

The Chester County Nonprofit Innovation & Resiliency Fund

Administered by the Chester County Community Foundation

In cooperation with regional funders, donors, united funds and County government departments

Recognizing the importance of the nonprofit sector to the high quality of life throughout Chester County, the Chester County Commissioners have allocated \$3.5M to help nonprofits recover with innovation and resiliency. This funding is from the federal Coronavirus Aid, Relief, and Economic Security (CARES) Act.

Per the CARES Act, grants must cover unforeseen financial needs and risks created by the COVID-19 public health emergency. **This includes grants to implement and publicize the safe resumption of programs and services.** The Community Foundation seeks proposals to support innovative, resilient COVID recovery needs, such as:

- Program and service redesign, in light of social distancing and public safety requirements
- Innovative technology to support virtual, mobile and/or pop-up programs and services
- Redesigned and reconceived marketing, fundraising and special events
- Strategic planning pivoting, refinement and revisions in light of COVID-19
- Partnership, merger, consolidation and/or acquisition activities due to COVID-19 impacts
- Infrastructure improvements due to COVID, including plexiglass dividers, technology upgrades, etc.
- Higher operating costs related to cleaning and social distancing requirements
- Other one-time or increased expenses incurred related to COVID-19.

This is a competitive, time-sensitive grants process. Grant decisions will be made weekly, on an ongoing basis. Electronic grant applications are only accepted by e-mail. No paper applications are accepted.

Eligibility

- Nonprofit 501 (c) (3) organization formed and active in 2017 or earlier
- Nonprofit must be headquartered and providing services in Chester County, as evidenced by legal address in Box C of IRS 990

Priority Preference for Grant Funding

- Nonprofits that provide clear evidence of how they aim to/are reshaping their programs, services, administration, marketing and fundraising, to safely provide services and thrive in light of COVID impacts
- Nonprofits with substantial costs to comply with COVID public health requirements
- Nonprofits that serve a diverse constituency, and are governed and managed by diverse leadership

Ineligible Entities

- Nonprofits NOT headquartered in Chester County, PA, as evidenced by the legal address in Box C of the IRS 990
- Nonprofits NOT delivering services in Chester County
- Nonprofits that did NOT experience revenue loss due to the coronavirus pandemic and/or nonprofits that have no additional costs associated with the coronavirus pandemic
- Nonprofits that were NOT operational as of December 30, 2017
- Government or government-owned or controlled entities
- Churches or religious organizations with respect to their primarily religious activities and/or their activities which limit participation to members of the church or religious organization
- For-profit businesses
- Private clubs/organizations that limit membership for reasons other than capacity
- Nonprofits primarily engaged in lobbying or political activities
- Nonprofits NOT compliant with all federal, state, & local laws, including taxation
- Nonprofits NOT compliant with current public health guidelines, including coronavirus pandemic phased reopening restrictions ###





Contact Information

Nonprofit Org Name: Charles A. Melton Arts and Education Center	ED/CEO Name: Kenneth Winston
Address: 501 East Miner Street	ED/CEO E-mail: kennethwinston1@comcast.net
City, State Zip: 19382	Board Chair Name: Lisa Dorsey
Phone: 610-692-9290	Grant Proposal Contact Name: Kenneth Winston
Website: www.meltoncenter.org	Grant Proposal Contact E-mail: kennethwinston1@comcast.net
EIN: 23-1381458	Grant \$ Amount Requested: \$44,277.84
Year Founded: 1918	

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:	Date: 10/26/2020
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Nonprofit Field/s of Interest

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

Figures	Current	PRE-COVID (as of 1/1/20)
Annual Operating Budget	\$297,740 (unrestricted funds available for operating costs, including PPE)	\$529,472 (unrestricted funds available for operating costs)
Full-Time Equivalent Paid Staff	2	2
# Board Volunteers	19	16
# Committee Volunteers	5	20
# Active Direct Service Volunteers	15	45
Annual Volunteer Hours	500	2,176

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 checked="" type="checkbox"/> United Way ChesCo	<input checked="" 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
Other significant funders:			<input type="checkbox"/> ChesCo Dept Human Svcs

Narrative: In a few concise paragraphs, please explain:

1. Mission,

The mission of the historic Charles A. Melton Arts and Education Center is to contribute to the quality of life for all people of the greater West Chester community by continuing its long commitment to providing educational, recreational, cultural, and civic services.

