

CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

Date: 9/13/2021

Contact Information

Organization Name: Parkesburg POINT
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Phone: 610-857-3393
Website: www.parkesburgpoint.com
Year Incorporated: 2003
FEIN: 03-0399261

ED/CEO Name: Dwayne Walton
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Board Chair Name: Larry Beaver
Board Chair Approval (check here):
Primary Contact Name: Sarah Daniels
Primary Contact E-mail: sdaniels@parkesburgpoint.com

Organization Information:

Field/s of Interest:

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

Mission: The Parkesburg POINT's (The POINT) mission is to empower youth and families to live victoriously by offering a safe, engaging and Spirit-filled environment.

Geographic Area Served : The Greater Parkesburg and Coatesville Communities (Western Chester County).

Describe Population Served & Annual Number of People Served: The POINT serves over 400 youth ages 8- 18 annually. POINT students primarily come from the Octorara School District; however, 20% of students travel from Coatesville Area School District. Most POINT students come from single-parent households, 90% of which fall below the poverty level and many of whom have experienced homelessness, transient housing conditions, mental or physical abuse, hunger, are struggling or failing academically and have parents addicted to drugs/alcohol.

Annual Budget \$ <u>1,178,232</u>	<u>6FT/8PT</u> # of Full-Time Equivalent Paid Staff
<u>63.6%</u> of budget for program expenses	<u>13</u> # of Board Volunteers
<u>10.9%</u> of budget for administrative expenses	<u>198</u> # of Active Non-Board Volunteers
<u>25.5%</u> of budget for fundraising expenses	<u>7,500</u> # of Volunteer Hours
<small>100 % total</small>	

Top 3-5 funding sources: Connelly Foundation, Baby Essentials LLC, Nelson Foundation, Justamere Foundation & PNC Foundation.

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: \$2,000

Proposal Summary: The POINT respectfully requests a \$2,000 Capacity Building Grant to help fund a 1 -year subscription for Givesmart - a fundraising management system to enhance our virtual, in-person and hybrid fundraising strategies as we navigate our shifting economy and the challenges of COVID-19.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

The POINT was collaboratively founded in 2003 by local businesses, churches, and community leaders in the Borough of Parkesburg. Since its founding, The POINT has developed innovative strategies to address spiritual, physical, emotional and academic needs for an ever-increasing number of youth and has developed a reputation for excellence within the Greater Western Chester County community.

After 10 years of renting a small warehouse, The POINT launched a capital campaign in 2011-2013 which resulted in the purchase of a 4.25-acre property in Parkesburg. The property now hosts a 22,000 sq./ft. community center with a full gymnasium, cafeteria, e-gaming center, ninja warrior obstacle course, commercial kitchen, student chapel, boxing gym, trade- skills workshop, academic classrooms and our community's local food cupboard. Most recently, The POINT completed the addition of an outdoor skatepark and basketball court .

Today, The POINT is open free of charge 5-6 afternoon/evenings a week and reaches over 1,000 youth through community outreach (bookbag drive, meals, motivational speaking) and directly serves over 400 youth through our core after school and evening programs. With the help of over 190 volunteers and 20+ local churches, our program holistically addresses the physical, academic, emotional and spiritual needs of our community's most vulnerable youth. Each of our programs are designed around the following goals:

- 1) Provide access to a safe and supportive environment.
- 2) Empower students to develop leadership skills, confidence and a positive identity.
- 3) Encourage students to stay in school & set goals for post-secondary education/employment.
- 4) Create access to activities, education and resources that promote a healthy lifestyle.
- 5) Foster student's spiritual exploration and development.

We are pleased to report that in our most recent survey of core students, 98% of students said they feel safe, supported and cared for at The POINT, 74% said they feel more motivated academically, 64% improved literacy skills and 80% plan to enroll in college or a tech school post-high school. Additionally, 89% feel more confident, 86% improved self-esteem, and 63% made new friends. And finally, 55% of students are getting in trouble less, over 91% said The POINT helps them avoid alcohol and drugs and 83% said it helps them avoid skipping/dropping out of school.

2. Funding request

The POINT respectfully requests a \$2,000 Capacity Building Grant to help fund a 1 -year subscription for GiveSmart - a fundraising management system that will enhance our virtual, in-person and hybrid fundraising strategies as we navigate our shifting economy and the challenges of COVID-19.

Description of key initiatives

The POINT will purchase a 1-year subscription to the fundraising management system, GiveSmart. With GiveSmart, The POINT has more flexibility to better engage our donors both virtually and in-person. The POINT will utilize the system for our Giving Tuesday Fundraising Campaign, Spring Dinner/Auction, Fall Fundraising Dinner and our annual Back to School Fundraising Campaign. GiveSmart offers the following features that will help The POINT to implement engaging, integrated and more exciting donor giving experiences.

