

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 to apply online for grants from all Community Foundation Funds.
- **Email proposals to 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 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

Contact Information

Organization Name: **Jenkins Arboretum & Gardens**
Address: **631 Berwyn Baptist Road**
Phone: **610-647-8870**
Website: **jenkinsarboretum.org**
Year Incorporated: **1976**
FEIN: **23-2726419**

Date: 9/15/2021

ED/CEO Name: **Tom Smarr**
ED/CEO E-mail: **tom@jenkinsarboretum.org**
Board Chair Name: **Peter Cordray**
Board Chair Approval (check here):
Primary Contact Name: **Stephanie Kuniholm**
Primary Contact E-mail: **stephanie@jenkinsarboretum.org**

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities Environment/Animal Welfare Education
 Health Human Services Religion

Mission: The mission of Jenkins Arboretum & Gardens is to preserve natural tranquil woodlands for community enjoyment, to showcase native plants and a world class collection of rhododendrons and azaleas, and to promote environmental horticulture through learning, research and conservation.

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

Greater Philadelphia area, including all of Chester County.

Describe Population Served & Annual Number of People Served: We welcome more than 70,000 visitors to the gardens each year. Our visitors represent a diverse range of ages and backgrounds.

Annual Budget \$1,191,457 (2020)

83% of budget for program expenses

10% of budget for administrative expenses

7% of budget for fundraising expenses

100 % total

10.5 Full-Time Equivalent Paid Staff

21 Board Volunteers

42 Active Non-Board Volunteers

20,000 Volunteer Hours Annually

Top 3-5 funding sources: Virginia Cretella Mars Foundation, Pine Tree Foundation, Arcadia Foundation, Pamela Joy Jensen

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: Jenkins is at a pivotal moment in our organization's history. After an executive director transition in 2019 and a global pandemic in 2020-2021, it is critical that we pause and build consensus before embarking on a board leadership transition and new strategic planning process in 2022. Funding from the Chester County Community Foundation would enable our team to work with a consultant to set the stage for a successful strategic plan.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

Jenkins Arboretum & Gardens is a community-supported, 501(c)(3) botanical garden in Devon, PA. We are open to visitors every single day of the year and have always been free of an admission fee. The gardens opened to the public in 1976 and have since grown to welcome more than 70,000 visitors annually. Jenkins serves as place of community connection for visitors from all ages and walks of life.

In addition to the rich botanical treasures found at Jenkins, the organization also boasts a vibrant community of volunteers, staff members, and board members. This passionate group of people have worked hard to create and maintain this special place for all community members to enjoy.

2. Funding request

Description of key initiatives

Jenkins Arboretum & Gardens seeks funding to work with a consultant to lead the organization through an exploratory process before strategic planning in 2022. We are currently in conversation with both Stanek Associates LLC and the Detwiler Group to craft a series of tailored trainings, interviews, and retreats to assist in a board leadership transition, improving governance, and preparing our leadership team for a new strategic plan. We expect this process to take approximately two months, with consultant fees totaling around \$15,000. A capacity building grant from the Chester County Community Foundation would provide partial funding for this initiative; additional funding would be secured from one or two individual donors.

Specific needs & issues to be addressed

Jenkins enjoyed more than thirty years of leadership under our former Executive Director, Harold Sweetman, before welcoming our new Executive Director, Tom Smarr, to the team in summer of 2019. Unfortunately, less than one year into Tom's tenure, a global pandemic struck, and the organization was launched into a reactionary state. The gardens closed to the public for several months, staff members were working remotely, board meetings were held virtually, and funding from community members was anemic.

As we begin to emerge from the pandemic and regain our momentum, it is important that we take time to build capacity and consensus among our leadership before moving forward. In April 2022, Jenkins will be transitioning to a new board president, and will shortly afterwards begin a new strategic planning process. After completing a Master Plan in 2021, we have several large-scale capital projects on the horizon, and it is critical to have our board members and staff leadership in-step with one another as we build the future of Jenkins together.

Why it is important to fund this now

Due to a change in leadership followed by a global pandemic, Jenkins has been in transition for over two years. At this time, it is important for the organization to build consensus and capacity before embarking on a new strategic plan and any additional large-scale projects. Without buy-in from the board and leadership team, a new strategic plan would be ineffective.

How impact & results will be demonstrated

We will know if this initiative is a success if the board of directors and leadership team at Jenkins are adequately prepared to engage with a new strategic planning process in 2022. This impact will be demonstrated through a written report and a site visit.

For capacity building grant proposals:

How will this capacity building initiative impact your nonprofit?

Jenkins is on the brink of a new era, and the resources dedicated to planning and capacity building in 2022 will directly impact the success of our organization in the future. By taking the time and resources to thoughtfully prepare our board and leadership team in the next year, we will set ourselves up for a successful strategic planning process. A strategic plan with full board and staff buy-in will allow Jenkins to continue to have a positive impact on our community for years to come.

How will this impact be measured?

The impact of this initiative will be measured qualitatively. Successfully transitioning to a new board director, improving the governance of the board, and being fully prepared for a new strategic plan will all be markers of a successful initiative.

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.

We are in conversation with Stanek Associates LLC and the Detwiler Group to help guide this initiative. Bob and Noel Stanek of Stanek Associates LLC have worked with organizations such as the Chester County Food Bank and Surrey Services to increase organizational impact and strengthen board governance. Susan Detwiler of the Detwiler Group has worked with organizations such as the American Public Gardens Association and the Delaware Art Alliance to conduct strategic planning and leadership training.

The primary activities of this initiative will include staff and board interviews, retreats, and trainings with consultants to prepare the group for strategic planning.

Based on initial conversations with Bob and Noel Stanek, as well as with Susan Detwiler, we expect this process to take approximately two months with consultant fees totaling around \$15,000. This initiative would be complete by the end April 2022.