

GRANT PROPOSAL GUIDELINES

- We **connect people who care with causes that matter, so their philanthropy makes a difference now & forever.**
- We are a **collection of Field of Interest & Donor Advised Funds** with **@\$3.5M granted annually** to nonprofits in Chester County & beyond.
- **99%** of our grants are made by our generous Fund Advisors, who make grant decisions all 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 all year.**
- ◇ Grant decisions are made **intermittently** all 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 \$500,000 or less are given preference.
- ◇ The goal of capacity building grantmaking is to **strengthen the effectiveness of NPO's serving the Chester County region,** in areas including:
 - Mission, Vision & Strategy
 - Governance & Leadership
 - Partnerships & Collaborations
 - Operations & Technology
 - Fundraising, Development & Marketing
- ◇ 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.**

- 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)-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 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 06/18/2020

Contact Information

Organization Name: Revival Productions Inc.
Address: P.O. Box 763 Coatesville, PA 19320

Phone: 484-378-0047

Website: www.revival-productions.com

Year Incorporated: 2017

FEIN: 82-2997982

ED/CEO Name: Heather Grayberg
ED/CEO E-mail: heathergrayberg@revival-productions.com

Board Chair Name: Heather Grayberg

Board Chair Approval (check here):

Primary Contact Name: Heather Grayberg

Primary Contact E-mail:
heathergrayberg@revival-productions.com

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission:

To provide the Coatesville, PA area with excellent, affordable, and professional live entertainment and arts education.

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

Chester County - Coatesville

Describe Population Served & Annual Number of People Served:

45.3% Black or African American

25.9% White/Caucasian

24.5% Hispanic or Latinx

3.87% Two or More Races

>1% of the following: Native American, Hawaiian, Pacific Islander

Annual Budget \$ 250,000.00 _____ # of Full-Time Equivalent Paid Staff _____ 1 _____

_____ 47 _____ % of budget for program expenses _____ 6 _____ # of Board Volunteers

_____ 43 _____ % of budget for administrative expenses _____ 40 _____ # of Active Non-Board Volunteers

_____ 10 _____ % of budget for fundraising expenses _____ 1500 _____ # of Volunteer Hours

100 % total

Top 3-5 funding sources:

Bob and Jennifer McNeil fund (2019-2020)

PECO (2018-2019)

Breuninger Insurance (2019)

Huston Foundation (2019-2020)

Personal Donations

Ticket Sales

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: \$ 15,000 _____

Proposal Summary:

We are asking for the support of the Chester County Community Foundation to enhance the presence of arts and culture in Coatesville, as we strongly feel that we have like-minded goals and aspirations for education, and arts and culture initiatives.

Revival Productions is growing in big ways in 2020! The past two summers we were able to provide summer theatre camps in the city of Coatesville. From year one to year two, we were able to double our programming and numbers and we are thrilled for year three. Additionally, we offered other performances throughout the first two years and widened our reach to youth through adults and drew in interest from areas beyond Coatesville.

While it's true that our camps and productions have been successful, the team at Revival Productions knows that we can do more to put Revival and Coatesville on the map. We are constantly asked about classes throughout the year as well as performances and we are dedicated to making that happen by taking a big leap in 2020 and opening an arts campus in Coatesville city.

As we rise to be part of the revitalization of Coatesville PA, we would like to be considered for operational support of our #DoMoreArt project. We believe that Revival Productions is a vehicle to aid in the revitalization of Coatesville and is something that our community can be proud of.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

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

In October of 2017, Daniel and Heather Grayberg saw a need for their community to have a thriving, professional, and well-rounded entertainment experience. They put their desire into action in the form of Revival Productions. With a team of arts professionals and enthusiasts alike, Revival is growing exponentially in 2020. Our biggest success is the opening of our new facilities at the former St. Stanislaus Kostka campus, kicking off with summer camps and the launch of our #DoMoreArt endeavor.

