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: 9-15-20

Contact Information:
Organization Name: Coatesville Center for Community Health
ED/CEO Name: Kathryn Spurlock
Address: 1001 Lincoln Hwy, Coatesville, PA 19320
Phone: 610-383-4612
Website: www.coatesvillecenter.org
Year Incorporated: 1999
FEIN: 23-3047695
ED/CEO E-mail: ccch@comcast.net
Board Chair Name: Carolyn Johnson, Esq.
Board Chair Approval (check here): [ ]
Primary Contact Name: Kathryn Spurlock
Primary Contact E-mail: ccch@comcast.net

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

Mission: Our mission is to increase access to health and human services for the Coatesville community through the
co-location of services, along with educational outreach to the community to promote healthy lifestyles.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):
Greater Coatesville area in Chester County, PA

Describe Population Served & Annual Number of People Served:
The target population for our Center is the low-income residents of Coatesville, PA. In 2019 CCCH served nearly
6,500 men, women and children in the Coatesville area who made almost 14,000 visits to our Center during that
time. Over 1,200 inter-agency referrals were made enabling clients to receive a wide-range of services to meet their
diverse health needs. For 2020, the numbers will be difficult to predict given the COVID mandates affecting service
delivery. Adhering to COVID guidelines, some of the Center’s tenant agencies were closed and are just now getting
back to seeing a limited number of clients. Others are using telehealth methods to address clients’ health and social
needs. Every effort is being made to keep track of who is being served given these challenges.

The following breakdowns have been fairly consistent for the past several years and we have no reason to believe
that these percentages will change drastically during COVID: Female: 80%; African American: 33%; Caucasian:
39%; and, Latino: 30%; children under age 5: 25%; children ages 6-19: 12%; and, adults: 63%.

Pre-COVID, CCCH annually reached an estimated additional 1,000 Coatesville-area residents through our Healthy
Living Outreach Initiative. COVID mandates discourage outreach events, so Center programs that can be, have
been adapted to virtual programming, utilizing FaceBook Live, Zoom, and Go To Meeting. Others, such as the
eatFresh program food boxes and diaper giveaway, have been adapted to a safe distancing pick-up system.

While CCCH has become familiar with the diverse and critical needs of Coatesville’s low income population since
its opening, the Center is now seeing the emergence of a whole new group of low income residents due to the
COVID epidemic due to job loss and the fallout from having no income and health insurance.

Annual Budget $ 178,704
75% of budget for program expenses
1.25 # of Full-Time Equivalent Paid Staff
9 # of Board Volunteers
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:

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Activity</th>
<th>Cost</th>
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<tbody>
<tr>
<td>February 2021</td>
<td>Develop CARN Logo</td>
<td>$500</td>
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<tr>
<td>February 2021</td>
<td>Create CARN Facebook Page</td>
<td>$100</td>
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<tr>
<td>March 2021</td>
<td>Create Survey to Collect Member Information &amp; Create Member List</td>
<td>$400</td>
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<tr>
<td>March-April 2021</td>
<td>Create CARN Website including Website domain, hosting, and development</td>
<td>$3000</td>
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<tr>
<td>May 2021</td>
<td>Launch Website</td>
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<td></td>
<td><strong>Total Cost - $4000</strong></td>
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- **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.