

## 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 11/12/20**

**Contact Information**

Organization Name: Wayne Art Center  
 Address: 413 Maplewood Ave., Wayne, PA 19087  
 Phone: 610-688-3553  
 Website: [www.wayneart.org](http://www.wayneart.org)  
 Year Incorporated: 1932  
 FEIN: 23-6392259

ED/CEO Name: Nancy Campbell  
 ED/CEO E-mail: [nancy@wayneart.org](mailto:nancy@wayneart.org)  
 Board Chair Name: James L. Cobb  
 Board Chair Approval (check here):   
 Primary Contact Name: Nancy Campbell  
 Primary Contact E-mail: [nancy@wayneart.org](mailto:nancy@wayneart.org)

**Organization Information:**

**Field/s of Interest:**

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

**Mission:** The mission of Wayne Art Center is to provide instruction in the studio arts and to build appreciation of the visual and performing arts through our many exhibits, lectures and programs. We are of the strong belief that everyone – regardless of economic, age or developmental obstacles – is enriched by the arts.

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

Wayne Art Center is physically located in Delaware County, directly adjacent to Chester County. The Center serves students from throughout Chester County, primarily in the areas within a 15-mile radius of the Center. Many studio and outreach students reside in Easttown, East Goshen, East Pikeland, East Vincent, East Whiteland, Phoenixville, Schuylkill, Tredyffrin, Willistown, West Whiteland Townships and more.

**Describe Population Served & Annual Number of People Served:** Wayne Art Center annually welcomes over 35,000 visitors and program participants from the Delaware Valley and beyond. In addition, more than 6,000 children and adults enroll in nearly 500 classes and workshops annually, and close to 1,700 children enroll in our summer camp. Students and visitors range from toddlers to seniors. Approximately 50% of our participants reside in Chester County.

**Annual Budget** During COVID \$ 585,000

___ 35 ___ % of budget for program expenses	___ 5 ___ # of Full-Time Equivalent Paid Staff
___ 45 ___ % of budget for administrative expenses	___ 15 ___ # of Board Volunteers
___ 20 ___ % of budget for fundraising expenses	___ 40 ___ # of Active Non-Board Volunteers ( if Summer Art Camp and the Wayne Plein Air Festival take place in 2021)
<small>100 % total</small>	___ 600 ___ # of Volunteer Hours

**Annual Budget** Pre-COVID \$2,000,000

___ 40 ___ % of budget for program expenses	___ 10 ___ # of Full-Time Equivalent Paid Staff
___ 45 ___ % of budget for administrative expenses	___ 15 ___ # of Board Volunteers
___ 15 ___ % of budget for fundraising expenses	___ 150 ___ # of Active Non-Board Volunteers
<small>100 % total</small>	___ 1500 ___ # of Volunteer Hours

**Top 3-5 funding sources:**

Archie W. and Grace Berry Foundation  
Connelly Foundation  
Pennsylvania Council on the Arts  
William Penn 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:** \$\_\_7,500\_\_\_\_\_

**Proposal Summary:** The pandemic has greatly impacted Wayne Art Center, a vibrant and integral community resource. Months of closure due to COVID-19, followed by limited online and on-site classes has greatly reduced earned income. Likewise, cancellation of 2020 Summer Art Camp, major fundraising events, exhibits, and public concerts have significantly impacted our operating budget, with a projected loss of nearly 75% by June 30, 2021. A grant from the Chester County Community Foundation will help Wayne Art Center continue providing services through this challenging period of time.

## Organizational Background

Wayne Art Center has enriched the community through art since its founding in 1930. Our mission is to make the arts available to all members of our community. We are of the strong belief that everyone – regardless of economic, age or developmental obstacles – is enriched by the arts. We provide instruction in all phases of the fine arts, selective crafts, music and drama, exhibitions, performances and special events for artists and crafts people; outreach educational programs for people with special needs; and a community gathering place for artists.

Wayne Art Center has evolved over the years into one of the most vibrant art centers in the region. Our two exhibition galleries host more than 20 free exhibitions each year. The Center is a busy and vital cultural resource, welcoming close to 25,000 visitors and program participants a year.

The majority of students reside in Chester and Delaware counties; a small percentage of students come from other counties in the five-county area. More than 6,000 children and adults enroll in nearly 500 classes and workshops annually, and close to 1,600 children enroll in our summer camp.

