

## 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

## Contact Information

Organization Name: Horse Power For Life

ED/CEO Name: Shiree Radie

Address: 21 Gallop Lane, West Chester, PA 19380

ED/CEO E-mail:

shiree.radie@horsepowerforlife.org

Phone: (484) 557-9040

Board Chair Name: Robert Radie

Website: [www.horsepowerforlife.org](http://www.horsepowerforlife.org)

Board Chair Approval (check here):

Year Incorporated: 2007

Primary Contact Name: Shiree Radie

FEIN: 26-0812311

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:** To provide free professional therapeutic horsemanship instruction for men, women and children of all ages who have been affected by cancer including patients currently undergoing treatment, survivors and those who have lost a loved one to this terrible disease. To help individuals focus on body, mind and soul, rather than the disease while working with horses in an atmosphere of professionalism, teamwork and fun.

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

Chester County, Delaware County, Montgomery County, Philadelphia County

**Describe Population Served & Annual Number of People Served:** Cancer patients, survivors, and their families, which averages 200 per year. Each individual is provided with 16 free sessions.

**Annual Budget** \$76,400

2 # of Full-Time Equivalent Paid Staff

75% of budget for program expenses

9 # of Board Volunteers

10% of budget for administrative expenses

5 # of Active Non-Board Volunteers

15% of budget for fundraising expenses

700 # of Volunteer Hours

*100 % total*

### **Top 3-5 funding sources:**

The Chester County Nonprofit Innovation & Resiliency Fund

Kistler Tiffany Foundation

WSFS

Walk 4 Cancer fundraising event

Annual Appeal

**Is this grant proposal for: Capacity Building**

**If Capacity Building Proposal, the focus is:  
Technology**

**Grant Amount Requested from the Community Foundation: \$3,350**

**Proposal Summary:**

The purpose of this request is to increase awareness of Horse Power for Life and our free evidenced based therapeutic horsemanship instruction and programs by having a 1-2 minute cinematic video that will explain Horse Power for Life's free services. The video will showcase the positive impact Horse Power for Life is having on cancer-affected families, while also encouraging sponsors to get involved and help spread our mission. The video will feature footage of the Horse Power for Life's campus, showing participants and the staff engaging in therapy sessions. This video will be featured on our website and shared through social media.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

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

Horse Power for Life (HPL) was founded by Shiree Radie. Upon losing a family member to cancer, Mrs. Radie felt the desire to help individuals and families affected by the diseases in some way. Being an avid horse rider and being aware of the benefits of equine therapy, Mrs. Radie formed Horse Power for Life in 2007 with her co-founder, Barbara Rosoff.

HPL provides free professional evidenced based therapeutic horsemanship instruction for children, women and men of all diversities and income level who have been affected by cancer. This includes cancer patients, survivors and those who have lost a family member to this terrible disease. In addition, we invite immediate family members to participate in the program, free of charge.

The goal of the organization is to help these individuals improve their physical and emotional quality of life by providing a free educational and therapeutic horsemanship program. The program is designed to help those affected by and battling cancer focus on their minds, bodies and souls rather than the disease while learning about horses in an atmosphere of professionalism, teamwork and fun. Horse Power for Life helps to improve their quality of life by focusing attention away from the disease in a fun and healthy activity outside of the cancer-treatment setting.

Horse Power for Life is distinct in that it is the only nonprofit organization in Chester County providing these services exclusively to cancer patients, survivors and their families. In responding to the needs of families in our region, Horse Power for Life is the first and only program of its kind in the state of Pennsylvania.

We received the Community Hero Award from the American Cancer Society at the Relay for Life Chester County in 2016. HPL also received a recognition from the Senate of the Commonwealth of Pennsylvania, signed by Senator Andrew E. Dinniman dated March 28, 2017 for developing a strong reputation for the highest quality of service throughout its history and having steady adherence to the principles of fairness, reliability and integrity and contributing in a meaningful way toward a better and more productive society.

