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:

<table>
<thead>
<tr>
<th>Field of Interest &amp; Donor Advised Funds (No Deadline)</th>
<th>Fund for Chester County Capacity Building Grants (Due 9/15)</th>
</tr>
</thead>
<tbody>
<tr>
<td>◦ Grants focus on Chester County causes &amp; issues, but are not limited to Chester County.</td>
<td>◦ For eligibility in this grant program, nonprofits must be located in &amp; serve Chester County. NPO’s with budgets of $500,000 or less are given preference.</td>
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<tr>
<td>◦ Charitable nonprofits working in all fields of interest are considered for grant awards. (I.e. arts, culture, &amp; humanities; education; community improvement; environment; religion; health; &amp; human services)</td>
<td>◦ The goal of capacity building grantmaking is to strengthen the effectiveness of NPO’S serving the Chester County region, in areas including:</td>
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<td>◦ General operating grants are encouraged. Nonprofits should be specific about their mission, goals, &amp; measurable outcomes.</td>
<td>○ Mission, Vision &amp; Strategy</td>
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<td>◦ Proposals can be submitted anytime all year.</td>
<td>○ Governance &amp; Leadership</td>
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<tr>
<td>◦ Grant decisions are made intermittently all year, as Fund Advisors desire.</td>
<td>○ Partnerships &amp; Collaborations</td>
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<td>◦ Grant awards typically range from $500-$7,500.</td>
<td>○ Operations &amp; Technology</td>
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</tbody>
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- Use this form @ www.chescof.org to apply online for grants from all Community Foundation Funds.
- Email proposals to grants@chescof.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@chescof.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 7/28/2020

Contact Information
Organization Name: Gateway HorseWorks
Address: PO Box 1328 Malvern PA 19355
Phone:
Website: www.gatewayhorseworks.org
Year Incorporated: 2015
FEIN: 47-5474101
ED/CEO Name: Kristen de Marco
ED/CEO E-mail: Kristen@gatewayhorseworks.org
Board Chair Name: Kristen de Marco
Board Chair Approval (check here): [X]
Primary Chair Name: same as above
Primary Contact Name: same as above
Primary Contact E-mail: same as above

Organization Information:
Field/s of Interest:
___ Arts, Culture & Humanities   ___ Environment/Animal Welfare   ___ Education
___ X_ Health                   ___ X_ Human Services            ___ Religion

Mission: Gateway HorseWorks incorporates horses for the mental health treatment of people.

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

Describe Population Served & Annual Number of People Served: Gateway HorseWorks serves community members throughout Chester County and beyond who are historically most underserved and marginalized. We make meaningful mental healthcare accessible through partnerships to Veterans, human trafficking survivors, adults and youth impacted by the justice system, people in recovery, COVID-19 essential workers, youth in residential treatment, and bereaved children and families. Over the past 5 years Gateway HorseWorks has experienced exponential growth annually. From 2018 to 2019, clientele increased 22% serving a total of 636 unique individuals attending sessions over 1100 times.

Annual Budget $ 282,419.69 ____________________________ 3 ___ # of Full-Time Equivalent Paid Staff
74 ___ % of budget for program expenses          6 ___ # of Board Volunteers
8 ___ % of budget for administrative expenses  2 ___ # of Active Non-Board Volunteers
18 ___ % of budget for fundraising expenses  200 ___ # of Volunteer Hours

Top 3-5 funding sources:
Caroline Alexander Buck Foundation
Neubauer Family Foundation
Chester County Bar Foundation
Chester County Fund for Women and Girls
The Moran Family Foundation
Is this grant proposal for: Capacity Building ___ or General Operating _X___?

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:

Gateway HorseWorks seeks financial support of our mission to make meaningful, innovative mental health treatment accessible to all in our community. Equine-Assisted Psychotherapy is a valuable trauma-informed modality and can serve to cultivate resilience and transformation through client-driven solutions. Since 2015 Gateway HorseWorks has grown exponentially into a thought leader in the field of Equine-Assisted Psychotherapy while centering the experience and needs of our clients rooted in service of our community in Chester County. With eight active community programs and growing, our organization continues to advocate for accessibility, inclusivity, and sustainable treatment models in Mental Health Care for all.
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:
     o How will this capacity building initiative impact your nonprofit?
     o How will this impact be measured?
     o 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.chescof.org to apply online for grants from all Community Foundation Funds.
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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.
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**
Our Story
In 2012, on farmland in Chester County, Executive Director Kristen de Marco started a for-profit company that spearheaded Eagala Model equine-assisted psychotherapy (EAP) and equine-assisted learning (EAL). The volume of inquiries she received made it abundantly clear that innovative mental health services were needed in the community. Yet so many who reached out for services could not afford them. While no one was turned away for services, it was not until a Chester County probation officer approached her to develop a program for justice-involved women that she felt compelled to adopt a new mission: making this ground-breaking mental health treatment accessible to anyone who needs it. In 2015, she started the nonprofit, Gateway HorseWorks (GHW).

