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
Contact Information
Nonprofit Org Name: CTC of Greater Downingtown  
ED/CEO Name: Bethann Cinelli, D.Ed.  
Address: P.O.Box 194  
City, State Zip: Uwchlan, PA 19480  
Phone: 610-304-4168  
Website: www.dtownctc.org  
EIN:82-1339531  
Year Founded: 2000
ED/CEO E-mail: bcinelli@dtownctc.org  
Board Chair Name: Carl Gregory  
Grant Proposal Contact Name: Bethann Cinelli, D.Ed.  
Grant Proposal Contact E-mail: bcinelli@dtownctc.org
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: Bethann Cinelli  
Date: 11/02/2020

Nonprofit Field/s of Interest

<table>
<thead>
<tr>
<th>Arts, Culture &amp; Historic Preservation</th>
<th>Education</th>
<th>Environment &amp; Animal Welfare</th>
<th>Health</th>
<th>Community Development</th>
<th>Human Services</th>
</tr>
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Figures

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
<th>PRE-COVID (as of 1/1/20)</th>
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<tbody>
<tr>
<td>Annual Operating Budget</td>
<td>$91,000.00</td>
<td>$226,800.00</td>
</tr>
<tr>
<td>Full-Time Equivalent Paid Staff</td>
<td>#3</td>
<td>#3</td>
</tr>
<tr>
<td># Board Volunteers</td>
<td>#9</td>
<td>#9</td>
</tr>
<tr>
<td># Committee Volunteers</td>
<td>#3</td>
<td>#3</td>
</tr>
<tr>
<td># Active Direct Service Volunteers</td>
<td>#6</td>
<td>#10</td>
</tr>
<tr>
<td>Annual Volunteer Hours</td>
<td>#115</td>
<td>#185</td>
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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.

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<table>
<thead>
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<tbody>
<tr>
<td>ChesCo Comm Fdn</td>
<td>Brandywine Health Fdn</td>
<td>United Way ChesCo</td>
</tr>
<tr>
<td>ChesCo Fund/W&amp;Girls</td>
<td>Phoenixville Comm Health Fdn</td>
<td>United Way S ChesCo</td>
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<tr>
<td>Other significant funders:</td>
<td></td>
<td>ChesCo Dept Comm Devel</td>
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Federal Single Audit

<table>
<thead>
<tr>
<th>No</th>
<th>Yes</th>
<th>Federal Single Audit</th>
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<tbody>
<tr>
<td>X</td>
<td></td>
<td>Is your nonprofit subject to a federal single audit (formerly known as the OMB Circular A-133 audit)?</td>
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<td>If yes, did your nonprofit’s most recent federal single audit disclose any issues?</td>
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<td>If yes, have these issues been adequately addressed?</td>
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Narrative: In a few concise paragraphs, please explain:

1. Mission
2. What geographic area is served? (If not all of Chester County, specify primary Chester County regions served)
3. What population is served? How have your service numbers been impacted by COVID?
4. What has been the impact of COVID-19, and how has your nonprofit responded?
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?
6. How much funding is sought? How does this compare to your annual operating budget and this year’s projected deficit? What is the expected timeframe for use of funds?
Our Mission: To empower youth to make positive choices to reach their full potential.

Our Vision: A thriving community where youth are making positive choices and are achieving their goals.

Our Goal: To create a safe and supportive community for youth through community collaboration.

1. What geographic area is served? (If not all of Chester County, specify primary Chester County regions served)
   Downingtown area communities within DASD boundaries (8 municipalities, 22 schools)

2. What population is served? Downingtown area youth and families, public and non-public schools, community-based organizations and partners (mental health and substance use prevention), school professionals
   How have your service numbers been impacted by COVID?
   Although our service population (and numbers) remains the same, our ability to reach the targeted population has been impacted by COVID (access to schools, youth, families, ability to deliver programs and resources). Due to school closure in March 2020, the following prevention strategies were cancelled and/or interrupted: parent speaker series; Marsh Creek 6th Grade Center Signs of Suicide program for all students; two evidence-based programs scheduled for Spring 2020 were not implemented in Grades 2 and 8; although the peer-mentoring program “Role Model for Change” in partnership with Caron Treatment Center was completed with the high school HYPE (Healthy Youth Positive Energy) clubs, the students were not able to mentor the middle school HYPE clubs; and HYPE Club students in Grades 6-12 were not able to participate in the county youth leadership program hosted by the Coatesville Youth Initiative.

3. What has been the impact of COVID-19, and how has your nonprofit responded?
   CTC works to support youth and families by building capacity and accessibility to mental health and substance use prevention education and resources. Clearly the stress of uncertainty surrounding this pandemic, as well as the disruption of daily life, limited interaction with peers, virtual learning, has increased the risks of anxiety, depression, and substance use for youth and parents. Students especially have experienced loss of school, extracurricular activities, interaction with positive adult mentors and peer connections, and those with difficult family relationships have little respite.
   A significant impact of COVID -19 to CTC has been a decrease in funding through grants and donations and the inability to fully implement prevention programs scheduled for the Spring 2020 and the 2020-2021 school year (including evidence-based curriculum, HYPE advocacy and leadership programs, parent education programs, and the interruption of programs planned by CTC collective partners for youth and families). As a temporary measure, the primary staff persons have been reduced to 50% hours and salaries, while maintaining the communications and marketing team.
   In response to pandemic restrictions, CTC remains committed to meeting the organization’s mission and goals to support youth and families and have shifted from a traditional prevention delivery model to a virtual model. These prevention strategies include programs and resources for school professionals, youth, and parents. CTC has significantly increased social media presence with relevant information for parents and youth on FaceBook, Instagram, Twitter and a newly revised CTC website including new landing pages for parents, youth, and educators. After working with a marketing consultant over the summer, our staff has developed a calendar for quarterly newsletters, mass email prevention messaging, and are coordinating all communication methods with our website.
   CTC is moving forward with (6) HYPE clubs (Healthy Youth Positive Energy) in the Downingtown Area School District (Grade 6-12), Parent Speaker Series (virtual programming and proposed in-person programming for Spring 2021), communication plan targeting parents and youth with highlights of the PAYS 2019 data (Pennsylvania Youth Survey), print and online advocacy campaigns, and supporting the implementation of K-12 evidence-based prevention curriculum. All CTC collective meetings have been moved to a monthly virtual format until Spring 2021.
Additionally, CTC grant funding and donor support has significantly decreased resulting in a reduction of staff time by 50%, severely impacting ability of staff to sustain prevention work and expand strategies to meet the community needs. CTC staff applied for emergency funding through the county, corporate matching programs, and outreach to community donors.

