

# HADLEY GRANT/SPONSORSHIP REQUEST

## I. COVER SHEET

To obtain an electronic version of this application, visit [www.hadleypresents.org](http://www.hadleypresents.org)

Date: \_\_\_\_\_

### Contact Information

Organization Name: Casa Guanajuato Kennett Square  
Sara Dickens-Trillo

Contact Person Name: Mayra Castillo or

Address: P.O. Box 1279, Kennett Square PA 19348  
or sdtrillo@mightywriters.org

Contact Person E-mail: mayrarcr@gmail.com

Phone: (302) 252-1897

Board of Directors Chair Name: Sara

Website: https://www.casagks.org/

Year Founded: 2003

EIN: 26-1196055

Have you received grant/sponsorship money from the Hadley Presents in the past?

Yes  No  Not Sure

### Which of these Hadley priorities are embedded in your program?

- Cultural Enrichment  
 Diversity/Isms; Bringing Disparate Groups of People Together to Promote Understanding  
 Environmental Justice & Education  
 Healthy, Sustainable Practices for Individuals and Communities  
 Peace, Justice & Non-Violence  
 Other: \_\_\_\_\_

### Who do you envision will primarily be attracted to your program? (approximate percentages, please)

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Latinos           | <input checked="" type="checkbox"/> Youth          |
| <input checked="" type="checkbox"/> African Americans | <input checked="" type="checkbox"/> Families       |
| <input checked="" type="checkbox"/> White Caucasians  | <input checked="" type="checkbox"/> Seniors        |
| <input checked="" type="checkbox"/> General Public    | <input checked="" type="checkbox"/> General Public |
| <input type="checkbox"/> Other:                       | <input type="checkbox"/> Other:                    |
| 100% Total  | 100% Total   |

### How many people from the Kennett region will be served by this program?

less than 25  26-100  101-999  over 1,000  over 5,000

### Personnel

\_\_\_\_\_ # of Paid Staff 4 # of Board Volunteers 20 # of Non-Board Volunteers

### Timing

Proposed Program Date: Friday, Oct 29 and Saturday Oct 30, 2021

Hadley Funding/Sponsorship Decision Desired by the first day of what month:

Jan  Feb  Mar  April  May  June  July  Aug  Sept  Oct  Nov  Dec

### Finances

\$ 5,000 How much grant/sponsorship funding do you seek from The Hadley Fund?

\$ 8,000 What is your overall budget for this program?

\*This is our second largest event, aside from the 5 de Mayo Festival, because it is a two-day event with a variety of workshops and art exhibits. We start preparations in June, right after our festival. There is a lot of planning, a lot of different types of art making, a lot of painting, there are a lot of moving pieces to make this event a success. We are a group of very dedicated members, and we expect to give our 110% at everything we make, plan or do.

\*This year we are bringing an artist from Mexico to do a very unique technic workshop that few people in Mexico still do it, so we are very fortunate that he accepted our invitation and we want the community to be able to have the opportunity to witness it, so we decided to do it over a two-weekend span to spread the invitation to more people in the community and also due to Covid restrictions.

\*We are also doing a mini-Catrina made of papier Mache statuette workshop over a two-weekend span. This workshop was the most popular in 2019, unfortunately the people did not have the opportunity to finish their statuette, at the 2-hour long workshop, that's one of the main reasons why we are making the workshop in two sessions.

\*We were invited to do a Day of the Dead event at Fair Hill, Maryland, for their employees, the majority are Latinos, as well as to do a couple of altars in Oxford, because often goes unnoticed and the Latino community is growing rapidly. For these kinds of events, Oxford mostly rely on help from the Kennett area and Delaware, since they don't have a central Spanish-speaking social or cultural center.

\$ 26,500 What is your overall budget for this year?

\*We still have the following programs remaining

- Mexican Independence Day Celebration at Anson B. Nixon Park
- Day of the Dead in Kennett and Fairhill (Maryland)
- Possible "Tardeada" or Community event in Fairhill, Maryland
- Mexican Posadas (Christmas Caroling) in December
- Community workshops
- Fixed expenses throughout the year

**HADLEY GRANT/SPONSORSHIP REQUEST**  
**III. DESCRIPTION**

***Please describe briefly:***

**1-What is your nonprofit's mission?**

Founded in 2003 as a non-profit organization, Casa Guanajuato was created to encourage and promote the culture, traditions, arts and education of the Mexican community of Chester County.

**2-What are you trying to achieve with this program?**

The Day of the Dead is a traditional celebration that originated in Mesoamerican times and that honors our deceased loved ones.

This year's theme is "The Monarch Butterfly, as a symbol of the souls of our loves ones, and a symbol of immigrants in the United States".

We will have a variety of Altars, including one for those that perished due to the Covid-19 Pandemic, with decorations that will include the Monarch Butterfly and images of the Island of Janitzio in Michoacán, Mexico, where the Day of the Dead celebration originated.

We will be participating with Historic Kennett and the Kennett Library to advertise our event at the Monarch Butterfly Pollination event on September 24<sup>th</sup>.

We have been invited to include our Day of the Dead event at the Anson B. Nixon Park on our opening day of the event, Friday October 29<sup>th</sup> by doing a procession thru out the park, telling short stories with the characters dressed as Catrinas and Catrines.

**3-How you will discern the impact and results of this program?**

We take many pictures during the program, which we post on our Facebook pages, Casa Guanajuato Kennett Square, ¿Qué Pasa Kennett Square? ¿Qué Pasa West Grove?

Many of the pictures showcase the enjoyment of the participants at the workshops, as well the eagerness of learning something new, family love to take pictures with their children at our event.

