

CHESTER COUNTY COMMUNITY FOUNDATION

GRANT PROPOSAL SUMMARY SHEET

Date August 19, 2022

Contact Information

Organization Name: Phoenixville Women's Outreach
Address: PO Box 244/201 Starr St Phoenixville PA 19460
Phone: (484) 302-8151
Website: <https://phxvillewomensoutreach.org/>
Year Incorporated: 2014
FEIN: 47-227-0202

ED/CEO Name: Andrea Blue
ED/CEO E-mail: andrea@phxhouse.org
Board Chair Name: Mike Bryson
Board Chair Approval (check here):
Primary Contact Name: Andrea Blue
Primary Contact Email: andrea@phxhouse.org

Organization Information:

Field/s of Interest:

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

Mission:

Phoenixville Women's Outreach empowers women to self-sufficiency, stability, and independence by providing a comprehensive transitional housing program, affordable housing, supportive services, advocacy and education.

Geographic Area Served We serve all of Chester County.

Describe Population Served & Annual Number of People Served:

We serve single women who are experiencing homelessness. Our clientele do not have dependents. On average, we house and support 18-20 women a year in our 6-bed home. Our second site has 5 beds.

Annual Budget \$ 202,085 2 # of Full-Time Equivalent Paid Staff
86 % of budget for program expenses 12 # of Board Volunteers
4 % of budget for administrative expenses 32 # of Active Non-Board Volunteers
10 % of budget for fundraising expenses
100 % total

Top 3-5 funding sources:

Our top funding sources our individual donors and foundation grants. In 2021, we received just over \$63,000 from individuals and \$150,000 in grants. Our top Foundation funding in the last year:

Phoenixville Community Health Foundation; \$15k general operations , \$50K mortgage ; **W.W. Smith Charitable Trust** \$25,300; **Connelly Foundation** \$15,000; **100 Women of Phoenixville** \$17,000

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:

Phoenixville Women's Outreach is asking for support for our next round of Strategic Planning. We have recently transitioned from our volunteer run organization to a full-time staff. We feel strong and accomplished with our 2 current programs. Our Board of Directors and staff are excited to plan and write our Strategic Plan for the next 2-3 years. We would like to hire a consultant team to help facilitate the process that we will begin in January of 2023.

II. CHESTER COUNTY COMMUNITY FOUNDATION

GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

In 2014, after decades of serving meals to those in need, our founders Cheryl and Barry Messere came upon women living out in tents by the river near their home in the winter's cold. The town had a men's shelter and a family shelter as well as an emergency winter shelter; but nothing for women without children. The Messere's began to spread this news to other inspired volunteers who rallied support of agencies, churches, and organizations. They committed to establishing a transitional housing program for single women. "The House" welcomed its first participants in January 2015. Purposely near the bus route, and in walking distance to many community resources, The House is a shared living experience which houses 6 women at a time. Unlike other shelters which require women to vacate after 8 weeks, our regulations allow stays for 9 -12 months as long as participants are employed, following house rules and saving money. Time at The House includes personal goal setting and small group workshops on life and social skills. We have a unique mandatory savings program that helps create a nest egg for our clients. A commitment to save 60% of their income is made by our participants. Motivation comes from a matching program.

After 3 years of offering health and healing, it became clear that affordable housing in the area was extremely limited. After working towards self-sufficiency, our participants were having a hard time finding a feasible 'next step.' Phoenixville Women's Outreach created a second program at a new site. Our 'Next Step House' is a shared living arrangement for women offering independence with affordable rents. With a partnership with the Housing Authority of Chester County, subsidies are available to eligible residents. The Next Step House proves to be a safe, comfortable home in the same community where women from our transitional home have established jobs, health networks, spiritual communities and social bonds.

We achieved a great deal in our short history. Acquiring a second property and opening our Next Step House was a tremendous achievement for our organization. With the new site, we are able to double the number of women that we can help at a time. In 7 years, we have helped 85 women through our program. Clients leave The House with a job, savings, renewed hope, increased self-esteem, and pride. Throughout the time of Covid-19, we stayed open and continued serving women in need.

In January of 2021, we welcomed our first, full-time paid Executive Director. With this hire and restructuring, we find ourselves moving from the infancy of our organization to adolescence. In hiring a new ED, we commit as an organization to professionalize and to strengthen our infrastructure, stabilize our fiscal management and funds, and ensure that the staff and volunteers have the support needed to do their jobs effectively.

