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
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: Shiree Radie Date: 11/6/2020

Nonprofit Field/s of Interest

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

Figures

<table>
<thead>
<tr>
<th>Annual Operating Budget</th>
<th>Current</th>
<th>PRE-COVID (as of 1/1/20)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$80,500</td>
<td>$120,000</td>
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<table>
<thead>
<tr>
<th>Full-Time Equivalent Paid Staff</th>
<th># 1</th>
<th># 4</th>
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</thead>
<tbody>
<tr>
<td># Board Volunteers</td>
<td># 10</td>
<td># 11</td>
</tr>
<tr>
<td># Committee Volunteers</td>
<td># 0</td>
<td># 2</td>
</tr>
<tr>
<td># Active Direct Service Volunteers</td>
<td># 3</td>
<td># 12</td>
</tr>
<tr>
<td>Annual Volunteer Hours</td>
<td># 1000</td>
<td># 2500</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.

<table>
<thead>
<tr>
<th>ChesCo Comm Fdn</th>
<th>Brandywine Health Fdtn</th>
<th>United Way ChesCo</th>
<th>ChesCo Dept Comm Devel</th>
</tr>
</thead>
<tbody>
<tr>
<td>ChesCo Fund/W&amp;Girls</td>
<td>Phoenixville Comm Health Fdtn</td>
<td>United Way S ChesCo</td>
<td>ChesCo Dept Health</td>
</tr>
<tr>
<td>Other significant funders:</td>
<td></td>
<td></td>
<td>ChesCo Dept Human Svcs</td>
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</tbody>
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Narrative: In a few concise paragraphs, please explain:

1. **Mission** To provide free professional therapeutic horsemanship instruction for men, women and children of all ages who have been affected by cancer including patients currently undergoing treatment, survivors and those who have lost a loved one to this terrible disease. To help individuals focus on body, mind and soul, rather than the disease while working with horses in an atmosphere of professionalism, teamwork and fun.

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

Primarily all of Chester County, but also some from Delaware, Montgomery and Philadelphia Counties.
3. **What population is served? How have your service numbers been impacted by COVID?**

Founded in 2007, Horse Power for Life provides free evidenced-based therapeutic services to cancer patients, survivors, and their families, which normally average 200 per year. We were forced to completely shut down from March 10-June 15 due to CDC Guidelines and Governor Tom Wolf's Stay at Home Order. As a result, in 2020 we have only been able to serve 70 individuals. The shut down included our first week of Summer Pony Camp in June. When we were able to reopen we reduced the number of campers and increased the number of counselors to provide safe social distancing for all campers, counselors and riding instructors. Children who are not affected by cancer can attend the camp and pay $450 per week. This money sponsors Horse Power for Life campers affected by cancer who attend for free. Paying campers were reduced from 10 to 5 each week for the remaining 3 weeks of camp. The reduced number of paying campers resulted in a lost revenue of $6,750.

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

We were forced to cancel our Annual Pink Horseshoe Gala which normally brings in approximately 85% of Horse Power for Life’s annual operating expenses. We responded by contacting those who had already purchased tickets and sponsors to ask if they would consider donating in lieu of attending. By doing this we received $28,460 but still had an income loss of $50,123 compared to 2019. We then launched an email and letter campaign to supporters which netted approximately $4000 (after deducting printing and mailing expenses.) In October we held our first virtual Walk/Run to try to recoup some of our income loss and received &7,720 in donations.

Before reopening on June 15, we purchased COVID19 supplies including several hundred face masks, plastic gloves, disinfecting solutions and sprays, and no touch infrared thermometers at a cost of $500. The entire Horse Power for Life Staff attended COVID19 Training in late May ($120). After a legal professional review of language of written COVID19 documents and guidelines ($300), we put written COVID19 Guidelines in place for both Summer Pony Camp and Yearly Therapeutic Program for families including taking temperatures, providing face masks, disinfecting and social distancing practices. All COVID19 Guidelines provided to campers and families and require signature/date. Since we had to reduce the number of campers per counselor due to social distancing requirements we hired 3 additional counselors per week (Cost $1,800).