"I would drive through downtown Coatesville with my husband for over a year and we would talk about all of the productions and events that could be done in Coatesville. I could visualize a beautiful marquee and people flooding the streets to see their favorite act. We finally decided to actually do something instead of just talking about it! As the vision for starting our organization became clearer and the revitalization of our community began to take off, Revival Productions had finally found its purpose."

-Heather Grayberg

Being professional performers and educators, the Grayberg's knew that they could use their skills and their connections to bring the arts to life in Coatesville. After two years of operation, the community is begging for more and Revival is truly about to take off!

Until now, our greatest challenge was venue, lack of regular employees and finances, hence our great expansion for this year. Not having a place to call "home" stifled our growth in many ways. We have longed for two years now to be able to offer more programming, having a place we can go to at our own leisure and make our mark on the community. Additionally, obtaining funding has been difficult because we have been this hidden gem, so to speak. The nature of our business makes it difficult to be successful without a brick and mortar to identify us. All this to say, we are incredibly excited for the next phase!

Revival is currently in the planning stages of opening our new facility at 17 North Church Street in Coatesville (July 15th, 2020)

WHAT WE WILL OFFER AS OF JULY 2020 (and shortly thereafter)

OUR NEW CAMPUS

School- The former St. Stanislaus Kostka Catholic School (17 N Church St. Coatesville, PA 19320)
opening late July 2020

A blackbox theater

Three large dance/mixed use studios

Three private studios

Offices/Breakrooms

Ample Storage

Theater- The former church building (209 Lincoln Highway W Coatesville, PA 19320), opening late 2020, will house the 200-seat mainstage theater. This is where we will be able to hold our larger productions, bookings, concerts, and more.

Artist Housing/Kitchen- The former rectory (209 Lincoln Highway W Coatesville, PA 19320), opening TBD, will provide options for artists to have residency while out of town as well as a kitchen to prepare for larger events and banquets.

EDUCATION DEPARTMENT

Summer Theatre Camps

Big One Oh: Virtual Edition

Broadway Bound Dance Intensive

Auditions Prep and Techniques

Storybook Theatre Preschool Camp

Year-Round Educational Programming

#DoMoreArt is our launch campaign for our year-round educational programming. In our program design, we intend to appeal to professional artists, as well as children, teens, and beginner adults alike. With this endeavor, we plan to hire top industry professionals to teach, in addition to providing professional musicals, plays, and other live entertainment. In short, #DoMoreArt is our way of engaging the community with the arts, drawing non-residents to the area, putting Coatesville on the map as a "hub" for arts and culture, and growing our audience base for our productions.

One reason that we believe Coatesville can be a "hub" for arts and culture is based on our prime location. We sit halfway between two cities with thriving artistic communities, Lancaster, PA and Philadelphia. What we recognize is that there is approximately 75 miles between the two of them with untapped potential on the professional scene. Our commitment to Coatesville is not coincidental, as we feel that there is much to take advantage of because of our location and Coatesville's desire for redevelopment allowing us to become a top tier professional institution that would put us in the likes of People's Light Theatre, Fulton Theatre, Walnut Street Theatre, and other prestigious companies.

Through our experience, we feel our program design has the opportunity to reach a wider base of clients. Much of the arts education programming is geared toward children, while we feel that we can have a larger reach than that. Additionally, offering flexibility with drop-in classes, series packages, and need-based scholarships allows our students to have flexibility in their schedule and participate, regardless of financial status.

PROFESSIONAL LIVE THEATRE, CONCERTS, AND EVENTS

In addition to our educational programming, Revival Productions is recognized for just that, our productions. Led by industry professionals, we plan to offer a "Broadway Series" consisting of up to 6 plays and musicals in a year, in which we pay all of our creative team, actors, and staff. We also have a community choir, performances through our education department, and touring bookings of comedians, tribute bands, and more! We take pride in being able to offer jobs to our community, as well as bringing in interest from Philadelphia, New York City, Lancaster, and Baltimore.

