

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 12/15/2022

Contact Information

Organization Name: **Women's Resource Center**
Address: **113 W. Wayne Avenue, Wayne, PA 19087**
Phone: **610-687-6415**
Website: **womensresourcecenter.net**
Year Incorporated: 1975
FEIN: **23-1997488**

ED/CEO Name: **Cheryl Brubaker**
ED/CEO E-mail: **cbrubaker@womensrc.org**
Board Chair Name: **Tameka Morris**
Board Chair Approval (check here):
Primary Contact Name: **Dr. Mojdeh Keykhah**
Primary Contact E-mail: **mojdeh@womensrc.org**

Organization Information:

Field/s of Interest:

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

Mission: The Women's Resource Center helps women and girls in southeastern Pennsylvania successfully navigate life's transitions and inspire others to do the same. By providing resources, tools, and support for today, we create hope for tomorrow.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):
Counties of Chester, Delaware, Montgomery, Bucks, and Philadelphia

Describe Population Served & Annual Number of People Served: Low income women and girls, 1,000 people served annually.

Annual Budget \$ <u>590,265</u>	<u>6.43</u> # of Full-Time Equivalent Paid Staff
<u>81</u> % of budget for program expenses	<u>13</u> # of Board Volunteers
<u>7</u> % of budget for administrative expenses	<u>67</u> # of Active Non-Board Volunteers
<u>12</u> % of budget for fundraising expenses	<u>3,560</u> # of Volunteer Hours
<u>100</u> % total	

Top 3-5 funding sources: 1. PA Department of Human Services; \$50,000; one-time; 2. Wyss Foundation; \$45,000; one-time; 3. BLBB Charitable; \$35,000; multi-year (i.e. \$35,000 the first year, \$25,000 the second year, and \$15,000 the third and final year); 4. Charles M. and Joan R. Taylor Foundation, Inc.; \$25,000; one-time; 5. The Philadelphia Foundation; \$20,000; one-time

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

Grant Amount Requested from the Community Foundation: \$ 10,000

Proposal Summary: WRC seeks general operating costs to advance our mission by expanding the innovative programs described in detail in the grant narrative below, directing the funds towards the most pressing needs of our community. We would expend these funds within the fiscal year.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

History: The Women's Resource Center (WRC) began in 1975 when five women placed an ad in The Suburban and Wayne Times calling for a meeting on women's issues. Forty-five women attended the initial meeting, indicating a strong demand for an organization that was dedicated to addressing the needs of women. Since that time, WRC has worked to help women utilize the educational, employment and financial opportunities made available to them through Title IX and similar legislation to create better lives for themselves and their children.

Goals: WRC envisions a world where women, girls, and their families have the resources and support needed to flourish through all stages of their lives. In pursuit of this vision, WRC has established 3 strategic goals: 1. Expand our intensive, consistent support to address the needs compounded by the pandemic and ongoing systemic inequities, 2. Increase sustainable funding and resources to support continuation and expansion of services, 3. Ensure that WRC's services and engagement opportunities are accessible, culturally relevant, and welcoming of all women and girls throughout the Philadelphia region.

Recent key achievements: In FY22 WRC provided the highest number of Counseling sessions in our 47-year history in addition to continuing virtual minimal-cost Legal Consultation and Helpline support; launched the pilot Financial Stability program, along with volunteer financial and career coaching, to support long-term financial stability for women; restored our Girls Lead program to pre-pandemic participation levels; and implemented a shared commitment to equity and inclusion for all women and girls.

Distinctiveness: WRC's programs, both long-standing and new, are unique in their focus on the needs of women and girls. For example, our new Financial Stability program is the only financial wellness program in the area we are aware of that is focused on women, despite the gender wage gap and disproportionate impacts of the COVID-19 pandemic, employment, educational, and other disparities on women and girls. And WRC is one of the few organizations in the greater Philadelphia area to offer low-cost Family Law consultations on divorce, custody and support - key legal issues for many of our clients.

2. Funding request

• Description of key initiatives

WRC's Information and Referral Helpline is the heart of WRC, a gateway to resources in the community as well as the rest of WRC's programs and services. Since the onset of COVID-19, volunteers, our Helpline Coordinator, and other WRC staff have answered the helpline safely from home using remote technology. The top five reasons for calling are family law assistance, abuse services, counseling & mental health support, affordable housing, and basic needs. If we were to charge for our Helpline, at \$50 a call, the Information and Referral Services over the past year for Chester County callers would be valued at \$7,762.

WRC's Counseling program seeks to instill long-term resiliency and coping skills so that clients can successfully navigate life's challenging transitions now and into the future. Our Clinical Director oversees two counselors and four counseling interns. Since the onset of COVID-19, the Counseling team has

continued to offer individual and group therapy safely with a virtual portal. Counseling has grown 14% in sessions in FY22 over the prior year, and over 560% in sessions over the past six years. The total market value of Counseling services for Chester County clients last year (assuming a market rate of \$125 per hour) provided to our clients at little to no cost, is approximately \$38,000.

WRC's Financial Stability program is our newest program, responding to the community's evolving needs. Research done by WRC concluded that four factors were key in influencing financial stability for women: agency & resilience, education, income and assets. These four areas are supported by Resource Coordination, Financial Coaching, Career Coaching, Counseling, and an 18-month PHEBE cohort. PHEBE stands for Persistence, Hope and Endurance in overcoming Barriers to Equity. The PHEBE cohort's aim is to bring greater awareness and understanding of agency and resilience in the face of structural barriers. The total market value of our Financial Stability services this past year (assuming a market rate of \$125/session) was more than \$10,000 for Chester County. Our clients received these services at little to no cost to them.

