

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.**

Date 9/10/20

Contact Information

Organization Name: Good Neighbors
Address: 224 E Street Road, Suite 2, Kennett Square, PA 19348
harold.naylor@goodneighborshr.org
Phone: 610-444-1860
Website: goodneighborshomerepair.org
Year Incorporated: 2008
FEIN: 11-3839742
nina.taylor@goodneighborshr.org

ED/CEO Name: Harold Naylor
ED/CEO E-mail:

Board Chair Name: Dave Tideman
Board Chair Approval (check here): X
Primary Contact Name: Nina Taylor
Primary Contact E-mail:

Organization Information:

Field/s of Interest:

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

Mission: Our mission is to restore hope and dignity to qualified low-income homeowners by repairing their homes as an expression of our love for Jesus Christ.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):
Good Neighbors serves southern Chester County

Describe Population Served & Annual Number of People Served: Good Neighbors serves low-income homeowners. The majority of our clients fall into one of these three groups: single-parent families, the elderly, and the disabled. In 2019 we served 545 individuals.

Annual Budget \$666,804 _____	_____ 1 # of Full-Time Equivalent Paid Staff
___ 79 % of budget for program expenses	_____ 6 # of Board Volunteers
___ 11 % of budget for administrative expenses	_____ 0 # of Active Non-Board Volunteers
___ 10 % of budget for fundraising expenses	___ 8,381 # of Volunteer Hours
100 % total	

Top 3-5 funding sources: Chester County Department of Community Development; Pia Family Foundation; Federal Home Loan Bank; Genuardi Family Foundation; Wyss 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: \$2,000

Capacity-Building Grant Proposal Chester County Community Foundation

Organization's history, goals, key achievements and distinctiveness

Good Neighbors Home Repair has been serving the southern Chester County community for 28 years. It is our mission to restore hope and dignity to qualified low-income homeowners by repairing their homes at no cost to them as an expression of our love for Jesus Christ. We do not discriminate when selecting homes, volunteers, or suppliers; homes are repaired based on need. Our vision is to for all people in our community to have a warm, safe, dry, and healthy home.

That vision got its start in 1992 when a few friends collaborated to repair a bathroom for an elderly neighbor. In 2008 Good Neighbors became an independent nonprofit organization. In 2016, we expanded our work into New Castle County, Delaware. Over the years, Good Neighbors has grown into a collaboration with hundreds of volunteers working together to help their low-income neighbors. To determine if a homeowner is low income, we follow the county's guidelines, which defines low-income as anyone who earns 60 percent or less of the median income.

The work we do and the way in which we have served needy individuals in southern Chester County and New Castle County, Delaware, over the past 28 years has created a respected reputation in the community. We receive numerous client referrals from the county and other organizations that serve the community such as the County Office of Aging Caseworkers and Public Health nurses. Since 2010, we have steadily increased the number of homes that we repair. We completed 262 repair projects in 2019; 107 of those were in southern Chester County, serving 226 individuals.

We are the only agency in southern Chester County that offers free home repair services to this population. To get the work done, we employ experienced project managers; they do much of our repair work, but they also manage hundreds of volunteers who join the project manager onsite to complete the repairs. In 2019, 518 volunteers contributed over 8,300 volunteer hours toward Good Neighbors' home repair work.

Funding Request

We are requesting \$2,000 from the Capacity Building Fund to purchase texting software from DonorPerfect, which is a fundraising system that we already use to help us manage donations, contacts, receipting, reporting, email, and fundraising initiatives. Their texting software will allow us to engage with donors via text and accept donations, pledges, and volunteer commitments via text.

This will add a new channel of communication to our options for reaching donors and volunteers. We hope it will strengthen our fundraising as well as our connection with younger donors and volunteers.

- **Description of key initiatives**—Good Neighbors’ key initiative is providing free, critical home repairs to low-income homeowners. We can make these repairs at one-third to one-half the cost of the industry standard because we use volunteers on many of our repair sites. Additionally, we use donated materials or materials purchased at a discounted rate. We also pay our project managers \$25/hour, which is well below the industry rate. Typical Good Neighbors’ projects are roof repairs or replacement, heater repair or replacement, window replacement, repairs to unsafe entryways or decks, installation of wheelchair ramps, siding replacement, and repairing water damages.

- **Specific needs and issues to be addressed**—According to the Housing Assistance Council, there are 57,148 inadequate housing units in Chester County. This number accounts for about 30 percent of the residents of Chester County. Inadequate housing is defined as homes that lack adequate kitchen and plumbing facilities, and the occupant is paying more than 30 percent of their monthly income to housing costs. Good Neighbors Home Repair offers free, critical home repairs to low-income homeowners who are experiencing these housing challenges. By offering these repairs at no cost to the homeowner, we empower low-income homeowners to remain in their homes and help them to reduce their housing challenges. Additionally, these repairs help to reduce the number of inadequate housing units in Chester County.

Typically, these households are occupied by single mothers, the elderly, or the disabled. These individuals make up the bulk of Good Neighbors’ clientele. Homeowners such as these that fail to meet the demand of their housing challenges often face substandard housing, foreclosure, and even homelessness. Additionally, neglected and substandard housing impacts the overall quality of neighborhoods and contributes to the decline in housing values.

- **Why is it important to fund this now? / How will this capacity-building initiative impact your nonprofit?**

The Covid-19 pandemic is having a negative impact on our fundraising, and over the past three years, our repair inquiries have doubled. We presently have a waiting list of 60 homes. The need is great, and so our capacity to meet those needs must grow as well. Developing a new avenue to connect with donors and volunteers could be critical in meeting that growing demand on our capacity.

Research shows that over 90 percent of text messages are read within three minutes. This is an immediacy that we want to capitalize on. In 2019, 27 percent of our revenue came from money donated by individuals. Connecting with these donors is crucial to raising the money needed to repair homes.

This capacity-building initiative is really a pilot program to evaluate the effectiveness of communications options in raising donations. We will be testing this program over the next year. We plan to purchase the package from DonorPerfect that allows us to send 1000 SMS messages/month. We do not anticipate this method of connecting and fundraising will replace other methods, but we want to measure whether it increases our donations and our volunteer commitments, and therefore our capacity to meet homeowners’ needs.

- **How will this impact be measured?** The impact of this new method of communication with donors will be measured against the effectiveness of current modes of communication. Does a text campaign generate more donations than an email campaign? (Or a mail campaign?) How does this complement all of our efforts?

It is easy to be swayed by the open rates for text messages, but opening a message is not the same as donating, and we need to evaluate the response level. We will be testing our messages by separating donors into groups to receive emails and those to receive texts and swapping those out to evaluate what works. We are hopeful that texts may increase response rate, but that is currently just a hope. We are also hopeful this may increase our connectedness with younger donors, who are less likely to read and respond to email.

- **Description of the expected activities, timeline, and costs to implement the initiative.** Once the funding is made available, we can purchase the DonorPerfect texting package immediately. The package we plan to use costs \$89/month for 1000 SMS messages, and we plan to commit to one year, bringing the total to \$1,068. The package comes with one hour of training. We expect to need an additional \$300 for training costs and \$600 for creating the texts and evaluating the results.