

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

Contact Information

Organization Name: Jenkins Arboretum & Gardens
Address: 631 Berwyn Baptist Road, Devon, PA 19333

Phone: 610-647-8870

Website: www.jenkinsarboretum.org

Year Incorporated: 1976

EIN:23-2726419

Executive Director/CEO Name: Tom Smarr

Executive Director/CEO E-mail:

Tom@jenkinsarboretum.org

Board of Directors Chair Name: Ted Morse

Primary Contact Name: Janet Bauman

Primary Contact E-mail:

janet@jenkinsarboretum.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

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):

All of Chester County

Describe Population Served and Annual Number of People Served:

We serve all of Chester County, always with no admission fee for all visitors. We serve between 20,000 and 30,000 visitors per year.

Mission:

The mission of Jenkins Arboretum & Gardens is to *preserve natural tranquil woodlands for community enjoyment, to showcase native plants and a world class collection of rhododendrons and azaleas, and to promote environmental horticulture through learning, research, and conservation.*

Proposal Summary:

Jenkins Arboretum & Gardens, a 501 (c) (3) not for profit organization in Devon is one of Pennsylvania's major horticultural and environmental resources. We are an educational resource and model for best plants, landscape practices, and ecological stewardship. Jenkins is a place of great beauty and tranquility for the whole community to visit, especially our young families and seniors. Jenkins has been open to the public since 1976. Jenkins is a wonderful asset in our community – botanically, environmentally, and educationally. We are stewards of a rare treasure: 48 acres of rich botanical gardens and remnant untouched woodland surrounded by heavily populated residential neighborhoods and shopping districts. We provide a serene, enjoyable escape welcoming everyone 365 days a year from 8am to sunset, always with free admission, morning to dusk!

Jenkins is unique as a garden as it was created from scratch on a piece of undisturbed woodland four decades ago with development and operational goals of utilizing respect and sustainability to the landscape. Jenkins Arboretum & Gardens is the region's premier showcase for rhododendrons and azaleas, plus a beautiful example of how using native plants in a colorful and textural woodland garden can be created in a naturalistic style. The small specimens planted back in 1976 are now great established specimens for better study. At all times of the year, the gardens provide unique opportunities for enjoyment of beauty and observation of the fascinating world of nature. Jenkins is a cherished place of respite and solitude where people can reconnect with beauty and experience nature. We are an indispensable asset in the community.

We respectfully request grant funding to sustain our organization in our mission of environmental horticulture, nature exploration, and research and to provide access and positive experiences for everyone at our beautiful arboretum and gardens. As the giving priorities of The Chester County Community Foundation are focused on Chester County, we feel that Jenkins Arboretum & Gardens might be an organization that you will want to partner with. It will be an honor to gain your support.

Foundation support is essential to the successful day to day activities in our gardens. The funds are used to enhance our educational programming as well as to ensure that the Arboretum maintains its liberal admission policy – open to all visitors, free of charge, 365 days a year. Additionally, general operating funds are used to help complete projects such as annual tree work, watershed stewardship, maintaining conservation efforts, and mapping of our plant collections.

If Capacity Building Proposal, the focus is:

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

Annual Budget \$1,176,061

80% of budget for program expenses

11% of budget for administrative expenses

9% of budget for fundraising expenses

100% Total

8 # of Full-Time Equivalent Paid Staff

21 # of Board Volunteers

45 # of Active Non-Board Volunteers

approximately 2,000 # of Volunteer Hours

Top 3-5 funding sources:

Haas Trusts

Karla Herr

Arcadia Foundation

Grant Amount Requested from the Community Foundation: \$1,000 – \$10,000

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

Our Legacy

As defined by the will of H. Lawrence Jenkins, this land was to be developed as a public park, arboretum and wildlife sanctuary for the use of the public and responsible organizations engaged in the study of arboriculture, horticulture and wildlife, for educational and scientific purposes. Since 1970's passionate community members came together to provide support and vision for establishing the gardens. Leonard Sweetman followed by his son Dr. Harold Sweetman were the first Directors who gave direction to the garden development for over 40 years collectively that established Jenkins Arboretum & Gardens.

