

## CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

**Date:** September 15, 2021

### **Contact Information:**

Organization Name: Hope Beyond Borders, Inc.	ED/CEO Name: Steven Wilson
Address: 310 East Chestnut Street, Coatesville PA 19320	ED/CEO E-mail: steve@hopebeyondborders.org
Phone: 484-354-6088	Board Chair Name: Renee Sharpe
Website: Hopebeyondborders.org	Board Chair Approval (check here): X
Year Incorporated: 2009	Primary Contact Name: Steven Wilson
FEIN: #27-0399912	Primary Contact E-mail: steve@hopebeyondborders.org

### **Organization Information:**

#### **Field/s of Interest:**

<input type="checkbox"/> Arts, Culture & Humanities	<input type="checkbox"/> Environment/Animal Welfare	<input checked="" type="checkbox"/> Education
<input type="checkbox"/> Health	<input type="checkbox"/> Human Services	<input type="checkbox"/> Religion

### **Mission: Hope Beyond Borders – Coatesville Kids to College Program**

Our mission is to provide academic, emotional, and spiritual empowerment from PreK to college for the children and youth of Coatesville.

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

Our target population is in Coatesville, Pennsylvania and our constituents are children and youth living below the federal poverty level.

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

Coatesville has a 40% poverty rate and approximately 60% of the children in the school district qualify for free and reduced lunch. Standardized testing in the school district repeatedly shows that those students who are living below the economic poverty line under perform compared to other students. On average, at the local elementary schools only 30-40% of students living below the economic poverty line are at grade level in reading by third grade, while the average for their peers above the poverty line is between 85 - 90% at grade level. The students living below the academic poverty line need additional supports and resources to be at grade level and ultimately be successful in school, and the school district is currently unable to provide this support.

In addition to academic needs, Coatesville has a lack of opportunity for children and youth. A study called the Child Opportunity Index was done in 100 of America's major cities to assess the opportunities available for children in each community. The study measured resources available for health and environment, education, and social / economic development opportunities. As part of the study, Philadelphia and the surrounding communities were researched, and the city of Coatesville, which is part of the Philadelphia region, scored in the lowest category for opportunities for children and youth. Coatesville currently does not have an operating community center or recreation department, and the

public pool has been closed for years. Children and youth and their families who are living in economic poverty are in desperate need of affordable and accessible programming that will provide the academic and developmental growth that is necessary for them to be successful in school and ultimately break the cycle of poverty. Of the families living below the economic poverty line in Coatesville, more than 80% are single parent families, so there is also a significant need for safe and nurturing child-care and supplemental programming so that single parents can work and pursue their own academic goals. Ensuring that foundational skills (both academic and social) are obtained at a young age greatly increases the likelihood that our students will progress in their educations with the skills needed to succeed. To ensure students continue to progress, the programs we launch provide a continuous service, guiding and supporting students along their educational path from preschool through twelfth grade.

<b>Annual Budget</b> \$506,922	<u>8.21</u>	# of Full-Time Equivalent Paid Staff
<u>89 %</u> of budget for program expenses	<u>7</u>	# of Board Volunteers
<u>09 %</u> of budget for administrative expenses	<u>190</u>	# of Active Non-Board Volunteers
<u>02 %</u> of budget for fundraising expenses	<u>8,900</u>	# of Volunteer Hours
<i>100 % total</i>		

**Top 3-5 funding sources:**

Fidelity Charitable, Ruth Witmer, Public Health, Bruce and Nancy Hodge, Justamere Foundation

**Grant proposal for:** Capacity Building

**If Capacity Building Proposal, the focus is:** Fundraising, Development & Marketing

**Grant Amount Requested from the Community Foundation:** \$5,000

**Proposal Summary:**

Through CCCF capacity building funds, we are seeking to creatively reimagine our fundraising strategy to be more effective in the changing landscape created by the pandemic. Prior to COVID-19, Hope Beyond Borders held four in person fundraising events a year and a year-end campaign to generate support for its programs in Chester County. With the arrival of the pandemic, we pivoted this past year to incorporate virtual fundraising strategies. Two banquets which were traditionally in-person were held virtually for the first time this past year, as was our annual fall 5K fundraiser and two silent auctions. Now that COVID restrictions are changing once again, there is a need to shift our fundraising strategy by creating hybrid events that incorporate both in-person events with virtual components to expand our impact and reach.

