I. CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL SUMMARY SHEET

Date: August 25, 2019

Contact Information
Organization Name: Westside Community Center
Address: 430 Hannum Avenue, West Chester, PA 19380
Phone: 610-314-4327
Website: http://www.westsidecommunitycenterwc.org
Year Incorporated: 2012
FEIN: 46-0764528

Executive Director/CEO Name: Ryan Enns
Executive Director/CEO E-mail: Ryan@westsidecommunitycenterwc.org
Board Chair Name: Michelle McGowan
Primary Contact Name: Ryan Enns
Primary Contact E-mail: Ryan@westsidecommunitycenterwc.org

Has your nonprofit ever applied to the Community Foundation? Yes X No__ Not Sure__
Has your nonprofit ever received funding from the Community Foundation? Yes X No__ Not Sure
X Donor Advised Fund(s) _____Fund for Chester County _____Don’t know/Not sure

Field/s of Interest:
___ Arts, Culture & Humanities ___ Environment/Animal Welfare X Education
X Health X Human Services X Religion

Organization Information:
Geographic Area Served:
West Chester Area School District (students served primarily live in the Borough of West Chester)

Describe Population Served and Annual Number of People Served: The Westside Community Center (The Westside) serves 100 students (Middle and High School) through our core After School Program, Skate-Spot Program, Summer Soccer Camp and Enrichment Programs (LEAD & Thrive). 100% of students served are enrolled in the West Chester Area School District and predominantly live in poverty and come from single-parent households. Many students have experienced transient housing conditions, homelessness, abuse, food-insecurity, parents addicted to drugs/alcohol, are first or second generation immigrants and are struggling academically. In addition to our core programs, approximately 10 families are served through our Community Garden and over 255 adults receive free tax preparation services through our partnership with VITA (Volunteer Income Tax Assistance).

Mission:
Westside Community Center’s mission is to empower families and youth academically, socially and Spiritually; inspiring them to take on leadership roles in their community.

Proposal Summary: The Westside Community Center respectfully requests $4,650 to improve our marketing materials so we can increase volunteer recruitment, student enrollment and donor participation. Funding will specifically be used to hire a graphic designer and professional photographer and to cover the cost of printing and mailing brochures, flyers and thank you cards.

Annual Budget $185,390
____ 74 % of budget for program expenses
____ 13 % of budget for administrative expenses
____ 13 % of budget for fundraising expenses
100 % total

2.5 # of Full-Time Equivalent Paid Staff
____ 8 # of Board Volunteers
___ 26 # of Active Non-Board Volunteers
560 # of Volunteer Hours

Top 3-5 funding sources:
Pilgrim Foundation $10,000, Erie Insurance Foundation $10,000, and Connelly Foundation $5,000.

Grant Amount Requested from the Community Foundation: $4,650
II. CHESTER COUNTY COMMUNITY FOUNDATION

GRANT PROPOSAL NARRATIVE

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

In 2012, the Westside Community Center (The Westside) was founded with the mission of empowering families and youth in the West Chester area by helping them to develop academically, socially and spiritually. Ultimately, as individuals experience growth in these areas, our goal is that they will be inspired to become positive role models and leaders in the community.

In order to accomplish our mission, The Westside initially ran 3 distinct programs—The After School Program, The Community Garden and The Skate Spot. The Community Garden and Skate Spot were, and are still, open to all and the After School Program continues to serve middle and high school students in the West Chester Area School District. Over the past 2 years, we expanded our programing by instituting 3 new Enrichment Programs that were developed and facilitated in partnership with West Chester University students: LEAD (Leadership & Career Readiness), THRIVE (Nutritional Education) and EDGE (Leadership, Social and Diversity Empowerment).

Our distinctiveness lies in our holistic engagement with the community. In addition to the programs that we run; The Westside also serves as a site where community members can access critical services such as free tax preparation done by VITA volunteers. Last year, 255 members of the community benefited from the tax preparation done by VITA volunteers at our location (Helping put $426,765 federal dollars and $19,965 state dollars back into people’s pockets). We also partner with Young Lives, an organization who serves teenage moms and The Bridge Academy, an organization serving at-risk youth in Coatesville. Throughout the year we also host events such as skateboarding competitions, neighborhood barbecues, and movie nights in an effort to provide community resources and build healthy and impactful relationships throughout West Chester.

We are pleased to report that in our most recent survey of core students, 75% said The Westside helps them feel more motivated academically, 71% improved reading and/or writing skills and 71% plan to enroll in college or a trade school after high school. Additionally, over 88% said that since coming to The Westside they feel more confident and better about themselves, 75% have developed new friendship and over 88% said The Westside helps them avoid alcohol, drugs, and skipping/dropping out of school.

2. Funding request

Description of key initiatives

The Westside respectfully requests a $4,650 Capacity Building Grant to update and expand our marketing materials. Funding will specifically be used to hire a graphic designer and professional photographer and to cover the cost of printing and mailing brochures, flyers, and thank you cards. The following are the key initiatives The Westside hopes to achieve by investing in new marketing materials:

- **Recruit new students**: The Westside has the physical capacity and staffing necessary to accommodate more students. We have traditionally relied on word of mouth but want to expand our reach farther to ensure every student in need is aware of The Westside and the resources we have available for them.
- **Recruit new volunteers**: As The Westside’s student enrollment increases, so does our need for additional volunteers to provide the supervision, academic support and mentorship that our students need to succeed.
- **Cultivate and steward new and existing donors**: Increased enrollment also generates a need for additional funds to sustain the program. Historically, The Westside has relied on personal contacts of staff/volunteers for funding; but as the organization continues to expand and reach further into the Borough, it is critical that we onboard new funders to sustain the program.
- **Generate increased impact in West Chester**: The Westside currently serves over 100 at-risk youth annually. There are over 14,000 students in The West Chester School District and no other free, drop-in after school programs available to at-risk middle and high school aged youth. We are proud of our impact but know we have barely scratched the surface of need and want to ensure more youth have access to the academic, social and spiritual supports needed to succeed and become positive contributing members of The West Chester Community.