Offering art instruction to those with underserved or special needs is a key part of Wayne Art Center's outreach mission. Through our Outreach Programs we form partnerships with special needs populations, schools and groups in order to increase access to the arts and provide arts enrichment activities. Our Outreach Programs include:

**After School Enrichment.** Wayne Art Center collaborates in two tuition-free After School Enrichment programs – St. Augustine Academy for Girls in Norristown and Unity for the Community in Wayne. The programs supplement classroom learning by offering academic support and enrichment through exposure to the arts, while emphasizing life skills and building self-esteem – all in a stable, cooperative and supportive environment.

**Meet Me at WAC: Art for Alzheimer's** provides a forum for dialogue and creativity by looking at and making art for those with early to mid-stage Alzheimer's disease and their family members or care partners. Participants come from area facilities, including Brandywine Senior Living at Haverford Estates, BrightView in Devon, The Hearth at Drexel, Rosemont Presbyterian Village, Highgate at Paoli Pointe, The Quadrangle and Waverly Heights.

**Timothy School Collaborative.** Wayne Art Center provides an instructor, free of charge, to provide art lessons for students at the Timothy School in Berwyn, which serves K-12 students on the autism spectrum from throughout the five-county area.

**Broaden Your World** provides free classes in painting and ceramics for people with special needs. Classes encourage the development of personal expression and healing of physical coordination and mental outlook, as well as providing students with the pleasures of camaraderie.

**Plus Art** provides art classes to seniors, offering a social outlet and a way to stay active, involved and learn new skills. With 15% of the population in our local townships over the age of 65, Wayne Art Center is committed to the arts as a unique opportunity for older residents to stay active, involved and learn new skills.

Wayne Art Center's key achievements include:

- Creation of a space where community members feel welcome and have a sense of belonging.
- A diverse range of programming for all ages and levels of ability.
- The advancement of community partnerships.
- An extensive repertoire of exhibitions that have gained national attention and enhanced arts educational opportunities

## **REQUEST**

### **Key initiatives**

Many children and adults depend on Wayne Art Center's educational programs as part of their daily lives. During this time when we are able to operate at only a fraction of our normal capacity because of COVID-19 restrictions and precautions, we have developed and are offering a variety of classes and workshops online, outdoors, and in-studio. For children, we are providing private instruction and group learning experiences through increasingly popular pre-established pods where they can safely share a communal hands-on learning experience. We have also been able to continue our Outreach Program virtually for 70 children with autism spectrum disorders at the Timothy School.

### **Specific needs and issues**

The arts play an important role in our lives. During troubling times, the arts become even more essential to our well-being.

With the onset of COVID-19 in March 2020, Wayne Art Center closed its doors and began imagining how to serve our community in new, innovative ways. After eight weeks of closure, we offered limited online classes and workshops developed by our staff, which were received enthusiastically. As a result, we developed and are offering additional online classes throughout the fall, as well as limited, socially distanced on-site, outdoor and on-location classes and workshops at 50% capacity.

One of Wayne Art Center's Outreach programs, the Timothy School Collaborative, continues to provide art programs to all 70 Timothy School students, ages 5–21. For the fall and spring semesters 2020-2021, Wayne Art Center has developed virtual lessons for the Timothy School Collaborative so that students can attend classes from their homes. In this way, students are able to engage in the arts while maintaining important social relationships with their peers. Because of COVID precautions, Timothy School Collaborative is the sole outreach program currently being offered.

### **Why now?**

Wayne Art Center depends on approximately 80 percent of its revenue from earned income. Months of closure followed by limited online and on-site classes has greatly reduced earned income. During fall 2019, which was the last full semester before the COVID-19 outbreak, 1,200 students enrolled in over 200 classes, workshops and special programs for adults, youth, and families. During fall 2020, 450 adults and youth students have enrolled in approximately 60 on-line, outdoor and on-site classes.

Likewise, cancellation of 2020 Summer Art Camp, major fundraising events, exhibits, and public concerts have significantly impacted our operating budget with a projected loss of nearly 75% by June 30, 2021. While enrollment is down due to COVID-related capacity limitations, we continue to incur unanticipated costs for the development and implementation of in-studio and on-line programming as well as for on-site cleaning and disinfectant protocols.

### **How impact and results will be demonstrated**

Impact will be based primarily on actual revenue increases as compared to budget. Additional evaluation tools will be online student surveys, student testimonials, enrollment increases, repeat enrollments, membership increases, and parent and student anecdotal feedback.



