

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 9/15/2022

Contact Information

Organization Name: YOUNGMOMS

ED/CEO Name: Mary Hewes

Address: P.O. Box 376, Kennett Square, PA 19348

ED/CEO E-mail: Mary.Hewes@youngmomscommunity.com

Phone: 855-964-666

Board Chair Name: **Casey Irwin, PhD, President**

Website: www.youngmomscommunity.com

Year Incorporated: 2015

FEIN: 47-531983

Primary Contact E-mail: abourogiannis@comcast.net

Board Chair Approval (check here): ☒

Primary Contact Name: Angela Bourogiannis

Organization Information:

Field/s of Interest:

☐ Arts, Culture & Humanities

☐ Environment/Animal Welfare

☒ Education

☒ Health

☒ Human Services

☐ Religion

Mission:

The mission of YoungMoms is to inspire and equip young moms to build thriving futures for themselves and their families.

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

YoungMoms serves young mothers that reside in Chester County (Kennett Square, Avongrove and Oxford Area School district).

Describe Population Served & Annual Number of People Served:

YoungMoms serves pregnant and parenting young women who enter the program between the ages of 13 and 21 years old and reside in Southern Chester County, PA. Participants are a diverse group (currently 94% Latina) who face huge challenges, including: poverty, incomplete education, unemployment, housing instability, domestic violence, lack of health care, and depression. Teen moms are in the unique position of continuing to develop as adolescents while being responsible for the development of their young child(ren). These young mothers also face isolation from peers and from the community at large. Often these moms are immigrants and come with very limited, if any, family support.

In 2023, YoungMoms anticipates serving 70 young moms and 88 children.

Annual Budget \$ \$400,075

80 % of budget for program expenses

10 % of budget for administrative expenses

10 % of budget for fundraising expenses

3 # of Full-Time Equivalent Paid Staff

7 # of Board Volunteers

82 # of Active Non-Board Volunteers

800 # of Volunteer Hours

Top 3-5 funding sources:

Nelson Foundation - \$50,000 over 3 years

United Way - \$39,800

Marshall Reynolds Foundation - \$20,000

Connelly Foundation - \$20,000

Vanguard Foundation - \$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: \$ __5,000_____

Proposal Summary:

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

Nonprofit's history, goals, key achievements & distinctiveness: YoungMoms is a comprehensive support program that provides the academic, employment, relational, and parenting support pregnant and parenting young women need to improve their lives and those of their children. YoungMoms started in 2010 as a program of The Garage Community and Youth Center, and now operates as a 501(c)3 non-profit organization. Over the last 12 years, YoungMoms has helped over 200 teen moms stay in high school, pursue college education, gain parenting skills, and connect with resources. YoungMoms provides the academic, employment, relational, and parenting support pregnant and parenting young women need to improve their lives and those of their children. Our individualized approach allows us to identify and address the individual needs and unique combination of challenges faced by each participant. Our comprehensive program empowers participants to take control of their lives and equips them with new skills to face circumstances and overcome obstacles. Our goal is that each participant will: 1) Achieve academic and employment goals: We provide support to our young moms to complete high school, attain their GED, or enter training, certification, and degree programs. We assist them in developing resume-writing, job search and interviewing skills. We network with area businesses to learn about job opportunities and connect clients to jobs within the community. 2) Gain life and parenting skills: Staff and volunteers provide ongoing life skills instruction in areas such as: healthy relationships, budgeting/financial management, and child development. We teach our young moms effective communication, conflict resolution, decision-making and time management skills. 3) Grow in self-esteem and feel part of a community of support: One of the primary challenges facing young moms is isolation from the community. We hold monthly dinners and workshops where moms have an opportunity to develop relationships with peers in similar life circumstances and with positive adult role models.

