

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 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: Cardiovascular Institute of Phila.
Address: P.O. Box 56598, Philadelphia, PA 19111
Phone: 215-389-2300
Website: www.cviphiladelphia.org
Year Incorporated: 1999
FEIN: 23-2984908

ED/CEO Name: Mark Hartnett
ED/CEO E-mail: cvi.markhartnett@verizon.net
Board Chair Name: Sheldon Goldberg, MD
Board Chair Approval (check here): X
Primary Contact Name: Leda Peterson
Primary Contact E-mail:
ledapeterson@cviphiladelphia.org

Organization Information:

Field/s of Interest:

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

Mission:

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

Delaware Valley (Southeastern PA counties including Chester, Southern NJ, DE and Northeastern shore of Maryland)

Describe Population Served & Annual Number of People Served: Over 2000 Physicians, nurses and allied health professionals registered for programs annually. Thousands more served through views on YouTube videos and website webinars.

Annual Budget \$ 522,642 3 # of Full-Time Equivalent Paid Staff
35 % of budget for program expenses 13 # of Board Volunteers
63 % of budget for administrative expenses 44 # of Active Non-Board Volunteers
2 % of budget for fundraising expenses 1,242 # of Volunteer Hours
100 % total

Top 3-5 funding sources: iRhythm, Boston Scientific, Abbott Vascular

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: \$ 7,500

Proposal Summary: At the heart of the CVI mission to positively improve cardiovascular health in the Delaware Valley and beyond, are our educational programs. Each year, our series of medical education programs reach thousands of physicians, nurses, and advance care practitioners with content that offers

the most up-to-date information on cardiovascular disease diagnosis, treatment, and prevention. For over 20 years, clinicians have relied on us because we offer non-biased, high-quality education featuring leading experts in the field. In the past year, COVID-19 has replaced cardiovascular disease as the leading cause of death in American but it has been discovered to have disastrous effects on cardiovascular health in patients. More than ever, we are working harder to provide timely medical education programs and expand our offerings in light of the COVID-19 pandemic. We are encouraged to seek your support given your mission to improve the quality of life in Chester County and beyond.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

CVI was founded in 1999 by a group of physicians as an independent, federally registered 501©3 non-profit medical education organization, whose mission is to positively impact cardiovascular health in the Delaware Valley and beyond. We are an independent organization not directly affiliated with any of the regional academic medical centers. Instead, CVI serves as a broad-based, community-wide resource, leveraging the expertise of all the major medical centers in the Greater Philadelphia Region as well as community hospitals and private practice professionals working together to ensure that all clinicians have the most up-to date information on the diagnosis, treatment, and most importantly the prevention of cardiovascular disease. CVI is unique in the way that it brings together physicians and healthcare professionals from competing institutions for our mission-driven work.

We work to achieve the goals and objectives of our mission by providing convenient access to top-quality, independent, non-biased continuing medical education for physicians, allied healthcare professionals, and trainees. Since its inception, CVI has organized hundreds of educational programs and conferences for tens of thousands of participants. Our work has acquired an esteemed reputation because our program faculty includes internationally recognized experts in cardiovascular medicine, and regional thought leaders in the fields of general clinical cardiology, interventional cardiovascular medicine, cardiac electrophysiology, cardiac surgery, and diagnostic cardiac imaging. Each year we host a series of Continuing Medical Education (CME) accredited programs and several non-accredited programs.

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**

After COVID-19, Cardiovascular Disease (CVD) is the leading cause of health in America, accounting for 859,125 deaths in 2017. In addition to the human toll, CVD has a massive financial impact as well. Between 2014-2015, direct and indirect costs of total cardiovascular diseases and stroke were \$351.3 billion in lost productivity and mortality. When we look deeper, we find that the prevalence of CVD is far worse in communities of color, with 57.1% of non-Hispanic black females and 60.1% of non-Hispanic black males had some form of cardiovascular disease (2013). The COVID-19 epidemic had serious implications for heart health. Acute cardiac injury, heart failure, and arrhythmias were widely reported. While everyone was affected by the COVID-19 pandemic, communities of color were disproportionately affected. Compared to Whites, Latinos and Blacks were three times as likely to be hospitalized due to COVID complications and almost twice as likely to die. Additionally, the pandemic shed light on tremendous disparities in healthcare in poorer communities. Though the root causes of this disparity are a complex mix of social, economic, and environmental factors that we cannot address, we can address the aspect of health care quality. With continual medical education starting with rising cardiologists and throughout their careers, we can positively affect that level of care for all patients but especially in at-risk and underserved communities.

This past year the COVID-19 pandemic had a dramatic change in the delivery of our programs. Shut-downs and COVID precautions forced us to quickly transition our programs into the virtual format. This proved to be a steep learning curve for both staff and volunteers alike. Within a few weeks, however, we were able to create a series of short webinars addressing the impact of COVID-19 on cardiovascular disease as a way to help front-line healthcare workers keep abreast of emerging news. We developed 23 of these specialized webinars that we named “Heartbites: Cardiovascular Disease in the Age of COVID-19”. In conjunction with these webinars, we forged ahead in planning our annual updates on cardiology. Overall, the biggest change is that what used to be a single-day, in-person conference, is now required to be split among 2-3 days due to ease of attendance and to maintain audience engagement. These webinars take several weeks of planning and the production involves several days of recording and editing. As you can see, our work has not slowed down since the pandemic began. In fact, we are busier than ever. Furthermore, as many medical institutions diverted their efforts to the fight against COVID-19, their medical education offerings have dwindled and so, many physicians, nurses, and allied health practitioners are seeking us out to meet their medical education needs. Even after the live webinars, we continue to make the webinar recordings available on our website and YouTube channel in order to help attendees refresh their understanding as needed.

Each year we offer six annually updated programs in General Cardiology, Nuclear Cardiology, Multi-Modality Cardiac Imaging in Female Patients, Echocardiography, Electrophysiology/Arrhythmia, and the Interventional and General Cardiology Fellows Program. Currently, we are offering CVI’s 5th Annual Cardiology Fellows Program: “What Every (Interventional) Cardiology Fellow Needs to Know”. This is a multi-session series of free, interactive live, virtual webinars. We have 6 webinars of the series already produced and 6 more in the planning stages. We will also be offering several smaller-scale programs on focused topics like: “Meet the Experts: A Discussion on Recognizing and Treating Severe Hypercholesterolemia and High Triglycerides. Also, we are planning an inaugural program called Cardiology Bootcamp for June 2021. This program will be the first of its kind in the Greater Philadelphia area and its goal is to train incoming cardiology fellows to set them up for success in their practices and thereby improve patient outcomes.

For all CME programs and the Cardiology Bootcamp we will define success in two ways: 1. Positive feedback from attendees regarding all aspects of the program but especially whether or not the learning objectives were met at a high level. 2. The number of attendees especially those that practice in underserved areas. We will utilize participant surveys to obtain feedback. By heavily incentivizing feedback participation, we anticipate at least a 75% response rate. Once the surveys are received, we will compile and create a statistical report of findings. The Cardiology Bootcamp will establish an important baseline for the future of this program. Feedback and evaluation will be used to modify and improve future formatting and content. We plan to publish an article about the program within appropriate channels including the local media. Overall, we will be focusing on improving and expanding our social media reach to bring attention to all CVI medical education programs but in particular, the Cardiology Fellows Program and the Cardiology Bootcamp as they offer free, high caliber, medical education to the next generation of cardiologists.

A grant from the Chester County Community Foundation would go directly to the costs associated with producing our educational programs and help us achieve our mission-driven goals.

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.