

## 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**,

- 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

**Contact Information**

Organization Name: Easttown Library Foundation  
 Address: 720 First Avenue, Berwyn, PA 19312  
 Phone: (610)644-0138  
 Website: [www.easttownlibrary.org](http://www.easttownlibrary.org)  
 Year Incorporated: 1996  
 FEIN: 23-2835534

ED/CEO Name: Alan J. Silverman,  
 Library Director  
 ED/CEO E-mail: [asilverman@ccls.org](mailto:asilverman@ccls.org)  
 Board Chair Name: Maryann O'Connor  
 Board Chair Approval (check here):   
 Primary Contact Name: Nancy Kang Rosin  
 Primary Contact E-mail: [nrosin@ccls.org](mailto:nrosin@ccls.org)

**Organization Information:**

**Field/s of Interest:**

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:**

<b>Easttown Library Foundation:</b> \$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

<b>Easttown Library:</b> \$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
<i>100 % total</i>		

**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 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:** \$ 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 2<sup>nd</sup> best public library in Pennsylvania and 187<sup>th</sup> 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.
- Use this form @ [www.chescof.org](http://www.chescof.org) to apply online for grants from all Community Foundation Funds.
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*Connecting people who care with causes that matter,  
so their legacies make a difference.*

## 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