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. Electronic grant applications are only 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 headquartered and providing services in Chester County, as evidenced by legal address in Box C of IRS 990

**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 headquartered in Chester County, PA, as evidenced by the legal address in Box C of the IRS 990
- 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
- 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: Maternal and Child Health Consortium
Address: 30 W Barnard St #1
City, State Zip: West Chester, PA 19382
Phone: 610-344-5370
Website: www.ccmchc.org
EIN: 232775806

ED/CEO Name: Milena Lanz
ED/CEO E-mail: mlanz@ccmchc.org
Board Chair Name: Elizabeth Pilacik
Grant Proposal Contact Name: Natalie Coughlin
Grant Proposal Contact E-mail: ncoughlin@ccmchc.org

City, State Zip: West Chester, PA 19382
Grant $ Amount Requested: $30,000
Year Founded: 1991

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: Milena Lanz
Date: 11/2/2020

Nonprofit Field/s of Interest

| Arts, Culture & Historic Preservation | Education | Community Development | Environment & Animal Welfare | Health | 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>$1,236,182</td>
<td>$1,900,506</td>
<td></td>
</tr>
<tr>
<td>Full-Time Equivalent Paid Staff</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td># Board Volunteers</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td># Committee Volunteers</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td># Active Direct Service Volunteers</td>
<td>30</td>
<td>45</td>
</tr>
<tr>
<td>Annual Volunteer Hours</td>
<td>2,600</td>
<td>4,000</td>
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</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.

| X | ChesCo Comm Fdn | X | Brandywine Health Fdn | X | United Way ChesCo | ChesCo Dept Comm Devel |
| X | ChesCo Fund/W&Girls | X | Phoenixville Comm Health Fdn | X | United Way S ChesCo | X | ChesCo Dept Health |

| Other significant funders: The Pew Charitable Trusts, Philadelphia Foundation, Longwood Foundation |

X | ChesCo Dept Human Svcs |

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 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:

<table>
<thead>
<tr>
<th>Item</th>
<th>Rate</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portable/Scanners Printers - for employees home use (13@ $149)</td>
<td>$149.00</td>
<td>$1,937.00</td>
</tr>
<tr>
<td>Additional Toner for printers</td>
<td>$393.00</td>
<td>$5,109.00</td>
</tr>
<tr>
<td>Headphones to protect confidentiality during phone calls with</td>
<td>$60.00</td>
<td>$780.00</td>
</tr>
<tr>
<td>program participants. 13 staff members doing health insurance</td>
<td></td>
<td></td>
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<tr>
<td>enrollment and virtual visits over the phone and laptops (13@</td>
<td></td>
<td></td>
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<tr>
<td>$60)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portable Shredders for staff members to ensure compliance with</td>
<td>$60.00</td>
<td>$780.00</td>
</tr>
<tr>
<td>confidential information (13@ $60)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mouse for program workers (13 @ $10)</td>
<td>$10.00</td>
<td>$130.00</td>
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<tr>
<td>USB Flash Drives for backups (13 @ $10)</td>
<td>$10.00</td>
<td>$130.00</td>
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<tr>
<td>Hotspots for Program workers to ensure internet access when they</td>
<td>$300.00</td>
<td>$2,700.00</td>
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<tr>
<td>cannot be in the home office</td>
<td></td>
<td></td>
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<tr>
<td>Portal (Donor Perfect) for Silent Auction fundraising events</td>
<td></td>
<td>$1,994.00</td>
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<tr>
<td>(annual subscription)</td>
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<tr>
<td>PPE expenses (3 offices in Chester County: Coatesville, West</td>
<td>$120.00</td>
<td>$1,440.00</td>
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<td>Chester, and Kennett Square)</td>
<td></td>
<td></td>
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<tr>
<td>Tablets for parent mentors (150 tablets for vulnerable families)</td>
<td>$100.00</td>
<td>$15,000.00</td>
</tr>
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</table>

**Supplies Total** $30,000.00

- 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
Mission and background: Maternal and Child Health Consortium’s (MCHC) mission is to empower families to build a healthier and brighter future for their children by overcoming the social and environmental barriers that lead to poor health conditions in our communities. MCHC was created out of a need to address the high rate of low birth-weight babies and health disparities among low-income families in Chester County. Founded in 1991, MCHC continues to ensure that all women and their young children in the county have equitable access to quality, culturally competent health care. In 1995, with initial funding from the Robert Wood Johnson Foundation and multiple private foundations, MCHC began providing prenatal case management for pregnant and parenting women and their children. In 1997, with funding from the federal Healthy Start program, MCHC became one of 106 Healthy Start programs throughout the country, reporting an average of 57 program performance measures. MCHC’s Family Benefits Program designed to provide uninsured families with bilingual, bicultural assistance with accessing state subsidized health insurance programs and in 2010 was augmented to include enrollment in food benefits. In response to a gap in school readiness among low-income families with children entering kindergarten in southern Chester County, MCHC launched the Family Center Program in 2006 to support kindergarten readiness and parents’ ability to support their child’s development.

