



**Contact Information**

Nonprofit Org Name: Downingtown Community Education Foundation	ED/CEO Name: Jacqueline Fenn
Address: 540 Trestle Place	ED/CEO E-mail: jfenn@dcedf.org
City, State Zip: Downingtown, PA 19335	Board Chair Name: Brian Stocker
Phone: 484-364-5167	Grant Proposal Contact Name: Jackie Fenn
Website: www.dcedf.org	Grant Proposal Contact E-mail: jfenn@dcedf.org
EIN: 26-1759996	Grant \$ Amount Requested: \$10,000
Year Founded: 2008	

*In filing this application, the nonprofit certifies that it complies with all federal, state & local laws, including taxation; complies with current public health guidelines; and complies with coronavirus pandemic phased reopening restrictions.*

Agreed by: Jacqueline Fenn	Date: 10/25/20
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**Nonprofit Field/s of Interest**

Arts, Culture & Historic Preservation	<input checked="" type="checkbox"/>	Education	<input type="checkbox"/>	Health	<input type="checkbox"/>
Community Development	<input type="checkbox"/>	Environment & Animal Welfare	<input type="checkbox"/>	Human Services	<input type="checkbox"/>

Figures	Current	PRE-COVID (as of 1/1/20)
Annual Operating Budget	\$171,000	\$264,000
Full-Time Equivalent Paid Staff	# 1	# 1
# Board Volunteers	# 22	# 22
# Committee Volunteers	# 21	# 21
# Active Direct Service Volunteers	#	#
Annual Volunteer Hours	# 900	#1200

*Note: operating budget numbers above were adjusted to reflect a calendar year. DCEF runs on a fiscal year end of June 30. Compilation attached reflects our fiscal year end.*

**Funding:** Please indicate if your nonprofit has received funding from any of these regional sources over the past few years. We will invite them to review this funding request.

<input checked="" type="checkbox"/>	ChesCo Comm Fdn	<input type="checkbox"/>	Brandywine Health Fdtn	<input type="checkbox"/>	United Way ChesCo	<input type="checkbox"/>	ChesCo Dept Comm Devel
<input type="checkbox"/>	ChesCo Fund/W&Girls	<input type="checkbox"/>	Phoenixville Comm Health Fdtn	<input type="checkbox"/>	United Way S ChesCo	<input type="checkbox"/>	ChesCo Dept Health
<input type="checkbox"/>	Other significant funders: we received \$5,000 from Freeman Family Foundation for our Mobile Innovation Lab. We receive an annual donation from H.O. West Foundation. In prior years we have received EITC donations from the following banks –DNB, Meridian, First Resource, First Priority, Univest and WSFS.					<input type="checkbox"/>	ChesCo Dept Human Svcs

## Narrative:

1. **Mission:** *The Downingtown Community Education Foundation is dedicated to inspiring all children to learn, grow, and thrive by enhancing and enriching their learning experiences to create a better tomorrow.*
2. **What geographic area is served?** *Downingtown Area School District*
3. **What population is served?** *13,000 students grades K-12*

**How have your service numbers been impacted by COVID?** *Spring, Summer and Fall 2020 program sessions were cancelled – this impacted about 1,200 students who normally participate in these programs. Our summer Kdg Jumpstart program for incoming at-risk kindergarten students was cancelled – this impacted 80 students in our Title 1 schools.*

4. **What has been the impact of COVID-19, and how has your nonprofit responded?** *With school's closed and funders profits declining, our earned and contributed income has declined 33%. Our main sources of revenues and fundraising were eliminated along with our main direct contact and impact to students (our enrichment and intervention programs). Additionally, as of mid-March, the Mobile Innovation Lab has not been able to be used. (The Innovation Lab travels to all 10 elementary schools in the district bringing STEM learning opportunities) We were able to create some new virtual curriculum that we offered over the summer. The focus for grades 1&2 was content area using the state's standards for language arts, math and science to help students who had struggled grasping concepts during the initial shut down of schools. The curriculum for older students combined virtual in-person instruction, team work (3-5 students working together virtually) and independent unplugged activities in engineering, coding, math, creative arts and science.*

