



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:

Fund for Chester County Capacity Building Grants

(Due 9/15)

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**.
- ◇ 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 August 23, 2021

Contact Information

Organization Name: Coatesville 2nd Century Alliance ED/CEO Name: Sonia Huntzinger
Address: PO Box 692 | 26 N 2nd Ave Coatesville, PA 19320 ED/CEO E-mail:
shuntzinger@2ndcenturyalliance.org
Phone: 484-786-8896 Board Chair Name: Bill Shaw
Website: 2ndcenturyalliance.org Board Chair Approval (check here): Y
Year Incorporated: 2018 Primary Contact Name: Amber Little Turner
FEIN: 83-0574790 Primary Contact E-mail amber@2ndcenturyalliance.org

Organization Information:

Field/s of Interest: *Economic and Community Development

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

Mission: The mission of the 2nd Century Alliance is to drive economic development in the City of Coatesville that enables our community to thrive.

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

City of Coatesville

Describe Population Served & Annual Number of People Served:

The Coatesville 2nd Century Alliance serves the City of Coatesville proper; 1.9 square miles with a population of 13,123 (100% urban, 0% rural). This population is comprised equally of male/female: 47.1% male, 52.9% female. The median resident age is 30.2 years and the racial makeup is 44.6 Black, 27.2 White, and 23% Hispanic. The median household income is approximately \$37,600 as compared to the County's more affluent \$85,000. This underscores the economic challenges faced by many City residents where 31.5% live in poverty.

Annual Budget \$ 250,000 3 # of Full-Time Equivalent Paid Staff
71 % of budget for program expenses 14 # of Board Volunteers
19 % of budget for administrative expenses 20 # of Active Non-Board
Volunteers
10 % of budget for fundraising expenses 30 # of Volunteer Hours **Per Month*
100 % total

Top 3-5 funding sources:

Brandywine Health Foundation
Prosper Bank
PNC Bank
Jennifer and Bob McNiel
Knox Equipment Rental

Is this grant proposal for: Capacity Building x or General Operating ?

If Capacity Building Proposal, the focus is:

 Mission, Vision & Strategy Governance & Leadership Partnerships & Collaborations
 Fundraising, Development & Marketing Technology Other: General administrative and operations

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

Proposal Summary:

The Coatesville 2nd Century Alliance, in existence for a little over five years, has made unprecedented strides in re-igniting the economy in the City of Coatesville while ensuring that economic growth does not impact residents in a negative way. We've employed numerous tried and proven strategies to achieve progress while mitigating any displacement or gentrification of our historic neighborhoods.

In our first few years we crafted a five-point, multi-layered approach toward community and economic development, built detailed plans for neighborhood stabilization, downtown revitalization, and jobs and economic opportunity, and were successful in bringing more than \$1 million and two full time staff people to the effort.

Staff and volunteer leadership have been dedicated to keeping administrative costs to a bare minimum in order to allocate as much capital to programs as possible. Monies raised have been directly deployed into programming for the greatest impact; greater funds in programming early on will help build traction and momentum.

This does not, however, alleviate the need for said administrative funds. Our organization still incurs the regular costs of doing its business and we look to our partners who understand the need for small non profit organizations to manage these expenses while continuing to provide important programs and services. We hope the Chester County Community Foundation sees value in the work that we do to revitalize Chester County's only City.

II. CHESTER COUNTY COMMUNITY FOUNDATION

GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

The 2nd Century Alliance is a group of eighteen community stakeholders that came together in 2015 when Coatesville celebrated its 100th anniversary as a third-class city. We are the City's partner in community and economic development, and we work together and alongside community partners to ensure that Coatesville's "second century" is economically prosperous.

We are a true Public/Private Partnership, funded by a collaborative partnership between the Chester County Department of Community Development, public and private grants, and charitable contributions from the private sector, and the only localized non-profit organization working on the ground in the City to improve the economic and social climate of Coatesville.

In just a few short years in existence, we've been able to achieve the following:

Coatesville Growing Greater Neighborhood Revitalization Initiative

In November of 2018, we received a five-year grant award totaling \$500,000 from the Wells Fargo Regional Foundation to hire a Community Coordinator. This team member is charged with implementing the Coatesville Growing Greater neighborhood revitalization plan. Details can be found at www.coatesvillegrowinggreater.org.

Neighborhood Partnership Program for Downtown Revitalization:

We were successful in our application to the PA Department of Community and Economic Development for a Neighborhood Partnership Program grant, a commitment of \$100,000 per year for the next six years, allowing us to add a Downtown Manager who will focus on supporting existing businesses, recruiting new retail and hospitality businesses, ensuring downtown is "clean, safe, and green," facilitating a façade improvement program, and coordinating special events that entice patrons into downtown Coatesville.

Vision Partnership Program:

Building a collaborative partnership between the City, South Coatesville, and Valley Township, we secured \$40,000 in a multi-municipal grant from the Chester County Planning Commission. This will allow all three municipalities to work together to create an economic development and business attraction strategy bringing jobs and economic opportunity to our residents.

Historic Train Station:

On behalf of the City administration, we were able to secure CDBG funds from the Chester County Department of Community Development to address deferred maintenance on the exterior of the existing historic train station building.

LERTA

Our team worked with the City to shepherd the Local Economic Revitalization Tax Assistance program through the municipal adoption process and through acceptance by the Coatesville Area School District. In early 2020, the County Commissioners adopted the program, providing a real estate tax discount on improved properties from all three taxing bodies, incentivizing redevelopment in downtown Coatesville.

