

**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 9/4/21

Contact Information

Organization Name: Coatesville Center for Community Health ED/CEO Name: Kathryn Spurlock

Address: 1001 Lincoln Hwy. Coatesville, PA 19320

ED/CEO E-mail: ccch@comcast.net

Phone: 610-383-4612

Board Chair Name: Carolyn Johnson, Esq.

Website: www.coatesvillecenter.org

Board Chair Approval (check here):

Year Incorporated: 1999

Primary Contact Name: Kathryn Spurlock

FEIN: 23-3047695

Primary Contact E-mail: ccch@comcast.net

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission: Our mission is to increase access to health and human services for the Coatesville community through the co-location of services, along with educational outreach to the community to promote healthy lifestyles.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): Greater Coatesville area in Chester County, PA

Describe Population Served & Annual Number of People Served: The target population for our Center is the low-income residents of Coatesville, PA. Despite reduced office hours due to COVID-19 in 2020, CCCH served nearly 4,395 men, women and children in the Coatesville area who made 10,314 visits to our Center during that time. Approximately 883 referrals were made to another agency so clients were afforded a wide-range of services to meet their diverse health needs. The majority of clients served have incomes 185% below the federal poverty level. Most (84%) are female, 23% are African American, 42% are Caucasian, 29% are Latino, 1% are Asian American and 5% Other. Also, 6% are children under the age of 5; 20% are children aged 6-19, and 71% are Adults 20-64 and 3% are seniors, aged 65+. CCCH reached an estimated additional 600 Coatesville-area residents via our Healthy Living Outreach Initiative.

Annual Budget \$ 202,460 1.25 # of Full-Time Equivalent Paid Staff

73 % of budget for program expenses 9 # of Board Volunteers

25 % of budget for administrative expenses 7 # of Active Non-Board Volunteers

2 % of budget for fundraising expenses 55 # of Volunteer Hours

100 % total

Top 3-5 funding sources: Brandywine Health Foundation, Chester County Community Foundation, Connolly Foundation, M/M Robert McNeil, First Cornerstone 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: \$ 4,169

Proposal Summary: The Coatesville Center for Community Health (CCCH) respectfully asks for funding from CCCF in the amount of \$4,169 to provide universal Wi-Fi throughout the Center to maximize digital client access, as well as benefiting CCCH's five tenant agencies and external services that provide resources to the Center.

Coatesville Center of Community Health
Capacity-Building Request to the Chester County Community Foundation
September 13, 2021

1. Organizational History, Goals, Key Achievements & Distinctiveness:

History: In 1999 the *Coatesville Center for Community Health (“the Center”)* was established to provide Coatesville’s low income population access to the health and social services heretofore out of their reach due to lack of insurance, lack of transportation and little knowledge about how and where to seek help. It was determined that what was needed was a centralized site where a wide range of health and social services could be offered under one roof in a conveniently location close to public transportation and within walking distance for some.

The Center currently houses five tenant agencies: Family Service of Chester County, Maternal and Child Health Consortium of Chester County, Domestic Violence Center of Chester County, Planned Parenthood of Southeastern PA, and the Chester County Health Department (WIC Program). CCCH is governed by a nine-member volunteer Board of Directors made up of representatives of the five tenant agencies and key community members. But, the Center is *much more* than a ‘building where 5 agencies have an office’. Other organizations, such as Legal Aid and The Crime Victims’ Center of Chester County, provide services on a regular “pop-up” basis. CCCH also welcomes collaborative organizations to provide additional resources to the community within the parameters of its mission.

Kathryn Spurlock, CCCH’s Executive Director (hired in 2003 as a p/t Coordinator), convenes the tenant agencies to work together to identify gaps in services, develop a collective response, mobilize the necessary resources, implement/integrate innovative services & conduct community outreach. Well-known as a knowledgeable healthy living advocate county-wide, she plays an active role in spearheading community-wide health outreach initiatives.

Goals: The Center’s work is conducted through two broad goals to improve population health.