Our Mission
Gateway HorseWorks incorporates horses for the mental health treatment of people. Over the years, GHW has prioritized breaking down barriers to accessibility of EAP by designing and developing trauma-informed community programs - free to participants - in collaboration with an amazing group of like-minded donors, foundations, organizations and government institutions. We have developed unique programming to best meet the needs of each of our partners and client groups:

- **Galloping Home**: Veterans’ trauma program offered in collaboration with Coatesville VA Medical Center and the Philadelphia VA Medical Center
- **Unbridled Hope**: Trauma-informed programming for human trafficking survivors in partnership with Salvation Army’s New Day New Home program
- **Stable Pathways**: Reentry program for justice-involved adults at the Chester County Pre-Release Center; operates on-site at the Chester County Prison Complex. The permanent pasture enables our herd of horses to travel to the prison to provide free, meaningful access to mental healthcare
- **Breaking Free**: a trauma-focused program for people recovering from addiction at Recovery Centers of America at Devon
- **Beyond the Barn**: Program for dependent & justice-involved youth in collaboration with Chester County Children, Youth, and Families (CYF) and Chester County Juvenile Probation (JPO)
- **It Takes a Village**: Year-round program for girls in residential treatment for trauma at Gemma, formerly The Village
- **Stable Connections**: Program for bereaved children & families in collaboration with Penn Hospice
- **COVID-19 Essential Workers**: Free equine-assisted psychotherapy sessions provided on an ongoing basis to clinical and non-clinical staff in collaboration with Penn Medicine to support mental health during the pandemic
The Power of Horses to Heal

Humans have relied on horses for thousands of years, using them for transportation, farming, and on the battlefield. More recently, we have realized the power of horses as partners in psychotherapeutic work to help people achieve wellness and recovery from trauma, mental health conditions, and addiction. To evade predators, horses have evolved to be extremely sensitive to their environment. They instinctively analyze and react to our body language and other nonverbal cues providing us with valuable feedback and insights for other areas of our lives. Horses are social animals with defined roles within a herd. They have distinct personalities, attitudes, and moods. They can be stubborn, or they can be playful—in other words, horses are a lot like us. It’s hard to ignore a horse’s size and presence. Approaching horses helps us consider how we approach our own relationships and face other big things in our lives. The horses at GHW, along with the licensed mental health practitioners and certified equine specialists, offer closeness and connection to help people rediscover the best parts of themselves and create the pathways to healing.

Our Horses

Our herd of mostly rescue horses provides the ground-breaking treatment of equine-assisted psychotherapy at GHW. From our aged-out embryo transfer mares rescued from euthanasia at University of Pennsylvania’s New Bolton Center, to a rescued Standardbred ex-racehorse, our herd proves that horses have so much more to offer beyond the traditional modalities of breeding, racing, and riding. EAP offers horses a purpose extending beyond these traditional roles. Once adopted into our organization, we ensure all of our horses live the remainder of their lives with high-quality care as they continue to give back to the Chester County community and beyond.

Measuring Impact

As an organization, we are uniquely positioned as a leader within the field of trauma-informed equine-assisted psychotherapy. Gateway HorseWorks is committed to researching the efficacy of Eagala Model equine-assisted psychotherapy programming to add to the growing global research base. In partnership with Dr. Bean and Dr. Buck from West Chester University, Executive Director, Kristen de Marco published in the mainstream, peer-reviewed academic journal, Advances in Social Work, which introduced Social Workers, the largest providers of mental health services in the nation, to equine-assisted psychotherapy as an emerging trauma-informed intervention. Additionally, Dr. Buck has been conducting research aimed at measuring the impact of this intervention with justice-involved populations in Chester County.

Further, we work closely with each program partner to identify meaningful outcomes and measure impact. Examples include:

- **Breaking Free**: In 2018, 21% of Recovery Center of America patients participated in the Breaking Free Program. These patients stayed in treatment 49% longer and completed a
full course of treatment at three times the rate of those who did not participate in equine-assisted psychotherapy.

- **Beyond the Barn:** In partnership with the Chester County JPO and CYF, in fiscal 2019-2020, 74% of all youth enrolled completed a full course of treatment, 81% were not rearrested within six months of discharge from the program, and 78% were not placed out of home within two months of discharge from the program.

- **Stable Pathways:** Findings from Dr. Buck’s ongoing study supports the claim that Eagala’s model of EAP is an effective intervention for populations who have experienced trauma. The evidence for this claim lies in the concordance between the principles of a trauma-informed intervention and the themes that emerged from the data. Dr. Buck has presented her initial findings at several national conferences.

- **Galloping Home:** As one of nineteen Eagala Military Designated Service Providers in the nation, GHW is partnering with Eagala and the National VA to track treatment outcomes in addition to providing free programming to Veterans and their families. Outcomes measured across all designated providers will become available following the end of the VA’s fiscal year, October 2020.

**A Vision for the Future**

*Gateway HorseWorks is committed to continuing to make innovative mental health care accessible in Chester County.*

As the mental health crisis deepens in our community, funding innovative mental health care is critical to Chester County’s wellbeing. According to InsidePhilanthropy.com, “Mental health has huge implications for all Americans, one in five of whom experience such challenges each year. The implications are especially notable for African-Americans, LGBTQ youth, veterans and rural Americans facing marginalization and added stigma. Moreover, as a result of COVID’s impact, recent reports suggest a staggering rise in the suicide rate, along with lesser forms of mental health and substance use disorders (collectively referred to as behavioral health). One study suggests upwards of 150,000 additional deaths in coming years.”

The support of Chester County Community Foundation will enable our organization to continue to advance our commitment to equitable access to innovative mental health care, and further expand our sliding scale and low/no-cost services for more youth, individuals and families in-need in Chester County. Our community programs have expanded rapidly in the past 4 years. From 2018 to 2019, clientele increased 22%. Future plans to support this exponential increase include replicating the prison program and expanding programming for justice-involved youth, dependent youth, Veterans, human trafficking survivors, people recovering from addiction, youth in residential treatment, and bereaved children and families.

Gateway HorseWorks will continue to work with University of Pennsylvania and West Chester University to continue research and work closely with our community partners to measure impact.