



CHESTER COUNTY
community
FOUNDATION
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**Chester County Nonprofit
Innovation & Resiliency Fund
Grant Request Form**

Contact Information

Nonprofit Org Name: United Way of Southern Chester County	ED/CEO Name: Carrie H. Freeman
Address: 106 West State St.	ED/CEO E-mail: ceo@unitedwayscc.org
City, State Zip: Kennett Square, PA 19348	Board Chair Name: Rick Bond
Phone: 610-444-4357	Grant Proposal Contact Name: Carrie Freeman
Website: www.unitedwayscc.org	Grant Proposal Contact E-mail: ceo@unitedwayscc.org
EIN: 23-1260899	Grant \$ Amount Requested: 31,808
Year Founded: 1945	

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: Carrie H. Freeman	Date: 11/3/20
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Nonprofit Field/s of Interest

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

Figures	Current	PRE-COVID (as of 1/1/20)
Annual Operating Budget	\$ 300,265	\$ 303,554
Full-Time Equivalent Paid Staff	# 2	# 2
# Board Volunteers	# 25	# 25
# Committee Volunteers	# 25	# 35
# Active Direct Service Volunteers	# 48	# 230
Annual Volunteer Hours	# 889	# 1654

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:			ChesCo Dept Human Svcs

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

Narrative: In a few concise paragraphs, please explain:

- Mission** - To improve people's lives by mobilizing the caring power and resources of our community; to provide local non-profit agencies with needed financial, professional, and strategic support; and to ensure that contributions fund programs that effectively move people from crisis to independence.
- What geographic area is served?** (If not all of Chester County, specify primary Chester County regions served)
Southern Chester County which encompassing the geography of the 4 southern school districts – Avon Grove, Kennett, Oxford, and Unionville-Chadds Ford
- What population is served? How have your service numbers been impacted by COVID?** UWSCC doesn't provide direct services to individual clients. We raise donations to fund nonprofit services to about 18,000 residents in

southern Chester County with health and human service needs. Our funded nonprofits dealing with crisis intervention during the pandemic have seen their client numbers go through the roof and those nonprofits will see a quadrupling of their service numbers before this pandemic ends.

4. **What has been the impact of COVID-19, and how has your nonprofit responded?** Like all nonprofits, we have been affected by COVID-19 in our cessation of in-person fundraising events. We have 2 signature events (Chocolate Lovers Festival and Wine & Chocolate Evening) which were unable to be held and dealt a \$40,000 hit to our revenue stream.

We have a small office and can't socially distant safely in it, so my staff has been working on swing shifts so they are not intersecting with each other in the office. Our financial systems prohibit employees working remotely due to the imperative to safeguard donors' information.

We had to let go of our marketing position employee due to COVID-19, budgetary constraints, and her inability to get out and about, interacting with our agencies. We have had to increase the hours of a part-time employee to cover the new social media platforms we have added to our outreach since the pandemic hit. We are also planning to use 2 contractors at a per diem rate to help us get our messaging out in videos for social media posts and increased print media.

Prior to COVID-19, all our committee meetings and our allocation meetings were held in person. We have had to adapt to new technology and now run our meetings online using Zoom.

Campaigning during COVID-19 has been extremely difficult. We used to physically appear at our local workplaces to make a verbal in-person pitch to encourage giving. Now we are not permitted on-site, even if the workplace is functional for employees in person. We are struggling to produce campaign videos to connect with employees at workplace campaigns, create online workplace pledge forms, and plan to ramp up our direct mail solicitations.

The allocation process in the spring in pre-COVID days involved 8 days of in-person presentations and over 70 volunteers from the community. We need to completely revamp our allocation process for this spring since it will have to be done virtually. We deeply value the involvement of our community members in this important process for deciding where the dollars raised are invested for the next year. We will have to seriously redesign our large allocation panels process to get the job done.

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?**

We have 3 requests for funding:

1) Reworking our allocation process program:

We have no choice but to be innovative in addressing our allocation process during COVID. We normally print out copious paper applications which we bind into notebooks for all of our 60+ allocation panelists and hand them out at their in-person panelist trainings. We have used reams of paper in the past and required our applying agencies to copy and deliver 25 application packets for us to hand out. Without in-person meetings due to COVID, we need to purchase a wireless high-speed document scanning system to scan all these applications and get them emailed to our community volunteers.

Adding online meeting technology (Zoom) is another way we had to innovate due to COVID. We need to use online meetings since COVID for all our board business (board meetings, annual meetings, and committee meetings) and will have to use this technology for the upcoming allocation process. This was an unexpected addition to our budget.

We will have additional unplanned-for staffing hours to run this modified allocation process. We could potentially be running the panels virtually in the evenings or on the weekends this spring. Instead of 3 hour time blocks where we heard from 3 different agencies in a single time block, we will need to host 1.5 hour blocks per agency request, probably during non-workday hours. This will involve extended staff hours which were not budgeted for.

2) Technology and PPE needs

Pre-COVID we didn't have the need for online meetings and none of our 3 workstations had microphones or cameras. Currently, we have only one laptop with this capability. For our 3 workstations, we need new monitors

with speakers, UPS/AVR battery backups and surge protectors, web cams with microphones, and we need to replace our existing NAS server with a more reliable setup.

Our offices are small, shared, and windowless. There is a lot of foot traffic passing down our hallway with the potential of transmitting coronavirus. I have had to move my 2 part-time staff to isolated swing shifts to safely socially distance. We need 2 UV ionic air purifiers for each office to help sanitize the air trapped in our offices. We also have a committed cleaning routine daily as we transition through staff changes and use of the common machines like the copier. We would appreciate 2 more cases of antibacterial wipes.

3) Innovative marketing efforts to make up for loss of event revenue

Fundraising is challenging this year. Due to the pandemic, we had to let go of our marketing part-time employee. Yet we needed to double-down on increasing our marketing efforts in social media, print, and direct mail. We are asking for funding for 2 part-time contractors to handle some of our marketing efforts in video production and creation of articles, increased hours for our in-house employee to handle the social media in various platforms, and help with a specific bulk mailing to drum up new donations.

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?

Our total of a 3-part request is \$31,808. Our annual operating budget is \$303,265 so our request is 10% of that. We are projecting a \$40,000 revenue loss due to the loss of our events. We would use all these funds by the end of 2021 in staffing and the physical items would be purchased immediately (since we needed them yesterday!).

Revamping the allocation process:		
	Epson FastFoto FF - 680W Wireless High-Speed Photo & Document Scanning System	\$600
	Zoom as our new technology for meetings and needed the capability of co-hosts	\$519
	Add'l staffing hours to prep and run modified allocation process over current part-time staffing hours	\$6,091
	TOTAL for INNOVATIVE ALLOCATION PROCESS	\$7,210
Technology needs and PPE		
	Storage server upgrade Intel Processor	\$680
	3 Ace 27" Ga76HL monitors with speakers, webcams w/ mics, battery backups, and surge protectors	\$996
	Computer installer - 9 hrs. @ \$99/hr	\$891
	2 cases of antibacterial wipes	\$120
	2 Air Oasis G3 Series UV Ionic Air Purifiers	\$798
	TOTAL for Technology & PPE	\$3,485
Marketing costs due to COVID-related reduced revenue		
	2 part-time contractors to replace the employee we had to let go	\$12,700
	Extra hours for in-house social media work	\$3,151
	Extra giving incentive USPS mailing to 23,000 (designer, postcards, & mailing costs)	\$5,262
	Total for Increased Marketing Efforts	\$21,113
TOTAL GRANT REQUEST		\$31,808