

## 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 **Field of Interest** and **Donor Advised Funds** with **\$2.5+ million granted annually** to nonprofits in Chester County and beyond. **99%** of the grants issued by CCCF are made possible through the generosity of the Fund Advisors, who make grant decisions throughout the year.

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

### Field of Interest & Donor Advised Funds (No Deadline)

- ◇ Grants **focus on Chester County** causes and issues, but are not limited to Chester County.
- ◇ Charitable nonprofits working **in all fields of interest** are considered for grant awards. (I.e. arts, culture, and humanities; education; community improvement; environment; religion; health; and human services)
- ◇ **General operating** grants are encouraged. Nonprofits should be specific about their mission, goals, and measurable outcomes.
- ◇ Proposals can be submitted **anytime throughout the year**.
- ◇ Grant decisions are made **intermittently** throughout the year, as Fund Advisors desire.
- ◇ Grant **awards** typically range from **\$500-\$7,500**.

### Fund for Chester County Capacity Building Grants (Due 9/15)

- ◇ For eligibility in this grant program, nonprofits must be **located in and serve Chester County**. NPO's with budgets of \$750,000 or less are preferred.
- ◇ The goal of CCCF's capacity building grantmaking is to **strengthen the effectiveness of NPO's serving the Chester County region**, in areas including:
  - Mission, Vision, & Strategy
  - Governance & Leadership
  - Strategic Relationships
  - Operations & Technology
  - Fundraising & Development
- ◇ Proposals must be submitted by **September 15** to be eligible for consideration.
- ◇ Grant **awards** typically range from **\$500-\$5,000**, with monies distributed by **February**.

- \* All Community Foundation Funds accept this grant application form. An electronic form is available at [www.chescof.org](http://www.chescof.org).
- \* **Email proposals to [grants@chescof.org](mailto:grants@chescof.org)**; Proposals are considered "complete" when CCCF has **confirmed** receipt of the **Grant Proposal Summary Sheet, Narrative, and Attachments**. Proposals are shared electronically with Fund Advisors, Donors, and Grants Committees.
- \* Per IRS Regulations, applicants must be charitable, tax exempt organizations with 501(c)(3) certification and cannot be individuals.

Please contact Grants Administrator, **Kevin Baffa**, at **(610)-698-8211** or [grants@chescof.org](mailto:grants@chescof.org) with any 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](http://www.chescocf.org)

**Date: September 4, 2019**

## Contact Information

Organization Name: Home of the Sparrow  
Address: 969 E. Swedesford Rd. Exton, PA 19341  
Phone: 610-647-4940  
Website: [www.homeofthesparrow.org](http://www.homeofthesparrow.org)  
Year Incorporated: 1994  
FEIN: 23-2775004

CEO Name: Michelle E. Venema  
CEO E-mail: [mvenema@homeofthesparrow.org](mailto:mvenema@homeofthesparrow.org)  
Board of Directors Chair Name: Stacy Sempier  
Primary Contact Name: Kathleen Sanger  
E-mail: [ksanger@homeofthesparrow.org](mailto:ksanger@homeofthesparrow.org)

## Organization Information:

### Field/s of Interest:

Arts, Culture & Humanities       Environment/Animal Welfare       Education  
 Health       Human Services       Religion

**Mission:** Home of the Sparrow's mission is to partner with women facing homelessness to secure housing, achieve long-term stability, and chart new paths for their futures.

**Geographic Area Served** (If not all of Chester County, specify primary Chester County regions served): Home of the Sparrow serves, women, children and senior women throughout all of Chester County.

**Describe Population Served and Annual Number of People Served:** Our programs serve low-income women who are 21 years and older, and children who range in age from infants to 19 years. In general, 29% of our clients (women and children) are African American, 37% Caucasian and 39% are Hispanic. We are proud to report that in our 25<sup>th</sup> year of service, Fiscal Year 2019, we helped 759 women and children - more than ever before.

<u>Annual Budget</u> \$ <u>1,241,941</u>	<u>10.5</u> # of Full-Time Equivalent Paid Staff
<u>83</u> % of budget for program expenses	<u>11</u> # of Board Volunteers
<u>6</u> % of budget for administrative expenses	<u>720</u> # of Active Non-Board Volunteers
<u>11</u> % of budget for fundraising expenses	<u>8,873</u> # of Volunteer Hours

100 % total

**Top 3-5 funding sources:** Estate of Myrna Gorelick \$600,000; PHARE funding: \$190,000; Dept. of Community Development: \$150,234.00; Suzanne Koff Estate: \$150,000.00; McClelland's Individual and Foundation combined: \$94,295; Clare Foundation: \$40,000

**Is this grant proposal for:** Capacity Building  or General Operating  ?

**Grant Amount Requested from the Community Foundation:** Donor Advised grants of any size in support of our mission and programs are greatly appreciated.

