

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: May 1, 2022

Contact Information

Organization Name: Coatesville 2nd Century Alliance
Address: PO Box 692, Coatesville, PA 19320
Phone: 484-786-8896
Website: 2ndCenturyAlliance.org
Year Incorporated: 2018
FEIN: 83-0574790

ED/CEO Name: Sonia Huntzinger
ED/CEO E-mail: shuntzinger@2ndCenturyAlliance.org
Board Chair Name: Bill Shaw
Board Chair Approval (check here):
Primary Contact Name: Sonia Huntzinger
Primary Contact E-mail:
shuntzinger@2ndCenturyAlliance.org

Organization Information:

Field/s of Interest:

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

Mission: To drive economic development in the City of Coatesville that enables the community to thrive.

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

City of Coatesville

Describe Population Served & Annual Number of People Served:

The Coatesville 2nd Century Alliance serves the City of Coatesville proper; 1.9 square miles with a population of 13,350 (100% urban, 0% rural). This population is comprised of the following demographics: 45.3% male, 54.7% female; median age is 31.2 years, and the racial makeup is 46.4 Black, 38% White, and 23% Hispanic. The median household income is approximately \$45,000 as compared to the County's more affluent \$104,000. This underscores the economic challenges faced by many City residents where 22.7% live in poverty.

Annual Budget \$300,000

<u>91</u> % of budget for program expenses	<u>3*</u> # of Full-Time Equivalent Paid Staff
<u>8</u> % of budget for administrative expenses	<u>12</u> # of Board Volunteers
<u><1</u> % of budget for fundraising expenses	<u>20</u> # of Active Non-Board Volunteers
<small>100 % total</small>	<u>30</u> # of Volunteer Hours

*2.5 FTE supported directly through restricted grant program income.

Top 3-5 funding sources:

Chester County Commissioners Chester County Industrial Development Authority
Stewart Huston Charitable Trust Gunard Berry Carlson Memorial
Coatesville Redevelopment Authority

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: \$5,000.00

Proposal Summary:

The Coatesville 2nd Century Alliance, in existence for just six years, has made unprecedented strides in re-igniting the economy in the City of Coatesville while ensuring that economic growth does not impact residents in a negative way. We've employed numerous tried and proven strategies to achieve progress while mitigating any displacement or gentrification of our historic neighborhoods.

In our first few years as an organization, we crafted a five-point, multi-layered approach toward community and economic development, built detailed plans for stabilizing residential neighborhoods, revitalizing a struggling downtown commercial district, and bringing jobs and economic opportunity to city residents, and been successful in securing more than \$1 million and two full time staff people to achieve economic progress in the City of Coatesville.

Our efforts toward improving the economy of Coatesville are focused primarily on ensuring the entire community grows as the City grows, providing residents with programs, services, and opportunities to mitigate displacement and keep deeply rooted families in place.

Staff and volunteer leadership have been dedicated to keeping administrative costs to a bare minimum in order to allocate as much capital to programs as possible. Monies raised have been directly deployed into programming for the greatest impact; greater funds directed into programming early on have helped build traction and momentum.

This does not, however, alleviate the need for administrative funds. Our organization still incurs the regular costs of doing its business and we look to our partners who understand the need for small non-profit organizations to manage these expenses while continuing to provide important programs and services. We hope the Chester County Community Foundation sees value in the work that we do to revitalize Chester County's only City.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

The 2nd Century Alliance is a group of community stakeholders that came together in 2015 when Coatesville celebrated its 100th anniversary as a third-class city. We are the City's partner in community and economic development, and we work together and alongside community partners to ensure that Coatesville's "second century" is economically prosperous.

We are a true Public/Private Partnership, funded by a collaborative partnership between the Chester County Commissioners, public and private grants, and charitable contributions from the private sector, and the only localized non-profit organization working on the ground in the City to improve the economic and social climate of Coatesville. In just a few short years in existence, we've been able to achieve the following:

Coatesville Growing Greater Neighborhood Revitalization Initiative

In November of 2018, we received a five-year grant award totaling \$500,000 from the Wells Fargo Regional Foundation to hire a Community Coordinator. This team member is charged with implementing the Coatesville Growing Greater neighborhood revitalization plan. Details can be found at www.coatesvillegrowinggreater.org.

Neighborhood Partnership Program for Downtown Revitalization:

We were successful in our application to the PA Department of Community and Economic Development for a Neighborhood Partnership Program grant, a commitment of \$100,000 per year for the next six years, allowing us to add a Downtown Manager who will focus on supporting existing businesses, recruiting new retail and hospitality businesses, ensuring downtown is "clean, safe, and green," facilitating a façade improvement program, and coordinating special events that entice patrons into downtown Coatesville.

Vision Partnership Program:

Building a collaborative partnership between the City, South Coatesville, and Valley Township, we secured \$40,000 in a multi-municipal grant from the Chester County Planning Commission. This has allowed all three municipalities to work together to create an economic development and business attraction strategy bringing jobs and economic opportunity to our residents.

Historic Train Station:

On behalf of the City administration, we were able to secure CDBG funds from the Chester County Department of Community Development to address deferred maintenance on the exterior of the existing historic train station building.

