

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

Date: September 15, 2021

Contact Information:

Organization Name: Kennett Area Park Authority and Friends of Anson B. Nixon Park
Address: PO Box 1121 Kennett Square, PA 19348
Phone: (610) 444-1416

Website: ansonbnixonpark.org
Year Incorporated: 1988 and 2020
FEIN: KAPA – 23-2548063 /Friends - 84-4382641

Office Manager: Sheila Tekavec
ED/CEO Name: n/a
ED/CEO E-mail: n/a
Board Chair Name: Richard Lyon – Kapa
Elizabeth Curtis Swain - Friends
Board Chair Approval (check here):
Primary Contact Name: Sheila Tekavec
Primary Contact E-mail:
AnsonBNixonPark@gmail.com

Organization Information:

Field/s of Interest:

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

Mission:

The Kennett Area Park Authority (KAPA) is guided by the following principles:

- Preservation of an open, natural, and largely passive environment that lends itself to both tranquil and rigorous pursuits, with free access to the general public;
- Promotion of recreational interaction among the community's diverse ethnic, social, age, and economic groups by providing a safe outdoor venue that offers facilities compatible with a multitude of social, cultural, spiritual, and sporting endeavors;
- Collaboration with other established community educational, cultural, civic, and recreational organizations and institutions to further the principles of this mission statement;
- Establishment of an endowment that will ensure the financial stability of the park for generations to come.

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

Anson B. Nixon Park serves the Borough of Kennett Square, Kennett Township, the surrounding municipalities in southern Chester County, western Delaware County, and northern New Castle County, DE.

Describe Population Served & Annual Number of People Served:

The Park is open daily to residents and visitors of the area. It is difficult to be specific about exact numbers because guests of the park enter through several areas by car and on foot each day. It is estimated that approximately 170,000 people visit the park each year.

Annual Budget \$ 221,900 2 # of Full-Time Equivalent Paid Staff
70 % of budget for program expenses 13 # of Board Volunteers
27 % of budget for administrative expenses 190 # of Active Non-Board Volunteers
3 % of budget for fundraising expenses 2700 # of Volunteer Hours
100 % total

Top 3-5 funding sources:

KAPA receives funding from the Borough of Kennett Square and Kennett Township contributions, grants, cell tower rental income, and individual donations. Normally, the Trout Rodeo and Rock the Park Fundraisers would generate some revenue, but this is the second year in a row those events have not been held, due to public health concerns during the COVID-19 pandemic.

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:

KAPA and Friends of Anson B. Nixon Park (Friends) are requesting a grant in the amount of \$5,000 (five thousand dollars) to cover a portion of the costs associated with enhancement of the park’s online presence.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

KAPA was incorporated by the Commonwealth of Pennsylvania in December 1988. KAPA's stated purpose is to own and maintain the now 106-acre Anson B. Nixon Park, located in both the Borough of Kennett Square and Kennett Township. Currently, there are 10 volunteer board members, appointed by their respective municipalities to serve as stewards of the park.

Anson B. Nixon Park is unique as one of only two parks in the state, that we are aware of, which operates as a Municipal Authority. KAPA is *not* under the full jurisdiction and tax-based financial support of a county, town, or borough. The volunteer board is responsible for the day-to-day as well as long-term operations of the park.

The Park consists of rich natural habitats, including a beech grove containing a specimen estimated to be over 250 years old. Adjacent to the beech grove is a natural area abounding with native trees, shrubs, and wildflowers, including specimens of umbrella magnolia, a rare plant for this area. Outstanding features include two ponds and the Red Clay Creek with its tributaries. There is also the site of the Chambers Family Homestead (Bloomfield, circa 1794 - early 1900s), where many native species of trees were planted, and a now-overgrown meadow is established. Of historical significance are the remnants of the Borough's Water Works facility, dating back to the early 1900s and once provided the water supply to the Borough and greater Kennett Area.

