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, CCF’s Summary Sheet MUST accompany application.
To obtain an electronic version of this application, visit www.chescocf.org

Date 9/13/21
Contact Information
Organization Name: Kennett Square Revitalization Task Force
Address: 106 W. State Street, Kennett Square, PA 19363
Phone: (610) 444-8188
Website: www.HistoricKennettSquare.com
Year Incorporated: 2001
FEIN: 23-2408629

ED/CEO Name: Bo Wright
ED/CEO E-mail: Bo@HistoricKennettSquare.com
Board Chair Name: Bob Norris
Board Chair Approval (check here): ☑
Primary Contact Name: Bo Wright
Primary Contact E-mail: Above

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

Mission: HKS makes Kennett thrive. We intentionally create programs and events that help Kennett become a more beautiful and welcoming community where all can belong and prosper.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):
Kennett Square and Kennett Township

Describe Population Served & Annual Number of People Served: HKS supports the Kennett community, including small business owners, existing residents, and visitors to Kennett Square. We work collaboratively with other area nonprofits to amplify their impact.

Annual Budget $567,795  3 # of Full-Time Equivalent Paid Staff
42 % of budget for program expenses  13 # of Board Volunteers
30 % of budget for administrative expenses  50+ # of Active Non-Board Volunteers
8 % of budget for fundraising expenses  200+ # of Volunteer Hours

Top 3-5 funding sources: Kennett Brewfest, Kennett Winterfest, Borough of Kennett Square, Kennett Township, Longwood Gardens

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: $5,000

Proposal Summary:
Historic Kennett Square respectfully requests a capacity building grant to enable the organization to rebrand and create a new website in order to better serve the Kennett community, with special attention to better serving the Latinx community in Kennett, and to raise funds to support our programs and events.
II. CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

2. Funding request
   - Description of key initiatives
   - Specific needs & issues to be addressed
   - Why it is important to fund this now
   - How impact & results will be demonstrated

   - For capacity building grant proposals:
     o How will this capacity building initiative impact your nonprofit?
     o How will this impact be measured?
     o Include a description of the expected activities; timeline & costs to implement the initiative. If external consulting services are required, include the anticipated costs & expertise of the consultants to be hired. Include external consultant proposals if applicable.

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 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) 696-8211 grants@chescof.org with questions.

Connecting people who care with causes that matter,
so their legacies make a difference.
1. Nonprofit history, goals, key achievements, and distinctiveness

For over 20 years, Historic Kennett Square (HKS) has served as the Main Street organization for the Borough of Kennett Square (one square mile, pop. 6,200) in Southern Chester County, Pennsylvania. Originally tasked with breathing new life into Kennett Square’s historic but economically depressed downtown, HKS focused on four key areas to guide growth: economic vitality, design, organization, and promotion. HKS was incredibly successful across all of these areas, and today Kennett Square and the surrounding region benefit from this work.

Historic Kennett Square (HKS) has built community engagement and fostered inclusion and a celebration of diversity through programs like the thriving year-round Kennett Square Farmers Market; outdoor dining events with live music and placemaking activities; Christmas in Kennett and Kennett Blooms, which beautify the town with seasonal décor, lights, plantings, and diverse art installations and placemaking initiatives; Kennett Blooms, which added plantings, gardenscapes, and a parklet to make Kennett Square an attractive place for residents and visitors this spring and summer; and the brand-new KSQ Speaker Series, which will engage the community in conversations with nationally known speakers to learn about what it takes to build great—and sustainable—communities. Each of these programs aims to make Kennett more livable for all members of the community.

Thirty-nine percent of Kennett Square residents are Latinx, and the town also benefits from many businesses owned by Latinx entrepreneurs. At HKS we’ve been hosting conversations with leaders from the Latinx business community to help us identify the struggles these businesses are experiencing as they recover from the pandemic. Several Latinx restaurant and café owners expressed a need for safe, attractive outdoor seating areas for customers, so we’ve been working with them to find solutions. HKS has also been telling the stories of some of our Latinx business owners with the goals of building trust and understanding.

