

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: People's Light	ED/CEO Name: Abigail Adams
Address: 39 Conestoga Road	ED/CEO E-mail: adams@peopleslight.org
City, State Zip: Malvern, PA 19355	Board Chair Name: Kenneth B. Mumma
Phone: 610-647-1900	Grant Proposal Contact Name: Jane Moss
Website: www.peopleslight.org	Grant Proposal Contact E-mail: moss@peopleslight.org
EIN: 23-731-3407	Grant \$ Amount Requested: \$50,000
Year Founded:	

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: Jane Moss	Date: 10/14/2020
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Nonprofit Field/s of Interest

<input checked="" type="checkbox"/> Arts, Culture & Historic Preservation	<input checked="" type="checkbox"/> Education	<input 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	\$4,679,950	\$6,432,259
Full-Time Equivalent Paid Staff	31	# 41
# Board Volunteers	27	# 26
# Committee Volunteers	15	# 15
# Active Direct Service Volunteers	22	# 37
Annual Volunteer Hours	550	# 2,086

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 checked="" type="checkbox"/> Phoenixville Comm Health Fdtn	<input type="checkbox"/> United Way S ChesCo	<input type="checkbox"/> ChesCo Dept Health
Other significant funders: Barra Foundation; William Penn Foundation			<input type="checkbox"/> ChesCo Dept Human Svcs

Narrative: In a few concise paragraphs, please explain:

- Mission**
- What geographic area is served?** (If not all of Chester County, specify primary Chester County regions served)
- What population is served? How have your service numbers been impacted by COVID?**
- What has been the impact of COVID-19, and how has your nonprofit responded?**
- 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?**
- 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?**

Please e-mail all materials as a word.doc and/or pdf to grants@chescocf.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://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
grants@chescocf.org 610.696.8211

People's Light
Chester County Nonprofit Innovation & Resiliency Fund Grant Application
People's Light On the Move

Mission: People's Light, a cultural and civic center with theatre at its core, invites and creates opportunities for diverse communities to discover and celebrate our shared humanity.

People's Light serves the five-county region, with 85% of our audience coming during non-COVID times from within a 15-mile radius of our Malvern campus. During COVID, we have taken the opportunity to reach beyond our normal area via digital programs, outdoor on-campus and mobile activities that help us to build engagement with diverse populations.

In non-COVID times, People's Light serves more than 80,000 people including subscribers and single ticket buyers to our 8-play season, students of our suite of education programs, and community partner constituents through our New Play Frontiers program. We serve people ages 5 and up, students from Title I schools around the region and from the city of Chester, including diverse audiences who increasingly match the full demographics of our county.

The pandemic has caused People's Light to shut down in-person play producing in our two theatre spaces. Half of our 2019-20 season and the entirety of our 2020-21 season have been affected. We estimate our number of people served is likely to be 1/10th of our typical reach of 80,000.

People's Light has responded with flexibility and creativity to the challenges and constraints of COVID-19. Since March, while indoor play-producing has been suspended, we have responded and experimented. All projects we launch during this time are guided by four goals: 1) to keep staff and as many artists employed as possible 2) to maintain and take the opportunity to deepen relationships with our audiences and communities 3) to respond to the needs and concerns of the world around us and 4) to insure our resources for an unknown future. As we decide on major initiatives, we have prioritized those with potential for after COVID. Through a wide range of activities, we have been able to keep 80% of our staff employed. To date these include: mask-making for hospitals and community partner organizations by our production staff; meals for first responders and populations in need provided by our Farmhouse Bistro; filming of two spring productions that were shut-down while in-progress, distributed to ticket buyers including more than 1,000 school children; virtual Hootenannies led by a frequent People's Light artist and band, seen by 1,645 people all over the world; sold-out Drive-in concerts in our parking lot; Folk Tales for families in one of our outdoor spaces; video commissions of People's Light-affiliated Black artists in response to recent events, posted to our Always On virtual hub; other video content including Porch Songs by People's Light musical collaborators; education programs for young people shifted to the Zoom platform; virtual Halloween how-to craft videos and spooky stories on Zoom activities created by our production team and resident company artists.

