

# I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

**Date:** September 14, 2020

## Contact Information

Organization Name: Avon Grove Education Foundation  
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Website: www.avongroveducationfoundation.org  
Year Incorporated: 2017  
FEIN: 82-1953602

ED/CEO Name: N/A  
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Board Chair Name: Leslie Erb-Wallace  
Board Chair Approval (check here):   
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## Organization Information:

### Field/s of Interest:

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

**Mission:** The mission of AGEF is to raise philanthropic support to expand and enhance educational opportunities and to create connections for the students in the Avon Grove School District. AGEF works to promote community involvement in public education by channeling donations from businesses, corporations, and individuals to provide an alternative source of funding for creative and innovative teaching and learning.

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

Avon Grove School District - Avon Grove covers 67 square miles and consists of 7 municipalities; they include New London Township, London Grove Township, London Britain Township, Penn Township, Franklin Township, Avondale Borough and West Grove Borough.

**Describe Population Served & Annual Number of People Served:** Student Demographics (roughly 5100 students): 75 percent Caucasian; 19.5 percent Hispanic; 2.5 percent African American; 1.9 percent Asian; and less than 1 percent both American Indian/Alaskan Native and multi-racial.

**Annual Budget** \$ 25,000      0 # of Full-Time Equivalent Paid Staff  
84 % of budget for program expenses      18 # of Board Volunteers  
12 % of budget for administrative expenses      0 # of Active Non-Board Volunteers  
4 % of budget for fundraising expenses      ~1500 # of Volunteer Hours  
100 % total

**Top 3-5 funding sources:** Donations from corporations and nonprofit organizations, individual community members, and Fundraising events

**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:** \$ 4496

**Proposal Summary:** Avon Grove Education Foundation seeks a Capacity Building Grant from CCCF in order to more fully respond to the marketing, brand awareness and donor engagement needs surrounding our organization and to thoroughly integrate all related systems.

# II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

*Provide clear, concise information. 3 pages maximum.*

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

The Avon Grove Education Foundation was founded in 2017 to expand and enhance educational opportunities for Avon Grove students. We seated our first Board of Directors in early 2018. Our volunteer Board consists of a variety of community members, teachers, parents, and students who are committed to making our local education the best it can be, and are dedicated to ensuring all Avon Grove students are supported to achieve their dreams.

The Foundation relies solely on money collected through generous donations by corporations, local businesses, parents, and community members. Board members serve to bridge local businesses and individuals who seek to support our local schools both by building relationships between our students and schools, and by contributing monetarily to fund innovative learning opportunities.

Our objectives are as follows:

- Engage business and community partners in support of the Avon Grove School District and the academic achievement of all students.
- Provide funds for innovative programs which are beyond the immediate financial resources of the school district.
- Generate a spirit of local enthusiasm and support for our individual schools and our district as a whole.
- Create connections between our parents, community members, local businesses, and our students.
- Provide a vehicle to facilitate tax-deductible contributions for the benefit of our schools.

Teachers are our primary conduit to understanding the unmet needs of the students, and we receive a regular stream of grant requests from teachers, describing what gaps exist in their curriculum in terms of materials, programs or other resources. Our intent is to fulfill these requests in order of priority on an ongoing basis. Some examples of filled grant requests include:

- Startup of the first annual STEM Night for Avon Grove Intermediate School, a hands-on learning event attended by over 600 AGIS students, family and friends
- Expansion of the AGIS LEGO Robotics Club, a group which had to turn away nearly 100 applicants yearly because of lack of equipment, and now was able to double its membership from 24 to 48 students through our donation of equipment and materials
- Purchase of an Aquaponics system for an Environmental Science class at Avon Grove High School
- Purchase of the materials required to execute a new DNA lab targeting improvement in the quality of students' biotechnology education

We are the only organization which is seeking to fulfill these specific AGSD teacher needs in a fast-response way, outside the standard funding of curriculum programs through the School Board. We've found that this is an effective method to deliver on more urgent requests and to test pilot programs which may be funded by the School Board longer-term.

## **2. Funding request**

### **● Description of key initiatives**

The Avon Grove Education Foundation (AGEF) seeks a capacity building grant in order to invest in a more comprehensive platform of tools which would enable our fundraising activities to be more efficient and effective. We desire to build the repertoire of tools to engage donors, community and build relationships which continue the success of these efforts.

AGEF recognizes the importance of raising awareness to the cause, raising funds, and driving donor commitment as well as recurring donation pledges. Through the funds awarded in this grant, AGEF plans to create a Marketing Capability Platform which encompasses Content Creation, Content Delivery and Audience Building tools for a positive result.

