

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

One page only. This page will be shared electronically with Grant Panel Members & Fund Advisors.

Note: If Philanthropy Network's Common Grant Application is used, CCCF's Summary Sheet MUST accompany application.

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

Date 6/23/20

Contact Information

Organization Name: Auto Dealers CARing for Kids Foundation	ED/CEO Name: Kevin Mazzucola
Address: 3311 Swede Rd, Suite A, East Norriton, PA 19401	ED/CEO E-mail: mazz@adagp.com
Phone: 610-279-5229	Board Chair Name: Ian Jeffery
Website: www.morethanautodealers.com	Board Chair Approval (check here): <input checked="" type="checkbox"/>
Year Incorporated: 2003	Primary Contact Name: Meghann Ryan
FEIN: 03-059965	Primary Contact E-mail: meg@adagp.com

Organization Information:

Field/s of Interest:

<input type="checkbox"/> Arts, Culture & Humanities	<input type="checkbox"/> Environment/Animal Welfare	<input type="checkbox"/> Education
<input type="checkbox"/> Health	<input checked="" type="checkbox"/> Human Services	<input type="checkbox"/> Religion

Mission: The mission of the Auto Dealers CARing for Kids Foundation is to enhance and enrich the lives of children and youth in the communities where our dealer members work and live.

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

Five county region of Philadelphia: Bucks, Chester, Delaware, Montgomery and Philadelphia counties.

Describe Population Served & Annual Number of People Served: impoverished children, 50,000/year

Annual Budget \$ <u>3,281,865</u>	<u>0</u>	# of Full-Time Equivalent Paid Staff
<u>74</u> % of budget for program expenses	<u>13</u>	# of Board Volunteers
<u>22</u> % of budget for administrative expenses	<u>152</u>	# of Active Non-Board Volunteers
<u>4</u> % of budget for fundraising expenses	<u>251</u>	# of Volunteer Hours
<small>100 % total</small>		

Top 3-5 funding sources: New Car Dealer Members, Associate Members and Vendors, General Public, Auto Dealers Association of Greater Philadelphia

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

If Capacity Building Proposal, the focus is:

Mission, Vision & Strategy Governance & Leadership Partnerships & Collaborations
 Fundraising, Development & Marketing Technology Other: _____

Grant Amount Requested from the Community Foundation: \$ 7,500

Proposal Summary:

We have selected General Operating but this grant will be used for our Driving Away the Cold program. Our Driving Away the Cold program provides brand-new winter coats to impoverished children living in the Philadelphia region; including Bucks, Chester, Delaware, Montgomery and Philadelphia counties. A new coat can relieve one small stress point for the recipient and his/her guardian, but it does more than just keep a child warm; it improves their quality of life. The gift of a brand-new winter coat reminds that child that he or she is important. It warms the body and soul and helps him or her arrive to school warm, ready to learn and to receive two hot meals.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

2. Funding request

- Description of key initiatives
- Specific needs & issues to be addressed
- Why it is important to fund this now
- How impact & results will be demonstrated

- For capacity building grant proposals:
 - How will this capacity building initiative impact your nonprofit?
 - How will this impact be measured?
 - Include a description of the expected activities; timeline & costs to implement the initiative. If external consulting services are required, include the anticipated costs & expertise of the consultants to be hired. Include external consultant proposals if applicable.

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.

- Use this form @ www.chescocf.org to apply online for grants from all Community Foundation Funds.
- **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 and online with Fund Advisors, Donors & Grant Panels.
- Per IRS Regulations, applicants must be charitable, tax exempt organizations with 501(c)(3) certification & cannot be individuals.

Please contact Grants Administrator Kevin Baffa at
(610) 696-8211 grants@chescocf.org with questions.



*Connecting people who care with causes that matter,
so their legacies make a difference.*

Auto Dealers CARing for Kids Foundation

We are the Auto Dealers CARing for Kids Foundation, the philanthropic arm of the Auto Dealers Association of Greater Philadelphia (ADAGP) and the Philadelphia Auto Show. Both our Foundation and Association are comprised of the same members: new car dealerships in the five-county Philadelphia area. The ADAGP was established in 1904 and is responsible for all industry-related activities, and the Foundation, established in 2003, spearheads all philanthropic giving. Our Foundation's mission is to enhance and enrich the lives of children and youth in the communities where our dealer members work and live.

Our Foundation has three signature programs: Black Tie Tailgate, Greater Philadelphia Auto Technology Competition (Tech Comp), and Driving Away the Cold.

