

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

Date 9/10/2020

Contact Information

Organization Name: Westside Community Center
Address: 430 Hannum Ave. West Chester, PA 19380

Phone:

Website: www.westsidecommunitycenterwc.org

Year Incorporated:

FEIN:

ED/CEO Name: Ryan Enns

ED/CEO E-mail:

Ryan@westsidecommunitycenterwc.org

Board Chair Name: Michelle McGowan

Board Chair Approval (check here):

Primary Contact Name: Ryan Enns

Primary Contact E-mail:

Ryan@westsidecommunitycenterwc.org

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission: Westside Community Center's mission is to empower families and youth academically, socially and Spiritually; inspiring them to take on leadership roles in their community.

Geographic Area Served: West Chester Area School District (students primarily attend from The West Chester Borough).

Describe Population Served & Annual Number of People Served: The Westside Community Center (The Westside) serves 100 students (Middle and High School) through our core After School Program, Skate-Spot Program, Summer Soccer Camp and Enrichment Programs (STEM, LEAD & Thrive). 100% of students served are enrolled in the West Chester Area School District and predominantly live in poverty and come from single-parent households. Many students have experienced transient housing conditions, homelessness, abuse, food-insecurity, parents addicted to drugs/alcohol, are first or second generation immigrants and are struggling academically. In addition to our core programs, approximately 15 families are served through our Community Garden, 21 via weekly food donations and over 250 adults receive free tax preparation services through our partnership with VITA (Volunteer Income Tax Assistance).

Annual Budget \$209,342

74 % of budget for program expenses

14 % of budget for administrative expenses

12 % of budget for fundraising expenses

100 % total

2FT/2PT # of Full-Time Equivalent Paid Staff

7 # of Board Volunteers

30 # of Active Non-Board Volunteers

1,600 # of Volunteer Hours

Top 3-5 funding sources: Pilgrim Foundation \$15,000, Pharma West \$5,000, Emergency Aid of PA, Individuals, & Events.

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: \$2,500

Proposal Summary: The Westside Community Center respectfully requests \$2,500 to help fund the cost of working with an external consultant, The Center Consulting Group, to develop a 5 Year Strategic Plan for the organization.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

In 2012, the Westside Community Center (The Westside) was founded with the mission of empowering families and youth in the West Chester area by helping them to develop academically, socially and spiritually. Ultimately, as individuals experience growth in these areas, our goal is that they will be inspired to become positive role models and leaders in the community.

In order to accomplish our mission, The Westside initially ran three distinct programs to serve community needs —The After School Program, The Community Garden and The Skate Spot. The Community Garden and Skate Spot were, and are still, open to all and the After School Program continues to serve middle and high school students in the West Chester Area School District. Over the past 2 years, we expanded our programming by instituting 3 new Enrichment Programs developed and facilitated in partnership with West Chester University students: LEAD (Leadership & Career Readiness), THRIVE (Nutritional Education) and EDGE (Leadership, Social and Diversity Empowerment) .

Our distinctiveness lies in our holistic engagement with the community. In addition to the programs that we run; The Westside also serves as a site where community members can access critical services such as free tax preparation done by VITA volunteers. We also partner with Young Lives, an organization who serves teenage moms and The Bridge Academy, an organization serving at-risk youth in Coatesville. Throughout the year we also host events such as skateboarding competitions, neighborhood barbecues, and movie nights in an effort to provide community resources and build healthy and impactful relationships throughout West Chester.

We are pleased to report that in our most recent survey of core students, 93% said The Westside helps them feel more motivated academically, 100% improved reading and/or writing skills and 71% plan to enroll in college or a trade school after high school. Additionally, over 87% said that since coming to The Westside they feel more confident, better about themselves, have developed new friendship and 87% said The Westside helps them avoid alcohol, drugs, and 100% said it helps them avoid skipping/dropping out of school.

2. Funding request

• Description of key initiatives

The Westside respectfully requests a capacity building grant of \$2,500 to help fund the development of a 5-Year Strategic Plan. More specifically, The Westside will hire The Center Consulting Group, a nonprofit consulting company to lead the Westside Staff and Board through the plan's development.

• Specific needs & issues to be addressed

A 5-Year Strategic Plan is needed to serve as a road map for the organization. The Strategic Plan will provide a sense of direction and outline measurable goals and potential funding streams. It will also serve as a tool for guiding day-to-day decisions and evaluating progress and strategies for continued growth and sustainability.

• Why it is important to fund this now

An investment in The Westside's 5-Year Strategic Plan is essential for the organization's continued growth and sustainability. The Westside's current Strategic Plan expires at the end of 2020 so it is critical that The Westside develop an updated Strategic Plan that can be implemented in January 2021.

Additionally, 2020 marks a year of substantial change and growth for the organization. Now in our 8th year of operation, we have moved from the infancy phase to being a well-established, impactful organization with a

strong rapport in the community. Over the past year we have experienced increases in staff, volunteers and student enrollment as well as our facility and programs.

Since its founding, The Westside has operated its services out of Providence Church West Chester's basement, a central place in the Borough of West Chester that is easily accessible by foot for students living in the borough. The Westside's partnership with Providence has helped save significant overhead expenses; but has been limiting for space. In December 2018, Providence Church purchased the adjacent car wash property on West Washington Street and provided The Westside with a lease for as long as Providence owns the property to utilize and renovate the space as needed. Since the cease of its operation, the car wash property had been neglected and attracted drug dealing, crime and other negative activity. Despite its current condition, Providence Church and The Westside saw the benefits that this space could provide the community. Over the past year, we have witnessed those benefits beginning to come to life. The Westside has actively been working to fundraise and revitalize the property; starting with property clean up, painting, repaving of the parking lot, installing new skate features and expanding our community garden to 29 beds. The Westside has big plans for this space and looks forward to continuing to transform it into a positive place for our community's youth and families to gather.