*During this same period we committed additional funding and marketing efforts to our teacher grants program encouraging teachers to create innovative projects enabling them to best engage students in the changing face of education these days. DCEF provides grants to teachers for programs, projects or activities that emphasize new approaches to learning. We are currently working with a teacher on reinventing/repurposing our Mobile Innovation Lab for use in the summer in an appropriate socially distancing manner as needed. It would travel to various places in our district focusing on neighborhoods where the majority of our Title 1 school students live.*

*We initiated new fundraising opportunities to help replace the ones that had been cancelled in the spring. With 2 of our schools being new or newly renovated we initiated a "Pathways to Excellence" fundraiser, selling inscribed bricks that will be placed in the new sidewalks at those schools.*

5. **What would this funding be used for?** *DCEF's next "big idea" is to create a Nature Trail and Environmental Center at the Marsh Creek 6<sup>th</sup> Grade Center. The 6<sup>th</sup> Grade Center is a centralized school for all students in the Downingtown Area School District uniting all 1,000+ students from all over the DASD service area in one school. Plans include an outdoor environmental classroom overlooking wetlands, meadows and woods, and a nature trail. Funds would be used for the Nature Trail part of the project. The nature trail will include stations focusing on biomimicry, conservation, water preservation, threatened species, native flora, fauna and mammals, regeneration, vernal pools and more, which expand on the required environmental science curriculum for sixth grade. This trail will provide hands-on, discovery based learning for students of all ages. Students will be able to be active participants and problem solvers in real issues that affect them, their homes and their communities.*

*High school students will familiarize themselves with the 6<sup>th</sup> grade Environmental Science curriculum along with preschool and elementary level activities. The high school students will work with design professionals and engineers to design different elements along the nature trail giving them some 'real world' experience. A group*

of 6<sup>th</sup> grade students, teachers and curriculum leaders will evaluate and select the best of the submitted stations that then will be built into the nature trail.

Concept drawing of Nature Trail at Marsh Creek 6<sup>th</sup> Grade Center:



6. **How does this demonstrate innovation and resiliency in dealing with COVID impacts?** *We believe this is a very innovative way to engage students at a variety of grade levels in a meaningful project at a time when many students are disengaged with school under the current circumstances. Overall it is an innovative project – expanding learning in a hands-on, discovery based approach. This project would encourage team building and collaboration at a number of levels – students, teachers, corporations, community leaders at a time when creating something positive and working together for the greater good is needed most. It demonstrates resiliency in dealing with COVID. DCEF will continue to be able to offer innovative learning opportunities in a setting that meets many of the COVID guidelines for safe activities – outdoors in a socially distanced environment.*
7. **What would be the community impact of this anticipated funding?** *The nature trail would be able to be used year round by seniors, families and children of all ages not just the students at the 6<sup>th</sup> grade center. It would provide an opportunity for community members to be outside and actively engaged in learning about our environment.*
8. **Why is it important to fund this now?** *Right now we don't have the operating funds to pursue this initiative. If we get the funding, we are able to start this project now - paying for the engineering costs to lay out the trail. Teams of students at the high school and 6<sup>th</sup> grade levels along with teachers and community volunteers will be immediately engaged in visioning and designing activity stations. With the uncertainty of how long students will be out of classrooms or if return to the classrooms will be sustainable, this would provide an opportunity for engagement and excitement about learning while building something that will be a community asset for the long term. We hope to engage corporate and community partners and volunteers help with both the design and building of the trail. We believe now is the right time for folks to work together to create a valuable community resource.*
9. **How much funding is sought?** *\$10,000*  
**How does this compare to your annual operating budget and this year's projected deficit?** *This is approximately 3.8% of our typical operating budget and approximately 10% of our expected deficit.*  
**What is the expected timeframe for use of funds?** *We would plan to use the funding by July 2021.*