4. **What would this funding be used for?**
CTC of Greater Downingtown is a collective of prevention partners representing schools, health care providers, law enforcement, faith community, human services, and local government organizations committed to addressing risk and protective factors linked to substance use and mental health for youth and families in our community. The focus of our 2020-2021 prevention work is to educate parents and youth about the key contributing factors and current trends in mental health and substance use as identified in the Pennsylvania Youth Survey (PAYS) (2019), and to offer support, programs, and resources that address these factors. To this end, the CTC community action plan is focused on collaborating with CTC partners including Downingtown Area School District, Caron Treatment Center, Crime Victim Center, Compass Mark to deliver prevention resources in a virtual environment.

This funding will be used to create webinars, podcasts, virtual parent cafes, youth-advocacy training, and infographic messaging about PAYS. We will present topics of expertise from our partners, as well as conversations with guest speakers who are professionals in mental health and prevention of substance use. This funding will also be needed to increase staff hours to 75%, to allow implementation of the virtual work to be completed.

**How does this demonstrate innovation and resiliency in dealing with COVID impacts?**
CTC is committed to support the youth and families in our community, especially during a crisis that adds stress to the already challenging time of adolescence. Our value proposition is to empower individuals to live healthier, fuller lives and to provide the tools to address challenges and develop coping skills for life. Reports show that mental health issues and substance use is on the rise, and experts are predicting that after this pandemic a “second pandemic” will occur—meeting the needs of those who have increased substance use and those whose mental health has been affected or exacerbated during COVID-19.

CTC is shifting to offer online and virtual opportunities for professional development, education and awareness, and support and resources that may be offered regardless of the current state of closure. We have developed a communication plan that includes increasing our social media presence and targeted marketing to parent groups to increase access to best practice mental health and substance abuse resources. During the 2018-19 and 2019-20 school years CTC gained significant momentum in building capacity for prevention education in our community by: coordinating and funding the implementation of evidence based drug and alcohol and suicide prevention curriculum in the Downingtown Area School District (DASD), expanding youth prevention clubs (HYPE) to include students in grades 6-12 across 6 buildings in DASD, and increasing community partnerships and collaboration within our Collective. Our goal is to maintain this momentum to continue to serve our community and keep our presence and the value of drug and alcohol prevention and mental health education current and relevant.

**What would be the community impact of this anticipated funding?**
Impact of the funding would provide capacity for CTC and the collective prevention partners to reach Downingtown youth and families with the needed programs and resources to address the mental health and substance use challenges which continue in our population. We believe that access to podcasts and webinars that can be viewed or listened to at home or in the car will significantly increase the number of families impacted and we hope that individuals will also share information they find helpful with neighbors and friends. An ongoing effort of all CTC work is to bring more of the community into conversation about risk and protective factors that influence the success of children and youth. These virtual opportunities and use of technology and social media will enable this conversation to become bigger. We anticipate all future prevention messaging becoming available in more easily accessed formats, as well as in person.
Why is this funding important now?
Early research on the mental and emotional impact of the pandemic has shown an increase in stress, rates of anxiety and depression, and substance use, among both youth and adults. Among Downingtown youth specifically, the 2019 PAYS survey found 8-10% of students in grades 6 and 8 and over 20% of students in grades 10 and 12 have “seriously considered” suicide. Additionally, 24-32% of middle school students and over 40% of students in grades 10 and 12 report they “felt depressed or sad MOST days in the past 12 months”; this data was gathered pre-COVID, so it would be reasonable to assume that these rates have increased since March 2020.

The current PAYS data also draws strong correlations between depression and substance use, as well as bullying and depression. We are fortunate to have this data reported by our students, and it is imperative that appropriate action is taken in response at this time.

5. How much funding is sought?

<table>
<thead>
<tr>
<th>Need</th>
<th>AMOUNT</th>
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<tbody>
<tr>
<td>Salaries</td>
<td>Increase three staff from 50% to 75% capacity (Nov-June)</td>
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<tr>
<td>Software/Equipment</td>
<td>Enhance social media and create podcasts and webinars (Invoices attached)</td>
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<tr>
<td>Production Labor</td>
<td>To create and edit (6) podcasts/(2) webinars and assist with setting up parent cafes (invoice attached)</td>
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<tr>
<td>Speaker fees</td>
<td>3000</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>26,600</strong></td>
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How does this compare to your annual operating budget and this year’s projected deficit?
The original 2020-21 annual budget was set at $226,800 in April 2020, but was revised before July 1, beginning of fiscal year, to $91,000 with primary staff at 50%.

Timeframe for Funds
November 2020 – Bringing CTC staff up to 75%; Complete PAYS infographic materials and social media campaigns for youth and families;

December 2020 – June 2021 – creating and delivering podcasts (6), webinars, parent cafes, and on-going social media campaigns, resources for parents and youth.