

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

Date: September 15, 2019

Contact Information

Organization Name: Phoenixville Community
Education Foundation

Address: PO Box 348, 120 Main Street
Phoenixville, PA 19460

Phone: (610)933-5911

Website: www.PCEFonline.com

Year Incorporated: 2002

FEIN: 14-1855127

Executive Director/CEO Name: Joan Cadigan

Executive Director/CEO E-mail:
jcadigan@pcefonline.com

Board of Directors Chair Name: Cindy Stevens

Primary Contact Name: Joan Cadigan

Primary Contact E-mail:
jcadigan@pcefonline.com

Has your nonprofit ever applied to the Community Foundation? Yes **XX** No__ Not Sure__

Has your nonprofit ever received funding from the Community Foundation? Yes **XX** No__ Not Sure__

XX Donor Advised Fund(s) ___ Fund for Chester County ___ Don't know/Not sure

Field/s of Interest:

___ Arts, Culture & Humanities

___ Environment/Animal Welfare

XX Education

___ Health

___ Human Services

___ Religion

Organization Information:

Geographic Area Served: Borough of Phoenixville, Schuylkill Township, East Pikeland Township

Describe Population Served and Annual Number of People Served: We serve approximately 4,000 children ages preschool through 12th grade residing within the Phoenixville Area School District boundaries.

Mission: To secure and provide resources that enhance the overall educational experience within the Phoenixville Area School District, including learning initiatives, preparedness programs, and out-of-the-classroom activities

Proposal Summary: Phoenixville Community Education Foundation is seeking \$2,000 in support of the Destinations With Direction (DWD) college preparedness program at the Phoenixville Area High School serving low socio-economic, high potential, often first-generation college-bound students.

Annual Budget \$ <u>375,655.00</u>	<u>1.5</u>	# of Full-Time Equivalent Paid Staff
<u>89.0</u> % of budget for program expenses	<u>17</u>	# of Board Volunteers
<u>5.5</u> % of budget for administrative expenses	<u>70+</u>	# of Active Non-Board Volunteers
<u>5.5</u> % of budget for fundraising expenses	<u>650</u>	# of Volunteer Hours
<small>100 % total</small>		

Top 3-5 funding sources: Annual Dinner/Auction; Phoenixville Community Health Foundation; Phoenixville Area School District

Grant Amount Requested from the Community Foundation: \$ 2,000.00

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

1. Phoenixville Community Education Foundation history, goals, key achievements and distinctiveness

Founded in November of 2002, Phoenixville Community Education Foundation (PCEF) is a 501c3 nonprofit charitable corporation dedicated to improving the quality of public education in the Phoenixville area. The foundation has grown from providing \$500 in funding to one program in its first year to supporting over 30 programs with approximately \$272,000.

The goal of the Phoenixville Community Education Foundation is to help the children of Phoenixville to thrive, thereby strengthening the entire community. PCEF provides funding for programs and projects that fall outside of the school district budget - including after-school clubs and organizations, area pre-schools, and community organizations delivering outside the school day educational programs. PCEF serves students in grades Pre-K through 12. Programs we support range from remedial to robotics. It is the foundation's goal to have a positive impact on every child in our district through the programs we support.

Phoenixville Community Education Foundation is unique in the community in that it connects the students, parents, and greater community with the public school district. With all parties working together, we are able to provide funding to support a multitude of programs for students in the district so that they ALL have the resources and opportunities to achieve success inside and outside of the classroom

A few key achievements:

- Provided weekend food packs to 70+ food-insecure children during the 2018-19 school year.
- Distributed \$30,500 in scholarships/awards to 26 students in the PAHS Class of 2019.
- Granted \$9,000 to PASD teachers to bring innovative learning opportunities into their classrooms.
- Provided \$8,000 in grant funds to PASD principals to support educational initiatives in their buildings.
- Granted \$12,512.85 to 230 students with financial need in order to participate in extracurricular and educational activities/field trips.
- Recipient of the "2014 Community Betterment Award" from the Phoenixville Regional Chamber of Commerce and received citations from the Pennsylvania State House & Senate, and the Chester County Board of Commissioners.
- Our biggest annual "fund and friend" raiser, held in March 2019 at RiverCrest Golf Club, welcomed over 300 members of our community. PCEF raised over \$90,000 to fund educational programs for children.
- Since 2002, PCEF has granted over **\$2.7 million** to support education in the Phoenixville area.

