

## 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 ###





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

**Contact Information**

Nonprofit Org Name: Revival Productions, Inc.	ED/CEO Name: Heather Grayberg
Address: 17 N Church St	ED/CEO E-mail: heathergrayberg@revival-productions.com
City, State Zip: Coatesville, PA 19320	Board Chair Name: Heather Grayberg
Phone: (610) 455-4300	Grant Proposal Contact Name: Alyson Stratton
Website: www.revival-productions.com	Grant Proposal Contact E-mail: Alyson.stratton@yahoo.com
EIN: 82-2997982	Grant \$ Amount Requested: \$27,000
Year Founded: 2017	

*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: Heather Grayberg	Date: 11/13/2020
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**Nonprofit Field/s of Interest**

<input checked="" type="checkbox"/> Arts, Culture & Historic Preservation	<input checked="" type="checkbox"/> Education	<input type="checkbox"/> Health
<input type="checkbox"/> Community Development	<input type="checkbox"/> Environment & Animal Welfare	<input type="checkbox"/> Human Services

Figures	Current	PRE-COVID (as of 1/1/20)
Annual Operating Budget	\$300,000	\$300,000
Full-Time Equivalent Paid Staff	#0	#0
# Board Volunteers	#11	#6
# Committee Volunteers	#	#
# Active Direct Service Volunteers	#	#
Annual Volunteer Hours	#	#

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

No	Yes	Federal Single Audit
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is your nonprofit subject to a federal single audit (formerly known as the OMB Circular A-133 audit)?
		If yes, did your nonprofit's most recent federal single audit disclose any issues?
		If yes, have these issues been adequately addressed?

**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?**

- 1) **Mission:** To provide Coatesville and the surrounding communities with excellent, professional, and affordable live entertainment and arts education.
- 2) **Geographic Location:** Revival Productions, Inc. a performing arts theater and conservatory, resides in Coatesville and serves Chester County and beyond. We chose the City of Coatesville for two reasons, 1) because we want the citizens of Coatesville to have access to outstanding performing arts and education and 2) we believe in the arts as a catalyst to revitalization, which is so needed in our diverse community. The strategy for our theatrical productions was to position ourselves in the “midway” between Philadelphia and Lancaster and therefore, attract audiences spanning the two cities driving tourists to our town and creating more economic activity for our local businesses. Our conservatory, while open to people from any community, tends to have its geographic reach within Western Chester County.
- 3) **Population Served:** Our two lines of service, the performing arts theater, and our conservatory, serve two very different populations. With family friendly performances, our theatrical productions, prior to Covid-19 were able to host 150 audience members from all age ranges and all ethnic backgrounds from locations as far away as Philadelphia, Delaware, and Lancaster. With the CDC guidelines and restrictions our theater can only host 30 guests per performance at this time.

Our conservatory offers classes for the youth in Western Chester County, as well as a small number of adult courses in both acting and fitness. For our youth program, with the support of the Houston Foundation, we have a needs-based scholarship program which enables children to attend classes who otherwise could not afford to experience the arts outside of programs offered by their schools. The pandemic reduced our capacity for live, in-person classes by 80% for the variety of courses we offer, including individual and group DJ, dance, instrumental and acting lessons, as well as ensemble courses such as jazz band, strings, and theatre.

#### 4) **Covid-19 Impact and Response: THE SHOW MUST GO ON!**

##### *Impact on the theater:*

In August 2020, Revival Productions, Inc. officially opened the doors to our brand-new theater and practice halls located at 17 North Church Street, Coatesville, PA, the former Saint Stanislaus Kostka Catholic Church. This was a long-awaited milestone almost two years in the making. No one could have foreseen a worldwide pandemic and the unfathomable effects it would have on so many businesses and families. For Revival Productions, adhering to CDC guidelines meant reducing our audience and ticketing revenue by 80% . Because ticket sales are the main source of funding for our general operations, this meant we went from a projected breakeven budget to an estimated average monthly deficit of (\$8,000) or (\$96,000) annually.

##### *Response:*

We quickly put into place a platform which enabled us to live stream our performances to a temporary pavilion in our parking area, as well as the limited inhouse seating, to maximize revenue for our sold-out performances. Through the ingenuity of our volunteers, we were able to rapidly deploy a virtual viewing experience as well. And while these, fit the bill of “the show must go on”, our stop gap measures simply cannot make up for the total lost ticket revenue. And now, as Covid19 lingers and we enter the cooler seasons, the interest in both live stream and outdoor performances is waning.

