Friday March 27th, 2020

The Kennett Flash
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FEIN - 46-3156890

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1. What geographic area is served?

The Kennett Flash serves the people of Kennett Square, Pennsylvania as well as all of the surrounding areas of Chester County. In addition, bringing people to Chester County and Kennett Square from Delaware, Maryland, New Jersey, the Philadelphia suburbs and beyond.

2. What population is served, what has been the impact of COVID-19, and how has your nonprofit responded?

While specific demographics are not captured with ticket purchases, our audience is primarily White or Caucasian, and generally in their 50s and 60s.

Due to COVID-19, The Kennett Flash was immediately forced by the state to close our doors and cancel or postpone all performances. We assume we will not be operating through April, and most likely at least through May 15th, two months from our last event.

Proceeds from events at The Kennett Flash account for over 75% of all revenue. Without events happening we are solely dependent on donations to cover all operating expenses; including, but not limited to, staff salaries, rent, utilities and more.

The current response by the organization has been to create an emergency fund via GoFundMe and to push membership sales to bridge the gap until we are able to reopen. We are also looking at grant and loan programs as they become available. Proceeds for the first 2 weeks of the fundraising campaign are approximately $9000. Estimated average fixed expenses for a normal month for The Flash average out to approximately $15,000 per month.

3. How much funding is sought? How does this compare to your annual operating budget? What will the funding be used for? What is the expected timeframe for use of funds?
The Flash is seeking as much assistance as possible at this time from the Chester County Community Foundation. We expect at least a two-month closure, if not longer. Meaning we are looking to bridge an approximate $30,000 gap. With grants estimated at $500-$5000 with these requests, The Flash is hopeful for a minimum grant of $2500 from The Chester County Community Foundation with the hope for assistance in finding additional funds from other sources.

The Flash’s annual operating budget is currently between $350,000-$375,000, the requested amount is less than 1% of our annual operating budget. The funding received by the Chester County Community Foundation will be used to cover immediate expenses – most importantly employee salaries – as we are fighting to not lay off employees at this time. The expected timeframe for use of the funds is April 2020.