Our Goals

- Be the indispensable place in our county and township for our community as a place for nature exploration and mindful-ness every day of the year for free (no admission).
- Be an educational resource to our community about native plant selection and gardening and naturalistic planting design.
- Reach over a 1,000 members who believe in the support of this beautiful and inspiring landscape woodland garden setting, while utilizing our educational programming for youth and adults.

Key Achievements and Distinctiveness

- Completed the John J. Willaman Education Center in 2009 achieving Gold LEED construction standard for key to support Jenkins operations, visitor welcoming, and education programs.
- Scientific Nationally Accredited Rhododendron and Kalmia collections.
- Early member in the collaborative "America's Garden Capital" visitor guide program.

2. Funding request

• **Description of key initiatives**

\$1000 - \$2,000 Projects

- **General Operating Support:** Foundation support is essential to the successful daily activities in our gardens. We consistently submit proposals for funding to foundations and grantors to support our adult and youth educational programming, plant collections management, facilities care for healthy visitor experience, and support staff who run the institution. This unrestricted support ensures that we use funding for the greatest need to maintain safe and beautiful visitor experiences with the welcoming free admission policy to anyone all year.
- **Plant Collections Support:** We host a nationally accredited and internationally recognized collection of ericaceous shrubs and trees (rhododendrons, azaleas, mountain laurels, and blueberries are popular in this group), plus a diversity of native flora of eastern region (ferns, trilliums, lilies, and lady slippers to name a very few). Support secures high quality care, plus additions of new species to the collections. Current focus on efforts of significant wild plant discoveries to expand current awareness and protection of these species.
- **Back-up Generator for Greenhouse:** One generator will cost \$1,000. It is essential to the operation of our greenhouse as a back-up during power outages (3 hours to several days) to provide electricity to operate the furnaces that supply heat. The greenhouse supports thousands propagated rare plant seedlings to further our collections mission and plants sold in our visitor center gift shop that provide revenue for on-going horticulture work. One night

of freezing would result in crop loss would be devastating. The electrical wiring and back-up fuel is already secured, but we need the generator to complete our emergency response.

- **Fire & Medical Safety Project:** Cost for training and equipment would be between \$1,000 and \$1,500. We recently hosted the Fire Chief from the Berwyn Fire Company to evaluate our needs. Trainings will include fire and emergency response training, First Aid training, and CPR for all staff and volunteers working at Jenkins. Equipment such as wheelchair, walker, automated external defibrillator (AED), epi-pens, Knox Box for buildings for emergency access.
- **Small Landscape Trailer:** The trailer would be \$1000 to purchase and customize. It will allow staff transport the tractor to locations outside the arboretum to grind leaves as well as haul leaves and compost necessary for our landscape projects in the arboretum & gardens.

\$6,000 One Summer Intern

Funding from foundations and donors is paramount in the support of one or two talented students who are completing advance education in horticulture or environmental plant sciences. We believe in the importance for students to have hands-on experience in learning about the botanical world along with formal studies. It is a unique and valuable experience to work with our plant collections to gain important experiences in garden management. Additionally, we include area field trips, shadowing of staff, and special assignments during their 12 week work period. Ability to have any interns and the length of their experience depends on the funding we are able to secure. During the summer internship there is a chance for a funder to meet the intern(s) to learn of their educational goals and experiences at Jenkins Arboretum & Gardens. In recent years, we have been fortunate to receive partial funding for our summer internship program from the Valley Forge Chapter of the American Rhododendron Society, the Spionkop Foundation, and the Lawrence Saunders Fund. However, further funding is needed. We need at least two interns each summer to assist with maintenance of the gardens and educational programs.

\$5,000 - \$10,000 Matching Gifts for Deer Exclusion Fencing

Our conservation woodland is one of the few remnant woodlands in Devon within dense home and business districts. We need to expand our deer exclusion fencing to include an area that will allow the native vegetation to recover. We will use this area for guided tours and educational research. We have received funding from The McLean Contributionship, the Haas Trusts, and the Huston Foundation to get us halfway to our goal of a total \$125,000.

