

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 9/8/2021

Contact Information

Organization Name: Brandywine Battlefield Park Associates ED/CEO Name: Robert "Hank" Weaver
Address: P.O. Box 202, Chadds Ford, PA 19317 ED/CEO E-mail: bbpadevelopment@gmail.com
Phone: (610) 459-3342 Board Chair Name: Robert "Hank" Weaver
Website: www.brandywinebattlefield.org Board Chair Approval (check here):
Year Incorporated: 1971 Primary Contact Name: Robert "Hank" Weaver
FEIN: 23-2143174 Primary Contact E-mail: r.hank.weaver@gmail.com

Organization Information:

Field/s of Interest:

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

Mission: The mission of the Brandywine Battlefield Park Associates (BBPA) is to preserve, interpret and share the impact of the enduring story of the Battle of the Brandywine, the largest single day land battle of the American Revolution. BBPA fulfills this mission by providing educational and historical programs to students and the community.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): All of Chester County and surrounding areas in Southeastern Pennsylvania.

Describe Population Served & Annual Number of People Served: BBPA serves an average of 6,000 people annually. Children in grades K-12 attend the educational programs. Those served come from many different backgrounds and economic status including individuals, families, school children, seniors, historians and those serving in the military.

Annual Budget \$ 126,000 2 # of Full-Time Equivalent Paid Staff
70 % of budget for program expenses 7-11 # of Board Volunteers
27 % of budget for administrative expenses 40* # of Active Non-Board Volunteers
3 % of budget for fundraising expenses 2000* # of Volunteer Hours
100 % total * denotes pre-pandemic volunteer participation

Top 3-5 funding sources: Longwood Foundation: \$15,000; DelCo Strong 2: \$25,000; Connelly Foundation: \$12,000 for 2 years; Chester County Innovation and Resiliency Fund: \$10,000; Crestlea Foundation: \$5,000

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: \$ 3,126

Proposal Summary: The Capacity Building Initiative provides governance training, providing operational effectiveness for addressing current and future goals as outlined in the Strategic Plan.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

BRANDYWINE BATTLEFIELD PARK ASSOCIATES CAPACITY BUILDING INITIATIVE

1. Organization's history, goals, key achievements and distinctiveness

The Brandywine Battlefield Park Associates (BBPA) was founded in 1971 by a dedicated group of volunteers to help support the Brandywine Battlefield Park. BBPA duties and responsibilities have changed over the decades. BBPA is responsible for managing the office and gift shop, conducting tours, educational programs, special events and providing museum oversight. BBPA also manages Park operations and visitor services. The Pennsylvania Historical and Museum Commission maintains park facilities and historical content. The Battle of the Brandywine occurred in an area of ten square miles. Currently only 215 acres have been preserved. The Brandywine Battlefield Park site maintains fifty-two (52) of the 215 acres. BBPA strives to keep these 52 acres open and available for everyone to enjoy. Prior to the COVID-19 BBPA served over 6,000 members of the community a year.

The Brandywine Battlefield Park was closed on March 21, 2020 in response to Governor Wolf's social distancing recommendations. BBPA conducts all in-person programming at the Brandywine Battlefield Park. The closure of the Park resulted in the cancellation of all in-person and revenue generating programs. BBPA responded immediately by changing from our Park location to working remotely and continued to maintain the staff who worked to provide virtual programming to our community. On July 2, 2021 the Park was reopened on a limited basis of two days a week. BBPA is currently operating on a hybrid schedule whereby we are at the Park on Fridays and Saturdays and working remotely for the remainder of the time.

BBPA has actively engaged the community through remote programming since March, 2020. Accomplishments achieved during the past sixteen (16) months have exceeded expectations.

- BBPA provided daily and weekly social media posts for the community. Topics were related to life in the 18th century, the American Revolution and the Battle of the Brandywine. Posts included #Museum Mondays, # Weapons Wednesdays, #Tech Thursdays and #Figure Fridays. The Brandywine Battlefield Orientation Film was posted on YouTube. All offerings were free to the public and reached an audience of 8,807 community members.
- Remote live programming events were provided for the community. Topic included "Remembrance Day 2020," "Destruction and Wanton Waste, the Impact of War in a Peaceful Valley" and "18th Century Medicine."
- *Colonial Days Remote Education Series*: Students have been unable to attend the educational program "Colonial Days" at the Park. Teachers expressed a need for the program. BBPA responded to the needs of teachers and students through the development of *Colonial Days Remote Education Series*. This program is comprised of ten (10) videos, each representing an aspect of the traditional program. Teachers and homeschool parents are able to rent specific individual videos or the entire series for one month. Teachers and parents can schedule the video times and view them as often as needed. The videos are accompanied by a Teachers Manual. This program was launched in March, 2021.

The Brandywine Battlefield Park is the *Gateway to the Battle of the Brandywine and the Philadelphia Campaign of the American Revolution*. BBPA provides students and visitors with tours, programs and historical insights as they begin their *Revolutionary Adventure* at the Park where *History Lives!*

The Park has been open on Fridays and Saturdays since July 2, 2021. Since the reopening BBPA has engaged the community through the provision of tours at the two historic houses located at the park and

operation of the Museum, Gift Shop and Orientation film. BBPA's goal is to resume pre-pandemic operations at the Park once it is safe for the staff, volunteer, students and community to do so. BBPA will also continue to provide remote opportunities to the community given the current uncertainty related to the variants of the COVID-19 virus.

