

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

Date 9/15/2020

Contact Information

Organization Name: Oxford Area Historical Association
Address: PO Box 355 Oxford, PA 19363
Phone: 610-996-0925
Website: <https://www.oxfordhistorical.org>
Year Incorporated: 2001
FEIN: 23-3045756

ED/CEO Name: N/A
ED/CEO E-mail: N/A
Board Chair Name: Ken Woodward
Board Chair Approval (check here): X
Primary Contact Name: Gail Roberts
Primary Contact E-mail: gailrobrts@aol.com

Organization Information:

Field/s of Interest:

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

Mission: The mission of the Oxford Area Historical Association (OAHA) is to preserve and promote the historical significance of the Oxford area, educate the community on historical interests, and to encourage the economic vitality of the Oxford area through historic preservation.

Geographic Area Served (*If not all of Chester County, specify primary Chester County regions served*):
Oxford, PA and the surrounding townships in Southern Chester County

Describe Population Served & Annual Number of People Served:

The Oxford Area Historical Association serves the residents of Oxford, PA, as well as people in the surrounding townships – a service area of approximately 10,000 people. Monthly programs usually attract between 50 and 200 people each.

<u>Annual Budget</u> \$ <u>28,950</u>	<u>0</u> # of Full-Time Equivalent Paid Staff
<u>75</u> % of budget for program expenses	<u>11</u> # of Board Volunteers
<u>14</u> % of budget for administrative expenses	<u>6</u> # of Active Non-Board Volunteers
<u>11</u> % of budget for fundraising expenses	<u>1,555</u> # of Volunteer Hours
<u>100</u> % total	

Top 3-5 funding sources:

- Private donations
- Special events
- (no current foundation or government funding sources)

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:

Thanks to many donations of local historical objects, the Oxford Area Historical Association (OAHA) is quickly running out of space in the building we are currently renting. We are filling the last file drawers and have no space for more cabinets. We have rented two climate-controlled storage units to accommodate artifacts and furniture being donated. There are many visitors who wish to use our space to conduct historical research, but there is no room to currently do that effectively. Additionally, we would like a room large enough to hold our monthly programs, which often attract around 100 people each. We are in the process of seeking a building to purchase and renovate which would accommodate all of our archives and activities.

OAHA has hired a consultant to provide customized coaching to the executive leadership of our organization, including both the board and a capital campaign committee which is yet to be formed. Because OAHA is a grassroots organization with a very small budget, we have contracted these services on an hourly basis. In a capital campaign the fees of the consultant become part of the overall campaign budget, but there are always some upfront costs prior to formal fundraising. As a grassroots organization, this will be very difficult for OAHA. We would like to take the next few months to create a capital campaign committee, explore building options, and do some internal work with the board on strategic direction, policies, and fundraising. The consultant we have hired has successfully completed several nontraditional capital campaigns for other grassroots organizations, and is skilled at scaling the activities needed to an organization of our size. Her biography is included below.

We are seeking \$5,000 in initial funding from the Chester County Community Foundation to begin this project. We hope to start our work in January of 2021, although some preparatory work may need to be completed this Fall.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

Located halfway between Philadelphia and Baltimore, Oxford has always been an important crossroads, from the days of the Nanticoke Trail and Hood's Tavern (Oxford Hotel), to the heyday of the railroads when our train station was busy with freight and passengers. The Oxford Area Historical Association (OAHA), which was founded in 2000 by Dr. Faye Doyle, is a local group of volunteers and members whose mission is to preserve and promote the historical significance of the Oxford Area. We present monthly programs on a variety of historical topics, record oral histories of long time Oxford residents, have organized walking tours, co-sponsored reenactor programs in the school district, and arranged trips to historical sites. In 2014, an Archives Committee was created to acquire and process documents and objects related to the history of the Oxford Area.

The mission of the Oxford Area Historical Association is to preserve and promote the historical significance of the Oxford area, educate the community on historical interests, and to encourage the economic vitality of the Oxford area through historic preservation.

2. Funding request

Description of key initiatives

Last year we had a number of interesting programs with ties to local history, such as "The Story of Eldreth Pottery." We cooperated with the Oxford Educational Foundation and the Oxford Area School District to bring Revolutionary War storyteller Susannah Brody into Penn's Grove School to share her knowledge with the 7th and 8th graders. We participated in Oxford's Connective Festival in August with a display on local architecture. "Covered Bridge Mythology" was on exhibit in the fall. We submitted articles to the *Oxfordian* on the history of buildings in town and recorded oral histories of some of our prominent citizens.

In addition to cataloguing and preserving items related to the history of Oxford, we also serve to assist local residents in discovering their own histories, or to find information on the properties in which they live. We have a genealogical expert on our board who can assist area residents with finding out more about their family history.

