

GRANT PROPOSAL GUIDELINES

- The Chester County Community Foundation **connects people who care with the causes that matter**, so their philanthropy makes a difference **now & forever**.
- We are a **collection of Field of Interest & Donor Advised Funds** with **\$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**.
- ◇ Nonprofits **budgets** must be **\$500,000 or less**.
- ◇ 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 9/13/2022

Contact Information

Organization Name: Good Samaritan Services
 Address: P.O. Box 551, Phoenixville, PA 19460
 Phone: 888-477-0025
 Website: <https://www.goodsamservices.org/>
 Year Incorporated:
 FEIN: 23-311817

ED/CEO Name: Nate Hoffer
 ED/CEO E-mail: nateh@goodsamservices.org
 Board Chair Name: John Torres
 Board Chair Approval (check here):
 Primary Contact Name: Kathryn Maleney
 Contact E-mail: Kathryn.maleney@gmail.com

Organization Information:

Field/s of Interest:

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

Mission: Good Samaritan Services gives immediate help to people who are experiencing homelessness, and helps those at risk of becoming homeless, by restoring their lives to stability. We engage the community to support these efforts.

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

All of Chester Counties. Our Emergency Shelters are located in Kennett Square & Phoenixville

Describe Population Served & Annual Number of People Served: Good Samaritan Services works to address the full spectrum of housing needs in our community. We serve approximately 400 men, women and children every year, offering Emergency Shelter, Winter Emergency Shelter, Residential Housing, and Housing Support Services to individuals and families across Chester and Lancaster Counties. We also offer many financial stability & personal development resources that holistically and effectively address the needs of our participants.

In Phoenixville we have six houses which serve as emergency shelter and transitional housing to men who are recovering from an episode of homelessness. In spring, 2021, in response to needs revealed during the pandemic we have expanded our Emergency Shelter, doubling the number of men we serve on any given night to 14, or approximately 84 men in a year. In June we adopted another emergency shelter in Kennett Square (formerly His Mission) which will serve an additional 8 men on any given day.

Annual Budget \$ <u>\$2,182,826.00</u>	<u>18</u> # of Full-Time Equivalent Paid Staff
<u>82</u> % of budget for program expenses	<u>14</u> # of Board Volunteers
<u>7</u> % of budget for administrative expenses	<u>580</u> # of Active Non-Board Volunteers
<u>11</u> % of budget for fundraising expenses	<u>+/- 6,500 hrs</u> # of Volunteer Hours

100 % total

Top 3-5 funding sources:

Chester County Dept of Community Development: \$60,000
 Clark Associates: \$30,000
 S. Dale High Family Foundation: \$30,000
 W.W. Smith Fdn: \$30,000
 Phoenixville Community Health Fdn \$20,000

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: \$5000

Proposal Summary: We are requesting Capacity Building grant to support Fundraising, Development & Marketing for soon to open emergency homeless shelter for men in Kennett Square. With the marketing assistance we receive through use of this grant we anticipate that by December 31, 2024, GSS will have received support from at least 200 additional individual donors supporting the Kennett Square Emergency Shelter. This will be the result of direct mail solicitations, social media and fundraising events that come about as a result of this grant.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

Organization History & Goals: Good Samaritan Services (GSS) began as project of a small church congregation in Phoenixville in the mid 1990's. Working with a coalition of churches, a board was formed, and in 2001 the organization received its status as a 501c3. At that time, and still today, Good Samaritan is the only shelter for men in northern Chester County. From the first, our focus has been consistent: we give food and shelter, and we help to repair lives and to reweave healthy connections to family and community.

Key achievements: Our first emergency shelter was a two-bedroom row house. Thirty years later and we have expanded and offer housing services across the spectrum including emergency shelters, transitional housing programs, and long-term affordable housing for men, women, and families in Chester and Lancaster Counties, as we strive to address the real and growing housing crisis in the communities we serve.

In the last year we provided: Emergency Shelter & Transitional Housing for 115 men in Phoenixville and 65 women and children in Ephrata, and (just launched this spring) an emergency shelter for 6 men in Ephrata. Long Term Affordable Group Housing (two houses in Phoenixville for 16 individuals, in Coatesville for one family and in Ephrata for) Winter Overnight Shelter for all in Ephrata (1174 nights of shelter & 3,400 meals to 74 unique individuals in 2021-22); Housing Support Services to individuals and families struggling with housing instability or recovering from an episode of homelessness. We have leasehold arrangements with four churches in Chester & Lancaster counties for 16 families in our Housing Support Services. Housing Support has doubled the number of people we serve, providing rental support, life-skills training, and case management for 332 people each year.