### 2. Funding request

#### • Description of key initiatives

HPL serves an average of 200 individuals per year. The core of the program includes 90-minute sessions and guides students through all aspects of horse care from basic grooming to leading horses to riding. Our program is customized for each individual based on their age, skills, experience, comfort level, health and physical ability. Each family can come for a total of 16 free sessions. Students are encouraged to become Ambassadors to the program at the completion of the course, offering their newly acquired knowledge to new families entering the program. Families can also continue after 16 weeks for an hourly lesson fee.

In addition to our normal yearly therapeutic sessions, HPL offers four (one week) Summer Pony Camps to local children affected by cancer. The program is for beginner and intermediate riders, children ages 5-16. The pony camp is Monday-Friday from 9am-3pm and includes horse related activities: grooming, care and riding, swimming with a lifeguard and creating pottery. In line with our mission, these programs are free and are designed to help individuals focus on body, mind and soul, rather than the disease while

working with horses in an atmosphere of professionalism, teamwork and fun.

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

Far too many in our community have been affected by cancer either personally, or with a loved one or friend. According to the most recent Pennsylvania Department of Health Cancer Facts & Figures 2017, published in 2020, the total number of yearly new cancer cases for the four (4) counties that Horse Power for Life serves was 96,815 (Chester County 14,386, Montgomery County 24,719, Delaware County 16,978 and Philadelphia 40,732). Since over 96,000 people are diagnosed with cancer in our local area each year, we feel that Horse Power for Life is a much needed resource in our community.

Research has shown that, for people with cancer, physical activity, including riding horses, can decrease anxiety, stress, and depression, while improving levels of pain, fatigue and improve cancer survival rate. Furthermore, equine therapy experts have found that, horses are uniquely sensitive, providing a non-verbal vehicle for people to access their emotions, which can improve responsiveness to cancer treatment and extend survivorship. The following is an excerpt from an article on the National Foundation for Cancer Research written July 15, 2020 by Brittany Ciupka: [5 Reasons Cancer Patients Should Try Equine Therapy - NFCR](#). “Horses have a longstanding working relationship with humans, from being an early form of transportation to assisting with farm work. In recent years, these strong creatures have undertaken yet another impressive role as assisted therapy animals. Horses have become an important partner for many occupational therapists. Their impressive resume doesn't stop there, as many health professionals also find horses to be great additions to cancer patient therapy. This practice, referred to as equine therapy, can be carried out in a variety of ways. From walking alongside a horse to riding atop one, equine therapy can have amazing impacts on both cancer patients and their loved ones.”

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

Traditionally, the major source of funding for Horse Power for Life has been our annual fundraising gala. More than 80% of our annual operating expenses are raised at this event each year. The 2020 gala had to be cancelled due to Covid, resulting in a huge deficit of operating funds. The 2021 gala is scheduled for 9/25/2021 but it is doubtful that it will be as successful as previous years since Covid is still an issue.

HPL has an existing video to introduce our education and therapy programs, but the video messaging is outdated. The tone of the video is somewhat depressing and fails to talk about our innovative programs like the Summer Pony Camp. Also along with bringing more awareness of our services to those who would benefit from them, the goal of the new video would be to help bring more financial support when it is very much needed.

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

The impact of our services is demonstrated through the responses to surveys that are completed by our participants. The following survey responses are from 2020:

- **88% agreed** that working with the horses increased their energy level.
- **100% agreed** that they had a high level of confidence after working with the horses.
- **100% agreed** that our Riding Instructors are knowledgeable, informative and caring.
- **100% agreed** that they learned many new skills about working and bonding with horses, caring for horses, and riding.
- **100% agreed** that the barn atmosphere and surrounding property are relaxing and peaceful.

- **100% agreed** that while at the barn and working with the horses, they briefly forget about cancer.