**Proposal Summary:** We are seeking funding to support our homelessness prevention programs that follow national best practices. Funding is needed for general operating expenses to include personnel expenses associated with screening, counseling and supporting our clients, facilitating matches between seniors and home-seekers; and providing extensive trauma-informed case management to ensure that all of our clients are successful. Additional costs to be supported can include the payment of rental subsidies to clients enrolled in Supportive Housing, as well as the payment of one-time Emergency Solutions grants to help clients avoid eviction and loss of utilities. Our clients receiving these subsidies are enrolled in case management counseling and work with our staff to create an attainable goal-oriented stability plan.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

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

### 2. Funding request

- Description of key initiatives
- Specific needs and issues to be addressed
- Why it is important to fund this now
- How impact and results will be demonstrated
  
- For capacity building grant proposals:
  - How will this capacity building initiative impact your nonprofit?
  - How will this impact be measured?
  - Include a description of the expected activities; timeline and costs to implement the initiative. If external consulting services are required, include the anticipated costs and expertise of the consultants to be hired. Include external consultant proposals if applicable.

## 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.

*Chester County*  
**COMMUNITY FOUNDATION**  
*Connecting people who care with causes that matter,  
so their legacies make a difference.*



### **Organization, Background, Target Population**

Home of the Sparrow's mission to partner with women facing homelessness to secure housing, achieve long-term stability, and chart new paths for their futures is achieved through our homelessness prevention programs. Our work is further guided by the principles of excellence, forward-thinking, and community inclusion, and driven by our shared vision that homelessness in our community will be rare, brief, and nonrecurring. As a trusted community partner, we have been serving women and children since 1994 and continue to collaborate across a wide network of effective community and government-based organizations. We are prepared to adapt quickly to meet the evolving housing needs of low-income women and children in Chester County.

During our first years of operation, we provided transitional housing and case management services, helping women to gain self-sufficiency and break the cycle of poverty. In 2007, we expanded by launching our Shared Housing Program – an innovative approach that utilizes existing construction to create affordable housing options. To ensure that our program clients continue to have safe and stable homes, we developed our Graduate Program in 2010.

As affordable housing became more limited and the standard of living continued to rise in Chester County, we developed our Supportive Housing and Emergency Solutions Programs, in 2009 and 2014 respectively. Both are designed to stabilize families in place. During our most recent phase of program development in 2016, we repurposed our former transitional housing facility and another property to launch our Pre-Senior Housing Program meet the needs of women ages 55-62. We further adopted a trauma-informed approach throughout our agency and began partnering with the Chester County Adult Probation, Parole and Pre-trial Services to provide housing support and case management for justice-involved women reentering our community.

**We are proud to report that in our 25<sup>th</sup> year of service, Fiscal Year 2019, we helped 759 women and children - more than ever before.** Collaboration with community and government partners continues to be crucial for program impact. In addition to strong partnerships with fellow providers and agencies, Home of the Sparrow's success is driven by a passionate community of volunteers and like-minded donors who believe that everyone has the right to a safe and stable home. Our program portfolio addresses the diverse needs of women and children who are facing homelessness in our community through: **Pre-Senior Bridge Housing; Supportive Housing; Shared Housing; Emergency Solutions; Health and Adverse Childhood Experiences Assessments; Women's Re-entry Assessment Program (WRAP) for justice involved women and Graduate Outreach.**

Housing insecurity is often the result of many different factors, including inter-generational poverty, lack of affordable housing, trauma, education, mental and physical health challenges, discrimination and unexpected emergencies such as the loss of a partner or sudden unemployment. Home of the Sparrow provides women with the resources, support and safety net to navigate these complex challenges and to build better lives for themselves and their children. Our programs are inclusive and driven by an approach that is strength-based, culturally sensitive and trauma informed. In general, 29% of our clients (women and children) are African American, 27% Caucasian and 39% are Hispanic.

