

# 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** September 15, 2021

## Contact Information

Organization Name: The Mill at Anselma Preservation  
& Educational Trust, Inc.

ED/CEO Name: NA

Address: 1730 Conestoga Road, Chester Springs, PA 19425 ED/CEO E-mail: NA

Phone: 610-827-1900

Board Chair Name: Ernie Holling

Website: <https://anselmamill.org>

Board Chair Approval (check here):

Year Incorporated: 1998

Primary Contact Name: Ernie Holling

FEIN: 23-2971911

Primary Contact E-mail:

[ernie@anselmamill.org](mailto:ernie@anselmamill.org)

## Organization Information:

### Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

**Mission:** The Mill at Anselma, a National Historic Landmark, inspires people in creative ways to discover the Mill's authentic technology and importance to its community over three centuries of operation.

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

**Describe Population Served & Annual Number of People Served:** Through its educational programs, tours, demonstrations, and events, The Mill at Anselma serves approximately 1,000–1,800 people a year, including schoolchildren, families, scholars, tourists, and Chester County residents.

<b>Annual Budget</b> \$ <u>64,843</u>	<u>0</u> # of Full-Time Equivalent Paid Staff
<u>66</u> % of budget for program expenses	<u>11</u> # of Board Volunteers
<u>24</u> % of budget for administrative expenses	<u>30</u> # of Active Non-Board Volunteers
<u>10</u> % of budget for fundraising expenses	<u>1,500</u> # of Volunteer Hours

100% total

**Top 3-5 funding sources:** individual donors, fall auction fundraising event, and venue rentals

**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:** The Mill at Anselma is pleased to submit this request for a capacity building grant to support its continued engagement with a fundraising consulting firm to continue to work with the Board to strategize and implement annual and special project fundraising efforts.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

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

The Mill at Anselma is the oldest known grist mill in the United States operating with its original machinery. It was built in 1747 on Pickering Creek in Chester County, Pennsylvania by Samuel Lightfoot, a surveyor, to produce flour and animal feed.

The Mill remained in private ownership until the passing of its last miller Oliver Collins in 1982. The property was acquired by The Mill at Anselma Preservation and Educational Trust, a private nonprofit 501(c)(3) organization in 1998 with the objective to create an innovative historical attraction at the Mill at Anselma historic site that demonstrates, through sensory experiences, the evolution of technology and the impact of change in commerce, free enterprise, and transportation on American life over three centuries for schoolchildren, families, scholars, visitors, and local residents.

The Mill then secured funding for an extensive restoration of the mill and miller's house. In 2004, The Mill returned to operation, offering visitors opportunities to explore our nation's industrial and agricultural past through milling demonstrations and special programs. In 2005, The Mill was licensed by the Pennsylvania Department of Agriculture to sell stone-ground flour and cornmeal, all milled on-site at the historic grist mill. That same year the mill was designated a National Historic Landmark, recognizing it as the most intact authentic example of a custom water-powered grist mill in the United States operating with its original Colonial-era powertrain.

In 2008, The Mill became home to the Anselma Farmers and Artisans Market, supporting local farmers and providing the community with fresh, local food. In 2009 The Mill Trust opened an "Education Lab" on-site to service its expanding educational programming. The Mill Trust has also partnered with Chester County Historical Society in its "Open Space" educational travel trunk program that serves sixth-grade students at Chester County schools. The Mill at Anselma's current and future programming is the direct result of a three-year interpretive planning process that was funded by The Pew Charitable Trusts' Heritage Philadelphia Program. The Mill worked closely with museum interpretive planners, historians, and museum audience specialists, as well as a team of local community representatives, to identify the important stories and themes that The Mill at Anselma could convey to its visitors.

### **2. Funding request**

#### **Description of key initiatives**

The buildings at The Mill at Anselma closed to the public in March 2020 due to the COVID-19 pandemic. Our scenic nature trails remained open from dawn until dusk, and the public was welcomed and encouraged to continue to experience our site outdoors while maintaining social distancing.

During our closure, the Board and volunteers were busy behind the scenes continuing our mission, caring for our collection and site, and reaching out to our community in new ways:

- We continued to update our website and added a link to our new Catalogt Hub where the public can access our collection;
- We were awarded the prestigious Historical and Archival Records Care Grant from the Pennsylvania Historical and Museum Commission to archive and preserve our original collection of historical manuscripts from previous owners of the mill;
- We are planning important preservation and maintenance projects, including painting our waterwheel, draining the springhouse, and installing a fire suppression system; and,
- We are planning an art competition for students in grades 9 through 12 in Chester, Delaware, and Montgomery Counties to create a fireboard artwork for the fireplace in the historic Miller's House Living Room.

