Contact Information
Organization Name: SILO Works (SILO) Executive Director/CEO Name: Melissa Pacella
Address: PO Box 22 Oxford, PA 19363 Executive Director E-mail: Melissa@oxfordsilo.com
Phone: 610-932-7500 Board of Directors Chair Name: Ed Herr
Website: www.oxfordsilo.com Primary Contact Name: Melissa Pacella
FEIN: 82-2595175 Primary Contact E-mail: Melissa@oxfordsilo.com
Year Incorporated: 2019 (organized as a church in 2011)

Organization Information:
Field/s of Interest: Human Services
Mission: SILO is a welcoming and diverse group of friends who come together to Serve, Inspire and Love Others in our community.
Geographic Area Served: Southern Chester County, with a focus on the Oxford area
Describe Population Served: SILO works with a variety of people, including those with mental illness, limited mobility, addictions, single parents, seniors, immigrants, people who are unemployed, underemployed and homeless. We also help those who are mentally and financially stable, but who are in need of friendship and support.
Number of People Served Annually (estimated):
- Attendance at monthly meals: 1,710
- Number of Home Visits: 226
- Number of rides given: 226
- Unique attendees at monthly meals: 285
- Unique people visited at home: 43
- Number of unique people given a ride: 48

Annual Budget $187,365
- 57.4% of budget for program expenses- FYTD
- 17.1% of budget for administrative expenses
- 25.5% of budget for fundraising expenses

# of Full-Time Equivalent Paid Staff 2
# of Board Volunteers 3
# of Active Non-Board Volunteers 62
# of Volunteer Hours (per year) 2,770

Top 3-5 funding sources: Board members, Snow Ball fundraiser and Herr’s Foundation
Is this grant proposal for: Capacity Building _X_ or General Operating ____?
The focus is: Fundraising & Development, Strategic Relationships, Marketing and Technology
Grant Amount Requested from the Community Foundation: $5,000

Proposal Summary:
SILO is coming up on our 10th Anniversary of building relationships with those in need in Oxford. This has sparked a review of many of the interfaces we use to communicate with our friends (clients), volunteers and donors. We are looking to update our brochure, website and social media while creating a new promotional video and mass email newsletter. To create organizational stability, increase efficiency and professionalism while strengthening the relationship with a key collaborating organization, we are considering renting an office space from Oxford Neighborhood Service Center. We are looking for help with the expenses associated with this growth and development.
II. CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL NARRATIVE

SILO’s History
SILO began ten years ago with a small group of dedicated volunteers who wanted to connect to others in Oxford. As relationships were built and stories shared, it became obvious that there were many needs in the community. While many people were hungry for friendship, many were just hungry. The first free community meal was hosted and invitations were hand delivered to new friends and strangers. The free monthly meals continue to be a central place for people who are isolated or hungry to come together and get their fill. Since guests at the meal come from all walks of life, there is a beautiful and natural community formed which crosses conventional boundaries of gender, race and economic status.

As we continued to grow, we added programs to help our friends. We regularly visit people in their homes who would otherwise be isolated or ostracized. These visits help them feel connected and build relationship, especially if age or illness prevents them from leaving their home. We provide rides to those who don’t have a vehicle or the ability to drive themselves. Our elderly and sick friends benefit most from these rides to the laundromat, grocery store or doctor’s appointment. Occasionally, we complete work projects. Helping paint, landscape or do household chores means a lot to people who are not able to do the work themselves. The work of SILO continues to be informed by the needs of the people we meet.

SILO’s Goals
SILO seeks to bring together the broadest spectrum of people. This community, built of unlikely friendships between people from every walk of life, comes together to help each other. Each one of us has something to give and something we need. By accepting and loving each other- just as we are- and by helping each other when we can, SILO can be a force for healing, inspiration, transformation and growth.

SILO’s Key Achievements:
• Helped 29 people avoid homelessness since September 2018
• Helped 16 people find employment since September 2018
• Maintain relational connection with those who are home bound, sick or in prison.
• Empowered those who are isolated to courageously leave their homes to come to a meal, help others or take a step forward in their own lives.
• Fosters a playful, hard-working, resourceful and collaborative volunteer culture.
• Creates a sense of community and belonging for all participants. Our volunteers and meal attendees refer to SILO as an extended family; a place where friendships are genuine and people reach out to help each other.
• Blurs the lines between those who are helping and those who are helped. SILO creates opportunities for everyone to participate in our community through volunteer service.
• Advocates for friends with employers, landlords and partnering agencies

SILO’s Distinctiveness
Building relationships, trust and community with our friends on the streets of Oxford, uniquely positions SILO to learn about the greatest needs in our community. Unlike most non-profit organizations, we spend the bulk of our time going to the people we work with, not expecting them to come to us. This approach means our friends are more comfortable to share about their greatest challenges. From there, we are better informed on how to create positive change in their lives. SILO comes alongside individuals and families in a practical way- we offer friendship, support, a listening ear and help, as needed.

Though we hope for all of our friends to be healthy and making decisions that better themselves and others, we love and accept people where they are on their life’s journey. We have learned that this acceptance can actually be the seed of self-empowered transformation. When our friends feel
genuinely loved and accepted, they feel more valuable and work harder to achieve the goals they have for their life.

Friends who would otherwise be shut off from the world, depressed and unproductive, find purpose from their participation with SILO. We empower those struggling and offer them a space to give to others. Most people we help turn around to help someone else; validating their place in the community and building their confidence.

