

## 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](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: Chester County History Center

Address: 225 North High Street, West Chester, PA 19380

Phone: (610) 692-4800

Website: chestercohistorical.org

Year Incorporated: Founded in 1893

FEIN: 23-1371942

ED/CEO Name: Conor Hepp

ED/CEO E-mail: [president@chestercohistorical.org](mailto:president@chestercohistorical.org)

Board Chair Name: James Sargent, Esq.

Board Chair Approval (check here):

Primary Contact Name: Cathy Link

Primary Contact E mail:

[clink@chestercohistorical.org](mailto:clink@chestercohistorical.org)

## Organization Information:

### Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

### Mission:

The Chester County History Center (CCHC) links the past to the present, to inspire the future while continuing to engage, preserve, educate, connect and imagine with our community

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

The CCHC serves the entire Chester County area and its residents.

### Describe Population Served & Annual Number of People Served:

The CCHC serves nearly 12,000 people annually including engaging with 5,159 people through our youth and adult educational programming. The population served is comprised of 51% female and 49% male with an ethnicity breakdown of 80% White, 10% Black/ African American, 5% Hispanic/Latino and 5% Asian.

Annual Budget \$1,531,983

12 # of Full-Time Equivalent Paid Staff

22 % of budget for program expenses

19 # of Board Volunteers

63 % of budget for administrative expenses

108 # of Active Non-Board Volunteers

15 % of budget for fundraising expenses

3573 # of Volunteer Hours

100 % total

### Top 3-5 funding sources:

County of Chester, including Archives salary support and general operating support, an Anonymous Donor, and the National Trust for Historic Preservation

**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:** \$7,500

**Proposal Summary:**

The mission of the Chester County History Center is to link the past to the present, to inspire the future while continuing to engage, preserve, educate, connect and imagine with our community. The objective of this grant is to seek general operating funds to address investment in technology and other infrastructure, strengthen communications and fundraising efforts, and address other critical operating needs. The funding will be crucial in allowing the CCHC to continue to be responsive to the mission of being stewards of Chester County's place in American history.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

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

#### History

The CCHC has been the county's resident story teller since its founding in 1893. The CCHC is responsible for three centuries of history through the preservation of rare documents, photographs, and newspapers in our research library and photo archives, the installation of the recent interactive exhibit *Becoming Chester County*, and year-round youth and adult education programs. In 1942, the CCHC moved into historic Horticultural Hall, the last West Chester commission of renowned architect Thomas U. Walter before he became the 4<sup>th</sup> Architect of the Capitol. Horticultural Hall was modernized in 1979 to improve collections management and increase exhibition space. In the early 1980s, the CCHC initiated a joint project with Chester County government to administer the Chester County Archives, adding 300 years of public records to its care, one of the finest and most complete collections of historic county records in the nation. The Historic Vision capital campaign launched in 1992 enabling the renovation of the adjacent YMCA building. The resulting 56,000 square-foot History Center became a vital complex for exhibition, collection storage, and research. The CCHC's assets were a pivotal component of the National Register of Historic Places naming West Chester as one "America's Dozen Distinctive Destinations" in 2006. The new facility also allowed for an increased emphasis on educational programming, making the CCHC one of Pennsylvania's premier history museums and educational centers with an expanded library and research area, a 250-seat auditorium, and seven exhibition galleries. *Becoming Chester County*, a multi-media interactive exhibit highlighting migration, social reform, and innovation over the past 300 years in Chester County, debuted in 2020 with visual storage areas introduced in 2021.

In March, 2020, the CCHC was confronted with the challenges of the Covid pandemic. The commitment to the CCHC demonstrated by staff and supporters in the following months was awe-inspiring. Thanks to passionate cross-departmental collaboration, educational programming was quickly adjusted and a robust selection of live, interactive digital offerings- collection-focused features, lectures, and educational resources for families- were made available as well as an expanded series of walking tours which continue to grow in popularity. The curatorial staff made sure the much anticipated interactive exhibit, *Becoming Chester County*, was in view when the CCHC was reopened. Evidence of the CCHC's strong commitment to the local community was demonstrated by the unwavering willingness to host the regional competition of National History Day virtually in both spring, 2020 and 2021. Like many institutions, the CCHC has been changed by the events of the last year, yet the importance of our mission remains more certain than ever. The CCHC is not only a place to be educated and informed, but to be inspired- the idea that we are all part of history and our lives and cultures are deeply connected.