Under a new executive director who started in February 2020, just prior to the COVID shutdowns, the staff and board of Historic Kennett Square began 2020 with a view to refocusing and reimagining how the organization could best serve the needs of our growing community. We determined that the role we have in this new chapter of the growth of our town and of our organization is to provide thought leadership and strategic direction in the areas of economic development and sustainable growth as we continue, through events and placemaking initiatives, to create the kind of place where people of every age and background love to live, work, and play.

Here is some of the new language we’re using to talk about what we do:
We long to see Kennett Square become the most beautiful town in America, where people from different backgrounds, generations, and walks of life are welcome and can afford to live and contribute to the community, where new architecture complements old, where creativity flourishes, and where everyone can belong and prosper.

We’ve also adopted the following new mission statement:

*Historic Kennett Square makes Kennett thrive. We intentionally create programs and events that help Kennett become a more beautiful and welcoming community where all can belong and prosper.*

2. Funding Request
This funding request is to support Historic Kennett Square’s efforts to rebrand and create a new website—both rebranding and the creation of a new website will allow us to better support the Kennett community and to increase our ability to raise funds for the impactful work we do.

Rebranding
The name Historic Kennett Square has caused many problems for the organization over the years. We’re often confused with the municipalities we serve and/or the place itself, for example, and we regularly field phone calls from people offering historical items and asking for genealogical information. This has made fundraising difficult, because many assume that the Borough is behind the various programs and events HKS creates. As an example, HKS decorates the town for Christmas, including the purchase of the town Christmas tree, and most people assume the Borough is responsible because our name and branding are so close to that of the Borough. The legal name of the nonprofit is the Kennett Square Revitalization Task Force—a clunky name that, nonetheless, describes exactly what the organization has succeeded in doing. The new name for the organization, Kennett Collaborative, and rebranding will allow the organization to signify our role within the community—to collaborate with the Borough and other entities to create a town where all can belong and prosper—and will also enable us to raise more funds for our work. We want everyone to understand that Kennett Collaborative is the organization that “makes Kennett Kennett.”

The Latinx community in Kennett Square is a diverse and engaged audience. HKS has historically failed to truly engage this audience but has made significant progress in the last year. Our hope is that new branding and a new website, with materials translated into Spanish as well, will help Kennett Collaborative continue to deepen and broaden engagement with the Latinx community and will also serve as a valuable resource for these members of our community.
New Website
Our current website, which was designed specifically for visitors to Kennett Square, does not suit the needs of the organization or our strategic plan. While serving as a resource for visitors is still a part of the organization’s focus, today we are focused primarily on creating a beautiful and livable community for existing residents and providing resources that bridge community divides by celebrating the incredible diversity within our community and bringing people together.

Our objectives for our new website (ranked in order) are:
1. Clearly communicate to local community members and stakeholders what the organization does in and for the Kennett area.
2. Clearly communicate (without being heavy handed) that we’re a nonprofit and that donations are vital not only for us as an organization but also for the community—we’re an integral part of what makes Kennett Kennett!
3. Serve the diverse needs of our community with special attention to developing a brand and resources that serve the Latinx community within KSQ.
4. Integrate with donor campaign pages on our donor management software, Network for Good.
5. Present the information that people are looking for (easy to search and find)—without too much information.
7. A website that is easy for HKS staff to manage and update.
8. Show the diversity and vibrancy of our community.
9. Integrate seamlessly with other websites owned by the organization—KSQ Farmers Market (Weebly), Brewfest (WordPress), Winterfest (WordPress), and Kennett Blooms (Wix). Although our ultimate goal is to have a single website that staff is able to maintain and that houses the content for all of these programs.

Measuring Success
The success of this capacity-building project will be measured by community recognition for the organization’s activities—for example, we will measure whether the community recognizes who is responsible for holiday decorations (Christmas in Kennett, the Holiday Village Market, and Kennett Blooms). This will be measured by public surveys—we have historical surveys showing that the organization lacks brand awareness—as well as by increased donations for programs.

The organization will continue to evaluate our growing relationship with the Latinx community in Kennett Square by tracking the number of people who access the website in Spanish. We will also survey Latinx business owners six-months after the website is complete to determine if these business owners see the new Kennett Collaborative website as a helpful resource.