### **Statement of Need**

Living expenses are extremely high in Chester County, which places disproportionate pressure on single parents, who make up 12% of households in our community. As of 2018, the Fair Market Rent (FMR) for a two-bedroom apartment is \$1,266 (National Low-Income Housing Coalition Report 2018). Given that housing comprises the largest single expenditure category within the standard household, the high cost of housing significantly increases the income needed to sustain basic needs. According to Pathways PA, the self-sufficiency wage threshold for a family of one adult and one preschool-age child is \$55,721, or \$26.79 per hour.

The women we serve exist far below our local self-sufficiency standard, despite working full-time. They have, on average, two children, and they earn an average of \$12.51 per hour. According to Public Citizens for Children and Youth, more than 20,000 children live in low-income families in Chester County (a 28% increase since 2008), and 8,564 children live below the poverty level according to Census Data. Even though our County is the wealthiest in our state, and ranks as the 25<sup>th</sup> wealthiest county in the nation, thousands of women and children experience severe housing insecurity every day. A report compiled by the Chester County Department of Community Development (DCD) and the Decade to Doorways partnership found that 517 people were identified as experiencing homelessness in Chester County in the early hours of January 24, 2019. While this figure is somewhat lower than the 2018 count of 555, it does not include the numerous families who suffer in silence, moving from couch to couch or those who live in poverty and sub-standard housing throughout our county. The 2019 count does include 497 individuals who were housed in transitional shelters, and 20 individuals who were unsheltered, meaning they were sleeping in cars, tents, and under overpasses.

We know that poverty has severe long-term negative consequences, both financially as well as emotionally, especially for children. Housing instability and poor housing conditions contribute to numerous negative outcomes for children's health and wellbeing. Children who experience homelessness are:

- twice as likely to experience hunger
- sick four times more often than other children
- three times more likely to develop behavioral problems
- four times more likely to show delayed development
- more than twice as likely to repeat a grade, be suspended or drop out of school

Economists at The Brookings Institution and Pew Charitable Trust refer to poverty in the US as "sticky," meaning nearly half of children born in the bottom fifth of the income distribution will remain 'stuck' there for their lifetimes. To develop to their full potential, children need safe and stable housing, adequate and nutritious food, access to medical care, secure relationships with caregivers, nurturing and responsive parenting, and high-quality learning opportunities at home, in child care settings, and in school. Within our programs, we partner with single mothers and their children to stabilize their housing situations and move their lives forward in all spheres.

### **Our Programs and Accomplishments FY 2019**

Our program portfolio provides critical housing services for women and children from all backgrounds and different stages of life to prevent them from experiencing homelessness in our community. Studies show that supportive housing programming (housing solutions combined with case management) is a highly effective and efficient tool to resolve homelessness. The benefits go far beyond homelessness prevention. Stable housing is strongly linked to improved mental and physical health and thereby significantly reduces the use of publicly-funded crisis services, including, hospitals, psychiatric centers and correctional facilities.

**Supportive Housing** - rental subsidies combined with financial skills training, counseling and job skills training; increased access to community and government-based benefits and services. One of the keys to women achieving success while participating in Supportive Housing is the creation of a plan that includes a detailed path to accessing education and job skills training so they may attain a career that can provide a living wage: a level that allows for adequate shelter, food and other necessities going forward. In order to create the plan, our staff uses **Health and Adverse Childhood Experiences Assessments** which include physical and emotional health, history of abuse, education records and the need for clothing, food or school supplies. In addition to a thorough health assessment, we use the trauma informed ACE's scoring test which measures 10 types of childhood trauma. During FY2019, 61 women/99 children participated in Supportive Housing representing a 15% increase over the previous year. We are also happy to share that 1/3 of Supportive Housing participants were able to increase their income.

**Graduate Outreach** - continuous service provision and support with basic needs for Supportive Housing participants and families for approximately three years after exiting our program—the most critical time for our participants. We stay in touch with participants, celebrating their triumphs and offering ongoing support and counseling. During Fiscal Year 2019 54 women and 96 children participated. We are most excited to share that total of 61 women and children exited the Graduate program this past year because they have become stable in their homes and are no longer in need of our services.

**Pre-Senior Bridge Housing** - transitional housing needs of women between ages 55 and 62. In addition to two transitional housing facilities (West Chester and Coatesville) we also help clients gain access to essential programs and resources, including food cupboards, healthcare, social/learning sites. Once the women reach 62, we help them enroll in programs that afford them additional benefits, such as permanent (most often senior subsidized) housing solutions. During Fiscal Year 2019, 12 women participated.

