

## 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.** **Only electronic grant applications** are 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 located and providing services in Chester County

### 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 located in Chester County, PA
- 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. Religious entities with social & human service outreach programs must provide 501 (c) (3).
- 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 ###





**Chester County Nonprofit  
Innovation & Resiliency Fund  
Grant Request Form**

**Contact Information**

Nonprofit Org Name: Good Neighbors	ED/CEO Name: Harold Naylor
Address: 224 E. Street Rd	ED/CEO E-mail: Harold.naylor@goodneighborshr.org
City, State Zip: Kennett Square, PA 19348	Board Chair Name: Dave Tideman
Phone: 610-444-1860	Grant Proposal Contact Name: Brad Dunn
Website: GoodNeighborsHomeRepair.org	Grant Proposal Contact E-mail: brad.dunn@goodneighborshr.org
EIN: 11-3839742	Grant \$ Amount Requested: 22,000
Year Founded: 1992	

*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: Brad Dunn	Date: Oct 16, 2020
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**Nonprofit Field/s of Interest**

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

Figures	Current	PRE-COVID (as of 1/1/20)
Annual Operating Budget	\$666,804	\$666,804
Full-Time Equivalent Paid Staff	5	#5
# Board Volunteers	8	#7
# Committee Volunteers	11	#8
# Active Direct Service Volunteers	110	#518
Annual Volunteer Hours	559	#8381

**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: the Oxford Area FDN, the Pia Family FDN			<input type="checkbox"/> ChesCo Dept Human Svcs

**Narrative:** In a few concise paragraphs, please explain:

**1. Mission**

The mission of Good Neighbors Home Repair is to restore hope and dignity to qualified low-income homeowners by repairing their homes at no cost to them as an expression of our love for Jesus Christ. We do not discriminate when selecting homes, volunteers, or suppliers; homes are repaired based on need. Our vision is to for all people in our community to have a warm, safe, dry, and healthy home.

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

Good Neighbors serves southern Chester County starting at Chadds Ford and following the Rt 1 corridor south to Nottingham and the border with Maryland. We have helped families in need in Kennett Square, Avondale, West Grove, Lincoln University, Oxford, Nottingham and the surrounding rural areas.

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

We repair homes for homeowners whose income is below 60% of the area Average Median Income per the Chester Co Dept of Community Dev guidelines. They are mostly single moms with kids, the disabled and the elderly. This population had been disproportionately affected by the COVID-19 pandemic. The elderly and the disabled are most at risk for suffering severe consequences from the virus. For single moms and some elderly homeowners that work, their jobs are being eliminated or they are essential workers who fear contracting the virus and bringing it home. Single moms are faced with needing child-care while schools are closed.

The number of family members in homes we have repaired this year is down from previous years. We had to cancel three planned events (Hands of Hope DE, Hands of Hope PA, Summer Youth Camp) because businesses and churches did not feel safe in volunteering in groups to do repair work. From March to June, we did emergency work only using our small staff of 4 Project Managers to help those most in need. Requests for help were also down during the same time period as homeowners were reluctant to have anyone over to their homes to do work. Now that the pandemic has gone on for a while, many more people are asking for our services as breadwinners lose their jobs and income.

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

There have been multiple effects of the COVID pandemic on Good Neighbors. It has affected donors, volunteers, repair costs, and clients. It has reduced income and increased expenses. Good Neighbors has responded to each of these changes.

Some donors have changed their giving objectives for this year to directly help those in need of food or childcare instead of their previous goals that included adequate housing. As a result, we have seen lower giving from foundations. Giving from businesses is down significantly due to uncertainty in the market. Individual giving has been strong for Good Neighbors but we have concern as businesses suffer and individuals are laid off for longer stretches. Our response to lower giving has been to increase our social media presence. We have employed a marketing firm, the Salem Media Group, to help us reach more people in the area. We also hired a young summer employee who helped create a social media schedule and strategy. We are beginning to see new people show interest in Good Neighbors. The cost for Salem Media was \$6200 and the summer employee was \$4750.

The major annual fundraising event for Good Neighbors has been a dinner and live auction at one of the local art museums. Cancelling that event would have been a major hit to income so we pivoted to a virtual auction event on Oct 24. To do this well, we needed to improve our videos of homeowner and donor stories. We hired Awaken Films to produce 4 short video clips for \$6000 to be used at the event. We also needed more lower quality videos for our social media thrust so we purchased a new camera for \$1000 and utilized a summer intern for \$1000 to shoot videos at our summer repair sites for use throughout the remainder of the year.