Support Materials:

This <b>Innovation &amp; Resiliency Fund Grant Request</b> cover sheet & brief narrative
Current annual operating budget & most recent audit
501c3 determination letter
Current strategic plan. If none, explain why your nonprofit doesn't have a plan.
Support materials that strengthen the urgency of this funding request + indicate that your nonprofit is innovative and resilient (ie: COVID best practice research findings, consultant proposal/s, bids for COVID-related materials & equipment, etc.)

2019 Compilation – separate attachment

Annual Operating Budget – July 1, 2020 – June 30, 2021

**Downtown Community Education Foundation  
2020-21 Operational Budget  
Assumptions**

**Effects of COVID will be felt for the entire year (July 1, 2020 – June 30, 2021)**

**REVENUE**

- **Fundraising** = Annual Appeal, EITC, Grants, Special Events, Special Project revenues
  - 35% reduction (-\$14,000) in EITC donations - \$39,000 to \$25,000
  - Special Events
    - Harlem Wizards in March: \$28,000 rev (net \$18,000) – may have to be moved or cancelled
    - Golf in Oct: \$16,000 rev (net \$8,000)
    - Donor Recognition in Spring: no rev, \$500 exp
  - 100% board giving
  - One new corporate partner at \$5,000
  - Stadium Advertising
    - No assumption of rev this year
- **Program Revenues** = fees from after school and summer programs
  - Reduced expectation of participants due to COVID – less classes, less students per class
    - Actual for virtual summer wks 2&3 (71)
    - No Fall revenue or expense
    - 50% reduced class size & participation for Winter & Spring
    - Summer (June) expect same participation as June 2019

**EXPENSE**

- **Fundraising**
  - Reduced net 20%
  - Expect to hold golf outing in Fall, Wizards basketball game in Spring
- **Program** related - afterschool & summer program teachers, supplies & cc fees
  - Teacher pay remains at \$780 per 7 week program
  - CC processing fees remain at 6.25%
  - Minimal curriculum development & supplies
- **Administrative/Operations costs**
  - Worker's comp insurance increased \$400 yty
  - No increase in administrative salary

**DISCRETIONARY SPENDING:**

- If budget is achieved, we should have \$35,000 to give back to the district (\$103,000 last year)
- No available funds for Marsh Creek Nature Trail & Environmental Center (special projects)

**BUDGET OVERVIEW:**

<b>REVENUE</b>	2020-21 Budget
Program Fees	\$83,526
Contributions	\$69,600
Special Events	\$44,000
<b>TOTAL REV</b>	<b>\$197,126</b>
<b>EXPENSES</b>	
Program Costs	\$59,627
Administration	\$82,760
Fundraising Costs	\$18,500
<b>OPERATIONAL EXP</b>	<b>\$160,887</b>
<b>NET</b>	<b>\$36,239</b>
<b>DISCRETIONARY SPENDING</b>	if budget achieved
Experience Scholarships	\$5,000
Innovation Grants	\$25,000
DCEF Scholarship	\$5,000
Special projects	
<b>TOTAL DISCRETIONARY</b>	<b>\$35,000</b>

501c3 Determination Letter:

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **SEP 26 2008**

DOWNINGTOWN COMMUNITY EDUCATION  
FOUNDATION  
C/O MICHAEL DEANGELIS  
126 WALLACE AVE  
DOWNINGTOWN, PA 19335

Employer Identification Number:  
26-1759996  
DLN:  
17053211327008  
Contact Person: KIM NGUYEN ID# 31525  
Contact Telephone Number:  
(877) 829-5500

Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
August 22, 2007  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

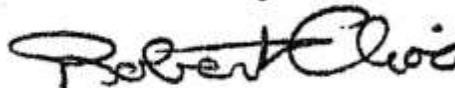
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Enclosures: Publication 4221-PC

Strategic Plan:

**DOWNINGTOWN COMMUNITY EDUCATION FOUNDATION – GROWING THE LEGACY**

The purpose of this document is to establish a vision for the Foundation for the next few years. Based on the SWOT analysis done by the board, this document will serve as a roadmap for the Foundation to be more impactful. The goal is grow the private support and public engagement in DCEF to ensure that the Downingtown Area School District’s legacy of excellence in education continues.

