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>Field of Interest &amp; Donor Advised Funds (No Deadline)</th>
<th>Fund for Chester County Capacity Building Grants (Due 9/15)</th>
</tr>
</thead>
<tbody>
<tr>
<td>◊ Grants focus on Chester County causes &amp; issues, but are not limited to Chester County.</td>
<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>
</tr>
<tr>
<td>◊ Charitable nonprofits working in all fields of interest are considered for grant awards. (I.e. arts, culture, &amp; humanities; education; community improvement; environment; religion; health; &amp; human services)</td>
<td>◊ The goal of capacity building grantmaking is to strengthen the effectiveness of NPO’s serving the Chester County region, in areas including:</td>
</tr>
<tr>
<td>◊ General operating grants are encouraged. Nonprofits should be specific about their mission, goals, &amp; measurable outcomes.</td>
<td>o Mission, Vision &amp; Strategy</td>
</tr>
<tr>
<td>◊ Proposals can be submitted anytime all year.</td>
<td>o Governance &amp; Leadership</td>
</tr>
<tr>
<td>◊ Grant decisions are made intermittently all year, as Fund Advisors desire.</td>
<td>o Partnerships &amp; Collaborations</td>
</tr>
<tr>
<td>◊ Grant awards typically range from $500-$7,500.</td>
<td>o Operations &amp; Technology</td>
</tr>
</tbody>
</table>

- Use this form @ [www.chescocf.org](http://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: Revival Productions, Inc.
Address: 17 North Church St
Phone: (610) 455-4300
Website: www.revival-productions.com
Year Incorporated: 2017
FEIN: 82-2997982
ED/CEO Name: Heather Grayberg
ED/CEO E-mail: heathergrayberg@revival-productions.com
Board Chair Name: Heather Grayberg
Board Chair Approval (check here): [X]
Primary Contact Name: Alyson Stratton
Primary Contact E-mail: Alyson.stratton@yahoo.com

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

Mission:

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

Describe Population Served & Annual Number of People Served:

Annual Budget $ 350,000 ____________  ___1___ # of Full-Time Equivalent Paid Staff
92 ___ % of budget for program expenses  ___10___ # of Board Volunteers
7 ___ % of budget for administrative expenses  ___40___ # of Active Non-Board Volunteers
1 ___ % of budget for fundraising expenses  ___500___ # of Volunteer Hours

Top 3-5 funding sources:
Cohort Academy, Grants, Donations, Ticketing Revenue & Lesson Revenue

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

If Capacity Building Proposal, the focus is:
___Mission, Vision & Strategy ___Governance & Leadership ___Partnerships & Collaborations
X__Fundraising, Development & Marketing ___ Technology Other: ______________________________

Grant Amount Requested from the Community Foundation: $ 5,000.00_______

Proposal Summary:

Revival Productions, Inc. is a not-for-profit performing arts theatre and conservatory located in the city of Coatesville, PA, a community with a poverty rate of 28.2% in the state’s wealthiest county. Coatesville also is known for a it’s diversity and has a BIPOC population of 74.8% of the community;
41.6%-Black, 30.0%-Hispanic, 4.6%-2+ races, and 0.5%-Asian. We selected this location because our mission focuses heavily on the concept of creative placemaking, which is the act of planting arts and culture organizations in a specific community with a dedication to economic growth, job development, and an overall enhancement of quality of life. Music, acting, and dancing are the instruments we use to accomplish those goals.

We are also driven by the concept that students with high involvement in creative programs are five times more likely to graduate than those with little or no involvement. According to “publicschoolreview.org”, Coatesville’s graduation rate of 85%, math proficiency of 41% and reading proficiency of 57% are in the bottom 50% in PA, whereas our diversity score of .62 is in the top 10%. These types of statistics continually inspire Revival to make all programming available to all students, regardless of their ability to pay, race, religion, or gender.

When the Coatesville City Council recently offered Revival Productions the rights to display banners along the main drive where an estimated 22,000 vehicles traverse the road daily, we planned to leverage a traditional sponsorship program to generate operating funds. As we began to conceptualize the sponsorship program, we revisited our mission and reminded ourselves of our dedication to community prosperity and creative placemaking. Now we want to break the sponsorship mold and use this opportunity to benefit not only our operations but to also to highlight BIPOC centered businesses in Coatesville. We respectfully ask the CCCF to consider a $5,000 grant to support our “Sponsor a Sponsor” experimental marketing project.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE
   
   Provide clear, concise information. 3 pages maximum.

