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:

<table>
<thead>
<tr>
<th>Fund for Chester County Capacity Building Grants</th>
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<tbody>
<tr>
<td>(Due 9/15)</td>
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<tr>
<td>◊ For eligibility in this grant program, nonprofits must be located in &amp; serve Chester County. NPO’s with budgets of $500,000 or less are given preference.</td>
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<td>◊ The goal of capacity building grantmaking is to strengthen the effectiveness of NPO’s serving the Chester County region, in areas including:</td>
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<tr>
<td>o Mission, Vision &amp; Strategy</td>
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<tr>
<td>o Governance &amp; Leadership</td>
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<tr>
<td>o Partnerships &amp; Collaborations</td>
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<tr>
<td>o Operations &amp; Technology</td>
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<td>o Fundraising, Development &amp; Marketing</td>
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<td>◊ Proposals must be submitted by September 15 to be eligible for consideration.</td>
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<td>◊ Grant awards typically range from $500-$5,000, with monies distributed by February.</td>
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</tbody>
</table>

- 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

Contact Information
Organization Name: Charles A. Melton Center
ED/CEO Name: Kenneth Winston
Address: 501 E. Miner Street
ED/CEO E-mail: kwinston@meltoncenter.org
Phone: 610-692-9290
Board Chair Name: Debbie Bookman
Website: www.meltoncenter.org
Board Chair Approval (check here): YES□
Year Incorporated: 1919
Primary Contact Name: Debbie Bookman
FEIN: 23-1381458
Primary Contact E-mail: president@meltoncenter.org

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

Mission: The Mission of the Charles A. Melton Arts & Education Center is to contribute to the quality of life for all people of the greater West Chester community by continuing its long commitment to providing educational, recreational, cultural and civic services.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):
West Chester Borough (lowest income/lowest access tract in WC borough), City of Coatesville

Describe Population Served & Annual Number of People Served: 3,000 served annually, youth and adults, through the dozens of programs that the Melton Center offers. After school activities, sports programs, youth & adult basketball leagues, cultural enrichment programs, health & wellness seminars and youth and adult culinary training programs are all part of the diverse educational and enrichment offerings that the local community can participate in.

Annual Budget $620,932_________ 2________ # of Full-Time Equivalent Paid Staff
13___ % of budget for program expenses 14___ # of Board Volunteers
11___ % of budget for administrative expenses 450___ # of Active Non-Board Volunteers
5____ % of budget for fundraising expenses 2080____ # of Volunteer Hours

Top 3-5 funding sources: grants, rental income, private donations

Is this grant proposal for: Capacity Building _x_ or General Operating ____?

If Capacity Building Proposal, the focus is:
_x_ Mission, Vision & Strategy ___Governance & Leadership ___Partnerships & Collaborations
____Fundraising, Development & Marketing ___ Technology Other: __________________________

Grant Amount Requested from the Community Foundation: $4,000___________
Proposal Summary:

The COVID-19 pandemic has magnified the social, health, and educational disparities which plague the approximately 40 million Americans who are living in poverty, including vibrant but economically depressed East End community that the Melton Center serves. The Melton Center serves a historically African American and Latinx community where the poverty rate is 46.9%, close to four times the state average, and especially alarming when compared to Chester County’s overall poverty rate of 6.3%. The community faces a disproportionate burden of urgent social health, and educational needs, including lack of affordable housing, mental health challenges, and an educational opportunity gap. As a comprehensive community-based organization, the Melton Center provides critical and holistic support to address these needs.

The Melton Center’s vision is a just and equitable community in which all citizens, regardless of race or economic status, can flourish physically, mentally, and socially. The Melton Center is a beacon within the historically marginalized and economically depressed community of the East End of West Chester, offering comprehensive and collaborative programs to achieve this vision with an emphasis on the whole person, family, and community.

This capacity initiative impact grant will allow us to create a comprehensive plan to effectively develop and grow our programs which will allow us the opportunity to obtain sustainable funding.
II. CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL NARRATIVE
Provide clear, concise information. 3 pages maximum.

