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.chescof.org to apply online for grants from all Community Foundation Funds.
- Email proposals to grants@chescof.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@chescof.org with any questions.

2-2020
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  September 14, 2021

Contact Information
Organization Name: Community, Youth and Women’s Alliance, Inc.  ED/CEO Name: Lila Singleton
Address: 423 E. Lincoln Hwy., Coatesville, PA 19320  ED/CEO E-mail: Isingleton@cywa.org
Phone: 610-384-9591  Board Chair Name: Carmen Green
Website: cywa.org  Board Chair Approval (check here): X
Year Incorporated: 1900’s  Primary Contact Name: Lila Singleton
FEIN:23-1365995  Primary Contact E-mail: Isingleton@cywa.org

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

Mission: The mission of the Community, Youth and Women’s Alliance, Inc. (CYWA) is to improve the spiritual, mental, social and physical condition of Men, Women and Children within the Coatesville community by providing full family services with a special emphasis on serving Pregnant Women and Children. Our goal is to build strong, resilient families and promote healthy lifestyles.

CYWA currently hosts 4 major programs; the residential Drug and Alcohol treatment program specifically for Women and Children, the Gateway Shelter is a homeless shelter for Women and Children seeking affordable housing options, the Family Center, which provide home visitation and case management services to Coatesville community residents to support our Parents as Teachers program and the Food Cupboard, primarily run by the Chester County Food Bank. The CYWA draws membership of men, women and children of diverse background and faiths, that together they may gain personal responsibility, dignity and self-esteem to help eliminate poverty and improve the quality of life in our community.

Imperatives:

✓ The elimination of racism and embrace Diversity.
✓ Directly address the elimination of poverty through the implementation of supportive and independent housing initiatives and programs in education, counseling and community outreach.
✓ Maintain a program for providing decent housing that is affordable to low-income persons.
✓ To promote positive child development education.
✓ To encourage and support parents in their role as advocates and primary teachers of their children.
✓ To provide for the elimination of barriers to healthy family life through education, counseling and community outreach.
✓ To promote positive, life-long recovery from the family illness of addictions.
Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):
Community Youth and Women’s Alliance (CYWA) serves the Coatesville community in Chester County. Coatesville has a poverty rate of 25.5%* and an unemployment rate (as of 2019) of 8.8%*. Sixty-six percent of Coatesville households are below the ALICE (Asset Limited, Income Constrained, Employed) threshold, meaning they are working families with income above the Federal Poverty Level, but not high enough to afford basic household necessities.

Describe Population Served & Annual Number of People Served:
CYWA provides the following primary services:
- Food distribution for men, women and children who are experiencing food insecurity in Coatesville
  - The Food Distribution Program hosted 10,789 client visits in 2020, a 17% increase over 2019 as food insecurity increased due to COVID
- Temporary housing and support services for women and children from the Coatesville area who are below the poverty level are served through our Gateway Emergency Shelter. In 2020, we sheltered 34 families, with 54 children.
- Housing and drug and alcohol treatment services for women (and their children) served 79 women and 59 children in our rehabilitation program.
- The Family Center, which provides home visitation and case management services, served 95 families throughout the Coatesville area with parent education, food, baby supplies and supportive service resources.

Annual Budget: $1,2 million
- 80% of budget for program expenses
- 15% of budget for administrative expenses
- 5% of budget for fundraising expenses

27 # of Full-Time Equivalent Paid Staff
18 # of Board Volunteers
18 # of Active Non-Board Volunteers
16 # of Volunteer Hours

Top 3-5 funding sources:

Is this grant proposal for: Capacity Building X or General Operating _____?

If Capacity Building Proposal, the focus is:
- X Mission, Vision & Strategy
- X Governance & Leadership
- Partnerships & Collaborations
- Fundraising, Development & Marketing
- Technology
- Other: ________________________________

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

Proposal Summary:

The request for funding this grant application would go towards the following:
To Develop a 3 year Strategic Project Plan to be used across the agency from 2021-2024.

Specifically, we’d like to hire Sylvia & Carter and Associates to hold a preliminary planning meeting with a small Steering Committee to develop a project plan. This would include a review of items such as:

- ✔ Develop the Project Plan
- ✔ Gather Community Feedback and Ideas
- ✔ Conduct 2 focus groups (alternatively, 4 additional individual interviews can be substituted)
- ✔ Meet individually with current program staff by department
As part of the strategic plan, we will develop a detailed tactical plan of how each goal is to be accomplished; each step includes person/group responsibility, start and completion dates, and budget required, if any. This tactical plan makes it extremely easy to develop a budget and workplan to accomplish the plan, and to monitor the plan’s progress.

