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 grant through their Donor Advised Funds.
- $2.5+ million is granted annually to nonprofits in Chester County and beyond.
- All Community Foundation Funds accept this grant application form.

Proposals submitted by nonprofits are considered for 2 types of grants:

<table>
<thead>
<tr>
<th>FIELD OF INTEREST &amp; DONOR ADVISED FUNDS (No Deadline)</th>
<th>FUND FOR CHESTER COUNTY CAPACITY BUILDING GRANTS (Due 9/15)</th>
</tr>
</thead>
<tbody>
<tr>
<td>◇ Proposals received <strong>any time throughout the year</strong> are eligible for funding consideration from the Foundation’s Field of Interest Funds &amp; Donor Advised Funds.</td>
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<td>◇ Grant <strong>awards</strong> typically range from <strong>$500 - $7,500.</strong></td>
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<td>◇ Grant decisions are made <strong>intermittently</strong> throughout the year, as Fund Advisors desire.</td>
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<tr>
<td>◇ Proposals are <strong>electronically shared</strong> with Fund Advisors to assist them in making grant decisions.</td>
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<tr>
<td>◇ <strong>General operating</strong> grants are encouraged. Nonprofits should be specific about their mission, goals, and measurable outcomes.</td>
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<tr>
<td>◇ Grants <strong>focus on</strong> Chester County causes and issues, but <strong>are not limited</strong> to Chester County.</td>
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<tr>
<td>◇ Grants may be made to charitable nonprofits working in <strong>all fields of interest</strong> including arts, culture and humanities; education; community improvement; environment; religion; health; and human services.</td>
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<tr>
<td>◇ The goal of the Community Foundation’s capacity building grantmaking is to <strong>strengthen the effectiveness of nonprofit organizations serving the Chester County region.</strong></td>
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<td>◇ Capacity building proposals received annually by <strong>September 15</strong> are eligible for this grant program.</td>
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<tr>
<td>◇ Capacity building projects should strengthen a nonprofit, in areas including:</td>
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<tr>
<td>- Mission, Vision &amp; Strategy</td>
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<tr>
<td>- Governance &amp; Leadership</td>
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<tr>
<td>- Strategic Relationships</td>
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<td>- Operations and Technology</td>
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<tr>
<td>- Fundraising &amp; Development</td>
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<tr>
<td>◇ Grant <strong>awards</strong> typically range from <strong>$500-$5,000.</strong></td>
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<tr>
<td>◇ NPO’s with budgets $ 750,000 or less preferred</td>
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<td>◇ Grant monies are distributed by <strong>February.</strong></td>
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<tr>
<td>◇ Nonprofits must be <strong>located in and serve Chester County</strong> to receive a grant from this grant program.</td>
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</tbody>
</table>

- 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, Donors, and the Grants Committee.
- The electronic form is available at [www.chescof.org](http://www.chescof.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@chescof.org.** Receipt will be confirmed by e-mail.
- Please contact Grants Administrator Kevin Baffa at (610) 696-8211 grants@chescof.org with questions.
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 9/12/19

Contact Information

Organization Name: Bournelyf Special Camp (BSC)  Executive Director/CEO Name: Anne Catlin
Address: 1066 South New Street, West Chester, PA 19382  Executive Director/CEO E-mail: ed@bscwc.org
Phone: 610-692-9027  Board of Directors Chair Name: Lowe Parrish
Website: www.bscwc.org  Primary Contact Name: Anne Catlin
Year Incorporated: 1980  Primary Contact E-mail: ed@bscwc.org
FEIN: 23-2583691

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)  _x_ 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  ___ Religion

Organization Information:

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):
Chester County

Describe Population Served and Annual Number of People Served:
Each year we serve approximately 125 children (ages 8-17), young adults (ages 18-25), and alumni campers (ages 26 and up) with mild to moderate intellectual and related disabilities -- primarily those with Down syndrome, Autism Spectrum disorders, and similar exceptionalities.

Mission:
The mission of Bournelyf Special Camp is to develop participants’ abilities by helping them build confidence, improve social and communication skills, and become more physically fit through challenging, but achievable physical activities and by interaction with others.

Proposal Summary:
Our funding request is for a grant of $1,338 to support the redesign of the Bournelyf Special Camp website.

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

Annual Budget $228,806 (expenses)___  ____1___ # of Full-Time Equivalent Paid Staff
___86___ % of budget for program expenses  ____5___ # of Board Volunteers
___10___ % of budget for administrative expenses  ____75___ # of Active Non-Board Volunteers
___4___ % of budget for fundraising expenses  ____300___ # of Volunteer Hours

100 % total
**Top 3-5 funding sources:**
The Lenfest Foundation, Stoner Waters Family Foundation, Connelly Foundation

**Grant Amount Requested from the Community Foundation:** __$1,338____
II. CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

Bournelyf Special Camp (BSC) was established in 1980 as an outreach project of the Church of the Loving Shepherd in West Chester, PA and in 1989 became an independent 501(c)(3) nonprofit organization. In the 40 years since its founding, Bournelyf Special Camp has had only three directors, each of whom has helped Camp to grow and expand in unique and responsive ways. Jim Scanlon, the founding director, developed and implemented Camp's core program until 1995, establishing the organization as a valued provider in the community for individuals with intellectual and developmental disabilities. From 1995-2005, the second director, Joe Lipiarski, stepped in and created more distinctions in programs based on age. Mr. Lipiarski’s goal was to mirror the education system and provide life-skills-based activities for older campers. In 2005, Anne Catlin assumed the role of director and in response to the need for additional programming for older individuals, increased the upper age limit for campers from 21 to 25. In 2012, BSC began hosting monthly events for campers to engage in activities and continue to build their relationships outside of the camp season. And in 2013, Ms. Catlin implemented a day-camp experience for alumni age campers (ages 26 and up) in order to accommodate Camp’s growing alumni population as well as to meet the needs of the age group.

