

## GRANT PROPOSAL GUIDELINES

- We **connect people who care with causes that matter, so their philanthropy makes a difference now & forever.**
- We are a **collection of Field of Interest & Donor Advised Funds** with **@\$3.5M granted annually** to nonprofits in Chester County & beyond.
- **99%** of our grants are made by our generous Fund Advisors, who make grant decisions all year.

**Proposals submitted by nonprofits are considered for 2 types of grants:**

### Field of Interest & Donor Advised Funds (No Deadline)

- ◇ Grants **focus on Chester County** causes & issues, but are not limited to Chester County.
- ◇ Charitable nonprofits working **in all fields of interest** are considered for grant awards. (I.e. arts, culture, & humanities; education; community improvement; environment; religion; health; & human services)
- ◇ **General operating** grants are encouraged. Nonprofits should be specific about their mission, goals, & measurable outcomes.
- ◇ Proposals can be submitted **anytime all year.**
- ◇ Grant decisions are made **intermittently** all year, as Fund Advisors desire.
- ◇ Grant **awards** typically range from **\$500-\$7,500.**

### Fund for Chester County Capacity Building Grants (Due 9/15)

- ◇ For eligibility in this grant program, nonprofits must be **located in & serve Chester County.** NPO's with budgets of \$500,000 or less are given preference.
- ◇ The goal of capacity building grantmaking is to **strengthen the effectiveness of NPO's serving the Chester County region,** in areas including:
  - Mission, Vision & Strategy
  - Governance & Leadership
  - Partnerships & Collaborations
  - Operations & Technology
  - Fundraising, Development & Marketing
- ◇ Proposals must be submitted by **September 15** to be eligible for consideration.
- ◇ Grant **awards** typically range from **\$500-\$5,000,** with monies distributed by **February.**

- Use this form @ [www.chescocf.org](http://www.chescocf.org) to apply online for grants from all Community Foundation Funds.
- **Email proposals to [grants@chescocf.org](mailto:grants@chescocf.org)**
- Proposals are considered "complete" when CCCF has **confirmed** receipt of the **Grant Proposal Summary Sheet, Narrative & Attachments.**
- Proposals are shared electronically and online with Fund Advisors, Donors & Grant Panels.
- Per IRS Regulations, applicants **must be** charitable, tax exempt organizations with 501(c)(3) certification & **cannot** be individuals.

Please contact Grants Administrator **Kevin Baffa** at **(610)-698-8211** or **[grants@chescocf.org](mailto:grants@chescocf.org)** with any questions.

I. CHESTER COUNTY COMMUNITY FOUNDATION  
GRANT PROPOSAL SUMMARY SHEET

One page only. This page will be shared electronically with Grant Panel Members & Fund Advisors.

Note: If Philanthropy Network's Common Grant Application is used, CCCF's Summary Sheet MUST accompany application.

To obtain an electronic version of this application, visit [www.chescocf.org](http://www.chescocf.org)

Date 9/23/2020

Contact Information

Organization Name: Family Promise of SCC  
Address: 1156 West Baltimore Pike, P.O. Box 394  
Kennett Square, PA 19348  
Phone: 610-444-0400  
Website: www.familypromisesc.org  
Year Incorporated: 2014  
FEIN: 35-2518819

ED/CEO Name: Renna Van Oot  
ED/CEO E-mail: ed@familypromisesc.org  
Board Chair Name: Kim Zuleba  
Board Chair Approval (check here):   
Primary Contact Name: Liberty Breen  
Primary Contact E-mail: lbreen@familypromise scc.org

Organization Information:

Field/s of Interest:

\_\_\_ Arts, Culture & Humanities      \_\_\_ Environment/Animal Welfare      \_\_\_ Education  
\_\_\_ Health      \_\_\_X\_ Human Services      \_\_\_ Religion

Mission: Family Promise of Southern Chester County helps families with children experiencing homelessness achieve sustainable housing and stability.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):

School districts of Kennett Consolidated, Avon Grove, Oxford and Unionville-Chadds Ford

Describe Population Served & Annual Number of People Served:

Family Promise serves families experiencing homelessness. 74% are single mothers In 2019, Family Promise served 14 families (17 adults and 14 children) in the program along with an additional 28 alumni families as well as an additional 60 families with rental assistance.

