

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

Contact Information

Organization Name: New London Counseling Center
Address: 125 Saginaw Road, Lincoln University, PA 19352

Phone: 484-746-3112

Website: <https://www.newlondoncounselingcenter.com>

Year Incorporated: 2018

FEIN: 83-2796221

ED/CEO Name: Dr. Katie Bowman

ED/CEO E-mail:

executivedirector@newlondoncounselingcenter.com

Board Chair Name: Katie Bowman

Board Chair Approval (check here):

Primary Contact Name: Katie Bowman

Primary Contact E-mail:

executivedirector@newlondoncounselingcenter.com

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission:

NLCC is an outpatient mental health clinic that promotes the emotional, relational and spiritual well-being of individuals and families through the provision of high quality, compassionate therapy and educational workshops. We make services accessible to the entire community, regardless of one's ability to pay. New London Counseling Center's Care Subsidy Program is essential to our mission of allowing *everyone* to access mental health care regardless of their financial circumstances. The objective of this program is to allow children, families, and adults of all income levels to access care and ensure that no one is turned away for financial reasons.

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

New London Counseling Center is a non-profit mental health clinic serving individuals, children, and families primarily in Chester County with roughly 88% of current clients residing in Southern Chester County (Oxford, West Grove, Avondale, Nottingham, Cochranville and Landenberg communities). Southern Chester County is a historically underserved area in terms of mental health services. In fact, New London Counseling Center was formed as a result of a community needs assessment which found that access to quality mental health services was a huge barrier to the health and wellbeing of our community. Long commutes to providers' offices coupled with a high cost for services or long wait lists, meant that many people were failing to receive treatment.

Describe Population Served & Annual Number of People Served:

New London Counseling Center is a place for our community to gather, connect, and heal. Our team of ten licensed mental health professionals bring their diverse experiences and specialties to our practice with the goal of creating a culture that promotes mental well-being and destigmatizes therapy. We acknowledge that we are all broken, and we can all benefit from professional support at one time or another. Through our community-centered approach, we are tearing down the walls of traditional mental health delivery by meeting people where they are every day – their places of work, their gyms, their civic groups or places to volunteer – and offering free community workshops.

Since April 1, 2019, our dedicated team has been providing individual, couples, family, and group therapy to people of all ages. We currently have **132 individuals and families** in counseling. In 2020, the clinical team at NLCC serviced **1,213 hours of treatment** to a total of **157 children, adults, and families** in our community. We work with everyone from age five through the lifespan, and we're passionate in the belief that early intervention and mental health skills are vital for a healthy life. We have had a dramatic spike in patients needing access to mental health services as a result of pandemic related stress including continued isolation, trauma, anxiety, relationship difficulties, domestic violence, depression, and marital discord. The pandemic has affected all Americans, however, we are seeing a disproportionately high number of youth in need of mental health treatment. In fact, over half of our clients are under the age of 25, which is significant because we are working to help our youth prevent or heal from mental health challenges at an early age, thereby reducing the likelihood of ongoing problems in adulthood.

Annual Budget \$ 270,000

64 % of budget for program expenses

35 % of budget for administrative expenses

1 % of budget for fundraising expenses

100 % total

1 # of Full-Time Equivalent Paid Staff

4 # of Board Volunteers

12 # of Active Non-Board Volunteers

500 # of Volunteer Hours

Top 3-5 funding sources:

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: \$ 7,157

Proposal Summary:

New London Counseling Center is requesting a capacity building grant to improve our marketing and web presence. It is our mission to reduce the barriers for people to access mental health care and that starts with making it clear what resources are available and how to initiate asking for help. NLCC is requesting support to update our marketing materials (\$2,157) and website (\$5,000) to reflect the high quality and compassion that our patients receive in treatment.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

Since April 1, 2019, our dedicated team has been providing individual, couples, family, and group therapy to people of all ages. Currently we have 132 patients receiving regular care from our providers. The concerns we are treating include: pandemic related stress, trauma, anxiety, relationship difficulties, domestic violence, depression, ADHD, anger management, and marital discord.

