

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

Contact Information

Organization Name: Angel's Retreat
Address: 361 Corinne Rd, West Chester, PA 19382
Phone: 302-598-9023
Website: www.angelsretreat.org
Year Incorporated: 2018
FEIN: 83-2810698

ED/CEO Name: Melissa Heisey
ED/CEO E-mail: melissa@angelsretreat.org
Board Chair Name: Emily Morgan
Board Chair Approval (check here): ☒
Primary Contact Name: Melissa Heisey
Primary Contact E-mail:
melissa@angelsretreat.org

Organization Information:

Field/s of Interest:

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

Mission: Angel's Retreat exists to help homeless dogs find homes and provide hospice care for senior and special needs dogs.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): Chester County as well as eastern PA, NJ, DE and NY

Describe Population Served & Annual Number of People Served: homeless dogs; approx. 250-300 dogs served annually

Annual Budget \$135,000

4% of budget for program expenses

8% of budget for administrative expenses

88% of budget for fundraising expenses

100 % total

0 # of Full-Time Equivalent Paid Staff

3 # of Board Volunteers

28 # of Active Non-Board Volunteers

5,700 # of Volunteer Hours

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: \$7,500

Proposal Summary:

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

History

Angel's Retreat was founded in 2018 by Melissa Heisey after she spent many years volunteering in shelters and seeing many dogs never make it out. The idea behind Angel's Retreat is to get dogs out of shelters and into a home environment where they are safe and secure. Angel's Retreat functions as a hybrid model between a shelter and a foster home. Our founder and her husband live with the animals and are on-site day and night.

Angel's Retreat started with a dog named Angel. Melissa adopted her from a local SPCA in 2004. Angel was suffering from extreme fear aggression, and this led to a world of training and rehab for them both. Angel will always be in our hearts. We hope that we can help many "Angels" find their perfect humans and many humans find that amazing love that only a dog can give.

Goals, Key Achievements

Angel's Retreat started with a simple goal, to provide special needs and hospice dogs an alternative to living their lives out in a shelter. In just four years, we increased adoptions 20% on average per year. Our goals still include caring for special needs and hospice dogs, which will always be at the core of our hearts. We have expanded our goal to pulling dogs out of kill shelters in the south, taking in puppy mill dogs and owner surrenders. Distinctiveness and growth is important to any organization, but smart growth is imperative to success. While we always want to save more lives, we want to make sure we are doing so in a manner that serves our mission and the wider dog population. In order to ensure this, our organization strives to ensure the following three groups always make up 10% of our population: seniors, hard to place breeds and special needs. Angel's Retreat strives to increase adoptions 10% every year. In 1Q22 we have increased adoption volume by 27% vs 1Q21.

2. Funding request

- **Description of key initiatives**
- **Specific needs & issues to be addressed**
- **Why it is important to fund this now**
- **How impact & results will be demonstrated**

Description of key initiatives

Our organization has identified five pillars of initiatives we wish to address in 2022 and continue to focus on in future years.

- 1) Dog Care and Enrichment, our core function, requires a process of kennel information cards and task lists to ensure each dog receives the care and attention it needs daily. There is an open communication board where volunteers can document concerns or questions regarding a given dog. A playgroup system has been established to provide exercise and socialization among the dogs.
- 2) Through technology enhancements, we have streamlined our productivity. We have been using ShelterLuv to manage our dog medical records and now also use ShelterPay for adoptions and donations. Having both applications allows for integration of information which creates data efficiencies. We also created a leadership team site for collaboration, document sharing, event tracking via calendars and reporting.
- 3) To scale our volunteer staff we implemented Volgistics for volunteer management. This includes hour tracking, event scheduling, volunteer sign-up and general communication. Training sessions are held regularly via Zoom for training new volunteers.
- 4) Facility maintenance is required regularly to keep up with the intake of dogs and ensure they are in a safe environment. This includes cleaning multiple times per day to ensure animal comfort and prevent the spread of disease. A 2022 goal is to improve the lighting, continue landscaping and drainage upkeep and build a relaxation space for the dogs and volunteers.

- 5) Enhancing service to our community is our fifth initiative. We have rebranded Angel's Retreat to not only be a place for homeless dogs but to also be a community resource. We have added activities for outreach, educating the public on preventative vet care as well as where to get low-cost care. On a case by case basis, Angel's Retreat will step in to provide medical care when it is cost prohibitive for owners. T

Specific needs & issues to be addressed

Animal welfare is currently experiencing a crisis in the number of animals coming into shelters. Pandemic dogs are being surrendered by owners who are going back to work in the office and/or resumed travel. Moreover, the Omicron surge has dramatically impacted public shelters as they experience staffing shortages that limit shelter hours, reductions of in-person volunteers, fewer adoption events and pet care support. A survey conducted by Best Friends Animal Society showed that:

- 88% of shelters were short on staffing
- 57% have cut hours or programs
- 41% are operating at 25% of normal staffing levels
- 62% are operating at more than 10% below normal staffing levels

We are very fortunate that in our situation, we have been able to weather the pandemic relatively unscathed. While we've had to operate with less volunteers and help, we've been able to persevere and our animals have not been impacted. The southern and high-risk shelters that we partner with have not been so lucky. It is estimated an additional 100,000 animals are at risk of being killed this year due to these circumstances.

Why it is important to fund this now

In addition to the increased intake at shelters, there is also high inflation and high gas prices. While this in itself will drive more animals into the shelter system, it also makes it more difficult for rescues like ours to be able to transport animals from the south to PA. Under normal circumstances, rescue organizations hire private companies to drive animals north. These private transports have become cost prohibitive in the current environment. In 1Q21 we moved 50 dogs out of high-kill shelters; in 1Q22, we were able to move 18. This is unacceptable as our adoptions were actually up 27% YoY. We need to be doing more to help our partners in need.

To address the transport issue, we have started to run our own transports vs hiring private companies. We have a volunteer who is willing to do the driving. Our cost is gas and the rental van. In April alone, we pulled 24 dogs from high-risk shelters. Some car rental agencies are experiencing vehicle shortages due to supply chain issues. Rental vans are especially hard to come by and we have spent many nights scrambling due to last minute agency cancellations. To eliminate the dependency on a 3rd party, we would like to purchase our own van. For \$15,000, Tabernacle Motors in New Jersey is willing to sell us a van which would be climate controlled and hold around 15-20 dogs. Angel's Retreat is able to fund \$5,000, a Pedigree grant can cover an additional \$5,000 and we are asking the Chester County Foundation to help cover the remaining \$5,000 to complete the purchase.

How impact & results will be demonstrated

The proprietary van would allow us to transport ~25+ animals a month from high-kill situations. It will also be used to transport dogs to vet appointments and local adoption events. Moreover, we pull many pregnant moms from shelters and the van would be used to pull this special population, allowing the puppies to be born at Angel's Retreat.

Our goal for 2022 is to increase the number of lives saved by 10% over 2021. A proprietary van would offset on the cost of rental fees and private transport and allow us to pull animals with more medical needs.

In summary, we are seeking \$7,500 from this grant. The \$5,000 to cover the purchase of a new van and the \$2,500 to cover portions of our 5 initiatives, especially facility maintenance improvements. We hope that you will consider our request and will appreciate any funding you can provide. We are grateful for the opportunity to partner with you to further serve the Chester County community and bring recognition to animal welfare. Thank you for your time and consideration.

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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*Connecting people who care with causes that matter,
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