1. Help low-income residents of Coatesville have greater access to necessary health and human services through co-location and service integration to overcome social, economic, and environmental barriers to good health. Consumers benefit from this model, which provides safe, equitable, accessible, and efficient care and education inc. health insurance, mental health services, reproductive health services, domestic violence services, information & referral, family education & support, and supplemental nutrition support. Pre-COVID nearly 7,000 residents were served each year through this initiative.
2. Create a healthier, more equitable community by helping low-income Coatesville residents achieve improved health, lifestyles, and well-being via free education and outreach programs that improve knowledge and skills, and provide the tools needed to build a better future for their families.

CCCH’s Director develops collaborative projects among the tenant agencies and with other community providers/partnerships and conducts community outreach to educate Coatesville residents. Prior to COVID, we reached an estimated 1,000 residents (over and above those already served at the Center) through the above activities. Since COVID we have had to adjust a number of our programs, so COVID mandates could be accommodated, while meeting client needs.

Key Achievements and Distinctiveness: CCCH’s service delivery model of **co-location and integration** is innovative and distinctive. Furthermore, it is a key achievement because it is working and has grown beyond all expectation with regard to clients served and the health and social issues addressed. Also, the growth of the Center’s Healthy Living Education and Community Outreach component has been monumental through its added value and impact on Coatesville and its vulnerable residents and speaks to the capable leadership of CCCH Executive Director Kathryn Spurlock and her vision of what could and can still be done. She has built something that began as a single purpose (providing access to health and human services for low-income individuals) into a multi-dimensional resource that complements, as well as reinforces, CCCH’s mission and purpose.

In addition to further strengthening its presence in the Coatesville community, CCCH has reinforced the premise that providing health and human services and outreach programs ‘under one roof’ is an effective way to give vulnerable individuals access to these services. They get the best of ‘all possible worlds,’ especially if their needs are such that they require more than one service or intervention, because everything is co-located and easy to access and the CCCH tenant agencies work together on behalf of the client. The co-location of human services has proven beneficial to meeting the complex needs of our clients. Through relationship-building, communication, co-ordination of service delivery, group

problem solving, leveraging of resources, and community outreach and education, working together as a Center elevates the level of care our clients receive to a whole health model. This translates to better overall improvements in health outcomes, well-being, and individual life successes.

The establishment of **CARN (Coatesville Area Resource Network)**, a clearinghouse and networking vehicle for pertinent information and resources affecting all aspects of the Coatesville community, is also an unqualified achievement, as well as a distinctive feature to the Coatesville area. The brainchild of CCCH's Executive Director, who is the group's facilitator, CARN has taken on increasingly more significant roles since its inception, especially during the COVID crisis. Now meeting virtually and utilizing e-mail blasts, CARN has become a key vehicle of communication for the Coatesville community addressing current community issues, resources, and program opportunities, as well as supporting a community System of Care. This network has grown to include 300 members of peer agencies, funders, and other community entities and monthly meeting attendance has grown since going virtual. CARN is looked to by community members as a means to distribute information that pertains to the health and welfare of Coatesville's residents.

To address an unmet, yet growing need in our area, the **GRANDFamilies Initiative of Chester County** was successfully developed to address/support the needs of those raising the children of others, which may include Grandparents, Aunts, Uncles, or non-related adults of the children. This need has been brought about most often due to the opioid crisis and addiction, incarceration, or mental health issues, further compounded by the Covid pandemic, job loss, and lockdown. Implemented programmatic interventions include a Provider Network to connect resources, a Grandfamily Connections Support Group, and information with peer support available to help families navigate the struggles they face.

2. Capacity-Building Funding Request:

- **Description of key initiatives**

This capacity-building request of \$4,169 is a direct result of CCCH's newly-crafted strategic plan that has identified technology as a priority for the Center. CCCH's Board of Directors, cognizant of the different technology needs of the Center's five tenant agencies, has directed a collective solution of installing universal Wi-Fi throughout the building. Wi-Fi will not only maximize client access, but will benefit the agencies that serve these clients and CCCH's external organizations that provide resources and services.

