



**CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL SUMMARY SHEET**

Date 12.14.2019

Contact Information

Organization Name: Sow Good Now
Address: 80 Lancaster Ave Suite UIF 100
Phone: 215-820-2450
Website: sowgoodnow.org
Year Incorporated: 2018
FEIN: 83-0997543

ED/CEO Name: Mary Fischer-Nassib
mfischernassib@gmail.com
Board of Directors Chair Name:
Betsy Curtis
Primary Email: sowgoodnow@gmail.com

Has your nonprofit ever applied to the Community Foundation? No
Has your nonprofit ever received funding from the Community Foundation? No
Donor Advised Fund(s) Yes from DAFs from various providers
Fund for Chester County - No

Field/s of Interest: Education (Youth Philanthropy)

Organization Information:

Geographic Area Served – Chester County and surrounding areas.

Describe Population Served and Annual Number of People Served: Area youth involved in sports – 2019 we served 250 athletes ages 8 to 33, (65 were from Chester County but increased involvement from Coatesville is planned for next year).

Mission: To jumpstart the Philanthropic Learning Curve Through Sports. In Chester County we have worked with 65 students in the Chester County school district through our volleyball, swim and football programs.

Proposal Summary: Sow Good Now humbly requests general operating support to cover costs of liability insurance. We are working hard to expand our messaging and grow philanthropic passion in the rising generations and prepare them for a lifetime of giving with great impact. Young people have tools that previously did not exist and Sow Good Now is inspiring them to use their knowledge and creativity in philanthropic collaboration through the sports they love.

2019 Annual Budget \$25,000
85 % of budget for program expenses

0 Full-Time Equivalent Paid Staff
8 Board Volunteers

10 % of budget for administrative expenses
5% of budget for fundraising expenses

250 Active Non-Board Volunteers
Over 800 Volunteer Hours

Sow Good Now Top 3-5 funding sources:

We receive significant In-kind support from The Uncommon Individual Foundation which includes office space, interns, project consulting (valued at \$100,000)

Largest Cash Donations are below:

Board Donations \$17,000

Fundraiser \$8200

Nicholas Schivito Foundation \$7250

In 2018 our budget was \$3,500. Our 2019 Cash Budget was 25,000 which we raised for start-up and programs. In 2020 we will need to buy liability insurance and replace a portion of the support that UIF previously granted us in-kind. UIF will continue to provide us with office space but we will need to hire our own interns. We formalized our Advisory Board in November of 2019 and are currently forming a Finance Committee to build the 2020 budget out in detail.

Grant Amount Requested from the Community Foundation: \$2000

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Nonprofit's history:

History: Sow Good Now was Founded in July of 2018 by three athletic mothers with high-performing, athletic children

Mary Fischer-Nassib, Dawn Hornibrook and Betsy Curtis are the co-founders of Sow Good Now. As former college athletes and mothers of athletic children, Mary, Dawn and Betsy realized the influence that high-performing and high-character athletes can have on younger players and their communities. As a high net worth financial advisor for many years, Mary helped thousands of investors consolidate their assets at retirement. It was here that Mary realized too many people arrive late in life without clarity around their philanthropic mission and are unsure about how or where to allocate their gifts. With so many people in need, it was agonizing for Mary to learn that these great resources were being wasted.

With a mission to utilize untapped resources that could be brought to life through philanthropic education and awareness, Mary went on to study philanthropy and in 2018 received the designation of Chartered Advisor of Philanthropy from the American College of Financial Services. Mary also served on grant distribution committees to better understand the philanthropic ecosystem and learn about traditional grant cycles. After this research period, Sow Good Now was launched in July of 2018

as a platform for high-performing, high-character athletes to self-identify as philanthropists and engage and inspire younger players to recognize their unique gifts and share them to help others.

Betsy's experience as literacy program director for children in underserved areas was instrumental in identifying community partners in need. Sow Good Now leveraged Betsy's relationships with these populations and connected diverse players through the sports clinics. Dawn is active in the sports community in Chester County and her connections were strategic in building awareness for Sow Good Now, especially for swimming and football programs. Dawn's sons played football for Wisconsin and Stanford and her daughter was Captain of Penn State Swimming and younger players looked to Dawn's family as community leaders.

In 2018 Sow Good Now was started with a budget of \$3500 which covered the cost of establishing the 501©(3) entity and filing fees, buying the domain name and fees the website, and hosting our first football clinic.

At the inaugural Sow Good Now Football clinic in 2018, 33 players from Chester County Schools came to learn about philanthropy from area Division One Players. The first step in educating the players was to have them just say the word – "philanthropy" and to tell them that if they give of themselves without expecting anything in return, then they become "philanthropists", too! Just like learning a sport, we introduce the basics and build on it from there.

In late 2018 we applied to the Entrepreneurial Mentoring Program at The Uncommon Individual Foundation where we were accepted and awarded start-up support.

In January of 2019 we held our first fundraiser and raised enough funds to hold five volleyball clinics, a swim clinic and a second football clinic and continue to strengthen our messaging.

Goals: To get more athletes educated on philanthropic giving and create a collaborative giving environment

In 2019, we recruited over 250 philanthropic athletes to share their time, talent and treasures with their communities through the sports they love. We recruited local division one players to speak at the clinics and explain what it means to be a philanthropist and that it includes a lot more than giving money. Young athletes are now being introduced to the word "philanthropy" and learning more about ways they can give to the community to help others. The local standout athletes have embraced the idea of giving back and are encouraging the younger athletes to do more to help each other. We are in our infancy and will look to give our philanthropic youth education curriculum more shape in 2020 but at each of our events we have met huge success in the amount of interest we are generating.

Distinctiveness:

Through organized sporting activities we are creating an innovative platform for young people to identify their own philanthropic passions and leverage their social capital and athletic skills to help bring communities together. This platform is unique for several reasons – every year new players age up and there is a constant pool of volunteer leaders, so sustainability is assured. It is also

unique in that we introduce donor advised funds as simple tools that can be used in building a philanthropic model that serves local charities in a fun and engaging way on fields, courts and pools. Our innovative approach of inviting the young players to participate in the evaluation of non-profit advances interactive communication channels through social media and charities receive much needed exposure.

Key achievements:

We are proud of all of our achievements, however, one of our biggest successes was to have a college athlete host a Sow Good Now softball clinic to benefit Mental Health in young people. This Philanthropic Athlete got the University's Athletic Director to donate the facility and equipment, helped her coach partner with a community group, and brought 65 people together for her event where they raised funds and engaged 40 athletes in the grant evaluation process. This college student has gone on to open her own donor advised fund.

If Sow Good Now continues to grow philanthropic athletes like this one, by the time she reaches retirement, her mission will be well defined, and she will have educated many others along with her on her philanthropic learning curve.

Another great accomplishment was the Young Philanthropist Contest for volleyball and as a result had three players from the Starlings attend the Villanova University Volleyball Camp this summer.

2. Funding request

We are requesting \$2000 in funding for general operating expenses in 2020. We are also looking for key volunteers who can help us grow strategic giving in this newly created and dynamic way –social capital as well as financial capital is essential for what we do. We believe that the person who holds the key to the gym is as important as the one who builds it.

As with all new organizations, we must not let up and remain steadfast in our goals. We are building the Sow Good Now team and we will use what resources we have to continue to win – which in this case, is to win philanthropic hearts and minds to jumpstart the philanthropic learning curve.