Most important in relation to this request, we are delighted to announce that this year we are launching an emergency housing program for men in Kennett Square. In late 2021, GSS was invited to take over operations of an existing emergency shelter program in Kennett Square. The program, "His Mission," ran for 30 years as an emergency shelter for men and a meal service provider (soup kitchen/dining room) run by volunteers. The volunteers who have served in this program for the last 35 years reached the end of their energy with this, and so approached GSS to add their shelter to our residential services.

We are now working to reconfigure the program to align with our other Emergency Shelter programs. Initially, we are in the midst of repairs and renovation to bring the building up to an acceptable living standard. We expect that at the outset the shelter will serve approximately 5 men per night, and that once we finish work on the two floors and basement, we will house 15 people in total.

Distinctiveness: The biggest difference between our program and others is that we work across the full spectrum of housing needs in the communities we serve. With those in our emergency housing we work in partnership with the county to help each resident create an individually tailored success plan which addresses the underlying causes of their crisis of homelessness. And beyond a roof overhead, our shelters offer a wide variety of assistance. As of the start of this fiscal year, GSS employs a Licensed Clinical Social Worker who provides in-house mental health counselling and referrals for mental health to our residents. We offer financial stability services through financial literacy classes, credit repair and microloans, and a matched savings program. We work with nine partner agencies to refer individuals for domestic violence, addiction, and health services. Most crucially we have strong community links in the locations where we work. As a result, our clients are able to build their social safety net through the connections they make to other residents, our housing managers and staff, and mentors and volunteers from the wider community.

Someone coming into our program can move sequentially through our programs. And even those who come to Emergency Housing and receive rapid rehousing with the County's Partnership to End Homelessness are still able to continue to work with their Good Sam resource coordinator and the same mentor even as they move on to permanent housing. This ensures they can maintain a strong and healthy connection to the larger Good Sam community.

Currently our communities are struggling to recover from the pandemic and its economic consequences in Kennett Square as much as elsewhere across the county.

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.*

Description of key initiatives

We are delighted to have taken on the operation of the former His Mission and provide emergency shelter for men experiencing a crisis of homelessness in Southern Chester County.

We have applied for funding to support our programs in the initial years of operation – however to ensure that the program can be sustainable, we need to develop a strong and supportive relationship with the community in Kennett Square. We know that there are many who will support our mission through volunteering, donating, and providing vital mentoring and community support for our residents. But in order to connect with them, they need to know who we are, and that we have arrived!

This proposal would support a strategic PR and social media campaign designed to connect GSS and the Birch Street Shelter to the Sothern Chester County and Kennett Square communities.

The key initiatives would be to hire a local freelance designer or small marketing firm to design materials and create and implement a strategy to announce our grand opening and invite the community to connect with us.

Specific needs & issues to be addressed

Designing this type of campaign must be done with a level of sensitivity to ensure that we connect in an appropriate way to the residents of southern Chester County, an area we are just connecting to, and communicate to them the needs and reality of people experiencing a crisis of homelessness in their community. We also want to honor the legacy of His Mission while pointing the way to a more updated model of service to those who are homeless. Based on our experience in Phoenixville and Ephrata, we intend to convey a sense of hope, but also urgency which compels the reader to action. We want to work in tandem with a local company that will have pre-existing connections and understanding of the best ways to generate interest and connect the community.

Why it is important to fund this now

We anticipate that renovations and repairs at the Birch Street Shelter will be completed in the late autumn. This means we will open just as the cold of winter makes it most crucial to address the need of those who are homeless. We expect to hit the ground running at full capacity and continue that way for the foreseeable future. It is imperative that we begin laying the groundwork of becoming self-sustaining as soon as possible, as the need and demand for our services is likely to increase in the coming years. We must connect with a large pool of potential donors who will support the shelter through individual donation or attending fundraising events.

Building up a large enough pool of donors takes time, and so it is essential that we begin immediately. A thoughtful strategic marketing plan will establish a recognizable brand for the organization and encourage ongoing interest in and support for our work from the community. Choosing a marketing partner that is familiar with the best means to reach the local community, and with already established links to a number of local businesses will be a great starting place for this campaign.

In late February or early March, when this fund is distributed, we will have 6 months of operation numbers in Kennett Square. These numbers and success stories from Kennett Square, will form the backbone of this PR campaign.

How impact & results will be demonstrated

The impact of this work will ultimately be seen in GSS's ability to maintain the shelter in Kennett Square for the long term. The impact will be demonstrated in the 48+ men who will receive life changing support through GSS's emergency housing services each year, and permanent housing through the Chester County's Partnership to end Homelessness.

In the shorter term, we intend to measure the impact through indicators such as: increase in follows on social media from individuals and organizations in the Kennett Square region, increase in 'likes' on social media, and increase in subscriptions to our newsletter.

The impact of the campaign will be felt in our first fundraising campaign in summer 2023 through the total amount we are able to raise through direct donations, as well as through attendees to our initial fundraising events.

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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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