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

The primary goal of this project is to maximize client access through the objective of easing client interface. In addition to this goal, universal Wi-Fi will benefit CCCH in the following areas: Safety; Resource Information Access; and, External Collaborations.

Safety – This entails being able to communicate in an emergency situation, as well as clients being able to access transportation, information, and family contacts when necessary. Other safety considerations: the Center is often the target of vandalism, community protests, and racial tensions. As many communication potentials as possible help ensure a safe Center for clients, staff and visitors.

Resource Information Access – currently WIC Program staff and nutritionists are not able to access the Internet because their computers are directly tied to the County Government. Consequently, they need to utilize their cell phones to research nutrition information and resources to provide to their clients. All clients of the Center can be referred to other providers and programs, so internet connection would assist their ability to check hours of availability and necessary information to engage.

External Collaborations - When external organizations deliver outreach or pop up services in the building, they need to access their central data bases to provide intake information. One example is the Crime Victims' Center of Chester County victim advocates, who need to utilize their lap tops to input client data. This has been a barrier to service delivery since information is gathered on paper to then be input in to their computer later. Also, external organizations who come to the Center to make presentations are unable to pull up slides or other computer information due to the lack of Wi-Fi. The installation of universal Wi-Fi will rectify these drawbacks and bring the Center into the 21st Century technologically.

An overarching strategic plan goal of obtaining Wi-Fi connectivity is for CCCH to have a role in assisting the City of Coatesville to become digitally connected and Wi-Fi compliant.

CCCH Executive Director Kathryn Spurlock will be responsible for coordinating and overseeing the project's implementation, as well as making sure that all Center staff are trained on the various workings of the Wi-Fi.

Expected activities to accomplish the initiative are:

- Hire Optima Computer & Training Services, Phoenixville, PA 19460
- Install Outdoor Wireless Access Point (WAP)
- Set up processor, monitor, mouse, cabling and DLink Switch – 5 Port
- Install 2 Indoor WAP units (corridor, behind entrance glass)
- Train Staff to understand the Wi-Fi installation

CCCH will begin these activities as soon as funding is acquired.

Anticipated costs of implementation are as follows:

Timeline	Activity	Cost
February 2022	Install 2 Outdoor Wireless Access Points (WAP)	\$352
February 2022	Set up PC, processor, mouse, monitor, DLink Switch-5 port, misc. monitor hardware, cabling for 2 inside WAP units; software	\$1,377
February 2022	Labor: Configure WAP to control PC; install hallway & glass entrance WAPs; prep new PC, install Windows 10 updates, patches, Office 2019, etc.; set up Outlook user e-mail acct.	\$640
February 2022	Internet Cost for Wi-Fi Operation (\$100/mo. for 12 mos.)	\$1,200
February 2022	Coordination, Project Implementation, Staff Training	\$500
February 2022	Miscellaneous Expenses	\$100
		Total Cost - \$4,169

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

The installation of universal Wi-Fi will rectify the drawbacks listed above and bring the Center into the 21st Century technologically. It will also stage CCCH for its role in helping the City of Coatesville achieve Wi-Fi connectivity. Time is of the essence to maximize client access and to benefit CCCH with regard to safety, resource information access and external collaborations.

One of the recommendations of CCCH’s latest strategic plan is: Leverage cross sector collaborations, community partnership, and CARN to gauge appetite for advocating Wi-Fi in Coatesville. Another reason why it is important to fund this project now.

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

Implementing this capacity-building project would greatly impact CCCH in a positive manner to provide greater access to health care and information, improve social determinates of health, and further demonstrate and solidify the Center’s commitment to the people it serves and to the Coatesville community as a whole. Specifically, this project will enable CCCH to do our share in the post-Covid world by providing internet access to assist with telemed appointments, job applications, timely resource gathering, and remote work and school in the digitally divided City of Coatesville.

This project will be implemented as described on time and within budget. The impact will be measured by the number of clients, tenants, pop-up services, external collaborators and presenters and CCCH administration who will utilize the Wi-Fi through a self-reported survey of tenant organizations. Connectivity to outside resources will be noted, such as in the case of the WIC staff or in assisting the City of Coatesville reach its connectivity goal.