The Board of Directors and Executive Director are interested in including an all-employee Staff Retreat with each department and staff members from the 4 major programs of the CYWA (Emergency Shelter, Drug and Alcohol Treatment, Family Center and Food Distribution Programs. This retreat will offer alternate ideas, strengthen the understanding of staff members and assist with lowering turnover among staff.

We will also develop a project timeline at this meeting. The length of the project will be largely determined by how extensive Part II will be, as described below. Our experience is that the process will most likely take 3-4 months while we Gather Community Feedback and Ideas. In collaboration with the committee, we would then develop a list of key constituents to be contacted and how they should be approached (individual interview, focus group, or online survey). We would work with the Steering Committee to develop a list of survey and/or interview questions. The interviews would elicit feedback on a wide range of issues, such as the role of your organization in the community, community perception, programming, suggestions for future programs and initiatives, etc., as well as any other issues the Committee would like addressed. We will also prepare a comprehensive report on the information gathered from the interviews to be used by the group during the strategic planning process.

Specifically, we’ll need to Convene a 2-hour meeting of the board, staff and any other key individuals into the planning process to review the mission, discuss the vision and values, and do an analysis of strengths, weaknesses, opportunities and threats (SWOT). Also included in this meeting will be thorough review and discussion of the report on the information gathering phase of the project.

We’d also like to form 4-5 sub-committees to develop the specific sections of the strategic plan. This will include Finance and Administration, Programs, Fund Raising and Outreach, Human Resources (including succession planning), etc. Strategic Planning Committee will meet with each sub-committee to develop goals and action steps. Also, we will convene a 1-hour meeting of the entire Strategic Planning group to review the draft of plan and complete the final tactical plan during an Executive session of the Board members.

Overall, this process is necessary for the integrity and success of the Community, Youth and Women’s Alliance’s success in the future.
II. CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

1. Nonprofit’s history, goals, key achievements & distinctiveness
The CYWA has operated for 100 years. Beginning as a social club with roller skating in the gymnasium and providing single rooms for women. The agency also housed mothers of soldiers from World War II as the sons were sent to the Coatesville Veteran's Administration medical Facility. In 1988 we began to embrace the social service model; expanding our existing shelter and adding a drug and alcohol rehabilitation program. The family Center, Emergency Shelter and Case Management were added to give us an outreach component. Affordable housing units were obtained to give residents the opportunity for affordable rents.

CYWA has completed outcome driven quarterly reports annually. For most programs we are transitioning into data systems to track performance; and, accordingly, the CYWA has been a known leader in utilizing the "Clients To Success" model with many of their programs. CYWA completes all outcome-based County Department of Community Development and Department of Human Services quarterly reports on a timely basis and submits reports complete and accurate in the appropriate data systems.

CYWA has been accountable to performance-based contracts for 30 yrs. usually exceeding all goals by 200 percent. We are an evidence base organization with proven results.

2. Funding request
- Description of key initiatives Expanding our Impact throughout the Community
- Specific needs & issues to be addressed Strategic Planning to strengthen the Organization
- Why it is important to fund this now Transition of Executive Director and it’s Leadership
- How impact & results will be demonstrated A report from Sylvia &Cater & Associates

- For capacity building grant proposals:
  - How will this capacity building initiative impact your nonprofit? A Strategic Plan and Retreat are necessary in moving this agency forward and getting us to the next level of professionalism. It is also necessary for expansion of CYWA’s Impact and resources.
  - How will this impact be measured? Our plan is to have the consultant give and overview of all pertinent information as well as providing a next step process for Board members, Executive Director and staff. We will come out of this process with a 3 year strategic plan.
  - 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. External Proposal is attached for Sylvia & Carter & Associates.

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 2020 Audit attached
4. Itemized organizational operating budget with actual results for prior fiscal year & current fiscal year to date see attached
5. If capacity building initiative, itemized budget (including external consultant’s proposal, if applicable)
Exterior consultant’s proposal is attached
6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why.
Our current Strategic Plan is attached.

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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**