Volunteer workers help keep our repair costs down and are also donors. The pandemic has caused us to cancel our three main volunteer weeks for this year: Hands of Hope DE, Hands of Hope PA, and Summer Youth Camp. So, our volunteer involvement is significantly reduced which has increased costs per home repaired. Our response to this is twofold. We pivoted to a new summer program called Family Days. We believed that families could work as safe cohort groups without the COVID concerns that strangers would have. We promoted this heavily, especially with churches. What we found was that church groups felt comfortable coming back in the summer to work together outside keeping socially distant. This helped us get more homes done in the summer than we had in the spring. Also, we have hired a part time employee for the fall to develop a comprehensive approach to managing and tracking volunteers with the objective of improving the volunteer experience.

During the spring and early summer, we were seeing a drop off in requests for help from homeowners in Chester Co. In the past we have relied upon word of mouth advertising to bring in a sufficient number of clients. We believed that the drop off was due to the pandemic and the reluctance to have workers at their homes. We sent out mailers to over 5000 homeowners in lower income zip codes in Oxford and Nottingham describing the safety protocols we

were using to keep them safe during our home repair work. We spent \$2000 on that mailing and we have seen a dramatic uptick in requests for help. This went so well that we are planning to send out similar mailings to residents in Kennett Square and Avondale in a few months. Costs for masks and disinfectant to keep our work sites safe has been about \$500.

**5. 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?**

Good Neighbors has made significant changes since the COVID pandemic began. Rather than wait for this storm to pass, we decided to make changes to the way we repair homes and how we raise the funds for this work. This funding would help pay for the shifts that we have made and the ones planned for the immediate future.

We showed innovation and resiliency in facing the need to cancel all our major volunteer events and then creating the summer event, Family Days, that volunteers felt comfortable coming to. We created a safe experience for repair work for our staff and our volunteers by providing masks, gloves and a cleaning protocol for tools to meet the government requirements. These funds would help pay for the costs of masks and cleaning supplies.

We showed innovation when we realized that funding streams were changing and that we needed to increase our visibility on social media. While some were cutting their marketing budget, Good Neighbors knew that we needed to increase it to find new donors and supporters. This funding will help pay for the work done to increase our social media presence and for the increased content needed to do that effectively. Some of this funding is ongoing.

We decided in the summer to pivot to a virtual fall fundraiser, knowing that people would continue to be reluctant to come to a live event. That early decision has allowed us to create an event with exciting client videos that will help tell the story of Good Neighbors quickly and effectively. These new videos will be useful to us even after the event. We believe that these expenditures will be an investment that will pay off at our virtual gala and with donors in the future.

Lastly, we sent mailers out for the first time to let low-income homeowners in Oxford and Nottingham know that we are still repairing homes and doing it safely. We did see the referrals pick up from this area that can be paid for by area-specific restricted grants. This new marketing effort was effective in getting more referrals so we plan to send out targeted mailers twice per year for both this area and the Kennett Square/Avon Grove area.

Funding now is very important. We expect and are starting to see more referrals coming in for families needing help due to the impact of COVID. Many low-income homeowners are seeing their hours reduced at restaurants and some are being laid off. They don't have the savings to continue to buy food and medicine let alone deal with expensive home repairs. That means that many families will be facing health and safety issues that comes from leaking roofs, inoperable furnaces, faulty well pumps and sump pumps, unsafe stairs and electrical problems. Your funds will allow us to pay for our existing bills which will free up funds to do more repairs. Also, these funds will bring in more donors and volunteers which will increase income and reduce expenses helping more of families in need. We believe that these funds could dramatically impact 6-10 families giving upwards of 30-40 people safe, healthy homes to live in.

**6. 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?**

Good Neighbors is requesting \$22,000 to fund the initiatives described above. This amounts to about 3% of our yearly budget. We are currently \$111,000 under budget for the year in income. Expenses under budget partly due to the slowdown from COVID and partly by reducing the number of homes we have repaired. We would plan to use these funds over the next six months to help those currently in need of home repairs.

Please e-mail all materials as a word.doc and/or pdf to [grants@chescocf.org](mailto:grants@chescocf.org):

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.)

- Proposals will only be accepted by e-mail, on this grant form available at <https://chescocf.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](http://www.chescocf.org)  
[grants@chescocf.org](mailto:grants@chescocf.org) 610.696.8211