

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 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):

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

Health

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
100 % total

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 ?

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: \$ 5,000

Proposal Summary:

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. Gateway HorseWorks seeks financial support to seek expert consultation to aid us in executing our Vision through the development of our Strategic Plan for 2020-2023. Our mission to make meaningful, innovative mental health treatment accessible to all in our community requires a commitment to growth that is grounded in fundamental inclusivity and accessibility. The support of Chester County Community Foundation will ensure that the organization's next steps will propel us further toward our vision of making equine-assisted psychotherapy an accessible and meaningful option for all of our community members in Chester County.

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

A Vision for the Future

As an organization we have successfully met and exceeded our goals as set forth in our 2016-2019 strategic plan. In our first capital campaign, which kicked off in 2019, we successfully attracted major donors who purchased a farm Gateway HorseWorks can call home. This farm will serve as an important catalyst for growth and capacity now and into the future. From 2017 to 2019 we saw a 928% increase in the number of clients served through our programs. Throughout this strategic planning period we increased our community partnerships and expanded upon existing programs, building to eight distinct programs offered to serve a wide base of clients who can benefit most from access to trauma-informed psychotherapeutic and psycho-educational programming. We built a team of dedicated staff and board members with a diversity of experience and expertise. Our treatment team members successfully trained in Advanced practices within the EAGALA model and presented on special topic areas at the 2020 International EAGALA Conference. From January to May 2020, Gateway HorseWorks was the recipient of a Compass Pro Bono grant for Strategic Board Development, valued at \$45,000, resulting in a powerful and active Board of Directors. Gateway HorseWorks continues to emerge as a thought leader through contributing to research in the field of equine-assisted psychotherapy.

The support of Chester County Community Foundation will ensure that the organization’s next steps will propel us further toward our vision of making equine-assisted psychotherapy an accessible and meaningful option for all of our community members in Chester County. We intend to hire a consultant to bring Gateway HorseWorks thoughtfully and intentionally into this next phase to develop our Strategic Plan for 2020-2023. Our organization has identified clear objectives in prioritizing our growth in the following areas: accessibility to equine-assisted psychotherapy; inclusivity in leadership and development from within the organization; and expanded programs, education, and awareness. We will work with our consultant to assess the execution of our goals on a regular basis as detailed in our Itemized Budget. A consultant will facilitate our conversation, capture our ideas, and advise how best to implement the vision that is informed by staff, Board of Directors and community members of the Advisory Board. A measure of success will be the creation of our Strategic Plan for 2020-2023 that provides a clear pathway to greater inclusion and accessibility to equine-assisted psychotherapy for all.

Service	Rate	Unit	Cost
Planning and Development of the Strategic Plan	\$500	3 hr	\$1,500
Strategic plan revision	\$250	4 hr	\$1,000
Post planning review & Implementation Assessment	\$250	3 hr	\$750
Recommendation Report	\$250	3 hr	\$750
Total Cost			\$5,000