DCEF SWOT June 2018  
bold indicates focus areas for 2019-21 plan

**STRENGTHS**

- Board commitment, engagement & expertise**
- After school programs**
- Full time Executive Director
- DASD pride & strength as a district
- Cooperative relationship with DASD & superintendent
- Self-sustaining financial model (earned income)
- Multiple funding sources
- Worthy projects (innovation lab, environmental center)
- Visible results in schools (programs, innovation lab)
- Provides avenue for community & business involvement in schools

**WEAKNESSES**

- Branding - identity in community**
- Teacher Grants- application, review process & follow up**
- Too much effort on events without enough return**
- Competition for donated dollars in district
- Flat contributed income to support operations
- Some committees are not active
- Little grant funding
- Lack of diversification in funding sources
- Confusing financial reports
- Narrow scope of programs

**OPPORTUNITIES**

- Programs**
- Board development & engagement – active committees**
- Marketing & branding**
- Brand recognition thru visible projects – innovation lab, environmental center, grants**
- Targeted fundraising –maximizing income from events**
- Relationships with local businesses
- Need plan for creating brand identity
- Unique programs - Capacity to grow
- Have a student on foundation board
- Tap parents as volunteers – incoming kdg
- Develop DCEF community outreach program
- More family/fun opportunities for raising funds
- School board & curriculum meetings to spread the word

**THREATS**

- Limited applications for teacher grants. When they don't fall within what DCEF funds & are rejected leads to negative feelings from staff
- Identity of foundation tied too closely to DASD – just a fundraising arm of DASD is not appealing to average taxpayer
- One single large donor (West) – need more
- Overextending
- Strength of DASD as a district makes the need for fundraising difficult to understand
- Competition from other non-profits
- Reliability of EITC donations

By 2021, Downingtown Community Education Foundation should be recognized in the community for supporting innovation in education through teacher grants, inspiring children by delivering effective programs Pre-K to 12<sup>th</sup> grades and enriching our DASD community by adding educational amenities open and available for all.

Through collaboration with the superintendent, principals, teachers, administrators, businesses, community organizations and local citizens, DCEF will create and deliver innovative educational programs, leverage resources, award grants and scholarships, which will improve our community.

**During the next 12-36 months the Foundation will:**

**Expand Outreach & Mission**

**Increase Awareness of DCEF through improved marketing**

**Grow board and increase involvement**

**Target Fundraising and Friend-Raising**

**I. EXPANDING OUTREACH & MISSION = Programs, Projects, Continuous Improvement**

**Early Learning (Pre-K)**

Research shows that school readiness in Kindergarten is a key indicator of long-term success in school. Investing and supporting equal access to high quality Pre-K education yields benefits to children, schools and the community at large.

- Expand Kindergarten Jumpstart Camp from Title 1 schools to all 10 elementary schools. Every school has pockets of underserved and at-risk students.
  - Cost =approximately \$1,000 per class.
  - Funding - Corporate Partners to sponsor each school's program

**After School & Summer Enrichment Programs (grades 1-8)**

- Expand programs offerings to take advantage of interest in STEAM generated by the Mobile Innovation Lab as well as compliment what is done in the Innovation Lab
- Focus on what kids need to succeed and what DASD needs to be the best

**Teacher Innovation Grants**

There are opportunities to improve both process, awareness of the program and, ultimately, outreach to students.

