

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 March 22, 2022

Contact Information

Organization Name: **People's Light**
Address: **39 Conestoga Road**
Phone: **610-647-1900**
Website: **www.peopleslight.org**
Year Incorporated: **1974**
FEIN: **23-731-3407**

ED/CEO Name: **Zak Berkman**
ED/CEO E-mail: **berkman@peopleslight.org**
Board Chair Name: **Kenneth B. Mumma**
Board Chair Approval (check here): ☒
Primary Contact Name: **Jane P. Moss**
Primary Contact E-mail: **moss@peopleslight.org**

Organization Information:

Field/s of Interest:

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

Mission:

People's Light, a cultural and civic center with theatre at its core, invites and creates opportunities for diverse communities to discover and celebrate our shared humanity.

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

Chester, Delaware, Bucks, Montgomery & Philadelphia Counties

Describe Population Served & Annual Number of People Served:

Annual Budget \$ <u>7,026,526</u>	<u>45</u>	# of Full-Time Equivalent Paid Staff
<u>64</u> % of budget for program expenses	<u>28</u>	# of Board Volunteers
<u>28</u> % of budget for administrative expenses	<u>45</u>	# of Active Non-Board Volunteers
<u>8</u> % of budget for fundraising expenses	<u>1,125</u>	# of Volunteer Hours
<small>100 % total</small>		

Top 3-5 funding sources:

William Penn Foundation
Shubert Foundation
Marshall-Reynolds Foundation
Hamilton Family Charitable Trust
Connelly 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: \$ 10,000

Proposal Summary:

People's Light respectfully requests a grant of **\$10,000**, or any amount in support of our youth education programming, *Arts Discovery* , for the 2021-22 school year . This suite of nationally-recognized arts education programs include: Arts Discovery Student Matinees, Extracurricular Artist Workshop/Residencies, New Voices, Theatre School (K-12), and SummerBLAST (2-12).

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

People's Light, one of the largest professional theatres in Pennsylvania, forges cultural and civic connections throughout our rapidly growing region. Our home in the heart of Chester County places us at a unique crossroads of rural, urban, and suburban populations. Throughout our year-round season, we produce contemporary plays, classics, new forms of music theatre, and original work. People's Light attracts audiences from Chester, Montgomery, Philadelphia, Delaware and Bucks counties and beyond. We host a wide array of cultural experiences and education programs that inspire meaningful engagement with, and sustained investment in and from, our surrounding communities. 82,000 people visit our campus in a typical year.

We surround our productions with activities that connect us with our neighbors, weaving the onstage work into the fabric of community life. We lead the nation in accessible theatre practices, and strive to create programs and performances that can be enjoyed by everyone. As part of a longstanding history of new work development, People's Light commissions and produces world premiere plays, many of which go on to additional productions across the country. We established a nationally recognized model for locally inspired plays that aim to awaken a greater collective consciousness of our American experience.

Our increasingly diverse audiences include constituents of longtime partner organizations with whom we collaborate on **New Play Frontiers (NPF)**, through which we commission leading playwrights to create plays informed by meaningful stories of nearby populations, and simultaneously develop audiences with a stake in the work. Through NPF, playwrights spend residency time with specific communities in the five-county region, hosted by People's Light in collaboration with partner organizations. These partners are based in a broad range of communities surrounding the Theatre from Kennett Square, "The Mushroom Capital of the World," home to a large immigrant farming community; to the historically black East end neighborhood of Chester County seat West Chester; to economically depressed Coatesville, a former steel mill town. People's Light commissions, develops and produces plays inspired by this research and engagement.

A commitment to arts education through our **Arts Education** programs serves as a guiding tenet at People's Light. Theatre professionals design classes, workshops and summer programs for young people from a variety of backgrounds, communities, and schools. We hold Theatre School programs for ages 7 - 18 on Saturdays with 25% on scholarship. (These programs continued on-line during COVID, and are back in-person in our classrooms this season). July-August, we run our SummerBlast programs for ages 7 - 18 with 25% on scholarship. The Theatre maintains a longstanding deep connection with the City of Chester through **New Voices**, our program of full scholarships, transportation and ensemble experiences for students from Chester (31.4% live in poverty), a key component of our Arts Discovery education programs. New Voices was launched in 1990 and continues to make an indelible impact on the lives of 18-20 students each year. One of the alumni of the original New Voices ensemble is now the lead teaching artist for the program and full-time Resident Teaching Artist for the Theatre. Four other alumni are now involved in fundraising for the program and engaged in its future.

Accessibility

Each season, People's Light expands its offerings to insure accessibility to people with disabilities. As a field leader in accessibility practices, we launched in 2019 the American pilot of Smart Caption Glasses to serve the deaf and hearing loss communities. Open caption and American Sign Language performances continue for those who prefer these offerings to the Smart Glasses. In 2015 we held the first-in-our-

region Relaxed Performances (RPs) which create a welcoming experience for individuals with a range of sensory, learning and communication differences.

