CHESTER COUNTY COMMUNITY FOUNDATION
I. GRANT PROPOSAL SUMMARY SHEET

Date: September 12, 2019

Contact Information
Organization Name: Chester County Art Association
Executive Director Name: Wendy Kershner
Address: 100 N. Bradford Ave., West Chester, PA 19382
E-mail: Wkershner@chestercountyarts.org
Phone: 610-696-5600
Board of Directors Chair Name: John Baker
Website: www.chestercountyarts.org
Primary Contact Name: Wendy Kershner
Year Incorporated: 1950; Founded in 1931; 1933 Charter.
E-mail: Wkershner@chestercountyarts.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 ___
_____ Donor Advised Fund(s) _____ Fund for Chester County _____ Don’t know/Not sure _x_CCAA Fund

Field/s of Interest: Arts, Culture & Humanities; Education
Organization Information: Geographic Area Served: All of Chester County

Describe Population Served and Annual Number of People Served:
In 2018, CCAA served over 25,000 people: students of ages 3 to 93 in art education programs throughout the county; viewes of 50 art exhibitions in our West Chester and Exton galleries as well as partnering sites; participants in community events and CCAA bus trips to other art venues; art purchasers; and renters of facility/equipment.
Year-round art classes, workshops and camps for all ages are offered in multiple locations. The organization offers fee-based options in the main West Chester studios; low-cost and free outreach programs at Exton Studio & Gallery and The Kennett Garage; free art sessions for CCIU’s Migrant Education Summer Program and veterans at Coatesville VA Hospital; and English Language Learner/ELL art classes at county elementary schools.

Art Instruction – tuition-based art classes/workshops for the general public
CCAA’s seasonal programming includes beginner, intermediate and advanced levels in drawing, painting, pastels, sculpture, ceramics, photography, jewelry, fiber arts, printmaking, and digital arts. Beyond traditional 8-to-10-week classes, shorter workshops allow new students to sample different mediums and existing students to learn new techniques. Open Studio time is offered in ceramics, sculpture, printmaking, and photography.
Our passion is sharing art and encouraging creative thinking. Leveraging our mailing list of 2,500 and 6,000+ e-list, weekly eblasts, social media posts and quarterly catalogs invite everyone to engage their inner artist.

Outreach Programs – low-cost and free art classes/workshops to targeted disadvantaged and at-risk audiences
CCAA offers 7 different outreach programs (5 are EITC approved) that provide low-cost/free programs facilitated by experienced artist-instructors in Kennett Square, Exton, West Chester, and Coatesville.

Mission: CCAA is a non-profit organization dedicated to educating, inspiring and connecting people of Chester County to and through the arts.
Proposal Summary: CCAA is seeking $5,000 in support for a 2-part capacity building initiative.
If Capacity Building Proposal, the focus is: Fundraising & Development

Annual Budget $612,020 ___________ 6 ____ # of Full-Time Equivalent Paid Staff
_____ 78% of budget for program expenses ___________ 14 ____ # of Board Volunteers
_____ 12% of budget for administrative expenses ___________ 50 ____ # of Active Non-Board Volunteers
_____ 10% of budget for fundraising expenses ___________ 3,000 ____ # of Volunteer Hours

Top 3-5 funding sources: 1. Fee-based Instructional Art Classes/Workshops; 2. Fee-based Summer Art Camps; 3. Individual Donations; 4. Art Exhibition Entry Fees & Art Sales; and 5. Grants

Grant Amount Requested from the Community Foundation: $5,000


**Organization’s history, goals, key achievements and distinctiveness**

**History**

Chester County Art Association (CCAA) was founded in 1931 by artist N. C. Wyeth, art critic Christian Brinton, and art director William Palmer Lear. Early exhibitions organized by the three founders and others in the group included works by local Chester County artists Andrew Wyeth, Horace Pippin, Tom Bostelle, Barclay Rubincam, Philip Jamison, Peter Sculpthorpe and Harry Dunn. Following the organization’s formation, members met in private homes and held exhibitions at West Chester University. In 1950, a local art supporter donated an acre of land at the edge of downtown West Chester, and the art center’s main facility was built in 1953. A subsequent gift expanded the property to five acres. In 1974, bequests enabled the addition of a second gallery and several spacious art studios. In 2015 and 2016, studio and gallery upgrades were completed, as well as a new student library, darkroom and digital studio.

**Goals:** CCAA is a non-profit organization dedicated to educating, inspiring and connecting people of Chester County to and through the arts. In the 88 years since its founding, CCAA has continued to fulfill its original Charter goal “of making Chester County more actively and courageously art conscious.”

CCAA continues to fulfill the mission of its founders, providing quality instruction, exhibitions, and community outreach to persons of all ages and aspirations. Targeting the residents of and visitors to Chester County, members and supporters typically come from the five-county Philadelphia region plus New Jersey, Delaware and New York. CCAA offers a wide range of fine arts programs and is committed to community involvement and partnering with other local organizations to promote the arts.

**ART EDUCATION: Key Achievements & Distinctiveness: 2018 Highlights of Events & Collaborations**

- New ‘sampler’ mini-workshops offered to introduce prospective students to different art mediums and different teaching styles; workshops also offered with different techniques within one art medium, i.e. painting.
- As a result of a new partnership with the Girl Scouts of Eastern PA for badges, our digital photography and comics/cartooning programs expanded.
- New ‘Kid’s Clubs’ after-school programs in clay and STEAM offered in partnership with Hillsdale Elementary School located next to CCAA’s West Chester facility.
- A new English Language Learner/ELL art program was launched in partnership with Kennett Kindergarten Center. A collaborative art project is done during each quarterly parent meeting for pre-K, K and 1st grade, and over 200 children participated in the 2018-2019 school year.
- New art programs offered in Exton for special needs teens/adults in partnership with Devereux and KenCrest.