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

   **History and Facilities**
   In 2017 Revival Productions became a 501(c)3 not for profit organization. Since then, it has operated with a predominantly volunteer-based “staff” (only 1 FTE is currently employed at Revival) and offered live performances at various locations throughout Coatesville such as businesses, churches and parks. In July 2020, as the pandemic was shuttering other performance arts facilities, the leadership of Revival Productions successfully completed renovations at 17 North Church Street in Coatesville, Pennsylvania and welcomed patrons and students through its doors for the first time. The new permanent location houses a 150 seat blackbox theater, 3 dance studios with professional grade flooring, 3 sound proof music studios and administrative office space. The organization offers two distinct lines of service consisting of its theatrical performance division and an education department, RevPac.

   **Services provided:**
   Revival Productions has two distinct divisions: its entertainment division and the Revival Productions Performing Arts Conservatory (RevPac), which is the educational arm of its mission.

   **Revival Productions Entertainment** provides Coatesville, a traditionally underserved BIPOC community, Chester County and Lancaster County with a variety of entertainment options.
throughout the year. These include orchestral/choral works, musicals, plays, music revues, theatre for young audiences, and more. In doing so, the organization strives to be an economic driver for the city, provide technical theater job training, jobs, and act as a mainline attraction for the city of Coatesville. More recently, due to Covid-19 and the recent flooding from the remnants of Ida, leadership also views itself as advocates for the mental health benefits of the arts, as so many people struggle with the effects of isolation, illness and loss.

The current year’s mainstage line up for Revival consists of:

- Godspell,
- The Catalyst Collective Dance Company
- Terms of Endearment Dinner Event
- Ruby: The Ruby Bridges Story
- Newsies
- Spongebob the Musical
- A Christmas Carol

*The RevPac Conservatory* exists to bring the highest quality training in music, dance, theatre and technical arts to the city of Coatesville and Chester and Lancaster Counties. Our education department provides in person lessons, online classes, as well as offsite experiences with the Coatesville Area School District and other outreach locations. In person RevPac activities take place in any one of its 3 professional grade dance studios, three music studios, or its blackbox theater with seating capacity of 150 and consists of:

- private, and group lessons in vocals, instrumentals, dance, and acting, taught by multiple teachers in a variety of disciplines. Teachers have a minimum of a bachelor’s degree to ensure high quality professional level education.

- Holding the annual summer camp and youth performances for students K-12. RevPac anticipates served more than 150 children, 90% of whom came from the Coatesville Area School District. Programs included: student productions of Seussical Kids and Fame Jr., Teen Dance Intensive, Elementary Dance Camp, DJ Camp, Revival Rocks Camp, Step Camp, Storybook Theatre Preschool Camp, Institutes (piano, vocal, jazz and strings), Tech Camp, and Broadway Bound. The camp took place from June 14th through August 8th. S’Cool the Musical is another show that will take place outside of the summer camp.

- Offering the “Cohort Academy”. This was a breakthrough program during the pandemic. This project was in response to the emerging needs of both students and their parents in the city of Coatesville for a safe and functional cyber-learning environment while the schools were shuttered. RevPac leaderships worked with a panel of state-certified educators to create a program that is staffed by certified and incorporates an arts education component at the end of each day. This program served over 10 full-time equivalent students and will continue if our community needs this service.

- Other RevPac activities include drop-in fitness classes and youth outreach programs such as a partnership with the Coatesville Area School District in which RevPac teachers provided dance instruction to 6th grade students. The organization anticipates participating in collaboration Arts Holding Hands and Arts (AHHAH) as it did in 2019, prior to the pandemic. This powerful project, which was called the “Voices of Restorative Justice”, offered children in the Chester County
Youth Center, a residential center for troubled youth or those whose parents are in the penal system, a workshop during which they were encouraged to create poetry and write songs to reflect their personal life experiences.

RevPac’s student and youth educational programs are available to all interested people and through the generosity of donors, we are dedicated to providing scholarships to students who otherwise would not have access to arts entertainment and education.

2. Funding request
   • Description of key initiatives
   We are excited to present the fundraising and marketing strategy we are calling the ‘Sponsor a Sponsor’ program for your consideration. This $5,000 experimental fundraising and marketing program will benefit not only the mission of Revival Productions, but also an estimated 5 BIPOC business owners in the Coatesville and surrounding area.