Annual Budget \$ 475,825

\_\_\_ 71 \_\_\_ % of budget for program expenses      \_\_\_ 4 \_\_\_ # of Full-Time Equivalent Paid Staff  
\_\_\_ 20 \_\_\_ % of budget for administrative expenses      \_\_\_ 11 \_\_\_ # of Board Volunteers  
\_\_\_ 9 \_\_\_ % of budget for fundraising expenses      \_\_\_ 850 \_\_\_ # of Active Non-Board Volunteers  
\_\_\_ 14,000 \_\_\_ # of Volunteer Hours  
100 % total

Top 3-5 funding sources:

United Way of Southern Chester County, Oxford Area Foundation, The Philadelphia Foundation.

Is this grant proposal for: Capacity Building \_\_\_ or General Operating \_\_\_X\_\_\_?

If Capacity Building Proposal, the focus is:

\_\_\_ Mission, Vision & Strategy      \_\_\_ Governance & Leadership      \_\_\_ Partnerships & Collaborations  
\_\_\_ Fundraising, Development & Marketing      \_\_\_ Technology      Other: \_\_\_\_\_

Grant Amount Requested from the Community Foundation: \$15,000.00

Proposal Summary:

Homelessness does not discriminate based on age, gender, race or religion. The root cause of homelessness in America is the lack of affordable housing to meet the needs of low-income families. Family Promise of Southern Chester County respectfully requests a \$15,000 grant for General Operating Expenses to assist us in serving the core needs of more families and strengthening our governance, organizational, and incorporate infrastructure capacity to overcome the challenges of homelessness especially in light of the uncertainty of Covid – 19 and the challenges it brings.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

*Provide clear, concise information. 3 pages maximum.*

### 1. Nonprofit's history, goals, key achievements & distinctiveness

**History:** Family Promise of Southern Chester County (FPSCC) was created to address the growing problem of homeless families with children experiencing homelessness in the communities defined by the four southern Chester County school districts of Kennett Consolidated, Avon Grove, Oxford, and Unionville-Chadds Ford. FPSCC is a 501(c) (3) non-profit organization, which was incorporated in the Commonwealth of Pennsylvania. The program was initiated due to community individuals and organizations becoming aware and concerned about the dual issues of increased number of families experiencing homelessness and the total lack of shelter beds in this part of the county. The Family Promise model was chosen as the solution. It is cost effective, provides a caring and family-friendly environment, serves only families with children, achieves long term client outcomes, and provides an opportunity for multiple levels of lasting community support.

FPSCC was established as an affiliate of national Family Promise by a seven-member board with the early support of United Way of Southern Chester County, Kennett Area Community Services, Oxford Neighborhood Services and La Comunidad Hispana. A Resource Day Center was located, funds raised for renovations and a full years' budget, congregations were recruited, and volunteers were trained. FPSCC then opened to accept families on November 1, 2015. FPSCC operates in collaboration with the Chester County "Decade to Doorways" initiative to eliminate homelessness.

**Goals:** 1. Provide emergency shelter, meals and comprehensive support services for families experiencing homelessness in Southern Chester County; 2. Refer families to appropriate agencies for job training/retraining and other social services; 3. Help families experiencing homelessness secure a financially sustainable home; 4. Increase community collaboration and volunteerism to advocate for the need for sustainable wages and affordable housing.

#### **Key Achievements:**

1. In 2019 FPSCC provided 2,572 shelter nights to 14 families (17 adults and 14 children). 74% were single moms.
2. Since 2019, FPSCC has served 28 alumni families with case management & homeless prevention.
3. As a result of COVID – 19, FPSCC provided rental assistance to an additional 80 families.
4. 100% of the families remain in stable permanent housing – some more than three years.
5. Finalized a Strategic Plan dated 2019 – 2022, with four strategies: a) alleviate the impact of the lack of affordable housing on families; b) target outreach to populations we are not presently reaching; c) increase resources offered to our families and; d) expanded, retain, and support our volunteers and congregations. Covid-19 has caused us to re-prioritize a number of our goals. The Executive Committee and Executive Director remain active in overseeing the priorities.
6. In 2019, FPSCC began more formally evaluating families at 3, 6, 9, and 12 month intervals through Family Promise's national assessment tools in the Salesforce based platform FPForce.
7. Hired three new employees to further FPSCC's mission: 1) Executive Director, Renna Van Oot, JD, MSS, MLSP 2) Case Manager, Antoinette Gomez, LCSW and 3) Development Manager, Liberty Cagande-Breen, JD.

