

# 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](http://www.chescocf.org)

Date

**Contact Information**

Organization Name: Kennett Symphony of Chester County  
Address: 206 E State St, Kennett Square, PA 19348

Phone: 610-444-6363

Website: [www.kennettsymphony.org](http://www.kennettsymphony.org)

Year Incorporated: 1968 (formed in 1940)

FEIN: 23-2017980

Executive Director/CEO Name: Monica Buffington

Executive Director/CEO E-mail:

[mbuffington@kennettsymphony.org](mailto:mbuffington@kennettsymphony.org)

Board of Directors Chair Name: Timothy Murnane

Primary Contact Name: Monica Buffington

Primary Contact E-mail:

[mbuffington@kennettsymphony.org](mailto:mbuffington@kennettsymphony.org)

**Organization Information:**

**Field/s of Interest:**

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

**Mission:** The mission of the Kennett Symphony of Chester County (KSCC) is to present a wide range of symphonic music at an affordable price to entertain and enrich the lives of our audience; to educate young and underserved audiences; to provide opportunities for young artists and capable musicians to perform.

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

**Southern Chester County (Kennett Square, West Chester, Oxford/Lincoln University)**

**Describe Population Served and Annual Number of People Served:** On average, 5000 patrons attend the Kennett Symphony of Chester County (KSCC) subscription concert series and family concerts. The population demographic is middle to upper class, educated adults, over the age of 50. We distribute tickets to high-school aged students and the underserved population and make reduced price tickets available through Philly Fun-Saver and other such programs that are available to Chester County residents. The annual family concerts attract approximately 800 young family members with pre-school and elementary school children. Our Young Artist Competitions address the youth and young adult population of musicians from grade school through college-age.

**Annual Budget** \$ 445,190 2 # of Full-Time Equivalent Paid

Staff 65 % of budget for program expenses 18 (voting) # of Board Volunteers

28 % of budget for administrative expenses 30 # of Active Non-Board Volunteers

7 % of budget for fundraising expenses 1500 # of Volunteer Hours

*100 % total*

**Top 3-5 funding sources:** Longwood Foundation, DuPont Co., Exelon Corp., Neil Joines Foundation, PA Council on the Arts

**Is this grant proposal for:** Capacity Building  or General Operating  ?

**If Capacity Building Proposal, the focus is:**

\_\_\_ Mission, Vision & Strategy    \_\_\_ Governance & Leadership    \_\_\_ Strategic Relationships  
\_\_\_ Fundraising & Development    \_\_\_ Technology    Other: \_\_\_\_\_

**Grant Amount Requested from the Community Foundation:** \$8920

**Proposal Summary:** We are seeking funding to expose the Kennett Community to new and diverse talent in the form of instrumental soloists and performers in other fields of the cultural arts. The funding will be used to support musicians and artists, who will perform locally with the KSCC, in the form of soloist fees, honorariums, scholarships, and awards to winners of our young artist competitions.

Thomas Pandolfi, Piano Soloist for Opening Night Masterworks Concert - October 2019	\$1,500
Hotel	\$545
Travel and living expenses	\$425
Piano rental and tuning for Opening Night Concert and Rehearsals	\$1,850
Family Concert - Special 'Compose Yourself' by Jim Stephenson	\$550
Cadets Drum & Bugle Corps for Summer Concert at Longwood	\$1,500
Instrumentalist Winner, soloist at Summer Concert at Longwood - August 2018	\$750
Vocalist Winner, soloist at Summer Concert at Longwood - August 2018	\$1,000
Instrumental & Vocal Competition winners, 2nd and 3rd place	\$800
<b>TOTAL:</b>	<b>\$8,920</b>

## **II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE**

*Provide clear, concise information. 3 pages maximum.*

### **1. Nonprofit's history, goals, key achievements and distinctiveness**

The Kennett Symphony of Chester County (KSCC) is an all professional orchestra, now in its historic 79th season. The KSCC evolved from a volunteer community association to an orchestra composed wholly of professional musicians. Kennett Square has the distinction of being the smallest town in the United States to host a professional orchestra. Mary Woodmansee Green, who served as Music Director for twenty-five years and was the first female conductor of a professional orchestra in Pennsylvania, retired at the end of the 2012/2013 season. Michael Hall, who succeeded Maestra Green, is starting his sixth year as Music Director to much acclaim from our patrons and the press. Maestro Hall was selected through a detailed search process from among over 100 applicants for the position.

The KSCC offers six concerts annually throughout Chester County including venues at Longwood Gardens, Unionville High School, and West Chester Area School District. In the 2018-2019 season, the KSCC presented a seventh concert at the Cultural Center at Willow Valley, Lancaster, PA, by special invitation and all costs were covered by a grant award. In addition, the KSCC has a broad Outreach program that includes Young Artist Competitions, Annual Family Concerts, free concerts and forums at Senior Centers, and a Children's Chorus program.