In 2021, we served 69 young moms, all of whom identified academic, employment, relational and parenting goals and created a plan to achieve them. 100% of unemployed or underemployed clients were trained in resume writing, interviewing and job search skills, and 90% of participants were employed and/or enrolled in a school/training program. 100% of young moms were provided with parenting materials and support and connected to other resources in our community to achieve parenting goals. Several of our young moms needed support in learning English. YoungMoms offered 12 weeks of ESL classes in partnership with the Chester County OIC. In addition to the direct services provided to the young moms, our programming had a rippling effect on 78 children, providing them with connection to community resources and services, and an improved quality of life as their mothers increased employability, gained education, enhanced life skills, and developed confidence as women. 97% of participants reported that they are better parents because of the support provided by YoungMoms. YoungMoms ensures that the myriad socioeconomic, educational, psychosocial, medical, and environmental challenges each young mom faces are addressed both uniquely and as a whole. Other organizations work with clients on one or two specific areas (such as housing or food insecurity), whereas we focus on the many dimensions of well-being each client needs to create a stable future for herself and her children. There is no other similarly individualized and comprehensive support program in our area that provides our organization's combination of case management support, life skills instruction, one-to-one mentoring, and community building activities.

Funding request: Description of key initiatives: Young women are referred to the program by the Chester County Health Nurses, school counselors and nurses, other community partners, and by the current YoungMoms participants. The following activities, timeline is ongoing, help us serve our target population and fulfill our mission.

Case Management Services: When young women first enter our program, a comprehensive assessment is completed by YoungMoms staff. After immediate needs are addressed, we work with each young mom to develop short and long-term academic, employment, parenting, and relational goals, and to create a plan to achieve them. We connect them with area resources, provide educational/vocational assistance, and help them develop their parenting skills. **Mentoring:** When possible, participants are matched with a trained adult female mentor who provides the support and encouragement necessary to enable the young mom to accomplish both short- and long-term goals. Mentors build a relationship of trust and support through weekly contact and regular outings and activities. Mentors provide encouragement and life skills instruction to their mentee, as well as practical help with transportation, tutoring and childcare. **Monthly Club Dinners/Life Skills Workshops:** Participants receive enrichment education in multiple life areas and can build relationships with peers in similar life situations and with positive adult role models. Clubs are held monthly in both Kennett Square and Oxford. Recent Club/workshop topics have included: CPR training, healthy eating, immigration laws, sexual health & reproduction, parental & child attachment, safe sleep practices, and

emotional health. Supplemental workshops and trainings, such as ESL classes and driver's permit preparation, are offered as needed.

Specific needs & issues to be addressed: The demographics of our young moms has changed in the past few years. Historically, our clients were primarily from North America (Mexico and the US). While these clients faced challenges, our newer clients are in greater need and require more attention and more connections to resources. Our organization has served a rapidly increasing number of clients (73%) who have emigrated from Central America, often from countries with extreme political and economic instability. We are currently serving 30 clients from Central America. Typically, these young women are tremendously high-risk and high need. A large majority of our clients come from backgrounds of trauma and poverty, who often do not speak Spanish or English proficiently (those from Guatemala (61% of our total clients), for example, speak one of 26 native dialects and have limited Spanish-speaking abilities), and some have never completed their elementary education or are pregnant as a result of sexual assault. Often these young women come with very limited, if any, local family support. As a result, our case managers must work much more intensively and require larger financial investment to overcome these challenges and connect these young women to the resources they need to achieve life stability for themselves and their children as they establish roots in our community. YoungMoms provides young women the opportunity to reach their goals as both young parents and young women, believing every woman deserves the chance to achieve their dreams. Funds from this grant would allow us to pay for the additional case management we need to provide our comprehensive financial, educational, and parental support for an increasing client caseload and to meet the extensive needs of our changing client demographics.

Why it is important to fund this now: An investment in a Strategic Plan, which will provide a framework for programming and organizational growth is critical for YoungMoms' continued growth and sustainability. We are seeking to develop a new Plan to further strengthen programming and organizational structure. YoungMoms' client base has grown tremendously over the past several years. This has generated an increased need for additional staff, volunteers, resources, and revenue to effectively accomplish the organization's mission. With such growth, it is imperative that YoungMoms has in place a clear plan to perform its services with excellence, raise sufficient funds, train volunteers, and develop a framework by which key programmatic and administrative decisions are made in total alignment with the mission. Without a formal Strategic Plan, it is more challenging for the Board of Directors and staff to make sound decisions for the future.