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

In 1917, Dr. Leslie Pinckney Hill, President of Cheyney State Teachers College (presently, Cheyney University), envisioned a community-based institution that would help address the unmet needs of citizens who were traditionally marginalized by and disenfranchised from society based on their economic status, gender, or race.

The guiding principle of Dr. Hill’s visionary idea was to foster and promote a greater understanding among and cooperation between all citizens through education. On August 2, 1918, Dr. Hill’s vision became a reality with the official adoption of the West Chester Community Center’s articles of incorporation Center. In 1934, the “Center Committee” broke ground in the heart of the Borough of West Chester. A brand-new building was constructed at 501 E. Miner Street.

Throughout the subsequent decades, the historic Charles A Melton Arts and Education Center continued to respond to the needs of the community with a mission to contribute to the quality of life for all people of the greater West Chester community by continuing its long commitment to providing educational, recreational, cultural and civic services.

In 2018, as the Melton Center celebrated its 100th anniversary, Melton Center Board Members made some critically important decisions which would allow the Center to continue to fulfill its mission in ways that will powerfully impact both the marginalized and the community at large for the next 100 years.

2. Funding request

- Description of key initiatives –
  Strategic planning: Indicators:

  1. The Board of Directors has approved and ensured wide communication of a new three-year Strategic Plan.
  2. The Plan includes an updated mission, vision, values, strategic goals, associated action plans and budgets.
  3. Each action plan has specific objectives, responsibilities, timelines, and methods to monitor implementation.
  4. The Board participates in the strategic planning activities.
  5. The Executive Assistant is assuring that action plans are implemented on schedule.

Outcome: Clearly communicated organizational mission, vision, values, methods to achieve the vision and methods to verify progress toward that vision


- Specific needs & issues to be addressed – Strategic Planning to strengthen our internal systems to support sustainability and continued growth.
- Why it is important to fund this now –

The Melton Center, like many other non-profits, was impacted financially during the COVID-19 pandemic. While we have been strategic in our fundraising and deployment of resources, there is a significant need for funding to continue the much-needed support in our community.

Our last strategic plan 2018 involved using the Cambridge Model of strategic planning which identifies threats, weaknesses, and strengths to help identify necessary action steps for long-term organization survival.
Unfortunately, the pandemic forced us to cancel the strategic planning session for 2020 however it was at that point that the board realized that we needed to re-evaluate the new needs of the community that COVID brought to the surface. As a result, the board elected a new Executive Committee (President, Vice-President, Treasurer, and Secretary January 2020. They bring new perspective and ideas to the concerning implementation of the Melton’s mission.

- **How impact & results will be demonstrated** – We will apply an organizational performance management process to our organization. This process will include the three phases described in the Free Management Library at ([https://managementthelo.org/organizationalperformance/index.htm](https://managementthelo.org/organizationalperformance/index.htm))

- **For capacity building grant proposals:**
  - **How will this capacity building initiative impact your nonprofit?**
    This capacity building initiative will impact the Charles A. Melton Center by giving us the needed guidance on moving forward in a more effective and innovative way that will best meet the needs of the community as a result of the COVID-19 pandemic.
  - **How will this impact be measured?**
    In accordance with the organizational performance management process, the plans will be analyzed to ensure they are closely aligned with the strategic goals intended for 2022. The goals will develop the organization’s internal activities overall from a start-up phase of organizational development to a growth phase. ([https://managementhelp.org/organizations/life-cycles.htm#examples](https://managementhelp.org/organizations/life-cycles.htm#examples))
  - **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. (*See Attached*)

**III. ATTACHMENTS**

*E-mail or mail this support information*

1. Copy of 501 (c) (3) federal tax-exempt letter (*See Attached*)
2. List of Board of Directors, with their affiliations (*See Attached*)
3. Most recent annual report & financial statement, audited if available (*See Attached*)
4. Itemized organizational operating budget with actual results for prior fiscal year & current fiscal year to date (*See Attached*)
5. If capacity building initiative, itemized budget (including external consultant’s proposal, if applicable) (*See Attached*)
6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why. (*See Attached*)

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Please contact Grants Administrator Kevin Baffa at (610) 696-8211 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**