Over the past year, Providence Church also wrapped up a major capital campaign to expand their building – this expansion was completed in August 2020 (following COVID-19 delays) and has more than doubled the space available to Westside for their After School & Community Programs. With this new space, The Westside will be able to serve both Middle and High School students 4 days a week, increase enrollment and add new programs like a STEM and Makerspace Program. This new space comes at a pivotal time of growth. A Strategic Plan is critical to ensure that as we grow, we remain aligned with our mission and vision and that we maximize our strengths to best serve the community's needs while also cultivating and sustaining the financial resources, staff and volunteers necessary to do so.

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

Impact and results will be demonstrated via the organization's continued growth; including increases in programs and activities offered, student enrollment, staff and volunteer recruitment/retention and revenue. Impact and results will be communicated via annual student impact reports and our annual report that publishes both organizational and financial highlights. Ongoing impact is also shared with constituents via our social media and e-newsletters.

For capacity building grant proposals:

- *How will this capacity building initiative impact your nonprofit?*

The strategic planning process will help identify strengths, weaknesses, opportunities and threats for the organization and provide strategies for improved quality of services, continued growth and increased impact. A strategic plan will help to streamline processes such as the recruitment and enrollment of volunteers and community partnerships and the ongoing collection of data and outcome reporting. Additionally, It will ease decision making, providing a clear framework to guide the organization's next steps. And finally, a Strategic Plan will position The Westside for financial sustainability, ensuring that at-risk youth and their families maintain access to the critical support and resources needed to enter into healthy relationships and reach their full potential.

- *How will this impact be measured?*

We evaluate the effectiveness of our programs and services via annual surveys, attendance records and by tracking student's academic progress via report cards and assessments. Additionally, financials are reviewed regularly by the Board to ensure funding goals are being met.

- *Include a description of the expected activities; timeline & costs to implement the initiative. If external consulting services are required, include the anticipated costs & expertise of the consultants to be hired. Include external consultant proposals if applicable.*

The Westside Community Center will be hiring an external consultant company, The Center Consulting Group (The Center). The Center Consulting Group is a nonprofit Christian organization whose highly trained staff is passionate about advancing leadership and organizational health. Whether you are a leader of a business, nonprofit, or church, The Center's experienced team helps to create customized solutions to help you lead well. Since 2001, The Center has served over 800 leaders, churches, nonprofits, and businesses.

Strategic Plan Timeline:

June 2020 – August 2020: Research and interview consulting firms.

August 2020: Select Consulting firm and finalize contract.

September 2020: Work with consulting firm to schedule out the next 3 months of meetings/activities.

October 1, 2020 – December 31, 2020: Westside Staff and Board work with The Center Consulting Group to develop a 5 Year Strategic Plan for The Westside.

January 2020: Launch 2021-2026 Strategic Plan.

** Westside hopes to complete the project by 12/31/2020 but this is dependent on funding.*

Total Cost: \$7,500 (\$2,500 has been secured YTD)

The Center Consulting Group will provide an organizational assessment of Westside Community Center to help draft an updated 5 Year Strategic Plan. More specifically, they will provide the following:

1. Review of strategic documents including vision, priorities, values, and financials
2. A 2-hour pre-assessment meeting with the board to bubble up key themes and issues using a modified SWOT analysis
3. A web-based survey for leaders, staff, board members, and key constituents to gather perceptions of the ministries of Westside and discern future opportunities
4. One 5-hour meeting with the board and staff to review findings and discuss opportunities for growth and ministry excellence including a Priority-Based Action Plan (a detailed action plan that includes strategies, tactics, timelines, and metrics)

III. ATTACHMENTS

E-mail or mail this support information

1. Copy of 501 (c) (3) federal tax-exempt letter. *See attached.*
2. List of Board of Directors, with their affiliations. *See attached.*
3. Most recent annual report & financial statement, audited if available. *See attached.*
4. Itemized organizational operating budget with actual results for prior fiscal year & current fiscal year to date. *See attached.*
5. If capacity building initiative, itemized budget (including external consultant's proposal, if applicable). *See attached.*
6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why. *See attached.*

Please contact Grants Administrator Kevin Baffa at (610) 696-8211 grants@chescofc.org with questions.



CHESTER COUNTY
community
FOUNDATION

*Connecting people who care with causes that matter,
so their legacies make a difference.*

WHAT IS CAPACITY BUILDING?

Capacity building helps bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity, in order to more effectively & efficiently fulfill its mission.

Capacity building may include (but is not limited to) projects which address:

- **MISSION, VISION & STRATEGY**
Organizational Assessment - Strategic Planning - Financial Planning
- **GOVERNANCE & LEADERSHIP**
Board Development - Executive Transition/Succession Planning - Leadership Development - Staff Training & Professional Development
- **PARTNERSHIPS & COLLABORATIONS**
Coalition Building – Collaboration - Mergers & Acquisitions - Strategic Restructuring
- **RESOURCE DEVELOPMENT & MARKETING**
Major Gift Donor Identification, Cultivation, Development & Stewardship - Development Campaigns (Annual, Capital, Planned Giving) - Earned Income Development - Social Enterprise Feasibility & Development - Marketing, Branding & Communications
- **TECHNOLOGY & OPERATIONS**
Business Continuity Planning - Financial Management - Human Resources - Volunteer Management - Industry Certification - Risk Management - Technology Improvements