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:

<table>
<thead>
<tr>
<th>Field of Interest &amp; Donor Advised Funds</th>
<th>Fund for Chester County Capacity Building Grants</th>
</tr>
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<tbody>
<tr>
<td>(No Deadline)</td>
<td>(Due 9/15)</td>
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<tr>
<td>◊ Grants focus on Chester County causes &amp; issues, but are not limited to Chester County.</td>
<td>◊ For eligibility in this grant program, nonprofits must be located in &amp; serve Chester County. NPO’s with budgets of $500,000 or less are given preference.</td>
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<tr>
<td>◊ Charitable nonprofits working in all fields of interest are considered for grant awards. (i.e. arts, culture, &amp; humanities; education; community improvement; environment; religion; health; &amp; human services)</td>
<td>◊ The goal of capacity building grantmaking is to strengthen the effectiveness of NPO’s serving the Chester County region, in areas including:</td>
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<td>◊ General operating grants are encouraged. Nonprofits should be specific about their mission, goals, &amp; measurable outcomes.</td>
<td>◊ Mission, Vision &amp; Strategy</td>
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<td>◊ Proposals can be submitted anytime all year.</td>
<td>◊ Governance &amp; Leadership</td>
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<td>◊ Grant decisions are made intermittently all year, as Fund Advisors desire.</td>
<td>◊ Partnerships &amp; Collaborations</td>
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<td>◊ Grant awards typically range from $500-$7,500.</td>
<td>◊ Operations &amp; Technology</td>
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<td>◊ Fundraising, Development &amp; Marketing</td>
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<td>◊ Proposals must be submitted by September 15 to be eligible for consideration.</td>
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<tr>
<td></td>
<td>◊ Grant awards typically range from $500-$5,000, with monies distributed by February.</td>
</tr>
</tbody>
</table>

- Use this form @ www.chescof.org to apply online for grants from all Community Foundation Funds.
- Email proposals to 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)-698-8211 or grants@chescof.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: Easttown Library Foundation
ED/CEO Name: Alan J. Silverman, Library Director
Address: 720 First Avenue, Berwyn, PA 19312
Phone: (610)644-0138
Website: www.easttownlibrary.org
Year Incorporated: 1996
FEIN: 23-2835534
ED/CEO E-mail: asilverman@ccls.org
Board Chair Name: Maryann O’Conor
Board Chair Approval (check here): [x]
Primary Contact Name: Nancy Kang Rosin
Primary Contact E-mail: nrosin@ccls.org

Organization Information:
Field/s of Interest:
___x_ Arts, Culture & Humanities  ___ Environment/Animal Welfare  ___ Education
___ Health  ___ Human Services  ___ Religion

Mission:
The Easttown Library Foundation was established in 1996 as a separate and independent 501(c)(3) organization. Its sole mission is to support Easttown Library by raising funds through its Annual Fund for the library’s operating budget, assisting with grant funding, and growing the Endowment Fund to ensure the library’s long-term financial stability.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):
The Easttown Library is a medium-sized municipal public library in Berwyn, Pennsylvania, and one of 18-member libraries of the Chester County Library System (“CCLS”). Its mission is to provide reading and learning opportunities while supporting economic and cultural engagement for our community in a manner that supports evolving needs. The library primarily serves Easttown Township in Chester County and, together with the Tredyffrin Public Libraries, the Tredyffrin/Easttown School District. It serves all members of the community without regard to age, race, socio-economic status, or sexual orientation.

Describe Population Served & Annual Number of People Served:

According to American Community Survey Data, the 2016 population estimate of Easttown Township was 10,593 (46.9% male, 53.1% female) The data also shows that according to race, the population was 89.9% white. 1.5% Black or African American, 6.1% Asian. 1.8% two or more races, The data also estimates that 3.1% of the population is Hispanic or Latino of any race.

Easttown Library has 8,779 library card holders.

Annual Budget:

Easttown Library Foundation: $133,750  0  # of Full-Time Equivalent Paid Staff
11.4% of budget for program expenses (w/ EITC)  10  # of Board Volunteers
3.2% of budget for administrative expenses  ___  # of Active Non-Board Volunteers
12.9% of budget for fundraising expenses  500  # of Volunteer Hours

100% total
Easttown Library: $972,818
0 # of Full-Time Equivalent Paid Staff
2.5% of budget for program expenses 7 # of Board Volunteers
10.9% of budget for administrative expenses 0 (25 in 2019) # of Active Non-Board Volunteers
0% of budget for fundraising expenses 300 # of Volunteer Hours

Top 3-5 funding sources:

- The Easttown Library Foundation provides 9.7% of the funding for Easttown Library’s annual budget.
- The Friends of Easttown Library, a volunteer-based non-profit organization that is dedicated to supporting and promoting the library through special events and community programs, contributed 2.7% of the library’s annual budget in 2020 (2.1% in 2021 due to lost fundraising opportunities beginning in September 2020).
- The primary source of revenue for the library is from a mix of local, county and state government sources (76% in 2020; 89% in 2021 due primarily to a loss of library-generated revenue).
- Revenue from fees (e.g. fax and printing, meeting room rentals, notary public, and passport acceptance), fines and miscellaneous donations from individuals comprises 12.5% of the library’s 2020 budget and only 2.0% of its 2021 budget due to the suspension of most of those services and activities.