Additionally, wildlife requires a place to hide from predators, shelter in inclement weather, and a secluded place to birth their young. Leafy and thorny shrubs provide protection creating a suitable hiding place. Berry picking plants are a boon for birds, as well as being a decorative addition to the winter landscape. The installation of deer exclusion fencing would ensure the restoration of the conservation woodlands, which has been much destroyed by free roaming deer. We need matching grant(s) to bring this project to fruition.

• Specific needs and issues to be addressed

Our requests are supporting the operations to better ensure the survival and security of our plant collections. Great gardens happen over time with quality craftsmanship. We do have impacts from deer and weeds (including invasive plants) that threaten our collections.

- **Why it is important to fund this now**

Our need for funding is ongoing. Foundation support is essential to the successful on-mission activities for our gardens. In addition to specific projects, we seek funds to enhance our educational programming and ensure that the arboretum & gardens are maintained to professional and quality standards.

- **How impact and results will be demonstrated**

The impact and results will be measured by the numbers of people visiting, attending programs and lectures, and by a quantifiable increase in our membership as a result of the visitor-ship and offerings. Your help will allow us to sustain our welcoming FREE admission policy for all people, 365 day a year from early morning to dusk.

- **For capacity building grant proposals:**

- **How will this capacity building initiative impact your nonprofit?**

We are plan to increase our visitor-ship and membership. In 2018 we completed a 7 year strategic plan that outlines the transition of the organization leadership (former Executive Director of 33 years retired on June 1, 2019). Current work is occurring for the site master plan for 10 to 20 year outlook that addresses visitor engagement and ecological land stewardship, two important organizational values. Near future, we plan to embark on a rebranding of our image and communications. Foundation support is essential to the successful on-mission activities for our gardens. Projects outlined for need are part of a larger future goals for better resources for the community and ensure quality experience for the future. Continuing on-going funding from members, donors, and foundations will be key through demonstrating our commitment and communications to gain support for our work and allows for the opportunity to keep Jenkins free welcoming admission policy.

- **How will this impact be measured?**

We will put your support to work as part of our operating that accomplishes projects core to our mission. This would include projects such as collections management in plant acquisitions and record keeping for our living museum, program opportunities to inspire observation and engagement of the natural world, and management of our forest canopy and conservation lands for the safety, beauty, and environmental health for everyone.

- **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.**

All projects requested would be spent in the calendar year received or following year (if received late in the calendar year). Welcome to share specific costs, but most items are direct costs for purchase and labor to install. No outside consultants are required for these projects.

Our fall brochure can be viewed on our website and it has descriptions of all the expected activities with costs, as well as information about Jenkins. A welcoming letter from our new Executive Director, Tom Smarr, can be found just inside the front cover. As the new director, Tom is looking to embark on a new era at Jenkins of promoting positive community living through healthy experiences in gardens and nature.

Chester County
COMMUNITY FOUNDATION

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

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WHAT IS CAPACITY BUILDING?

Capacity building helps bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity, in order to more effectively and efficiently fulfill its mission.

Capacity building may include (but is not limited to) projects which address:

- **MISSION, VISION & STRATEGY**
Organizational Assessment - Strategic Planning - Financial Planning
- **GOVERNANCE & LEADERSHIP**
Board Development - Executive Transition/Succession Planning - Leadership Development - Staff Training & Professional Development
- **STRATEGIC RELATIONSHIPS**
Coalition Building – Collaboration - Mergers & Acquisitions - Strategic Restructuring
- **RESOURCE DEVELOPMENT**
Major Gift Donor Identification, Cultivation, Development & Stewardship - Development Campaigns (Annual, Capital, Planned Giving) - Earned Income Development - Social Enterprise Feasibility & Development - Marketing, Branding & Communications
- **OPERATIONS**
Business Continuity Planning - Financial Management - Human Resources - Volunteer Management - Industry Certification - Risk Management - Technology Improvements

Capacity Building Grants have been used to fund:

- Strategic plan development
- Technology enhancements, including website design; donor tracking software; computer hardware
- Marketing plan & marketing materials development
- Financial management and internal control system improvements

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