

# 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](http://www.chescocf.org)

**Date** September 14, 2019

## Contact Information

Organization Name: Coatesville Area Senior Center  
Address: 250 MLK Jr. Blvd, Coatesville PA 19320  
Phone: 610-383-6900  
Website: [www.coatesvilleseniorcenter.org](http://www.coatesvilleseniorcenter.org)  
Year Incorporated: 1977  
FEIN: 23-2040210

Executive Director/CEO Name: Bill Pierce  
Executive Director/CEO E-mail:  
[bill.pierce@coatesvilleseniorcenter.org](mailto:bill.pierce@coatesvilleseniorcenter.org)  
Board of Directors Chair Name: Rich Saylor  
Primary Contact Name: Bill Pierce  
Primary Contact E-mail: Same

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): Chester County; however, largely the City of Coatesville and the communities of the Coatesville Area School District.

**Describe Population Served and Annual Number of People Served:** More than 1,000 adults age 50 and older; generally, those most vulnerable due to income, health, and other socio-economic issues.

**Mission:** To provide a welcoming place where people 50 and better can socialize and enhance their ability to live fulfilling and healthy lives.

**Proposal Summary:** To secure funds for Phase I of strategic planning; Appreciative Inquiry guided board and staff retreat. Phase I to be facilitated by Angela Greenwald, Ph.D.

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

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

<b>Annual Budget</b> \$423,000	4.75	# of Full-Time Equivalent Paid Staff
81% of budget for program expenses	16	# of Board Volunteers
6% of budget for administrative expenses	89	# of Active Non-Board Volunteers
13% of budget for fundraising expenses	7,698	# of Volunteer Hours

100 % total

## **Top 3-5 funding sources:**

Chester County Dept. of Aging \$124,614; W.W. Smith Charitable Trust \$19,808; CCCF (Whitford) \$12,500

**Grant Amount Requested from the Community Foundation:** \$5,000.00

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

*Provide clear, concise information. 3 pages maximum.*

### Nonprofit’s history, goals, key achievements and distinctiveness

To provide a welcoming place where people 50 and better can socialize and enhance their ability to live healthy and fulfilling lives.

Founded in 1977 as a Meals Together program, CASC spent much of its organizational life providing services to the City of Coatesville and 14 surrounding municipalities from the walls of a two-story converted house on 5<sup>th</sup> Avenue. In May 2016, CASC accepted the keys to a new one-story, state-of-the-art facility just blocks away from their former location. Situated near Ash Park and the Luken’s Historic District and neighbors to City Hall, the new CASC offers a safe and welcoming place for older adults to gather.

In addition to a new home, CASC recently underwent significant staff transition. Now under the leadership of Bill Pierce, an experienced executive director with extensive knowledge of nonprofit and aging issues, Bill and his team have spent the past 30-months changing the image of CASC in the community. With dedicated and experienced professionals filling out the team, CASC has quickly become the ‘hot spot’ for older adults in Chester County (see demonstrated growth below; statistics provided are July 1 through June 30 respectively).

Service Tracked	FYE19	FYE18	FYE17	FYE16
Average Daily Attendance	70	42	33	33
New Consumers	688	292	205	279
Unduplicated Consumers	1,226	683	579	643
Lunches Served	11,503	7,191	5,634	4,717
Unduplicated Lunches Served	612	339	189	134
Average Daily Lunch Attendance	49	31	23	21
Breakfasts Served	3,333	2,880	1,909	1,871
Unduplicated Breakfasts Served	200	115	79	80
Average Daily Breakfasts Served	14	12	12	12

\*For the period July 1, 2019 through August 31, 2019, average daily attendance is 90 and average daily lunch attendance is 58.

CASC is way more than BINGO (though we do BINGO well)! Explosive growth over the past 24-months has prompted CASC to open dialogue about the organization’s future. The new state-of-the-art facility is quickly becoming too small for the current use and is decidedly inadequate to accommodate future growth. In the coming months, the board of directors will focus their attention to planning giving particular consideration to increasing the size of the physical facility (whether that means expanding the current facility or acquiring new space), board development (including leadership rotation and concentrated recruitment efforts), and expanding staff resources (ensuring continued training and development of current staff and the recruitment of additional staff).

Organizational goals for the current fiscal year include (a) engagement of strategic planning counsel; (b) collaborative committee work (finance and fund development) to strengthen operating budget and overall fiscal health; (c) continued improvement on service statistics.

## **Funding request**

When grantees are asked about the type of foundation support that would be most effective for their agency, general operating support continually tops the list. The lifeblood of any organization, general operating grants provide the working capital nonprofits need to advance their mission. However, research at the Foundation Center shows most foundations (54%) continue to provide less than 10% of their grant awards as unrestricted core support. Significant general operating grants not only open the door for nonprofit leaders to redirect their time and energy to other critical organizational needs (capacity, effectiveness, planning and sustainability to name a few), general operating grants afford organizations the opportunity to redefine their image, often addressing unmet community needs.

