

CHESTER COUNTY COMMUNITY FOUNDATION

I. GRANT PROPOSAL SUMMARY SHEET

Date: September 12, 2019

Contact Information

Organization Name: Chester County Art Association
Address: 100 N. Bradford Ave., West Chester, PA 19382
Phone: 610-696-5600
Website: www.chestercountyarts.org
Year Incorporated: 1950; Founded in 1931; 1933 Charter.

Executive Director Name: Wendy Kershner
E-mail: Wkershner@chestercountyarts.org
Board of Directors Chair Name: John Baker
Primary Contact Name: Wendy Kershner
E-mail: Wkershner@chestercountyarts.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
____ Donor Advised Fund(s) ____ Fund for Chester County ____ Don't know/Not sure CCAA Fund

Field/s of Interest: Arts, Culture & Humanities; Education

Organization Information: **Geographic Area Served:** All of Chester County

Describe Population Served and Annual Number of People Served:

In 2018, CCAA served over 25,000 people: students of ages 3 to 93 in art education programs throughout the county; viewers of 50 art exhibitions in our West Chester and Exton galleries as well as partnering sites; participants in community events and CCAA bus trips to other art venues; art purchasers; and renters of facility/equipment.

Year-round art classes, workshops and camps for all ages are offered in multiple locations. The organization offers fee-based options in the main West Chester studios; low-cost and free outreach programs at Exton Studio & Gallery and The Kennett Garage; free art sessions for CCIU's Migrant Education Summer Program and veterans at Coatesville VA Hospital; and English Language Learner/ELL art classes at county elementary schools.

Art Instruction – tuition-based art classes/workshops for the general public

CCAA's seasonal programming includes beginner, intermediate and advanced levels in drawing, painting, pastels, sculpture, ceramics, photography, jewelry, fiber arts, printmaking, and digital arts. Beyond traditional 8-to-10-week classes, shorter workshops allow new students to sample different mediums and existing students to learn new techniques. Open Studio time is offered in ceramics, sculpture, printmaking, and photography.

Our passion is sharing art and encouraging creative thinking. Leveraging our mailing list of 2,500 and 6,000+ e-list, weekly eblasts, social media posts and quarterly catalogs invite everyone to engage their inner artist.

Outreach Programs – low-cost and free art classes/workshops to targeted disadvantaged and at-risk audiences

CCAA offers 7 different outreach programs (5 are EITC approved) that provide low-cost/free programs facilitated by experienced artist-instructors in Kennett Square, Exton, West Chester, and Coatesville.

Mission: CCAA is a non-profit organization dedicated to educating, inspiring and connecting people of Chester County to and through the arts.

Proposal Summary: CCAA is seeking \$7,500 in support for general operating needs.

If Capacity Building Proposal, the focus is: N/A

Annual Budget \$ <u>612,020</u>	<u>6</u> # of Full-Time Equivalent Paid Staff
<u>78</u> % of budget for program expenses	<u>14</u> # of Board Volunteers
<u>12</u> % of budget for administrative expenses	<u>50</u> # of Active Non-Board Volunteers
<u>10</u> % of budget for fundraising expenses	<u>3,000</u> # of Volunteer Hours

Top 3-5 funding sources: 1. Fee-based Instructional Art Classes/Workshops; 2. Fee-based Summer Art Camps; 3. Individual Donations; 4. Art Exhibition Entry Fees & Art Sales; and 5. Grants

Grant Amount Requested from the Community Foundation: \$ 7,500

CHESTER COUNTY COMMUNITY FOUNDATION

II. GRANT PROPOSAL NARRATIVE

Organization's history, goals, key achievements and distinctiveness

History

Chester County Art Association (CCAA) was founded in 1931 by artist N. C. Wyeth, art critic Christian Brinton, and art director William Palmer Lear. Early exhibitions organized by the three founders and others in the group included works by local Chester County artists Andrew Wyeth, Horace Pippin, Tom Bostelle, Barclay Rubincam, Philip Jamison, Peter Sculthorpe and Harry Dunn. Following the organization's formation, members met in private homes and held exhibitions at West Chester University. In 1950, a local art supporter donated an acre of land at the edge of downtown West Chester, and the art center's main facility was built in 1953. A subsequent gift expanded the property to five acres. In 1974, bequests enabled the addition of a second gallery and several spacious art studios. In 2015 and 2016, studio and gallery upgrades were completed, as well as a new student library, darkroom and digital studio.

Goals: CCAA is a non-profit organization dedicated to educating, inspiring and connecting people of Chester County to and through the arts. In the 88 years since its founding, CCAA has continued to fulfill its original Charter goal "of making Chester County more actively and courageously art conscious."

CCAA continues to fulfill the mission of its founders, providing quality instruction, exhibitions, and community outreach to persons of all ages and aspirations. Targeting the residents of and visitors to Chester County, members and supporters typically come from the five-county Philadelphia region plus New Jersey, Delaware and New York. CCAA offers a wide range of fine arts programs and is committed to community involvement and partnering with other local organizations to promote the arts.

