

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 9/14/2021

Contact Information

Organization Name: Coatesville Area Public Library
Address: 501 E. Lincoln Highway Coatesville PA 19320
Phone: (610) 384-4115
Website: www.coatesvilleareapubliclibrary.org
Year Incorporated: 1877 Chester Co. Library System
FEIN: 23-1365314

ED/CEO Name: Spencer K. Williams
ED/CEO E-mail: pwilliams@ccls.org
Board Chair Name: Carolyn Johnson, Esquire
Board Chair Approval (check here):
Primary Contact Name: Spencer Williams
Primary Contact E-mail: pwilliams@ccls.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):

City of Coatesville, Modena and South Coatesville Boroughs, and the townships of Caln, East Fallowfield, Valley and West Bradford.

Describe Population Served & Annual Number of People Served: The CAPL serves 36,000 residents in the greater Coatesville area. This includes children of all ages, adolescents, adults and seniors.

Annual Budget \$ 281,790 5 # of Full-Time Equivalent Paid Staff
82 % of budget for program expenses 6 # of Board Volunteers
16 % of budget for administrative expenses 12 # of Active Non-Board Volunteers
2 % of budget for fundraising expenses 2,025 # of Volunteer Hours
100 % total

Top 3-5 funding sources: Commonwealth of Pennsylvania, Chester County, local municipal funding, foundation funding

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: \$ 4,100

Proposal Summary: The Coatesville Area Public Library is respectfully requesting \$4,100 to purchase equipment and software to create online videos for virtual programs and to provide streaming programs for community education and entertainment.

Coatesville Area Public Library

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

Since 1974, the Coatesville Area Public Library (CAPL) has served a crucial role in the social, educational, and personal development of the residents of the greater Coatesville area. During this time, Chester County has experienced a seismic change in character, transitioning from rural farmlands with a few semi-urban centers to suburbs housing workers commuting to Philadelphia and to a multitude of light industrial and professional businesses, many of them offering high paying jobs in technology and pharmaceuticals. While the rest of Chester County experienced an economic boom and an influx of job opportunities, the exact opposite happened in the City of Coatesville. Due to the downturn of the steel industry, unemployment for residents of the greater Coatesville area significantly increased. A lack of private investment and very limited public transportation has resulted in prolonged social and economic hardships for residents, particularly those living in the City of Coatesville. Today, over 30% of residents live in poverty, which is often multi-generational. Families struggle to meet their basic needs for food, safe housing, medical care, and job training. Many family structures are fractured due to incarceration, substance abuse or death of parents of young children. Simply put, the social and economic issues faced by residents in the City of Coatesville represent an anomaly in the wealthiest county in the Commonwealth.

Throughout these significant changes, the CAPL remains a steady force for good by providing information, programming, and technology for the 36,000 residents of the area. The CAPL's mission is to promote literacy, build community and enrich lives. During 2019, the CAPL provided 543 educational and cultural programs to over 6,600 participants.

As a public library, it serves all residents equitably, regardless of their social or economic status. The CAPL staff provides both traditional and non-traditional services to community members. While the traditional view of a library as a place to do research or to check out books remains strong, the CAPL also provides many non-traditional services as a centralized source of information regarding public and private benefits and community organizations which address the needs of low-income families. The CAPL's 10 public computers allow residents without home computers or internet service the ability for children to complete homework assignments and for adults to search for job training and employment opportunities. The library also hosts recruiting events for local companies and provides space for local human services providers to meet with families. Because of its central location and accessibility in the City of Coatesville, the CAPL has served as the site for the Chester County Food Bank "Fresh2You" truck during growing season.

2. Funding request

- **Description of key initiatives- how will this capacity building initiative impact your nonprofit?**

The CAPL needs philanthropic funding to increase their capacity to provide virtual programming for all age groups. This enhanced ability will increase the library's community outreach and meet the various needs of residents. During 2020, the library provided a limited number of virtual events, however, ongoing public health concerns combined with changes in the way people of all ages participate in activities necessitates a significant improvement to the CAPL's ability to offer virtual programming.

The CAPL's ability to expand the number and variety of real-time and recorded educational and cultural programs will introduce the CAPL's mission to an entirely new set of constituents. Virtual events will increase interest in the library among all age groups and will connect residents who may not be able or willing to attend in-person events. If public health conditions require a return to a lockdown mode, virtual programming will provide crucial connections for all age groups to reduce loneliness and anxiety. Many CAPL patrons struggle financially, so the ability of the library to provide free educational and cultural content provides a real service to the community. Every opportunity for the library to connect with constituents to provide positive activities helps to build a stronger community.

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

As a result of the pandemic which began in 2020, the CAPL staff learned new ways to continue to serve the 36,000 residents in their geographic area. During the lockdown in June and July 2020 when the building was closed to the public, library staff handled book reservation requests via phone calls and on-line and safely delivered books to patron's cars as they pulled up in front of the library building.

Coatesville Area Public Library

During this time, weekly family story time led by Miss Pattie, a retired schoolteacher and Miss Jarvis, also a schoolteacher, pivoted to an online format with videos recorded on an IPAD and then uploaded to YouTube <https://youtu.be/SFKQuA95ivl>. Family story time is designed to encourage preschoolers to become comfortable with books and reading. Each story time session is based on a theme with a book and song and includes an age-appropriate craft. Story time benefits children by increasing their vocabulary, teaching them to sit still and pay attention to Miss Pattie while concentrating on the story, and learning about different subject matter such as bugs, elephants, nature, outer space, and kindness. While this rudimentary form of recording videos worked to quickly continue story time, the CAPL would like the ability to create more imaginative videos for children of all ages.