We plan to contract Big Picture Studio, a marketing and consulting firm, to develop a virtual component to each of HBB’s fundraising events, and to develop new strategies for donor management, acquisition, and retention throughout the year.

Capacity building funds will enable us to continue to grow as an organization and to expand programming that serves the community during a changing landscape due to COVID. By meeting the needs of donors and building a fundraising strategy that can connect with people in person and virtually, we will be able to continue to expand our revenue and volunteer base to serve and empower children and youth in the Coatesville community more effectively.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

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

Hope Beyond Borders (HBB) was incorporated 2009 by our founding CEO, Steven Wilson, and Chairperson, Crispen Masuka with the mission to grow an international network of educational programs and advocates committed to ensuring children and youth reach their full potential. The HBB Leadership Academy, started in 2010, equips our leadership teams to establish educational programs that empower students academically, spiritually, and socially from PreK through college or trade school placement. Today our programs are collectively empowering over 450 children and youth.

In 2013 HBB launched Soap for Hope Fundraising, a social enterprise contributing 100% of its net profits from direct sales to furthering the mission of Hope Beyond borders. Soap for Hope also offers schools, clubs, sport teams, and churches the opportunity to fundraise for their cause with a portion of the proceeds contributing to furthering our work with children and youth. In 2015 we launched our Educational Advocates (Sponsorship) Program. Today our network of programs is in part resourced by a growing number of advocates who donate the monthly in-school or our-of-school tuition fees for students in our program network.

HBB's largest program is Coatesville Kids to College (CKC). CKC was developed in 2013 by HBB executive board member Keith Wilburn, stemming from his 18 years of experience working in urban communities in both Boston and Philadelphia and his research of successful education and community development models. CKC is an educational pipeline that supports children living below the federal poverty level in Coatesville throughout their entire education experience so that they can successfully attend and graduate from college.

In 2013, CKC acquired Little Blessings Preschool, a preschool that had served over 120 children and families in the city since its formation in 2004. Under CKC, the preschool changed its name to Bright Beginnings Early Childhood Education Center and over the past eight years has grown from a one classroom half-day preschool serving six students to a three-classroom full-day preschool serving 28 students between the ages of two to five. The preschool is state licensed and is only \$60 a month for low-income families. In the spring of 2014, Coatesville Kids to College launched its elementary and middle school after-school programs, which currently run Monday to Thursday from 4:00 pm -6:45 p.m. and serve a total of 40 students who live below the federal poverty level. The after-school programs include daily homework tutorial and enrichment activities that include art classes, cooking, gardening, technology, science labs, leadership development, group therapy, and physical fitness. Additionally, there is a youth entrepreneurial and fundraising program, Soap for Hope Youth Entrepreneurs, that develops Coatesville youth's understanding of small business operations (such as product development, cost analysis, marketing, and sales while simultaneously instilling ideas of determination, teamwork, and accountability. The after-school program is no-cost to our enrolled families. In the summer of 2015 CKC launched a six-week full day summer camp for elementary and middle school children, and several years later launched a second six-week full day camp for our preschool students. These summer programs incorporate academic enrichment, hands-on activities, and field trips to continue the growth and development of our students throughout the summer. All our summer programs are no-cost to families who are enrolled in our programs.

To provide high quality programming for our students, CKC has established partnerships with Chester County Food Bank, Coatesville Area School District, City of Coatesville Police Department, Science Explorers, Engineering for Kids, Little Sprouts Cooking Program and Dayspring Counseling Services.

