

GRANT PROPOSAL GUIDELINES

The Chester County Community Foundation *connects people who care with causes that matter, so their philanthropy makes a difference now & forever.* The Community Foundation is a collection of Field of Interest & Donor Advised Funds with **\$3.2+ million granted annually** to nonprofits in Chester County & beyond. **99%** of the grants issued by CCCF are made possible through the generosity of the Fund Advisors, who make grant decisions throughout the year.

Proposals submitted by nonprofits are considered for 2 types of grants:

Field of Interest & Donor Advised Funds (No Deadline)

- ◇ Grants **focus on Chester County** causes & issues, *but* are not limited to Chester County.
- ◇ Charitable nonprofits working **in all fields of interest** are considered for grant awards. (I.e. arts, culture, & humanities; education; community improvement; environment; religion; health; & human services)
- ◇ **General operating** grants are encouraged. Nonprofits should be specific about their mission, goals, & measurable outcomes.
- ◇ Proposals can be submitted **anytime throughout the year**.
- ◇ Grant decisions are made **intermittently** throughout the year, as Fund Advisors desire.
- ◇ Grant **awards** typically range from **\$500-\$7,500**.

Fund for Chester County Capacity Building Grants (Due 9/15)

- ◇ For eligibility in this grant program, nonprofits must be **located in & serve Chester County**. NPO's with budgets of \$750,000 or less are preferred.
- ◇ The goal of CCCF's capacity building grantmaking is to **strengthen the effectiveness of NPO's serving the Chester County region**, in areas including:
 - Mission, Vision, & Strategy
 - Governance & Leadership
 - Strategic Relationships
 - Operations & Technology
 - Fundraising & Development
- ◇ Proposals must be submitted by **September 15** to be eligible for consideration.
- ◇ Grant **awards** typically range from **\$500-\$5,000**, with monies distributed by **February**.

- All Community Foundation Funds accept this grant application form. An electronic form is available at www.chescocf.org.
- **Email proposals to grants@chescocf.org**; Proposals are considered "complete" when CCCF has **confirmed** receipt of the **Grant Proposal Summary Sheet, Narrative, & Attachments**. Proposals are shared electronically with Fund Advisors, Donors, & Grants Committees.
- Per IRS Regulations, applicants **must be** charitable, tax exempt organizations with 501(c)(3) certification & **cannot** be individuals.

Please contact Portfolio Administrator, **Kevin Baffa**, at **(610)-698-8211** or grants@chescocf.org with any questions.

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

One page only. This page will be shared electronically with Grant Committee Members & Fund Advisors.
 Note: If Philanthropy Network of Greater Philadelphia's Common Grant Application is used, the Community Foundation's

Summary Sheet MUST accompany application.

To obtain an electronic version of this application, visit www.chescocf.org

Date

Contact Information

Organization Name: Coatesville 2nd Century Alliance
 Address: PO Box 692, Coatesville PA 19320
 Phone: 484-786-8896
 Website: 2ndcenturyalliance.org
 Year Incorporated: 2018
 FEIN: 83-0574790

Executive Director/CEO Name: Sonia Huntzinger
 Executive Director/E-mail: shuntzinger@2ndCenturyAlliance.org
 Board of Directors Chair Name: Crosby Wood
 Primary Contact Name: Sonia Huntzinger
 Primary Contact E-mail: shuntzinger@2ndCenturyAlliance.org

Organization Information:

Field/s of Interest: *Community and Economic Development

Arts, Culture & Humanities Environment/Animal Welfare Education
 Health Human Services Religion

Mission: Develop and execute a strategy to build the City of Coatesville's capacity to improve current conditions, stabilize the socio-economic stature of the City, to foster economic development, and bring resources and community partners together for these purposes.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): City of Coatesville

Describe Population Served & Annual Number of People Served:

The Coatesville 2nd Century Alliance serves the City of Coatesville proper; 1.9 square miles with a population of 13,123 (100% urban, 0% rural). This population is comprised equally of male/female: 47.1% male, 52.9% female. The median resident age is 30.2 years and the racial makeup is 44.6 Black, 27.2 White, and 23% Hispanic. The median household income is approximately \$37,600 as compared to the County's more affluent \$85,000. This underscores the economic challenges faced by many City residents where 31.5% live in poverty.