Library director Penny Williams understands the growing need for virtual programming based on the public's increased familiarity with technology, the flexibility it provides to view programming from one's home and ongoing concerns for in-person activities, particularly for seniors, vulnerable populations, and those without private transportation. The library staff plans to offer both virtual and in-person book clubs, children's story time, yoga classes, children's art and crafts and music activities.

Due to the demand for non-traditional library services, the CAPL plans to invite local non-profit and government leaders to participate in zoom sessions where participants can find out more about available resources, public and private benefits, and current events. The greater Coatesville area has a fascinating history, and the library plans on developing programs to help residents understand the events and people who shaped this region. This will include programs on notable Coatesville residents, a history of the Coatesville steel industry and a review of historical architecture.

Residents of the greater Coatesville need assistance with accessing information to improve their lives, as well as positive affirming content to lift their spirits. As a public library which provides equitable and free services to all, the CAPL's only agenda for this request is to fulfill its mission to promote literacy, build community and enrich lives.

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

This request is timely due to ongoing public health concerns due to the pandemic. While the CAPL staff were able to safely restart in-person children's activities this summer in their courtyard, we are all aware of increased warnings regarding in-person gatherings. This concern will most likely increase as we approach autumn and winter. Virtual programming allows participants to view programming from the comfort of their home, regardless of weather conditions. Virtual programming also provides the convenience of watching live programming and on-demand content. The CAPL's ability to purchase the proper equipment and software to host live events and to record events within the next 6 months will provide a base to develop many new types of programs to meet the community's needs. In addition, the CAPL has hired a new full-time programming assistant who started work in September. One of her main responsibilities will be to develop and implement both in-person and virtual programs for the community.

Programming has the potential to expand to any number of topics, from public health, financial literacy, foreign language, ESL, how to access public benefits programs, a review of local human services organizations along with interviews of community leaders. It is crucial to begin offering expanded programming to the greater Coatesville community as soon as possible to help offset the anxiety and fear caused by the ongoing pandemic, which exacerbated existing stress levels of many of the neediest families in the city. The residents of the greater Coatesville area in need of positive, affirming activities designed for all age groups such as exercise classes, book clubs, specialty crafts groups and financial and social issues programming. The potential to provide educational and entertaining alternatives for families to view together also provides protection against early substance use initiation as well as ongoing prevention of substance abuse and participation in other risky activities such as vandalism and gang involvement.

How impact & results will be demonstrated? The CAPL measures the impact of every in-person and virtual program based on the number of attendees and views of each live and recorded session. As a result of increasing the variety of content and the scope of outreach, Director Williams anticipates an increase in library visits, an increase in the number of requested library cards and in the number of materials borrowed from the library. This plan will also

Coatesville Area Public Library

help the CAPL's finances, specifically state and county funding which is partially based on the number of patrons, number of programs and program participants. This investment has the capability to pay for itself in future state revenue. The CAPL will also measure results based on the number of programs provided during the year and by soliciting reviews and comments from attendees to determine reactions and if any improvements are suggested.

Another measure of impact will be through the CAPL's enrollment in the Pennsylvania Library Association's "PA Forward Star Program". This program is part of the statewide 21st Century Literacy Initiative to position libraries as community centers which can "fuel educational and economic opportunities for all citizens", by promoting literacy in five areas: basic, information technology, financial, civic and social, and health. The CAPL will use the requested equipment to provide diverse programming in these subject areas to meet the initiative's objectives. As a result, the CAPL will move Pennsylvanians forward by elevating their quality of life, powering their progress and fueling their knowledge. The state Library Association evaluates proof of programs provided to the community to ensure content fits the required objectives and then awards "stars" for each level of accomplishment. This recognition will be promoted on the library association's website and the CAPL's website.

Include a description of the expected activities; timeline & costs to implement the initiative.

Upon notification of funding, the CAPL will purchase the following items from B&H Electronics, a national leader in providing specialty photo, video, and audio equipment for personal and professional use. Funds will be used to purchase:

Sony PXW-Z90V Compact 1" XDCAM 4K Camcorder with 3G-SDI Output with premium accessories bundle	\$2,898
AJA U-TAP USB 3.1 Gen 1 Powered SDI Capture Device	\$345
Manfrotto 502AH Video Head & MT055XPRO3 Aluminum Tripod Kit	\$400
Rode Wireless GO II 2-person compact digital wireless Omni Lavalier microphone system recorder kit	\$457
2 Zoom Pro Plan Video Conferencing licenses \$14.99 monthly fee	\$360 annual cost
Total Cost	\$4,100

The camera records high-definition video and transmits this same quality in live sessions through Zoom via a link to the SDI Capture device which is connected to a laptop. This allows the program to be saved to the laptop or to the Zoom cloud for future viewing and YouTube upload. The ability to offer high quality professional looking video programs will appeal to participants and reflect the library's commitment to the community. The CAPL will need an upgraded Zoom video conferencing license (Pro \$14.99 monthly) which will allow up to 100 participants in any session.

The CAPL has several large rooms in the lower level of the building which will be used for some in-person or virtual sessions such as exercise programs and book club. These rooms provide sufficient room to enable community members to gather in a safe manner.

We expect that the planning work starting in September to identify subject matter experts and other participants interested in creating content. This will include Miss Pattie's Family story time, Ross Kershey a Coatesville historian and Annie McGillian from "Let Spirit Move You" who provided yoga classes for children over the summer. This should enable the CAPL staff to begin creating video content using the new equipment for distribution by the end of March 2022.