

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

Contact Information

Organization Name:

American Red Cross of Southeastern PA

Address:

601 Westtown Road, Suite 385
West Chester, PA 19382

Phone: 610-750-8206

Website:

www.redcross.org/sepa

Year Incorporated: 1916

FEIN:

53-0196605

Date: 11/10/22

ED/CEO Name: Jennifer Graham

ED/CEO E-mail:

Jennifer.Graham@redcross.org

Board Chair Name: Brian Toll

Board Chair Approval (check here): X

Primary Contact Name: Laura Hill

Primary Contact E-mail:

Laura.Hill@redcross.org

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission:

The mission of the American Red Cross is to prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

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

The American Red Cross of Southeastern PA's Delaware Valley Chapter serves Chester, Delaware, and Montgomery counties.

Describe Population Served & Annual Number of People Served

The American Red Cross of Southeastern PA's Delaware Valley Chapter serves about 2 million people in Chester, Delaware, and Montgomery counties. In Fiscal Year 2022 (July 1, 2021 through June 30, 2022), we provided care, comfort, and financial support to over 2,000 people after local disasters, taught over 2,000 families about disaster preparedness, trained over 26,500 people in lifesaving skills like CPR & First Aid, and delivered over 1,000 services for military members, veterans, and their families.

Annual Budget \$4,840,116

90 % of budget for program expenses

5 % of budget for administrative expenses

5 % of budget for fundraising expenses

100 % total

1 # of Full-Time Equivalent Paid Staff

9 # of Board Volunteers

46,855.75 # of Active Non-Board Volunteers

927 # of Volunteer Hours

Top 3-5 funding sources:

Wawa, Inc.

CIGNA Foundation

GoPuff (GoBrands)

Karen B. Yoh Foundation
TE Connectivity

Is this grant proposal for: Capacity Building ___ or General Operating X?

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:

The proposed funds will support the Home Fire Campaign at the Red Cross of Southeastern Pennsylvania's Delaware Valley Chapter. The Red Cross Home Fire Campaign seeks to decrease injuries and loss of life from home fires as well as to connect families who experience home fires with the tools and resources they need to recover. We provide lifesaving fire prevention and preparedness information and tools before a fire, and relief and recovery services following a fire. Because home fires do not affect everyone equally, we focus outreach efforts to vulnerable populations. Generous support from the Chester County Community Foundation will ensure we can continue providing this lifesaving work in the community to those who need it most.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

For 140 years, the Red Cross has prevented and alleviated human suffering in the face of emergencies. The depth and breadth of services the Red Cross provides to help families and communities respond to and recover from home fires is unmatched. No other organization helps home fire survivors or makes homes safer from home fires like the Red Cross.

Since its inception in September 2014, the American Red Cross Home Fire Campaign has made a significant difference in home fire prevention, relief, and recovery nationally. In the Southeastern Pennsylvania Region, the Home Fire Campaign has resulted in the installation of over 18,000 smoke alarms, more than 22,000 individuals served, and nearly 8,000 households made safer. Over 10,000 youth students have received training in first aid and fire safety. Most critically, nationally the Campaign has directly contributed to saving 1,414 lives in 450 households, including the lives of 453 youth.

Last fiscal year, the Red Cross of Southeastern PA provided home fire relief and recovery assistance to over 1,515 people in the Delaware Valley. While no one is immune to home fires, some residents are more vulnerable. Of those we served, 306 were children and 232 were adults over age 65. Combined annual losses from home fires exceed those of major disasters like hurricanes, floods and tornadoes.

2. Funding request

Description of key initiatives

The Red Cross Home Fire Campaign seeks to decrease injuries and loss of life from home fires as well as to connect families who experience home fires with the tools and resources they need to recover. We achieve this goal through grassroots neighbor-to-neighbor engagement combined with comprehensive marketing and public relations outreach. We focus our outreach on populations that are more vulnerable to home fires, including the elderly, low-income individuals, and certain racial groups. We provide lifesaving fire prevention and preparedness information and tools before a fire, and relief and recovery services following a fire.

The Red Cross also helps meet emergency basic needs, financial assistance and referrals to help families who experience home fires. When a fire occurs, our trained Disaster Action Team responders, many of them volunteers, immediately contact families. They assess each household's needs and provide a prepaid debit card to help families pay for food, clothing, emergency shelter and other essentials. We leave these cards at hotel front desks or other mutually agreed upon locations. The cards are not activated until we've confirmed receipt.

While working diligently to meet survivors' immediate needs, the Red Cross also assesses whether they require ongoing recovery assistance. Through recovery planning, we help survivors complete insurance paperwork, secure legal guidance and replace official documents that were lost in the fire. When survivors need services beyond the scope of what we provide, we connect them with other organizations that can meet their needs.

Specific needs & issues to be addressed

While most people are familiar with the Red Cross' responses to hurricanes, tornadoes and other large-scale disasters, home fires are actually the nation's most common disaster. Every day, home fires strike without warning. An unattended stove or a short in electrical wiring causes a fire — and suddenly a family is standing on the curb, watching everything they own burn. Few people know they have as little as two minutes to get out of a burning home before it's too late, and sadly, every two and a half hours, someone dies from a home fire. The need is great; nearly three of five home fire deaths occur in homes without working smoke alarms.

A 2019 national Red Cross survey found 1 in 10 families did not purchase smoke alarms due to the cost. While nearly all people surveyed (98%) said they believe smoke alarms can save lives, nearly half have disconnected an alarm or taken the batteries out when it went off. Both of these behaviors put families at risk.

Why it is important to fund this now

Each year, the Red Cross responds to over 60,000 disasters, the vast majority of which are home fires. Home fires leave families without their homes and belongings, and far too often, cause injuries and take lives. While we cannot prevent every home fire, we can stand alongside survivors to provide the critical assistance they need in the days and weeks after a home fire. From July 2021-June 2022 the Red Cross of Southeastern PA's Delaware Valley Chapter provided care, comfort, and financial support to over 2,000 people after local disasters, most of which were home fires. We also installed over 900 free smoke alarms, made over 570 homes safer, and taught over 2,000 children and their families about disaster preparedness.

How impact & results will be demonstrated

Home Fire Campaign outcomes are measured against local, regional and national goals. Goals and outcomes are reviewed quarterly and annually to determine areas needing improvement and successes. We also provide each household with an anonymous client feedback survey. Based on their responses, we determine whether our services are effective and relevant to our clients. If these numbers are below anticipated levels, we evaluate our need for process improvements or additional volunteer training to improve service quality.

The Red Cross regularly communicates these results through official reporting requested by a funding partner. Results are also shared with staff, volunteers and the advisory board to ensure we are providing relevant and needed services within the community. We will report on the following metrics:

- Documented lives saved
- Households made safer
- Smoke alarms installed
- People served through home visits
- Youth reached through campaign programs
- Coalition partners engaged
- Batteries replaced
- Home Fire Escape Plans Made

Based on the prior three years in Southeastern Pennsylvania, we expect to accomplish the following outcomes through the Home Fire Campaign during FY22:

- Respond to 650 home fires
- Make 950 homes safer
- Install 2,350 smoke alarms
- Train 1,755 students through our Youth Preparedness Education programming
- Achieve a disaster client satisfaction rate of at least 75% based on self-reported client surveys

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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