2. What geographic area is served? (If not all of Chester County, specify primary Chester County regions served)

The Melton Center serves the Borough of West Chester and the surrounding areas. The Center is located in the East End of West Chester, which is a predominately African-American and Latinx community. According to the 2017 American Community survey (ACS) and the U.S. Census Bureau, the poverty rate in the borough of West Chester is 27%, which is 400% higher than Chester County's overall poverty rate of 6.3%. West Chester's lower East End is the community with the lowest median-income in the borough, with four public housing units within a five-block radius and a poverty rate approaching 75%.

3. What population is served? How have your service numbers been impacted by COVID?

The Melton Center primarily serves a low-income population of families who are African-American and Latinx. Approximately 90% of the Melton Center's constituents who participate in our educational, cultural, and civic programs come from low-income families headed by single women. Over 95% of the students we serve in our New Directions Afterschool program qualify for free and reduced-price lunch. Our service numbers were dramatically impacted by COVID because we had to physically close from March until August. We could not provide onsite services for our after-school program, youth basketball and dance team programs, alcohol/narcotics anonymous meetings, and other recreational programs.

What has been the impact of COVID-19, and how has your nonprofit responded?

Unfortunately, the challenges that our especially vulnerable Black and Latinx families have faced due to COVID-19 include, among others: loss of childcare due to the West Chester Area School District and the Melton Center's closures; loss of income due to reduced hours or workplace closures; lack of adequate health insurance with job loss; food insecurity; and risk of relapse for community members who were in recovery for addiction. The Melton Center had to temporarily close our building to the public in order to comply with national, state, and local public health recommendations to limit the spread of COVID-19 in our community. With fewer volunteers able to commit hours of service, our small staff demonstrated their resilience and continued to work to maintain access to many resources and support for our families. This included partnering with other Chester County organizations such as the West Chester Area School District, Chester County Food Bank, Oscar Lasko YMCA, and Safe Harbor of West Chester to collect and disseminate resources and information to the community. Our Filet of Soul Culinary Program continued to prepare and distribute over 400 meals to families in need in Coatesville and West Chester.

Additionally, the Melton Center's New Directions Program has continued to support students in Grades K-8 during COVID-19 by providing an innovative virtual program. When we could not have students learning in our building, the New Directions Program Director developed a safe, supportive virtual program for students to connect with peers and mentors while receiving high-quality 1:1 tutoring, literacy skill-building, and enrichment clubs. The New Directions Program also supports families by working with schools to help parents and guardians navigate their students' learning, which can be especially challenging for families who are low-income and those who do not speak English as a first language. We have continued to distribute healthy snacks, books, and educational supplies to the students in our program by making them available for pickup at the Melton Center or dropping them off directly at students' homes. We currently have 35 students participating in New Directions, and we plan to continue to grow our program even during COVID if resources allow.

Unfortunately, our youth basketball program and dance team could not continue when the building had to close, and we are hoping resources will soon allow us to provide a safe environment for these programs. The AA and NA meetings started to take place outside in April when the weather got warmer. The initiation of our MOBBY (Mobilizing Our Black & Brown Youth) Program had to be delayed, but a small group of students started meeting with mentors in September with all COVID-19 guidelines in place, including masks and social distancing.

4. What would this funding be used for? How does this demonstrate innovation and resiliency in dealing with COVID impacts? What would be the community impact of this anticipated funding? Why is it important to fund this now?

