



HADLEY
ADMISSION IS FREE • THE EXPERIENCE IS PRICELESS

HADLEY

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

www.hadleypresents.org | Hadley@chescofc.org

(610) 696-0501

HADLEY GRANT/SPONSORSHIP REQUEST

***HADLEY supports interactive cultural
and social enrichment programs
which bring together disparate groups of people
to promote understanding, justice, social equity, and
a vibrant, healthy Kennett community.***

- Proposals received **any time throughout the year** are eligible for funding consideration from Hadley.
- Decisions are made **intermittently** throughout the year, as the Hadley Committee desires.
- Requests are **electronically shared** with the Hadley Committee.
- Grants & sponsorship awards are limited to the **Kennett Square region**.
- Grant & sponsorship awards typically range from **\$500 - \$5,000**.
- Grants & sponsorships are only awarded to charitable nonprofits which focus their work **HADLEY's key priority areas**, outlined on the next page.

Per IRS regulations, applicants must be charitable, tax exempt organizations with 501(c)(3) certification.
Applicants cannot be individuals.

- **E-mail proposals are strongly encouraged to Hadley@chescofc.org**
- Receipt will be confirmed by e-mail.

Questions? Please contact Stephenie Stevens at (610) 696-0501 or Hadley@chescof.org
Thank you.

HADLEY GRANT/SPONSORSHIP REQUEST

I. COVER SHEET

To obtain an electronic version of this application, visit www.hadleypresents.org

Date: 4/14/22

Contact Information

Organization Name: Kennett Area Park Authority

Contact Person Name:

Heidi Hauptschein

Address: PO Box 1121

Contact Person E-mail: heidi2pa@yahoo.com

Phone: 610-444-1416

Board of Directors Chair Name: Richard Lyon

Website: AnsonBNixonPark.org

Year Founded: 1988

EIN: 23-2548063

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)

75% Latinos

Youth

5% African Americans

25% Families (with children)

15% White Caucasians

50% Seniors

5% General Public

25% General Public

Other:

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

3 # of Paid Staff

10 # of Board Volunteers

200 # of Non-Board Volunteers

Timing

Proposed Program Date: *The free summer concert series will run on Wednesday evenings from June 15th through July 27th. A free Latin Music Festival will be held on Saturday, September 17th - with a rain date of Sunday, September 18th.*

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?

\$ 16,000 What is your overall budget for this program?

\$ 286,300 What is your overall budget for this year?

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III. DESCRIPTION

Please describe briefly:

1-What is your nonprofit's mission?

The Kennett Area Park Authority (KAPA) is guided by the following principles:

- Preservation of an open, natural, and largely passive environment that lends itself to both tranquil and rigorous pursuits, with free access to the general public;*
- Promotion of recreational interaction among the community's diverse ethnic, social, age, and economic groups by providing a safe outdoor venue that offers facilities compatible with a multitude of social, cultural, spiritual, and sporting endeavors;*
- Collaboration with other established community educational, cultural, civic, and recreational organizations and institutions to further the principles of this mission statement;*
- Establishment of an endowment that will ensure the financial stability of the park for generations to come.*

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

KAPA board members feel strongly that the Free Summer Concert Series speaks directly to the second and third points of KAPA's mission statement. Providing cultural enrichment in the form of musical performances, at no cost, within walking distance of the Borough of Kennett Square, with free parking available to other area residents, is a great benefit to the community. KAPA is working with Casa Guanajuato to choose bands and food trucks for the Latin Music Festival, which will directly serve the families that organization serves, who make up approximately 50% of the population in the borough.

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

KAPA is contracting with a professional firm, Gable Music Ventures (GMV), to manage the concert series this year. While GMV is actively "working" the event, KAPA board members and staff will be able to use our resources to engage with and educate concert goers more actively - as hosts of the event in the community resource/venue that is Anson B. Nixon Park. We plan to monitor the numbers in attendance more closely. A KAPA station will have materials available to show projects underway in the park, in an effort to recruit volunteers under a quickly growing new program for tree tenders and other special efforts. We will promote the Rock the Park fundraiser concert, scheduled in August. In addition, KAPA has been speaking with other organizations about joint efforts during the concert series. For instance, we are considering food drives for Kennett Area Community Services (KACS) during the free Wednesday night series.

4-Why is it important to fund this now?

Still emerging from the shadow of the COVID-19 pandemic, Kennett area and Chester County residents are looking for ways to gather safely and enjoy live music. Not everyone feels safe in crowded indoor venues. Expenses for Park operations have dramatically increased over the past two years, while revenue from reservations for the pavilions and stage, use of the athletic fields, and fundraising events like the Trout Rodeo and Rock the Park are down significantly. Traditionally we see an increase in attendance each year at the FREE Summer Concert Series, and we anticipate that 2022 will follow that trend, especially as people look forward to events without the restrictions and serious health concerns of 2020 and 2021. Bringing the community together in a safe, free, and natural setting will foster positivity and goodwill. Coming together as a community, local food trucks and businesses will offer dinner and dessert for sale during the show. The concerts draw all kinds of audiences, from families with young children, to seniors, and young adults - for a shared love of music in an open-air, natural setting with plenty of space for individual and group recreation. While the band line up is still not completely set, the concert to kick-off the series has been graciously funded by Hadley with a performance by Tony Vacca's World Rhythm Ensemble. The wrap up to the season will be a free Latin Music Festival in September, with multiple bands the weekend following Mexican Independence Day during Spanish Heritage month. KAPA gratefully acknowledges Hadley's generous sponsorship of the free summer concert series over the years. We could not provide this service to the community without your ongoing support.

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 and financial statement, audited if available
4. Organizational operating budget with actual results for prior fiscal year and current fiscal year to date
5. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why.

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