**Distinctiveness:** This program was initiated as a direct result of the dual issues of increased number of families experiencing homelessness, coupled with the total lack of family shelter beds in this part of the

county. For example, a single mother with a 12 year old son would be required to send him, alone, to a men's shelter. As a result, parents choose to find makeshift, inadequate living arrangements e.g. living in vehicles, doubling and tripling up with family, friends or acquaintances, or staying in housing unfit for human habitation, to avoid being separated. These often-unsafe arrangements do not enable them to take the steps necessary to achieve sustainable, safe housing for their families.

Community members involved in establishing FPSCC did not want to create a shelter due to the high cost and sense of institutionalization. They chose the Family Promise model as the solution that would be cost effective, provide a caring and family-friendly environment, serve only families with children, achieve long-term family outcomes, and provide an opportunity for multiple levels of lasting community support. Family Promise's cost per day is approximately 1/3 the average cost of traditional shelters. Our budget includes comprehensive services and a minimum of one year of follow-up.

## **2. Funding request**

### **• Description of key initiatives**

When FPSCC began in 2015, we provided comprehensive case management surrounding a rotational shelter structure. With the help of much needed funds from CCCF, we have evolved to include the following programs in order to better serve the needs of families experiencing homelessness in our area.

Back to School Program: FPSCC understands that education, certifications and diplomas from accredited organizations enable our families to draw higher salaries. FPSCC will loan a qualifying individual up to \$5,000 at 0% interest to attend an accredited institution. Loan payback starts when a job is secured and is scheduled over 24 months. After 12 months of employment and loan payback, the balance of the loan is forgiven.

Help You Move-In Program: Moving into a new home is expensive. FPSCC will pay the family's first month's rent and security deposit.

Savings Match Program: Homelessness often occurs when savings are depleted. In order to guard against such a situation in the future, FPSCC will match savings, dollar for dollar, up to \$750. This program is accessed only during the first year of the FPSCC Program. It is a one time match.

Micro-Loan Program: Emergencies occur, and it is FPSCC's goal to ensure families are not derailed by unexpected issues. This program will cover utility bills, rent, auto costs, school expenses. This loan is given up to \$1,000 at 0% interest and must be repaid within 6 months.

Pets with a Promise Program: Experiencing homelessness should not mean losing an important part of your family. Pets have been shown to teach children responsibility, compassion and sharing. FPSCC will provide boarding, veterinary care and supplies at no cost to the families while they are in the rotational shelter program.

Wheels to Work Program: In Southern Chester County, public transport is not always accessible. It is difficult to reach work, childcare or doctors without a car. If a program participant requires car repairs, FPSCC will ensure they are paid.

We are so grateful for the opportunity to apply for support in 2020. With the advent of COVID-19, our situation with housing our families is insecure. Our rotational program has had to pivot as a result of our churches closing their doors. A temporary solution has been provided, but it is uncertain when the moratorium on evictions will be lifted. Should this happen, FPSCC will only have 45 days to find

alternative housing for our families. This will involve a significant amount of time from our 4-person office as well as expenses such as rental payments and moving costs that were not previously budgeted.

- **Specific needs & issues to be addressed**

We are still faced with a total lack of family shelter beds in this part of the county. Our greatest challenges are securing affordable housing for our families and coping with the lack of transportation resources in Southern Chester County. We are working closely with partner agencies to identify and serve the emergency needs of low-income families. We are advocating both on a community and county. The FPSCC program is extremely lean and has never managed so many community members at one time. We work with our graduate families, our families in the shelter program and now we are needed to serve a much larger community need.

