

## 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](http://www.chescocf.org) to apply online for grants from all Community Foundation Funds.
- **Email proposals to [grants@chescocf.org](mailto: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](mailto: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](http://www.chescocf.org)*

**Date 9/8/21**

**Contact Information**

Organization Name: Kennett Area Senior Center  
 Address: 427 S. Walnut St, Kennett Square PA 19348  
 Phone: 610-444-4819  
 Website: [www.kennettseniorcenter.org](http://www.kennettseniorcenter.org)  
 Year Incorporated: 1972  
 FEIN: 23-1943595

ED/CEO Name: Stephanie K. D'Amico, MSW  
 ED/CEO E-mail: [sdamico@kennettseniorcenter.org](mailto:sdamico@kennettseniorcenter.org)  
 Board Chair Name: Fred Wissemann  
 Board Chair Approval (check here): Yes  
 Primary Contact Name: Stephanie D'Amico  
 Primary Contact E-mail: same as above

**Organization Information:**

**Field/s of Interest:**

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

**Mission:** The Kennett Area Senior Center helps adults 50 and better live healthy, active, and independent lifestyles.

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

KASC serves 4 boroughs in Southern Chester County: Kennett Square, Avondale, Oxford and West Grove. The KASC also serves 12 townships in Southern Chester County, including: Birmingham, Chadds Ford, East Marlborough, Kennett Township, London Britain, London Grove, New Garden, New London, Newlin, Penn, Pennsbury and Pocopson.

**Describe Population Served & Annual Number of People Served:**

The target population served by the Kennett Area Senior Center includes seniors aged 50 to 98 years old who are nutritionally at risk, at risk for chronic illness, disability, homelessness; often live alone or in rural areas and are on low fixed incomes.

Before Covid, the Senior Center served 1900+ seniors with over 60 programs and services, including hot, nutritious daily lunches. As a result of Covid, the Senior Center is currently serving 300+ seniors with limited services including Medicare Counseling, Information & Assistance, referrals, "Friendly Visitor" calls, a Zoom Silver Sneakers® exercise program, as well as the Living History Storytelling Project, and drive-by "grab-n-go" meals.

<b>Annual Budget \$</b>	<b>401,181</b>	<b>4.5</b>	<b># of Full-Time Equivalent Paid Staff</b>
<b>84</b>	<b>% of budget for program expenses</b>	<b>15</b>	<b># of Board Volunteers</b>
<b>07</b>	<b>% of budget for administrative expenses</b>	<b>100</b>	<b># of Active Non-Board Volunteers</b>
<b>09</b>	<b>% of budget for fundraising expenses</b>	<b>12,000</b>	<b># of Volunteer Hours ( Estimated for FY 21-22</b>
<b>100</b>	<b>% total</b>		<b>due to partial year closure due to COVID)</b>

**Top 3-5 funding sources:** Chester County Dept. of Aging Services, United Way of Southern Chester County, Chester County Community Foundation

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:** \$ 30,000

**Proposal Summary:**

The Kennett Area Senior Center is seeking \$30,000 in funding in order to hire the organization’s first part-time development director. This person’s principal charge will be to coordinate the development efforts of KASC and to create numerous, efficient, and compelling opportunities for donors to support the organization and to make the experience of giving satisfying and rewarding. We have a number of highly enthusiastic new board members, a newly constituted development committee, and a mission-driven executive director, and having a dedicated staff person to coordinate the development work of everyone in the organization is an essential next step in positioning KASC for long-term stability so that we may effectively and efficiently fulfill our mission.

**II. CHESTER COUNTY COMMUNITY FOUNDATION  
GRANT PROPOSAL NARRATIVE**

*Provide clear, concise information. 3 pages maximum.*

**1. Nonprofit’s history, goals, key achievements & distinctiveness**

The Kennett Area Senior Center is a non-profit organization that serves older residents of southern Chester County. The Center provides daytime, evening and week-end programs and services to help residents stay active, healthy, and involved, allowing them to remain independent.

In 1971 the Kennett Area Senior Center was started by Dr. Leonard Kanofsky with help from the Kennett Rotary Club and was initially called the Rotary Senior Center. 'Ginny' Germond, became the first director (volunteer) and Dr. Kanofsky the first Board President. They met in the Bayard Taylor Memorial Library on Mondays and Wednesdays from 10 am. to 2 pm. Dramatic growth of membership and increased activities resulted in a move to the Kennett Presbyterian Church on south Broad Street, which offered the needed space and became the 'home' of the Center for the next several years.

Continued growth resulted in the need for additional funding support, which was provided by the Rotary Club, its local foundation, the Gundaker Foundation and the Kennett Area United Way. The Rotary Senior Center became the Kennett Area Senior Center. By 1976 when Carol Wendel became the new director, KASC had 185 members.

The membership and activities continued to outgrow the space and resources available. A 7200 square foot building located at 427 S. Walnut Street in Kennett Square was purchased. By September 1987, and without a single government grant, the new home was fully paid for and debt free. An expansion was completed in 1994 filling the need for even more space. At a dedication ceremony on January 12, 1994, the new construction was named the Wendel Wing in honor of former Director Carol Wendel. Over the years membership has soared to a high of 2,727.

