

## 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

**Contact Information**

Organization Name:  
**French & Pickering Creeks Conservation Trust**  
Address: 511 Kimberton Road Phoenixville, PA 19460  
Phone: (610) 933-7577 ext. 112  
Website: www.frenchandpickering.org  
Year Incorporated: 1967  
FEIN: 23-6429095

ED Name: Bill Gladden  
ED E-mail: bgladden@frenchandpickering.org  
Board Chair:  
Myrtrice (“Penny”) McCaskill Hunt  
Board Chair Approval: X  
Primary Contact Name: Kersten Appler  
Primary Contact E-mail:  
kappler@frenchandpickering.org

**Organization Information:**

**Field/s of Interest:**

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

**Mission:** The mission of French & Pickering Creeks Conservation Trust is to preserve, steward, and connect people to the land in northern Chester County.

**Geographic Area Served:** The geographic impact of French & Picking Creeks Conservation Trust is vast. By protecting high-value watersheds including the Great Marsh, French Creek, Pickering Creek and the Schuylkill River, the direct impact of our work reaches from the Schuylkill Highlands to as far south as Wilmington, Delaware.

**Describe Population Served & Annual Number of People Served:** Over 15 million people, almost 5% of America’s population will benefit from our work. While all people residing in northern Chester County are the organization’s direct target population, many more enjoy the benefits of land preservation, stewardship and programming. Chester County is a recreational, historic and cultural destination for people residing in neighboring counties and the natural resources transcend political boundaries. French & Pickering continues to remain locally focused while reaching out to a broader base within a neighbor based local approach.

<b>Annual Budget</b> \$844,858	<u>6.75</u> # of Full-Time Equivalent Paid Staff
<u>87</u> % of budget for program expenses	<u>17</u> # of Board Volunteers
<u>10</u> % of budget for administrative expenses	<u>42</u> # of Active Non-Board Volunteers (auction/FCIT)
<u>3</u> % of budget for fundraising expenses	<u>400</u> # of Volunteer Hours
<i>100 % total</i>	

**Top 3-5 funding sources:** William Penn Foundation, Berry Foundation, Blue Sky Family Foundation

**Is this grant proposal for:** General Operating   X  

**Grant Amount Requested from the Community Foundation:** \$5,000- \$75,000

**Proposal Summary:** French & Pickering is seeking grant funding to support General Operations. Given the wide range of funding in this application, some specific examples at various price points are included in this request. Operating support is critical to the success of French & Pickering and without it, the organization would not be able to secure conservation easements, protect the watersheds, develop trail networks, manage the preserves, defend the easements, deliver programs and educational activities, work towards a sustainable financial base, or leverage our knowledge and relationships to promote an ethic of land stewardship

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

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

#### History

French & Pickering Creeks Conservation Trust was founded in 1967 by Sam and Eleanor Morris. The organization is recognized as a land conservation leader and has protected over 13,000 acres of farms, fields, forests and park lands. We work collaboratively with individual landowners, local, county and state governments, and partner conservation organizations to ensure land preservation in northern Chester County watersheds, which contain some of the most scenic and environmentally sensitive lands in Pennsylvania.

#### Goals

Land Preservation and Stewardship, Community Engagement, Public Access, Sustainability, Physical and Mental Health through Nature, Water Quality Improvements, Air Quality Improvements, Wildlife habitat.

#### Key Achievements

Founded in 1967, French & Pickering Creeks Conservation Trust has:

- \* Ensured the permanent protection of more than 13,000 acres of agricultural, natural, and park lands through donated and purchased conservation easements and public/private partnerships including additions to the State Game Lands, Warwick County Park, Brightside Farm Park (Charlestown Township) and French Creek State Park.
- \* Created greenways and secured more than 10 miles of trail right of ways along the French and Pickering Creeks.
- \* Continued to monitor and advocate for sound stewardship practices on all lands protected by French & Pickering conservation easements.
- \* Been accredited through the Land Trust Alliance, a designation awarded only to land trusts meeting the highest national standards for excellence and conservation permanence.

To help meet the increased demand for public access during the Covid-19 pandemic, French & Pickering expanded and enhanced public access to lands that it owns. This increased public access was made possible in part with funding administered by the Community Foundation and the Chester County Commissioners. We now seek to further expand the network of trails and increase the number of programs to meet what appears to be a sustained increased interest in nature:

- \* In September of 2019, French & Pickering opened its first publicly accessible preserve, the Thomas P. Bentley Nature Preserve. In response to the Covid-19 pandemic, French & Pickering opened a second 550 acre preserve, the Great Marsh Preserve in 2020 and tripled the parking capacity in 2021.
- \* In 2020 French & Pickering transitioned its Third Thursday Talks program to an online platform. These programs highlight locally- relevant environmental topics such as Owls, bird migrations, and invasive pests. Attendance regularly exceeds 100 with the most popular (so far) at 332.
- \* So far in 2021, French & Pickering has opened two new trails and has begun to establish additional trail opportunities at the preserves we own and manage.