WRC's Family Law program includes our low-cost Family Law guide, Legal Consultations, and Attorney Affiliate program. Legal consultations comprise a private 30-minute consultation with a Family Law Attorney to discuss issues involving divorce, custody, child support or other family law matters, conducted by phone during the pandemic. WRC affiliate attorneys provide an initial, one-hour consultation and a discounted hourly rate for WRC referrals. The market value of our Family Law consultations and referrals for Chester County clients, assuming a lawyer's fee of \$350 per hour, climbed to approximately \$17,000 last year. Our program is offered at very low cost and during the pandemic, accessible virtually.

WRC's Girls Lead program is a school-based program now in its third decade, aimed at helping middle and high school girls with untapped leadership potential. The participants are nominated by their guidance counselors and principals and develop evidence-based life skills that bolster them and help them become strong leaders in their school, community and beyond. The curriculum has evolved over the years to represent the current reality for adolescent girls, implementing DEI elements, social media challenges, and mental health components in response to the pandemic. Girls Lead is offered at no cost to schools and program participants. The market rate of Girls Lead training is \$1,500/participant, bringing the valuation of the program in Chester County schools to \$53,000.

WRC's diversity, equity, and inclusion initiative is led by Board member Bridgett Battles, chair of our DEI Taskforce made up of Board members, staff, and volunteers. Strengthening board diversity has been a key priority for our Governance Committee. Our board recruitment process includes spending time on a board committee in order to learn about the organization prior to coming on to the board.

- **Specific needs & issues to be addressed**

Expected and unexpected transitions in life can disrupt one's financial stability and overall well-being. Women and girls, especially Black, Indigenous, and Women of Color, are particularly vulnerable to this disruption due to the wealth and wage gaps, as well as differences in societal expectations for unpaid caregiving roles and career paths that limit opportunities for well-paying, stable employment.

The impact on the individual lives of the women reaching out to WRC for help is evident as our Helpline callers struggle with poverty, homelessness and housing insecurity, child custody and caregiving challenges, food insecurity, unemployment, and immigration challenges. Governmental resources are insufficient for the needs, at best, based on an individualistic (and irrelevant) model of the "deserving poor." Most significantly, nearly 90% of the women we serve struggle with fall-out from physical,

psychological and financial abuse, both personal and systemic. The resulting trauma shows up in PTSD, depression and anxiety, in addition to lack of self-worth, agency and resilience.

WRC's mission is to assist women and girls in successfully navigating difficult life transitions, providing tools, resources, and support in addition to hope. Our service model is based on addressing the needs our Helpline callers present to us, recognizing that their individual circumstances have been greatly impacted by the systemic barriers surrounding them. Our goal is to increase agency and resiliency, in addition to support for overcoming barriers, so that they might have the opportunity to survive, and in turn "inspire others to do the same," the second part of our mission statement. From personal advocacy comes personal empowerment which can then lead to social advocacy. It is our clients and former clients who will lead WRC's vision of creating a world "where every woman and girl has the resources and support to thrive."

- **Why it is important to fund this now**

The pandemic has caused an increase in the severity of needs that our clients are facing. Currently 93% of our Helpline callers have low to extremely low income as defined by the US Office of Housing & Urban Development. COVID-19, from both the extreme of the pandemic to its lingering effects, has exacerbated challenges for women, girls, and their families. All of our programs have pivoted to respond to the heightened need and complexity of client issues. We need your support in this moment to sustain our expanded services as our clients continue to struggle with the ongoing economic effects of the pandemic.

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

Mission effectiveness is evaluated according to WRC's Theory of Social Change as well as the logic model for each program or service area. Outcomes and feedback from clients are collected upon completion of services for most programs, with the exception of counseling services, which collects such feedback after every 8 sessions. Financial Stability Services collects pre and post data to determine if the services are supporting the intended outcomes. While most outcomes are collected via Survey Monkey and email to protect confidentiality, longer engagement programs have started to collect outcomes from clients directly in session to increase available data. For this reason, client satisfaction data was separated into another anonymous survey. All outcomes are self-reported.

WRC also makes use of anecdotes and qualitative responses to further understand the client's perception of impact of the services. Data is regularly entered and stored in a case management database that maintains industry privacy standards. Outcomes data is compiled and analyzed annually for each service area. A report is prepared based on the data with anecdotal input from staff, sharing program highlights, outcomes, and other observations. The respective program lead participates in a debrief of the report with the Board's Program Committee, examining mission alignment and effective utilization of funds. The resulting recommendations for programmatic improvements and/or adaptations are shared with the board along with a summary of the report. The staff lead for that service area is responsible for shepherding the process of implementing the recommendations. An annual client satisfaction survey is distributed to all clients from the fiscal year to assess service quality and the belonging measures noted above. These results are reviewed by the staff and Program Committee, with a summary report with recommendations presented to the board. The results are used to assess staff & volunteer competency and implement additional trainings as needed, identify needs of clients and gaps in services to guide future program development. The results are also compared against census data of our constituency to identify segments of the population WRC is not reaching and determine ways to engage or introduce services to these populations.

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.*