Anson B. Nixon Park is open to the public from sunrise to sunset, every day of the year. It remained open during the red phase of the pandemic shut-down as a safe place for people to go and enjoy open spaces, sunshine, fresh air, and exercise - even while county parks and trails were closed. The 106-acre Park in Kennett Township and the Borough of Kennett Square features two ponds, 4,400 linear feet of the Red Clay Creek and tributaries, an old-growth beech grove, native shrubs, and wildflowers. Visitors to the Park enjoy 2.5 miles of walking trails, 6 picnic pavilions, an 18-hole disc golf course, tennis, volleyball, basketball courts, athletic fields, a dog park, fishing, an event stage, and affordable access to the Community Gardens. The Park is also home to popular annual events like the Trout Rodeo, FREE Summer Concert Series, numerous sponsored 5K/Fun Run/Walks, and more.

Since the Park opened in 1993, visitation has grown to over 170,000 annual guests from diverse cultural backgrounds representing the Borough of Kennett Square, neighboring townships, and visitors from the greater Brandywine Valley who enjoy the Park's facilities and events.

After the initial state and county funding to develop the park between 1988 and 1993, KAPA successfully raised the funds to build the entertainment pavilion, athletic fields, and consult for preparation of a master plan. KAPA is continually making improvements to the park with environmental stewardship and KAPA's mission to provide active and passive recreation in mind – *for the benefit of all*. Recent additions and upgrades include a safer vehicle entrance, dog park and a paved pedestrian entrance from the Borough. Currently, the board is hard at work wrapping up Phase 2 of the stream restoration project which helps both the Borough and Township meet state and federal MS4 stormwater management guidelines. Work has recently begun to revitalize the Oreste "Tino" Leto athletic playing fields which have settled over time and were not safe for play.

The Park is maintained by a part-time Park Manager/Groundskeeper along with a part-time/seasonal assistant and a part-time/seasonal mechanic. The full time Office Manager is responsible for all administrative support including bookkeeping, board communications, marketing, social media, website maintenance, grant proposals, facility reservations management, grant funds management, and other special projects as determined by the board. KAPA works with valued community partners, like the Longwood Rotary Club to coordinate volunteer events.

In 2020, Friends of Anson B. Nixon Park, Inc. (Friends) was formed as a 501(c)(3) with a sub-category of 509(a)(3) to support the mission and goals of KAPA.

2. Funding request

- **Description of key initiatives**

The enhancement of Anson B. Nixon Park's online presence will include updated website content and a design that is more front-facing and user friendly. The upgrades to the website will be done alongside the implementation of a consistent action plan for social media engagement, to increase awareness and interest in the park's history, mission, facilities, events, community outreach, and partnerships.

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

The enhanced online presence will serve to inform the community of KAPA and the park's history and relevance to the community. It will build upon that history to strengthen KAPA's identity and reputation as a vital part of the community and increase public awareness of park operations, as well as strategic goals and achievements.

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

This is an integral step toward a future Capital Campaign. The Capital Campaign will help fund KAPA's plans to restore the existing Water Works structures in the park, which were abandoned in the 1980s. The buildings will be transformed to provide park staff and board offices, storage space, public facilities, and flexible meeting space for valued partners in the local community and special events. This enhancement of Anson B. Nixon Park's website and social media presence is imperative to serving the community's current and future needs.

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

KAPA and Friends will be tracking interaction on Facebook, Instagram and the website, as well as the number of new followers and donations from links provided there.

- *For capacity building grant proposals:*

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

The Friends of Anson B. Nixon Park will be planning a significant capital campaign and using the stronger online presence on the website, Facebook, and Instagram to reach more donors than possible by sending only printed materials in the US mail.

- *How will this impact be measured?*

KAPA and Friends will be tracking interaction on Facebook, Instagram and the website, as well as the number of new followers and donations from links provided there compared to past fundraising efforts.

- *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 preliminary proposal from Crowl Advertising Design shows estimates for the Enhanced website: \$3750, and Social Media action plan and postings: \$175/month. A formal proposal will be delivered by October 1, 2021, for the board's consideration and approval.

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.
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*Connecting people who care with causes that matter,
so their legacies make a difference.*



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