

GRANT PROPOSAL GUIDELINES

The Chester County Community Foundation connects people who care with causes that matter, so their philanthropy makes a difference now and forever.

- The Community Foundation is a collection of Funds: Field of Interest Funds + Donor Advised Funds.
- 99% of the grants issued by the Community Foundation are made possible through the generosity of the Fund Advisors who created donor advised funds. \$2.2+ million is granted annually to nonprofits in Chester County and beyond.
- All Community Foundation Funds accept this grant application form.

Proposals submitted by nonprofits will be considered for 2 types of grants:

1) FIELD OF INTEREST & DONOR ADVISED FUNDS

- ◇ Proposals received **any time throughout the year** are eligible for funding consideration from the Foundation's Field of Interest Funds & Donor Advised Funds.
- ◇ Grant **awards** typically range from **\$500 - \$7,500**.
- ◇ Grant decisions are made **intermittently** throughout the year, as Fund Advisors desire.
- ◇ Proposals are **electronically shared** with Fund Advisors to assist them in making grant decisions.
- ◇ **General operating** grants are encouraged. Nonprofits should be specific about their mission, goals, and measurable outcomes.
- ◇ Grants **focus on Chester County** causes and issues, but **are not limited** to Chester County.
- ◇ Grants may be made to charitable nonprofits working in **all fields of interest** including arts, culture and humanities; education; community improvement; environment; religion; health; and human services.

2) FUND FOR CHESTER COUNTY CAPACITY BUILDING INITIATIVE

- ◇ The goal of the Community Foundation's capacity building grantmaking is to **strengthen the effectiveness of nonprofit organizations serving the Chester County region**.
- ◇ Capacity building proposals received by **September 15** annually will be eligible for this special grant initiative.
- ◇ Capacity building projects should strengthen a nonprofit, in areas including:
 - Mission, Vision & Strategy
 - Governance & Leadership
 - Strategic Relationships
 - Operations and Technology
 - Fundraising & Development
- ◇ Grant **awards** range from **\$500-\$5,000**.
- ◇ NPO's with budgets \$ 750,000 or less preferred
- ◇ Grant monies are distributed by **February**.
- ◇ Nonprofits must be **located in and serve Chester County** to receive a grant from this special initiative.

Chester County Community Foundation has confirmed receipt of the **Grant Proposal Summary Sheet, Narrative and Attachments**.

- Proposals are shared electronically online with Fund Advisors and the Grants Committee.
- The electronic form is available at www.chescocf.org.

Per IRS regulations, applicants: must be charitable, tax exempt organizations with 501(c)(3) certification and cannot be individuals

- **E-mail proposals to grants@chescocf.org**. Receipt will be confirmed by e-mail.
- Please contact Kevin Baffa or Beth Harper Briglia at (610) 696-8211 or grants@chescocf.org if you have any questions. Thank you.

**I. CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL SUMMARY SHEET**

*One page only. This page will be shared electronically with Grant Committee Members & Fund Advisors.
Note: If Philanthropy Network of Greater Philadelphia's Common Grant Application is used, the Community
Foundation's **Summary Sheet MUST accompany application.**
To obtain an electronic version of this application, visit www.chescocf.org*

Date 9/15/2020

Contact Information

Organization Name: YoungMoms Executive Director Name: Molly Henry
Address: P.O. Box 376, Kennett Square, PA 19348
Interim Director E-mail: **Molly.Henry@youngmomscommunity.com**
Phone: 855-964-666 Board of Directors Chair Name: **Casey Irwin, President**
Website: www.youngmomscommunity.com Primary Contact Name: Molly Henry
Year Incorporated: July 2015
Primary Contact E-mail: **Molly.Henry@youngmomscommunity.com**

Has your nonprofit ever applied to the Community Foundation? Yes No__ Not Sure__
Has your nonprofit ever received funding from the Community Foundation? Yes No__ Not Sure__
 Donor Advised Fund(s) Fund for Chester County ___ Don't know/Not sure

Field/s of Interest:

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

Organization Information:

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

YoungMoms serves young mothers that reside in Southern Chester County (Kennett Square, Avongrove and Oxford Area School district).

Describe Population Served and Annual Number of People Served:

YoungMoms serves pregnant and parenting young women living in Southern Chester County, PA, who enter the program between the ages of 14 and 21 years old. Many deal with a myriad of issues including domestic violence, poverty, language barriers, depression, unemployment, incomplete schooling, homelessness, and a general lack of options and opportunities. In addition to the many individual challenges facing the youth in our program, teen mothers are a significantly high-risk population. Teen moms are more likely to drop out of school, and less than 40% obtain a high school diploma. Teen mothers are much more likely to live in poverty than their non parenting counterparts, with over 80% of them relying on welfare within the first few years of giving birth. Teenage moms are more likely to experience depression, substance abuse, and abusive relationships than their non-parenting peers. Children of teen mothers are also a high-risk population. They are more likely to receive inadequate prenatal care, be born prematurely, face significant physical and developmental delays, do poorly in school, be at risk of child abuse, and live in poverty than those children born to adult mothers.

