

## 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 two 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: **Bringing Hope Home**  
Address: **641 Swedesford Road Malvern, PA**

Phone: **484-580-8395**  
Website: **BringingHopeHome.org**  
Year Incorporated: **2008**  
FEIN: **26-1222298**

ED/CEO Name: Paul Isenberg  
ED/CEO E-mail: **paulisenberg@bringinghopehome.org**  
Board Chair Name: **Steve Hobman**  
Board Chair Approval (check here):   
Primary Contact Name: **John Farley**  
Primary Contact Email: **Johnfarley@bringinghopehome.org**

## Organization Information:

### Field/s of Interest:

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

### Mission:

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

**Greater Philadelphia Region**

**Describe Population Served & Annual Number of People Served: Families battling cancer, 2,000, 92% low-income**

<b>Annual Budget</b> \$ <u>1,950,000</u>	<u>7.5</u> # of Full-Time Equivalent Paid Staff
<u>89</u> % of budget for program expenses	<u>12</u> # of Board Volunteers
<u>7</u> % of budget for administrative expenses	<u>300</u> # of Active Non-Board Volunteers
<u>4</u> % of budget for fundraising expenses	<u>2500</u> # of Volunteer Hours
<small>100 % total</small>	

### Top 3-5 funding sources:

**Is this grant proposal for** Capacity Building  or General Operating  ?

**If Capacity Building Proposal, the focus is: N/A**

Mission, Vision & Strategy     Governance & Leadership     Partnerships & Collaborations  
 Fundraising, Development & Marketing     Technology    Other: \_\_\_\_\_

**Grant Amount Requested from the Community Foundation:** \$5000

**Proposal Summary:** Support Bringing Hope Home's Light of Hope Family program by supporting Chester County families battling cancer with essential household bills (rent/mortgage, utilities, food).

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

**October 15, 2021**

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

**History:** Bringing Hope Home (BHH) is a nonprofit 501-c-3 (#261222985) founded in 2008 by Paul Isenberg, who lost his wife, Nicole, to cancer. Having experienced the financial and emotional trauma of a cancer diagnosis first-hand, they were determined to help others face and survive this devastating disease, and the nonprofit was created. BHH engages donors to support families in the community stricken by cancer. In 2020, 92% of these families were low-income. BHH cannot grow fast enough to support the need.

**Goals:** in 2021, BHH's goal is to assist 650 families by disbursing over \$650,000 in essential household bill support like rent, mortgage, and utilities. Recent studies by leading research institutions have labeled the "financial toxicity" a side effect of a cancer diagnosis that threatens the quality of life of cancer patients and inhibits their recovery. As a grassroots effort, Bringing Hope Home (BHH) was formed with a **primary goal** to ensure families with cancer were able "to stay in their homes, phone and utilities working, and with food on the table."

#### **Key Achievements:**

- Since its inception, BHH has assisted 7,224 Families w \$8,343,002 in assistance.
- The Board participation is 100%, representing over \$180,000 annually.
- 300-400 volunteers serve BHH each year.
- The Students Bringing HOPE Program involved more than 40+ elementary, high school, and colleges/universities in service-learning, raising an average of over \$160,000 annually.
- 89% of all funds are raised directly to support programs and will be much higher when the reliance on fundraising events decreases.
- From 2008 to 2021, 421 Chester County families were helped by Bringing
- BHH collaborates with 100+ hospitals and cancer treatment centers.