The following testimonials also demonstrate the positive impact of our programs:

*“Shiree, I just wanted you to know how grateful I am for Horse Power for Life. I never thought that I would ever learn how to ride, yet here I am!! When I get to the barn, I forget about everything! I truly believe that horses have healing powers and I am very grateful the Riding Instructor has been so encouraging! I have told everyone that I met at the hospital infusion room and the insurance company about your program. Just what the Doctor ordered.”*

-Student, Stage IIIC Ovarian Cancer

*“Our entire family has gained strength from the program by being around the horses and by meeting so many wonderful people. We will continue to support Horse Power through your fundraisers and by word of mouth. Horse Power for Life will always hold a special place in our hearts.”*

-Family of daughter with Acute Lymphoblastic Leukemia (ALL)

### **For capacity building grant proposals:**

- **How will this capacity building initiative impact your nonprofit?**

The following description from the attached proposal from Edge of Cinema describes the positive impact this video would create for Horse Power for Life: “By creating a new video, with a focus on clear messaging, we can bring much-needed awareness to Horse Power for Life and their education and therapy programs. The video will explain the scope of services, who can participate, and how sponsors can get involved by financially supporting the mission. By using an uplifting tone, and showcasing the therapeutic atmosphere of Horse Power for Life's campus, we can speak to the fear and anxiety of those dealing with cancer and encourage them to utilize Horse Power for Life's programs. Real footage of actual education and therapy sessions will help sponsors see how their contributions are working to serve those dealing with cancer.”

- **How will this impact be measured?**

While it would be difficult to create measurable outcomes for this project, as described above it is reasonable to predict that this new video would bring more awareness of HPL's free services to those who would benefit from them, as well as increased financial support.

- **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.**

A proposal from Edge of Cinema is attached which describes the expected activities, timeline and costs. It also includes examples of work for other nonprofits. More information can be found at their website: [www.edgeofcinema.com](http://www.edgeofcinema.com) .

### III. ATTACHMENTS

*E-mail or mail this support information*

1. Copy of 501 (c) (3) federal tax-exempt letter **ATTACHED**
2. List of Board of Directors, with their affiliations **ATTACHED**
3. Most recent annual report & financial statement, audited if available **MOST RECENT 990 IS ATTACHED; BUDGET DOES NOT ALLOW FOR AUDITED STATEMENTS AT THIS TIME**
4. Itemized organizational operating budget with actual results for prior fiscal year & current fiscal year to date **ATTACHED**
5. If capacity building initiative, itemized budget (including external consultant's proposal, if applicable) **PROPOSAL IS ATTACHED**
6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why. **HORSE POWER OF LIFE HAS APPLIED FOR FUNDING TO CREATE A STRATEGIC PLAN FROM ANOTHER FOUNDATION**

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Please contact Grants Administrator Kevin Baffa at  
(610) 696-8211 [grants@chescof.org](mailto:grants@chescof.org) with questions.



## WHAT IS CAPACITY BUILDING?

**Capacity building helps bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity, in order to more effectively & efficiently fulfill its mission.**

Capacity building may include (but is not limited to) projects which address:

- **MISSION, VISION & STRATEGY**  
Organizational Assessment - Strategic Planning - Financial Planning
- **GOVERNANCE & LEADERSHIP**  
Board Development - Executive Transition/Succession Planning - Leadership Development - Staff Training & Professional Development
- **PARTNERSHIPS & COLLABORATIONS**  
Coalition Building – Collaboration - Mergers & Acquisitions - Strategic Restructuring
- **RESOURCE DEVELOPMENT & MARKETING**  
Major Gift Donor Identification, Cultivation, Development & Stewardship - Development Campaigns (Annual, Capital, Planned Giving) - Earned Income Development - Social Enterprise Feasibility & Development - Marketing, Branding & Communications
- **TECHNOLOGY & OPERATIONS**  
Business Continuity Planning - Financial Management - Human Resources - Volunteer Management - Industry Certification - Risk Management - Technology Improvements