

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 5/28/2021

Contact Information

Organization Name: Chester County Women's Services
Address: 1028 E. Lincoln Hwy., Coatesville, PA 19320
Phone: 610-383-0930
Website: www.ccwsmedical.org
Year Incorporated: 1985
FEIN: 23-2385983

ED/CEO Name: Myriam Ruager
ED/CEO E-mail: myriam@ccwsmedical.org
Board Chair Name: Matt Conley
Board Chair Approval (check here):
Primary Contact Name: Gina McDonald

Primary Contact E-mail:

gina@ccwsmedical.org

Organization Information:

Field/s of Interest:

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

Mission: Chester County Women's Services is a Pregnancy Care Medical Center that exists to educate and empower individuals and their families to make life-affirming choices. Families are supported physically, emotionally, and financially through basic pregnancy care, parenting education, peer counseling, family advocacy services and community referrals.

Geographic Area Served Greater Chester County Area

Describe Population Served & Annual Number of People Served:

Annual Budget \$ <u>742,300</u>	<u>2</u> # of Full-Time Equivalent Paid Staff
<u>72.4</u> % of budget for program expenses	<u>12</u> # of Board Volunteers
<u>7.1</u> % of budget for administrative expenses	<u>38</u> # of Active Non-Board Volunteers
<u>20.5</u> % of budget for fundraising expenses	<u>930</u> # of Volunteer Hours
<u>100</u> % total	

Top 3-5 funding sources:

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: \$ 5,000

Proposal Summary: Funds will help to sustain our free medical services to the most underserved members of our community who are in a pregnancy crisis. Funds will ensure every family in need of

material assistance, life coaching, and advocacy will have the support that they need to provide a healthy, safe, and stable home environment for their children.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

In July of 1985, Chester County Women's Services (CCWS) opened its doors in Thorndale, PA. From the beginning, CCWS's heart has been to serve families in need. In the beginning, services were limited to free peer-counseling, pregnancy tests and community referrals. Since that time we have added an incentive and evidence-based educational program (2001), expanded to three centers in Chester County (2007 & 2013), added a homeless prevention program (2017), and added a Family Advocacy Program (2019). In just the past 10 years we have grown from serving 745 appointments in 2009, to serving over 4,165 appointments in 2020! Thanks to the hard work of many volunteers and support from donors, we have been able to offer all of our services in both English and Spanish and completely free of charge.

2. Funding request

Description of key initiatives

According to the Family Research Council, women planning to abort their child were 2 - 3 1/2 times more likely to keep their children after viewing their ultrasounds. Providing free ultrasounds on site is essential to allow women to see the life they are carrying, and to identify any potential health risks as soon as possible. All pregnancy tests and ultrasounds are performed by certified nurses and trained sonographers. We also offer free unlimited nurse consultations and pre-natal vitamins.

CCWS isn't just a medical clinic: our mission is to educate and empower, and we offer a comprehensive parenting education curriculum at no cost to our clients. We want to equip the clients that come to us to be the best parents possible. It starts with free access to quality pre-natal medical care, but education is essential to the long-term vitality and success of a family. Our parenting program teaches healthy parenting skills which can break cycles of abuse and neglect. Poverty and lack of parenting skills are two key factors that can promote and foster an environment of abuse and neglect. Class participants learn to care for and raise their children in safe and stable homes, and they also earn incentives for class participation, which provides much needed material assistance for essential items such as diapers, clothing, formula, cribs, car seats, and strollers. We currently offer 24 classes per week between our three centers. These include our **evidence-based Relationships Under Construction, Breastfeeding, Childbirth, Budgeting 101, Men's Mentoring, Parenting Support, Post-Abortion Support, Anger Management, Bible Studies and Post-Partum Support.**

Our **homeless prevention program** is in place to assist current CCWS families who are experiencing a financial hardship in paying their rent or mortgage due to the pregnancy. We already have three families who are applying for assistance since launching our program just a few months ago. Our goal is to help these families bridge the gap between what they can pay and what they need to pay. There are stringent rules in place to ensure that we are giving a hand up to these families, assisting them in a way that will allow them to care for their pregnancy or new baby and keep their home and/or job.

Specific needs & issues to be addressed

According to the Centers for Disease Control and Prevention, in 2011, 45% of all pregnancies in the United States were unintended. Low-income women are more than five times as likely to experience a crisis pregnancy. If current trends continue, more than half of all women in the United States will experience an unintended pregnancy by the time they reach age 45. At CCWS, the majority of the

women who come to us for help do not have insurance and have had no previous prenatal care. We provide a free pregnancy test, limited ultrasound, prenatal vitamins, and unlimited nurse consultations throughout their pregnancies. We also provide a pregnancy verification document which is needed to obtain insurance, all at no cost, as well as essential skills and tools they will need to raise their children in healthy, loving home environments.

We are looking for financial support to help sustain our medical services. This includes the purchasing of medical supplies such as gowns, gloves, table coverings, ultrasound probe covers, pregnancy tests, ultrasound paper and insurance for our ultrasound machines.

We are also looking for support for our parenting classes, specifically our new programs such as Anger Management and Smoking Cessation. These classes help address core issues that affect health of a family, both physically and emotionally. Our goal is to help educate our clients to empower them to make positive choices, resulting in long-term changed behavior. We want to break cycles of neglect and abuse to them and their families.

Funding for our homeless prevention program will help families in Chester County stay current on their rent or utility bills, so they aren't facing having utilities shut off or eviction due to pregnancy complications or time off work.

Why it is important to fund this now

Our need within the community is growing. As we have expanded our services to be full-service for our clients, our clients are finding a safe place where they can come for comprehensive, holistic care. We are meeting their medical, emotional and spiritual needs all within the confines of one center. From 2017 to 2020 our client visits jumped from 2,091 visits to 4,165 visits. **That is a near 100% increase in just three years!**

The change that is taking place in the hearts and minds of those coming to CCWS for help is not short-term. The goal of our services is to positively affect generational change. The time is now!

How impact & results will be demonstrated

This grant would help ensure that each and every person who comes to CCWS would be empowered and equipped with the medical care, resources, education, material assistance and support they need to raise healthy, happy children in stable, loving home environments. We firmly believe if you want to have an impact in your community, then you must accomplish this one life at a time. Invest in a life and they in turn will invest in others. Through our programs we know we are making a noticeable impact as we see lives transformed. We empower women and men to make positive choices through every part of their parenting journey.

- Client visits and needs are measured and recorded for recordkeeping purposes.
- Client testimonies are shared with our donor base.
- Clients are checked on to ensure family needs are being met, and when needed referred to other community agencies that can help.
- Funders receive annual report and quarterly newsletters with updated statistics and stories.

- *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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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