

**MARJORIE L. AND ARTHUR P. MILLER FUND  
REQUEST FOR PROPOSALS  
FUND FOR OPEN SPACE AND THE ENVIRONMENT**

Across Chester County, local citizen groups are emerging as stewards of their local land resources while other organizations with an environmental focus are forming as issue groups, non-profit agencies, and municipal land trusts. Other non-profits serve as stewards for important parcels of land being used in creative ways for education and demonstration purposes. Each community has valuable resources that are worthy of being preserved—streams, wetlands, green space, areas important to wildlife, scenic vistas, and areas of historic or community significance.

The Chester County Community Foundation is now accepting applications for the Marjorie L. and Arthur P. Miller Fund. ***One challenge grant of up to \$2,500*** is available each year to support a non-profit organization which provides creative solutions to open space preservation and the wise use of environmental resources. The challenge portion of this grant can be met through such diverse means as new forms of in-kind donations and volunteer support and/or new grant dollars. The Miller grant can be used for the following:

- **The creation of a park, trail, or recreation area**
- **A public or school-based environmental education effort**
- **Research and publication about an important environmental issue**
- **Environmental enhancement and preservation of a significant site**
- **Volunteer and leadership development**
- **A demonstration project with wide-use application**

Successful projects will be those that:

- **Involve collaboration with environmental agencies & organizations**
- **Demonstrate high impact relative to the dollars expended**
- **Are of a lasting nature.**

Programs with a significant educational component are encouraged.

Proposals will be accepted until September 15. Upon review of the initial proposals, a site visit may be conducted of the finalists. The grant will be awarded in November.

Please use the attached Grant Proposal Format to apply for the grant. Please explain how you will meet the challenge component in your grant proposal narrative. Grant applications should be submitted no later than 5:00 P.M., **September 15** to: [grants@chescofc.org](mailto:grants@chescofc.org). **Subject: Marjorie L. and Arthur P. Miller Fund Grant Application**

For more information, please contact Stephenie Stevens, Grants and Outreach Manager at the Chester County Community Foundation at 610-696-0501 or [steph@chescofc.org](mailto:steph@chescofc.org) Thank you!



REQUEST FOR PROPOSALS

Date: 08/02/2022

Contact Information:

Organization Name:

French & Pickering Creeks Conservation Trust

Address: 511 Kimberton Road, Phoenixville, PA 19460

Contact E-mail: bgladden@frenchandpickering.org

Phone: 610-933-7577, ext. 116

Web Address: www.frenchandpickering.org

Contact Name: Bill Gladden

Contact Title: Executive Director

Year Incorporated: 1967

Have you previously received the Miller Grant Award: Yes X\_ No \_

(1) Year: 2014 Amt Rec'd: \$2,500

(2) Year: 2015 Amt. Rec'd \$2,500

Organizational Information: Geographic Area Served: The geographic impact of French & Pickering Creeks Conservation Trust is vast. By protecting high-value watersheds including the Great Marsh, French Creek, Pickering Creek and the Schuylkill River, the direct impact of our work reaches from the Schuylkill Highlands to as far south as Wilmington, Delaware.

Annual # of Clients & Description of Population Served: Over 15 million people, almost 5% of America's population will benefit from our work. While all people residing in northern Chester County are the organization's direct target population, many more enjoy the benefits of land preservation, stewardship and programming. Chester County is a recreational, historic and cultural destination for people residing in neighboring counties and the natural resources transcend political boundaries. French & Pickering continues to remain locally focused while reaching out to a broader base within a neighbor based local approach.

Mission Statement: To preserve, steward and connect people to the land in northern Chester County.

Organization Description: French & Pickering is a community-based nonprofit conservation organization. Founded by Sam and Eleanor Morris in 1967, the organization has: ensured the permanent protection of more than 13,350 acres of farms, forests, fields, parks and preserves; created greenways and trails along the French & Pickering Creeks; maintains a trail network on land it owns and manages; and continues to monitor and defend all protected land.

Table with 2 columns: Budget/Percentage and Staff/Volunteers. Rows include Annual Budget (\$991,887), % of budget for program (87%), administrative (10%), fundraising (3%) expenses, and # of Full-Time Equivalent Paid Staff (6), Board Volunteers (18), Active Non-Board Volunteers (42), and Volunteer Hours (400).

Top 3-5 funding sources: William Penn Foundation, Berry Foundation, Blue Sky Family Foundation

Proposal Information: Grant Amount Requested: \$2,500

Description of Grant Purpose: Develop a detailed, public-facing GIS-based tool to reframe open-space preservation as a regional climate resilience imperative.