We have also been interviewed by HOY en Delaware and they share our event on their monthly newspaper and Facebook posts.

Historic Kennett has also shared many of our events, including the Day of the Dead since it often coincides with the First Friday Art events.

#### **4-Why is it important to fund this now?**

We have not been able to have events open to the public in 2020 and 2021. We do a fundraiser once a year and we have not been able to do so for the past two years for the reason our funds are very limited.

In 2020 we did the Day of the Dead at the Kennett Creamery and while we appreciated their willingness to host us and the decorations looked amazing, much of our Hispanic Community did not get to enjoy the event due to Covid restrictions. The Hispanic community is more familiar with our events at the Anson B. Nixon Park and at the American Legion.

We are looking to have Day of the Dead spread over a couple of weeks to allow more people to participate and enjoy the event, especially as we honor all those that have perished due to the Covid-19 Pandemic.

### **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**
  - President, Sara Dickens-Trillo (Director of El Futuro Kennett, Mighty Writers, Board Member of LCH, Longwood Rotary member)
  - Vice-President, Gonzalo Cano (Emergency Assistance Advocate, KACS)
  - Treasurer, Soledad Duran (Financial Coach, \$tand By Me, Delaware)
  - Secretary, Mayra R. Castillo (Coordinator of Student Diversity & Inclusivity)
3. Most recent annual report and financial statement, audited if available
4. **Organizational operating budget** with actual results for prior fiscal year and current fiscal year to date (**see attached PDF's for actual deposits and expenses in 2020 and 2021 so far**).

#### **Fiscal Year 2020 (January-December)**

January Organizational Meeting	\$2000
April, Señorita 5 de Mayo	\$1,500

5 de Mayo Festival	\$30,000
July Soccer Tournament	\$2,000
Noche Mexicana Fundraising Dinner	\$20,000
Sept. 16 Mexican Ind. Day	\$2,000
“Tardeada” Community Night	\$4,000
November, Day of the Dead	\$8,000
December Posada	\$2,500
Other events	\$5,000
Other Fixed expenses	\$5,000

**Current Fiscal Year (January-December 2021)**

January Organizational Meeting	\$2000
April, Señorita 5 de Mayo	\$1,500
5 de Mayo	\$30,000
July Soccer Games	\$2,000
Noche Mexicana Fundraising Dinner	\$20,000
Sept. 16 Mexican Ind. Day	\$2,000
“Tardeada” Community Night	\$4,000
November, Day of the Dead	\$8,000
December Posada	\$2,500
Other smaller events and workshops	\$5,000
Other Fixed expenses	\$5,000

**5. Current strategic plan.** If your nonprofit does not have a current strategic plan, explain why.

Our plan is to always have at least \$35,000 in the account for when it comes time to rent or purchase a property that we can call our “home”. We are Casa Guanajuato Kennett Square, but we don’t have a physical space where we can have our monthly meetings, events and workshops. We must borrow spaces around Kennett for all our meetings and events. When people look for Casa Guanajuato Kennett Square, they expect to see a physical home filled with Mexican Arts & Crafts. Our dream, is to soon have such a house in Kennett, to be able to showcase the art our members create for each event we have or participate in. We would like to have a mini museum/art gallery where the community can enjoy the beautiful pieces of art our artist makes thru out the year. Also, we are in the process of looking for a rental property, but the ultimate dream is to purchase a building. Casa Guanajuato has been around since 2003 and has been an important part of the landscape and culture of Kennett and surrounding areas, providing numeral events during the year for the enjoyment and enrichment of the community, and we still can’t have our home.

We currently rely on donations from local organizations, local vendors and individual donations to support all our events since most grants we receive require that we not charge an entrance fee to our events. We have not been able to sell art, food or charge for workshops until we were forced to do so due to the Pandemic and not having enough funds to support our events. Our vision is to have enough funds year-round to have the ability to hired one paid employee to help us write grants. Although the Board get together to work in writing grants, unfortunately we can’t do often because three of the board members are mothers with young children and have a full-time job as well, so this makes it quite difficult.

We are also constantly trying to increase our membership to raise more funds to have in our account for events. Our goal is to increase our membership from 20 paying members to 30 by 2022 and 40 by 2023. We have new unpaid members receiving information and attending occasional meetings with the hope that they will stay as paying members in 2022. The work we do for all our events is a lot for a few members.

We have also started a new dance group in collaboration with the former Danza Tenochtli and this group is rapidly growing as there has been a lot of interest in the community to have our own dance group in Kennett again. We started with a group of 8 adults, including 3 Casa Guanajuato members, and we are currently at 16 members, including teens and young children and the interest keep growing. We are currently borrowing a hall at San Roque Center for practices and to hold dance clothes, shoes, hats, jewelry, and other dance items. The dance clothes are old, and there aren't enough of certain dresses or suits for the whole group, most of the dancers must purchase their own shoes and other essentials to participate. We are looking into getting an additional grant to be able to purchase new dresses, suits, hats, shoes, accessories and everything else that is need it to be able to participate in other events in Kennett. This brings us back to the initial dream of having our very own home, that way we could we have all our events in one place rather than multiple locations around town.

- **E-mail proposals are strongly encouraged to [Hadley@chescocf.org](mailto:Hadley@chescocf.org)**
  - Receipt will be confirmed by e-mail.

Questions? Please contact Stephenie Stevens at (610) 696-0501 or [Hadley@chescocf.org](mailto:Hadley@chescocf.org)

## **Hadley**

c/o CCCF, 28 W. Market Street  
West Chester PA 19382

[www.hadleypresents.org](http://www.hadleypresents.org) | [Hadley@chescocf.org](mailto:Hadley@chescocf.org)

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