

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.

Date September 17, 2019

Contact Information

Organization Name: Kacie's Cause
 Address: PO Box 333, Kennett Square, PA 19348
 Phone: 610-742-5249
 Website: www.kaciescause.org
 Year Incorporated: 2013

Executive Director Name: Andrew Rumford
 Executive Director E-mail: andy.rumford@kaciescause.org
 Board of Directors Chair Name: Luis Tovar
 Primary Contact Name: Andrew Rumford
 Primary Contact E-mail: andy.rumford@kaciescause.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): Kacie's Cause serves all of Chester County, with chapters in Kennett Square, Parkesburg, Coatesville, Oxford, and Exton. Kacie's Cause also has a chapter in the Poconos and Newark, DE.

Describe Population Served and Annual Number of People Served: Kacie's Cause's primary audience is parents and other family members who have lost a loved one to addiction; and elementary, intermediate, and high school students. The organization also seeks to provide awareness and education to community members. Kacie's Cause is on track to serve approximately 8,000 people in 2018.

Mission: The mission of Kacie's Cause is to educate the community about the heroin/drug epidemic, and to provide resources for prevention, treatment, and recovery support.

Proposal Summary: Kacie's Cause is requesting a \$3,000 capacity building grant to contract with cultivate, a local fund development/communication consulting agency. Leadership recently hired cultivate to complete grant research for the organization. The board would now like to bring cultivate on-board to write the grants that were identified through the research process. Additionally, through the grant research process, cultivate identified operational gaps, such as a lack of development policies, a need for donor tracking and formal acknowledgment, and no formal process through which chapters report to the main organization. With quality and professional assistance, the board and "staff" are confident that Kacie's Cause will be able to attract sustainable funding, enabling the organization to meet its short- and long-term goals.

If Capacity Building Proposal, the focus is:

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

Annual Budget <u>\$20,000</u>	<u>0</u> # of Full-Time Equivalent Paid Staff
<u>85 %</u> of budget for program expenses	<u>12</u> # of Board Volunteers
<u>15 %</u> of budget for administrative expenses	<u>50</u> # of Active Non-Board Volunteers
<u>0%</u> of budget for fundraising expenses	<u>~4,000</u> # of Volunteer Hours
<i>100 % total</i>	

Top 3-5 funding sources: Cars for Kacie fundraising event (\$2,500); Mother's Day Walk (\$2,500); individual donations (\$2,000); donations from groups (\$2,000)

Grant Amount Requested from the Community Foundation: \$3,000

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

Our Mission

Kacie's Cause is a nonprofit organization consisting of concerned parents, business people and citizens tirelessly fighting the heroin and opioid epidemic that has invaded Chester County and our nation. The organization seeks to educate communities of the widespread use of opioids and substance use disorders, while unbiasedly promoting the availability of prevention, education, treatment, recovery, and support programs in the community for individuals and their families.

Our History

Kacie Erin Rumford was the beloved daughter of Andrew & Donna Rumford and sister of Alex Rumford. She wanted to change the world, but her addiction took her too soon. Created by the Rumford family in March 2013, after Kacie's fatal heroin overdose, Kacie's Cause was started as a way for the family to turn tragedy into a positive in Kacie's memory. Kacie's Cause is a crusade to help other families avoid a similar heartbreak. Kacie's Cause has now grown to seven chapters and two active parent support groups. The volunteers and "staff" work as a team to demonstrate how local residents, schools, and law enforcement can become involved to help and protect one other.

Kacie's Cause is the only organization of its type in Chester County. The organization has a memorandum of understanding with the Chester County Department of Drug and Alcohol to be a distributor of naloxone. Other community partnerships include: subject matter experts, local ambulance squads and police departments, Recovery Centers of America, Kennett Consolidated and Unionville-Chadds Ford School District among others.

Our Activities

Kacie's Cause educates the public about the:

- Signs and symptoms of substance use.
- Laws and policy that relate to substance use.
- Medical legislation that impacts parents with children over the age of 14.
- Awareness of drug activity within Chester County's communities.

Kacie's Cause also provides information and referrals for treatment and runs three parent support groups.

Additionally, Kacie's Cause is a distributor of free naloxone (Narcan), an emergency treatment for opioid overdoses, and provides training on its proper use. Kacie's Cause volunteers are trained by the Good Fellowship Ambulance in partnership with the Chester County Department of Drug and Alcohol Services in the use of Naloxone.

Our 2019 Goals

With our established chapters and support groups, in 2019, we expect to:

- Add 2 new chapters to expand the reach of our message and support
- Distribute naloxone to and train 300 families on its use
- Educate the public about opioid and heroin addiction by participating in 5 town hall and 50 other public meetings and community events
- Educate 2,500 students on the dangers of opioid use and addiction by providing programs in Chester County school districts
- Provide support to 40 parents through two weekly parent support groups

2. Funding request

Description of key initiatives

Leadership recently hired cultivate to complete grant research for Kacie's Cause. The board would now like to bring cultivate on-board to write the grants that were identified through the research process. Additionally, through the grant research process, cultivate identified operational gaps, such as a lack of development policies, a need for donor tracking and formal acknowledgment, and no formal process through which chapters report to the main organization.