2. Funding request

a. Description of key initiatives

Destinations With Direction (DWD) is a program designed to increase awareness and motivate high potential, economically disadvantaged students to pursue opportunities in higher education. Many of the students involved in the program will be the first generation in their families to attend college. The program is open to students in grades 9th – 12th. In September, identified students must fill out an application and write an essay explaining why he/she believes the program will be beneficial for them. Approximately 30-36 students can participate in the program each year. The group meets in the evenings on a weekly basis starting in October.

DWD is truly a collaborative effort between PAHS and West Chester University. Two high school teachers serve as advisors. The teachers are available to the students in the program when they need assistance with school and non-school related issues. During their weekly sessions, the advisors will assist students with:

- College application process
- Registering for SAT/ACT and test preparation
- College essay writing

Through a long-standing relationship with West Chester University, Professor Lalicker meets with the DWD students every other week. During this time, Dr. Lalicker conducts seminars on topics such as:

- How high school and college differ
- Types of institutions and how to find the right place for your goals
- Options for majors and courses of study
- Survival strategies for college, in- and out-of-class
- Crafting the ideal resume
- Interviewing strategies
- Presentation skills – speeches and power point

West Chester University also provides students from its freshman leadership program to serve as mentors and to provide free tutoring for the DWD students who may need help with their high school classes.

The DWD students are encouraged to take on more challenging/college prep courses. With the program's support system in place, the students are seeing high levels of success in these harder classes, therefore better preparing them for college-level coursework.

A crucial component of the Destinations With Direction program is the annual college tour. Each year the advisors plan a bus trip to visit 3-4 colleges. The trip includes a variety of school types: large and small, private and public. These trips are typically the students' only opportunity to visit schools outside the Philadelphia region. The purpose is to expose the students to all aspects of campus life, including involvement in cultural events and other special activities.

Along with all the academic support and college preparation seminars, the DWD students also get involved in volunteer opportunities in the community, some of which are fundraisers for their group's expenses. Each year the DWD students serve as hosts of the PAHS College and Career Fair. A small fee is charged to each school and the money is donated to the DWD program. This event puts the students in direct contact with admissions representatives offering the opportunity to ask questions and understand the college entrance process.

DWD students are expected to participate in all weekly meetings and activities. If a student regularly misses meetings, he will be asked to leave so that another student in need may have the opportunity to take part in the program. Throughout the year, students earn scholarship dollars based on their attendance at the meetings and participation in activities. If a student enters the program during the 10th grade and actively participates each year through 12th grade, he/she has the potential to earn up to \$900 dollars to be used for higher education expenses.

b. Specific needs and issues to be addressed

By giving the Destinations with Direction students additional academic support and counseling, as well as providing them with a network of adults who believe in their ability to succeed, they will become empowered to pursue a college education. A college education can exponentially increase a student's lifetime earning capacity and that of his/her family and subsequent generations. By providing information and direction on achieving educational goals, as well as building a sense of worth, they will be successful in breaking the cycle of poverty and achieving to their highest potential

The goals of the program are to:

- Enroll participants in higher level courses while in high school and help them earn high marks in those courses
- Improve participants' grade point averages, with a goal of a 3.0 or higher their senior year
- Achieve acceptable ACT/SAT scores that will meet college entrance requirements
- Obtain 100% enrollment in and attendance at an institute of higher learning after high school graduation
- Obtain a diploma from an institute of higher learning

c. Why it is important to fund this now

With the college admissions process becoming more complicated and the requirements for acceptance becoming more advanced, the students that this program is targeted for find themselves at a disadvantage with their higher socio-economic peers. The DWD students typically come from homes where there is not an emphasis on education, their parents/guardians have not attended college and are therefore unable to provide the guidance these students need to get through the application process. As statistics show, higher levels of education vastly increase a person's earning potential, helping to elevate these students and their families out of poverty or near poverty status.

d. How impact and results will be demonstrated

The goal of this program is for the graduating students to have been accepted at an institution of higher learning, whether that be a technical school, 2 year college, or 4 year college. A survey is administered to the students during the program to gather feedback on the program content. We also gather emails of these students when they graduate in order to periodically contact them to find out how they are doing in college and eventually in their careers. We are proud to say that one of the program's graduates successfully completed his 4 year degree in Secondary Education and Spanish, and is now back in the district teaching at the Middle School.

Thank you for your consideration.

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

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

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

