

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 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:

Chester County Council, Boy Scouts of America

Address:

1 Scouting Way, Exton, PA

Phone:

(610) 696-2900

Website:

www.cccbsa.org

Year Incorporated:

1919

FEIN:

23-1365192

ED/CEO Name:

Jeffrey D. Spencer

ED/CEO E-mail:

jeffrey.spencer@scouting.org

Board Chair Name:

Dr. Peter Motel

Board Chair Approval (check here):

Primary Contact Name:

Sarah N. Ponzio

Primary Contact E-mail:

sarah.ponzio@scouting.org

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission:

It is our mission *"To prepare young people to make ethical and moral choices over their lifetimes by instilling the values of the Scout Oath and Law."* Our vision is that every eligible youth becomes a responsible, participating citizen and leader guided by these values.

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

The Chester County Council provides Scouting services to just under 3,000 area youth throughout Chester County, PA and northern Cecil County, MD each year.

More specifically, the Council is divided into three Districts:

- **Diamond Rock:** serving communities in the Phoenixville area, Great-Valley, Tredyfferin-Easttown and West Chester School Districts;
- **Horseshoe Trail:** serving communities in the Downingtown Area, Coatesville Area, Owen J. Roberts, and the Chester County portions of the Twin Valley and Spring-Ford School Districts; and
- **Octoraro:** serving communities in the Avon Grove, Kennett Consolidated, Octorara, Oxford School Districts and the northwestern corner of Cecil County, Maryland

Through thousands of dedicated and talented volunteers, a small number of professional staff and in partnership with various community organizations, we are committed to delivering a quality Scouting program for our youth and to providing opportunities for adult and peer mentorship, so that our Scouts develop into healthy productive members of society.

Describe Population Served & Annual Number of People Served:

The Boy Scouts of America is committed to serving youth, families and communities through programs that deliver character development and values-based leadership training for young people – all while remaining true to our mission and core values, outlined in the Scout Oath and Law. The Scouting experience is divided into five programs according to age and activities:

Cub Scouts serves boys and girls in grades K-5th. Scouting at this level lets kids have fun while teaching them important skills through programming tailored to match each age group. Cub Scouts learn that in Scouting, everything has a purpose. It's fun, hands-on learning and achievement that puts kids in the middle of the action and prepares them for today, and for life.

Scouts BSA is the traditional Scouting experience for youth in 5th grade through high school (boys & girls ages 11 to 17). Year-round programming focuses on service, community engagement and leadership development as youth work their way toward earning Scouting's highest rank, Eagle Scout. In Scouts BSA, young men and women go places, test themselves, and have one-of-a-kind adventures that can't be found anywhere else.

Venturing is youth-led and youth-inspired programming for Scouts ages 14 to 20. At this level, Scouts have access to a range of programs and are empowered to create their own experiences.

Sea Scouting provides programming for Scouts ages 14 to 20 focused on promoting better citizenship and improved members' boating skills through instruction and practice.

Exploring is a unique career exploration program for Scouts ages 10 to 20, where Scouts are provided a hands-on opportunity to learn about a wide variety of careers and network with professionals in those fields.

The Chester County Council provides Scouting services to just under 3,000 area youth annually.

Annual Budget \$ 2,385,752 _____	__12__ # of Full-Time Equivalent Paid Staff
__30__ % of budget for program expenses	__32__ # of Board Volunteers
__30__ % of budget for administrative expenses	__1,800__ # of Active Non-Board Volunteers
__30__ % of budget for fundraising expenses	__20,000__ # of Volunteer Hours
<i>100 % total</i>	

Top 3-5 funding sources:

Federal Paycheck Protection Program
The Lasko Family Foundation
Philadelphia 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: \$ 2,500

Proposal Summary:

The Chester County Council respectfully requests a 2021 grant from the Chester County Community Foundation in the sum of \$2,500 to underwrite costs associated with its New Youth Recruitment efforts, specifically with regard to Council's marketing initiatives focused on promoting its registration fee assistance program to area youth and their families who may be struggling and to provide financial support for those who need it the most.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

For more than 100 years, Scouting has helped build future leaders by combining educational activities and lifelong values with fun and adventure in the outdoors. The Chester County Council is dedicated to developing leaders of character by preparing young men and women for life. It is our mission *“To prepare young people to make ethical and moral choices over their lifetimes by instilling the values of the Scout Oath and Law.”* Our vision is that every eligible youth becomes a responsible, participating citizen and leader guided by these values. The timeless ideals of the Scout Law, such as being trustworthy, helpful, kind and brave, make up the foundation young people need to address and overcome challenges in their lives and the issues facing their generation. The emphasis on ethics and moral values, prepares youth to be leaders, to accept responsibility and to care about principles and causes beyond their own self-interest.

The Boy Scouts of America offers programs that build character, increase health and fitness, provide leadership opportunities and instill the responsibilities of good citizenship. Since its inception in 1910, Scouting has significantly impacted the lives of more than 111 million American youth. The Chester County Council, chartered in 1919, is one of the most successful of the 300 Councils in the United States, serving just under 3,000 local youth annually, and is consistently ranked in the top 5% of Boy Scout Councils nationwide in percentage of the population served.

Currently, there are 116 Chartered Partner organizations that sponsor 150 Scouting programs within the Council. Due to the community-based nature of Scouting, Council relies on over 2,000 adult volunteers – parents, teachers, business and community leaders - to assist in delivering its programs. In addition, our youth members earn over 8,000 rank advancements and merit badges annually and hold more than 1,500 leadership positions throughout the year.

