

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: Pals For Life Association
Address: 35 Grove Avenue
Phone: 610687-1101
Website: www.palsforlife.org
Year Incorporated: 1985
FEIN: 22-2540440

ED/CEO Name: Peggy Schmidt, ED
ED/CEO E-mail: Peggy@palsforlife.org
Board Chair Name: Paula Kielich
Board Chair Approval (check here): X
Primary Contact Name: Peggy Schmidt
P C E-mail: peggy@palsforlife.org

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities
 Health

Environment/Animal Welfare
 Human Services

Education
 Religion

Mission: To bring pets to those that need them through innovative animal assisted therapy programs to local community institutions and organizations throughout the Delaware Valley.

Geographic Area Served : The Delaware Valley including the counties of Chester, Philadelphia, Delaware and Montgomery.

Describe Population Served & Annual Number of People Served: Our flagship program brings companion teams to nursing homes, senior centers, rehabilitation centers and mental health facilities. In addition teams visit schools and libraries colleges and middle and high school students. On average (before COVID) the organization provided 550 visits per year serving over 2,500 individuals.

Annual Budget \$221,000

64 % of budget for program expenses

28 % of budget for administrative expenses

of Active Non-Board Volunteers

8 % of budget for fundraising expense

100 % total

2 - # of Full-Time Equivalent Paid Staff

9 - # of Board Volunteers

115 human volunteers, 68 dogs, 6 cats and 5 rabbits

767 # of Volunteer Hours

Top 3-5 funding sources: Visitation contracts with Friends Hospital, Villanova University, VA Medical Center; Fundraising events – Benefit and Auction, Bow WOW Bingo; Individual Donations

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

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: \$5,000

Part II.

Proposal Summary and Grant Proposal Summary:

Since 1985, Pals For Life (PFL) has been bringing pet therapy programs with specially trained teams of human and pet volunteers to a wide variety of locations. Their mission is to bring pets to those that need them. What is unique about PFL is that the teams visit facilities as a group under the careful guidance and direction of a Program Director. The visits are at a prearranged time with a specific purpose or design. For example, Read To Pet Pals brings our teams to schools and libraries. Children read to the animals (and human volunteers) to improve their literacy skills and self-esteem. This is especially helpful to those children with dyslexia, autism or experiencing speech issues. The animals are nonjudgmental and just enjoy listening to the children read. (And if a belly rub or two happens – even better!)

During the past 37 years, the programs have grown significantly with the realization that pet therapy actually has proven medical benefits and is not just a fun “feel good” opportunity with someone’s pet. Petting any of our carefully trained therapy animals promotes the release of oxytocin, a chemical that increases the feelings of love and happiness in both the animal and human. Oxytocin, the same hormone that bonds mothers to babies, has many functions including the stimulation of social bonding, relaxation, trust and stress release. Gazing lovingly into the eyes of a dog will increase the oxytocin level for both of you. That is why medical facilities such as Friends Hospital, the VA Medical Center and other locations working with patients with mental health issues have us visit on a regular basis.

Obviously COVID effected our programs greatly. But the need for the comfort of a therapy animal grew even more due to the isolation, anxiety and stress that everyone was experiencing. So PFL began to pivot to some new ideas. For example, at McAuley Convent, a retirement home for Catholic Sisters in Upper Merion, several of our dogs, a cat, and Bubbles, our therapy bunny, walked around outside the building, visiting with the sisters. We offered a virtual pet visit to the students of the emotional support Program at Mastery Charter Harrity Campus. This enabled the students to interact with the animals in a venue where they felt safe. In our Read to Pets Pals program, a video was created with Sprinkles another one of our therapy bunnies. A poem about Sprinkles was read and the words appeared on the screen. Students could read the poem, just like in the in-person reading session.

As we move into 2022, facilities are now becoming fully opened and the requests for programs is growing. We anticipate that conservatively we will have 288 visits by the end of 2022. Our primary goal is to reestablish the number of programs that we had before the pandemic hit. In 2019 that was 550 visits. Once we reach that goal we will continue to plan for the hiring of an additional staff person that would eventually assume the responsibilities for our mainstay program – the Pet Visitation Program. This would enable our current Program Director to focus on Read to Pet Pals, Pals Go To College, Helping Paws and Supporting Paw Programs.

In addition to the changes that COVID brought, PFL underwent a leadership change. The President and Founder retired and the Board of Directors selected a new Executive Director. Her charge in 2022 is to identify short and long term goals to expand the demographic base, increase visibility of the organization through more aggressive use of social media and in-person networking, engage and grow the donor and volunteer base with smaller more intimate fundraising and/or educational events and continue traditional fundraising events adding a unique flair.

Any small non-profit that can continue to grow their organization, pivot during changes in the marketplace or due to unforeseen circumstances and continue to inspire their donors to contribute to

this worthwhile program is successful. PFL is a very well established organization with a reputation for bringing quality pet therapy programs throughout the Delaware Valley.

As for uniqueness of our programs the usage of a diverse range of animals in the pet therapy programming is definitely unusual. Traditionally it is just dogs, but PFL has had the good fortune to train cats, bunnies and even a therapy horse! In addition, as previously mentioned the Program Director from PFL organizes, accompanies, and evaluates all visits. This provides a level of confidence in the quality of the visits and the volunteers. As in all pet therapy organizations, all PFL human and pet volunteers have to pass a strict evaluation which includes not only obedience training but therapy analysis. This analysis identifies the pet reactions to many circumstance that they may encounter on their visits such as canes, walkers, loud noises, vacuum cleaners and lots of human movement.

Funding is needed at this time because the cost of providing our therapy visits has increased. In addition, over the past two years of COVID, savings that provided a cushion for the hiring of another individual to assist with programming were depleted when locations were shut down due to government mandates.

In 2022 PFL hopes to return to service all the facilities that utilized their services pre-pandemic. Then with the hiring of an additional staff member, the Program Director wants to concentrate efforts on their Helping Paws Program which was developed in conjunction with facility staff to increase social interaction and communication as well as decrease problem behaviors and stress in children with special needs. The other program area of growth would be Supporting Paws which would provide pet therapy teams in additional middle and high schools in underserved communities. The goals there would be to include teaching alternative behaviors to bullying.

As we begin to emerge from the imposed social isolation, all ages are craving social interaction. Interaction with a pet therapy animal provides a nonjudgmental experience with much needed benefits such as blood pressure reduction, mobility motivation, memory recall and the increase of oxytocin. Social interaction with peers and lack of peer support can be increased using therapy animals which help to set learning boundaries and create less complicated social relationships. The petting of a therapy animal helps to reduce the high level of anxiety that has developed in all ages over the past two years.

Results can be demonstrated by the number of visits provided by the volunteers, the number of volunteers partnering in the program and testimonials from staff or clients. Numbers can be provided on a monthly, quarterly or yearly basis.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

2. Funding request

- Description of key initiatives
- Specific needs & issues to be addressed
- Why it is important to fund this now
- How impact & results will be demonstrated

- For capacity building grant proposals:
 - How will this capacity building initiative impact your nonprofit?
 - How will this impact be measured?
 - 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.

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.

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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**
Business Continuity Planning - Financial Management - Human Resources - Volunteer Management - Industry Certification - Risk Management - Technology Improvements