Objectives include:

- Expanding operations at the Park to three days per week, on Friday, Saturday and Sunday, effective October, 2021. Resume a regular schedule and programming by March, 2022.
- Resume in-person programming and events at the Park and as indicated by regulatory agencies. Plans call for the following At-the-Park events: Remembrance Day, September 11, 2021 and Family Fun Day, October 16, 2021. BBPA will accommodate requests from schools and teachers for At-the-Park programming as health guidance permits.
- Expand upon the current volunteer program to help meet the needs of the in-person programs.

2. Funding request

o How will this capacity building initiative impact your nonprofit?

The Capacity Building Initiative will address needs identified in BBPA's current Strategic Plan.

Addressing the organization's governance and marketing issues will have a positive impact on operations both now and as BBPA experiences future growth. BBPA has been successful with the development of a diverse and dedicated Board, but the organization does not have a formalized board training program in place. As a working Board, the proposed training will provide the current board with the knowledge and skills necessary to provide consistent and meaningful organization oversight. This training can then be replicated for future board members.

The current organization bylaws are outdated and require revision. Updated bylaws are essential for the provision of effective Board governance. The revised bylaws will enable the Board to govern in a more responsible and efficient fashion both now and the future.

BBPA does not have a Marketing Director. BBPA provides many outstanding educational and historical programs to students and the community, but currently does not have the skills to effectively market these programs. Training in this area will enable to competently market the programs and events to insure increased awareness and participation.

o How will this impact be measured?

OUTCOME #1: 100% of the Board Directors and Officers will attend the scheduled training. The Board will then have the knowledge to develop a training program for new Board Members within 60 days of the Initial Training. Effectiveness will be monitored during periodic Strategic Plan reviews.

OUTCOME #2:

BBPA will develop and approve functional and comprehensive bylaws. Organizational governance will be consistent as a result of the standards set forth in the restructured bylaws.

OUTCOME #3:

There will be an overall attendance/participation increase for education programs, special events and membership programs as the result of effective marketing strategies.

o Description of the expected activities; timeline & costs to implement the initiative.

Board Training:

Topics of the training will include Board Recruitment, Governance, Duties, Responsibilities and Strategies for Ongoing Board Development.

Training will be conducted by Beccaria and Associates, Louis J. Beccaria, PhD and Connie Carter.

Dr. Beccaria has over 50 years working in the fields of Philanthropic Management, Non-Profit Fund Development, Health and Human Services, and Criminal Justice. Thirty of these fifty years have been spent in leadership experience at three different major foundations: The Pew Charitable Trusts; Stewart Huston Charitable Trust, and the Phoenixville Community Health Foundation. He has co-authored the book "Nonprofit Excellence: Strategies for a Challenging World." Co-author is Constance Carter, CFRE. Training time is estimated at 6 hours. The training can be scheduled as a one-day session or several shorter sessions.

All Board Members will attend.

Proposed Date: March, 2022

The election of Board Directors occurs at the Annual Meeting each December. Board Officers are elected by the Directors at the first meeting following the Annual Meeting. The Board Training will be most effective with all Directors in place after the elections.

Estimated Cost: \$2,000

Bylaw Review:

BBPA directors will conduct a review of the existing bylaws and compile proposed bylaws with changes, additions and deletions. The external reviewer will then review both the existing bylaws and the proposed bylaws and provide comments, after which the reviewer will assist BBPA to craft the bylaws into a meaningful document. The Board will approve the revised bylaws.

This service will be performed by Patricia Morgan. Ms. Morgan is the Standards of Excellence Director at the Pennsylvania Association of Nonprofit Organizations (PANO.) Ms. Morgan's experience with bylaw review includes facilitating bylaw webinars.

Review and revision time estimated: 6 hours

Attendees: Executive Committee and all Board Members

Proposed Date: Spring 2022

Estimated Cost: \$75.00 hour=\$450

Marketing training:

Building a Successful Marketing Program-online program. The training provides a focused approach to marketing and gain critical support from key stakeholders. This class provides fundamental principles of marketing and its various components, and how to apply them. Participants will be proficient in auditing current communication efforts, developing a marketing plan and putting principles that best meet the needs of your organization into practice.

Training by: The Nonprofit Center at LaSalle University, Instructor: Megan Pierce, PhD. Dr. Pierce is an assistant professor of Marketing at La Salle University. While pursuing her Ph.D., Meghan consulted in the nonprofit sector. She received her B.S. in marketing, M.S. in marketing research, and Ph.D. in marketing from Virginia Tech.

Training time: 9:00 a.m.-3:00 p.m.

Attendees: Marketing Committee, Advisory Council Members Total 4 attendees

Date: February 18, 2022

Cost: \$169 per person-\$676

Capacity Building Initiative TOTAL COST=\$3,126.00

**BRANDYWINE BATTLEFIELD PARK ASSOCIATES
CAPACITY BUILDING INITIATIVE
BUDGET**

INCOME

Chester County Community Foundation	\$3,126
TOTAL INCOME	\$3,126

EXPENSES

Board Training: Beccaria and Associates	\$2,000
Bylaw Review: Patricia Morgan, PANO	\$ 450
Building a Successful Marketing Program The Nonprofit Center at LaSalle University	\$ 676
TOTAL EXPENSES	\$3,126