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 help cover our unexpected loss of income from the cancelled annual gala, reduced number of paying campers, costs related to COVID training, purchasing supplies and putting guidelines in place to ensure our participants and staff stay safe, hiring additional counselors for social distancing of participants, and costs related to our mailing and marketing for our virtual Walk/Run 4 Cancer.

Pre-COVID the majority of funding for Horse Power for Life was received through our annual gala. When it was cancelled we demonstrated innovation by launching a large email and letter campaign to ask for support and by holding our first virtual Walk/Run 4 Cancer. Our resiliency has been demonstrated by having our staff attend the COVID training and having supplies and guidelines in place so that we can endeavor to provide our free therapeutic horsemanship services to those affected by cancer.

According to the most recent Pennsylvania Department of Health Cancer Facts & Figures 2015, published in 2018, the total number of cancer cases for the four (4) counties that Horse Power for Life serves was 95,361 (Chester County 13,856, Montgomery County 24,178, Delaware County 16,690 and Philadelphia 40,637).
Research has shown that, for people with cancer, physical activity, including riding horses, can decrease anxiety, stress, and depression, while improving levels of pain, fatigue and improve cancer survival rate. Examples include:

- **Healing With Horses: Pilot Study of Equine-Facilitated Cancer Therapy July 30, 2019** Results demonstrated statistically significant improvement in quality of life and well-being, as well as reduced psychosocial distress. Qualitative analysis identified the following five themes: human–equine journey, human bond through shared experience, reclaiming positive emotions, nurturing resilience, and evolution of a new identity. The equine-facilitated support program resulted in reducing negative effects of cancer diagnosis and treatment, reclaiming positive emotions, and development of a new sense of self through human and equine connections.

- **Journal of Alternative and Complementary Medicine Vol.20, No. 8, Therapeutic Horseback Riding in Breast Cancer Survivors: A Pilot Study** Results showed that Equine Assisted Therapy (EAA) had positive effects on both physiologic and psychological measures, enhancing quality of life of breast cancer survivors.

The following testimonials also demonstrate the positive impact of our programs:

“Shiree, I just wanted you to know how grateful I am for Horse Power for Life. I never thought that I would ever learn how to ride, yet here I am!! When I get to the barn, I forget about everything! I truly believe that horses have healing powers and I am very grateful the Riding Instructor has been so encouraging! I have told everyone that I met at the hospital infusion room and the insurance company about your program. Just what the Doctor ordered.”
- Student, Stage IIIC Ovarian Cancer

“Our entire family has gained strength from the program by being around the horses and by meeting so many wonderful people. We will continue to support Horse Power through your fundraisers and by word of mouth. Horse Power for Life will always hold a special place in our hearts.”
- Family of daughter with Acute Lymphoblastic Leukemia (ALL)

Since close to 14,000 people are diagnosed with cancer in Chester County each year, we feel that Horse Power for Life is a much needed resource in our community. However, if additional funding is not received, we may need to close our organization in 2021 after providing free services for 14 years.

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 seeking $7,500 in funding. We are projecting an income as of 12/31/2020 to be $69,302 against our reduced annual budget of $80,500, which shows a deficit of $11,198. Our request would be 70% of that deficit. The funds would be used immediately to help make up that deficit.
Please e-mail all materials as a word.doc and/or pdf to grants@chescocf.org:

<table>
<thead>
<tr>
<th>This Innovation &amp; Resiliency Fund Grant Request cover sheet &amp; brief narrative: ATTACHED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current annual operating budget &amp; most recent audit: MOST RECENT 990 IS ATTACHED. CURRENT BUDGET DOES NOT ALLOW FOR AUDITED FINANCIAL STATEMENTS.</td>
</tr>
<tr>
<td>501c3 determination letter: ATTACHED</td>
</tr>
<tr>
<td>Current strategic plan. If none, explain why your nonprofit doesn’t have a plan. STRATEGIC PLAN IS A FUTURE PROJECT WHEN BUDGET ALLOWS.</td>
</tr>
<tr>
<td>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 &amp; equipment, etc.) ATTACHED.</td>
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- Proposals will only be accepted by e-mail. This grant form is 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