



28 W. Market Street, Lincoln Biography Building
West Chester, PA 19382
610.696.8211 www.chescof.org

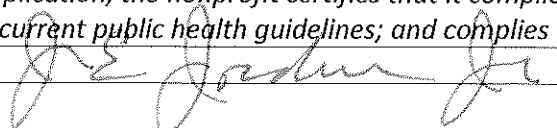


**Chester County Nonprofit
Innovation & Resiliency Fund
Grant Request Form**

Contact Information

Nonprofit Org Name: Brandywine Red Clay Alliance	ED/CEO Name: James E. Jordan, Jr.
Address: 1760 Unionville-Wawaset Rd	ED/CEO E-mail: jjordan@brandywineredclay.org
City, State Zip: West Chester, PA 19382	Board Chair Name: Amanda DeWeese
Phone: 610-793-1090	Grant Proposal Contact Name: Dana Looker
Website: http://www.bandywineredclay.org/	Grant Proposal Contact E-mail: dlooker@brandywineredclay.org
EIN: 51-0058593	Grant \$ Amount Requested: \$11,500
Year Founded: 1945	

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: 11-10-2020

Nonprofit Field/s of Interest

Arts, Culture & Historic Preservation	<input checked="" type="checkbox"/>	Education	<input type="checkbox"/>	Health	<input type="checkbox"/>
Community Development	<input checked="" 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	\$1,245,700	\$1,229,300
Full-Time Equivalent Paid Staff	24.0	# 35.0
# Board Volunteers	24	# 24
# Committee Volunteers	51	# 51
# Active Direct Service Volunteers	46	# 1,270
Annual Volunteer Hours	374	# 7,166

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 type="checkbox"/>	ChesCo Dept Comm Devel
<input type="checkbox"/>	ChesCo Fund/W&Girls	<input type="checkbox"/>	Phoenixville Comm Health Fdn	<input type="checkbox"/>	United Way S ChesCo	<input type="checkbox"/>	ChesCo Dept Health
<input checked="" type="checkbox"/>	Other significant funders: ChesCo Economic Development Council					<input type="checkbox"/>	ChesCo Dept Human Svcs

Narrative: In a few concise paragraphs, please explain:

1. Mission

Brandywine Red Clay Alliance (BRC) promotes the restoration, protection, and enjoyment of the natural resources of the Brandywine and Red Clay watersheds through education, scientific activities, environmental stewardship, and advocacy.

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

The Brandywine and Red Clay watersheds collectively span 385 square miles of southeastern Pennsylvania and northern Delaware. Approximately 55 square miles of the area we serve is within the southern boundaries of Chester County. BRC's office at the Myrick Conservation Center, is located in southern Chester County, specifically in Pocopson Township, and approximately six miles from the Chester County Community Foundation in West Chester. Most of the conservation projects BRC completes are located in Chester County and approximately 85% of the people we serve live or work in Chester County.

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

Our watershed conservation efforts impact all individuals and businesses who live and work within and downstream of the Brandywine and Red Clay watersheds, including those in Chester County, the major PA suburbs, and Wilmington, DE. These individuals and businesses use the water for drinking, farming, industry, and recreation. Our education and public programs are available to all area schools, homeschooling households, and residents within the watersheds. In addition, BRC's 318-acre Myrick Conservation Center is open to the public year-round.

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

Due to the CDC Guidelines for social distancing and state mandated stay-at-home orders, BRC was forced to close our office for three months and cancel several annual fundraising and mission-related events and programs that were planned for the spring. We lost revenue related to events as well as marketing and outreach opportunities to promote BRC's events and mission in the community. These events represent significant investments and opportunities for BRC which support our general operations and help to carry the organization through the slower summer months.

In addition to the cancellation of events and public programs, BRC received cancellation and refund requests from all school and scout groups who had programs scheduled for the spring. Not only does this represent lost revenue for BRC, it also represents a lost opportunity to provide environmental education for students in our community. BRC delivers this service as an alternative to classroom learning. For some students, their time at BRC is one of the few, if not only, opportunities for them to learn about nature in nature throughout the school year. With this activity removed from their curriculum, some students may never fully understand the importance of environmental conservation and how it will affect them in the future.

The COVID-19 health crisis has changed the way many of us work and live in 2020. What has not changed at BRC is our commitment to our mission. Every day, we work to provide the best in watershed conservation and environmental education while making every effort to keep our staff, volunteers, and visitors safe. We have continued work on stream restoration projects in the community, we hosted our annual Summer Camp programs with additional guidelines and safety protocols, we are taking action to research and develop management projects to slow the spread of the invasive Spotted Lanternfly on the Myrick Conservation Center property which will be shared with Chester County property owners, and we cultivated BRC's Victory Garden which was used to educate campers and students about where their food comes from while providing vegetables for the Chester County Food Bank.