The KSCC depends on corporate sponsors, grants, an annual fund drive, and area foundations to supplement ticket sales, which account for less than 25% of the annual budget. The Board of Directors, including ex-officio and Emeritus members, is made up of twenty-seven volunteers with a variety of skills and expertise. These devoted community leaders do strategic and long-range planning, support fund-raising, and guide and support the organization. The Kennett Symphony League and a cadre of volunteers serve as concert ushers, help with concert promotion and ticket sales, and provide office support. The full-time Executive Director (ED) reports to the KSCC President and is responsible to the Executive Committee of the Board of Directors. The ED oversees the day-to-day operations of the organization and manages the development process and fund-raising activities. In the past, a part-time staff assistant supported the ED. As we developed the execution details of the Strategic Plan, we realized that a full-time office assistant was needed to support the ED by handling ticket sales, assisting with marketing and supporting concert box-office and concert production tasks. A search is currently under-way to fill that position.

In 2014 the KSCC initiated a Strategic Planning Process (see details in Attachment 5) with the help of experts from the Arts & Business Council of Philadelphia (ABC) in the fields of Marketing and Branding, Development, Audience Development, and Organizational Development. A major Development Audit, initially targeted for 2017 but delayed due to staff limitations, will be launched later in 2020 that will set the path and goals for the KSCC development efforts over the next five years. This task will be guided by an outside firm with expertise in non-profit development activities. The firm will be chosen through a competitive bidding process.

In the meantime, we are experimenting with some novel ways to present the music and the orchestra. For the last three years in April, we performed a shortened version of our Saturday

evening Masterworks Concert at a matinee concert the next day. We promoted the concerts as the “Reimagined Symphony” with subtitles such as “Mendelssohn, Mimosas, & More”, “Beethoven & Bellinis”, and “Mozart & Martinis”. Tickets were priced well below the cost of a regular premium concert ticket. Both food and drinks were provided. The audience was seated “in the round” with the orchestra in the middle of the Grand Ballroom at the Mendenhall Inn to provide an intimate setting. Maestro Hall conducted the programmed piece and described the background and motivation for its creation, while discussing contemporary places and events that inspired the composition. This informal approach to presenting classical music was well received and attracted both young and old audience members.

## **2. Funding request**

- **Description of key initiatives**

We intend to enhance the experience of our concert audiences by presenting young up-and-coming artists, soloists, and regional cultural arts talent at the subscription and family concerts. We are seeking funding for these additional costs that are above our basic programming:

- **Specific needs and issues to be addressed**

The services provided by the KSCC are critically important to the cultural climate in communities across Chester County. We seek to constantly improve those services while achieving the goals of the strategic planning process. The above are a drain on both human and capital resources. This grant will relieve some of the financial stress.

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

The KSCC has contributed significantly to the quality of life throughout Chester County and the surrounding region for over 78 years, and our commitment to the community we serve is total. Our comprehensive program includes a symphonic series, family concerts, and educational and outreach projects. We are approaching the CCCF because we hope that the Foundation may be willing to provide funding that will allow current programs and services to continue uninterrupted and allow us to maintain outreach activities while enhancing the attractiveness of our regular programming. It is generally recognized that quality soloists make a symphonic concert more attractive to the patron base.

We hope to spark continued interest, enthusiasm, and a generous response from the CCCF considering the effect that a significant gift to the Symphony, at this critical time, can have on the Chester County cultural community. At the same time, we believe that an organization should help itself if it expects to ask for help from others. As such, we plan to ask our Board and patrons to make an “extra” contribution to the AFD campaign to help offset some of the costs as we grow functionally and artistically. In addition, we have requested a \$5,000 distribution from our unrestricted endowment fund, which is allowed by the KSCC bylaws. The distribution was unanimously approved by the Endowment Committee.

- **How impact and results will be demonstrated**

It is a fact in the orchestra field that the best musicians – conductors, soloists, orchestra players - are very much in demand. A tremendous amount of effort has been spent by the KSCC to recruit Michael Hall, the most talented conductor candidate available three years ago, so that performances and educational programs of the highest artistic quality will continue. The selection of Maestro Hall will assure that the KSCC will continue to attract the most talented orchestra musicians, soloists, and contemporary composers. Funding

from the CCCF will ensure that the KSCC can afford to hire the best talent. Along with great talent, we believe that innovation and creativity in programming will energize and excite our existing base, attract new patrons and donors, and provide measurable increase in earned income.

- *For capacity building grant proposals:*
  - *How will this capacity building initiative impact your nonprofit?*
  - *How will this impact be measured?*
  - *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.*

### 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.

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- **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.

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