

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: Girls on the Run SE Suburban PA
Address: PO Box 502 Ambler PA 19002
Phone: 215-540-0813
Website: www.gotrpa.org
Year Incorporated: 2006
FEIN: 46-3078645

ED/CEO Name: Tracy Ashdale
ED/ E-mail: tracy.ashdale@girlsontherun.org
Board Chair Name: Derek Hopper
Board Chair Approval (check here):
Primary Contact Name: Lauren Psimaris
Primary Contact E-mail:
lauren.psimaris@girlsontherun.org

Organization Information:

Field/s of Interest:

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

Mission: To inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum that creatively integrates movement.

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

Describe Population Served & Annual Number of People Served: 3,000 girls ages 8-14 (grades 3-8)

Annual Budget \$ 347,810 2 # of Full-Time Equivalent Paid Staff
76 % of budget for program expenses 6 # of Board Volunteers
11 % of budget for administrative expenses 750 # of Active Non-Board Volunteers
13 % of budget for fundraising expenses 30,000 # of Volunteer Hours
100 % total

Top 3-5 funding sources: Program registration: \$206,332 in 2020; Foundations/grants: \$51,500 in 2020; Corporate sponsors: \$46,000 in 2020

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: \$ 5,000

Proposal Summary: After being stuck at home for over a year, and being away from friends, girls in Chester County need physical activity, connection with peers, and emotional support. Girls on the Run Southeastern Suburban PA (GOTR SEPA) is uniquely positioned to support girls through our 10-week afterschool program, providing a safe space for girls to process their emotions and rediscover their inner power and voice, all while training to run an end-of-season 5k. GOTR SEPA is preparing to launch its Fall 2021 season the week of September 20, and we anticipate a return to a "normal" season for our girls across the County. We are requesting general operating support to ensure that our program is available to all girls in 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

Girls on the Run (GOTR) was founded by educator and former Ironman, Molly Barker, in Charlotte, NC in 1996. Inspired by her own childhood experiences and her work as a teacher and coach, Ms. Barker piloted the original GOTR curriculum in 1996 with 13 brave girls. In 2000, Girls on the Run International became a 501(c)3 organization, and now serves as the umbrella organization for 200+ local GOTR councils nationwide.

Girls on the Run Southeastern Suburban Pennsylvania (GOTR SEPA) was established in 2006 to bring our inspiring program to girls in grades 3 to 8 in Montgomery and Delaware Counties, and we added Chester County to our service area in 2019. The mission of Girls on the Run is to inspire girls to be joyful, healthy, and confident using our fun, experience-based curriculum that creatively integrates running. Girls on the Run envisions a world where every girl knows and activates her limitless potential and is free to boldly pursue her dreams.

GOTR SEPA has grown exponentially, both in the number of girls participating and in geographic reach. In a typical year, we serve 3400 girls in grades 3 to 8 through the original Girls on the Run program (grades 3-5), Heart and Sole (grades 6-8) and Camp GOTR. In Chester County, our afterschool program will be offered at 10 schools and community centers in fall 2021 and 20 schools and community in spring 2021.

The GOTR 10-week curriculum is delivered by dedicated volunteer coaches who help girls train for the GOTR end of season 5K through engaging and fun running lessons, and guide a camp experience that builds friendships, life-skills, and wellness for girls. Our volunteer coaches participate in a National Coach Training Program, which prepares them to build relationships with girls, create a positive, inclusive environment, support individual improvement, and deliver the intentional curriculum. In 2020, GOTR SEPA made a difference in the lives of more than 2,154 girls and 620 volunteers. We expect to serve 425 Chester County girls in our 2021-2022 program year.

Ensuring that each and every girl who wishes to participate can is critical to our mission. Our sliding scale enrollment fee allows families to enroll their daughter at a registration fee that is comfortable for their own financial situation. In 2020-2021, GOTR Southeastern Suburban PA has distributed over \$65,000 in scholarship aid to help an additional 450 girls access life changing lessons and see their limitless potential.

GOTR reaches girls at a critical stage, strengthening their confidence at a time when society begins to tell them they can't. Underscoring the important connection between physical and emotional health, our program addresses the whole girl when she needs it most. All our programs are designed to meet the unique needs of every girl, inspiring her to build confidence, decision making skills and the strength to stand up for herself and others. GOTR is the only national physical-activity based positive youth development program (PA-PYD) for girls with compelling evidence of program impact. It is our research-based curriculum, trained coaches, and a commitment to serve all girls that sets us apart as an exemplar PA-PYD program. We are proud to bring this life-changing program to tween and teen girls in Chester County—and will cheer them on as they cross the finish line of our 5K!

