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 Funds: Field of Interest Funds + Donor Advised Funds.
- 99% of the grants issued by the Community Foundation are made possible through the generosity of the Fund Advisors who created donor advised funds. $2.2+ million is granted annually to nonprofits in Chester County and beyond.
- All Community Foundation Funds accept this grant application form.

Proposals submitted by nonprofits will be considered for 2 types of grants:

1) FIELD OF INTEREST & DONOR ADVISED FUNDS

- Proposals received any time throughout the year are eligible for funding consideration from the Foundation’s Field of Interest Funds & Donor Advised Funds.
- Grant awards typically range from $500 - $7,500.
- Grant decisions are made intermittently throughout the year, as Fund Advisors desire.
- Proposals are electronically shared with Fund Advisors to assist them in making grant decisions.
- General operating grants are encouraged. Nonprofits should be specific about their mission, goals, and measurable outcomes.
- Grants focus on Chester County causes and issues, but are not limited to Chester County.
- Grants may be made to charitable nonprofits working in all fields of interest including arts, culture and humanities; education; community improvement; environment; religion; health; and human services.

2) FUND FOR CHESTER COUNTY CAPACITY BUILDING INITIATIVE

- The goal of the Community Foundation’s capacity building grantmaking is to strengthen the effectiveness of nonprofit organizations serving the Chester County region.
- Capacity building proposals received by September 15 annually will be eligible for this special grant initiative.
- Capacity building projects should strengthen a nonprofit, in areas including:
  - Mission, Vision & Strategy
  - Governance & Leadership
  - Strategic Relationships
  - Operations and Technology
  - Fundraising & Development
- Grant awards range from $500-$5,000.
- NPO’s with budgets $ 750,000 or less preferred
- Grant monies are distributed by February.
- Nonprofits must be located in and serve Chester County to receive a grant from this special initiative.

- A proposal is considered “complete” when the Chester County Community Foundation has confirmed receipt of the Grant Proposal Summary Sheet, Narrative and Attachments.
- Proposals are shared electronically online with Fund Advisors and the Grants Committee.
- The electronic form is available at www.chescocf.org.

Per IRS regulations, applicants: must be charitable, tax exempt organizations with 501(c)(3) certification and cannot be individuals

- E-mail proposals to grants@chescocf.org. Receipt will be confirmed by e-mail.
- Please contact Kevin Baffa or Beth Harper Briglia at (610) 696-8211 or grants@chescocf.org if you have any questions. Thank you.
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 9/15/2019

Contact Information
Organization Name: YoungMoms
Executive Director Name: Linda Mercner
Address: P.O. Box 376, Kennett Square, PA 19348
Executive Director E-mail: Linda.mercner@youngmomscommunity.com
Phone: 855-964-666
Website: www.youngmomscommunity.com
Year Incorporated: July 2015

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 __

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):
YoungMoms serves young mothers that reside in Southern Chester County (Kennett Square, Avongrove and Oxford Area School district).

Describe Population Served and Annual Number of People Served:
YoungMoms serves pregnant and parenting young women living in Southern Chester County, PA, who enter the program between the ages of 14 and 21 years old. Many deal with a myriad of issues including domestic violence, poverty, language barriers, depression, unemployment, incomplete schooling, homelessness, and a general lack of options and opportunities. In addition to the many individual challenges facing the youth in our program, teen mothers are a significantly high-risk population. Teen moms are more likely to drop out of school, and less than 40% obtain a high school diploma. Teen mothers are much more likely to live in poverty than their non parenting counterparts, with over 80% of them relying on welfare within the first few years of giving birth. Teenage moms are more likely to experience depression, substance abuse, and abusive relationships than their non-parenting peers. Children of teen mothers are also a high-risk population. They are more likely to receive inadequate prenatal care, be born prematurely, face significant physical and developmental delays, do poorly in school, be at risk of child abuse, and live in poverty than those children born to adult mothers.

We anticipate that during 2019 we will directly serve 65 young moms, and indirectly serve approximately 85 children and 12 young dads.
Mission:
The mission of YoungMoms is to inspire and equip young moms to build thriving futures for themselves and their families.

Proposal Summary:
YoungMoms respectfully requests 5,000 for a Capacity Building Grant to develop a Strategic Plan for the organization. YoungMoms is looking to hire a consultant to work with the Board of Directors and staff to develop a three to five year Strategic Plan that would continue to refine our organization's vision framework and identify, prioritize new strategic goals and objectives to enhance our mission and community impact, and strengthen our internal capacity to achieve long term organizational and financial viability. The Strategic Plan will frame and prioritize strategic goals and measurable objectives related to YoungMoms' identity, branding, governance, operations, programs, and community partners. Finally, completing and implementing a Strategic Plan will allow us to more effectively communicate our mission/outcomes to the community, enhance existing/develop new funding relationships, and ultimately better serve our clients.