A significant accomplishment made by our youth during the past year includes the coveted rank of “Eagle,” which was earned by 155 Chester County Scouts who gave thousands of hours in community service to achieve this rank.

Council also has excellent camping facilities which engage thousands of youth and adults each year through programs which emphasize education and learning via merit badge requirements and attainment, physical activity, team building, leadership training and recreation. Council's two camps on the Horseshoe Scout Reservation – Camp Horseshoe and Camp Ware – have been nationally recognized for leadership training and program excellence. On average, over 49,000 camper days and nights are logged at these premier facilities each year, pre-Covid. Other camp programs have included a weekend session at Camp John H. Ware 3rd for special needs adults & youth who come from all over Chester County and as far away from Baltimore, MD and Day Camps offered at 4 different Chester County locations serving 300 youth.

2. Funding request

• Description of key initiatives

Traditionally, the Chester County Council has relied upon the generosity of those willing to make a donation to its annual campaign. These donations have played an integral part of the financial support needed to operate Scouting locally, helping to secure the funds necessary to provide many essential services and resources to units and Scouting families. Unfortunately, last year contributions in support of Council's annual campaign for budget relief declined significantly. Effective January 1, 2021, Council introduced a different approach to help provide for the operating costs needed to deliver quality Scouting programs, whereby an annual program fee of \$66.00 per Scout and \$36.00 per registered adult was required in addition to the annual youth (\$66) and adult (\$42) fees mandated by National BSA.

• Specific needs & issues to be addressed

Sadly, many of the Scouting families in Chester County have been impacted by the current health and economic crisis because of Covid-19. Due to the diversity in our membership, the effect of this crisis is varied. Many families have seen a reduction in income or loss of employment all together, others have suffering from the virus and/or served as caretakers for family members who have fallen ill as a result. Indisputably, the financial impact of this disease has been widespread.

Nonetheless, Council is committed to ensuring that all youth have the opportunity to experience the character-building benefits of Scouting regardless of their financial situation and has made funds available to provide financial assistance to those Scouts and Scouting families suffering a hardship due to Covid, or otherwise. The funds from this grant will be used to underwrite costs associated with New Youth Recruitment efforts, specifically with regard to Council's marketing initiatives focused on promoting its registration fee assistance program to area youth and their families who may be struggling and to provide financial support for those who need it the most.

• Why it is important to fund this now

Across the country and in our own community, Scouting remains one of the most valuable investments we can make to support our youth today so that they can become the leaders we will turn to tomorrow. Despite these challenging times, the Chester County Council's mission to serve area youth through Scouting has not slowed down. Scouting has never been more relevant, or important as it is right now. The Chester County Council remains 100% committed to providing quality Scouting programs that continue to serve the social and emotional needs of our youth, which will be vital in helping our community successfully navigate the many complexities of the COVID-19 crisis.

With countless activities and youth organizations competing for members, and unprecedented drops in membership due in part to the pandemic, however, Scouting must be more proactive in its efforts to inform, encourage, enthuse and excite kids to choose to experience the fun of a quality Scouting program. The funds from this grant would provide Council with the resources it needs to build, activate and improve its marketing and recruitment strategies to attract area youth who would not otherwise have the means to participate and assist in growing its membership to attain its 2021 goal.

- **How impact & results will be demonstrated**

- *For capacity building grant proposals:*

- *How will this capacity building initiative impact your nonprofit?*

New Scouts bring energy and enthusiasm to the troop program. This year, the Chester County Council has established an aggressive recruiting goal of adding 700 Scouts to its membership roster. Since April 2021, Council has recruited over 76 new Scouts into its program. A grant from the Chester County Community Fund would provide another instrument in Council's recruitment toolbox, supplement its current marketing and recruitment strategy and help to attract new families and engage new youth with limited financial support to take part in Scouting.

- *How will this impact be measured?*

In evaluating its programs each year, the Chester County Council includes both qualitative and quantitative data. We utilize the observations of group leaders, volunteers and staff, participant surveys, pre-and post-assessments and informal interviews with parents and members of the Chester County community in order to modify our programming and initiatives as necessary to meet the unique needs and expectations of our members. Evaluation results are shared with staff for planning purposes and with Council's Board of Directors to ensure that our programs are consistent with the Council's mission, vision and strategic goals. Future program objectives and activities are also structured and/or revised based on the results of these evaluations.

- *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.*

Recruiting new youth is a year-round effort with primary emphasis on spring and fall recruitment campaigns. Council's Membership Committee provides numerous recruitment tools to our unit leaders to help them successfully attract and enroll new families into the program. Although Council has been limited in its traditional approach to recruitment as a result of Covid-19, some of the anticipated resources which will be used today include, but are not limited to:

- Promotional brochures & postcards (built from a template with added local information for each Cub Scout Pack);
- Distribution of "Join Scouting" yard signs utilizing unit leadership for distribution and placement;
- Newspaper ads (including the Chester County Intermediate Unit publication) to focus on two concentrated recruiting weeks (one in mid Sept one in late Oct)
- Ads in PTO directories; and
- Digital and Social Media advertising (Facebook & Geofencing) to engage prospective parents.

Unfortunately, pandemic related restrictions have curtailed Council's participation in nearly all community events and local camp fairs and open houses in 2020-2021.

The Chester County Community Foundation's support will help provide Council with the resources it needs to build, activate and improve its marketing and recruitment strategies, specifically with regard to .

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.
- Use this form @ www.chescof.org to apply online for grants from all Community Foundation Funds.
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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**
Business Continuity Planning - Financial Management - Human Resources - Volunteer Management - Industry Certification - Risk Management - Technology Improvements