**Emergency Solutions** - financial and counseling support for families in danger of being evicted by working with landlords to resolve their debts. Emergency Solutions also includes entry money to obtain housing. During Fiscal Year 2019, 125 women and 128 children participated. This volume also represents a significant increase over the previous year (43%) due in part to evolving the program scope to now include entry money to assist with securing rental homes/apartments.

**Shared Housing** - an innovative solution for women who are struggling to stay in their homes. Our Program Coordinators work with homeowners (most often senior women who would otherwise be unable to afford to keep their homes) and home-seekers (women in need of affordable housing or who are experiencing homelessness) to facilitate a shared housing arrangement within the homeowner's dwelling. Shared Housing combats isolation, provides a micro-level safety net and long-term housing stability. During Fiscal Year 2019, our Shared Housing Program maintained 20 matches, serving 40 women.

**Women's Re-Entry Assessment Programming Initiative** - support for justice-involved women through our partnership with the Chester County Adult Probation, Parole and Pre-Trial Services Office (APO) to provide comprehensive case management services and housing support. We work to provide women with the knowledge and skills necessary to ensure smooth transitions from incarceration and reduce their risk of recidivism. During Fiscal Year 2019, WRAP served 162 women and 171 children representing a 56% increase over the previous year.

**Goals, Objectives and Measuring our Success**

Effective housing-focused case management (the core component of our housing solutions) plays an integral role in achieving positive outcomes and is essential to helping individuals experiencing a housing crisis achieve and maintain stable housing. The is to achieve long-term stability by empowering participants to draw on their strengths and to facilitate access to necessary supports and vital resources. At program entry, participants are assessed for their housing, health, employment and education needs to guide the development of stability plans. **Components and objectives of these plans can include:**

1. Creating long-term strategies for housing stability; maximizing/increasing income by creating access to training/education leading to progress in their careers and find jobs with livable wages.
2. Obtaining life skills, such as financial literacy and budgeting
3. Linking to mainstream and community services and supports that enable them to meet their basic needs.
4. Becoming/staying current on mental and physical health needs for themselves and their children.
5. Supporting children with school issues (barriers to learning, behavioral issues, school supplies, winter clothing, etc.).

**Quantitative measurements for this process include:**

**Stability**

**1. Women and children retain/attain stable housing**

Goal: 100% of Supportive Housing & Shared Housing participants are stably housed; 93% of Graduates remain stably housed.

**2. Full-time employment or a stable income (e.g. SSI)**

Goal: 100% of Supportive Housing participants and 90% of Graduates are employed or have stable incomes.

**3. Ability to provide for basic needs**

Goal: 100% of all participants have access to food cupboards; clothing; household items and personal hygiene articles.

**4. Financial skills**

Goal: 100% of Supportive Housing participants receive bi-monthly financial skills training, 70% are in control of finances through budgeting and 70% adhere to their budgets.

**5. Access to benefits and resources**

Goal: 100% of Supportive Housing participants gain access to new resources and benefits.

**6. Improved employment**

Goal: 85% of Supportive Housing participants report that their employment situation improves

**Physical and mental health Improvement**

**1. Health insurance coverage**

Goal: 90% of Supportive Housing & Pre-Senior Bridge Housing participants have health insurance; 80% dental insurance.

**2. Doctor's appointments**

Goal: 90% of Supportive Housing and Graduate Program participants had an OBGYN visit in the past 12 months and 90% of the children had a doctor's appointment in the past 12 months.

**3. Immunizations**

Goal: 95% of children in the Supportive Housing Program are current on immunizations.

**4. Health Status**

Goal: 85% of Supportive Housing participants consider themselves in good or excellent health and 100% of women reporting mental health challenges or signs of depression gain access to free counseling.

**Why Your Funding is Important**

General operating funding or program directed donations from the Donor Advised Funds of Chester County Community Foundation will support our staff in preventing homelessness through screening, counseling and supporting our clients; facilitating matches between seniors and home-seekers; and providing extensive trauma-informed case management to ensure all of our clients are successful. Additional costs to be supported can include the payment of rental subsidies to clients enrolled in Supportive Housing, as well as the payment of one-time Emergency Solutions grants to help clients avoid eviction and loss of utilities. Our clients receiving these subsidies are enrolled in case management counseling and work with our staff to create an attainable goal-oriented stability plan.