- Training & Support: The support team will help plan events and brainstorm creative ideas to configure silent auction software and train staff to use it.

- Enhanced donor experience: Dynamic peer-to-peer fundraising, voting competitions, and sponsorship activation.
- Auctions from anywhere: Guests can bid on silent and live auctions via any device. By incorporating mobile bidding and text-to-donate, fundraisers instantly become more interactive and exciting.
- Manage event ticketing: Manage both ticket sales and distribution electronically. Assign seats, automate reports, distribute bidder numbers, and offer contactless check-in to enhance guests' experiences.
- Live support team: GiveSmart's team will facilitate event(s) so that the organization does not need to worry about technical glitches and so donors feel comfortable and bid with confidence on silent auction items.

Specific needs & issues to be addressed

We never could have imagined the challenges that 2020 would bring. COVID-19 shifted the way we do everything. In 2020 we purchased a 1-year subscription to GiveSmart in order to shift our Annual Spring Dinner & Auction to a 100% virtual event. Unexpectedly, our proceeding fundraisers remained virtual and we utilized the system again for a virtual Giving Tuesday Fundraising Campaign, our virtual Fall Event with Tim Tebow and our Annual Back to School Fundraising Campaign. GiveSmart was a critical component to helping us stay afloat during the pandemic and allowed us to quickly transition and creatively engage donors in a new and effective way. As we moved into 2021, we did not plan to renew the subscription – Afterall, the world was returning to normal right? Wrong!

The pandemic continues to challenge our norm and inspires us to think outside the box and find new and creative ways to engage donors. In 2020, we only needed the system for virtual fundraising. In 2021-2022, we will need the system to help us continue raising support virtually, but also to engage donors via a hybrid model of both in-person and online – ensuring we remain sensitive to the varying levels of comfort and needs throughout the pandemic and the very real possibility that things could lock down again. We'll need the system to "reduce contact" with more text-to-give and text-to-bid features. And finally, just like The POINT is working hard to increase outreach to youth who cannot access the POINT, the GiveSmart system will allow us to further our fundraising reach and better engage potential donors who do not have the capacity to attend our events.

Why it is important to fund this now

The POINT is at a pivotal time of growth, with our first endowment gift received in 2019 and an additional gift in 2020. The pandemic brought significant challenges in 2020, but with the help of GiveSmart our mission continued to move forward and our fundraising momentum was not lost. However, for many, the impacts of COVID-19 are just hitting as government subsidies are discontinued, eviction mandates lifted, and COVID-19 continuing to spread and impact our capacity to safely return to work, school, volunteer opportunities etc.

A subscription to GiveSmart is critical for The POINT to maintain our momentum and have the capacity to quickly and effectively adapt our fundraising strategies for 2021-2022 to best engage donors amidst the lingering pandemic.

How impact & results will be demonstrated

Impact and results will be demonstrated via increased virtual attendance and participation, increased revenue from individuals and increased donor engagement. With increased giving we also maximize our impact in the community by increasing our capacity to serve more youth, recruit more volunteers and better care for our staff.

CAPACITY BUILDING GRANT PROPOSAL

How will this capacity building initiative impact your nonprofit?

An investment in a 1-year GiveSmart subscription will enable The POINT's development staff to more seamlessly adapt to the ongoing challenges of COVID-19 so we can more effectively engage donors during this challenging season.

How will this impact be measured?

The impact of utilizing GiveSmart will be measured via financial statement evaluations and attendance/participation reports via GiveSmart. Financial impact will be shared with stakeholders via our Annual Report.

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 1-year subscription cost for GiveSmart is \$2,245 (\$187/month) and we are requesting \$2,000 to assist with the cost. Due to the fast paced nature of 2020 and the unexpected shift in our fundraising strategies, we were not able to take advantage of all the training and features that GiveSmart has to offer. The POINT is prepared to move forward and begin utilizing GiveSmart right away and plans to attend trainings and connect with GiveSmart's support team to more efficiently use all the system's features in 2021-2022.

The POINT plans to utilize GiveSmart fundraising software for the following events/campaigns in 2021-2022:

- 1) Virtual Giving Tuesday Fundraising Campaign
- 2) In-Person/Virtual Spring Auction/Dinner
- 3) In Person/Virtual Fall Event
- 4) Virtual Back to School Fundraising Campaign

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. 2021 operating budget with 2020 actual results & 2021 YTD. (See attached)
5. If capacity building initiative, itemized budget. (See attached)
6. Current strategic plan. (See attached)

Please contact Grants Administrator Kevin Baffa at
(610) 696-8211 grants@chescof.org with questions.



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so their legacies make a difference.***