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REQUEST FOR PROPOSALS  
GRANT PROPOSAL NARRATIVE**

**Please provide the following information clearly and concisely.**

**Proposals of 1 or 2 pages are strongly encouraged.**

- 1. Organization's history, goals, key achievements and distinctiveness**
- 2. Funding request:**
  - A. Specific Chester County needs and issues addressed**
  - B. Organizational impact (for general operating proposals) or project impact (for project proposals)**
  - C. Overall strategies to implement the organization's mission (or project)**
  - D. Why it is important to fund this now**
  - E. How do you intend to meet the challenge component of this grant?**
- 3. Timetable, with anticipated outcomes and their relevance to the nonprofit's mission**
- 4. How impact and results will be demonstrated**

**ATTACHMENTS**

*Please attach the following 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. Itemized organizational operating budget with actual results for prior fiscal year and current fiscal year to date
5. Itemized project budget (if applying for project-specific grant)

Note: The Philanthropy Network Common Grant Application may be submitted with CCCF Summary Sheet.

Please visit our website at [www.chescocf.org](http://www.chescocf.org) to obtain an electronic version of this application. E-mail applications are strongly encouraged.

*Please send completed applications to:*

**[grants@chescocf.org](mailto:grants@chescocf.org)**

**(610) 696-8045**

**THANK YOU!**

## **History**

French & Pickering Creeks Conservation Trust was founded in 1967 by Sam and Eleanor Morris. The organization is recognized as a land conservation leader and has protected over 13,350 acres of farms, fields, forests and park lands.

## **Goals**

Land Preservation and Stewardship, Community Engagement, Public Access, Sustainability, Physical and Mental Health through Nature, Water Quality Improvements, Air Quality Improvements, Wildlife Habitat.

## **Key Achievements**

Founded in 1967, French & Pickering has ensured the permanent protection of more than 13,350 acres of agricultural, natural, and park lands through donated and purchased conservation easements and public/private partnerships including additions to the State Game Lands, Warwick County Park, Brightside Farm Park (Charlestown Township) and French Creek State Park; created greenways and secured more than 10 miles of trail right of ways along the French and Pickering Creeks; continued to monitor and advocate for sound stewardship practices on all lands protected by French & Pickering conservation easements; received accreditation through the Land Trust Alliance, a designation awarded only to land trusts meeting the highest national standards for excellence and conservation permanence; expanded and enhanced public access to preserved land through the opening of two Preserves in northern Chester County. French & Pickering continually provides free, monthly in-person and online educational opportunities which highlight locally- relevant environmental topics.

## **Distinctiveness**

French & Pickering is the only community-based land trust working *exclusively* in northern Chester County and serves the community by preserving and restoring land, providing public access, creating awareness and appreciation of nature, and fostering a greater sense of community.

## **2. Funding request**

### **Specific Needs and Issues to be Addressed**

This project intends to expand the constituency for local open space efforts by illustrating the impacts of inaction: increased flooding, damage to downstream infrastructure, degradation of drinking water sources, and associated social costs that extend well downstream. Broadening the scope of this discussion can tap new areas of support (political and financial) for cost effective watershed protection efforts. In addition, a clearer understanding of such impacts will be incorporated in French & Pickering's, and the Hopewell Big Woods', Land Preservation Plans, which are currently undergoing extensive updates which will include emphasis on addressing and mitigating expected regional climate impacts.

### **Organizational Impact**

Developing a detailed public-facing GIS-based tool to reframe open-space preservation as a regional climate resilience imperative will incorporate the latest, most granular land-use data projections available and localized downscaled rainfall projections developed in cooperation with Chester County and local utility partners to model and visualize the expected downstream impacts of more total and more intense precipitation on communities within and downstream of the watersheds of northern Chester County, PA, including Environmental Justice communities along the Schuylkill River. This tool will inform our land preservation focus, and be an element of a larger strategic communications effort aimed at landowners and municipal officials to draw clearer connections between upstream land-use and downstream flooding (and its disproportionate social and financial impacts). Willing landowners and municipal open space funding are key to local land preservation efforts for smaller conservancies, and recent local experiences with flooding from Ida provide a timely warning that open space preservation is about much more than preserving the view.