#### **Distinctiveness:**

BHH does not attempt to provide all aspects of support to patients undergoing cancer treatment. BHH works directly with patient advocates in hospitals and oncology centers to obtain referrals of patients and their families who are newly impacted by cancer. The immediate intervention by social workers is to support the basic human needs of food and shelter. At the same time, families struggle to process the impact of the diagnosis, "Yes, it is cancer." The numerous tests and subsequent treatments of the disease take time away from professional work that may or may not be compensated to the patient. Employees may not only lose wages but their health insurance if they lose their job. To prevent further devastation to families during this time, BHH provides a one-time payment to the mortgage lender or landlord to sustain the home for the family while permanent financial arrangements are made. The payment of utility bills is paid directly to the vendor. In partnership with ACME Markets, BHH distributes gift cards for basic food and supplies during this most challenging time for the family as they adjust to their new reality. BHH also partners and refers patients to organizations that support cancer treatment, including insurance premiums, co-pays, loans, prescriptions, or other out-of-pocket expenses. Based on over twenty years of experience, Trustees of BHH believe that the initial impact of an immediate gift and knowing their family is not alone entering into cancer treatment alone is one of the families' essential needs. Support from BHH creates peace of mind as they walk into the treatment center for the first time, knowing their home is safe and the utilities will still be on when they return home. It replaces fear and uncertainty with "Unexpected Amazingness!"

### **Key Initiative: Light of Hope Family Program**

The Light of Hope Family Program provides one-time support to pay for essential household expenses like rent/mortgage, food, utilities. BHH pays the monies directly to the patient's vendor. Director of Family Outreach Amy Forkin oversees the LOHF program. Nominated by an oncology team member, families have their needs assessed, and Amy negotiates payment plans with the vendors after ascertaining families' specific financial needs. Financial support for each family varies but has averaged \$1,000 to \$2,000 in 2021.

**Demonstration of Impact and Results: BHH's impact is directly proportional** to the revenue raised. The impact and results of BHH's Hope Home's programs and activities are conveyed through a robust communications network that includes [www.bringinghopehome.org](http://www.bringinghopehome.org), organizational literature, and social media. BHH measures the impact of the LOHF program through family surveys. Each family is contacted after receiving financial support and given a brief survey. Data collection software allows BHH to tabulate and analyze the data from the surveys.

**Need:** In Greater Philadelphia alone, approximately 100,000 people receive a cancer diagnosis annually, causing severe financial hardship to families, even those with medical insurance. Researchers estimate that only 12% of the need for BHH services is being met. The financial stress associated with a cancer diagnosis has been labeled "toxic" and an unexpected "side effect" of their disease. Experts such as Duke University have documented that this financial stress threatens the treatment of cancer. Ninety-seven percent of families served report being less stressed because of BHH support. By assisting BHH to help families fight cancer, preventing bankruptcy due to illness, sharing resources, and giving hope to families, donors can support a unique and critically needed program in our region.

### **Demographic and Target Audiences**

BHH serves all age groups, focusing on children and youth, communities of color, economically disadvantaged families, and those who are medically uninsured or under-insured. Over 92% of clients served are low-income, working-class families who do not have sick leave to adequately cover the time needed for treatment. Incomes are determined from a review /comparison of family zip codes through [neighborhoodworks.org](http://neighborhoodworks.org). Each family may have a different profile: two parents with children, a single-parent family, a single person, a multigenerational family, and often a grandparent raising a grandchild or grandchildren-each experiencing stress in this life circumstance. Among the issues to be addressed is our ability to meet the greater need in our geographic region, the Greater Philadelphia Area.

### **Measurement of Impact – The following outcomes will be tracked and reported annually;**

Number of families served, Amount of funds distributed, Number of rent/mortgages paid, Dollar amount of mortgages/rent paid, Amount raised from events

**Fundraising Program** - Under Director of Advancement John Farley, online giving, memorial initiatives, and monthly giving have been established for sustaining BHH. Director of Events Sarah Zargiel oversees special events yielding the bulk of BHH fundraising revenue. BHH recognizes the need to diversify revenue sources and recently hired a part-time grant writer to write and submit corporate, foundation, and government grants. Despite the gap in the BHH current capacity and evident need, we are confident that we will increase our numbers in 2022 with the help of a growing list of benefactors from every business sector, government, and program sector. As the BHH 990 demonstrates, 88.9% of all funds raised are used for direct program expenses and 11% for administrative and fundraising costs. Please see our 2021 annual budget for complete details.

### III. ATTACHMENTS

*Email 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 the 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](http://www.chescof.org) to apply online for grants from all Community Foundation Funds.
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