- **Why it is important to fund this now:**

The growing need for affordable housing continues especially in 2020. As of August 2020, the unemployment rate in PA is 10.3%. This is almost double from the 5.8% unemployment rate in March 2020. Many of our families work in the restaurant or service industry. Restaurants closed and even now are not 100% open. Schools and day care centers remain closed or are open on a limited basis. Thus, mothers/fathers had to make hard choices and stay home with their children. As a result of not working, rent and utility bills cannot be paid. Landlords are presently awaiting the lifting of the moratorium to be able to evict families. Your General Operating Funds would help us assist those who are affected by or will be effected by the consequences of the virus. Some still in their homes are not secure, but in danger of losing power or being evicted. We will continue to provide resources as needed. We cannot decrease the support we give without endangering the health of our community members. This is an even more dangerous time to become homeless.

- **How impact & results will be demonstrated**

The anticipated outcomes for our families include: 1. Successful families will have had an average stay of eight to ten weeks in the program prior to settling into stable and affordable housing, with some exceptions made due to the pandemic; 2. At least 75% of the families will remain in stable housing one year after they leave the program; 3. The number of donors (individual, corporate and foundations) will be increased by 20%.

FPSCC utilizes a database called FPForce to capture data on our families and their progress toward meeting formally established goals on savings, improved credit scores, wage growth, and social services accessed during their stay in our program. Upon placement in permanent housing, FPSCC provides an ongoing Graduate Support Program for one year (more or less, based upon needs), providing on-going counseling, budget support, occasional security deposits, and referrals to help ensure their success. Data gathered through this process enables us to evaluate the metrics identified to determine how successful we are in meeting our planned outcomes.

- *For capacity building grant proposals:*

- *How will this capacity building initiative impact your nonprofit?*
- *How will this impact be measured?*
- *Include a description of the expected activities; timeline & costs to implement the initiative. If external consulting services are required, include the anticipated costs & expertise of the consultants to be hired. Include external consultant proposals if applicable.*

### III. ATTACHMENTS

*E-mail or mail this support information*

- X 1. Copy of 501 (c) (3) federal tax-exempt letter
- X 2. List of Board of Directors, with their affiliations
- X 3. Most recent annual report & financial statement, audited if available
- X 4. Itemized organizational operating budget with actual results for prior fiscal year & current fiscal year to date
- N/A 5. If capacity building initiative, itemized budget (including external consultant's proposal, if applicable)
- X 6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why.

- Use this form @ [www.chescof.org](http://www.chescof.org) to apply online for grants from all Community Foundation Funds.
- **Email proposals to [grants@chescof.org](mailto:grants@chescof.org)**
- Proposals are considered "complete" when CCCF has **confirmed** receipt of the **Grant Proposal Summary Sheet, Narrative & Attachments**.
- Proposals are shared electronically and online with Fund Advisors, Donors & Grant Panels.
- Per IRS Regulations, applicants **must be** charitable, tax exempt organizations with 501(c)(3) certification & **cannot** be individuals.

Please contact Grants Administrator Kevin Baffa at  
(610) 696-8211 [grants@chescof.org](mailto:grants@chescof.org) with questions.



## WHAT IS CAPACITY BUILDING?

**Capacity building helps bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity, in order to more effectively & efficiently fulfill its mission.**

Capacity building may include (but is not limited to) projects which address:

- **MISSION, VISION & STRATEGY**  
Organizational Assessment - Strategic Planning - Financial Planning
- **GOVERNANCE & LEADERSHIP**  
Board Development - Executive Transition/Succession Planning - Leadership Development - Staff Training & Professional Development
- **PARTNERSHIPS & COLLABORATIONS**  
Coalition Building – Collaboration - Mergers & Acquisitions - Strategic Restructuring
- **RESOURCE DEVELOPMENT & MARKETING**  
Major Gift Donor Identification, Cultivation, Development & Stewardship - Development Campaigns (Annual, Capital, Planned Giving) - Earned Income Development - Social Enterprise Feasibility & Development - Marketing, Branding & Communications
- **TECHNOLOGY & OPERATIONS**  
Business Continuity Planning - Financial Management - Human Resources - Volunteer Management - Industry Certification - Risk Management - Technology Improvements