

I. CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL SUMMARY SHEET

Date 1-10-2020

Contact Information

Organization Name: Bringing Hope Home
Address: 641 Swedesford Road Malvern, PA
Phone: 484-580-8395
Website: BringingHopeHome.org
Year Incorporated: 2008
FEIN: 26-1222985

Executive Director/CEO Name: Paul Isenberg
Executive Director/CEO E-mail: paulisenberg@bringinghopehome.org
Board of Directors Chair Name: Steve Hobman
Primary Contact Name: John Farley
Primary Contact E-mail: johnfarley@bringinghopehome.org

Has your nonprofit ever applied to the Community Foundation? Yes No Not Sure
Has your nonprofit ever received funding from the Community Foundation? Yes No Not Sure
 Donor Advised Fund(s) Fund for Chester County Don't know/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): Greater Philadelphia

Describe Population Served and Annual Number of People Served: Families battling cancer, 2,000

Mission: Bringing Hope Home provides financial and emotional support for local families battling cancer.

Proposal Summary: Support Bringing Hope Home's Light of Hope Family program by supporting Chester County families that are battling cancer with essential household bills (rent/mortgage, utilities, food).

If Capacity Building Proposal, the focus is:

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

Annual Budget \$ 2,241,286 _____ # of Full-Time Equivalent Paid Staff 7.5
85 % of budget for program expenses 12 # of Board Volunteers
02 % of budget for administrative expenses 300 # of Active Non-Board Volunteers
13 % of budget for fundraising expenses 2,500 # of Volunteer Hours
100 % total

Top 3-5 funding sources:

ACME Markets \$213,183
Pepper Hamilton \$79,186
Independence Blue Cross \$50,000

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



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/BHHNation
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 @BringingHopeHome

PROPOSAL TO CHESTER COUNTY COMMUNITY FOUNDATION

January 10, 2020

ORGANIZATIONAL HISTORY, GOALS, KEY ACHIEVEMENTS, DISTINCTIVENESS

As a grassroots effort, Bringing Hope Home was formed with a primary goal to ensure families with cancer were able “to stay in their homes, phone and utilities working, and with food on the table.” From his own life experience, Co-founder and CEO Paul Isenberg, was inspired by his late wife Nicole to raise awareness of the predicament of families with a loved one diagnosed with cancer. Since our 2008 incorporation we have helped over 6,000 families with over \$7 million in financial support.

The BHH overall goal for 2020 is to help as many families as possible, following our strategic and tactical plans, and to provide hope in concrete form to each of the families we serve. Specifically, our objectives are;

- To assist 850+ families
- To distribute over \$1,000,000 in services to these families. This amount includes our Light of Hope Family program and in-kind support through gifts through our Adopt A Family program.
- To keep families engaged through event involvement and social media.
- To sustain a culture of caring for as long as possible. **AT BHH, Hope is not a word but an action!**

Among the key achievements of the Bringing Hope Home organization are:

- Numerous sustaining partnerships with major corporations and companies, business leaders, and volunteer cohorts and organizations.
- **From 2008 to 2019, 364 Chester County families were helped by Bringing Hope Home, receiving \$400,00 in support. In 2019, 33 Chester County families received support.**
- Increased collaboration with 100+ hospitals and cancer treatment centers.

Light of Hope Family Program

The Light of Hope Family Program provides one-time support to pay for essential household expenses like rent/mortgage, food, utilities. **BHH pays the monies directly to the patient’s vendor.** Director of Family Outreach, Amy Forkin, oversees the LOHF program. Nominated by a member of their oncology team, families have their needs

assessed, and DFO negotiates with the vendors after ascertaining families' specific financial needs. Financial support for each family varies but has averaged \$1,000 to \$2,000 in 2019. Additionally, the DFO suggests other community resources available.

Demographic and Target Audience

Cancer patients and their families are eligible for support regardless of age, gender, ethnicity, type of cancer, or socio-economic status. More than 40% of our families are at low and 80% are at low to moderate income levels we have determined from a review/comparison of our families zips through neighborhoodworks.org.

The families we help have different profiles: two parents with children, a single parent family, a single person, a multigenerational family, and often a grandparent raising a grandchild, or grandchildren—each experiencing stress in this life circumstance.

Among the issues to be addressed is our ability to meet the greater need that exists in our geographic region, the Greater Philadelphia Area. Research shows that we are only able to accept about 12% of families in need. This estimate was extrapolated from a study of 140 social workers at our partner cancer treatment centers conducted in the summer of 2017.

MEASUREMENT OF IMPACT

In order to measure the impact made by the LOHF program, families are contacted after a support has been awarded to participate in a brief survey. **Software allows us to tabulate and analyze the data from our surveys. 97% of our families feel less stressed as a result of our support.**

The Bringing Hope Home program could help many more cancer patients as noted above. In Greater Philadelphia alone, approximately 100,000 people receive a cancer diagnosis annually, causing much financial hardship to families even with medical insurance. This financial stress has been labeled toxic and an unexpected "side effect" of their disease. The mental toll does indeed drain a patient's physical resources experts have found. Bringing Hope Home is one of the few non-profits in the Greater Philadelphia Area available to families for the purpose of allaying the stress of cancer by helping patients during their treatment.

FUNDRAISING PROGRAM

Under Director of Advancement John Farley, online giving, memorial initiatives, and monthly giving have been established for sustaining BHH. Director of Events Sarah Zargiel, oversees special events yielding the bulk of BHH fundraising revenue. Contributors to our signature annual events come from businesses, corporations, foundations, and individuals:

- Great Guys Dinner (\$340,000 in 2019)
- Divine 9 Open Golf Outing (\$135,000 in 2019)
- Annual Ella Bella Fashion Show (\$130,000 in 2019)
- Stomps Cancer 5K Run/Walk Series (\$110,000 in 2019)

We are also sustained by numerous 'third party' events, i.e., volunteer driven, 30+ in number in 2019, and raising over \$180,000. In addition to the 100% participation of the Board, our volunteer efforts throughout the year are notable. Our Students Bringing HOPE Program, under the guidance of School Program Coordinator Molly Callanan, involved more than 40+ elementary, high school, and colleges/universities in service learning, raising over \$210,000. BHH can count on 250-300 volunteers to support our activities in any given year.

It is clear we must grow our revenue further. More recently the W. W. Smith Charitable Trust granted BHH \$35,000 for Philadelphia and Camden's families battling cancer. Likewise, the PNC Trusts afforded us \$16,000 for Lancaster County. For a 3rd year, an Acme Markets Register Campaign collected over \$150,000 for BHH. Despite the gap in our current capacity and the evident need, we will increase our numbers in 2020 with the help of a growing list of benefactors, both corporate and private.

As our budget shows 85% of funds are utilized for program, 13% for fundraising needs, and 2% for administration. Please see our 2020 annual budget for complete details.

DEMONSTRATION OF IMPACT AND RESULTS

The impact and results of Bringing Hope Home's programs and activities are conveyed through a vital communications network which includes our website: www.bringinghopehome.org, organizational literature, and social media. Our programs and initiatives 'pay it forward' as more volunteers, patients/families, and friends participate in the mission of BHH, proof, we believe, that we have been successful in demonstrating clearly how our families are relieved of the stress of cancer by our efforts. Strong and frequent interaction among families, volunteers, and supporters is evidence that our impact is wide-ranging and recognized by the community.

To insure its ability to serve more cancer patients of Chester County and the other families in the Greater Philadelphia Area, Bringing Hope Home requests support in any amount to provide for continued service to the families of Chester County struggling financially as a result of their cancer diagnosis.