### **Overall Strategies to implement the Organization's Project**

The core product will be a lay-person friendly ESRI story map with accompanying narrative

communication materials, to be featured in an integrated communications strategy using the French & Pickering’s website, social media, and in local stakeholder demonstrations, explaining the connection of upstream open space preservation to downstream climate resilience (flood protection, infrastructure resilience, and environmental justice). The interactive tool will be crafted to help demonstrate the impacts of various land use scenarios on a diverse range of downstream communities. Outputs from the effort will also be used to inform (as appendices) land preservation planning updates currently under development by French & Pickering on its own behalf and for the Hopewell Big Woods Partnership.

In addition to the internal audience of French & Pickering and partner organization staff and board members, external audiences include:

1. Key landowners within our focus area who might be “made willing” by our ability to communicate a broader array of potential benefits
2. Municipal officials and board members in regional municipalities who influence open space funding and prioritization locally
3. Civic groups, public and foundation funders of open space preservation, watershed protection, climate resilience, and environmental justice initiatives in the region
4. General audiences in the larger regional media market who can benefit from a better understanding of upstream/downstream interactions and the region’s shared climate future.

### **Why it is Important to Fund this Now**

The impacts of climate change are increasingly evident in the Northeast, well in line with the predictions of global climate models. In the northern piedmont, these impacts include more, and more intense, precipitation. The resultant impacts in hydrologic regimes negatively impact both water quality and quantity, are amplified by land use changes associated with development, and are disproportionately felt by downstream environmental justice communities. The synergy between these factors is not perfectly understood, but current stormwater management codes and infrastructure standards are not in line with long-term predictions. Open space preservation is a proven cost-effective means of mitigating these impacts, with multiple attendant co-benefits. Preservation of open space is heavily dependent on willing landowners and the willingness of local municipalities (and their voters) to fund these efforts. The narrative around such efforts has historically relied heavily on the preservation of bucolic agricultural and forested viewsheds and “rural character”- worthy but essentially qualitative goals. While ecosystem services arguments have made their way into the discussion, they are often complex, qualitative and appeal to a limited audience.

### **How French & Pickering will Meet the Challenge Component**

The grant funds would be matched by a grant that has been awarded by the Land Trust Alliance and the Open Space Institute for this project.

### **3. Timetable, with anticipated outcomes and their relevance to the mission**

Assumed 12-month timeline:

Month One & Two: Subcontracting, scheduling, and final scoping; Data collection, formatting, and evaluation; Interaction with partner data-providers regarding updates and limitations to data (ongoing throughout project); Month Three: Data evaluation, formatting; Ongoing clarification of data gaps; Outreach to potential sources-Initial model development; Month Four: Model development; Initial vetting of narrative and visual approaches; Month Five: Refinement of likely model outcomes; Development of Story Map formatting; Initial outreach to key stakeholder partners; Month Six & Seven: Model and Narrative development; Interaction with key stakeholders re: messaging; Month Eight: Initial Draft Outputs; Detailed interaction with reviewers; Development of larger outreach strategy; Month Nine & Ten: Multiple interactions of model, narrative, graphic presentation in conjunction with reviewers; Month Eleven: Pre-final product development; Finalize outreach strategy; Month Twelve: Final updates; Story map refinements; Launch

#### **4. How Impact and Results will be Demonstrated**

We will synthesize current/projected land use and hydrologic datasets to develop a public-friendly narrative to illustrate regional impacts from the interaction of various climate change and development scenarios. This will also inform land preservation and conservation planning by the Trust and the Hopewell Big Woods Partnership. Outputs will bridge a gap between tools such as the excellent Model-my-Watershed which has some upscaling limitations, and the various regional and national tools which rely on inference from larger-scale models and thus are not reliably predictive of local impacts.

Data sources including 1) current and predicted land use data from Chester County Planning Commission 2) USGS flow data from existing gauges or reference watersheds as necessary 3) comparable data from private utilities' SWP programs 4) downscaled rainfall and flow projections under development by the County Water Resources Agency, 5) EPA Environmental Justice mapping, and 5) FEMA floodplain data will be used to develop a range of expected future peak-flows and potential impacts based on a range of climate and development scenarios. The approach will be replicable and scalable for use in other sub watersheds with access to similar data quality.

Using these methods will focus on 1) understanding and quantifying the potential hydrologic impacts of future development with various levels of open space preservation 2) estimating the additive effects of climate change on precipitation using existing downscaled climate projections and 3) translating these effects to increases in downstream peak flow. This may allow the development of empirical relationships between levels of impervious cover and peak flows that include the effects of development, stormwater management, and climate change. Results and visual and narrative approaches will be shared with upstream and downstream agency, civic, and public partners to hone the product for maximum credibility and engagement.