- **Specific needs & issues to be addressed**

AGEF seeks software which would improve the ability to share brand awareness, increase potential funding opportunities to fulfill teacher requests, and advise for the opportunity of consistent contribution. This capability would strengthen the effectiveness of our non-profit organization.

**Grant Title: Marketing Capability Platform Grant**

*Content Creation*

- Marketing Design Software -This software allows the current board to create brand awareness within a shared software system familiar to those with a graphics background and in place to create marketing pieces for the organization. This shared software system will allow continuity of marketing efforts across the organization and for future board members to utilize.
- Marketing Stock Photos - This software allows for appropriate breadth of consistent high-quality content.
- Video Creation Software/Resource Library - as above

*Content Delivery*

- Direct Marketing Software - The purchase of this software would eliminate limitations on functionality and scale of communication.
- Social Media Integration and Management - This software allows simultaneous posts on all platforms in one action. Increases the efficiency and consistency of communication along with tracking analytics to make marketing more effective.

*Audience Building*

- Direct Social Media Marketing - The sponsored posts would allow for specific marketing efforts to be directed to those aligned with the priorities of AGEF

- **Why it is important to fund this now**

With the AGEF still in stages of launch, the opportunity to create essential practices and procedures is immediate and encompasses the need to create systems which can be successfully integrated for years to come. The Board of AGEF understands that the purchase of software systems now will allow the Board to focus on activities that create enhanced educational experiences for the students of the Avon Grove school district and do not bog volunteers down with administrative tasks. The grant request provides researched software packages which are most economical and feasible for use by the Board for its use with growth opportunities.

Allegiance Fundraising (2014) acknowledges that for every 100 new donors, a large non-profit loses 105. With the size of AGEF, and still growing, to be successful means taking action now. AGEF desires that donors understand their impact, and feel appreciated so that their donations do not go elsewhere (Allegiance Fundraising, 2014).

*Why Donor Cultivation is Important for Non-Profits.* (2014, November 17). Allegiance Fundraising.  
<https://www.allegiancefundraising.com/why-donor-cultivation-is-important-for-nonprofits/>

- **How impact & results will be demonstrated**

AGEF understands the need to have specific outcome measurements in place to ascertain the betterment of the beneficiaries' experience with the non-profit. In the case of AGEF, the beneficiaries are the students of the school district, however, there is still a responsibility to the donors.

First, the results of the CCCF grant will be demonstrated by implementation of the software programs which will expand the efficiency and effectiveness of the operations of the Foundation.

Second, the donor engagement software products will encourage an interconnected message among all platforms by which AGEF can continue to build its brand and attract new donors. These products will also allow AGEF to consistently connect with current donors so that they have a feeling of belonging and impact. This will be demonstrated by the monthly consistent delivery of new content to donors and potential donors, increasing reach by 10%. This measurement will come from the campaign conversion rate, using Google analytics as data points (Classy, 2017).

Finally, reconversions of donors, essentially donors who donate more than once, will be tracked to ensure their retention. This will be measured by analysing the number of donors after the implementation of the software and before (Classy, 2017). The reconversion rate is expected to be at 60% in the first year.

*Non-Profit Marketing Metrics: What To Track.* (2017). Classy.  
<https://www.classy.org/blog/nonprofit-marketing-metrics-track/>

- *For capacity building grant proposals:*

- *How will this capacity building initiative impact your nonprofit?*

The impact on this fledgling non-profit will be demonstrated for years in the ability to create appropriate procedures and expectations now. The grant expenditures will provide the ability to bring marketing presence, standardization and tools to AGEF that would not be possible without its funding.

- *How will this impact be measured?*

The impact will be measured by the presence of the interconnected message among all platforms which prove to decrease ambiguity of a message, build donor morale for the outcomes and guarantee positive caliber of the organization. This impact will be measured by data which proves increased donors and reconversion of donors.

- *Include a description of the expected activities; timeline & costs to implement the initiative.*

As described above, the cost and timeline are as follows:

#### ***Content Creation***

Marketing Design Software - \$650/year for Adobe Creative Suite

Marketing Stock Photos - \$1500/year for Shutterstock (50 images per month)

Video Creation Software/Resource Library - \$200/year for Filmora WonderShare

#### ***Content Delivery***

Direct Marketing Software - \$200/yr for MailChimp

Social Media Integration and Management - \$360/year for HootSuite

#### ***Audience Building***

Direct Social Media Marketing Budget - \$250/year for FaceBook/Instagram at 8-10 posts/month

The expected timeline for integration of these services is immediate after the grant award. Software accesses arrive upon order, so implementation can happen within a week after award. The timeline of the grant is requesting access for two years. Each year will be a \$2248 investment, payable immediately for two years. AGEF plans to reapply for grant awards or use Foundation funding after the conclusion of the CCCF grant.