- **Black Tie Tailgate.** What started as a small party of 200 people in 1986 has grown to be the largest black-tie event in the Philadelphia region with 5,000 annual attendees. This event takes place the Friday evening before the Philadelphia Auto Show opens to the public and is a fundraiser for Children's Hospital of Philadelphia.
- **Greater Philadelphia Auto Technology Competition (Tech Comp).** The purpose of the Tech Comp is to build awareness for the important role of auto technicians in today's workforce and spotlight their specialized skills and professionalism. This is an annual event and 2020 marked the 27th anniversary! It is a two-part competition that challenges, tests and inspires students interested in a career as an automotive technician. This event provides the opportunity for elite teams of the finest automotive technical students from Berks, Bucks, Chester, Delaware, Montgomery and Philadelphia counties as well as southern New Jersey to work against the clock in a timed, hands-on automotive technical skills competition. The 2020 winners walked away with over \$240,000 in scholarships, prizes and tools!
- **Driving Away the Cold.** This effort began in 2008 with one simple mission: provide brand-new winter coats to less fortunate children living in the five-county region of Philadelphia. That first year we distributed 18,000 new coats and we have been able to increase the amount given each year, last year we distributed 52,700, bringing our twelve-year total to 419,700 brand-new coats given! We have selected the general operating grant category but if received this grant will benefit our Driving Away the Cold program.

9,034. This is approximately how many children in Chester County live in poverty, according to the US Census Small Area Income and Poverty Estimates. Poverty is defined as a family of four living on less than \$25,900 annually. In 2019, Public Citizens for Children and Youth reported that hard-working Chester County families earning \$50,000 will only have \$1,350 left per year (\$26 a week) after covering childcare, health care, housing, utilities, transportation, food, and taxes. That is \$1,350 for clothes, sports/activities, birthdays, etc. More than one in seven families with children earn this much or less in Chester County. Our new coats are intended to help the children in these impoverished and low-income families.

Our Driving Away the Cold effort began in 2008 with one simple mission: provide brand-new winter coats to less fortunate children living in the Philadelphia region; including Bucks, Chester, Delaware, Montgomery, and Philadelphia counties. A warm winter coat is one of the most requested items by schools and social services agencies in the Philadelphia area. A new coat



Auto Dealers CARing for Kids Foundation

can relieve one small stress point for the recipient and his/her guardian, but it does more than just keep a child warm; to a child in poverty, it represents self-esteem. The gift of a brand-new winter coat reminds that child that he or she is important. It warms the body and soul and helps him or her arrive to school warm, ready to learn and to receive two hot meals. With the current pandemic putting millions of people out of work, the need for this essential item will be at an all-time high.

A little background about Driving Away the Cold: in 2006, our Foundation embarked on a strategic plan to expand our giving and identify ways to increase dealer involvement in our philanthropic activities. After evaluating our current efforts and the different needs in the Greater Philadelphia region, we decided to partner with Operation Warm, a Pennsylvania-based, non-profit organization that provides new winter coats to children across North America. The relationship has been beneficial to both organizations: we have been able to tap into their existing supplier and logistics infrastructure to immediately meet economies of scale and purchase as many new coats as possible and, with our program serving so many local children, Operation Warm has been able to redirect some of their resources from the Philadelphia area to other impoverished regions of the country. In 2008, our first year, we gave 18,000 new coats: 10,000 funded by our Foundation's resources and 8,000 with financial contributions from our dealer members. We continue to purchase coats from Operation Warm; this fall will be our 13th year.

We have heard countless stories of siblings alternating which days they go to school when it is bitter cold out based on whose day it is to wear their shared winter coat. There have been hundreds of times when we have handed a brand-new coat to a child and they have handed it back to us (after they have tried it on for size) not realizing it's theirs to keep. Elated by the realization that it is theirs and it is brand-new, these children proudly grab a nearby marker and write their names on the interior "This coat is owned by" tag. It is within those moments that one can see that this is more than just a coat to the recipient, and that this program is incredibly important for a variety of reasons.

Last fall we distributed 52,700 brand-new winter coats throughout the five-county Philadelphia region, specifically 5,910 went to impoverished children in Chester County. We need a lot of hands to responsibly distribute that many coats! We work with over 200 area social service agencies and YMCAs, including the School District of Philadelphia and Chester Upland School District. These schools and agencies receive our donation, identify the children who would benefit most from this gift and then distribute the coats in a responsible manner. We also host several unique events where kids get to try on and pick out their brand-new winter coats in person.

We traditionally conduct the Driving Away the Cold program in October before the winter weather arrives in Philadelphia. However, well into March, our phone lines are ringing off the hook with calls from additional area teachers, local churches, nearby shelters and others asking if any more coats are available. Our recipients always remind us how valued this everyday item is, but it is the sheer volume of these additional requests that keeps pushing us to find alternate ways to purchase and give more coats to meet this very present need.

We are gearing up for Fall 2020 distribution, where the need will be greater than ever. You are probably asking yourself...**how can we help?** Our logistics and distribution network can manage more coats, but our financial resources are limited. The math is simple: the more money we raise, the more coats we can buy and the more children we can serve. A \$7,500 donation will directly impact 500 children of impoverished and low-income families in Chester County. Every cent of this donation will be used to purchase brand-new winter coats for children in need; to be distributed this fall throughout Chester County.

Thank you for taking the time to read about our Driving Away the Cold program. We hope you will support us with a donation because **warmth should never be a luxury.**