If Capacity Building Proposal, the focus is:
X Mission, Vision & Strategy
___ Governance & Leadership
___ Strategic Relationships
Fundraising & Development
___ Technology

Annual Budget $363,766.00
80 % of budget for program expenses
10 % of budget for administrative expenses
10 % of budget for fundraising expenses

___ 3 # of Full-Time Equivalent Paid Staff
___ 9 # of Board Volunteers
___ 138# of Active Non-Board Volunteers
___ 2460 # of Volunteer Hours

Top 3-5 funding sources:
United Way Southern Chester County $31,660
Nelson Foundation $25,000
Marshall Reynolds $15,000

Grant Amount Requested from the Community Foundation: $5,000.00
Nonprofit’s history, goals, key achievements and distinctiveness

YoungMoms is a comprehensive program that provides the academic, employment, relational, and parenting support for pregnant and parenting young women. Our mission is to inspire and equip young moms to build thriving futures for themselves and their families. YoungMoms started in the fall of 2010 as a program of The Garage Community and Youth Center. As of January 2016, YoungMoms operates as a separate and independent 501(c)3 organization.

Over the last nine years, YoungMoms has helped more than 170 teen moms stay in high school, pursue college education or vocational training, gain parenting and other life skills, and connect with community resources. Our holistic approach provides participants with the support and resources necessary to help them gain control of their lives, make healthy personal decisions, and attain financial stability. Young women remain in the program between two and four years, allowing us to assist them in overcoming obstacles which might normally derail their progress in achieving goals. This long-term investment, coupled with our holistic approach, is what makes YoungMoms uniquely effective.

We utilize a combination of case management services, one-to-one mentoring, and large group gatherings to achieve our mission. Our goal is that each participant will:

• **Achieve academic and employment goals**: We provide support to our young moms to complete high school, attain their GED, or enter training, certification and degree programs. We assist them in developing resume writing, job search and interviewing skills. We network with businesses to learn about job opportunities and then make appropriate client connections.

• **Gain life and parenting skills**: Staff and volunteers provide ongoing life skills instruction in areas such as healthy relationships and financial responsibility and management. We teach our young moms effective communication, conflict resolution, decision-making and time management skills. YoungMoms uses the evidence-based Parents as Teachers “Partnering with Teen Parents” curriculum as the basis of our parenting support. YoungMoms provides sexual health and reproduction educational materials, and connects participants to reproductive and medical care.

• **Grow is self-esteem and feel part of a community of support**: One of the primary challenges facing young moms is isolation from peers and from the community at large – a leading cause of depression and substance abuse. YoungMoms holds monthly dinners and workshops where teen moms have an opportunity to develop relationships with peers in similar circumstances and with positive adult-role models. Many of our young moms are matched to a trained volunteer mentor who provides encouragement and support.

YoungMoms serves pregnant and parenting young women who enter the program between the ages of 14 and 21 years old and reside in Southern Chester County, PA. Many of our young moms face huge obstacles: single parenthood, lack of education, poverty, homelessness, and a general lack of options and opportunities. The majority of participants are Latino immigrants or first-generation Mexican-Americans whose parents work long hours in low-wage jobs and lack the English skills and resources necessary to help their pregnant and parenting daughter navigate complex educational and social service systems. Without additional support, it is immensely difficult for a teen mother facing these challenges to complete her education, access available medical, social and financial resources, and become financially independent. Nationally, only 40% of teen mothers finish high school and fewer than 2% have graduated college by the time they are 30. YoungMoms is working to change those statistics in our local community. To date in 2019 we have served 56 young moms, all of whom identified academic, employment, relational and parenting goals and created a plan to achieve them. In our annual client survey 100% of participants reported that YoungMoms encouraged them to complete their education or pursue additional certification or training. 90% of unemployed or underemployed clients were trained in resume writing, interviewing and job search skills, and 79% of participants were employed and/or enrolled in a school/training program. We helped young moms continue with high school, GED or C.N.A. programs, enroll in college, and obtain a driver’s license or a learner’s permit – a necessity for their work/school obligations. We connected 100% of young moms needing support in learning English with an English Language Development (ELD) program.

There is no similarly individualized and comprehensive support program in our community that provides the combination of case management support, life skills instruction, one-to-one mentoring, and community building activities. YoungMoms has become an essential resource that brings a sense of confidence and optimism to young mothers and empowers them to break the underlying cycles of poverty, abuse and low self-esteem that often influence teen pregnancy.

Specific needs and issues to be addressed

YoungMoms respectfully requests 5,000 for a Capacity Building Grant to develop a Strategic Plan for the organization. YoungMoms is looking to hire a consultant to work with the Board of Directors and staff to develop a three to five year Strategic Plan that would
continue to refine our organization's vision framework and identify, prioritize new strategic goals and objectives to enhance our mission and community impact, and strengthen our internal capacity to achieve long term organizational and financial viability. The Strategic Plan will frame and prioritize strategic goals and measurable objectives related to YoungMoms' identity, branding, governance, operations, programs, and community partners. Finally, completing and implementing a Strategic Plan will allow us to more effectively communicate our mission/outcomes to the community, enhance existing/develop new funding relationships, and ultimately better serve our clients.

Why it is important to fund this now
An investment in a Strategic Plan is critical for YoungMoms' continued growth and sustainability. YoungMoms completed a Strategic Plan in 2017 which provided a framework for programming and organizational growth over the past 3 years. As that Strategic Plan is completed, we are seeking to develop a new Plan to further strengthen programming and organizational structure and ensure our continued growth and sustainability.