In January of 2022, we expanded our Housing Director position to full-time. We also specifically filled this position with a Social Worker. Our services have become more comprehensive and client-centered.

In January of 2023, we will plan and write a new Strategic Plan for the next 2 -3 years. We are anxious to use this time to reflect on our strengths and limitation, survey the community about our impact, assess the current needs and commit to growth.

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**

- *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.*

Phoenixville Women's Outreach (PWO) is requesting this funding to facilitate the creation of a Strategic Plan for the years 2023-2025. The organization is now realizing the achievement of its Strategic Plan goals for the years 2020-2022, which included the leadership transition from a volunteer executive director (ED)/founder to a full-time, salaried ED, as well as the part-time Housing Director transitioning to full time. In our 8th year of service (2022), we have been operating for the first time with a two-person, full-time staff. With these changes, PWO is moving past its startup phase into a stabilized and successful organization that is looking forward to future growth.

The board of directors has met with consultants to discuss processes for developing an ambitious new plan spanning the next several years, which will be written by winter 2022. The board has chosen to collaborate with the local, women-run, strategic planning and fund development firm of Sylvia & Carter & Associates to create its 2023-2025 Strategic Plan. These consultants would help in developing a project plan, gathering community feedback and ideas, and ultimately creating the Strategic Plan. The fee for these services is \$7,000. PWO is asking for \$5,000 from CCCF to aid in hiring this firm.

Once we have secured the firm of Sylvia & Carter & Associates, we will move forward in developing our 2023-2025 Strategic Plan. The ultimate goal of this plan is to broaden the organization's ability to serve more women in need and assist them with attaining physical, mental, and financial health. We will assess our current programs and look for opportunities to change and/or expand. We will also seek to address further needs in the community.

In order to create the most effective Strategic Plan, the consultants will facilitate:

1. Interviews and focus groups designed to elicit feedback on a wide range of issues, including
 - PWO's role in the community
 - Community perception of PWO
 - PWO's current programs
 - Suggestions for future programs and initiatives
2. A comprehensive report from the information gathered from the interviews (above) for use during the strategic planning process
3. The finalized 2023-2025 Strategic Plan, as developed through:
 - Meetings with the board, staff, and other key individuals to review the mission, discuss the vision and values, and do an analysis of strengths, weaknesses, opportunities, and threats
 - Formation of 4-5 subcommittees to develop specific sections of the strategic plan, such as Finance and Administration, Programs, Fundraising and Outreach, etc.
 - Subcommittee meetings to develop goals and action steps
 - Completion and distribution of the draft Strategic Plan to be reviewed, edited, and finalized by the full Steering Committee and consultants
4. A detailed, tactical plan of how each goal is to be accomplished; each step to include person/group responsible, start and completion dates, and budget required, if any
5. An Excel version of the tactical plan for easy viewing and sorting of the plan by person/group responsible, start date, etc. and to easily assign tasks and monitor progress
6. An Executive Summary of the plan for use with funders and promotional activities

PWO has chosen to partner with Sylvia & Carter & Associates due to their vast wealth of experience and expertise in facilitating the growth of nonprofit organizations, many of which are in Chester County. In fact, CCCF is on the firm's list of strategic planning clients, and this testimonial to the founders' expertise was provided by CCCF President/CEO Karen A. Simmons:

"Connie Carter and Corrine Sylvia are a great team. With decades of nonprofit planning, board development, and resource development experience between them, they are a treasure-trove of time-tested ideas and tactics. Their personal styles mesh well as a team. Connie is a surprise to many people—with a low key, unassuming manner, Connie lays out the facts and can make some stunning recommendations for organizational change in ways that are accepted by key staff, board, volunteers, and constituents. Corrine's unbounded creativity prompts groups to think differently about issues they face, leading to paradigm shifting, and strategic problem-solving. Whether alone or together...Sylvia & Carter's passion for the power of the nonprofit sector + decades of experience + personal style = significant organizational development."

PWO is confident that this firm can help us realize our goals for 2023-2025 and beyond. Once we have our new Strat Plan in place, our Executive Director, President of the Board and the Chair of our Strategic Committee will work together to keep the team on track and accountable with regular check-ins at our monthly board meetings.

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.

- Use this form @ www.chescof.org to apply online for grants from all Community Foundation Funds.
- **Email proposals to grants@chescof.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) 696-8211 grants@chescof.org with questions.