Innovation and resiliency have been at the heart of the Melton Center since our founding in 1918 to address the unmet needs of citizens who were marginalized because of their race and economic status, and the Center has served as a leader in the pursuit of civil rights and social justice for the West Chester community for over 100 years. However, the challenges of COVID-19 have put our historic institution and our community at risk in ways that now call on our innovation and resilience more than ever. Our operating budget has been significantly decreased by the COVID-19 shutdown, but we know that providing educational, recreational, healthy living, and mental health services for our vulnerable population is more important than ever. We seek the support of the Chester County Non-Profit Innovation and Resiliency Fund to help us strengthen the Melton Center's infrastructure so we can safely implement our innovative community impact and youth programs. We ask for your support in three areas:

- 1) General Operating Support: The Melton Center has faced a devastating loss of income due to the COVID-19 pandemic. Besides donations and grants, we rely on facility rentals that support our annual budget and make our community impact programs possible. Those rentals were closed from March through July, and they have only slowly resumed. In addition, our major fundraisers, including Community Day, the Craft Beer Festival, and our annual Gala, were cancelled. This loss of revenue of over \$231,732 has required that the Center Board drastically revise the budget, reduce program availability, and reduce hours of some part-time positions. We are innovating and creating new opportunities for fundraising, such as recently leading a Non-Gala Fundraiser, in which we used money from our operating budget to purchase materials and postage to send more than 500 mailers to our community. Funding from the Chester County Innovation and Resilience Fund would allow us to further innovate by investing in an online giving platform such as Qgiv, which we would use to design a new fundraising and marketing strategy with safe virtual events and online campaigns. We would also like to invest in a Constituent Relationship Management (CRM) system, such as DonorPerfect, that would allow us to systematize our fundraising operations, build capacity and improve our giving results. This investment would help us recover some of the operating losses that are necessary to run our community impact programs.
- 2) Investment in Infrastructure for Safe Programming: The Melton Center has developed a thorough COVID-19 safety protocol and secured the daily supplies of masks, wipes and gloves needed to open our facility for individuals and small groups, but we presently lack the resources and infrastructure to offer programs at a larger scale in a safe manner. As we slowly begin to open our building for our programs and rentals, it is our top priority to do so safely. We have 2 part-time maintenance employees, but we would like to hire another part-time staff member primarily responsible for continual cleaning and sanitization. In addition, we want to purchase Plexiglass shields for our reception area, offices, and youth programming spaces, as well as sanitizing lamps, sanitizing wands and a fogger machine. This

would allow us to resume our community programs at a pre-COVID level of service, and again offer larger rentals that support our programs that are vital to the community we serve in a safe manner.

3) Improved Technology for Educational & Technological Equity:

With COVID, our Office Staff is now providing more online information to our constituents beyond our traditional building hours. However, our computer technology is over 7 years old. Presently, our Executive Director uses his own laptop computer, and we need to upgrade 3 office computers to laptops that are portable, so that staff can create and retrieve information off-site and better serve our community. In addition, the new computers will be able to run the donor software (as indicated in our 2016-2019 strategic plan Objective 1 – Strategy 1 – Fundraising) we are hoping to use. Comcast has recently offered to upgrade our service to 200 MBPS (from 50 MBPS) with static IP/Connection, 2 TV connections and 1 phone line for \$221 a month.

Furthermore, we are committed to helping to close the educational and technological opportunity gaps for a vulnerable population of students. Devastatingly, the low-income African-American and Latino children we serve are at the highest risk from both the health risks of COVID-19 and the associated learning loss from school closures. While we will continue to offer a virtual program of 1:1 tutoring during the 2020-2021 year, we want to provide a safe return to daily in-person programming for our students as well. This cannot be done without adequate staffing and infrastructure. We are going to approach another organization to pay for two additional part-time staff members for our youth programs so that we can ensure small group programming with social distancing, consistent on-site personnel, and a limited number of volunteers interacting onsite with the children. In addition, we need to invest in improved technology, including a Wifi extender to allow for academic programming to be held outdoors and more up-to-date devices for students to complete remote learning. These improvements would allow us to enhance and improve our safe, effective programming to help our students succeed academically and socially.

5. How much funding is sought? How does this compare to your annual operating budget and this years' projected deficit? What is the expected timeframe for use of funds?

We are seeking an investment from the Chester County Non-Profit Organization Innovation and Resiliency Fund in the amount of \$44,277.84. This funding will support the Melton Center's operating budget and invest in critical infrastructure, staffing, and technology upgrades necessary for a safe resumption of services and long-term community impact.