**Description of key initiatives and specific needs and issues to be addressed**

**Office Space, $2,500**

Being regularly accessible on the streets of Oxford will remain a top priority for SILO. However, we’ve learned that having no office space has a down side. The cost of working out of coffee shops has become expensive for staff and the emotionally taxing work provides no safe place for staff to decompress before heading home for the day. These factors have brought staff close to burnout.

SILO’s two staff have been with the organization for years and have built a reputation as those able to help the most vulnerable in our community during crisis as well as providing ongoing support and friendship. This value is unmatchable and one of our greatest assets. We recognize the work of SILO is particularly challenging and draining and we want to integrate structures that supports our staff and allows them to continue this work in the community for years to come.

We are looking to set up a small office space in downtown Oxford, located close to the people we serve. An opportunity to rent an office from Oxford Neighborhood Services Center has recently come to our attention. This could create a mutually beneficial situation. We work with many of the same clients as NSC and often the two organizations refer clients to each other. Being located in the same building eases the transition for clients and ensures needs are met quickly. Much of the overhead that would take time and money to establish is already in place (internet, phone systems and a kitchen). This rental expense for us becomes the income of another non-profit, multiplying the impact of the grant. Rent for the small room would be $3,600 annually. This grant would cover roughly 70% of the rent allowing for this expense to be within reach of our modest budget.

The benefits of having a home base is that our friends could communicate directly with us if they don’t happen to see us on the street. With an office, staff can more efficiently manage supplies, making them accessible to both staff and volunteers when needed. In addition to supporting staff, an office would solidify our presence in the community, keeping our organization top of mind for donors, volunteers and those needing our services.

**Office furniture and supplies, $200**

Since SILO hasn’t had an office before, we would need to invest in a few key pieces of office furniture including two desks, two office chairs, two file cabinets and seating for guests. Basic office supplies would also need to be purchased to ensure the functionality of the space. If funding for the office space is approved, we will search for high quality second hand furniture to set up the office.

**Technology $1,500**

When our friends are in need, they hope to get a hold of us quickly. Outdated or inefficient technology has limited staff’s ability to respond quickly and professionally to our friends’ needs. Lacking key tools in the field has limited our speed of communication, access to information and ability to complete important application forms with friends. Data loss and lack of storage for files and photos limits the effectiveness of our work. We are looking to improve our communication channels by acquire two refurbished MacBook Air laptops and a printer. These basic tools increase our efficiency and effectiveness with the people we serve.

**Short Videos, $500**

Because SILO is a grassroots organization, with word of mouth our main form of communication with new friends, volunteers and donors, there are some missed opportunities to communicate about our work with those who might be interested in helping. We are currently updating many of our forms of communication to reach a broader audience, widen our financial base and ensure more people are familiar with our work.
SILO is working with a professional videographer to create a 2-minute introductory video to share with potential donors and volunteers. We would like to additionally contract the videographers to make short videos from the footage they already gathered. These 15- and 30-second videos would focus on the stories of the people we’ve helped and our volunteers. The videos would create interesting content for our growing social media presence and direct people to our Facebook page and website to learn more about us. These videos would raise awareness about SILO and increase our social media engagement before upcoming social media fundraising campaigns.

**Brochure, $100**
SILO is redesigning our brochures after nearly 5 years. We are including more photos as well as a more detailed description of our work. Our goal is for the brochure to be distributed to potential donors and volunteers via our increasing number of networking opportunities. We would like this part of the grant to be applied post fact to brochures we plan to print in the next two months.

**Booklet, $200**
Similar to the brochure, the booklet is a tangible way for the curious to learn more about us and get involved with a gift a time or money. The 12-16 page booklet will be filled with photos of our work and interesting facts that couldn’t fit in the brochure. Each program will have its own page in the booklet to detail our work and services. By updating and increasing our forms of communicates, we can decrease the gap in awareness about SILO’s services in the community.

**Why it is important to fund this now**
Our upcoming 10th Anniversary (November 16th) has caused us to reconsider the practices we’ve fallen into as an organization. Some of our practices are reasonable and functional, while others compensate for lacking resources, namely an office and technology. Office space is currently available at NSC, but the availability of that space is not guaranteed in the future. We currently have above average engagement from our newly created Development Committee. This group brings the skills to implement a thoroughly updated marketing plan for SILO. Utilizing these volunteers’ skills and interest makes now an apt time to move forward. In this current redevelopment phase, making improvements and investments across the board now ensures brand consistency and a more professional representation of our grassroots effort.

**How will this capacity building initiative impact your nonprofit?**
- Boost staff morale
- Provide a private meeting space for clients when the topic of conversation is delicate
- Improve the credibility, reputation and visibility of SILO in the Oxford community.
- Renting space from NSC would increase natural networking with a collaborating non-profit
- Improved technology will increase our professionalism with a better response time, organization and efficiency; less time will be wasted trying to get old technology to work.
- Having professionally created videos, brochures and booklets are key tools when asking for funding from donors. These materials will clarify the work, purpose and effectiveness of our organization with potential donors.
- The videos will grow our social media following, attracting potential volunteers and donors

**How will impact and results be determined and measured?**
- Staff retention
- Additional collaborations and networking with NCS
- Quantity of new volunteers and donors
- Increased funding apart from fundraising events
- Increased following and engagement on social media
- Perceptions of increased reliability and stability as measured by new referrals from partnering non-profits, volunteers and friends

**Include a description of the expected activities; timeline and costs to implement the initiative**
See attached Work Plan