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**

<table>
<thead>
<tr>
<th>Nonprofit Org Name: Historic Kennett Square</th>
<th>ED/CEO Name: Bo Wright</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address: 106 W. State Street</td>
<td>ED/CEO E-mail: <a href="mailto:Bo@HistoricKennettSquare.com">Bo@HistoricKennettSquare.com</a></td>
</tr>
<tr>
<td>City, State Zip: Kennett Square, PA 19348</td>
<td>Board Chair Name: Tom Sausen</td>
</tr>
<tr>
<td>Phone: 610-444-8188</td>
<td>Grant Proposal Contact Name: Bo Wright</td>
</tr>
<tr>
<td>Website: <a href="http://www.HistoricKennettSquare.com">www.HistoricKennettSquare.com</a></td>
<td>Grant Proposal Contact E-mail: <a href="mailto:bo@historickennettsquare.com">bo@historickennettsquare.com</a></td>
</tr>
<tr>
<td>EIN: 23-2408629</td>
<td>Grant $ Amount Requested: $35,000</td>
</tr>
<tr>
<td>Year Founded: 1985</td>
<td>Date: 10/20/20</td>
</tr>
</tbody>
</table>

*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.*

**Nonprofit Field/s of Interest**

- Arts, Culture & Historic Preservation
- Community Development
- Education
- Environment & Animal Welfare
- Health
- Human Services

**Figures**

<table>
<thead>
<tr>
<th>Figures</th>
<th>Current</th>
<th>PRE-COVID (as of 1/1/20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Operating Budget</td>
<td>$395,000</td>
<td>$460,000</td>
</tr>
<tr>
<td>Full-Time Equivalent Paid Staff</td>
<td>3.5</td>
<td>3.5</td>
</tr>
<tr>
<td># Board Volunteers</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td># Committee Volunteers</td>
<td></td>
<td></td>
</tr>
<tr>
<td># Active Direct Service Volunteers</td>
<td>25+</td>
<td>50+</td>
</tr>
<tr>
<td>Annual Volunteer Hours</td>
<td>125 hours</td>
<td>375 hours</td>
</tr>
</tbody>
</table>

**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.

- ChesCo Comm Fdn
- Brandywine Health Fdtn
- United Way ChesCo
- ChesCo Dept Comm Devel
- ChesCo Fund/W&Girls
- Phoenixville Comm Health Fdtn
- United Way S ChesCo
- ChesCo Dept Health
- Other significant funders: Longwood Foundation
- United Way S ChesCo
- ChesCo Dept Human Svcs

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

1. **Mission**
   
   Historic Kennett Square promotes, supports, and strengthens the economic and business environment, and the diverse cultural and social vitality of the Kennett Square community.

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

   The Borough of Kennett Square and Kennett Township

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

   We are not a direct support organization, so the population served is difficult to calculate. Prior to COVID we hosted cultural events throughout the year, which have not happened during COVID. We have pivoted to a different mix of...
services to support the community as explained below and pivoted appropriate events to allow for social distancing (e.g. our Backyard Brewfest event and socially distanced dining on the street).

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

Our organization has two primary roles: first, we serve as the Main Street organization for Kennett Square, and second, as the office of Economic Development for the Borough of Kennett Square and Kennett Township. Both of these roles have been significantly impacted and we have had to pivot.

As Main Street Manager, we recognized that large events to bring people to town were not (and still are not) an option. Below are a few of the ways we adapted to serve our community:

- Early in COVID, we quickly transitioned to hosting local Tele-Town Halls within the first week of the COVID shutdown (we had 200+ attendees on our English version and 50+ on our Spanish version) to share information and we worked to share relevant information with small business owners.
- We promoted the small business community by creating a centralized page that let people know which businesses were open for takeout, as well as promoting the businesses through social media, a weekly newsletter to 8,000+ people. We helped launch a website called Kennett Strong that allowed residents to purchase gift cards to support small businesses—which provided around $24,000 to 16 businesses.
- As the State began to loosen restrictions, we surveyed the businesses to discern what would be most helpful during the summer months which led to us closing down a block of our Main Street (State Street) Thursday-Sunday to allow for outdoor dining.
- We built a “Parklet” to provide outdoor dining spaces for restaurants that did not benefit from the street closure.
- We moved our Farmers Market to a new location to allow for social distancing and invested in materials to support the safety of our farm vendors as well as customers.
- Finally, we were able to adapt our largest event and fundraiser, the Kennett Brewfest. The income we receive from the Brewfest (close to $130,000 net revenue) covers close to one third of our organization’s revenue and has become a staple event for the community. We recognized there was no way to have the event in-person, but we wanted to support the community of small breweries that depend on the Kennett Brewfest and we needed the revenue as an organization. We pivoted to a Backyard Brewfest to allow our community to buy cases of beer from local breweries to enjoy safely in small groups. We sold out, at 1,000 cases, in six days and were able to bring in about 40% of the revenue we do in a normal year.

As the office of Economic Development, we recognized that our role had to shift from helping new businesses get started to directly supporting our existing businesses. Below are a few of the ways we adapted to serve our community:

- We provided direct support to small businesses to help with small business loans (CARES Act funding as well as local Borough funds).
- In late April, we recognized that the PPP loans were not meeting the needs of many small businesses in our community. So, we partnered with Square Roots Collective (a for-profit company), to raise and distribute over $275,000 in direct grants to 61 small businesses in Kennett. 74% of those businesses are women- or minority-owned, and 62% of the businesses were classified as household sustaining – indicating that the business was the primary source of income for a family. Many businesses have credited this program with their survival.

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?

This funding would be used to maintain our current staff in order to build out a more robust fundraising strategy. This will require an investment of $10,000. The COVID crisis showed us how reliant we are on revenue from events, but it has also showed us how important the organization is to the life of the Kennett community. We lost ~$95,000 in projected revenue by not having events this year but have innovated the kinds of programs we provide and created incredible value to the community and fulfilled our mission as an organization. We would use the funds to build out a fundraising plan for 2021. We want to make the community more aware of who we are and the value we have provided to the community for many years.
Additionally, these funds would also allow us to be a continued resource for the restaurants and small businesses throughout the coming winter months. December – March will be a crucial time for many of our small businesses, and this grant will enable our staff to be creative in serving the restaurants and small businesses. **This will require an investment of $10,000.**

Finally, we would use the funds to cover some of the costs to install an air filtration system in our building to protect our staff and the other nonprofits and businesses that share our building from the spread of COVID. HKS owns an old building in Kennett Square and leases offices to several nonprofits and community-minded for-profit companies: The United Way of Southern Chester County, Family Services of Chester County, an immigration attorney, and Kennettica Radio—a community-minded Spanish radio station. Our building is used for dozens of community events throughout the year—recently we opened our space for a five-week business training accelerator course that was taught entirely in Spanish. Even during COVID, many nonprofits have requested to use our space. By installing an air filtration system with UV lights—shown to protect against the spread of the COVID virus—we would be taking a step to ensure the safety of our staff as well as that of the other community organizations that lease our space at below market rents. **This will require an investment of $15,000.**

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?**

HKS asks for $35,000. This is almost 9% of our adjusted operating budget for this year and almost 37% of our deficit from lost event revenue. These funds would be used in December and January.
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/](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  610.696.8211