**ART EXHIBITS: Key Achievements & Distinctiveness: 2018 Highlights of Events & Collaborations**

- Over 50 art exhibitions of regional established and emerging artists were offered to the public with free opening receptions in West Chester and Exton as well as partner site exhibits. Partners include West Chester Starbucks, PA Career Link, Greater West Chester Chamber of Commerce, and Penn State Great Valley. Monthly receptions in West Chester are very popular and typically draw 100-200 attendees.
- Planned/pop-up community art exhibits in West Chester and Exton included Art Goes to School, Barclay Friends, Domestic Violence Center, Time Light Photography, CCIU Technical College High School art students.
- CCAA participated in community-wide events including the Chester County Studio Tour, West Chester Gallery Walks, Kennett Farmer’s Market, Kennett Run, West Chester Library Holiday House Tour, Barclay Friends Garden Tour, and various youth and senior expos.

**Funding Request:** CCAA is seeking $5,000 for capacity building support for a 2-part initiative, tied to future growth of the organization and expanding our community impact: (1) establishing a development system/data base, and (2) making software technology improvements.
**Timeline:** Within 6 months of receiving funding, we plan to have a comprehensive development system and annual campaign in place for the fall of 2020.

**Budget:** $5,000 Total

$1,000  
Technology improvements:  
Enhance existing Canvas software system that is used for transactions—class registrations, art sales, memberships and on-line donations. This transaction system resides in a separate website that is linked to the CCAA public website. The goal is to create a more user-friendly environment to view CCAA transactional options as well as improve reporting for better reconciliation with QuickBooks accounting system. CCAA was a beta-site for the software; based on recent expansions to the program for other clients, upgrades and new features can now be assessed and added.

$4,000  
Development system/data base:  
Data research/data entry to compile and update existing/prospective donor information to include donor history, donor engagement and donor touches. Assessment to be made on updating current database information in Canvas, in lieu of or in addition to creating an additional system such as Salesforce Non-profit. Administrative components will include extracting and recording donor notes from various past sources, i.e. handwritten notes and logs, as well as adding in new information from the past 3 years. Categories will be created/defined for CCAA mailings and events, personal outreach notes and in-person meetings, community functions and activities, etc.

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

Although CCAA has had great support over its 88-year history, consistent and comprehensive recording of donations with giving history was not maintained. Some basic development capabilities exist with our current software, however the development component needs to be populated which is time-consuming and cumbersome.

Today there is no formal system is in place to record and track donor recognition and ‘touches’ to ensure relationships with interested parties are cultivated and maintained over time. This is a practice that CCAA wishes to adopt, as these relationships are important in regards to ensuring that the organization flourishes over time. Board involvement in fundraising has been minimal over the past 6 years—and it is the organization’s hope that with technology enhancements to help streamline fundraising processes, this can change. CCAA has a critical need to secure ongoing fiscal support for operational needs that are not covered by fee-based programming and art sales. Creating new tools and reports for both staff and board members will allow for more actionable development plans.

In spite of these challenges, CCAA has expanded its outreach in the community over the past three years, increasing the number of low-cost/free art programs offered throughout the county thanks to new funders. We actively seek collaboration with other arts groups and regional non-profits, and our membership numbers have increased, in addition to attendance at art events. The growth potential for CCAA to reach and impact more ‘Chester Countians’ is significant with the right tools in our tool box.

**How impact and results will be measured**

Currently, we do not leverage all aspects of CCAA’s data system, Canvas. It offers some donor management capabilities in addition to handling all educational registration and exhibit fees/art sales. Funding will allow us to establish a donor information base system where member and donor ‘touches’ can be tracked, monitored and reported over time. A strong development program will be a powerful tool for future dialogue and engagement with CCAA constituents. The results will be demonstrated by the ability to generate lists of top donors, assess giving history, analyze gaps in support, and create customized approaches to retain current donors and re-engage past donors.

Overall, we will establish procedures with checks-and-balances for a permanent development process for the
organization. Ensuring a solid base for future growth, the new system will also allow us to continually learn from our audiences and parlay that knowledge into sharing new creative stories and developing new programming that inspires the Chester County community.

CHESTER COUNTY COMMUNITY FOUNDATION

III. ATTACHMENTS

1. Copy of 501 (c) (3) federal tax-exempt letter Attached
2. List of Board of Directors, with their affiliations Attached
3. Most recent annual report and financial statement, audited if available (2018 Audit Attached)
4. Itemized organizational operating budget with actual results for prior fiscal year and current fiscal year to date (2019 Budget showing 2018 Actu1als Attached)
5. If capacity building initiative, itemized budget (including external consultant’s proposal, if applicable) Attached
6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why. Attached
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BUDGET: Estimates based on $15-to-$25 per hour rates for administrative work and project management

Development System & Donor Information
- $500 Initial training on current database/Canvas, on-going dialogue and trouble-shooting
- $500 Initial training on new database/SalesForce
- $500 Defining/creating CCAA past and current categories
- $2,000 Data research/entry to compile existing/prospective donor information
- $500 12.5% unknown factors/unexpected issues
Subtotal: $4,000

Technology Improvements
- $500 Detailing and documenting system improvements for better usability
- $500 Data research/entry to compile existing/prospective donor information
Subtotal: $1,000

TOTAL: $5,000