

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: 10/28/21

Contact Information

Organization Name: Community Arts Center
Address: 414 Plush Mill Road, Wallingford, PA 19086
Phone: 610-566-1713
Website: www.communityartscenter.org
Year Incorporated: 1950
FEIN: 23-1628461

ED/CEO Name: Paul Downie
ED/CEO E-mail: pauldownie@communityartscenter.org
Board Chair Name: J. Rossi
Board Chair Approval (check here):
Primary Contact Name: Bruce Bekker
Primary Contact E-mail: brucebekker@communityartscenter.org

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission: The arts are essential to human development and the well being of society. The Community Arts Center is dedicated to providing a nurturing environment for artists at all levels of their creative journey, encouraging participation in the arts through advocacy, education and outreach, and serving as a vital creative resource for the community.

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

The Community Arts Center is located in South Central Delaware County, and serves an audience across several PA counties and beyond into Delaware and New Jersey. The Center serves students and teaching artists from many communities in Chester County, including West Chester, Downingtown, Kennett Square, Oxford, Malvern and others. 20% (1,200) of our by-request mailing list entries are from Chester County zip codes.

Describe Population Served & Annual Number of People Served (pre-COVID):

With a long history of excellent instruction, collaboration, and outreach, CAC offers more than 18,000 people each year countless opportunities to create and explore the arts. The Center enrolls more than 2,800 students of all ages annually in four semesters of classes and workshops. Over 900 children and youth attend Summer Spree art camps. Our outreach partnerships serve approximately 1,800, including at-risk primary and secondary school students, young adults with special needs, and underserved seniors (low-income or in congregate living). Outside the pandemic, CAC annually serves thousands as lead partner in visibility and tourism partnerships for large festivals and fine art sales.

Annual Budget \$ 966,700

6 # of Full-Time Equivalent Paid Staff

80 % of budget for program expenses

13 # of Board Volunteers

15 % of budget for administrative expenses

62 # of Active Non-Board Volunteers

5 % of budget for fundraising expenses

724 # of Volunteer Hours

100 % total

Top 3-5 funding sources: Delco Strong-2, \$35,000; Arts Aid PHL, \$15,000; ESC Smith Foundation, \$15,000; Pennsylvania Council on the Arts, \$13,000

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 requested funds would enable two of the Center’s three goals – “Restoring Momentum,” and “Bringing Art to Life.”

- “Restoring Momentum” addresses the one-time challenge of “priming the pump,” infusing operating funds while the Center re-grows its earned income base after the initial pandemic closure – a process that is now well underway.
- “Bringing Art to Life” entails selecting arts offerings that continue the restoration of sustainable earned income and teaching artist fees, re-building our high-impact outreach, and restoring excellence via artist residencies. Additionally, we plan to reinforce this initiative with modest increases in core salary support and targeted marketing activities.



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History & Background

The Community Arts Center (CAC) was founded in 1948 by artists committed to providing a broad spectrum of cultural experiences for their community. CAC now serves as an anchor institution within the extended community, offering more than 18,000 people annually (pre-COVID) exciting opportunities to create and explore the arts.

CAC is housed on a 130-year-old historic estate acquired in 1968. Key milestones include: launch of FREE kids’ outreach programs, 1989; launch of outreach to seniors, 2012; and 60th anniversary, 2008, with construction of the new 3,100 sq. ft. Duke Gallery, a project making CAC’s historic home fully accessible.

CAC brings stimulating arts and cultural experiences to Delaware County, and to residents of Chester and adjacent counties throughout the Philadelphia metropolitan area in PA, NJ, and DE. The Center provides core programs (many fee-based), scholarships, long-term arts outreach partnerships (most offered free), festival and tourism partnerships targeting families, and service to other nonprofits.

Core programs serve children (early childhood and up), youth, and adults. Outreach programs serve at-risk children and youth, disabled citizens, seniors in communities, and disadvantaged senior citizens.

Goals

- “Bringing Art to Life” – increasing the scope, reach, and quality of CAC’s offerings. Recent pre-COVID achievements included a 7% increase in enrollment; CAC’s first internationally significant exhibition – The Art of Wood-Fired Ceramics: Featuring Peter Callas; and approximately 8% annual revenue growth for several recent years.
- “Building Creativity” – making infrastructural and major systems improvements to sustain the facility over the next several decades. Recent pre-COVID achievements included completion of four major facility projects at a total cost of \$78,000.

- “Restoring Momentum” post-COVID. Pre-COVID, CAC had used its stable, 85%-earned-income business model to leverage outreach and program scope, artistic excellence, and planned major maintenance. This business model is viewed as exemplary in normal times. With the COVID disruption of earned income, CAC downsized and secured a PPP loan and initial “pump-priming” funds from individuals, government, and private-sector sources.

