

## 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.**

- ◇ 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](http://www.chescocf.org) to apply online for grants from all Community Foundation Funds.
- **Email proposals to [grants@chescocf.org](mailto: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](mailto: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](http://www.chescocf.org)*

Date

**Contact Information**

Organization Name: The Community Coalition  
Address: 10 North Main St. Phoenixville, PA 19460

Phone: (610) 415-1167  
Website: thecommunitycoalition.org  
Year Incorporated: 1995  
FEIN: 23-2814841

ED/CEO Name: Mary Courtney  
ED/CEO E-mail:  
MCourtney@thecommunitycoalition.org  
Board Chair Name: Johanna Gilbert  
Board Chair Approval (check here):   
Primary Contact Name: Mary Courtney  
Primary Contact E-mail:  
MCourtney@thecommunitycoalition.org

**Organization Information:**

**Field/s of Interest:**

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

**Mission:** The Community Coalition supports and celebrates individuals and families through a collaborative fundraising effort for a group of diverse grassroots non-profit organizations.

**Geographic Area Served** (If not all of Chester County, specify primary Chester County regions served): The Community Coalition distributes funds to five member organizations in Chester County.

**Describe Population Served & Annual Number of People Served:** The Community Coalition's fundraising efforts have benefited five member organizations, who have served over 500 individuals in the past year.

**Annual Budget** \$493,465

62.64 % of budget for program expenses  
26.82 % of budget for administrative expenses  
10.54 % of budget for fundraising expenses  
100 % total

1 # of Full-Time Equivalent Paid Staff  
17 # of Board Volunteers  
18 # of Active Non-Board Volunteers  
300 # of Volunteer Hours

**Top 3-5 funding sources:**

The top three funding sources are from the four annual events (77%), annual giving and grants (21%), and trust fund and endowment income (1%).

**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  
 Fundraising, Development & Marketing     Technology    Other: \_\_\_\_\_

**Grant Amount Requested from the Community Foundation:**      \$5,000

**Proposal Summary:**

The Community Coalition strives to leverage every dollar raised so that the investment made in the five local nonprofits helps to accomplish the valuable work they do every day. Since 1991, this unique approach has brought together organizations doing very different work while sharing these key and unshakable values of respect for human life, community enrichment, and collaborative work. The Community Coalition has functioned as a unique model of collaborative fundraising to support the member organizations, which we hope to grow in the coming year. Last year, we were awarded \$5000 which we used to hire a website design team. We're very excited to report that our new website is being launched this week. The Community Coalition is requesting \$5,000 for fundraising, development, and marketing efforts to mirror our website.

The Coalition plans to expand visibility to potential donors beyond the Phoenixville area through an increased marketing and development initiative. These marketing initiatives will include branded designs and content for social media platforms, professionally designed marketing material, and website maintenance, for which the Coalition requires funding. The marketing will be directed towards donors in Chester County and the surrounding areas of the fundraiser events in Philadelphia, New York City, and Palm Beach. The increased marketing will translate into escalated engagement with The Community Coalition's online platforms and a rise of donations to distribute to the five member organizations.

The Community Coalition's model is uniquely positioned to relieve the fundraising needs of five local nonprofits through the efforts of the 17 board members and 18 advisory committee members. Each member of the Coalition offers fundraising experience and donor connections that extend beyond Chester County, and as a result of The Community Coalition, five nonprofits received over \$300,000 of funding this past year. Our intended growth of reach and visibility will be possible through an increased marketing budget. Please consider partnering with The Community Coalition so we can grow our electronic and printed marketing.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

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

Established in 1991, The Community Coalition grew out of an understanding that by collaborating instead of competing – both in fundraising and in programming – the community, the individual organizations, and the donors would be best served. The Coalition received 501(c)3 status in 1995 and raised their first \$100,000 the following year. In 2007, The Community Coalition hired an Executive Director, the first paid employee. Today, The Coalition has a full-time Executive Director and a part-time Development Coordinator, both of whom have experience in fundraising and development.

The Community Coalition offers a unique model of collaborations and fundraising between five member organizations, each of which address differing needs in Chester County. The Coalition now hosts events in Chester County, Philadelphia, New York City, and Palm Beach to expand their reach and for the main source of fundraising. All five of the member organizations are located in Chester County, Pennsylvania, and so The Community Coalition's fundraising events and donor relationships offer fundraising abilities beyond the local area.

In 2014, The Community Coalition distributed over 6 million dollars to the member organization. As of 2021, the Community Coalition is celebrating its 30th anniversary and has distributed 8.1 million dollars to the five member organizations. The 2 million dollar growth over the past seven years demonstrates the Coalition's effective fundraising. This year's budget anticipates an average distribution of over \$60,000 to each of the five member organizations.

### 2. **Funding request**

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

The Community Coalition plans to use grant funding for development and marketing efforts through electronic and physical marketing initiatives. These marketing initiatives include professional content creation and graphic design for The Community Coalition's website, printed materials, and social media. This content is aimed at potential donors in Chester County, the Philadelphia area, New York City, and Palm Beach, where we hold annual fundraisers for the member organizations. The content will be visually appealing and share the success of The Community Coalition and member organizations.

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

The Community Coalition recently paid for a new website design, which will have more features than before, such as ticket sales and a newsletter archive. We currently have a need to maintain the website through continuous content creation and website maintenance. The Coalition's digital platforms also include four social media accounts, which need a graphic design platform in order to continue the regular posts. The Coalition also needs new brochures and printed material for the 30th anniversary and upcoming years. The printed material requires designs and income to cover the printing costs.

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

The COVID-19 pandemic has affected our fundraising efforts. The majority of our funding comes from events, and the planned events from the past year and a half have been canceled or scaled down. The five member organizations have also been negatively affected by the pandemic, and so The Community Coalition's fundraising and support are more important than ever. The Coalition is at a critical point to expand marketing and visibility to translate into increased fundraising.

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

The Community Coalition will track engagement with electronic and physical marketing materials. Through a professional website and social media content, the Coalition will track engagement on the website and social media platforms to find trends. We will also purchase newly designed brochures for events and track our effectiveness in handing them out. The development and marketing initiative will

also include the upcoming annual report and annual appeal, for which we can track the return on investment based on the appeal's donation income.

- *For capacity building grant proposals:*
  - *How will this capacity building initiative impact your nonprofit?*

The intention of The Community Coalition is to provide collaborative fundraising efforts in Chester County and beyond, and so an increased marketing budget will help fulfill The Community Coalition's mission. The marketing endeavours will be directed towards current and potential donors to raise awareness of the Coalition's success and encourage future support.

- *How will this impact be measured?*

The online impact will be measured by tracking engagement with our website and social media platforms. Engagement includes unique visitors, the amount of clicks, and interactions with social media posts. The printed brochure's impact will be measured by how frequently they can be distributed to potential supporters, which reflects the appeal of the brochure's design and information. The annual report and annual appeal's success will be measured by the donor reception to the report and appeal at the end of the year.

- *Marketing activities would include working with our print design team to create marketing materials to include a brochure, a one page document about our organization to be used in e-mail campaigns and other marketing efforts. This would also include our Annual Report for current and potential donors.*
- *Our Timeline would be dependent on when the award is granted. Once approved, we would start with the design team and look to roll it out as quickly as possible. I'd also consult with our board members for feedback and suggestions. We believe that the \$5000 would help us achieve everything we're trying to do for our new marketing materials.*

### 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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*Connecting people who care with causes that matter,  
so their legacies make a difference.*



## 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