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.

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

- **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
- **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@chescof.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: September 14, 2021

Contact Information
Organization Name: Gateway HorseWorks
ED/CEO Name: Kristen de Marco
Address: 2045 Union Hill Rd Malvern PA 19355
ED/CEO E-mail: kristen@gatewayhorseworks.org
Phone: 484-433-9911
Board Chair Name: Kristen de Marco
Website: gatewayhorseworks.org
Board Chair Approval (check here): X
Year Incorporated: 2015
Primary Contact Name: same as above
FEIN: 47-5474101
Primary Contact E-mail: same as above

Organization Information:
Field/s of Interest:
___ Arts, Culture & Humanities
___ Environment/Animal Welfare
___ Education
___ Human Services
___ Religion

Mission: Gateway HorseWorks incorporates horses for the mental health treatment of people.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): Chester County and the Greater Philadelphia Area

Describe Population Served & Annual Number of People Served: Gateway HorseWorks serves community members throughout Chester County and beyond who are historically most underserved and marginalized. We make meaningful mental healthcare accessible through partnerships to Veterans, human trafficking survivors, adults and youth impacted by the justice system, people in recovery, COVID-19 essential workers, youth in residential treatment, people experiencing homelessness and bereaved children and families. Over the past 5 years Gateway HorseWorks has experienced exponential growth annually. Despite the challenges of 2020, Gateway HorseWorks was able to provide services through a total of 481 sessions and 149 unique clients. Our current treatment team is projected to provide services to a total number of 1200 sessions and 500 unique clients in 2021.

Annual Budget $230,000
75% of budget for program expenses 6 # of Board Volunteers
18% of budget for administrative expenses 20 # of Active Non-Board Volunteers
7% of budget for fundraising expenses 600 # of Volunteer Hours

Top 3-5 funding sources:
The Berndt Family Foundation
Christa and Calvin Schmidt
The Hallowell Family Fund
Paul and Melissa Anderson
The Cooley Family Foundation
Grant Amount Requested from the Community Foundation: $5,000

Proposal Summary: Gateway HorseWorks seeks to adopt a donor management system to increase capacity and expand the impact of our mission to make meaningful, innovative mental health treatment accessible to all in our community. Equine-Assisted Psychotherapy is a valuable trauma-informed modality and can serve to cultivate resilience and transformation through client-driven solutions. Since 2015 Gateway HorseWorks has grown exponentially as a thought leader in the field of Equine-Assisted Psychotherapy while centering the experience and needs of our clients rooted in service of our community in Chester County. Acquiring our forever farm in 2020, growing our staff, and offering nine active community programs and growing, our organization continues to expand exponentially to serve the mental health needs of our community. A donor management system will allow our organization to sustain, cultivate, and manage funders and donors as integral members of our organization and community.
Our Story
In 2012, Executive Director Kristen de Marco started a for-profit company, spearheading Eagala Model equine-assisted psychotherapy (EAP) and equine-assisted learning (EAL) in Chester County. The volume of inquiries she received made it abundantly clear that innovative mental health services were needed in the community, yet, so many who reached out could not afford them. While no one was turned away, it was not until a Chester County probation officer approached her to develop a program for justice-involved women that she felt compelled to adopt a new mission: lead the effort in making this ground-breaking mental health treatment accessible to all who need it. In 2015, she started the nonprofit, Gateway HorseWorks (GHW).

Our Mission
Gateway HorseWorks incorporates horses for the mental health treatment of people. Gateway HorseWorks is a leader in making innovative mental healthcare through equine-assisted psychotherapy accessible to all in our community. In order to meet the mental health crisis head-on, we partner with community-based organizations, agencies and institutions to provide EAP to individuals who are most often pushed to the margins and barred from access to effective and diverse mental health solutions. We commit to accessible, inclusive, and trauma-informed EAP services through free and sliding scale sessions and programs, contributions to evidence-based research, and community partnerships advancing access to mental health treatment throughout our community.

The Power of Horses to Heal
Our herd of mostly rescue horses receive life-long, high quality care while providing the ground-breaking treatment of equine-assisted psychotherapy at GHW. From our aged-out embryo transfer mares rescued from euthanasia at University of Pennsylvania’s New Bolton Center, to a rescued Standardbred ex-racehorse, our herd proves that horses have so much more to offer beyond breeding, racing, and riding. EAP offers horses a purpose extending beyond these traditional roles. Humans have relied on horses for thousands of years, using them for transportation, farming, and on the battlefield. More recently, we have realized the power of horses as partners in psychotherapeutic work to help people achieve wellness and recovery from trauma, mental health conditions, and addiction. Because of horses’ size, evolutionary role as prey animals and social creatures, as well as their individual and unique personalities, interactions with the herd can provide meaningful insight into our own lives and behavior. Approaching horses helps us consider how we approach our own relationships and face other big things in our lives. The horses at GHW, along with the licensed mental health practitioners and certified equine specialists, offer closeness and connection to help people rediscover the best parts of themselves and create the pathways to healing.

