



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



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

Contact Information

Nonprofit Org Name: Domestic Violence Center of Chester County	ED/CEO Name: Dr. Dolly Wideman-Scott, Ed.D.
Address: PO Box 832	ED/CEO E-mail: dwideman-scott@dvcccpa.org
City, State Zip: West Chester, PA 19381	Board Chair Name: Jean Francois
Phone: 610-431-3546	Grant Proposal Contact Name: Danielle Dougherty
Website: http://www.dvcccpa.org	Grant Proposal Contact E-mail: ddougherty@dvcccpa.org
EIN: 22-2606511	Grant \$ Amount Requested: \$20,000.00
Year Founded: 1976	

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: <i>Dolly Wideman-Scott</i>	Date: 11/16/2020
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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	2,267,594.00	\$ 2,533,581.00
Full-Time Equivalent Paid Staff	28	# 30
# Board Volunteers	18	# 19
# Committee Volunteers	12	# 13
# Active Direct Service Volunteers	30	# 30
Annual Volunteer Hours	64 volunteer hours Q1 FY21	# 394 volunteer hours Q1 FY20

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 checked="" type="checkbox"/> Brandywine Health Fdtn	<input checked="" type="checkbox"/> United Way ChesCo	<input checked="" type="checkbox"/> ChesCo Dept Comm Devel
<input checked="" type="checkbox"/> ChesCo Fund/W&Girls	<input checked="" type="checkbox"/> Phoenixville Comm Health Fdtn	<input checked="" type="checkbox"/> United Way S ChesCo	<input checked="" type="checkbox"/> ChesCo Dept Health
Other significant funders:			<input checked="" 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:

X	This Innovation & Resiliency Fund Grant Request cover sheet & brief narrative
X	Current annual operating budget & most recent audit
X	501c3 determination letter
X	Current strategic plan. If none, explain why your nonprofit doesn't have a plan.
X	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



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October 2020**

Mission:

The mission of the Domestic Violence Center of Chester County is to provide intervention, education, outreach, advocacy, and programs to prevent, reduce, and remedy domestic violence in Chester County.

What geographic area is served?

We serve all of Chester County.

What population is served?

We serve all victims of domestic violence and their dependent children in Chester County. Attached you will find graphs showing service changes since the COVID-19 pandemic began. Two things significantly exacerbate abuse: isolation and unemployment. This pandemic has created a perfect storm of danger for victims of domestic violence.

Knowing this, we expected to see a rising need for services, as demonstrated by an increase in hotline calls. There was a 15% increase in calls once the COVID-19 stay at home order was put in place, and a subsequent 12% increase in calls once the green phase of reopening was entered. A 12.7% increase trend has continued since July 2020.

We also anticipated a drop in in-person services due to individuals being isolated at home with their abusers. There was a 28% decrease initially, and a 51% increase in in-person service recipients once PA entered the "green phase" and individuals were able to leave their homes safely. There were 37% more in-person service recipients seen in July 2020 than in July 2019.

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

DVCCC, like many organizations, is currently facing unprecedented challenges due to the COVID-19 pandemic. We have managed to pivot to remain adaptable to the ongoing changes while continuing to execute our mission-driven activities and programs. Our leadership developed a contingency plan early on to keep staff, volunteers, and participants safe. Employees have been encouraged to telecommute as able, and direct service workers have been communicating with clients as much as possible via phone or computer. DVCCC arranged for families previously housed in our communal shelter to move to hotels to adhere to social distancing practices. Single individuals continue to live in the shelter but reside in separate rooms. We have engaged bio-cleaning firms to routinely disinfect both residential areas and offices and have safety procedures in place such as temperature taking upon entering the building, wearing masks in common areas, and routinely disinfecting doorknobs, PCs, and telephones.



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Our Public Education Department has felt a tremendous impact from the pandemic with the switch to virtual learning in schools, the temporary closing of youth community centers, and other limitations to our usual outreach activities. To keep people engaged, we created a “Stay Connected” page on our website with all our virtual educational programs during the pandemic. These have included free webinars on topics such as “Exploring and Understanding the Power and Control Wheel,” “Teen Dating Abuse,” and “Men and Domestic Violence Victimization”; a live Q&A with Bill Mitchell, author of “When Dating Hurts”; and a Virtual Healing Circle. During Domestic Violence Awareness Month in October, we continued our tradition of “painting the town purple” by hanging up purple ribbons around the locations of our many satellite offices. We partnered with local libraries to set up displays with suggested books on topics related to domestic violence and ran an awareness campaign with local coffee shops to include DVCCC branded sleeves on to-go coffee cups. While these activities have been helpful in maintaining our visibility in the community, we have not reached nearly the number of people we typically would each year. For example, in the first quarter of FY20, we had provided 16 presentations to 752 adults, 5 presentations to 146 youth, and 21 community events reaching 752 people. In the first quarter of FY21, we provided 6 presentations to 241 adults, 6 presentations to 163 youth, and no community events. We are in need a more viable solution for virtual outreach and engagement. In addition, while our Counseling Department has continued their work virtually and in-person with safety measures in place, we need a longer-term solution as the longevity of the COVID-19 pandemic is uncertain.