New London Counseling Center is working diligently to support the mental health care needs of both individuals and the entire community. One of the missions of NLCC is to provide the community with opportunities to grow, learn, and heal through educational programming. In order to do this, we collaborate with civic organizations, schools, other non-profits and businesses to offer workshops, presentations, and mental health screenings at locations within the community. In 2020, we conducted 7 live presentations and workshops to the community. All of these workshops were free of charge to the participants and no income was directly generated as a result.

As part of this involvement with the community, we regularly distribute literature including information our services and how to establish care as well as resource information including national crisis hotlines and community resources. The marketing materials that we are currently distributing were created in 2019 by an internal staff member and need to be updated as our mission has been more clearly defined and our service offerings have expanded since that time. Our current request includes funds to have a local graphic designer create new tri-fold brochures and rack cards. Similarly, we engage with the community at events such as First Fridays in Oxford, health and wellness fairs, school fairs, etc. and we would like to create a professional table display that clearly distinguishes our organization. For this, we are requesting a tablecloth with the NLCC logo and a roller shade with a banner stand. We have found that attending community events has been very beneficial to the community because it 1. Creates awareness that affordable, quality mental health care is available in Southern Chester County and 2. Allows people the opportunity to ask questions such as: What is therapy like? How do they know when it is time to ask for help for me/my child? These conversations are critical to our mission of reducing stigma around mental health. The more visible New London Counseling Center is in the community, the more residents will feel comfortable calling if/when they need assistance. By interacting face-to-face with residents, we hope to humanize the therapy intake process and increase the likelihood of help-seeking behaviors.

In addition to the printed materials and event-related materials, New London Counseling Center staff also engage the community by creating educational videos and articles. Our clinical team addresses common relational/emotional challenges such as marriage and parenting as well as stressors such as anxiety, trauma, and depression. Last year we created **45 online classes, videos and articles** for the community to access through our online, free resource library. In 2020, we also authored **9 articles** about mental wellness as well as a weekly column called "Mental Health Mondays" for another local non-profit organization. Together, these resources help the community learn to identify mental health challenges, acquire tools for managing difficult emotions, and offer hope for recovery. Our website has been created internally and has a lot of great information and resources; however, it is not easy to navigate and it is not mobile friendly. In order to create a more seamless user experience, we need to reduce the number of pages, standardize the text/fonts/images, and make it mobile accessible. Ideally,

our website will also be ADA accessible. In order to begin this process, we are requesting funding to work with an outside website designer that can create a more efficient web presence that still enables to the community to access our great internally created resources.

This capacity building initiative will impact New London Counseling Center by allowing us to effectively and professionally communicate information about our services, staff, and resources to the community. Our goal is to reduce the barriers for people to access mental health care and that starts with making it clear what resources are available and how to initiate asking for help. We need our marketing materials and website to reflect the high quality and compassion that our patients receive in treatment. In order to measure the impact of these changes, we will do two things. First, we will continue to ask all new patients how they heard of NLCC to determine if the referral source changes? We currently track the number of patients who find NLCC via a website or google search. Secondly, we will obtain quantitative feedback via our patient Satisfaction Survey in fall 2021. This survey will include a question about the accessibility and user experience of the website.

The timeline for finishing these improvements would be January or February 2022, depending on the availability of the website design team. Please see the following breakdown of costs:

Quote from Debi Friedmann | [Blue Dog Printing & Design](#)
1039 Andrew Drive | West Chester, PA 19380
610-430-7992 (p) | 610-910-8475 (c)

Brochures (printed on 80# Silk Cover) tri-fold priced at 500
\$430 for printing + \$485 for design fee
Rack cards (printed on 100# Silk Cover, size 4 x 9) priced at 250
\$252 for printing + \$125 for design fee
Table cloth with logo convertible 6ft-8ft
\$385 for printing + \$30 for design fee
Roller shades with design x2 Banner Stand
\$355 for printing + \$95 for design fee

Total for printed marketing materials \$2,157

Quote from Matthew Weiss, President/Creative Director
Hyland Graphic Design & Advertising
484-879-6145
www.hylandgraphics.com

Total for updating website, making mobile friendly and ADA accessible \$7000

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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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