Revival has received a good deal of interest in the banner sponsorship program, but we hope to not only promote ourselves, but to promote businesses that closely reflect the diverse community in which we reside. With this program we intend to engage with local business owners, beginning with BIPOC owned and newly opened businesses. We will provide them with a contract containing the terms of our sponsorships which will include a provision that they encourage their patrons to complete surveys and share data that Revival will use for future marketing, product and service development, and potential sponsorship activation opportunities. We will also ask beneficiaries to track their revenue and foot traffic to determine if the banner program is having a marketing impact.

In return, “sponsors” will receive a
   • Their business name/logo added to one light post banner to be displayed along business 30 in Coatesville Borough for 12 months,
   • ½ page add in our programs for 12 months,
   • Discounted access to select lessons and classes for employees for 12 months,
   • 10 free tickets to Revival produced shows throughout the year.

We expect 1 of two possibilities to emerge after our program ends:
   • Either the beneficiaries of our banner "advertising" will see an increase in their sales and foot traffic and, as a result, will choose to "pay it forward" as Revival sponsors in future years, creating a sustainable funding source for our budget, or
   • our “sponsors” see a financial increase, but not to the extent needed to begin supporting Revival. Instead of relying on our business owners to provide future support of the program, we hope the buzz about this unique approach to funding will create interest in other vested community stakeholders who will then take up the cause to "sponsor a sponsor".

   • Specific needs & issues to be addressed
Revival Productions and other small businesses in Coatesville are reeling financially from the effects of occupancy closures caused by Covid-19 and some from the recent flooding. Our ‘Sponsor a Sponsor’ program will generate funds not only for our mission but also provide ongoing marketing for other businesses in the area in a time when most businesses are eager to receive visibility.

   • Why it is important to fund this now
The City of Coatesville, as a sign of their support of our mission, awarded Revival Productions the rights to display banners along the main corridor of Lincoln Highway. Currently, we are using the space to promote our productions and sponsors. We want to take full advantage of the "gift" of visibility in the community and we want to share it. Ideally, we would like to show the leaders in our community that they were wise to entrust us with this valuable advertising space by showing results as quickly as possible. If we can demonstrate our commitment to the local BIPOC business community while generating operating funds for our performing arts center within months of the city’s investment in our company, we think this will solidify our reputation as a revitalization leader in the community.

To date, we have secured banner sponsorships from PECO, Activated Capital (an organization that recently purchased 26.3 acres of land known as the "Flats" in the city to build a national sports and entertainment center) and we are in the processing of signing 3 other sponsors. We could continue soliciting businesses in a traditional way that profits only ourselves. However, we see genuine value in finding a benefactor to partner with us to highlight our commitment to creative placemaking by not only providing professional performing arts and education but also supporting and promoting our emerging and BIPOC business owners.

It would be a powerful message to the City Council and community if we were able to “double the value” of this sponsorship opportunity within months of receiving the donated marketing “space”. Now is the time for us to make our statement about who we are in the community and how we stand in solidarity with our fellow businesses and BIPOC business professionals. A supporting grant from CCCF at this critical junction would enable us to do just that.

In addition, this program could be an encouragement and boost to business owners considering the recent catastrophic flooding caused by the remnants of hurricane Ida.

- **How impact & results will be demonstrated**
  Revival will utilize the periodic reporting from our “sponsors” to measure and gauge if our marketing efforts are effective. The goodwill in the community and relational aspect of this program cannot be over emphasized and while it may be difficult to measure, we anticipate seeing new faces in our audiences and classes because of this program. We will use surveys to determine success in these areas.

- **For capacity building grant proposals:**
  - *How will this capacity building initiative impact your nonprofit?*
    This grant will help us cultivate stronger relationships with BIPOC business owners in our community. Through these relationships, Revival intends to incorporate feedback and preferences into our programming and performances.
  - *How will this impact be measured?*
    We are in the process of creating questionnaires and a ticketing system that will tell us if our programs are drawing an increasingly diverse audience and roster of students and if our “sponsors” experience an increase in their operations or brand awareness as a result of our program.
III. ATTACHMENTS

E-mail or mail this support information

1. Copy of 501 (c) (3) federal tax-exempt letter ATTACHED
2. List of Board of Directors, with their affiliations ATTACHED
3. Most recent annual report & financial statement, audited if available 990 ATTACHED
4. Itemized organizational operating budget with actual results for prior fiscal year & current fiscal year to date ATTACHED
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. ATTACHED

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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**