



28 W. Market Street, Lincoln Biography Building  
West Chester, PA 19382  
610.696.8211 www.chescocf.org

## CCCF COVID-19 Rapid Response Mini-Grants

Per IRS Regulations, applicants must be charitable, tax exempt organizations with 501(c) (3) certification & cannot be individuals.

### Background/Eligibility

The Community Foundation's COVID-19 Rapid Response Fund provides flexible resources to **Chester County nonprofits** that are disproportionately impacted by coronavirus and the economic consequences of this outbreak. This is designed as a flexible short-term response fund to provide relief for a variety of unexpected costs. We envision three funding priority levels:

- **Front Line Grants** fund community-based nonprofits that have increased demand for services due to COVID-19. These nonprofits have deep roots in community and a strong track-record serving people who are immediately and disproportionately suffering from this crisis. This includes services to financially vulnerable people who work in industries without sick leave &/or health care; homeless people; and health-challenged vulnerable people. Grants are intended to complement the work of public health officials and expand local capacity to address acute needs of the outbreak as efficiently as possible. These grants are NOT of the scale to support larger public institutions that are strained by increased demand for services. Examples of the types of nonprofits in most need of Front Line Grant Support, as service numbers rise: community-based health clinics; food bank & food pantries; meal delivery programs; homelessness programs.
- **Service-Challenged Grants** fund nonprofits that are modifying their in-person service delivery modes extremely rapidly due to COVID-19, and need assistance to do so. These nonprofits likely need additional assistance to upgrade sanitation protocols and obtain cleaning supplies & service personnel. This includes: youth centers, recreation centers, child care, senior services, adult day care, community-based education programs.
- **Collateral Damage Grants** fund nonprofits facing extreme difficulty because of lost revenue due to closures and cancellations, as well as other challenges.





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## COVID-19 Rapid Response Mini-Grant Letter of Request

Date: March 20, 2020

### **Contact Information**

Organization Name: People's Light  
Address: 39 Conestoga Road  
Phone: 610-647-1900  
Website: peopleslight.org  
FEIN: 23-731-3407

ED/CEO Name: Abigail Adams  
ED/CEO E-mail: adams@peopleslight.org  
Board Chair Name: Kenneth B. Mumma  
Primary Contact Name: Jane Moss  
Primary Contact E-mail: moss@peopleslight.org

### **In a few brief paragraphs, please explain:**

**1. What geographic area is served? (If not all of Chester County, specify primary Chester County regions served)**

People's Light serves all of Chester County and beyond. We serve 80,000 annually. 85% of our audience members and students come from a 15-mile radius around the Theatre.

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

Halfway through our year-round season of plays, we have had to cancel two productions and the remaining three are in limbo. While we have honored artist contracts for each cancelled production, we have begun layoffs of some staff in order to reduce expenses. At this time, we foresee a loss of \$400,000 to \$500,000 in revenue. Our annual budget is \$6.4 million. In order to minimize the loss, we are able to engage a professional videographer to videotape both productions, one of which was mid-performance run and the other about to open. This taping requires extraordinary concessions from the Actors Equity union and other rights-granting entities. These limited-time-available recordings will be offered to audience members in lieu of refunds (we will also ask audience members to donate their ticket cost or bank the credit for a future production, as other options).

Other COVID-19 impacts include the cancellation of our spring Theatre school session which provides Saturday theatre classes to students from around the area, including 30% on scholarship support, and the suspension of our longtime New Voices ensemble program for young people from the city of Chester.

Further, our Farmhouse Bistro and event operations provide essential income to our non-profit Theatre. With events and gatherings at a standstill, this critical revenue is also lost at this time.

People's Light is more than a theatre. We are a cultural and civic center with theatre at its core. While our audiences are not able to come together at this time on our campus, we in dialogue with longtime partner organizations, schools and community leaders to brainstorm how we might collaborate online to sustain our mutual investment in this region's cultural and civic vitality. We are working to create a hub of virtual theatre content for our audiences, artists, colleagues and the community to stay connected over the coming weeks.

**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?**

We request \$5,000, the cost to create one of the two production videos – of *Hold These Truths* by Jeanne Sakata, about the life of Gordon Hirabayashi whose case against the internment of Japanese-American citizens during World War II made its way to the Supreme Court. 1,000 area students were among the full audience of 4,000 slated to see the production. We are able to provide access to this video to current ticket holders, teachers and students, as well as make it available for purchase to newly interested patrons. The video will not only help to

reduce significant losses for Chester County anchor cultural institution People's Light, but will also provide access to an important and ultimately uplifting American story at this challenging time in our history.

In all, a grant of \$5,000 to support this video has the potential to help us save \$160,000 in revenue.

Thank you for your consideration.

Please email [grants@chescocf.org](mailto:grants@chescocf.org)

This Brief COVID-19 Rapid Response Mini-Grant Letter of Request

Copy of annual operating budget or most recent audit

501c3 determination letter

Request letters will be posted on the Community Foundation's website, in order to share with fund advisors, donors, grant panelists, and other funding sources.

Grants will be processed a few times monthly.

We estimate mini-grants will range from \$500 to \$5000.

Please direct general questions & inquiries about the Rapid Response Mini-Grants to [grants@chescocf.org](mailto:grants@chescocf.org).  
Beth, Steph, Cierra or Kevin will answer you.