits are considered for 2 types of grants:

FIELD OF INTEREST & DONOR ADVISED FUNDS (No Deadline)

- ◇ Proposals received **any time throughout the year** are eligible for funding consideration from the Foundation's Field of Interest Funds & Donor Advised Funds.
- ◇ Grant **awards** typically range from **\$500 - \$7,500**.
- ◇ Grant decisions are made **intermittently** throughout the year, as Fund Advisors desire.
- ◇ Proposals are **electronically shared** with Fund Advisors to assist them in making grant decisions.
- ◇ **General operating** grants are encouraged. Nonprofits should be specific about their mission, goals, and measurable outcomes.
- ◇ Grants **focus on Chester County** causes and issues, but **are not limited** to Chester County.
- ◇ Grants may be made to charitable nonprofits working in **all fields of interest** including arts, culture and humanities; education; community improvement; environment; religion; health; and human services.

FUND FOR CHESTER COUNTY CAPACITY BUILDING GRANTS (Due 9/15)

- ◇ The goal of the Community Foundation's capacity building grantmaking is to **strengthen the effectiveness of nonprofit organizations serving the Chester County region**.
- ◇ Capacity building proposals received annually by **September 15** are eligible for this grant program.
- ◇ Capacity building projects should strengthen a nonprofit, in areas including:
 - Mission, Vision & Strategy
 - Governance & Leadership
 - Strategic Relationships
 - Operations and Technology
 - Fundraising & Development
- ◇ Grant **awards** typically range from **\$500-\$5,000**.
- ◇ NPO's with budgets \$ 750,000 or less preferred
- ◇ Grant monies are distributed by **February**.
- ◇ Nonprofits must be **located in and serve Chester County** to receive a grant from this grant program.

- A proposal is considered "complete" when the Chester County Community Foundation has confirmed receipt of the **Grant Proposal Summary Sheet, Narrative** and **Attachments**.
- Proposals are shared electronically online with Fund Advisors, Donors, and the Grants Committee.
- The electronic form is available at www.chescocf.org.
- Per IRS regulations, applicants must be charitable, tax exempt organizations with 501(c)(3) certification and cannot be individuals
- **E-mail proposals to grants@chescocf.org**. Receipt will be confirmed by e-mail.
- Please contact Grants Administrator Kevin Baffa at (610) 696-8211 grants@chescocf.org with questions.

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 9/12/19

Contact Information

Organization Name: Coatesville Area Public Library

Executive Director Name: Spencer "Penny" K. Williams

Address: 501 Lincoln Highway, Coatesville, PA 19320

Executive Director E-mail: pwilliams@ccls.org

Phone: 610-384-4115

Board of Directors Chair Name: Nakea Morris

Website: www.coatesvilleareapubliclibrary.org

Primary Contact Name: Penny Williams

Year Incorporated: 1974

Primary Contact E-mail: pwilliams@ccls.org

FEIN: 23-1365314

Has your nonprofit ever applied to the Community Foundation? Yes ___ No ___ Not Sure X

Has your nonprofit ever received funding from the Community Foundation? Yes ___ No ___ Not Sure X

___ Donor Advised Fund(s) ___ Fund for Chester County X Don't know/Not sure

Field/s of Interest:

X Arts, Culture & Humanities

___ Environment/Animal Welfare

X Education

___ Health

___ Human Services

___ Religion

Organization Information:

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

The City of Coatesville, two boroughs (Modena, S. Coatesville) and five townships (50% of Caln, E. Fallowfield, Valley, W. Brandywine, 50% of W. Caln).

Describe Population Served and Annual Number of People Served:

According to neighborhoodscout.com for 2018, Coatesville has one of the higher rates of people living in poverty in the nation, with 30.09% of its population below the federal poverty line. Household income varies widely across Chester County with municipalities, such as Coatesville, where 63% of households earn less than \$50,000 per year. While county-wide 3.9% of families live in poverty, six municipalities have poverty rates in excess of 10% including CAPL service areas of Coatesville, South Coatesville, West Fallowfield, and Modena. Unemployment rates in Coatesville, Modena and South Coatesville are significantly higher, and in some cases, double the rate for the county. CAPL serves as an oasis for these residents by providing knowledge, a portal to possibilities beyond their current circumstances, and a base where social interaction promotes a strong sense of belonging and community. CAPL reported 70,710 patron visits in 2018, with a circulation total of 49,663 items. In addition, CAPL offered 447 programs attended by 5,665 individuals.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

1. Nonprofit's history, goals, key achievements and distinctiveness

Established by Isabella Lukens (Mrs. Charles Huston), the daughter of Rebecca Lukens, in 1877, the Library has had a prominent place in the history of the City of Coatesville. To many, the Coatesville Area Public Library serves as a gateway not only to knowledge, but to the possibilities that that knowledge can provide. It is an intellectual oasis for its members, especially to those who come from low-income families, impoverished by the circumstances of a city that has undergone hard times. Coatesville has one of the higher rates of people living in poverty in the nation, with 30.09% of its population below the federal poverty line. By nurturing the educational and intellectual needs of the communities it serves, the Library is touching the future of many individuals who otherwise would be lost to the cycle of poverty and despair.

In 2018, the Library served over 7,000 individuals with library cards, recorded 7,710 customer visits, and circulated 49,683 items. We held 447 programs with a recorded attendance of 5,665 – 4,000 of these attendees were under the age of 11.

According to Library Director Penny Williams, a number of statistics sets CAPL apart from others in the Chester County library system. For example, the patron door count has increased over 15% over the past 12 months. Also, the library's computer usage far exceeds any other Chester County library, as many patrons do not own computers.