Specific needs & issues to be addressed

Thanks to many historical donations of objects, we are quickly running out of space in our current Archives location on Locust St. We are filling the last file drawers and have no space for more cabinets. We have now rented a second storage unit to accommodate artifacts and furniture being donated. There are many visitors who wish to use our space to conduct historical research, but there is no room to currently do that effectively. Additionally, we would like a room large enough to hold our monthly programs, which often attract around 100 people each.

We are in the process of seeking a building which will house our archives, provide space for the public to conduct historical research, and allow us to conduct monthly programs for the public.

Why it is important to fund this now

The board of the Oxford Area Historical Association (OAHA) understands that we are living through unusual times. Everyone in our community has been impacted by the COVID-19 health crisis. Individuals, small businesses, and nonprofit organizations are all struggling right now. Small nonprofits like OAHA are especially vulnerable during times like these. We are renting two climate-controlled storage units because the space in our present location is too small to house our growing collection of historical objects and archives. Most of our revenue comes from individuals who enjoy our monthly programs and other events – but we have had to cancel all upcoming in-person events. We have started to pivot some events online, which has been helpful. When we are able to conduct in-person events again, we will have to rent space elsewhere because our archives building does not contain a room large enough for programs.

Because our space is currently shut down for all activities, we hope to use this time to begin planning for a capital campaign to purchase and renovate a local building. We have been in discussions with Oxford Borough regarding purchase of the old Oxford train station for this purpose, but we would also like to explore additional options.

A description of the expected activities; timeline & costs to implement the initiative.

OAHA has hired a consultant to provide customized coaching for executive leadership of our organization, including both the board and a capital campaign committee which is yet to be formed. Because OAHA is a grassroots organization with a very small budget, we have contracted these services on an hourly basis. Priorities to be addressed will include:

- Review and formalization of existing strategic priorities
- Review of board member job descriptions
- Structuring and recruitment of a capital campaign committee
- Determining stakeholders to be interviewed
- Conducting stakeholder interviews, including feasibility questions
- Editing and finalizing the case for support based on interview feedback
- Developing a major gift solicitation schedule
- Creating major gift solicitation materials
- Training for major gift solicitation
- Determining structure of mid-level and smaller asks for general and community giving
- Developing campaign promotion, including events
- Creation of an annual development plan for ongoing funding following the campaign

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Consultant bio and expertise

Krystine (Krys) Sipple has over twenty-five years of experience in the nonprofit sector. Her expertise is with creating development programs and governance infrastructures for small, grassroots non-profit organizations. She has worked extensively with non-profit boards to move them from the early stages of hands-on staff support to the mature stages of governance and fundraising for their organizations.

She has worked in senior living, health care and education, and currently runs her own nonprofit consulting firm. She is a graduate of Virginia Wesleyan College with a BA in Psychology, a Graduate of the Chester County Leadership Connection, and holds a MS in Nonprofit Leadership from LaSalle University. Krys holds a Certified Fundraising Executive (CFRE) designation, is a Master Teacher as designated by the Association of Fundraising Professionals (AFP), and is a registered fundraising counsel. She is a C4 consultant for the Chester County Community Foundation and teaches throughout the region. She is also a columnist for Generocity, a Philadelphia-based social impact news and events group with a mission of building better communities through stronger impact.

She currently serves on the board of Barclay Friends, a senior living community in West Chester, PA. In the past, she has served on the national grants selection committee for the American Medical Association Foundation in Chicago, the board of AFP's Greater Philadelphia Chapter, as secretary of the Health Care Access Board in Phoenixville, as Foundation Chair of the Phoenixville Rotary Board, as Membership Chair for the Oxford Rotary Club, and on the Board of the National Association of Free and Charitable Clinics.

How will this capacity building initiative impact your nonprofit?

By moving our activities into a larger space, OAHA will be able to better preserve the history of the Oxford area. We will have a safe space for donated documents and artifacts, a dedicated space for the public to conduct personal research, and a meeting space large enough to house our monthly educational programs.

Because many of our public donations come as a result of our free programs, we are anticipating that this new space will increase donations, as well as increase our visibility in Oxford, ensuring that we remain viable for generations of future Oxfordians.

Conducting a capital campaign to purchase and renovate a dedicated space for OAHA will not only result in increased space for our activities, but also holds the possibility of an increased sense of ownership within the community. Campaigns which are conducted well tend to engage the entire community in the process, making the organization feel like it belongs to everyone.

III. ATTACHMENTS

1. Copy of 501 (c) (3) federal tax-exempt letter
2. List of Board of Directors
3. Charitable registration statement
4. Organizational operating budget
5. Project Budget and Financial narrative
6. Organizational Strategic Objectives