Annual Budget \$ <u>259,000</u>	<u>3*</u> # of Full-Time Equivalent Paid Staff
<u>78</u> % of budget for program expenses	<u>17</u> # of Board Volunteers
<u>22</u> % of budget for administrative expenses	<u>20</u> # of Active Non-Board Volunteers
<u> </u> % of budget for fundraising expenses	<u>30</u> # of Volunteer Hours *per month

100 % total

***2.5 FTE supported directly through programmatic grant income.**

Top 3-5 funding sources:

- Brandywine Health Foundation
- Chester County Industrial Development Authority
- Stewart Huston Charitable Trust
- Gurnard Berry Charitable Foundation
- Coatesville Savings Bank

Is this grant proposal for: Capacity Building or General Operating ?

If Capacity Building Proposal, the focus is: N/A

Grant Amount Requested from the Community Foundation: \$ 7,500.00

Proposal Summary:

The Coatesville 2nd Century Alliance, in existence for less than five years, has made unprecedented strides in re-igniting the economy in the City of Coatesville while ensuring that economic growth does not impact residents in a negative way. We've employed numerous tried and proven strategies to achieve progress while mitigating any displacement or gentrification of our historic neighborhoods.

In our first few years we crafted a five-point, multi-layered approach toward community and economic development, built detailed plans for neighborhood stabilization, downtown revitalization, and jobs and economic opportunity, and been successful in bringing more than \$1 million and two full time staff people to the effort.

Staff and volunteer leadership have been dedicated to keeping administrative costs to a bare minimum in order to allocate as much capital to programs as possible. Monies raised have been directly deployed into programming for the greatest impact; greater funds in programming early on will help build traction and momentum.

This does not, however, alleviate the need for said administrative funds. Our organization still incurs the regular costs of doing its business and we look to our partners who understand the need for small non-profit organizations to manage these expenses while continuing to providing important programs and services. We hope the Chester County Community Foundation sees value in the work that we do to revitalize Chester County's only City.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

1. Nonprofit's history, goals, key achievements & distinctiveness

The 2nd Century Alliance is a group of eighteen community stakeholders that came together in 2015 when Coatesville celebrated its 100th anniversary as a third-class city. We are the City's partner in community and economic development, and we work together and alongside community partners to ensure that Coatesville's "second century" is economically prosperous.

We are a true Public/Private Partnership, funded by a collaborative partnership between the Chester County Department of Community Development, public and private grants, and charitable contributions from the private sector, and the **only** localized non-profit organization working on the ground in the City to improve the economic and social climate of Coatesville.

In just a few short years in existence, we've been able to achieve the following:

Coatesville Growing Greater Neighborhood Revitalization Initiative

In November of 2018, we received a five-year grant award totaling \$500,000 from the Wells Fargo Regional Foundation to hire a Community Coordinator. This team member is charged with implementing the Coatesville Growing Greater neighborhood revitalization plan. Details can be found at www.coatesvillegrowinggreater.org.

Neighborhood Partnership Program for Downtown Revitalization:

We were successful in our application to the PA Department of Community and Economic Development for a Neighborhood Partnership Program grant, a commitment of \$100,000 per year for the next six years, allowing us to add a Downtown Manager who will focus on supporting existing businesses, recruiting new retail and hospitality businesses, ensuring downtown is "clean, safe, and green," facilitating a façade improvement program, and coordinating special events that entice patrons into downtown Coatesville.

Vision Partnership Program:

Building a collaborative partnership between the City, South Coatesville, and Valley Township, we secured \$40,000 in a multi-municipal grant from the Chester County Planning Commission. This will allow all three municipalities to work together to create an economic development and business attraction strategy bringing jobs and economic opportunity to our residents.

Historic Train Station:

On behalf of the City administration, we were able to secure CDBG funds from the Chester County Department of Community Development to address deferred maintenance on the exterior of the existing historic train station building.

LERTA

Our team worked with the City to shepherd the Local Economic Revitalization Tax Assistance program through the municipal adoption process and through acceptance by the Coatesville Area School District. In early 2020, the County Commissioners adopted the program, providing a real estate tax discount on improved properties from all three taxing bodies, incentivizing redevelopment in downtown Coatesville.

New Train Station Development

We work with the City and RDA to continuously and consistently keep this project "on track" and a priority for local, state, and federal officials. We established a working group to procure funds and facilitate the development of a parking garage to enhance the transit-oriented development and collaborate with the project's development team to market the private parcels for development.

Continued on next page.