Clearly, the CAPL is the hub of many community activities. In addition to the City of Coatesville, CAPL serves two boroughs and five townships. Therefore, maintaining a vibrant presence in Coatesville for those who live there and in the surrounding areas is essential culturally, educationally and socially.

2. Funding request

• Description of key initiatives

CAPL is seeking capacity-building funds in the amount of \$5,000 from the Chester County Community Foundation to be used toward the hiring of a part-time Outreach and Development Assistant in 2020. Annual salary for the position is projected at \$6,000.00 (10 hours per week @ \$12.00/hr.).

The primary responsibilities of this newly-created position will include:

- a. Providing outreach to area facilities and organizations in need of library materials and literacy promotion.
- b. Researching grant opportunities and other other fundraising ideas.
- c. Marketing CAPL and its services to the municipalities (Caln, Valley, East Fallowfield, West Caln, West Brandywine and South Coatesville townships, Borough of Modena, and the City of Coatesville) in the library's service area.

3. Specific needs and issues to be addressed

i. Why it is important to fund this now

Currently, the Director, the library's only full-time staff, handles all administrative duties, oversees staff, serves as Youth Services Librarian and Adult Programming Librarian, and decides on/purchases all library materials. This leaves little, if any, time for outreach.

In addition the Director is also responsible for in-house and community fundraising, appeals to townships and the public within the library's service area for funding assistance, and researching/ applying for other available funding. If another staff person was made available, more fundraising efforts could be accomplished. A part-time Outreach and Development Assistant, who will work 10 hours per week or four days a week (M, T: 3 hrs. each; W, Th.: 2 hrs. each), can be dedicated to some of these fundraising efforts, as well as to act as liaison to the municipalities that the library serves so that an outreach program can be implemented.

ii. How will this capacity building initiative impact CAPL?

Clearly, this newly-created position will have a positive impact on the library, not only because it will free up the Director to focus on day-to-day administrative, staffing and physical plant responsibilities, but because having this staff position will exponentially increase the amount of time dedicated to fundraising. This position will also allow the library to begin to lay the groundwork to establish a *Friends of the Library* group in the near future.

The Outreach and Development Assistant also will implement the library's plans to expand its outreach efforts, currently limited due to in-house demands on the Director. This new individual will carry out on-site visits to daycare facilities, local schools, after-school programs (i.e. Bridge Academy and Regency Park), the Coatesville Senior Center and other under-reached or unreached populations in the Coatesville Area School District in need of library materials and literacy promotion. Programs and materials would vary with each locale and would be tailored to each facility's needs.

iii. How will this impact be measured?

The impact of having an Outreach and Development Assistant will be measured in several different areas: Outreach (area facilities/organizations, municipalities in the service area, presentations to service clubs/community groups) and Development.

Outreach impacts will be evaluated by the number of facilities visited, the number of established contacts made as a result of the library's outreach efforts, and the number of scheduled presentations to municipalities, civic/service clubs, and community organizations. Visits will be tracked regarding the number of repeat site visit requests; the number and ages of the populations visited; and the number of library cards issued/visits to the library resulting from any outreach efforts.

Development impacts can be demonstrated by: 1) the amount of funds generated by visiting/cultivating the municipalities in the library's service area; 2) any donations resulting from community presentations; 3) the number of funding requests generated; and, 4) subsequent grants generated via those requests to various funding sources.

iv. Include a description of the expected activities; timeline and costs to implement the initiative.

The activities to be undertaken by this newly-created position will entail the following:

- 1) Providing outreach to area facilities and organizations in need of library materials and literacy promotion.
- 2) Researching grant opportunities and other fundraising ideas; following through on those that are viable.
- 3) Marketing CAPL and its services to the municipalities in the library's service area (Caln, Valley, East Fallowfield, West Caln, West Brandywine and South Coatesville townships, Borough of Modena, and the City of Coatesville); encouraging donations for CAPL services to their residents.
- 4) Making presentations to service club, civic and other community groups.

P/T Outreach and Development Assistant Onboarding/Activities Timeline

Mar. 2020	2 nd quarter Apr. – Jun. 2020	3 rd Quarter Jul. – Sept. 2020	4 th Quarter Oct. – Dec. 2020	1 st Qtr. Jan. – Mar. 2021
Begin candidate search for the position	P/T Outreach & Development Assistant starts (Apr. 1)	Outreach visits: Make 2 per month.	Outreach visits: Make 2 per month.	Outreach visits: Make 2 per month.
Interview candidates	1) CAPL Orientation 2) CC Library System Orientation	1) Research potential funding 2) Send out requests/solicitations	1) Research potential funding 2) Send out requests/solicitations	1) Research potential funding 2) Send out requests/solicitations
Finalize selection of candidate	Begin research/writing requests	Schedule at least two service club/community presentations	Schedule at least two community presentations	Schedule at least two community presentations
Announce hire in CAPL and CC Library System publications/local press	Begin scheduling Outreach visits	Assist Director w/ planning FR event		Evaluate impact of Outreach & Development Assistant position

The costs for this capacity-building initiative are:

10 hours per week @ \$12.00/hr. for 50 weeks.....	\$ 6,000.00
(The annual salary for the p/t/ Outreach and Development Assistant)	
70 miles per year @ \$.58/business mile.....	\$ 40.60
(Mileage for Outreach)	
\$30/mo. for 12 mos.....	\$ <u>360.00</u>
Outreach Handouts (i.e. flyers, press releases, etc.)	
	TOTAL \$ <u>6,400.60</u>

CAPL would welcome the opportunity to partner with the Chester County Community Foundation so that the residents of the greater Coatesville area can continue to benefit from the vast resources and wide-range of services that our library provides to the community. Thank you.

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