## **2. Funding request**

The Kennett Area Senior Center is seeking \$30,000 in funding from the CCCF in order to hire the organization's first part-time development director. This person's principal charge will be to coordinate the development efforts of KASC and to create numerous, efficient, and compelling opportunities for donors to support the organization and to make the experience of giving satisfying and rewarding. We have a number of highly enthusiastic new board members, a newly constituted development committee, and a mission-driven executive director, and having a dedicated staff person to coordinate the development work of everyone in the organization is an essential next step in positioning KASC for long-term stability so that we may effectively and efficiently fulfill our mission.

### **A. How will this capacity building initiative impact your nonprofit?**

The impact of the COVID-19 crisis on KASC cannot be understated. The crisis caused the budget to shrink by over 50% due to the loss of funding from foundations, which had pivoted to help other nonprofits; loss of program revenue, since the Center was closed and could not offer fee-based programs; loss of fundraising revenue from events and direct appeals; loss of membership revenue; and loss of revenue from the Kennett Square Resale Book Shoppe, an entrepreneurial venture of the Senior Center that provided 10% of the total budget annually. Staff reached out to 69+ new foundations for support; however, there was little positive response from this effort. Solutions were developed to reopen the Book Shoppe carefully, as most of the 29 volunteers that assist at the Book Shoppe are elderly and at-risk. PPE equipment and supplies were obtained to prepare for its reopening.

The crisis also caused the Board, staff, and committees to shrink significantly. The By-laws call for rotating term limits both on the Board and Committees, which resulted in the retirement of 8 Board and 7 Committee Members at the beginning of the fiscal year (20-21). With the social isolation restrictions, board meetings were limited to Zoom format and the Board was unable to do the work to replenish itself and its committees, resulting in the Fund Development Committee shut down entirely, and the Program Committee became a committee of one. Without the full range of programs and sufficient income streams, program staff were laid off in order for the Center to remain fiscally viable.

With the procurement of a federal grant and the assistance of some COVID-19 response funding from the United Way of Chester County and the Chester County Community Foundation, KASC was able to rehire staff members and rebuild the board. We contracted with two consultants: one to focus on board building, and one to maintain development functions and prepare the organization to hire its first development staff person. The board went through fund development training with the help of our consultant, during which they worked through expectations of board members and staff members with regards to fundraising. The board has determined that in order to best reconstitute the Senior Center's programs and infrastructure, as well as prepare the organizations for future sustainability, revenue streams must be restarted vigorously with under the direction of a paid development director.

### **B. How will this impact be measured?**

While an increase in solicited funds is expected, organizational leadership is aware that you often don't see the full return on investment of such a hire for at least a year. In addition to funds raised, the staff member will be evaluated on whether they did things such as the following:

- Fostered the development of a culture of philanthropy and a donor-centered organization
- Kept ED, board, and board's fund development committee fully informed regarding the status of fund development and all internal and external factors influencing effectiveness and productivity
- Recommended appropriate measures, both qualitative and quantitative, to the CEO and board regarding fund development
- Partnered effectively with staff, board, board members, and committees to assure the organization's relevancy, effectiveness, and results
- Assured that appropriate policies, standards and controls, systems and procedures, materials, and resources are in place to guide and evaluate the fund development operation
- Provided general oversight of all fund development activities, managed day-to-day operations, and assures a smoothly functioning, efficient operation
- Assured a comprehensive gift management/CRM system, analysis, and reporting to support quality decision-making in philanthropy and fund development
- Helped enable board members to carry out philanthropy and fund development activities
- Guided the process to identify, cultivate, and solicit donors and prospects
- Assured a top-notch relationship-building program that incorporates donor-centered communications and extraordinary experiences to build loyalty and lifetime value
- Provided training and information, advice and counsel for all fund development activities of the organization

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

As is typical of a small nonprofit, in addition to handling administrative and programmatic oversight, the executive is responsible for raising all funds for the organization. KASC is currently at a point where the organization needs to grow and broaden our funding base, and in order to do so, we plan to hire a development director to design and implement the overall fundraising plan.

The major function of this position will be to handle all of the "back-room" tasks of the organization as it pertains to development. These duties include designing the fundraising plan and the one-year operational plan; organizing the direct mail campaigns; writing the appeal letters; designing the donor strategies; researching grants and writing grant proposals; planning the special events; and other tasks relating to techniques and strategies of bringing in financial resources. The person in this role will also work closely with the development committee to motivate the leadership of the organization to bring in money; set up appointments; open up doors; make personal contributions; staff the fundraising committee; etc. They will also help to organize the time commitment of the executive director as it relates to fundraising and resource development. This would include ensuring the executive director goes to certain meetings with foundation and corporate executives; and freeing up the executive director to cultivate connections in the greater community.

KASC hopes to have a development director in place in late Fall of 2021, prior to the implementation of year-end fundraising activities and appeals. If we cannot find funding for the position that soon, we hope to have someone in place by the start of January 2022. We plan to offer \$30,000 for a part-time, hourly position. We are requesting a combination of funding from the CCCF's Fund for Chester County and grants from any interested donor-advised funds in order to make that possible.

### 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.

- Use this form @ [www.chescof.org](http://www.chescof.org) to apply online for grants from all Community Foundation Funds.
- **Email proposals to [grants@chescof.org](mailto:grants@chescof.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) 696-8211 [grants@chescof.org](mailto:grants@chescof.org) with questions.