Qualified Opportunity Zone

Introduced in the Federal Tax Cuts and Jobs Act of 2017, this new economic incentive provides for capital gains tax relief in exchange for investment in low- to moderate-income communities. We advocated for and secured designation for all four Coatesville census tracts, and are working to facilitate, manage, and market the program.

Parking Strategy

In order to encourage patronage of all City businesses and afford residents easy access to on-street and near-by surface parking, we're leading the City Planning Commission in the development of a comprehensive City-wide parking plan that addresses current and future parking needs.

Coatesville Community Connector

We initiated a conversation with the Chester County Department of Community Development about having a full-time point-of-contact social service navigator in Coatesville. Through the Chester County Human Service Department and a partnership with Child and Maternal Health and the Coatesville Area Public Library, we helped relocate the existing "information and resources" staff to the Library, and introduced a fresh branding and communications campaign for a more efficient service-delivery system for Coatesville residents.

www.2ndCenturyAlliance.org

Thanks to our partnership with the Chester County Planning Commission, we developed an interactive map for our website that highlights opportunity sites, projects in process, and community assets.

In addition to the accomplishments above, our team works consistently with the Coatesville Redevelopment Authority and individual developers and investors, supporting, endorsing, and assisting in projects in numerous and various ways. We've crafted press releases, testified at State hearings, advocated for grants and subsidies, and helped navigate roadblocks as needed.

2. Funding request

• Description of key initiatives

The Coatesville 2nd Century Alliance works to revitalize the downtown commercial corridor, stabilize and strengthen neighborhoods, and bring jobs and economic opportunity to the City so that its residents are poised to take advantage of the growth that we believe is imminent in Coatesville, and not be displaced by it. Our detailed five-point revitalization plan includes:

- Building strong residential neighborhoods;
- Bringing jobs and economic opportunities to our residents;
- Revitalizing our downtown corridor;
- Implementing and advancing programs that improve the overall quality of life;
- Promoting the City's assets and advocating for progress that will benefit the entire community.

• Specific needs & issues to be addressed

- Home ownership
- Financial literacy
- Jobs and economic opportunity
- Transportation
- Retail and hospitality business retention and attraction
- Placemaking
- Quality of life
- Public safety
- Resident engagement and civic leadership

Continued on next page.

• Why it is important to fund this now?

Without a consistent and concerted focus on revitalization, a vulnerable community like Coatesville can fall deeper into economic decline, causing further degradation of housing stock and other real property, deterioration of parks and public spaces, increases in criminal and vagrant activity, added financial burdens on the municipal budget, and a perpetuated social malaise among residents and other stakeholders.

With County growth projections, federal and state incentive programs, affordable real estate, and an administration committed to progress, Coatesville has garnered a great deal of attention and today is at a tipping point. Many vulnerable communities similar to Coatesville have undergone rapid, uncontrolled expansion and suffered unexpected consequences such as traffic congestion, parking shortages, artificially inflated real estate prices, and most importantly residential displacement.

The City of Coatesville is poised to experience significant change that could possibly negatively impact its vulnerable population. The 2nd Century Alliance is the organization working to ensure that everyone in Coatesville is prepared to reap the benefits of progress.

Our position in the community is a benefit for the following reasons:

- As an independent non-profit, we can maintain constant and consistent implementation of long-range revitalization strategies, independent of election cycles.
- As a federally designated charitable organization we can access grants and other funding opportunities.
- Our partnership with Chester County and relationships with local, state, and federal officials can bring new and previously untapped resources to the city.
- Our technical expertise supports and enhances the City's goals for growth and prosperity.
- Our experienced staff brings more than 25 years of tried and proven principles to our programming, ensuring smart development and highest and best use of limited real estate.
- Our expansive volunteer board leadership provides access to skills, talents, and resources.
- Our short five-year track record illustrates significant strides in organizational growth and community impact.

• How impact & results will be demonstrated

The economic and social health of Coatesville, Chester County's only city, is a reflection of, and on the County. Positive progress in revitalization initiatives will:

- A reduction in unemployment rates
- An increase in owner occupied residences
- A reduction in criminal activity
- A reduction in downtown retail vacancy rates
- An increase in park activities and community event attendance
- Major development projects, ie: train station, Flats, Gateway advancing with concrete milestones

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 & financial statement, audited if available
4. Itemized organizational operating budget with actual results for prior fiscal year & 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.