

**CHESTER COUNTY COMMUNITY FOUNDATION  
GRANT PROPOSAL SUMMARY SHEET**

Date 9/13/2021

**Contact Information**

Organization Name: **Great Valley School District Education Foundation (GVSDEF)**

ED/CEO Name: n/a

Address: **PO Box 74**

Phone: **(215) 704-7973**

Website: **http://gvsdef.org**

Year Incorporated: **2008**

FEIN: **26 – 1408264**

ED/CEO E-mail: n/a

Board Chair Name: **Stephen Skoufalous**

Board Chair Approval **x**

Primary Contact Name: **Vicki Reilly**

Primary Contact E-mail: **reillys1013@gmail.com**

**Organization Information: Field/s of Interest:**

<input checked="" type="checkbox"/> Arts, Culture & Humanities	<input type="checkbox"/> Environment/Animal Welfare	<input checked="" type="checkbox"/> Education
<input checked="" type="checkbox"/> Health	<input checked="" type="checkbox"/> Human Services	<input type="checkbox"/> Religion

**Mission: We exist to enrich the total student experience in the Great Valley School District (GVSD) as a community partner by funding programs and special projects.**

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

**Great Valley School District in Chester County**

**Describe Population Served & Annual Number of People Served: 4600 GVSD students**

<b>Annual Budget \$147,000</b>	<b>1</b>	<b># of Full-Time Equivalent Paid Staff</b>
<b>51 % of budget for program expenses</b>	<b>9</b>	<b># of Board Volunteers</b>
<b>36 % of budget for administrative expenses</b>	<b>5</b>	<b># of Active Non-Board Volunteers</b>
<b>13 % of budget for fundraising expenses</b>	<b>1630</b>	<b># of Volunteer Hours</b>
<i>100 % total</i>		

**Top 3-5 funding sources:**

- 1.) Annual Campaign
- 2.) Fundraiser: in the past golf outings; this year we will host the fundraising group the Harlem Wizards.
- 3.) Community Donations to GVSDEF specific programs.

**Is this grant proposal for:** Capacity Building **x**

**If Capacity Building Proposal, the focus is:** **x** Fundraising

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

**Proposal Summary:**

Due to our expanding student population, the GVSD needs to build a new 5/6 Building. They have asked GVSDEF to help raise funds from the community to defray the cost of this necessary undertaking. There is great potential in our school district for generous support, and we need to understand how best to tap into that potential. We would like to engage a consultant to help us build a campaign readiness plan for this capital campaign.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

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

The Great Valley School District Education Foundation (GVSDEF) Board of Directors has made a commitment to re-establishing itself as the private philanthropy funding partner of the Great Valley School District (GVSD) recognizing that all schools have needs beyond what their budgets allow. GVSDEF began with the granting of tax-exempt status by the IRS in May of 2008. Since our founding there have been highs and lows and periods of growth and plateaus. The current GVSDEF leadership is committed to growth. We have invested in professional staff and are focused on building our donor base.

In the early years the Foundation's primary focus was on funding "Teacher Grants." These grants helped to expand district initiatives and helped teachers advance their own new initiatives to enhance their work in their classrooms. During the first four years of the Foundation's existence, the Foundation funded \$58,000 in Teacher Grants.

In the 2012-13 school year, the GVSD experienced a severe decrease in financial support for programs. The Foundation, with the support of parents and community members, initiated a "Write the Future" program (a check writing program) to offset the elimination of programs and staffing. The "funding crisis" brought people toward the Foundation to assist in restoring programs and staffing. The program raised \$265,000 in two months, helping the district to restore sports, extracurricular activities, classroom aids, and stipends for Senior Citizen Volunteers.

The "Write the Future" program demonstrated the Foundation's potential donor base for support was apparent and strong. However, after the District reinstated their support for these programs and staffing the next year, many of the donors felt less inclined to support the Foundation's on-going fundraising efforts. The Foundation began to educate and market itself as the lead philanthropic partner to the Great Valley School District. At the same time we promoted the importance of having a source to cover potential funding shortfalls in the future. Unfortunately during this time, the Foundation board and the Great Valley School District leadership experienced a large turnover, which impacted the Foundation's effectiveness.