Key Achievements post-COVID

- “Restoring Momentum” – CAC’s FY19-20 revenue was down 27% against the prior year, ending with a surplus. The FY20-21 budget was down an additional 4%. We view these as positive indicators given the extraordinary pandemic environment and realities elsewhere in the nonprofit community.

Overall, CAC responded to COVID restrictions resourcefully, with selected new formats (virtual, hybrid, virtual/collaborative, take-home art kits, curbside pickup, timed-attendance events), new use of outdoor spaces and spaces reconfigured for distancing, significant changes in the program mix (including many more workshops), and increased offerings as restrictions were lifted. We introduced new programs for returning audiences. With communities fragmented and households isolated during the pandemic, CAC increased newsletters and other communications, and shared timely, detailed updates on COVID precautions and new program developments. The results: very positive responses and initial revenue restoration. We now seek additional bridge funds to fully restore core staff and outreach, expand program scope, and reinvigorate artistic excellence.

- “Bringing Art to Life” – Key programs like Summer Spree camps and Friday Night Live concerts have been operating at capacity – a warm confirmation of both program popularity and confidence in the Art Center’s safety measures. Both camps and concerts capitalized on CAC’s expansive outdoor settings. We’ve also garnered strong business community sponsorships and even national funding for popular family events like the Tie Dye Music Festival, which included interactive tie-dyeing again this year.

- “Building Creativity” – Shortly before closing for COVID, CAC funded, constructed, and fired a \$98,000 wood-fired “Train” Kiln, which is the largest in the Delaware Valley region and beyond. Additionally, CAC has now secured \$65,000 for our next two facility projects, due to be completed within the year.

Significant Features

- Primary program partner with The Potters Guild, a professional association of ceramic artists housed on-site. This partnership substantially strengthens CAC’s arts-based sense of community.
- Nationally and internationally significant wood-fired pottery program and exhibitions
- Largest and most diverse gathering of kilns for firing ceramics in the region
- Broad programmatic scope, from ceramics and visual arts through concerts, movement, and poetry.
- Extensive gallery space, with numerous free exhibitions
- Dynamic, arts-based sense of community – with teamwork visible, for example, in CAC’s effective COVID response and ability to successfully address multiple large goals during the pandemic.
- Nationally recognized in-residence artists
- Long-established outreach program with customized offerings
- Scope of partnerships; long history of purposeful collaboration and community service
- Lead partner in visibility and tourism partnerships for large festivals
- Anchor institution in the extended community
- Tri-state reach

Funding Request

Description of key initiatives

The requested funds would enable two of the Center’s three goals – “Restoring Momentum,” and “Bringing Art to Life.”

- “Restoring Momentum” addresses the one-time challenge of “priming the pump,” infusing operating funds while the Center re-grows its earned income base after the initial pandemic closure – a process that is now well underway.
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Specific needs & issues to be addressed

CAC has identified these needs over the past year-plus, and we seek to address them in the ongoing pandemic environment.

COMMUNITY NEEDS:

- Restored connections. As community members, families, children, students, artists, teachers, volunteers, staff – we need to get back together.
- Arts learning. We all need opportunities to
 - pursue beauty
 - engage our creative imaginations, solving problems, increasing our flexibility
 - share the language of imagination and explore possibilities, in a world often dominated by narrow and reductive logic, by data and by facts.
- Flexible offerings and options. Pandemic considerations impact each constituent group differently.
- Safety. Most view the pandemic as a high-stakes environment.
- Ample communication. Community members scan our communications for opportunities, information, and reassurances, at a time when each of these matters more than usual.

INSTITUTIONAL NEEDS:

- To respond to our pressing Community Needs, CAC needs adequate operating resources.
- To restore momentum and fiscal sustainability, the Community Arts Center needs support to gradually re-engage its earned-income business model. Since the Center is an active collaborator, our success will positively impact our many nonprofit and community organization partners.

Why it is important to fund this now

- A. Responding to the Community Needs identified above will build resilience at a critical moment for the pandemic and the local economy.
- B. The responses proposed will reverberate community-wide, again, at an important moment.
- C. Increasing the Center’s program capacity will entail re-engaging teaching artists, key players in the now challenged creative economy.

How impact & results will be demonstrated

We propose to demonstrate results via

- continuing progress toward fiscal objectives, measured by CAC’s fiscal-year-end audit
- continuing increases in program capacity, measured by program offerings and enrollment
- positive student, parent, and outreach-partner responses to surveys.

Thank you for considering this request.