As a result of receiving this grant, we believe it could help us to accomplish the following goals in our 2020-2021 season:

1. Exclusively using arts professionals/educators in all positions. Each of our camp counselors have a minimum of one year of college experience in an artistic related field and all of our #DoMoreArt instructors must have a degree and/or significant professional experience in their area of teaching.
2. Creating one full time and multiple part time jobs as well as many sub-contractor opportunities.

3. Being able to offer income-driven scholarships so that more students can participate in our programming.

Some classes and opportunities that we plan to introduce are:

Private voice, instrumental, music theory, etc. lessons

Adult Dance Classes (Beginner and Intermediate)

Beginner/Intermediate Teen Dance Classes

Drum Circle

Swing Dance

Conditioning for Dance

Kid/Teen/Adult Improv

Move with Me! (6 mos-2 years)

Acting Classes (beginner and advanced)

Acting for the Camera (kids, teens, and adults)

And much more!

2. Funding request

• Description of key initiatives

Some of our key initiatives are creating a space for kids and adults to garner new talents in the arts, specifically the performing arts. Other initiatives are being able to bring jobs to the community, provide positive recreation and audience engagement, and put Coatesville on the map as a recreational destination.

• Specific needs & issues to be addressed

Given the City's recent efforts to revitalize Coatesville, we believe that Revival Productions can be a great resource for our community. The grant money would be used toward:

- Initial operating expenses to start up the Revival Performing Arts Conservatory (#DoMoreArt program)
- Outfitting our space with professional quality equipment for participants
- Providing scholarships based on income to families for arts classes and camps

• Why it is important to fund this now

A 2005 Harris Poll revealed that 93% of the public believes that arts, including theatre, are vital to a well-rounded education (1).

In our opinion, the "public" is absolutely right. Countless research has been done to justify how arts and culture adds tremendous economic wealth, real-estate appeal, and positive morale to communities. We believe that Revival Productions is a vehicle to aid in the revitalization of Coatesville and is something that our community can be proud of. We have already attracted many to the Coatesville area based on our dedication to quality education and performances and we believe that there is much more in store to benefit our community.

(1) Sandra S. Ruppert and the National Assembly of State Arts Agencies, Critical Evidence: How the Arts Benefit Student Achievement (Washington, DC: National Assembly of State Arts Agencies and the Arts Education Partnership, 2006) 5.

• How impact & results will be demonstrated

We will demonstrate the impact and results by tracking the return rates of scholarship recipients and the growth of student participation month-to-month. We will also track audience

members and donors month-to-month. Ultimately, our goal is to make the arts accessible to everyone as well as demonstrate the arts as a viable career option. Our programs are designed to educate for job opportunities that Revival has now and in the future.

WHAT IS CAPACITY BUILDING?

Capacity building helps bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity, in order to more effectively & efficiently fulfill its mission.

Capacity building may include (but is not limited to) projects which address:

- **MISSION, VISION & STRATEGY**
Organizational Assessment - Strategic Planning - Financial Planning
- **GOVERNANCE & LEADERSHIP**
Board Development - Executive Transition/Succession Planning - Leadership Development - Staff Training & Professional Development
- **PARTNERSHIPS & COLLABORATIONS**
Coalition Building – Collaboration - Mergers & Acquisitions - Strategic Restructuring
- **RESOURCE DEVELOPMENT & MARKETING**
Major Gift Donor Identification, Cultivation, Development & Stewardship - Development Campaigns (Annual, Capital, Planned Giving) - Earned Income Development - Social Enterprise Feasibility & Development - Marketing, Branding & Communications
- **TECHNOLOGY & OPERATIONS**
Business Continuity Planning - Financial Management - Human Resources - Volunteer Management - Industry Certification - Risk Management - Technology Improvements