

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.

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

- 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: September 15, 2022

Contact Information

Organization Name: Kennett Area Park Authority and Friends of Anson B. Nixon Park
Address: PO Box 1121, Kennett Square, PA 19348
Phone: (610) 444-1416

Office Manager: Sheila Tekavec
ED/CEO Name: n/a
ED/CEO E-mail: n/a
Board Chair Name: Richard Lyon - KAPA
John Gaadt - Friends
Board Chair Approval (check here):
Primary Contact Name: Sheila Tekavec
Primary Contact E-mail: AnsonBNixonPark@gmail.com

Website: AnsonBNixonPark.org

Year Incorporated: 1988 and 2020

FEIN: KAPA – 23-2548063 /Friends - 84-4382641

Organization Information:

Field/s of Interest:

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

Mission:

The Kennett Area Park Authority (KAPA) is guided by the following principles:

- Preservation of an open, natural, and largely passive environment that lends itself to both tranquil and rigorous pursuits, with free access to the general public;
- Promotion of recreational interaction among the community's diverse ethnic, social, age, and economic groups by providing a safe outdoor venue that offers facilities compatible with a multitude of social, cultural, spiritual, and sporting endeavors;
- Collaboration with other established community educational, cultural, civic, and recreational organizations and institutions to further the principles of this mission statement;
- Establishment of an endowment that will ensure the financial stability of the park for generations to come.

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

Anson B. Nixon Park serves the Borough of Kennett Square, Kennett Township, the surrounding municipalities in southern Chester County, western Delaware County, and northern New Castle County, DE.

Describe Population Served & Annual Number of People Served:

The Park is open daily to residents and visitors of the area. It is difficult to be specific about exact numbers because guests of the park enter through several areas by car and on foot each day. It is estimated that approximately 170,000 people visit the park each year.

Annual Budget \$286,300.00 _____	_____ 2__ # of Full-Time Equivalent Paid Staff
____ 70__ % of budget for program expenses	_____ 15__ # of Board Volunteers
____ 27__ % of budget for administrative expenses	____ 175__ # of Active Non-Board Volunteers
____ 3__ % of budget for fundraising expenses	____ 2700__ # of Volunteer Hours
<i>100 % total</i>	

Top 3-5 funding sources:

Major Funding is provided by Quarterly Contributions from the Borough of Kennett Square and Kennett Township. Individual Donations are now a significant portion of the operating income. Cell Tower Rental Income is also substantial. Other sources of income include athletic field usage fees, pavilion and stage reservation income, and community garden plot rental.

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: \$ 6,000.00 _____

Proposal Summary:

KAPA and Friends are requesting a grant in the amount of \$6,000.00 (six thousand dollars) to cover the costs of a dedicated mobile phone, iPads, laptop, and printer/scanner in addition to fundraising software. These technology upgrades are necessary to create a more efficient work flow between the remote office, daily park operations, future interns, at special events in the park, and for a future capital campaign.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

KAPA was incorporated as a tax exempt municipal authority by the Commonwealth of Pennsylvania in December 1988 under the Municipal Authorities Act of 1945. KAPA's sole purpose is to own and maintain the 106-acre Anson B. Nixon Park, located in both the Borough of Kennett Square and Kennett Township. This is unique in Pennsylvania, and KAPA is *not* under the jurisdiction and per capita tax-based funding of the state, county, or any municipality. Currently, there are 11 volunteer board members, appointed by their respective municipalities to serve as stewards of the park. In 2020, Friends of Anson B. Nixon Park, Inc. (Friends) was formed as a 501(c)(3) with a sub-category of 509(a)(3) to support the mission and strategic goals of KAPA, particularly fundraising. There are 8 Friends board members, which include an executive committee populated by KAPA board members. The board is responsible for day-to-day operations as well as long-term goals in the park.

The Park consists of rich natural habitats, including a beech grove containing a specimen estimated to be over 250 years old. Adjacent to the beech grove is a natural area abounding with native trees, shrubs, and wildflowers, including specimens of umbrella magnolia, a rare plant for this area. Outstanding features include two ponds and the Red Clay Creek with its tributaries. There is also the site of the Chambers Family Homestead (Bloomfield, circa 1794 - early 1900s), where many native species of trees were planted, and a now-overgrown meadow is established. Work has begun in the Ash Grove where more than 200 trees that fell victim to the Emerald Ash Boring Beetle were removed. Reforestation efforts are ongoing with tree planting events scheduled this fall and next spring.

Of historical significance are the remnants of the Borough's Water Works facility, dating back to the early 1900s and once provided the water supply to the Borough and greater Kennett Area. As part of KAPA's strategic plans, these buildings will be refurbished and repurposed to create office space, indoor-outdoor community space, include additional year-round restroom facilities, and more.