## **Distinctiveness**

French & Pickering is the only community-based land trust working exclusively in northern Chester County. We serve the public by preserving and restoring land, providing public access, creating awareness and appreciation of nature, and fostering a sense of community through lectures and programs. We have adapted to changing community needs through the COVID-19 pandemic and look forward to meeting present and future needs with your help.

In addition to increased visitation and program participation, land development pressures have increased. While higher density living and less property maintenance was becoming popular, the pandemic was a catalyst for renewed interest in larger residences (to provide work at home opportunities), in less populated areas, with ready access to natural areas, trails and general outdoor recreational opportunities. In fact, pressure to develop unreserved lands is increasing while complex finances that create delays and challenges to completing conservation easement transactions are also on the rise. In response, French & Pickering is doing more owner outreach and engagement and working hard to identify funds for additional preservation staff. Your generous support would help to make it possible for us to continue providing our unique local brand of land conservation, stewardship and engagement to the northern Chester County region. Our most precious northern Chester County resources need us more than ever.

## **2. Funding request**

### **Key Initiatives**

#### **Initiative I: Land Preservation and Stewardship**

- Strategic and focused cultivation of land preservation projects. In addition to increasing our investment in land preservation staffing, we are seeking to raise \$15,000 to update our northern Chester county land preservation priority plan to reflect current opportunities and threats.
- Expand partnerships with municipalities and eased landowners to promote and implement water quality improvement projects. Municipal partnerships and coordination take time but have never been more important than they are today.
- Increase trails with public access. With over 4 miles of publicly accessible trails under management, additional funds will enable us to expand that network and improve maintenance of existing trails as they experience unprecedented popularity.
- Monitor and defend preserved lands. We continue to invest time and money holding up our responsibility to ensure the resources landowners have entrusted us to preserve remain out of harms way.
- We are adding a 2021 summer intern to help manage our preserve to safely accommodate the public and provide a meaningful, educational, and engaging visitor experience at a cost of slightly over \$5,000.

#### **Initiative II: Community Engagement**

- Expand the number and diversity of people engaged with the organization and the land.
- Build community and connections among easement owners, donors, and French & Pickering.
- Connect community partners to each other and to our mission.
- Responsibly re-engage volunteers to provide hands on opportunities for land management.

## Specific Needs and Issues to be Addressed

### Solutions for Our Land

- Preserve the most *ecologically sensitive land* over the next three critical years.
- Identify and partner with willing landowners to create easements and ***continue to monitor 7,154 acres.***
- Steward the *889 acres we own* and connect people to land.

### Solutions for Our Water

- Maintain the purity of the water 54,000 of us drink (and hundreds of thousands more downstream).
- Add to over 23,490 feet of creek-side property preserved in the last five years.

### Staffing Our Solutions

- Additional staff is needed to ensure *continuous protection of our open spaces and pristine water. They will amplify our work to* promote conservation, preservation, stewardship. In addition to addressing this immediate need, timely support will enable French & Pickering to create an onboarding situation to help maintain ***precious landowner relationships that have been decades in the making.***

## Why it is Important to Fund this Now

### Impending development:

- Record homebuilding is driving commercial demand for exploitable open space.
- Attempts to circumvent zoning, grab open space, and reduce set-asides is escalating.
- 11,735 new households ***projected in French & Pickering area by 2025... will we preserve our special places?***

### Challenges to Our Water

- Growth in the wrong places would threaten 90% of residents who drink well water and all of us who depend on clean water.
- Requires constant vigilance to produce downstream water cleaner than from headlands.

### Challenges our People Face

- Stewardship-All easements require reporting, monitoring, and funder coordination *annually, and the relationship with landowners is critical.* Every easement added and new owner requires more staff time.
- ***It now costs 10 times as much, takes 3 times as long*** and requires twice the paperwork to execute an easement as it did just a decade ago. With sufficient operating funds, our generous public partners have awarded French & Pickering millions of dollars to secure permanent preservation in local communities throughout northern Chester County.

## How We Measure Impact

- Number of acres preserved each year.
- Length of stream frontage protected.
- Number of trail miles open to the public.
- Water quality assessments.
- Number of individuals served in educational programs and outreach.
- Funding leveraged for conservation easement and fee land purchases.
- Participants reached through programs (virtual and in person [in accordance with CDC guidelines])

The need for open space and the outdoors has become much less abstract as we rediscover the mental and physical health benefits of getting exercise in nature. Fortunately, we had a foundation of preservation from 53 years' worth of conservation work to rely upon in our time of need. It is imperative we add to this legacy of conservation and stewardship for our own well-being and for future generations.

### 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. 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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so their legacies make a difference.*