We anticipate that during 2020 we will directly serve 65 young moms, and indirectly serve approximately 85 children and 12 young dads.

Mission:

The mission of YoungMoms is to inspire and equip young moms to build thriving futures for themselves and their families.

Proposal Summary:

YoungMoms is requesting funding for the creation and design of a new website in order to provide easily accessed information to foundations, donors, volunteers, the media and the people and communities we serve.

A new and improved website will create an effective gateway for prospective clients, volunteers, and donors, and would increase YoungMoms' ability to communicate needs and successes with existing community members and supporters. Enhanced visibility, coupled with consistent and frequent messaging, would result in an increase in community awareness, volunteer engagement, and financial support of YoungMoms.

If Capacity Building Proposal, the focus is:

Mission, Vision & Strategy ___ Governance & Leadership ___ Strategic Relationships
Fundraising & Development __X__ Technology

Annual Budget \$402,600.00

80 % of budget for program expenses

10 % of budget for administrative expenses

10 % of budget for fundraising expenses

100 % total

3 # of Full-Time Equivalent Paid Staff

9 # of Board Volunteers

138# of Active Non-Board Volunteers

2460 # of Volunteer Hours

Top 3-5 funding sources:

United Way Southern Chester County \$31,660

Philadelphia Foundation \$20,000

Hamilton Family Foundation \$15,000

Grant Amount Requested from the Community Foundation: \$5,000.00

Organization's history, goals, key achievements and distinctiveness

The mission of YoungMoms is to inspire and equip young moms to build thriving futures for themselves and their families. YoungMoms was started in 2010 as a program of The Garage Community and Youth Center, and as of January 2016, operates as a separate and independent 501(c)3 non-profit organization.

YoungMoms provides the academic, employment, parenting and relational support pregnant and parenting young mothers need to achieve their life goals and improve their lives and those of their children. YoungMoms empowers these young women to take control of their lives and equips them with new skills to face challenging circumstances and overcome obstacles. Over the last 10 years, YoungMoms has helped more than 180 teen moms stay in high school, pursue college education or vocational training, gain parenting and other life skills, and connect with community resources.

There is no similarly individualized and comprehensive support program in our area that provides the combination of case management support, life skills instruction, one-to-one mentoring, and community building activities. Our goal is that each participant will:

Achieve academic and employment goals: We provide support to our young moms to complete high school, attain their GED, or enter training, certification and degree programs. We assist them in developing resume-writing, job search and interviewing skills. We network with area businesses to learn about job opportunities and connect clients to jobs within the community.

We focus heavily on education – both the completion of high school, training and degree programs, and the acquisition and development of a variety of life skills, including financial management, decision-making, time management, effective communication, and nutrition. Vocationally, we help participants develop resume-writing, job search and interviewing skills, connect them to local employment opportunities, and maintain long-term employment despite intervening life challenges.

Gain life and parenting skills: Staff and volunteers provide ongoing life skills instruction in areas such as healthy relationships, budgeting/financial management, and child development. We teach our young moms effective communication, conflict resolution, decision-making and time management skills. YoungMoms uses the evidence-based Parents as Teachers “Partnering with Teen Parents” curriculum as the basis of our parenting support. YoungMoms provides sexual health and reproduction educational materials, and connects participants and their children to medical and dental care.

Grow in self-esteem and feel part of a community of support: One of the primary challenges facing young mothers is isolation from peers and from the community at large – a leading cause of depression and substance abuse. YoungMoms holds monthly dinners and workshops where teen moms have an opportunity to develop relationships with peers in similar life circumstances and with positive adult role models. Many of our young moms are matched to a trained volunteer mentor who provides additional encouragement and support.

Young moms often remain in the program between two and four years, allowing us to assist them in overcoming obstacles which might normally derail their progress in achieving goals. This long-term investment in the life of a young woman is what makes our program uniquely effective.

The following activities help us fulfill our mission.

Case Management services: When young women first enter our program, a comprehensive assessment is completed by YoungMoms staff. After immediate needs are addressed, we work with each young mom to develop short and long-term academic, employment, parenting, and relational goals, and to create a plan to achieve them. We connect them with area resources, provide educational/vocational assistance, and help them develop their parenting skills.

Mentoring: Participants are matched with a trained adult female mentor who provides the support and encouragement necessary to enable the young mom to accomplish both short and long term goals. Mentors build a relationship of trust and support through weekly contact and regular outings and activities. Mentors provide encouragement and life skills instruction to their mentee, as well as practical help with transportation, tutoring and child care.

Monthly Club Dinners/Workshops: Participants receive enrichment education in multiple life areas and have the opportunity to build relationships with peers in similar life situations and with positive adult role models. Clubs are held

monthly in both Kennett Square and Oxford (these are being conducted virtual during the COVID-19 crisis). Recent Club/workshop topics included: resume-writing and interviewing skills, dental health, handling challenging child behaviors, budgeting & financial management, sexual health & reproduction, interacting with your child, cooking, nutrition, and time management skills. Supplemental workshops and trainings are offered as needed.