Kacie's Cause has recently celebrated its fifth anniversary as a nonprofit. In this time, it has experienced much success. However, the organization's leadership recognizes that to sustain itself it must strengthen its foundation. With cultivate's professional assistance, the board and "staff" are confident that Kacie's Cause will be able to ensure organizational effectiveness.

Specific needs and issues to be addressed

Opioids, often heroin laced with the painkiller fentanyl, kill about 10 people every day in Pennsylvania. In Chester County alone, 547 died of drug overdoses in the past three years, according to the DEA's Philadelphia division. Nearly 69% of those overdose deaths were men; 90.5% of whom were white. Nearly 47% were in the age range of 25 to 44.

As noted above, Kacie's Cause was founded five years ago. And, also noted above, in those five years the organization had realized many successes. However, to maintain its success and grow, the organization must look to diversify its funding strategy. Kacie's Cause has two strong fundraising events – Cars for Kacie and the Mother's Day Walk. The organization also has an individual giving program that, while in its early stages, has the potential to become a reliable funding source. It is for this reason, that the organization has turned to grant writing and has hired Kristine Parkes of cultivate to conduct grant research. Kacie's Cause is aware of the unprecedented funding that is available through private and governmental grants to fund the Opioid epidemic, and with cultivate's help is hoping to bring some of that funding to Chester County to expand the work of the organization.

Additionally, through its initial work with cultivate, Kacie's Cause has become aware of a few organizational gaps. Understanding that funders, both individual and foundation/government sources, will look closely at the organization prior to making a financial commitment, the leadership of Kacie's Cause would like cultivate to assist the organization with strengthening the organization's overall effectiveness.

Organizational impact if initiative is undertaken

By implementing nonprofit best practices, Kacie's Cause will be able to:

- Apply for private foundation grants for the first time in the organization's history
- Apply for county and state grants for the first time in the organization's history
- Implement processes that support the development process, making staff and volunteers accountable for meeting specific standards
- Implement chapter guidelines and processes that support Kacie's Cause's mission and vision and hold chapters accountable for meeting operational and reporting standards
- Benchmark organizational goals (programmatic, fundraising, and operational) for the first time in the organization's history

How will this impact be measured?

The work of cultivate and the Kacie's Cause team will be measured using qualitative and quantitative methods including: monthly reports from cultivate to the board of directors and the staff that track the progress of the activities outlined below and a monthly grant report.

3. 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.

The expected activities include:

- cultivate managing the grant schedule for the 2019 fiscal/calendar year. Measurement: monthly reports providing status of grant proposals.
- cultivate working with staff to create processes and policies that adhere to best practices in nonprofit development. Measurement: monthly status reports; completion of documents; approval of documents by board as needed.
- cultivate working with staff and key volunteers to create chapter guidelines and processes that will hold chapters accountable for meeting operational and reporting standards. Measurement: monthly status reports; completion of manual; completion of trainings; surveys
- cultivate working with staff and key volunteers to create organization goals for 2019, along with the means to measure these goals. Measurement: monthly status reports; online surveys; trainings

Kacie's Cause has chosen to work with Kristine Parkes of cultivate. Located in Gilbertsville, cultivate specializes in meeting the fund development, communications, and management/planning needs of non-profits and school districts. cultivate has worked with clients with a local, regional, and national focus, including the Pennsylvania Parks and Forests Foundation (Camp Hill, PA), FracTracker (offices in PA, NY, and CA with a national focus), and New Jersey Council of County Colleges (located in Trenton with a state-wide focus).

kultivate brought GivingTuesday to Chester County in 2014, coordinating all activities related to the day on a pro bono basis. cultivate will again coordinate GivingTuesdayChesCo in 2018.

The agency's founder, Kristine Parkes, MA, CFRE, will be the lead consultant for our project. Her experience as a volunteer, staff member, board member, and consultant, combined with her involvement with the Pennsylvania Association of Nonprofit Organizations' Standards for Excellence Program, allows her to bring a complete perspective to every project.

Kristine has agreed to a retainer fee of \$800 per month for the first year of our relationship. We are requesting that the Chester County Community Foundation support 1/3 of that retainer.

Why it is important to fund this now

Not only will a grant from the Chester County Community Foundation will put Kacie's Cause on the road to sustainable, reliable, and ongoing funding, it will enable the organization to establish the best practices that will ensure sustainability. After Kacie's fatal heroin overdose, Kacie's Cause was founded as a way for the family to turn tragedy into a positive. Like other "kitchen table" nonprofit founders, Andy and Donna Rumford didn't have nonprofit experience when they founded Kacie's Cause. Now, five years later, the organization has grown to seven chapters and two active parent support groups. Now is the time for Kacie's Cause to embrace the best practices that will see the organization through for the next five years.

4. How impact and results will be demonstrated

Impact and results will be demonstrated through:

- the number of grants received, and the total money raised through these grants;
- the completion of chapter guideline and process manual;
- the creation and completion of organizational goals; and
- completion of development processes and policies.