How impact & results will be demonstrated: A Strategic Plan will enable YoungMoms to continue to articulate a strategy to best serve constituents and continue a sustainable trajectory of expansion. Local schools, governments, citizens, and organizations rely on YoungMoms to guide its pregnant and parenting teens to financial independence, healthy family lives, and vibrant participation in the community. With close to 70 young mothers, and their 70+ children accessing services each year, YoungMoms recognizes that a Strategic Plan is imperative for continued growth and success. As YoungMoms participants are empowered to set and achieve their goals they can alleviate reliance on public assistance and welfare programs, enabling them to contribute more positively to the workforce and our community. In addition to the impact the program is making on the young moms, it has rippling effects on our client's children who gain an improved quality of life as their mothers increase employability, gain education, enhance life skills, receive mental health services, and develop confidence as women and mothers.

How will this capacity building initiative impact your nonprofit? A Strategic Plan will identify strengths and weaknesses in the organization's existing programs and provide strategies to improve services and program outcomes as well as identify and assess YoungMoms' capacity for new programs. A strategic plan will help to streamline processes such as the recruitment and enrollment of volunteers (mentors & tutors). Additionally, this project will outline a plan for YoungMoms to ensure its financial sustainability and increase its capacity to ensure all young mothers in Southern Chester County have access to the resources needed to reach their academic, vocational, relational, and parenting potential.

We anticipate that the Strategic Plan would result in:

- Defining goals that are realistic, achievable, and appropriate for the organization
- Developing a broad understanding of the organization's unique culture
- Building effective relationships among the board, other volunteers, and staff
- Increasing the capacity of the organization's volunteers and staff to implement plans effectively

Completing and implementing a Strategic Plan will allow us to communicate our mission/outcomes more effectively to the community, enhance existing/develop new funding relationships, and ultimately better serve our clients.

How will this impact be measured? We continually evaluate the effectiveness of our programs by monitoring and analyzing attendance at events, activities, quarterly and yearly client progress updates toward goal achievement, academic and vocational attainment, yearly client surveys and pre/post program surveys. We utilize a data management system (Apricot) to track client,

volunteer, donor, and foundation activity. This information allows us to communicate our outcomes more effectively to the community and to enhance existing and develop new funding relationships to ultimately serve our clients better 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: YoungMoms will select and hire a consultant once funding for the project is secured. We anticipate that total cost of the project to be \$20,000. The consultant will work closely with the Executive Director, Mary Hewes and Board President, Casey Irwin, to facilitate the process and engage constituents. Specific steps in the strategic planning process will be developed per the Consultant's recommendations, but at a minimum YoungMoms expects the planning to include an initial SWOT analysis with key constituents (staff, volunteers, Board, clients, community members, collaborators), an environmental scan, and a thorough review of internal structures, processes, reports, financial systems, and materials.

Description of expected activities:

- Select a Strategic Planning consultant.
- Hold initial planning meeting to develop a project plan and timeline. This will include a review of project goals, discussion of key strategic issues, and organization of the discovery phase tasks.
- Develop a list of key constituents to be contacted and determine best way to approach each (individual interviews, online surveys, focus groups). Develop a list of survey and/or interview questions.
- Conduct discovery phase tasks, to include individual interviews with representative donors, volunteers, and community partners; a strategic planning survey of Board members, staff, volunteers, donors, and community partners; and focus groups of current and past YoungMoms participants. Conduct an environmental scan of community needs and trends in the non-profit industry. Conduct a thorough review of internal structures, processes, reports, financial systems, and materials. Prepare a report summarizing results of the discovery phase tasks.
- Evaluate and discuss information gathered through interviews, focus groups, surveys, and the environmental scan.
- Complete an analysis of strengths, weaknesses, opportunities, and threats (SWOT). Discuss and determine vision, mission, and values.
- Prepare draft of the Strategic Plan using information gathered from discovery phase and meetings with Board of Directors and staff. The Strategic Plan would include an overview of guiding principles, programmatic goals and objectives with performance measures, resource needs to execute the proposed programs (funding, staffing, marketing, Board governance, facilities, organizational structure), and an implementation guide for the three-to-five-year timetable.
- Review and discuss the draft of the Strategic Plan. Make modifications as necessary.
- Implement the Strategic Plan. The Plan will serve as a guide for leadership decision-making and action as well as fundraising, budgeting, and program planning.
- Meet quarterly to guide implementation of plan in year one and to monitor key performance indicators.