The overarching goal of Bournelyf Special Camp is to provide programming that is appropriate, varied, and exciting for our campers. The feedback we have received from a variety of stakeholders including donors and campers’ parents has confirmed that they view the quality and richness of our programs as one of our greatest achievements. We provide activities such as therapeutic horseback riding and canoeing, that challenge campers physically, as well as activities like riding public transportation, that promote the development of life skills. Through field trips and offsite experiences, like scavenger hunts in downtown West Chester, campers also have the opportunity to interact with the community. Each summer we offer new program components to excite, engage, and challenge our campers.

Another key achievement of the organization is our steady and sustainable growth. BSC constantly works to evaluate, grow, and improve our programs. Over the last 40 years, our programming has evolved from a single summer camp program to:

- four day-camp programs, tailored for the needs and interests of differing age groups and abilities,
- Alumni vacation trips, which allow our older campers (ages 26 and up) to practice higher levels of responsibility and independence within a structured environment, and
- two monthly social events during the off season from September through May.

By strategically adding programs, increasing the duration of the camp season, and extending the age range so that no camper will ever age out of our programming, over time we have been able to steadily increase the number of participants we serve as well as the amount of time participants spend at BSC.

Since its inception in 1980, Bournelyf has served nearly 4,000 participants and averages 125 campers during each camp season. Thanks to generous support from donors and foundations, BSC is able to provide programming at an affordable cost to families (comparable to other local summer programs for typically-developing individuals), reduced further due to specific need. Bournelyf is currently the only summer camp serving the special-needs community in Chester County that welcomes all participants ages 8 and up.
2. Funding request

Description of key initiatives

Our funding request is for a grant of $1,338 to support the costs of a new Camp website, to be designed and hosted through Wix. The objective of upgrading our website is to streamline our communication and payment processing with current camp families as well as improve our outreach and recognition within the local community.

Specific needs and issues to be addressed

In today’s world, the first experience a prospective camper, donor, or volunteer has with Bournelyf Special Camp could very likely be through our website. Our goal of this first interaction is for visitors to not only be able to easily find information, donate or sign up to volunteer, but also to get a sense of what it feels like to be part of the Bournelyf experience. Additionally, for returning campers, we are looking for a way to be able to easily collect registration and payment for camp activities. Our current website, which was created and is hosted through G-Suite, provides the pertinent information that is necessary but is limited in terms of the features and design functionality that are available.

How will this capacity building initiative impact your nonprofit?

By upgrading to a streamlined platform with features such as integrated registration and payment, we expect to be able to dedicate less staff time to website administration, streamline registration and payment for camp families, and present a more professional presence online.

How will this impact be measured?

During their quarterly meetings our Marketing and Communications committee will examine the website analytics in order to get a better understanding of how visitors are coming to the website and how they are interacting with our content. This information will allow us to make adjustments to the site as needed and moving forward could potentially enable us to implement more targeted outreach and fundraising campaigns.

Expected activities, timeline, and costs

Support from the Chester County Community Foundation would enable staff member, Shannon Healey, to dedicate an additional 50 hours to design the new website. She currently supports Bournelyf Special Camp in a part-time capacity (15-20 hours per month) as the Monthly Events Coordinator and also works as a freelance photographer. This combination of experience makes her uniquely qualified to take on this additional project as she is exceptionally familiar with the details and needs of Camp, currently maintains her own professional website, and has an artistic eye for design.

Over the course of 5 weeks during March and April of 2020, Ms. Healey will dedicate 10 hours per week to the site redesign. This will include developing the visual layout of the site in website creator, Wix, working with the Executive Director and Assistant Director to update all copy from the current website, creating the calendar for the year, and testing the e-commerce features in order to ensure functionality to accept payments for camp registration and monthly events. We anticipate launching the new site by May 1, 2020 in order to begin collecting registrations for the 2020 summer season. Ms. Healey will also create a “cheat sheet” outlining the site’s capabilities so that multiple staff (the Executive Director, the Assistant Director, etc.) will be able to easily update information, access payment records and examine and understand the site’s analytics.
Associated Costs
Staff time to create website - 10 hours/week x 5 weeks x $15/hour = $750
Webhosting (Business VIP plan Wix) - $49/month x 12 months = $588
Total = $1,338

**Why it is important to fund this now**
Over the past four years, Bournelyf has experienced significant growth both in terms of campers, welcoming an average of 10 new campers each year, and services, extending the camp season from 5 weeks to 7 weeks in summer 2018 and expanding from one monthly event to two in the fall of 2018. In order to support this growth and continue to expand to meet the needs of Chester County’s special needs community, improved technology solutions are necessary.

**How impact and results will be demonstrated**
The impact from this capacity building initiative should ultimately translate to a reduced administrative burden for camp staff. Upgrading to a more modern website with all of the registration and payment needs supported through one resource will streamline the registration and payment processes and thus free up staff time to support programmatic activities.

### III. ATTACHMENTS

*E-mail or mail this support information*

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.

*If Philanthropy Network of Greater Philadelphia’s Common Grant Application is used, the Community Foundation’s Summary Sheet MUST accompany application. Available at [www.chescocf.org](http://www.chescocf.org)*

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

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

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@chesco.cf.org. Receipt will be confirmed by e-mail.
- Please contact Grants Administrator Kevin Baffa at (610) 696-8211 grants@chesco.cf.org with questions.
**Capacity Building Initiative Itemized Budget**

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<th>Cost</th>
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