ART EDUCATION: Key Achievements & Distinctiveness: 2018 Highlights of Events & Collaborations

- New 'sampler' mini-workshops offered to introduce prospective students to different art mediums and different teaching styles; workshops also offered with different techniques within one art medium, i.e. painting.
- As a result of a new partnership with the Girl Scouts of Eastern PA for badges, our digital photography and comics/cartooning programs expanded.
- New 'Kid's Clubs' after-school programs in clay and STEAM offered in partnership with Hillsdale Elementary School located next to CCAA's West Chester facility.
- A new English Language Learner/ELL art program was launched in partnership with Kennett Kindergarten Center. A collaborative art project is done during each quarterly parent meeting for pre-K, K and 1st grade, and over 200 children participated in the 2018-2019 school year.
- New art programs offered in Exton for special needs teens/adults in partnership with Devereux and KenCrest.

ART EXHIBITS: Key Achievements & Distinctiveness: 2018 Highlights of Events & Collaborations

- Over 50 art exhibitions of regional established and emerging artists were offered to the public with free opening receptions in West Chester and Exton as well as partner site exhibits. Partners include West Chester Starbucks, PA Career Link, Greater West Chester Chamber of Commerce, and Penn State Great Valley. Monthly receptions in West Chester are very popular and typically draw 100-to-200 attendees.
- Planned/pop-up community art exhibits in West Chester and Exton included Art Goes to School, Barclay Friends, Domestic Violence Center, Time Light Photography, CCIU Technical College High School art students.
- CCAA participated in community-wide events including the Chester County Studio Tour, West Chester Gallery Walks, Kennett Farmer's Market, Kennett Run, West Chester Library Holiday House Tour, Barclay Friends Garden Tour, and various youth and senior expos.

Funding Request: CCAA is seeking \$7,500 for general operating funds to support a grant writer to refine our current grant procedures, review past/current grants, create annual calendar of activities, and complete 8 or more new grant applications for operating support. This request is specifically tied to the financial health and future growth of our organization in order to expand our community impact in Chester County.

Timeline: Within 6 months of receiving funding, we plan to have a comprehensive grant program in place with 8+ applications submitted in addition to updating and submitting existing grants for upcoming application cycles.

Budget: \$7,500 Total

\$2,000 Review of current/past grants, potential grant resources from pro-bono project, and the core components/content and reports for all basic grant submissions

\$5,500 Complete grant applications for operational/unrestricted funds, public art/community projects/restricted funds, and grant re-applications to existing funders

Why it is important to fund this now

Although CCAA has had great support over its 88-year history, funding has been inconsistent in the past 6 years. This is a result of leadership changes, as well as a lack of clarity regarding CCAA's role in the non-profit environment. Additionally, comprehensive records of donors with giving history have not been maintained to their utmost potential.

While we are currently working on a development system, we also recognize the need to have a dedicated individual improve our grant application processes and actively pursue additional funding opportunities for operational needs. At the end of 2018, a local organization donated their time to create a resource of potential grants for CCAA to pursue. However, the challenge of operating with a small staff has precluded us from applying to some of these new resources.

CCAA has a critical need to secure ongoing fiscal support for operational needs that are not covered by fee-based programming and art sales. Grant funding will provide flexible dollars that will allow us to maintain our programming for the community and respond to unexpected costs.

In spite of our fiscal challenges, CCAA has expanded its outreach in the community over the past three years, increasing the number of low-cost and free art programs offered throughout the county. We actively seek collaboration with other arts groups and regional non-profits, and our general membership numbers have increased, in addition to attendance at art events. The growth potential for CCAA to reach and impact more 'Chester Countians' is significant with the right tools in our tool box.

Chester County Art Association is at a crucial junction at this point in its history and poised for expansion. The 2016 West Chester facility renovations have triggered an increased interest in site rentals, which is a new and exciting revenue source. Artist memberships have increased as well, with interests in specialty workshops and a newly expanded 'business of art' lecture series. Furthermore, we have new collaborations with the Eastern PA Girl Scouts, home-schooled families, Devon Senior Living, and the Devereux and KenCrest organizations, allowing for additional audiences in the Chester County region to be reached.

Our aspiration is to steadily increase the number of people we touch and impact with our art programs. The challenge is to balance growth plans and new initiatives with maintaining our current high-impact programming. In order to achieve this, general operating support is required for CCAA to 'grow well' and provide more services and resources to our community.

How impact and results will be measured

Currently, our grant applications are sporadic due to competing responsibilities within CCAA. As a result, focus has been placed on larger applications, leaving more modest support options untapped. By pursuing funding for a part-time grant writer who can optimize our grant program and primarily focus on pursuing new sources of funding, our intent is to sustain this part-time grant writer role once additional resources are received.

CHESTER COUNTY COMMUNITY FOUNDATION

III. ATTACHMENTS

1. Copy of 501 (c) (3) federal tax-exempt letter **Attached**
2. List of Board of Directors, with their affiliations **Attached**
3. Most recent annual report and financial statement, audited if available **(2018 Audit Attached)**
4. Itemized organizational operating budget with actual results for prior fiscal year and current fiscal year to date **(2019 Budget showing 2018 Actuals Attached)**
5. If capacity building initiative, itemized budget (including external consultant's proposal, if applicable) **General Operating Funds Budget Attached**
6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why. **Attached**