Geographic area served: Chester County and Pottstown, PA

Population served: MCHC serves an average of 5,000 families each year, typically low-income pregnant and parenting women, their young children, and family members in Chester County and Pottstown, PA. MCHC program participants make well below the median household income ($99,119). In 2019, 93% of participants lived 100% below Federal Poverty Level (FPL), 3% lived 200% below FPL, and 2% lived 300% below FPL. The ethnic and racial demographics include: 86% Hispanic; 82% White, 4% Black/African American, 2% Asian, and 12% other/unknown. The families we serve often initially do not have health insurance or access to basic health care essentials such as healthy food access or resources to make informed decisions about their health or nutrition. Participant families often have low educational attainment, lack access to technology or transportation, and women come to us without a support system in place. The challenges our community faces have only been compounded by the current public health crisis and COVID-19 related job loss. Since the outset of COVID-19, we have experienced an increase in demand for our services. Pre-COVID-19 (before 01/01/2020) and currently, program service numbers are on track to meet the following established outcomes in 2020:

Healthy Start

- 120 women and their infant children will participate in the Healthy Start program
- 95% of infants will be born at healthy birth weight (<5.5 lbs)
• 95% of pregnant women will receive health coverage for prenatal care and infants will receive insurance to ensure prompt entry into pediatric care
• 95% of mothers will be screened for maternal depression using the EPDS questionnaire 3 times throughout enrollment, screened once for ACES, and properly referred to other services needed
• 85% of mothers who have delivered their babies will report increased knowledge of healthy pregnancy and child development/parenting skills through their work with their CHW

Family Benefits

• Enroll 1,800 (individuals into health insurance (CHIP, Medicaid).
• Enroll 800 food insecure individuals into SNAP.

Family Center

• 120 families will participate in the Family Center program
• 95% of parents will report an increase in knowledge of their child’s emerging development, parenting capacity, and parent-child relationships.

COVID-19 Impact & Response: MCHC has a history of meeting the needs of our community under uniquely adverse circumstances and the current public health crisis is no exception. Since the outset of COVID-19, MCHC staff has been working diligently to meet the demand for support and resources that our participants and community needs. Within the first week, MCHC was able to adapt to virtual service delivery, communicating with program participants via interactive video conferencing to deliver programs, providing educational activities to engage parents and children while they are all at home, and referrals to economic relief resources (rent/utility assistance) as needed. MCHC staff facilitated 230 food boxes biweekly to food insecure families and 100 baby bundle deliveries each month countywide from April-July and currently as needed. This past summer, our virtual Kindergarten Transition Program successfully engaged 25 children in the Family Center Program in southern Chester County who started kindergarten in the fall. As of June 2020, 37% of MCHC program participants reported having lost their jobs as a result of COVID-19 and 82% of households only have one parent working and are a single head of household.

Today’s reliance on technology for access to information and resources in addition to the shift to online services as a result of COVID-19 has only elevated challenges faced by families without a computer or internet access. MCHC’s work has included addressing the need of participant families with school aged-children to learn how to navigate cyber school, understand synchronous/asynchronous teaching, complete assignments, troubleshoot technology issues, and communicate with school faculty to advocate for underserved families’ needs. Parents lack the knowledge necessary to use technology as different schools demand, face barriers such as language, low literacy and low technology skills. All of these factors increase the risk of children falling behind in their education as parents are not able to provide guidance for their home schooling experience. Parents want their children to attend school and succeed but at the same time they feel discouraged because they do not understand the system.

Internally, MCHC has implemented safety and cleaning policies and procedures at our sites and continue to work remotely when possible as per CDC and PA state guidelines. MCHC staff is currently working from home and from the offices taking turns each day of the week. Looking ahead, planning MCHC’s
financial position and development efforts in 2021, we are exploring virtual silent auction software and event platforms for our 30th anniversary gala in lieu of an in-person event due to COVID-19. MCHC typically has the opportunity to allocate funds to support the costs of hosting an annual event for approximately 200+ supporters, stakeholders, and program participants and the event itself brings in an average of $40,000 in donations that go toward our mission. In the event that we are not able to celebrate in-person, we are actively pursuing additional funding support to ensure program sustainability and the continuation of services to see the positive impact on families with critical needs in Chester County.

**Funding use:** Funds will be used to purchase and set up 150 tablets and protective cases for Healthy Start and Family Center program participant families who lack adequate access to technology in addition to MCHC front line staff to carry out program activities. Funds will also cover the cost of silent auction and virtual event software subscriptions for 2021 in addition to cleaning products, PPE, scanners and printing materials to equip staff members working from home to ensure families have access to healthcare and food by assisting them with the health insurance application and SNAP benefits.

The role of technology in accessing information about our world and resources to support ourselves has become increasingly integral to every day life. Not only is technology itself important for bridging gaps in equity, but also having support systems in place that reinforce learning and family resiliency in the home. MCHC is well positioned to provide culturally and linguistically appropriate assistance and guidance with technology so that the families will be able to navigate the different schools’ platforms and communicate with teachers and/or counselors, and MCHC staff is adequately equipped to continue providing critical services. MCHC sees the emerging need to educate and support parents in understanding that the new technology can help the entire family, open up online learning opportunities for parents, and at the same time teach them to be vigilant and ensure their child’s online safety. With additional funding support, we will be able to acquire tablets and develop a loan system to enhance technological access and knowledge among underserved families in our community.

**Amount requested:** MCHC respectfully requests $30,000 (1.5% of current FY annual operating budget) to support our technology access initiative for MCHC front line workers and parents and children in Chester County, office cleaning supplies, and reconceived annual fundraising event costs brought on as a result of COVID-19. The expected timeframe for the use of funds is within six months of receipt. MCHC is deeply grateful for our partnership with Chester County Community Foundation and we look forward to engaging further to support Chester County families in need.