Though we were forced to cancel events and programs this year, we chose to keep our 318-acre Myrick Conservation Center property, including nine miles of trails, open to visitors throughout the pandemic as a place for individuals and families to take advantage of the calming power of nature in this time of crisis. We experienced a significant increase in visitation throughout the pandemic. Other than our school programs, BRC's other mission related programming including stream restoration projects and summer camp, have not been significantly affected by COVID-19. The most affected areas are our school programs and fundraising efforts.

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?

BRC recognizes the strain that teachers and administrators are facing in the 2020-21 school year and we are committed to being a resource for them to enhance their curriculum related to nature and the environment. While we continue to welcome groups of children to the Myrick Conservation Center throughout the 2020-21 school year, we have also recognized that this may not be possible for most. Therefore, BRC is taking steps to adjust our method of environmental education to meet the needs of teachers and students by creating virtual programs and resources.

BRC's objective is to create and offer high quality, live and interactive environmental education programs conducted via Zoom for students during this pandemic. Funds would be used to purchase the new and upgraded

equipment and technology needed to complete our programs as well as the services of a video and technology consultant. Funds would also cover BRC staff time to create and present the programs.

What has and will continue to separate BRC from other organizations is that our virtual environmental education programs will be based in a local natural environment where these children live and attend school and which feature local flora, fauna, and habitats. These programs would continue to meet specific state education standards and be modeled after the in-person programs BRC offered pre-pandemic. They will also be designed to accommodate students who are studying in the classroom, at home, or in a hybrid classroom model. In an effort to better serve area schools facing funding shortfalls, BRC plans to provide these virtual programs at no cost to the schools.

The two pilot programs will be 30 minutes each, one designed for elementary students with a focus on animals and their habitats and one designed for middle school students with a focus on watersheds. Once these two pilot programs have been developed, we plan to offer them to elementary and middle school classes. Should these virtual programs prove useful and effective, we will invest more resources to produce and present additional programs. We estimate this project will reach approximately 1,100 students in grades pre-K through eighth grade in PA and DE, many of which come from low-income and minority families.

Partners for this project will be the teachers and administrators at various schools (and homeschools) throughout our watersheds. They will help us to determine the level of interest in these programs as well as how best to incorporate them into classroom, at-home, or a hybrid learning experience. They will provide feedback and help us to determine the effectiveness of these programs. We hope to learn if our method of developing and presenting virtual environmental education programs is truly useful to teachers within the Brandywine and Red Clay watersheds and if it is effective at engaging students in environmental topics without physically being outside on our Myrick Conservation Center property. Due to the amount of time, technology, and funding it takes to create each program and to offer it to schools at no cost to them, we feel it is appropriate and necessary to test these pilot programs and to survey teachers and students on their interest and effectiveness before investing additional resources into developing more programs. We need to know if there truly is a demand in our area for these types of programs and if our model of presenting them works.

We plan to survey teachers, and possibly students, to determine how effective and engaging the pilot virtual programs are for students. We also plan to incorporate teacher comments and suggestions in the development of future programs so that we can be sure BRC programs meet their curriculum needs. If both teachers and students see these virtual programs as an added benefit, we will invest more time and funds into creating more programs on various topics and make them available to more teachers and students throughout the watersheds.

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?

We are requesting \$11,500 to develop two pilot virtual environmental education programs. This represents less than 1% of BRC's annual operating budget.

The planning and design of our proposed programs is complete. Once funding is acquired, we will purchase the necessary technology and equipment and schedule time with the video and technology consultant we have on retainer for the project. We hope to have the pre-recorded portions of the programs filmed, edited, and ready to present to schools within two weeks of receiving funds. The programs will then be offered to schools and presented through the spring of 2021. Evaluations and analysis of the programs' effectiveness will take place throughout the project implementation with a final analysis completed once the program has been presented to six classes each.

Strategic Plan

Attached you will find BRC's three-year strategic plan, which ended in December 2019. The following paragraph explains why a new plan has not yet been drafted or implemented.

In 2017, the Board of Directors approved an extensive three-year strategic plan. The Board has acknowledged that the plan was an ambitious one, and while an impressive number of milestones have been achieved on time or in advance of expectations, the Board recognized that more progress should be made to achieve all or most of the objectives before developing a new plan. Therefore, the Board decided to create a two-year addendum to the attached plan (which ended in December 2019), extending it through 2021. In early 2020, each Board committee met to review the existing plan and add an addendum to each section of the plan to carry us through the next two years. Unfortunately, a final draft of the plan was not completed prior to the COVID-19 shutdowns and many of the strategic goals that were extended or added, will likely be extended again or evaluated even further because of the COVID-19 pandemic. In the meantime, we are using the original three-year plan to guide our efforts through 2020 until we are safely able to return to a pre-COVID activities and business as usual. While there are always challenges and the need to remain flexible over time, the Board and organization leaders are rightfully proud of the progress made so far.

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.)
✓	<ul style="list-style-type: none"> • BRC COVID 19 Health & Safety Plan • BRC Summer Camp Health & Safety Plan • BRC Education Program Health & Safety Plan

- 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.chescofc.org
grants@chescofc.org 610.696.8211