

22 % of budget for administrative expenses 7 # of Active Non-Board Volunteers
3 % of budget for fundraising expenses 40 # of Volunteer Hours
100 % total

Top 3-5 funding sources:

Brandywine Health Foundation, Chester County Commissioners, M/M Robt. McNeil, Connolly Foundation, Marshall-Reynolds

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

If Capacity Building Proposal, the focus is:

____ Mission, Vision & Strategy ____ Governance & Leadership ____ Partnerships & Collaborations
____ Fundraising, Development & Marketing ____ Technology Other: Expand Coatesville Area Resource Network (CARN)

Grant Amount Requested from the Community Foundation: \$ 4,000

Proposal Summary:

The Coatesville Center for Community Health (CCCH) respectfully asks for funding in the amount of \$4,000 to expand the Coatesville Area Resource Network (CARN), established/facilitated by CCCH Executive Director Kathryn Spurlock, to build a stronger framework for the coalition, to keep the Coatesville community of service providers informed about relevant health and social issues and the resources available, and to foster collaborations.

Until COVID, CCCH Executive Director facilitated 10 monthly network meetings, averaging 25-30 attendees (representing the five tenant agencies, Coatesville faith-based agencies, and NPO service providers), during which community needs were addressed and resources to meet them were discussed. CARN utilized e-mail blasts to reach a broader audience about community issues and critical needs. As a result, an additional 300 hundred people are benefiting from CARN.

Since COVID, CARN meetings have gone virtual using *Go To Meeting*, which has expanded meeting participants to an average of 80 per meeting. The spoken (and unspoken) consensus is that CARN fills the loss of person-to-person networking and general operational contacts no longer possible due to COVID. Clearly, the need for CARN, as well as the increase in the number of agencies turning to this network to seek resources or to request dissemination of important critical information has increased dramatically. These facts alone speak to the importance and ultimate benefit of CARN to the Coatesville community, its agencies, service providers and vulnerable residents. It is now an essential communication network in a county with few options for information dissemination.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

In 1999 the *Coatesville Center for Community Health* (“the Center”) was established to provide Coatesville’s low income population access to the health and social services heretofore out of their reach due to lack of insurance, lack of transportation and little knowledge about how and where to seek help. It was determined that what was needed was a centralized site where a wide range of health and social services could be offered under one roof in a convenient location close to public transportation and within walking distance for some.

The Center currently houses five tenant agencies: Family Service of Chester County, the Maternal and Child Health Consortium of Chester County, Domestic Violence Center of Chester County, Planned Parenthood of Southeastern PA, and the Chester County Health Department (WIC). CCCH is governed by a nine-member volunteer Board of Directors made up of representatives of our five tenant agencies and key community members. In addition to the five tenant agencies, other organizations provide services on a regular “pop-up” basis including Legal Aid, The Crime Victims’ Center of Chester County and the Mobile Workforce Navigator. The Center opens its doors to collaborative organizations to provide additional resources to the community within the parameters of its mission.

Kathryn Spurlock, the Center’s Director, convenes the tenant agencies to work together to identify gaps in services, develop a collective response, mobilize the necessary resources, implement and integrate innovative services & conduct community outreach. She also is the facilitator of CARN, a clearinghouse and networking vehicle for pertinent information and resources affecting all aspects of the Coatesville community. Spurlock is recognized throughout the county as a knowledgeable advocate for healthy living, and plays an active role in convening community-wide health outreach initiatives.

2. Capacity-building Funding Request

- **Description of key initiatives**

There are several key initiatives that drive CARN. One is to provide/disseminate relevant information to the change agents throughout the Coatesville community in a timely fashion. The second is to involve as many of these change agents (health and social service providers, educators, community leaders, businesses, etc.) as CARN members. At this juncture, more social media and technology are needed to accomplish this and, therefore, enhance CARN’s capabilities and outreach.

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

The specific needs and issues to be addressed now are the steps to enhance the potential of CARN beyond its present capabilities. It has become quite obvious that CARN’s role as a resource clearinghouse and an opportunity for Coatesville change agents to become informed, share and seek advice from peers has become even more essential since COVID. With services altered or curtailed and agencies operating either virtually or with limited contact, CARN is serving as a critical method of communication for not only its members, but for anyone who either requests information or requests that information be disseminated to CARN members.

An example of this is as follows: Kathryn Spurlock was contacted by the City of Coatesville and Brandywine Health Foundation (BHF) with requests to share pieces of information via CARN channels (e-mail, meetings, etc.) that they felt were essential to the safety and needs of the community in the early stages of Covid-19. The Chester County Board of Health has also asked that CARN announce the Covid testing and flu vaccine schedules in the county. These are two requests for CARN that point to how community entities view CARN and its significance in Coatesville.

Expected activities to accomplish the initiative are:

- Build a website dedicated to CARN

- Establish a database of CARN member agencies and relevant resources.
- Utilize social media to promote information and educate the community

CCCH envisions these activities to begin as soon funding is acquired.

Anticipated costs of implementation are as follows:

Timeline	Activity	Cost
February 2021	Develop CARN Logo	\$500
February 2021	Create CARN Facebook Page	\$100
March 2021	Create Survey to Collect Member Information & Create Member List	\$400
March-April 2021	Create CARN Website including Website domain, hosting, and development	\$3000
May 2021	Launch Website	
		Total Cost - \$4000

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

The COVID pandemic has proven that a vehicle of communication, such as CARN, is critical at this time when social distancing and other COVID mandates preclude service providers and other community entities from carrying out “business as usual.” The proposed activities that will enhance CARN’s capabilities to fulfill this role, however, will require outside funding. And, because the COVID pandemic will be with us for the long-term, that funding is needed now to bolster CARN’s capability to serve in this expanded role.

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

Implementing this capacity-building initiative would greatly impact CCCH in a positive manner and further demonstrate and solidify the Center’s commitment to the Coatesville community. The impact will be measured by the number of members and meeting attendees, the issues/topics addressed and the resultant positive outcomes regarding service delivery that benefit the community, as well as the awareness-building of CARN, CCCH and the community entities within the Coatesville community.