- Process: On-line fillable forms will improve the application process for our teachers to apply. A centralized electronic process will expedite our board committee review.
- Awareness:
  - Meet with the faculty in each school – ask for grant applications and donations to annual fund
  - Communicate with the teachers via staff newsletters, website and school board meetings
  - Spotlight teachers & students who have received grants from the foundation
- Outreach:
  - Focus on “incubator” programs that have real potential to be used in the district on a broad basis such as stand up desks, soft skills and STEM at the elementary level.

**Marsh Creek Nature Trail & Environmental Center**

The complete scope of the Environmental Center/ Nature Trail project has the potential to establish the Foundation as a key community supporter in its own right and will garner support from local businesses and other community members. Planning/working in collaboration with administrators and students ensures that the project will meet/exceed curriculum needs and be a long-term asset to the community.

- Create project management plan and get cost estimate
- Identify, cultivate and secure funding sources:

- Gift-in-kind donors for engineering, architecture, land development and labor
- Capital Campaign
  - Corporate Partners - Major Gifts with Naming Opportunities
  - Community Gifts

## II. PATH TO SUCCESS = Board Development, Awareness, Friend-Raising, Fundraising

### Board Development:

- Ensure we are at capacity
  - By-laws were recently amended to increase capacity to 19 voting members
  - Bylaws also have ex-officio/non-voting positions in 2 teacher representatives
- Activate committees

### Awareness/Marketing/Branding:

Word of mouth is the best advertising tool. We want donors, teachers, administrators, parents, kids, community members and business leaders to have a great impression of, and experience with, the Foundation so they will have a positive story to tell others.

- **New brand/logo:** Now that we have clarified the mission of DCEF, we can create a new mission statement and finalize the new DCEF logo that creates a separate identity from DASD.

DCEF Mission:

Funding the future by:

- Inspiring children to learn, grow, and thrive
- Enhancing the learning experience
- Enriching our community

- **Leverage existing district-related communication expertise & opportunities:**

- Work with DASD communications director to develop a communication calendar/plan that highlights and promotes the Foundation in district communications
  - DLink
  - Community Bulletin Board on DASD website
  - Principal newsletters and parent communications

- **New Communication tools and support:**

- New website design – separate from DASD’s site (if possible)
- Increased use of social media - relevant to kids, targeted to parents and community
- Identify and recruit at-large PR committee and board members with skill sets in marketing

### Fundraising Strategies:

The most efficient/cost effective way to raise money is through donations and gifts. Currently, 35% of our annual revenue comes from contributions and special events. A 20% increase, exclusive of capital campaigns or endowment, is the goal. Specific giving opportunities will be targeted for Corporations, Internal Audience (teachers, administrators and board), School Community (parents & alumni) and Community at large.

#### Annual Giving

- Corporate Partners for Pre-K, Teacher Grants, Nature Trail & Environmental Center
- Annual Campaign for Teacher Grants and Experience program scholarships & subsidies
- EITC – add giving potential and opportunity donations targeting Marsh Creek Nature Trail & Environmental Center and Kdg Jumpstart (Pre-K)
- School Community/parents

- Graduation Videos
- Buy a Brick
- Support a Scholarship

Capital Campaign for Environmental Center/Nature Trail

Establish an Endowment Fund

**Friend-Raising Strategies:**

Special events are an excellent avenue to spark interest, attention, and, ultimately, investment in the Foundation. We want folks to go from casual connection to the Foundation to an invested advocate. These events are designed to generate additional funds for the Foundation. Determine relative value of these events in terms of return on investment of DCEF resources.

- Golf Outing – October
  - Build relationships focused on district vendors
- Art Gala – March
  - Recognize the talents of students, teachers and alumni
  - Reinforce the Foundation’s commitment to the whole child
- Community Leaders Breakfast - May
  - Opportunity to tell Foundation story, highlight projects and grant recipients (teachers & students)
  - Recognize & acknowledge Emeritus Board and community leaders