YoungDads Program: Over time we have observed that for those clients who are living with a partner or father of the child, progress toward their goal achievement is slowed or halted if their partner is not provided with similar opportunities for support. In response, we initiated a YoungDads program in 2015, which is designed to empower these young men to reach their potential as men and fathers. Participants meet monthly with a core group of volunteers who encourage and equip them to improve parenting skills, navigate work/life balance, and make wise relational and life decisions.

Specific needs and issues to be addressed:

Many of our clients face huge challenges including: incomplete education, unemployment, housing instability, domestic violence, isolation, lack of health care, and depression. Nationally, less than 40% of teen mothers finish high school and fewer than 2% have graduated college by the time they are 30. YoungMoms is working to change these statistics in our local community.

The COVID-19 crisis has brought unique challenges to our young moms and our organization. Most of our young moms are low-wage service workers/hourly employees who have now lost their jobs or experienced drastically-reduced work hours. These young women were already living paycheck to paycheck while navigating very difficult life circumstances. Though we are not currently able to meet face to face or in large group gatherings, we are nevertheless working hard to ensure that each young mom is well-supported, healthy, and able to navigate all the challenges this crisis brings. We have adapted (and will continue to adapt) our programming and service delivery to accommodate this ever-changing situation and to make sure that our young moms are continuing to move forward in achieving their core academic/vocational, parenting, and relational goals.

YoungMoms is requesting funding for the creation and design of a new website in order to provide easily accessed information to foundations, donors, volunteers, the media and the people and communities we serve.

How will this grant enhance your organization's capacity?

A new and improved website will create an effective gateway for prospective clients, volunteers, and donors, and would increase YoungMoms' ability to communicate needs and successes with existing community members and supporters. Enhanced visibility, coupled with consistent and frequent messaging, would result in an increase in community awareness, volunteer engagement, and financial support of YoungMoms.

Specifically, we anticipate that a new website would result in:

- increased traffic and engagement
- streamlined messages and testimonies
- increased social media presence (Facebook, Instagram, etc.)
- increased donations from individuals, organizations, and businesses
- an increase in the number of new young moms served
- an increase in the giving level of new donors and;
- an increase in the number of volunteers serving and the number of volunteer hours served

Growth in all of these areas would ultimately deepen and expand our funding and volunteer bases, and enable the organization to serve clients more effectively.

How will this increase in organizational capacity be measured?

YoungMoms would measure the level of website engagement via Google Analytics and track client, donor, and volunteer activity via our data management system, Apricot. In particular, we would focus on identifying growth in the following key website areas:

- Users – where the user is coming from, what device is being used, how often the user is coming to the website, what is the user doing once they've arrived
- Acquisition – how are users coming to the website, which sources are bringing the most traffic, which channels are being the most successful traffic (staying on the page, looking at multiple pages, taking action on the page)
- Behavior – what content on the site is the most popular, what links are gaining the most recognition
- Donate button- how many donations are made, which pages are driving donations

Activities to implement the initiative. Please include a description of the expected activities; timeline and costs to implement the initiative.

Our plan is to hire a consultant to design and implement a new website to improve content quality, communicate more effectively to the community and supporters, and increase brand recognition. This site would help YoungMoms advance effective messages and strengthen awareness of our mission, programs and services in the Southern Chester County community.

We anticipate that a grant of \$5,000 would cover the costs of the creation and implementation of a new and updated site and that the website development would begin immediately upon receipt of funding. YoungMoms' Director and Development/Communications Coordinator would work in tandem with a consultant to provide input on the design and implementation of the website and would provide ongoing updates and content.

Why it is important to fund this now?

YoungMoms' client base has grown tremendously over the past few years, making expanded funding from our community partners a growing necessity. Many of our clients face huge challenges including poverty, incomplete education, unemployment and lack of health care. These challenges are exacerbated by the current crisis surrounding COVID-19, since our clients' safety nets are very, very thin. A dynamic, strong website would increase our ability to communicate with clients, cultivate new donors and volunteers, and ensure the financial and volunteer resources we need to effectively serve this vulnerable population.

How impact and results will be demonstrated:

The impact of a new and improved website would be demonstrated through the growth of our funders and volunteers, increases in giving and involvement levels, and enhanced community awareness of our mission. Growth in these areas would, in turn, further our ability to empower YoungMoms participants to set and achieve their goals, gain parenting and other life skills, access educational and employment opportunities, and build more stable lives for themselves and their children.

YoungMoms anticipates that as we enhance our online presence and communications, we will be able to significantly deepen and expand support to young moms (and young dads) in the Southern Chester County, PA community and beyond. We have seen a steady increase in number of clients served, and anticipate that improved website content and engagement will further accelerate that growth. We anticipate that our number of volunteers, volunteer hours served, and donor investment in the program will likewise grow and further allow us to achieve our mission of inspiring and equipping local teen moms to build thriving futures for themselves and their families.