A general operating investment would lay the foundation for CASC to continue to redefine their image, shape their future, and advance their mission. As demonstrated in the chart above, there is a clear need for CASC to continue in its traditional role as an ‘activity center.’ However, the CASC team knows that the face of aging is dramatically changing and now is the time to prepare for a new view on aging. Such changes for consideration should include:

1. Providing programs and services that ensure LGBTQ older adults feel welcomed and safe to live as their true self.
2. Identifying strategies to support older adults who are living with or battling addiction.

**Community Problem to Consider:** According to research by AARP, 76% of LGBTQ+ older adults are concerned about having adequate family and/or social supports to rely on as they age; 67% feel neglected by providers of aging services with 60% having experienced verbal or physical harassment; and 52% believe they will have to hide/deny their identity when accessing services. The Williams Institute School of Law reports that in the Commonwealth 8% of the population 65 and older self-identify as LGBTQ+ with 44% identifying as male and 56% identifying as female. Approximately 11% are unemployed or underemployed; 10% are uninsured; and nearly 26% are food insecure.

**Proposed Outcome:** CASC has a proven track record for success in working with non-LGBTQ+ older adults to combat these very issues. Recently, the CASC team had the opportunity to participate in training about providing improved services for LGBTQ+ older adults (SAGE Care Training – Platinum Certification). An investment in CASC would allow staff to explore the specific needs of LGBTQ+ older adults living within our service area, to maintain and expand SAGE Care Training, and make organizational adjustments (e.g. inclusive marketing materials, inclusive data collection methods, specific programming) to ensure an inclusive and welcoming environment for LGBTQ+ older adults.

**Community Problem to Consider:** Substance abuse and addiction are often thought to be issues that primarily affect the young; however, the elderly population is increasingly abusing alcohol, prescription medications, and illicit drugs. In 2016, more than 15% of all Pennsylvania overdoses were persons 60 and older. Elderly substance abusers face a myriad of risks, including cognitive impairment, harmful medication interactions, poor nutrition, social isolation and an increased risk of falls and injuries. Alcohol and drug abuse are also linked to increased mortality rates and healthcare costs.

This problem is growing at such a rate that a Clinics in Geriatric Medicine article asserts that substance use disorders (SUD) will more than double in this age group. Specifically, it’s predicted that “SUD rates among people older than 50 years are projected to increase from about 2.8 million in 2006 to 5.7 million in 2020.”

**Proposed Outcome:** With these rising numbers comes an increased need for specialized substance abuse treatment. While CASC would likely not serve as a substance abuse treatment facility, CASC can take the necessary steps to provide supportive services for those living with addiction (whether the individual is addicted, or their life has been impacted by addiction; e.g. becoming the parent or legal guardian to grandchildren as the result of addiction). A commitment to general operating will allow CASC to research the community need and to develop strategies and/or partnerships to address the need.

Of course, the ideas suggested above represent a small example of the type of work the CASC team is committed to pursuing. Older adults face a myriad of new challenges, and CASC will continue to place itself in the forefront of conversations that seek to identify solutions for ensuring the golden years truly are golden.

In addition to expanding program service delivery, committed investments to general operations afford organizations like CASC the opportunity to invest in themselves. Too often, organizations with budget sizes like CASC find themselves fundraising to sustain basic operations without the opportunity to take the time to look inward and identify areas to improve internally. With an investment of this size, CASC's board of directors and leadership can feel less pressure on fundraising (particularly special events) and take the time necessary to build solid plans for the organization's future; with focus on growing gifts from individuals.

### **Internal Opportunities**

1. Engage outside consultants in order to develop strategic plans, fundraising plans, and operating plans.
2. Engage outside consultants to guide board development; including recruitment, retention, and adherence to best practices.

### **Changing Perceptions**

An opportunity exists to change the view of senior centers and similar organizations. Traditionally, there are limited opportunities for senior centers in terms of grants from private foundations whereas opportunities for youth serving organizations are abundant. This institutional ageism stifles organizations serving older adults which in turn, stifles opportunities for those they seek to serve. Imagine a youth serving organization with average daily attendance of 90 children per day and a staff of just 4.25 FTE – one might question how anything can be accomplished in one day, let alone how the organization would make plans to grow its future.

Additionally, as a federally funded organization, CASC must open its doors to persons of all ages; particularly in our information and assistance department (helping those who need assistance completing applications programs like the Property Tax and Rent Rebate). While the Chester County Department of Aging Services and the Pennsylvania Department of Aging only recognize those individuals age 60 and older, CASC has provided support to 246 individuals under age 60.

Funds secured will open doors for CASC, providing the leverage to engage other local foundations to consider significant support to help change the image of senior centers; particularly CASC.

### 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.

*If Philanthropy Network of Greater Philadelphia's Common Grant Application is used, the Community Foundation's Summary Sheet MUST accompany application. Available at [www.chescocf.org](http://www.chescocf.org)*

- **E-mail proposals to [grants@chescocf.org](mailto:grants@chescocf.org).** Receipt will be confirmed by e-mail.
  - Please contact Grants Administrator Kevin Baffa at (610) 696-8211 [grants@chescocf.org](mailto:grants@chescocf.org) with questions.