YoungMoms' client base has grown tremendously over the past several years. This has generated an increased need for additional staff, volunteers, resources, and revenue to effectively accomplish the organization’s mission. With such growth, it is imperative that YoungMoms has in place a clear plan to perform its services with excellence, raise sufficient funds, train volunteers, and develop a framework by which key programmatic and administrative decisions are made in total alignment with the mission. Without a formal Strategic Plan, it is more challenging for the Board of Directors and staff to make sound decisions for the future.

How impact and results will be demonstrated
A Strategic Plan will enable YoungMoms to continue to articulate a strategy to best serve constituents and continue a sustainable trajectory of expansion. Local schools, governments, citizens, and organizations rely on YoungMoms to guide its pregnant and parenting teens to financial independence, healthy family lives, and vibrant participation in the community. With close to 60 young mothers, and their 85+ children accessing services each year, YoungMoms recognizes that a Strategic Plan is imperative for continued growth and success.

As YoungMoms participants are empowered to set and achieve their goals they are able to alleviate reliance on public assistance and welfare programs, enabling them to contribute more positively to the workforce and our community. In addition to the impact the program is making on the young moms, it has rippling effects on our client's children who gain an improved quality of life as their mothers increase employability, gain education, enhance life skills, receive mental health services and develop confidence as women and mothers. YoungMoms has become an essential resource that brings a sense of confidence and optimism to young mothers and empowers them to break the underlying cycles of poverty, abuse, and low self-esteem that often influence teen pregnancy.

How will this capacity building initiative impact your nonprofit?
A Strategic Plan will identify strengths and weaknesses in the organization's existing programs and provide strategies to improve services and program outcomes as well as identify and assess YoungMoms' capacity for new programs. A strategic plan will help to streamline processes such as the recruitment and enrollment of volunteers (mentors & tutors). Additionally, this project will outline a plan for YoungMoms to ensure its financial sustainability and increase its capacity to ensure all young mothers in Southern Chester County have access to the resources needed to reach their academic, vocational, relational and parenting potential.

We anticipate that the Strategic Plan would result in:

- Defining goals that are realistic, achievable, and appropriate for the organization
- Developing a broad understanding of the organization's unique culture
- Building effective relationships among the board, other volunteers and staff
- Increasing the capacity of the organization's volunteers and staff to implement plans effectively

Completing and implementing a Strategic Plan will allow us to more effectively communicate our mission/outcomes to the community, enhance existing/develop new funding relationships, and ultimately better serve our clients.

How will this impact be measured?
We evaluate the effectiveness of our program by monitoring and analyzing attendance at YoungMoms events and activities, goal achievement, academic and vocational attainment, yearly client surveys, and pre/post program surveys. We utilize a cloud-based data management system (Apricot) to track client, volunteer, donor and foundation activity and design and generate outcome reports on a multitude of programming areas.
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

YoungMoms will select and hire a consultant once funding for the project is secured. We anticipate that total cost of the project to be $15,000. The consultant will work closely with the Executive Director, Linda Mercner and Board President, Casey Irwin, to facilitate the process and engage constituents. Specific steps in the strategic planning process will be developed per the Consultant's recommendations, but at a minimum YoungMoms expects the planning to include an initial SWOT analysis with key constituents (staff, volunteers, Board, clients, community members, collaborators), an environmental scan, and a thorough review of internal structures, processes, reports, financial systems, and materials.

Description of expected activities:

- Select a Strategic Planning consultant.
- Hold initial planning meeting to develop a project plan and timeline. This will include a review of project goals, discussion of key strategic issues, and organization of the discovery phase tasks.
- Develop a list of key constituents to be contacted and determine best way to approach each (individual interviews, online surveys, focus groups). Develop a list of survey and/or interview questions.
- Conduct discovery phase tasks, to include individual interviews with representative donors, volunteers and community partners; a strategic planning survey of Board members, staff, volunteers, donors, and community partners; and focus groups of current and past YoungMoms participants. Conduct an environmental scan of community needs and trends in the non-profit industry. Conduct a thorough review of internal structures, processes, reports, financial systems, and materials. Prepare a report summarizing results of the discovery phase tasks.
- Evaluate and discuss information gathered through interviews, focus groups, surveys, and the environmental scan.
- Complete an analysis of strengths, weaknesses, opportunities and threats (SWOT). Discuss and determine vision, mission, and values.
- Prepare draft of the Strategic Plan using information gathered from discovery phase and meetings with Board of Directors and staff. The Strategic Plan would include an overview of guiding principles, programmatic goals and objectives with performance measures, resource needs to execute the proposed programs (funding, staffing, marketing, Board governance, facilities, organizational structure), and an implementation guide for the three to five year timetable.
- Review and discuss the draft of the Strategic Plan. Make modifications as necessary.
- Implement the Strategic Plan. The Plan will serve as a guide for leadership decision-making and action as well as fundraising, budgeting, and program planning.
- Meet quarterly to guide implementation of plan in year one and to monitor key performance indicators.