## **2. Funding request**

### **Description of key initiatives**

*We are requesting a capacity building grant specifically in fundraising, marketing and development and donor cultivation and retention. Over the past year we have seen an increase in need for the services we provided due to the increased educational challenges created by COVID-19. Within schools closed for a year and students reverting to online learning this past year, there was a need for spaces for in safe in person learning and an increase in educational support. This past year we created a virtual learning center through our Coatesville Kids to College program where we provided full-day support to students engaged in virtual learning and provided a safe full-day preschool. This summer we ran two full-day summer programs which supported students' academic growth and development in reading and math, while also providing hands-on learning experiences in science and technology. Moving into the new school year, we are expanding our preschool and after-school programs to continue to provide students with the academic and emotional support that they need to ensure they are continuing to grow and develop at grade level despite the challenges of the past year. While COVID has increased the need for our programs, it has also changed the fundraising landscape by restricting our ability to have in person fundraisers. This has caused our organization to rethink how we fundraise and market and cultivate our existing periodic and one-time donors into committed and regular financial partners, so that we can continue to increase funding to support the growth of our expanding programs.*

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

*The specific need that we are looking to address is creative reimagining of our fundraising strategy and donor management process and system so that we can be effective in the changing landscape created by the pandemic. Prior to COVID-19, Hope Beyond Borders held at least four in person fundraising events a year to generate support for its programs in Chester County. With the arrival of the pandemic, the organization had to quickly pivot this past year to incorporate more virtual fundraising strategies. Two banquets which were traditionally in-person were held virtually for the first time this past year, as was our annual fall 5K fundraiser at Highland Orchards. Now that COVID restrictions are changing once again, there is a need to shift our fundraising strategy by creating hybrid events that incorporate both in-person events with virtual components so that we can maximize our impact and reach. In addition, due to the absence of in-person touching points at major events for a significant percent of our donors, we need to quickly and effectively enhance our donor cultivation strategy to retain and grow revenue among current and prospective donors who participate in these events and others.*

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

*It is important to fund an investment in new marketing and fundraising strategies now because organizations need to be able to adapt and evolve as the environment around them changes so they can continue to grow and thrive. The changes brought about by the pandemic have made it necessary for our organization to invest more in virtual fundraising and donor communications and to explore how to merge a virtual presence with live in-person events. Some funders who are vaccinated are eager to attend in-person funding events again, while others who are immunocompromised or who are concerned for their health and safety would rather be able to experience events from the safety of their home. In this season, it is imperative that we develop fundraising events and strategies that meet the needs of both types of individuals.*

**How impact & results will be demonstrated**

Impact will be demonstrated by tracking the number of individuals who engage in our retooled events, the increase in funding generated by the events, the number of organization-wide new donors, and the number of one-time and 3<sup>rd</sup> party donors to re-engage in our organization by giving again or at a reoccurring level.

**For capacity building grant proposals:****How will this capacity building initiative impact your nonprofit?**

It will enable us to continue to grow as an organization and to expand programming that serves the community during a changing landscape due to COVID. By meeting the needs of current and prospective donors and building a fundraising strategy that can connect with people in person and virtually, we will be able to continue to expand our revenue and volunteer base, which will strengthen our organization.

**How will this impact be measured?**

Impact will be measured both by tracking the increase in attendees at events and donors who make financial contributions at our event. The goal will be to increase the number of donors and the amount of revenue we are able to generate. Specific target goals would be to increase numbers of donors / event attendees (in-person or virtual) by 50% and to generate an increase in fundraising revenue by 30%.

**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.**

The activities which this grant will impact are the Cider Run 5k in early November, the Annual Fundraising Banquet in late November, the HBB and CKC End of Year Giving Campaigns in December, the Annual Fundraising Banquet in April., and the Wine and Design event. Big Picture Studio, a marketing and consulting firm, will be hired to work with the organization to develop a strategic plan to develop a virtual component to each of HBB's fundraising events, while also working with the organization to develop new strategies to stay connected to donors throughout the year. The consulting and management fees for each event are \$2,500, for a total of \$10,000 for all the fundraising events. Big Picture Studios would start work from September to November to strategize, plan and implement the November and December fundraising events, and would work from March to May to support the spring fundraising event. In addition, a part-time Donor Relations Manager will be hired to develop and implement engagement strategies to enhance and grow revenue and current and prospective donors. The Donor Relations Manager will also provide comprehensive administrative assistance to the E.D. and where applicable, Big Picture Studios, with a focus on office and fundraising support, effective database management and reporting, and donor stewardship efforts. They're focus would be to create hybrid fundraising events that have an in-person component combined with a virtual component, and to increase our donor base, and strengthen our donor commitment and retention.