Throughout, we have used this time to confront the historic and structural inequities we face as a country. We acknowledge that People's Light is currently a predominantly white institution, continue to examine our biases and practices to foster EDI, and take action to make change. Central to our work at this time are seven staff working groups in Equity, Diversity and Inclusion (EDI). These groups intensify work we began in 2017 with our participation in a cohort of theatres working on issues of EDI through the Theatre Communications Group, and subsequent engagement in 2018 of ArtEquity for staff and board training sessions

We seek funding from the Chester County Nonprofit Innovation and Resiliency fund for a new mobile initiative called ***People's Light On the Move*** to take place in May-June 2021. Over the last 10 years, People's Light has built significant programs, New Play Frontiers and Community Matters, through which the Theatre is a catalyst for community reflection and change. During COVID, while we cannot gather in our theatre spaces, we can go on the road to expand on these programs in collaboration with key partner organizations with outdoor, safe engagement.

On the Move will consist of two specific artistic and civic engagement programs.

The first of these is a presentation of dialogue and song excerpts from *Bayard Rustin: Inside Ashland*, a new work by Steve H. Broadnax III which People's Light will premiere in our 2021-22 season. This play explores West Chester native and civil rights icon Rustin's time spent in prison in Ashland, Kentucky, and features spirituals Rustin performed as a gifted tenor throughout his life. The 30-minute performance will be followed by a facilitated discussion with a panel of guests that centers on the needs and concerns of our community members. Partners for these outdoor events will be: longtime People's Light partner The Charles A. Melton Arts & Education Center and the West Chester chapter of the NAACP; the LGBT Equality Alliance and St. Peter's Church in Phoenixville. We are also in conversation with the Brandywine River Museum and Mainline Mentoring based in Wayne about this project.

The second program is called *Playback* - a form of theatrical improvisation that invites individual stories and experience from community members that are reenacted on the spot by a small team of artists. We will take *Playback* to Kennett Square in partnership with the Garage Community Youth Center and La Comunidad Hispana, both of whom we have worked with extensively surrounding an upcoming new play, *Mushroom*. We hope also to engage with Casa Guanajuato as a third partner in Kennett Square. We will go to Coatesville with *Playback* in partnership with our longtime partner the Coatesville Youth Initiative. Outside of Chester County, we hope to take either Rustin or Playback to the city of Chester in association with the Salvation Army. Due to COVID safety restrictions, we would likely cap participation at 50 people per event; we hope to have eight to nine events with a total audience/participant group of 400.

We plan extensive documentation of the project, expanding its reach and impact beyond the in-person participants. If *On the Move* is successful we hope to continue the project beyond next

spring. We may in future seek to secure a van/truck to make the project even more visible in communities.

Why now? We are keen to maintain and expand on essential mutually beneficial relationships between People's Light and community partner organizations which have provided opportunities for engagement, advancement of our partners' work, and stronger communities overall. There is great appetite for in-person connection in these times. At People's Light, we have made strides toward making that possible with our outdoor programming to date, and would like to extend that learning and opportunity to our conversations and work with our community partners.

On the Move requires extensive safety planning and preparation. Testing, PPE, collaboration with our partners and waiver development are just a few of the COVID-related needs that are part of our *On the Move* budget. We have developed considerable expertise in creating safe, socially distanced events for our Farmhouse activities, Drive-in concerts, and filmed projects all of which must follow strict union protocols. Artist fees, travel costs, sound equipment, and project staff coordination time are other key elements of the budget.

The total budget for ***On the Move*** is \$106,385. We have received partial funding from the Barra Foundation toward the project, and seek \$50,000 from the Chester County Innovation and Resiliency Fund. Our annual operating budget for FY21 (Sept 1 – Aug 31) is \$4.6 million; our typical year budget is \$6.4 million. We have planned a balanced budget for FY20-21. We would begin to use the funds immediately for the extensive planning required to make these Spring 2021 events safe and productive for all, and would complete the project by June.