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

Throughout the COVID-19 pandemic, girls moved between hybrid and remote learning, spending many days at home, sedentary, away from friends, and detached from their community. Getting girls active and moving again and back to building friends and connecting with their communities is urgently needed. At the same time, girls need a place to process all their emotions from the impact of the pandemic. GOTR SEPA is ready to support girls in Chester County through our afterschool physical activity-based positive youth development (PA-PYD) program.

Our program has always played a key role in helping girls understand their emotions and become more physically active, but the pandemic's impact on girls means that it is even more important that our services are available and accessible to a diverse, inclusive group of girls. GOTR SEPA is requesting

\$5,000 in general operating support from the Chester County Community Foundation to ensure that our program is available to girls in Chester County in the 2021-2022 school year. GOTR SEPA expects to impact the lives of 400 girls in Chester County. We expect 30% of our girls to need financial assistance to participate. Without scholarship support, these girls will not be able to access our program.

During our fall season, GOTR SEPA will offer our 10-week afterschool program to girls in grades 3 through 8 at 10 Chester County host sites. Our program's intentional curriculum places an emphasis on developing the five "C's" of Competence, Confidence, Connection, Character, Caring, and Contribution in young girls, through lessons that incorporate running and other physical activities. We expect an increase in participation in the Fall 2021 season, as girls re-enter afterschool program participation with the expected full reopening of schools. Over 25 caring and competent coaches will give their time this fall to teach girls important life skills and to help them process their big emotions.

One of the consequences of COVID-19 is that girls have been spending more time online. It has been reported that cyberbullying may have increased 70% in recent months. Through our weekly lessons, GOTR SEPA will teach girls to stand up for themselves and others, and to use their voices for change. In a recent survey, 95% of parents reported that they would describe their girl as confident AFTER she participated in GOTR. 91% of girls said that because of participating in GOTR, they feel they can speak up and share their opinions. Our program helps girls discover they are strong and that they have a powerful voice that deserves to be heard.

GOTR SEPA will also help Chester County girls navigate difficult emotions that they may be experiencing coming out of the COVID-19 pandemic, by providing them with a safe and supportive social network where they can share these feelings. Girls will work together with their coaches and teammates to explore valuable lessons such as the importance of expressing their emotions and understanding their worth. After our Fall 2020 season, nearly 9 out of 10 parents/guardians said that GOTR helped their girl gain skills that are helping her handle the stress associated with the pandemic. Additionally, the program promotes the resiliency of adolescent girls by giving them the tools they need to navigate difficult situations such as coping skills, positive self-image, and positive self-talk.

Before COVID-19, only 13% of adolescent girls were meeting the recommended standard of 60 minutes of physical activity per day, compared to 30% of boys. GOTR SEPA knows that physical activity can make a huge difference in a girl's life and understands that physical activity and health are directly tied to emotional and social wellbeing. GOTR SEPA trained volunteer coaches will lead girls of all abilities through research-based lessons that creatively integrate movement and strengthen girls' emotional and social health. Pre-teen and teenage girls who play on a sports team report greater life satisfaction and feel healthier than girls who do not. GOTR recognizes that physical health starts at a young age, and that our programs teach girls habits that will last a lifetime.

Throughout the pandemic, many girls lost connections with both peers and caring adults. Our program will bring girls back together to build connections with old and new friends, and supportive adults. GOTR creates connections at each practice through team activities, movement games, and emotional exploration. It is important that girls feel like they are part of a community, and a sense of belonging.

To measure the impact of our program in the 2021-2022 school year, GOTR SEPA will utilize parent, student, and coach surveys. We will offer surveys prior to the start of the season and at the end of the season to help evaluate progress, growth, and success. We will evaluate 5K completion records, participant registration data, and complete site observations. Outside of the surveys, we will solicit coach, student, and parent feedback to gather anecdotal evidence about the program.

GOTR SEPA is uniquely positioned to support Chester County girls this fall as they rediscover their voice, power, and strength. Every season, we create an inclusive and fun place for girls of all abilities to make new friends, new healthy habits, and new memories, and this year our girls need us even more. With support from the Chester County Community Foundation, we will ensure that all our girls have a chance to run and laugh again with their friends while being embraced by a caring and connected community that supports their emotional and physical health.