##### *Impact on the conservatory:*

During the initial months of COVID-19, many of our individual lessons and group lessons were performed virtually and while we lost some of our revenue it was not as financially devastating as the loss of ticket income from the theater.

##### *Response:*

Once we realized the closures were lasting longer than just a few weeks or months, Revival Productions sprang into action to ease some of the hardships our community was experiencing and created our Cohort Academy. Designed by professional educators to aid families navigating cyber-learning, this day camp not only assists students with their education by employing certified teachers and experienced instructional assistants, but by also bringing quality arts classes to enrolled students. Our Cohort Academy is equipped with over 50 available CDC compliant workstations and provides a safe and flexible learning environment for children K through 12.

We also began the process of providing online music, dance and acting lessons and classes for our students in a virtual environment.

In the face of adversity, the leadership of Revival Productions rose to the occasion, reinvented itself to provide services both outside and well within their mission to provide for their community. We created temporary employment opportunities (for contractors) to members of the community and continued to find ways to secure jobs for those we already contracted with prior to the epidemic. Finally, by providing a space for students to study outside the home, we enabled parents to go to work and to avoid making the difficult choice between staying home with their children or keeping their jobs.

- 5) **What would the funds be used for?** The funds would be used to support our general operating expenses during the first quarter of 2021.

**How does this demonstrate innovation and resiliency in dealing with COVID impacts? What would be the community impact of this anticipated funding?** Prior to the virus, the need for something like the Cohort Academy was nonexistent. Revival Productions leapt to action and within 6 weeks from opening the doors to our brand-new facility, we found a way to support our community in a new and exciting way. Not only did we evaluate the evolving needs of our community and conceive a creative “out of the box” solution, we found ways to keep children in a safe learning environment, keep parents employed and keep access to the performing arts alive during COVID! We are quite proud of this accomplishment and contribution to the city of Coatesville.

**Why is it important to fund this now?** Aside from our general financial need, Heather L Stuckey and Jeremy Nobel wrote it best in the February 2010 edition of the American Journal of Public Health when they explained: “Through creativity and imagination, we find our identity and our reservoir of healing. The more we understand the relationship between creative expression and healing, the more we will discover the healing power of the arts”. We believe that the pandemic is the time to provide every avenue of healing and restoration in our community and receiving this grant would enable Revival Productions to be a resource for just that.

- 6) **How much funding is sought?** Revival Productions respectfully requests a grant in the amount of \$27,000.

**How does this compare to your annual operating budget and this years’ projected deficit?** This amount is roughly 8% of our almost \$300,000 annual budget and represents 24% of our projected deficit of (\$111,000). In addition to this request, with the help of a newly contracted fundraising consultant, we plan to seek financial support from corporate sponsorship, naming rights and other foundations to provide ongoing funding. Assuming the restrictions ease in the third quarter of 2021 and our audience returns with the dedication and enthusiasm they have shown leading up to and during virus, our financial position will be returned to a breakeven point.

**What is the expected timeframe for use of funds?** We anticipate using these funds in the first quarter of 2021.

ATTACHMENTS:

Please e-mail all materials as a word.doc and/or pdf to [grants@chescocf.org](mailto:grants@chescocf.org):

X	This <b>Innovation &amp; Resiliency Fund Grant Request</b> cover sheet & brief narrative
X	Current annual operating budget & most recent audit <b>(REVIVAL PRODUCTIONS WAS NOT REQUIRED TO HAVE AN AUDIT IN 2019. WE ARE CURRENTLY SEEKING PROPOSALS FOR AUDITORS FOR 2020)</b>
X	501c3 determination letter
X	Current strategic plan. If none, explain why your nonprofit doesn't have a plan. – <b>REVIVAL PRODUCTIONS WAS EMBARKING ON A STRATEGIC PLANNING PROCESS PRIOR TO COVID 19. THESE PLANS WERE PLACED ON HOLD AS WE EMBRACED A NIMBLE APPROACH TO MEETING THE NEEDS OF OUR COMMUNITY AND RAPID RESPONSE TO BECOMING A VIRTUAL PERFORMING ARTS AGENCY. WE WILL BEGIN STRATEGIC PLANNING IN THE FIRST QUARTER OF 2021.</b>
	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. 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

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[grants@chescocf.org](mailto:grants@chescocf.org) 610.696.8211