#### Goals & Key Achievements

Youth Education: The CCHC interacts with and educates over 9,000 students every year through museum programs as well as off-site outreach programs. The CCHC's thematic travelling trunks program is a highly sought-after instructional resource for elementary and middle school educators. Over 300 6<sup>th</sup> to 12<sup>th</sup> grade students from both Chester and Delaware County participate annually in the regional National History Day competition coordinated by the CCHC.

Adult Programming: The CCHC offers wide range of on-site adult programming, including a speaker's series, lectures, and walking tours of West Chester, in addition to the interactive museum exhibit *Becoming Chester County* and visible storage areas. The CCHC also engages in outreach efforts with local community organizations and centers to provide speakers and meaningful programs to senior citizens. Specialized programming as well as internships are available to students from local colleges and universities, including nearby West Chester University.

Library and Archives: The CCHC is responsible for the administration and maintenance of a significant repository of over 100,000 photographs dating from 1841, 500,000 documents (including maps, letters, diaries, newspaper clippings, business and church records) dating from the 1700s, and 20,000 reference books, all of which county residents and scholars use to conduct research in the areas of genealogy, history, architecture, biography, industry and cultural development.

Preservation: The collections of the CCHC help tell the stories of Chester County spanning over three centuries. Ensuring their perpetual care and the historical properties in which they are housed, as well as ability to make these collections accessible, are critical to the mission of CCHC.

### Distinctiveness

The CCHC has the unique position and responsibility of being the official history museum, archives, and education center for Chester County. This includes a nationally recognized collection of unique artifacts, manuscripts, and photographs that tell the story of Chester County and its people.

## **2. Funding request**

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

#### Invest in Our Community

By presenting exemplary visitor experiences, we will deepen a connection to all in the community. This will be accomplished by:

- Continuing to offer a wide variety of interactive experiences to inspire visitors of all ages;
- Becoming a destination for families, with immersive learning experiences;
- Partnering with local schools on meaningful student engagement projects;
- Working in partnership with other history-oriented organizations in Chester County to accomplish shared goals
- Ensuring that our scope of presentations reflect the diversity of the Chester County community.

#### Excel at Exhibition Presentation and Story Sharing

Chester County has many distinguishing stories that provide insight into our shared American experience. Informed encounters with the past allow visitors to apply lessons in the present to better prepare them for the future.

- Offer inspiring programs and exhibitions;
- Connect Chester County's history to national and global issues of today;
- Provide diverse, inclusive and accessible interpretations of programs and exhibitions
- Expand our technological outreach capabilities;
- Broaden Chester County stories told to meet an array of interests;
- Implement evaluation efforts to ensure that programs are increasingly successful.

## Steward and Increase Access to Our Collections

The CCHC collections help to tell the stories of Chester County spanning over three centuries. Both ensuring their perpetual care and making these collections increasingly accessible are critical for visitor experience and learning.

- Care for our collections through on-going conservation assessments and treatments;
- Deepen and broaden our collections to better represent the diversity of people and events of Chester County;
- Welcome scholarly and community use of our collections;
- Leverage technology to provide increased access to our collections;
- Invest in appropriate safeguards to protect the collections.

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

The CCHC is dedicated to preserving and sharing the story of Chester County and its people. Securing the resources necessary to invest in technology and other infrastructure, strengthen communications and fundraising efforts, and meet other operational needs is critical to the CCHC's ability to strategically position itself to ensure a strong future for Chester County's history.

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

The CCHC plays an integral role in preserving the history of Chester County. The exhibits and educational programs share the stories about how the county, the local communities, and our nation came to be. Without them, those stories would be forgotten.

The CCHC possesses what a classroom, a book, or even Google cannot- the ability to present a vibrant, multi-sensory experience through visual displays, actual materials and objects, and shared information that effectively show the impact that individuals and events have had on the county in which visitors live and work. Behind the scenes, the CCHC staff conducts research on objects and artifacts in the collections. Additionally, residents and visitors as well as university professors and graduate students have the opportunity to utilize these collections for their own research.

It is crucial our society preserves the history and cultures that shaped who and where we are today. Partnering with the CCHC to tell the remarkable story of Chester County and its people is a testament to the importance of giving history a strong future.

This funding will allow the CCHC the ability to better plan over time, be more flexible and responsive to environmental indicators, and reduce administrative burdens. In turn, the CCHC will be better positioned to provide each visitor a memorable experience, a greater breadth of knowledge, and a better understanding of the society and people that paved the way for life as he/ she knows it today.

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

The impact of this effort will be evaluated by...

- Increased program quality
- Increased number of people served
- Expanded number of programs offered
- More effective fundraising and communications efforts
- Expanded use of technology and strengthening of infrastructure

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

### **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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(610) 696-8211 [grants@chescof.org](mailto:grants@chescof.org) with questions.



## 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