LERTA

Our team shepherded the Local Economic Revitalization Tax Assistance program through the municipal adoption process and through acceptance by the Coatesville Area School District and Chester County Commissioners. This important program provides a real estate tax discount on improved properties from all three taxing bodies, incentivizing redevelopment in downtown Coatesville.

New Train Station Development

We have been an integral part of the team working to bring the new Coatesville train station to fruition. We work to keep this project continuously and consistently "on track" and a priority for local, state, and federal officials. Additionally, we're leading the team to procure funds to construct a parking garage that will enhance the transit-oriented development.

Continued on next page.

Qualified Opportunity Zone

Introduced in the Federal Tax Cuts and Jobs Act of 2017, this new economic incentive provides for capital gains tax relief in exchange for investment in low- to moderate-income communities. We advocated for - and secured designation for all four Coatesville census tracts, and are working to facilitate, manage, and market the program.

Parking Strategy

In order to encourage patronage of all City businesses and afford residents easy access to on-street and near-by surface parking, we're assisting the Coatesville Redevelopment Authority and City administration in the development of a comprehensive City-wide parking plan that addresses current and future parking needs.

Communications

Our organization works to keep the entire Chester County community aware of relevant activities, programs, and projects in happening in the City through a monthly E-newsletter and quarterly informational Community Updates. Additionally, thanks to our partnership with the Chester County Planning Commission, we developed an interactive map for our website that highlights opportunity sites, projects in process, and community assets.

Our general goal is for the City of Coatesville, its residents, and businesses, to enjoy a strengthened, vibrant economy.

2. Funding request

• Description of key initiatives

In order to achieve the goal of a strong, vibrant economy for the City of Coatesville, its administration, residents, businesses, and neighboring municipalities, the following action plan is being implemented:

Goal #1 – Create a vibrant commercial corridor

Objective #1: Identify small focus area to concentrate efforts and spur improvements outward.

Objective #2: Source creative funding options for building improvements

Objective #3: Retain and strengthen existing businesses

Objective #4: Attract an appropriate mix of retail/hospitality businesses

Objective #5: Ensure a welcoming downtown environment for patrons

Goal #2 – Inspire confidence and build a business-friendly atmosphere

Objective #1: Streamline business startup process

Objective #2: Encourage new development

Objective #3: Coordinate development strategies with neighboring municipalities

Objective #4: Proactively identify highest and best uses for vacant and underutilized properties

Goal #3 – Build strong, stable residential neighborhoods

Objective #1: Cultivate resident engagement and establish and support neighborhood associations

Objective #2: Ensure residents have access to needed services, programs, and job opportunities

Objective #3: Increase home ownership and access to financial education

Goal #4 – Improve the overall quality of life

Objective #1: Create a safe and secure City

Objective #2: Have safe, inviting, and active parks and public spaces

Objective #3: Contribute to City-wide programming and services

Goal #5 – Communicate the City's Positive Attributes & Competitive Advantages

Objective #1: Market to business, developers, investors

Objective #2: Promote results of Goal #2/Objective #4

Objective #3: Communicate pipeline projects

Objective #4: Market downtown Coatesville as a destination for living, working, and recreation

Objective #5: Host special events to draw patrons and engage residents

• **Specific needs & issues to be addressed**

- Resident engagement and civic leadership Home ownership
- Jobs and economic opportunity
- Financial literacy
- Transportation
- Retail and hospitality business retention and attraction
- Placemaking
- Quality of life
- Public safety

• **Why it is important to fund this now**

Without a consistent and concerted focus on revitalization, a vulnerable community like Coatesville can fall deeper into economic decline, causing further degradation of housing stock and other real property, deterioration of parks and public spaces, increases in criminal and vagrant activity, added financial burdens on the municipal budget, and a perpetuated social malaise among residents and other stakeholders.

With County growth projections, federal and state incentive programs, affordable real estate, and an administration committed to progress, Coatesville has garnered a great deal of attention and today is at a tipping point. Many vulnerable communities similar to Coatesville have undergone rapid, uncontrolled expansion and suffered unexpected consequences such as traffic congestion, parking shortages, artificially inflated real estate prices, and most importantly residential displacement.

The City of Coatesville is poised to experience significant change that could possibly negatively impact its vulnerable population. The 2nd Century Alliance is the organization working to ensure that everyone in Coatesville is prepared to reap the benefits of progress.

Our position in the community is a benefit for the following reasons:

- As an independent non-profit, we can maintain constant and consistent implementation of long-range revitalization strategies, independent of election cycles.
- As a federally designated charitable organization we can access grants and other funding opportunities.
- Our partnership with Chester County and relationships with local, state, and federal officials can bring new and previously untapped resources to the city.
- Our technical expertise supports and enhances the City's goals for growth and prosperity.
- Our experienced staff brings more than 25 years of tried and proven principles to our programming, ensuring smart development and highest and best use of limited real estate.
- Our expansive volunteer board leadership provides access to skills, talents, and resources.
- Our track record illustrates significant strides in organizational growth and community impact.

• **How impact & results will be demonstrated**

The economic and social health of Coatesville, Chester County's only city, is a reflection of, and on the County. Positive progress in revitalization initiatives will:

- A reduction in unemployment rates
- An increase in owner occupied residences
- A reduction in criminal activity
- A reduction in downtown retail vacancy rates
- An increase in park activities and community event attendance
- Major development projects, ie: train station, Flats, Gateway advancing with concrete milestones