Over the past few years, in an effort to reconnect, the Great Valley School District and Foundation leadership, have launched several successful programs and initiatives together. The Venture Grant Program (previously titled Teacher Grants) was re-created with the help of teachers within the District. The Board also created a new program entitled "The Good Neighbor Program" which helps district families in need of support during times of hardship. The District and Foundation worked closely in the creation and implementation of these very successful programs.

The new leadership of the District is committed to working with and supporting the Foundation. This is a very positive and important aspect of the Foundation's work. The Board is also extremely committed to learning, growing their membership, increasing their fundraising impact, marketing and branding the Foundation, and focusing on meeting the needs of the students and staff of the Great Valley School District.

## 2. Funding request

### Description of key initiatives

The Great Valley School District has contracted with an architectural firm, The Schrader Group, to complete an assessment of its current facilities. It was determined that, in their current configuration, not all GVSD schools can accommodate the projected 800 additional students that the district will welcome in the next five years. It was determined that building a 5/6 Center would alleviate this overcrowding; by pulling the 5<sup>th</sup> grade out of every elementary and 6<sup>th</sup> grade from the middle school, all of the buildings would be appropriately aligned.

This innovative, state-of-the-art building is estimated to cost around \$90 million. The District has reached out to the Foundation to assist with an impending capital campaign. The District and Foundation feel strongly there is untapped community support that could help solidify a successful fundraising campaign.

### Specific needs & issues to be addressed

We ask that CCCF consider our grant application for \$5000 to help the Foundation's capacity building. The GVSDEF intends to hire a consultant to evaluate, train, and lead us through a Pre-Campaign Readiness Assessment, in an effort to strengthen the Foundation as a potential partner with the District for an impending capital campaign. We feel confident that Match Non-Profit Consulting, a well-known consulting group within the education foundation community, will identify and execute the necessary steps to ensure our Foundation is prepared. They will provide the Foundation with a Pre-Campaign Readiness assessment and a two-part Board Training & Facilitation program.

### Why it is important to fund this now

The new GVSD 5/6 Center is set to open in 2024. We know now is perfect time to start pre-planning for an impending capital campaign in order to be ready to support the District.

### How impact & results will be demonstrated

- We will complete a roadmap plan and timeline for pre-campaign readiness.
- We will identify and develop our "Top 20" donor prospects for cultivation and engagement and position for campaign solicitation.
- Our Foundation board will participate and complete two training programs given by Match Nonprofit Consulting which will focus on fundraising and how each Board member can Individually support fundraising initiatives and programs.

### How will this capacity building initiative impact your nonprofit?

We anticipate by receiving this capacity building grant, the following outcomes will be realized:

- A stronger Foundation that is able to meet the fundraising needs of the District.
- The GVSDEF donor base will increase both in fundraising dollars and in number of donors.
- Detailed plans for donor retention and stewardship will be followed.
- Board participation in fundraising development will increase, as advocates, ambassadors, and connectors.

### How will this impact be measured?

- Board giving will increase, with measurable Key Performance Indicators (KPIs).
- Board fundraising participation as connectors and advocates will be strengthened.
- Both the number of donors and money raised will increase, with measurable KPIs.
- Branding and marketing of the Foundation with significant increase in community awareness.

### Activities:

#### 1.) Pre-Campaign Organization, Planning & Prospect Development

- Based on Match's understanding of GVSDEF, GVSD's priorities, board and campaign needs, Match will develop a roadmap plan and timeline for campaign readiness.

- In collaboration with board and district leadership, Identify and develop "Top 20" prospects for cultivation and engagement, and position for campaign solicitation.

#### 2.) Board Engagement Training and Facilitation

This two-part onsite or virtual training program will work with GVSDEF's board to grow our understanding of philanthropy, general trends and best practices for fundraising, roles of board and staff in fundraising and how they each individually can support the fundraising program.

Key topics of the trainings will include:

**Art of the Start:** focuses on the fundraising responsibilities of board members and helps them define and articulate why they are dedicated to the mission. It also connects them to your case for support.

**Art of the Connection:** focuses on how board members can become comfortably engaged in identifying and qualifying prospects, cultivating prospects and making the connection between the prospect and the Great Valley School District Education Foundation.

**Timeline:** February – May 2022

**Costs:** \$5000

\*Please see Match NPC attached proposal that includes an itemized budget.