Specific needs and issues to be addressed

The Westside has been serving the Borough of West Chester for 7 years, providing middle and high school students with a safe, positive and supportive environment after school. Since its inception, The Westside has experienced steady growth and substantial impact. However, despite our growth, there are still many students and families unaware of Westside and the many resources we have available. It is imperative that The Westside invests in marketing to maximize our reach in the community and ensure every family in need knows who we are, where we are and how they can get involved.
Through marketing efforts we also hope to better communicate our impact and services for the purpose of recruiting more volunteers and increasing donations (both in-kind and monetary) from local businesses and individuals. Westside is at the center of many exciting things happening in the Borough of West Chester and we want to ensure sustainability by increasing commitments from both volunteers and donors.

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

Students and families served by The Westside face difficult circumstances including homelessness, addiction, language barriers, poverty, abuse, food-insecurity and/or illiteracy. Without The Westside, the majority of students served would be home-alone and/or on the streets, unsupervised - substantially increasing their risk for juvenile delinquency, substance abuse and other destructive behaviors. There is a rising need for free, drop-in programs available to middle and high school students in the Borough of West Chester, and Westside provides that. Financial support of The Westside is vital to ensure our community’s social, academic and Spiritual needs are met.

The Westside has the physical capacity to serve more students than we currently are. Every day that at-risk youth in our community are home alone unsupervised puts the well-being of both them and their family at risk. Ranae is a sophomore at WC East High School and began coming to The Westside’s After School Program at the start of the school year. Ranae struggles with depression and is dealing with the recent death of her mom. Early on, The Westside staff observed how Ranae would seek attention in unhealthy ways, like being physically aggressive with others and refusing to participate in after-school homework and tutoring activities. Since becoming more involved at The Westside, Ranae is much “softer” and has learned to engage in conversation and ask for what she needs. She has also started bringing her backpack to the program and happily completes academic assignments alongside staff and volunteers.

There are many more “Ranae’s” in our community who need The Westside. An ELL Teacher at WC Pierce Middle School recently shared, “(My student’s) parents work multiple jobs, do not know English and rely on school and supports like The Westside for their student’s academic, social and emotional health. Without The Westside, many students would fall behind in school and potentially get involved in activities after school that would not promote a healthy future for them or their families.”

**How impact and results will be demonstrated**

The impact of investing in new marketing materials for The Westside will be demonstrated through increased student enrollment, volunteer recruitment and donor participation. Quantified data will be demonstrated to our stakeholders through grant reports, newsletters, and our annual report.

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

An investment in marketing materials for The Westside will increase donor participation, volunteer recruitment and student enrollment. With this grant, The Westside will:

- Improve & update our website and marketing materials
- Inform our community about the opportunities available at The Westside (for students and volunteers)
- Educate our community about the impact The Westside has on students
- Increase student enrollment of both middle and high school by 25% in Westside programs
- Increase volunteer enrollment by 15% at The Westside
- Grow new donor participation by 15% at The Westside

**How will this impact be measured?**

The Westside will use both quantitative and qualitative analysis to track overall effectiveness. Data will be collected from daily student attendance logs and enrollment rates as well as Volunteer registration and attendance logs. Westside will also survey participating students, volunteers and parents to inquire about how and when they heard about The Westside. Additionally, all donations will be tracked, and new donors will be surveyed so we can better understand how they learned about The Westside and their motivations for giving.

**Description of Activities**

The following activities are necessary to complete The Westside’s Capacity Building Project:

- **Graphic Design:** The Westside will hire the help of a local graphic design professional for $35/hr. for up to 40 hours. The graphic designer will be responsible for updating The Westside’s website, creating an outline for the donor mailers and designing new promotional materials (brochures and flyers) and donor thank you cards.
Photography: The Westside will hire a professional photographer for 3 photo sessions at $50/each. The photographer’s purpose is to build a portfolio of photos that The Westside can use for their website, social media and future promotional materials and thank you cards.

Advertisement: The Westside will print (in-house) fliers and brochures to be mailed and distributed throughout the community to help recruit students, volunteers and new donors. In addition to mailings, The Westside will distribute promotional materials via community events throughout the year. New thank you cards will also be designed/printed and mailed to donors as donations come in.

Project Timeline
The Westside is ready to launch this project as soon as funding is secured. Projects will be prioritized as follows:

- Month 1: Hire graphic designer and photographer
- Month 2: Graphic designer will update the organization’s website data/design
- Month 3: Westside will schedule and host 3 photo shoots with photographer
- Month 4: Graphic designer will create updated fliers, brochures and cards with new photos and designs
- Month 5: Create outline for the mailers and generate list of potential donors
- Month 6: Approve and print new marketing materials and thank you cards for donors
- Month 7: Send mailers to potential donors and distribute brochures and fliers throughout the community and among local middle and high schools
- Month 8-12: Continue to replenish the supply of brochures and fliers at local schools, process donations, send out thank you cards to donors and attend local outreach events

Capacity Project Costs
The Westside’s Capacity Building Project will cost $4,900 and we are requesting $4,650 from CCCF. The remaining expenses will be funded via individual donations.

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*GD - 35/hour X 40 hours = 1400
**P - 50/session X 3 sessions = 150

Thank you for the kind consideration.

III. ATTACHMENTS
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.

- E-mail proposals to grants@chescof.org. Receipt will be confirmed by e-mail.