

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)	Fund for Chester County Capacity Building Grants (Due 9/15)
<ul style="list-style-type: none"> ◇ 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 <u>anytime all year.</u> ◇ Grant decisions are made intermittently all year, as Fund Advisors desire. 	<ul style="list-style-type: none"> ◇ 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: <ul style="list-style-type: none"> ○ Mission, Vision & Strategy ○ Governance & Leadership ○ Partnerships & Collaborations ○ Operations & Technology ○ Fundraising, Development & Marketing

- Use this form @ www.chescocf.org to apply online for grants from all Community Foundation Funds.
- **Email proposals to 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 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*

Date

Contact Information

Organization Name: UpTown Entertainment Alliance
Address: 226 N. High Street
Phone: 610-356-2787
Website: www.uptownwestchester.org
Year Incorporated: 2011
FEIN: 45-3707844

ED/CEO Name: April Evans
ED E-mail: april@uptownwestchester.org
Board Chair Name: Holly Brown
Board Chair Approval (check here):
Primary Contact Name: Debra Danese
Email: debra@uptownwestchester.org

Organization Information:

Field/s of Interest:

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

Mission: Uptown! Entertainment Alliance operates the Uptown! Knauer Performing Arts Center as a home for live performance, film, education and the life of our community.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): Uptown!Entertainment Alliance (UIEA) serves mainly the Greater West Chester area, including Delaware County and Northern New Castle County, Delaware, and SE Pennsylvania.

Describe Population Served & Annual Number of People Served: UIEA serves children through senior citizens. In 2019, UIEA attracted over 28,000 patrons to our theatre and over 630 participants in or WC Studios theatre education program.

Annual Budget \$ 1,900,000 2 # of Full-Time Equivalent Paid Staff
43 % of budget for program expenses 20 # of Board Volunteers
55 % of budget for administrative expenses 50 # of Active Non-Board Volunteers
2 % of budget for fundraising expenses 3300 # of Volunteer Hours
100 % total

Top 3-5 funding sources: Ticket Sales, Donations, and Sponsors

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

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: \$ 18,547.00

Proposal Summary: UIEA is requesting \$18,547.00 to purchase two Motion Capture (MoCap) Smartsuit Pros with Face Capture, and the corresponding hardware and software to develop and expand our performance and educational programming.

II. CHESTER COUNTY COMMUNITY FOUNDATION

GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

1. Nonprofit's history, goals, key achievements & distinctiveness: Since its beginning in 2011, Uptown! Entertainment Alliance (UEIA) in West Chester, PA, has made strides to be accessible and all-inclusive to the diverse demographics of its community. The venue is meant to be a cultural hub for families and individuals to engage in music, art, drama, film, lectures, education, and live performances.

The arts offer an opportunity to present different view-points and create broader perspectives. As such, UEIA uses art as the catalyst for change and believes that is what distinguishes us from others. We also strive to challenge and push the boundaries of innovation to stay in the forefront of community engagement and to continue building relationships through the diversity of our programming. For example, our speaker series has taken a candid look at religion, politics, school shootings, and social equality. We also aim to offer diverse programming through our Chanting and Chocolate, TEDx, and our Latin Program.

Through its Community Ticket Program, UEIA is able to provide high quality entertainment experiences for individuals who would otherwise miss out on enjoying live theatre because of social, economic, medical or other restrictive circumstances. The program focuses on enhancing the lives of underprivileged and at-risk youth, the medically dependent or disabled, and low-income senior citizens.

UEIA also provides scholarships to adults and students (of any age), with demonstrated need, in order to afford them a chance to participate in workshops, classes, and summer camps presented through our theatre.

We address challenges directly and encourage new ideas and open dialogue within our organization. In addition, UEIA builds its programming around experiences that will be both entertaining and thought provoking. With support, we have been able to increase our outreach with expanded community ticket offers, theatre scholarships, and educational programs such as our in-school Battling Bullying through Improv. As a result, we have been able to expand both our establishment and public offerings.

2. Funding request

- **Description of key initiatives**
- **Specific needs & issues to be addressed**
- **Why it is important to fund this now**
- **How impact & results will be demonstrated**

- *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.*
 -

UEIA is requesting funding to obtain Motion Capture (MoCap) technology to develop and expand our performance and education programming. The Smartsuit Pro uses cutting edge technology to create

an entire motion capture studio in one wireless body suit. The method captures an individual's movements and renders it into a 3D animated character.

The Smartsuit Pro is a body suit that is completely intuitive to wear and use. The suit is put on like regular clothes and enables anyone to capture human motion anywhere. Once on, you open your software, calibrate the system, and start capturing data in less than a minute. The textile suit is made of nylon-based fabric with adjustable straps so it can fit all body types. Face Capture electronically converts the movements of a person's face into a digital database.

The Smartsuit Pro and Face Capture would be one-of-a-kind teaching tool for our theatre education program, WC Studios. The suit is fully mobile and can be used in any environment to foster the next generation of creatives. There are a variety of educational uses that bring to life a range of courses that would provide new opportunities for expressiveness and interaction in performance and dance. Using the motion capture experience is a way for students to examine their and others' movement patterns in greater detail, and study body language in various acting scenarios.

MoCap is a common tool in film and 3D media production, with actors having to wear these suits while acting in order to create a lifelike animation. Familiarity with this technology, and the particular acting skills it requires, would give students an edge when trying to land these types of roles. The technology provokes multi-sensory learning and would prompt theatre students to be more aware of their physical and facial expressions as it relates to stage performance. Implementing this technology would elevate our educational program, bolster our course offerings, raise our student's training to a higher caliber, and provide them with a competitive edge in their theatre studies. The accompanying software would allow us to create different user profiles so that the individual teacher and student can use their own body measurements and keep track of exactly what work they have been doing. The technology is relatively new and would allow us to deliver a first-class educational experience.

An integral part of UIEA's mission to be at the forefront of audience engagement. In order to stay vital and relevant, we need to continue building innovative experiences that set us apart as a multi-disciplinary arts organization. Our programming could be brought to a whole new level with MoCap equipment as it would enable creators to turn any space into a professional motion capture stage. The Smartsuit Pro would allow us to heighten the live arts experience for our patrons and, ideally, expand our reach to a new and broader demographic of audience members. We believe the capabilities that this technology can provide would diversify our performances and provide exciting prospects for our Speaker Series. We would also be able to offer artists and creators a resource to collaborate on new and original projects that would culminate in world premieres at our venue.

To use this technology in real time, we would develop a piece of software that connects with the studio software, rendering a visual with any 3D environment we would like, and a 3D avatar controlled by a performer in the motion capture suit. This real time visual would be treated as video, either projected onto our stage or live streamed to audiences in their homes. The possibilities of these types of performances are near endless. It is also possible that this could be an interactive experience for the audience. It would be achievable to build the software to allow for users that the experience is being broadcast to interact with the experience and actors, much like a video game.

Our goal is to introduce and launch this technology in our 2022 season. This would allow us time to research, develop, and market effectively. It would also provide us time to train our instructors and seek out 3D modelers and performance artists for specific projects.

III. ATTACHMENTS

E-mail or mail this support information

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

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*Connecting people who care with causes that matter,
so their legacies make a difference.*



CHESTER COUNTY
community
FOUNDATION

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