Our 2019-2020 annual operating budget (excluding restricted funds) was projected to be \$529,472. Unfortunately, when the Melton Center had to temporarily close, we lost all rental income from March until the end of July, in addition to having to cancel our three major fundraising events. We revised our budget in May and made further revisions in August for a 6 months budget, in case a COVID surge requires more reductions. We have drastically revised our working 2020/21 budget to \$279,740 (excluding restricted funds and MC Housing Lease & Dev. Fee because we will probably not receive these funds until sometime next year and they will be put in an Investment Plan). However, in order to open some of our programs, we do need to purchase supplies that are necessary to provide a safe physical environment but are not in our revised budget. We are continuing to reach out to other funding sources to close the \$231,732 funding gap to ensure that we do not have to further eliminate staff, hours, and program availability.

If our grant request is approved, we will use the funds immediately to purchase the requested supplies and technology, hire a maintenance staff member, and implement innovative new fundraising and communications campaigns. If our infrastructure and resources allow us to do so safely, we hope to resume our youth programs for students in person in January. The monies for operating costs will be spent on bills that are waiting to be paid. Thank you for considering our grant request.

Funding Request

1) **GENERAL OPERATING RELIEF:** \$20,000

2) **INVESTMENT IN INFRASTRUCTURE FOR SAFE PROGRAMMING DURING COVID-19:** \$15,620.92

- Maintenance and Cleaning Staff Member: (20 Hours per week @ \$11.50.hour = \$230.00/week x 52 weeks = \$11,960)
- COVID-19 Health and Safety Supplies: (\$3,360.92)

ITEM	UNIT PRICE	TOTAL	COMPANY
Sanitizing Lamp/ Qty 2	\$78.95	\$157.90	Amazon
Sanitizing Wand/ Qty 3	\$45.00	\$135.00	Walmart online
Plexiglass Desktop Sneeze Shield/Qty 25	\$15.99	\$399.75	shopPOPdisplays
Teacher Sneeze Shield/2	\$96.80	\$193.60	shopPOPdisplays
Thermometer Non-Contact / Qty 3	\$28.99	\$86.97	Walmart online
U-Shapes Clear Sneeze Shield/Qty 2	\$104.00	\$208.00	shopPOPdisplays
Hanging Sneeze Guard Shield/Qty 3	\$171.34	\$514.02	shopPOPdisplays
Portable Floor Guard Shield/Qty 2	\$444.00	\$888.00	shopPOPdisplays
Hand Sanitizer 128 FL Oz / Qty 6	\$49.95	\$299.70	Amazon
Fogger Machine/Qty 1	\$310.90	\$310.90	Amazon
Air Purifier (HFD23OBV1)/Qty1	\$188.99	\$188.99	Honeywell
	\$218.99	\$218.99	Honeywell

3) **IMPROVED TECHNOLOGY FOR EDUCATIONAL AND TECHNOLOGICAL EQUITY: \$8,842.90**

- Comcast upgrade for 6 months= \$1326.00
- Constituent Relationship Management Software with Qgiv Integration = \$3,468.00
- Google Nest WIFI extender = \$149.00
- ZOOM yearly subscription = \$149.90
- Laptops (3)=\$3750.00

FUNDING REQUEST SUMMARY:

\$20,000.00 for OPERATING

\$11,960.00 for STAFF

\$3,660.92 for SUPPLIES

\$8,842.90 for TECHNOLOGY

Total: \$44,277.84

Please e-mail all materials as a word.doc and/or pdf to grants@chescofc.org:

This Innovation & Resiliency Fund Grant Request 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.)

- Proposals will only be accepted by e-mail, on this grant form available at <https://chescofc.org/covidgrant/>
 - Receipt of grant proposals will be confirmed by e-mail.
- Grant proposals will be posted on the Community Foundation's website, in order to share with fund advisors, donors, grant panelists, and other funding sources.
 - Grant proposals will be reviewed weekly.
- We estimate grants awards will range from \$5,000 to \$50,000.
- For awarded grants, a written report on use and impact of this funding will be due within 6 months.

Please direct questions about **ChesCo Nonprofit Innovation & Resiliency Grants** to
Chester County Community Foundation
28 W. Market Street, The Lincoln Building
West Chester, PA 19382

www.chescocf.org
grants@chescocf.org 610.696.8211