We were thrilled to open once again to the public on July 10, 2021. Approximately 50 people (many of whom were first-time visitors) attended our event which included grinding demonstrations by our miller, Dave Rollenhagen, and tours of the mill, the miller's house, and grounds. We have resumed regular operating hours, Saturdays 10am–4pm and Sundays 1–4pm, with live demonstrations the second Saturday of each month. We look forward to welcoming school groups this year when it becomes safe and comfortable to do so.

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

The Mill at Anselma is currently managed and operated by its dedicated Board and volunteers, none of whom receives any financial compensation. Along with the many needs to manage and operate a nonprofit organization, the Board is charged with generating the income needed to fund the organization's operations and programs. To support this effort, The Mill engaged Catch 3 Consulting, LLC in April 2020 to test utilizing external expertise to strategize and execute fundraising initiatives. We have found it very beneficial to have a consulting firm to manage our annual appeals, research potential grants and write funding proposals, and advise on other fund development opportunities so that the Board can focus their limited volunteer time on building relationships and being organizational ambassadors. We are seeking a capacity building grant to fund a portion of our continued engagement with our fundraising consulting firm as our general operating funds are limited, especially due to the pandemic.

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

Without any in-person programs or revenue-generating events for nearly 18 months due to the COVID-19 pandemic, The Mill at Anselma has been forced to maintain operations on a very lean budget, utilizing donations from generous individuals to fund all basic operating costs which leaves little room for outside consulting services. As noted above, a large portion of The Mill's operations are traditionally funded by its annual fall auction fundraising event and venue rentals for events such as weddings, meetings, and corporate gatherings. Our 2020 fall auction was canceled, and the 2021 fall auction has been moved to the spring of 2022 due to COVID-19. We have also only been able to book limited venue rentals, mostly for small groups outdoors, which has dramatically decreased our earned income revenue stream.

Working with Catch 3 Consulting this year, we were able to successfully increase individual giving. We implemented a special COVID-relief multichannel appeal in May 2020 which generated \$12,800 in much needed donations. We raised \$18,400 through added follow ups and personalization to our traditional year-end appeal, and added in another spring appeal this year which generated \$19,400. Catch 3 Consulting is also helping us actively seek general operating grants to fill the loss in revenue due to the pandemic. As our site reopens to visitors and in-person programming resumes, it is imperative to raise additional funds to bring The Mill back to full operations in order to continue to share our stories and collection with our audiences.

In addition to helping The Mill generate funds to support general operations, Catch 3 Consulting is working with us to find funding to implement a fire suppression system to bring the public water source to our site and safeguard it and its collections in the event of a fire emergency. In the future, we will also need support in fundraising for expanded educational opportunities.

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

The impact from a capacity building grant will be measured by our ability to increase contributed revenue and incorporate new fundraising strategies and processes into our annual operations. By building our fundraising capacity, we will be strengthening our organization so that we can focus on our carrying out our mission, caring for our historic site, providing inspiring programs, and welcoming visitors from our community and beyond.

*For capacity building grant proposals:*

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

The new fundraising efforts that Catch 3 Consulting has supported are helping to make up a portion of our revenue loss, but more importantly, Catch 3 Consulting is helping us develop ongoing strategies and processes for fundraising that will strengthen The Mill's capacity to secure the funding needed for the organization's annual operations and special projects in the future.

*How will this impact be measured?*

The impact of our engagement with a fundraising consulting firm will be measured by our ability to sustain funding needed for the organization during the pandemic, to increase and expand funding levels over time, and to identify and secure new funding opportunities.

*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 Mill at Anselma has renewed its contract with Catch 3 Consulting through September 30, 2022. The estimated cost for services during this period is \$7,500. Services include managing and implementing our annual fund appeals; researching grants and writing funding proposals; advising on other fundraising and income-generating opportunities; and advising on organizational plans and processes as they pertain to fundraising. Please see attached Statement of Work, Catch 3 Consulting's organizational resume, and consultant bios.

### III. ATTACHMENTS

- **Copy of 501 (c) (3) federal tax-exempt letter**
- **List of Board of Directors, with their affiliations**
- **Most recent annual report & financial statement, audited if available**
- **Itemized organizational operating budget with actual results for prior fiscal year & current fiscal year to date**
- **Current strategic plan. If your nonprofit does not have a current strategic plan, explain why.**

The Mill at Anselma's strategic planning is on hold given the uncertainties we are facing due to COVID-19 and changes the organization was undergoing before the pandemic hit. We engaged students from Drexel University in 2018 to help facilitate our strategic planning process. However, we restructured our management with the departure of the last Executive Director, which was shortly thereafter followed by COVID-19. In the meantime, we've utilized the Drexel University research and recommendations to guide new tactics and will resume the strategic planning process once we are back to a time when we can plan for the future with relative certainty.