New Train Station Development

We work with the City and RDA to continuously and consistently keep this project “on track” and a priority for local, state, and federal officials. We established a working group to procure funds and facilitate the development of a parking garage to enhance the transit-oriented development and collaborate with the project’s development team to market the private parcels for development.

Continued on next page.

Qualified Opportunity Zone

Introduced in the Federal Tax Cuts and Jobs Act of 2017, this new economic incentive provides for capital gains tax relief in exchange for investment in low- to moderate-income communities. We advocated for and secured designation for all four Coatesville census tracts, and are working to facilitate, manage, and market the program.

Parking Strategy

In order to encourage patronage of all City businesses and afford residents easy access to on-street and near-by surface parking, we’re leading the City Planning Commission in the development of a comprehensive City-wide parking plan that addresses current and future parking needs.

Coatesville Community Connector

We initiated a conversation with the Chester County Department of Community Development about having a full-time point-of-contact social service navigator in Coatesville. Through the Chester County Human Service Department and a partnership with Child and Maternal Health and the Coatesville Area Public Library, we helped relocate the existing “information and resources” staff to the Library, and introduced a fresh branding and communications campaign for a more efficient service-delivery system for Coatesville residents.
www.2ndCenturyAlliance.org

Thanks to our partnership with the Chester County Planning Commission, we developed an interactive map for our website that highlights opportunity sites, projects in process, and community assets.

In addition to the accomplishments above, our team works consistently with the Coatesville Redevelopment Authority and individual developers and investors, supporting, endorsing, and assisting in projects in numerous and various ways. We’ve crafted press releases, testified at State hearings, advocated for grants and subsidies, and helped navigate roadblocks as needed.

2. Funding request

▪ Description of key initiatives

The Coatesville 2nd Century Alliance works to revitalize the downtown commercial corridor, stabilize and strengthen neighborhoods, and bring jobs and economic opportunity to the City so that its residents are poised to take advantage of the growth that we believe is imminent in Coatesville, and not be displaced by it. Our detailed five-point revitalization plan includes:

- Building strong residential neighborhoods;

- Bringing jobs and economic opportunities to our residents;
- Revitalizing our downtown corridor;
- Implementing and advancing programs that improve the overall quality of life;
- Promoting the City's assets and advocating for progress that will benefit the entire community.

- **Specific needs & issues to be addressed**

- Home ownership
- Financial literacy
- Jobs and economic opportunity
- Transportation
- Retail and hospitality business retention and attraction
- Placemaking
- Quality of life
- Public safety
- Resident engagement and civic leadership

- **Why it is important to fund this now**

Without a consistent and concerted focus on revitalization, a vulnerable community like Coatesville can fall deeper into economic decline, causing further degradation of housing stock and other real property, deterioration of parks and public spaces, increases in criminal and vagrant activity, added financial burdens on the municipal budget, and a perpetuated social malaise among residents and other stakeholders.

With County growth projections, federal and state incentive programs, affordable real estate, and an administration committed to progress, Coatesville has garnered a great deal of attention and today is at a tipping point. Many vulnerable communities similar to Coatesville have undergone rapid, uncontrolled expansion and suffered unexpected consequences such as traffic congestion, parking shortages, artificially inflated real estate prices, and most importantly residential displacement.

The City of Coatesville is poised to experience significant change that could possibly negatively impact its vulnerable population. The 2nd Century Alliance is the organization working to ensure that everyone in Coatesville is prepared to reap the benefits of progress. Our position in the community is a benefit for the following reasons:

- As an independent non-profit, we can maintain constant and consistent implementation of long-range revitalization strategies, independent of election cycles.
- As a federally designated charitable organization we can access grants and other funding opportunities.
- Our partnership with Chester County and relationships with local, state, and federal officials can bring new and previously untapped resources to the city.
- Our technical expertise supports and enhances the City's goals for growth and prosperity.
- Our experienced staff brings more than 25 years of tried and proven principles to our programming, ensuring smart development and highest and best use of limited real estate.
- Our expansive volunteer board leadership provides access to skills, talents, and resources.
- Our short five-year track record illustrates significant strides in organizational growth and community impact.

- **How impact & results will be demonstrated**

The economic and social health of Coatesville, Chester County's only city, is a reflection of, and on the County. Positive progress in revitalization initiatives will:

- A reduction in unemployment rates
- An increase in owner occupied residences
- A reduction in criminal activity

- A reduction in downtown retail vacancy rates
- An increase in park activities and community event attendance
- Major development projects, ie: train station, Flats, Gateway advancing with concrete milestones

- *For capacity building grant proposals:*

- *How will this capacity building initiative impact your nonprofit?*

Staff and volunteer leadership have been dedicated to keeping administrative costs to a bare minimum in order to allocate as much capital to programs as possible. This grant will provide financial support that will go towards the cost of office, communications and other administrative expenses.

- *How will this impact be measured?*

The grant will support the ongoing implementation of our strategic action plan and key initiatives (listed above). The impact will be measure by:

- A reduction in unemployment rates
- An increase in owner occupied residences
- A reduction in criminal activity
- A reduction in downtown retail vacancy rates
- An increase in park activities and community event attendance
- Major development projects, ie: train station, Flats, Gateway advancing with concrete milestones

- *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.*

Attached are the 2nd Century Alliance 5 year strategic plan, 2nd Century Alliance overview and 2020 annual report.

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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*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