Equity, Diversity, and Inclusion

Through artistic and civic practices, People's Light aims to provide a wide and thoughtful welcome to patrons, artists, staff, students, volunteers, and guests of all backgrounds and identities. We recognize that systemic injustice and inequity are deeply ingrained in our society. In the last ten years we have accelerated our inclusion of BIPOC artist voices through NPF, intentional color-conscious casting, and an increased number of deep multi-year partnerships with directors and playwrights of color. 65% of our NPF-commissioned writers identify as BIPOC (65% also identify as female) and in our 21-22 Season over 50% of the actors in our six productions are BIPOC and 21% of our staff identifies as BIPOC, as compared to 27.6% in Chester County overall. On our Board of Directors, 14% of Trustees identify as BIPOC.

2. Funding request

Description of key initiatives:

Arts Discovery, the Theatre's arts education programs, extends our theatre's mission with interactive workshops and residencies, student matinees that bring youth from underserved schools to People's Light each year for free, and a broad array of theatre classes for grades K-12. Youth constituencies served annually include young people from more than 14 school districts served by our Arts Discovery Student Matinee programs; students in off-site workshops, such as through our partnership with The Garage Community and Youth Center; participants in our intensive New Voices program, which offers scholarships and mentoring to youth from the City of Chester, PA; and students of our Theatre School and SummerBLAST programs, approximately 30% of whom receive scholarships to attend.

~ Our Student Matinee programming aims to:

- Present productions of high quality to a diverse range of students at little or no cost to participating schools;
- Engage teachers and students in a creative, experiential process of approaching curricular texts and themes via theatre.

~ Our theatre classes and extra-curricular workshops, such as our weekend Theatre School and SummerBLAST, aim to:

- Foster an appreciation of theatre as a means of self-expression;
- Explore multiple solutions to a proposed inquiry or task
- Bring artists and young people together to work, to inspire each other, and to craft new theatre pieces in a non-judgmental ensemble environment of respect;
- Practice our 4 C's: collaboration, creativity, curiosity, and confidence

~ In addition to all the foundational goals of Theatre School (listed above), the most rigorous and longer-term offerings, such as our New Voices program, also:

- Build skills including literacy, decision-making, problem solving and critical thinking;
- Promote tolerance and an appreciation for diversity;
- Offer life-long learning opportunities in connection with the themes, process, and experience of live theatre

Specific needs & issues to be addressed:

People's Light is and has been committed to serving the diverse communities of our region, including those that are underserved with respect to the arts. Throughout our programs, we find ways to offer new opportunities through the arts to youth and adults from a range of socioeconomic, ethnic and cultural backgrounds.

Why it is important to fund this now:

People's Light Arts Discovery programs are at the heart of the Theatre's deep and multi-layered connection with the communities surrounding our campus. With reductions in arts learning opportunities in schools, the Theatre's programs fill a void in the personal and cultural development of young people. We believe that sharing theatre creates opportunities for learning about ourselves, our community, and our world. Our performances welcome hundreds of students each year, including participation from area Title I schools who attend completely free of charge. Children might participate in a longer-term residency project, and work with a visiting teaching artist over many months to develop skills as creative storytellers, collaborators, performers, and problem-solvers. Residencies for students with cognitive differences allow us to share powerful tools with individuals who might have little or no exposure to theatre otherwise. Alternatively, a student may come to us through our New Voices Ensemble, now in its third decade. All New Voices participants embark on a full year of workshopping and rehearsal with a master teaching artist, culminating in the performance of a play they've helped to create; many ensemble members participate for consecutive years, forging life-long memories and relationships.

How impact & results will be demonstrated:

Goals and measurements vary with each offering; *Arts Discovery* programs range from single contacts expanding access to theatre all the way to year-long participation inviting skill-repetition and mastery.

For Student Matinees, primary evaluation tools are educator and student surveys. Educators provide feedback on three key areas:

- Quality of the artistic experience, including curricular relevance and classroom observations before and after the performance;
- Logistics of school participation, including barriers PL might address;
- Priorities regarding future titles, topics, or genres educators hope to share with their students

At middle school and older, students complete post-play reflections, discussing themes in the production and connections to both academic and real-world experiences.

For extracurricular programs (with community partners, schools and Theatre School/SummerBLAST) we prioritize experimentation and process over final product. As a result, most of the feedback we gather is from teaching artists' direct observation and reflective practice built into their lessons.

For longer duration offerings such as New Voices we assess many areas, including:

- Literacy: Increased fluidity reading texts, close textual analysis for nuance, diction, and subtext; memorized delivery of text with character-specific analysis.
- Social skills: Embrace of diversity, comfort in unfamiliar situations, mentoring and volunteering within the rehearsal setting
- Perseverance: Engaged participation level in discussions; increased stamina and focus as students progress to more intensive rehearsal schedule.
- Artistry: students deliver vocally-rich, physically expressive and emotionally truthful performances in solo and ensemble tasks.

Assessments include: teaching artist observation, attendance records, rehearsal and performance reports, audience feedback, student writing and pre- and post-participation surveys, and school and student retention.

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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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