Anson B. Nixon Park is open to the public from sunrise to sunset, every day of the year. The park features two ponds, 4,400 linear feet of the restored Red Clay Creek and tributaries, an old-growth beech grove, native shrubs, and wildflowers. Visitors to the Park enjoy 2.5 miles of walking trails, 6 picnic pavilions, an 18-hole disc golf course, pickle-ball, tennis, volleyball, basketball, athletic fields, a dog park, fishing, an event stage, 2 playgrounds, and affordable access to the Community Gardens. The Park is also home to popular annual events like the Trout Rodeo, FREE Summer Concert Series, numerous sponsored 5K/Fun Run/Walks, the Kennett Library's Juneteenth event, nature camp, photography club, chess club, and more.

Since the Park opened in 1993, visitation has grown to over 170,000 annual guests from diverse cultural backgrounds representing the Borough of Kennett Square, neighboring townships, and visitors from the greater Brandywine Valley who enjoy the Park's facilities and events.

After the initial state and county funding to develop the park between 1988 and 1993, KAPA successfully raised the funds to build the entertainment pavilion, athletic fields, and consult for preparation of a master plan. KAPA is continually making improvements to the park with environmental stewardship and KAPA's mission to provide active and passive recreation in mind – *for the benefit of all*. Recent additions and upgrades include a safer vehicle entrance, dog park and a paved pedestrian entrance from the Borough. Last fall, KAPA completed work on Phase 2 of the stream restoration project which helps both the Borough and Township meet state and federal MS4 stormwater management guidelines. Work was completed last summer and fall to revitalize the Oreste "Tino" Leto athletic playing fields, and the Real Futbol Club of West Chester, which serves underprivileged youth, is currently using the fields for practice and games. The Park is maintained by a new, full-time Director of Facilities, a part-time Groundskeeper, and a part-time/seasonal Mechanic. The full time Office Manager is responsible for all administrative support including bookkeeping, board communications, marketing, social media, website maintenance, grant proposals, facility reservations management, grant funds management, and other special projects as determined by the board. KAPA works with valued community partners, like the Longwood Rotary Club, Casa Guanajuato, Kennett Collaborative, the Kennett Library, Square Roots Collective, and others to coordinate volunteer events and provide free programs to local residents and park visitors.

2. Funding request

• Description of key initiatives

A laptop and iPad will support more efficient daily operations, and monthly KAPA and Friends board meetings - which are held at various locations, including the park, in Kennett Square. An iPad would be used by board members and staff during events for day-of, walk-up ticket sales - and to easily check-in attendees who purchased advance online tickets to fundraisers like the Annual Trout Rodeo and Rock the Park. KAPA is speaking with representatives at Kennett High School about cooperative education programs in the park, and there is strong potential for a marketing / advertising student intern to assist with social media and the website each semester. Mobile devices would facilitate this working relationship, as well. The fundraising software is essential to Friends and KAPA's upcoming initiatives.

• Specific needs & issues to be addressed

There is no physical office in the park, and the Verizon phone number and voicemail system is remote. Use of Office Manager's personal mobile phone for full time KAPA communication is obviously less than ideal. The new Director of Facilities has no way to scan and email receipts, invoices, packing slips, or time sheets in the park. Currently, retrieving these requires special trips to the park, wasting limited resources of time and increasing mileage/fuel costs. The current situation also results in a disconnect between park operations and administration. Additionally, KAPA and Friends are considering fundraising database software, which will be integral to the planned capital campaign and establishment of an endowment fund.

• Why it is important to fund this now

KAPA will be embarking upon a public capital campaign and moving forward with plans to refurbish and repurpose the historic Water Works buildings on park property. It is essential to have technology in order and basic office equipment in place to improve the daily operations and office work flow as the organization continues to grow and achieve goals that are part of the strategic plan. This is especially important between now and the time when there is a physical office in the park as KAPA adapts to the community's increasing use of park facilities - requiring full-time staff and additional maintenance and facility upgrades.

- **How impact & results will be demonstrated**

- *For capacity building grant proposals:*

- *How will this capacity building initiative impact your nonprofit?*

Making basic office equipment available in the remote KAPA office and for use by the Director of Facilities in the park will streamline work flow and job duties with greater efficiency, reducing stress, mileage reimbursements, and facilitating easier check-in at events in the park. Personal devices will no longer be needed for Facebook Live Streaming during the events, or for a/v presentations at public meetings.

- *How will this impact be measured?*

-

KAPA and Friends will be tracking interaction on social media and the website, as well as the number of new followers and donations from links provided there. A new Friends board member is a global executive for Facebook, and she will be guiding the KAPA and Friends organizations on this front. The KAPA Office Manager will be tracking office work flow including time and mileage in the future compared to the status quo.

- *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.*

KAPA will purchase an Apple Watch (\$800) for the Director of Facilities, 2 iPads w/folio keyboards for the Director of Facilities and an intern - and to be used at special events in the park (approximately \$1300 each), a laptop computer for functional mobility at KAPA and friends meetings (\$1100), a new printer / scanner for the remote office - the old printer and scanner will be used by the Director of Facilities in the park (\$300), in addition to fundraising software (\$1200).

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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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