While we have incurred the added expenses of disinfecting supplies, housing families in hotels, professional cleaning services, and other items purchased to maintain a safe environment (sneeze guards, masks, hand sanitizer stations, etc.), we have also experienced a decline in the ability to hold in-person fundraising events and to have face-to-face interaction with our donors and supporters. This coupled with our inability to hold our annual Gala in person has the potential to drastically affect our general operating funds. In addition, the pandemic has greatly affected local businesses, potentially impacting the available sponsorship support available for events throughout the year. In response to this, we have developed a potential fundraising event plan for Fiscal Year 2021 that will have unique virtual and socially distant activities to supplement those losses. This includes a Virtual Holiday Vendor Marketplace, Holiday Lights Driving Tour, virtual Chocolate Tasting, virtual Terrarium Workshop, Drive-In Movie Series, and Virtual Gala. However, we cannot do this without additional technological capabilities.



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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?

We have recognized that our fundraising operations for at least the next year will have to be completely different from anything we have ever done. If we want to maintain or even exceed our fundraising objectives, we need to be creative and think in unprecedented ways, as these are unprecedented times. Cultivating relationships from a distance requires special attention and communication. As nonprofits continue to work within this unusual environment, evidence is being shared about best practices. Video communication is important because being able to view body language is essential. Impact stories play an even greater role in communicating feelings of connection to our mission digitally.

Now is the time for us to move away from reacting to the pandemic to being proactive about the changes ahead. This means setting up the proper infrastructure for digital engagement with our donors, community partners, and other stakeholders. If DVCCC disappeared today, thousands of victims of domestic violence in Chester County would be in danger, with nowhere to turn. We want to make these investments not just to adapt to the current changing environment, but to remain financially viable in the future.

We made the difficult decision to cancel our Annual Gala in 2020. We did it out of an abundance of caution and with the safety of everyone in mind. It is an event that typically brings in about \$100,000 which makes it vital to our general operations. Following the lead of many other nonprofits, businesses, and community organizations, we have decided to hold a virtual Gala in 2021. Registrants will still donate \$150 for their "ticket," which will include a dinner package and access to the virtual Gala. The Gala itself will be an hour-long program including entertainment and live/pre-recorded messages from leadership, clients, and community partners. We will continue to offer sponsorship packages as we have in the past, updated to reflect the virtual opportunities available.

For this virtual experience to be professional and technologically sound, we believe it would be of benefit to utilize the services of a **professional audio-visual company**. They will provide the studio space, audio/video capabilities, high-level internet service, and visual amenities like draping and lighting to provide the elevated experience we want our "attendees" to have.

In addition to the Gala program, we also run a silent auction. The silent auction will begin a week prior to the Gala and end on the night of the Gala. We will again utilize the services of **Ready, Set, Auction**, a



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virtual auction platform. To bolster our fundraising efforts that evening and beyond, we would also like to furnish the expanded capabilities provided by an upgraded plan with our CRM database **DonorPerfect**. This would give us access to their advanced event management tools, their custom online reports, and their increased online form capacities. In addition, we would like to purchase the **DonorPerfect Text** functionality which will make it simple for people to make donations via their smart phones. It also gives us the ability to send text communications directly. The DonorPerfect Text plan includes a digital giving meter which can be used to show our fundraising progress for any type of fundraising initiative.

Another technological upgrade that we would use for our fundraising efforts, in our public education/outreach programming, and counseling is **Zoom Webinar**. We currently use the Zoom Meeting package to conduct our daily work. This not only includes meetings with staff members, clients, donors, and volunteers but also all the public education webinars presented by our Education Department. Zoom Meeting is meant for just that – meetings, giving participants the capability to fully collaborate by sharing their screens, turning on/off their audio and video, and seeing who else is in attendance. For live streaming and other public uses, Zoom Meeting is not ideal. Zoom Webinar is designed so that the host(s) and/or panelists can share their video, audio, and screens while attendees can be view-only and interact via Q&A, chat, and polling questions. As we move into 2021 and look towards the expansion of our virtual public education offerings, Zoom Webinar would be an essential tool in the success of those initiatives.

Finally, as our fundraising communications become much more heavily focused on email and other digital mediums, we are looking to be innovative in the way we are stewarding new and existing donors. This means expanding the capabilities within our current email suite, **Constant Contact**, by upgrading to their Email Plus plan. This will include an automatic email feature which will allow us to create a series of automatically sent emails for a specified donor group. It gives us the ability to properly acknowledge and steward donors and their gifts while segmenting donor groups for appropriate messaging.

While these initiatives will increase our marketing and fundraising capabilities, they will also increase awareness about DVCCC in the community, impacting the number of potential clients we can reach. It will also help strengthen the current community relationships we have so that we can continue to support one another during this time.

This is not the first time DVCCC has faced challenges, and it will not be the last. In 2021, we will be celebrating our 45th anniversary as an organization, and throughout that time, we have consistently shown resiliency and adaptability. This grant would put us on a path to a new, modern approach to



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connecting with our community and fulfilling our mission of providing intervention, education, outreach, advocacy, and programs to prevent, reduce, and remedy domestic violence in Chester County.

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 respectfully submitting this request for \$20,000 in support of technological upgrades and services that will assist us in fundraising, education programs, outreach, and counseling during COVID-19. We plan on using the funds within 12 months of receipt. The impact of the COVID-19 pandemic on our revenue streams remains to be seen. The proposed initiatives are essential to our work this year in continuing to reach supporters, donors, and domestic violence survivors in Chester County.