Our Approach
Gateway HorseWorks commits to centering access to innovative mental health treatments for all in Chester County through a community-driven organizational model. This model enables us to serve people who are most often barred from access to meaningful or innovative mental health care solutions. GHW serves children, youth, families, and individual clients in community programs designed for those impacted by the justice system, survivors of human trafficking, people in recovery, veterans and individuals who are experiencing homelessness, adolescents in residential treatment, clinical and nonclinical healthcare workers, and bereaved children and families. In collaboration with an amazing group of like-minded donors, organizations, and government agencies, we have developed unique community programming to best meet the needs of each of our partners and client groups. These partnerships have yielded positive results in specialized areas of measurement. As each program partner is unique, we work together to develop the critical outcomes that can meet specific needs of our clients. Together with our partners, we have been able to measure significant, real-time impact driven by our clients’ commitment to treatment. For example:

● **Stable Pathways**: Beginning in October 2019, Stable Pathways offered client sessions on Chester County Prison Complex grounds. The horses are transported to the prison for weekly sessions at the pre-release center. Post and rail fencing and a run-in shed have
been erected at the prison where sessions are held. This groundbreaking, permanent pasture enabled us to expand our services and provide meaningful opportunities for mental health care to people experiencing incarceration. Early results indicate a 0% recidivism rate for program graduates. Additionally, the Chester County Prison was selected as the winner for the 21st Century Best Practices Awards in the Large Jail category by CCAP in part due to the impact of the Stable Pathways’ program. Chief Murphy is quoted in the nomination, naming Chester County Prison’s partnership with GHW Stable Pathways program their “greatest success” in programming available to support people during their incarceration.

- **Breaking Free**: In 2018, 21% of Recovery Center of America patients participated in the Breaking Free Program. These patients stayed in treatment 49% longer and completed a full course of treatment at three times the rate of those who did not participate in equine-assisted psychotherapy.

- **Beyond the Barn**: In partnership with the Chester County JPO and CYF, in fiscal 2019-2020, 74% of all youth enrolled completed a full course of treatment, 81% were not rearrested within six months of discharge from the program, and 78% were not placed out of home within two months of discharge from the program.

- **Galloping Home**: As one of thirty Eagala Military Designated Service Providers in the nation, GHW is partnering with Eagala and the National VA to track treatment outcomes in addition to providing free programming to Veterans and their families. Outcomes measured across all designated providers will become available following the end of the VA’s fiscal year, October 2021.

**Our Community’s Mental Health Needs**

*Access to varied-approaches for trauma-informed, transformative mental health care is an ever-rising need in our communities.*

In America, one in five adults experiences mental illness and nearly one in six youth. Mental health care is historically underfunded and inaccessible to many of our most systematically disenfranchised neighbors. The mental health needs facing our community, greatly impacted by COVID-19, are projected only to increase. As we look ahead, how we respond to the needs of our community is critical. The ability to adapt to changing needs is a central component to being part of the solution in increasing access to meaningful mental health care. Mental health is the foundation of community health. Treatment should be approached as an evolving and adaptive practice, it requires a willingness to follow the lead of our clients, and the needs of the community, at every level. While our model does not change, our organization commits to practicing this adaptability in support of our clients’ inherent, earned right to heal from unimaginable trauma, and advocate for that right. We commit to centering diversity, equity, and inclusion as a keystone in the organization in order to create more access to this field of practice.

**Expanding Our Impact through Donor Cultivation**

Gateway HorseWorks has experienced significant growth since 2015: we have expanded our team, increased the total number of clients served, acquired a herd of six rescue horses, and operate nine community programs in addition to individual and client sessions. Most significantly our organization attracted the support of a donor family who purchased a farm in Malvern to serve as home base, offering our clients, herd, and staff the stability to grow and sustain our meaningful services.

The support of Chester County Community Foundation will allow the organization to leverage this significant growth to attract the community-driven support that can sustain our mission for years to come. At present our fundraising and development efforts have been managed primarily on a one-on-one basis at the expense of our limited team resources and capacity. A donor-management system will allow us to expand the capacity of our Board of Directors, Executive Director, Development Manager, and Operations Manager to efficiently and effectively cultivate new and existing donors while acknowledging them as the integral members of the organization and community that they are. We envision a community-driven organization that centers our clients, donors, funders, volunteers, partners, staff for their valuable contributions.
With the ongoing development of our forever farm, there are many named-gift, monthly sustainer, and fundraising event opportunities for community engagement. We will be able to measure the impact of this gift by the increase of donor engagement and development over the next year. We anticipate being able to acquire a system within the first month after receiving the award. Afterwards, we will take one month to upload all existing donor content, so the Board of Directors and staff can utilize the new system.