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: $3,000

Proposal Summary:

The member libraries of Chester County Library System ("CCLS") share the e-platform OverDrive/Libby through which cardholders of each of the 18 libraries access e-books and e-audiobooks. Easttown Library has committed significant resources over the past several years to build this shared collection. The popularity of e-materials grows steadily year by year. In 2019, 17.4% of the 3.079 million items borrowed from the libraries of the CCLS were e-books and e-audiobooks. During the first two months of 2021, that percentage grew to 31.9% of all items borrowed. Use of OverDrive/Libby in 2020 grew 36.3% over the previous year. Given the continuing demand for books in traditional formats and the higher cost structure and licensing demands of e-materials, the member libraries are finding it difficult to meet the growing demand for e-versions of books.

This grant would augment the library’s purchases of e-books and e-audiobooks for the shared digital collection hosted on the OverDrive/Libby app. Maintaining an e-material collection entails purchasing new titles, adding copies of popular titles, and repurchasing licenses for titles whose licenses are about to expire. Should Easttown Library Foundation receive a grant, it would expand its ability to provide a wide-ranging selection of available e-titles for all age groups and for all CCLS library card holders throughout Chester County.
II. CHESTER COUNTY COMMUNITY FOUNDATION  
GRANT PROPOSAL NARRATIVE  
Provide clear, concise information. 3 pages maximum.

1. Nonprofit’s history, goals, key achievements & distinctiveness

Easttown Library was established in 1905 as a reading room in Berwyn. It has grown to be a dynamic community center, providing invaluable resources and engaging programs. Prior to the pandemic, the library also offered numerous convenient services, including meeting room rentals, passport application acceptance, test proctoring, notary public, fax and copiers, computer access, free Wi-Fi, museum passes to 13 regional attractions, lending of 7 hotspots and visits to homebound library users. Although many in-person services were suspended due to COVID-19 restrictions in 2020 and 2021, the library plans to resume its numerous services once it is deemed safe to do so.

Easttown Library has a physical collection of over 51,250 items in a variety of physical formats and shares an online digital collection through Overdrive/Libby with the other 17 member libraries of CCLS. From 2019 to 2020, Easttown Library’s share of OverDrive/Libby use grew by 34.5% to total 174,455 uses.

The library also offers programs to toddlers, elementary-aged youth, tweens/teens and adults on wide-ranging topics including pre-literacy, literacy, STEAM, history, financial matters, and health and wellness. In 2020, 13,568 people attended 590 library programs, most of which were virtual due to COVID-19 restrictions.

In 2019, Library Journal ranked Easttown the 2nd best public library in Pennsylvania and 187th out of 6,333 nationally, which put the library in the top 3% of all public libraries. The PA Library Association also has awarded Easttown Library its PA Forward Gold Star library status in recognition of the breadth of services it provides.

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.

Easttown Library Foundation is respectfully requesting a grant in the amount of $3,000 on behalf of Easttown Library to purchase additional e-books and e-audiobooks to further expand the OverDrive/Libby digital collection.

Unlike purchasing books or materials for the library’s physical collection, ensuring the availability of e-materials requires purchasing licenses of digital versions of books and audiobooks. The licenses are not uniform in nature. Some are perpetual while others expire after a specific amount of uses or time period. The cost of licenses varies greatly also. At the high end, an e-audiobook license can cost as much as $95.
E-book licenses range from as little as $1.99 to as much as $90. Ideally, each member library of CCLS supports OverDrive/Libby based on its cardholders’ share of use of the overall collection, but budget constraints and other priorities can interfere with this standard for funding. Based on its assessment of the strong growth in demand for digital copies over the past several years, Easttown Library has purchased many more licenses than its users’ share. Over the past three years, the library’s contribution has been 3.8 times greater than its library cardholders’ share of use.

In 2020, the library budgeted $44,000 for OverDrive/Libby. By the end of the year, it had spent $94,000, including $15,500 from two generous grants which enabled the library to continue supporting the digital collection after exhausting its own resources.

It is important to have funding now to keep pace with the continually growing demand for e-materials. In 2019, 17.4% of the 3.079 million items borrowed from the libraries of the CCLS were e-books and e-audiobooks. During the first two months of 2021, that percentage grew to 31.9%. To meet this significant increase in usage of e-materials, the library must continue to purchase licenses for new titles, add more copies of popular titles, and repurchase licenses for titles whose licenses are about to expire. The goal is to strengthen the digital collection by providing a wide selection of e-materials, to decrease readers’ wait times for the popular e-titles they want to read, and to offer a broad and diverse range of content for all interests and ages.

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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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**