

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

Contact Information

Organization Name: Coatesville Youth Initiative
Address: 545 E. Lincoln Hwy, Coatesville, PA 19320

Phone: 610-380-0200

Website: www.coatesvilleyouthinitiative.org

Year Incorporated: 2008

FEIN: 46-3277499

ED/CEO Name: Jarvis Berry

ED/CEO E-mail

jarvis@coatesvilleyouthinitiative.org

Board Chair Name: Jennifer McNeil

Board Chair Approval (check here):

Primary Contact Name: Sue Moore

Primary Contact E-mail:

sue@coatesvilleyouthinitiative.org

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission: The mission of the Coatesville Youth Initiative is to contribute to a vibrant future for Coatesville by engaging youth in experiences that support their success in school and in life, and by uniting a wide range of partners to make the community better for everyone.

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

The greater Coatesville area including the 8 municipalities and the City of Coatesville.

Describe Population Served & Annual Number of People Served: We primarily serve an underserved, impoverished minority population experiencing generational poverty and high unemployment rates. In 2022 we served 3391 and reached 271674 through social media, billboards, bus stops, mailings, and yard signs.

Annual Budget \$ 1,008,998 # of Full-Time Equivalent Paid Staff 7

65.2 % of budget for program expenses 10 # of Board Volunteers

19.6 % of budget for administrative expenses 25 # of Active Non-Board Volunteers

15.1 % of budget for fundraising expenses 49 # of Volunteer Hours

100 % total

Top 3-5 funding sources: Claneil Foundation, Marshall-Reynolds Foundation, Connelly Foundation, PECO

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: \$ 10,000.00



2023 GENERAL OPERATING GRANT PROPOSAL FOR THE CHESTER COUNTY COMMUNITY FOUNDATION FROM THE COATESVILLE YOUTH INITIATIVE (CYI)

Brief Organizational History. Vision and Key Achievement

CYI is an integral part of Coatesville and its surrounding areas and has been since 2009. We offer life-changing programs to the 8,730+ youth and their families who call Coatesville home. We are committed to youth-led, transformational community change. Our vision is to:

- Elevate the overall health of Coatesville area youth by addressing the social issues and barriers that prevent them from growing into productive, contributing adults.
- Offer cutting edge programs and build a network of quality, year-round, out-of-school programs, and activities to facilitate and develop positive qualities equipping them for success.
- Create a strong collaborative network of community leaders committed to working together for the greater good and to increase community interest and involvement in CYI and the local community.

We equip/empower youth and their families to be confident contributing community members and to overcome the obstacles they face due to societal inequities by providing opportunities to participate in programs offering the training and resources they need to be successful in school, in life, and in their communities.

Statement of Need/Why Now?

CYI primarily serves underserved minority youth and families in a city and school district with prevalent generational poverty and high unemployment rates. CYI headquartered in the City of Coatesville one of nine municipalities in the Coatesville Area School District (CASD). Chester County is one of the wealthiest communities in PA, but the CASD does not reflect that overall prosperity with one out of every 3.3 Coatesville residents living in poverty. The city, South Coatesville, and Modena house a growing concentration of poor, underserved, minority residents.

Statistics prove Coatesville's high poverty rates fuel youth violence/delinquency. 36% of Coatesville's households are single parents, 28% being female single parent, (a factor in delinquent youths). On average a crime occurs every 7 ½ hours in Coatesville (crimegrade.org). City-data.com show Coatesville's crime was higher than in 79% of US cities. In 2020 total crime, violent crime, and property crimes were higher than national averages by 11, 29, and 8% respectively and crime rates at 28% higher than the state average (areavibes.com).

Distinctiveness

Our success is attributed to the fact that our programs stem from evidence-based research from the Pennsylvania Youth Survey (PAYS) showing youth are struggling to deal with problems such as substance use, truancy, poor decision-making, following bad influences, bullying, mental health issues etc. which negatively impacts their current situation as well as their futures.

Programs/Initiatives

We substantiate our vision through four pillars:

- Youth Development
 - Build strong character, leadership qualities, job skills and enhance scholastic ability.
 - Promote, model, and develop healthy positive behavior.
 - Incorporate valuable life skills in our programs.
- Family Support
 - Provide a setting for a mom's support group.
 - Connect families with much needed resources.
 - Promote and strengthen family time/bonding and parental involvement with youth.
- Substance Use, Violence, and Mental Health Prevention Efforts
 - Educate youth on the destructive results of substance use and abuse.
 - Train and equip youth in healthy conflict resolution.

- Strong social media presence advocating against drugs, alcohol, and violence.
- Heighten mental health awareness and resource access through social media.
- Community Coalition and Community Collaborations
 - CYI facilitates the Coatesville Community Coalition which meets monthly and brings together 27+ multisectoral groups to address youth/community needs and focus on local, research-based issues to bring about community change. The goal is to join their human and material resources to produce a specific change they can't achieve independently.

Because we deal with a demographic plagued with problems such as violence, poverty, lack of prosocial opportunities and lack of parental engagement, we approach the implementation of our programming by using scientific/evidence-based models of youth development. We employ and model our programs on the *Social Development Strategy* where to ensure that youth engage in healthy behaviors and can overcome the obstacles in front of them, we:

- Provide youth opportunities to engage in meaningful activities with adults.
- Provide them with the skills to engage in & be successful in their engagement of the activities.
- Provide them with recognition for their efforts, improvements, and achievements in the activities.
- Bonds have now been created and youth are receptive to hear and follow what you tell them.
- Provide them with clear and healthy standards.

Our **Service Corps Youth Leadership Development program** is an 8-week leadership experience for 40 youth ages 14-18 incorporating paid employment and job/work readiness training.

Game Changers Youth Council is an advocacy group for middle/high school students interested in moving their community to a positive future. They discuss/plan ways to improve the community and to expand their voice.

Our week-long outdoor water-based **Camp Quiet Thunder** balances environmental education/discovery, building social, life, and leadership skills while having fun. There are team-building games, journaling, field trips, stream water quality testing activities, waterplay, forest walks, birding, canoeing, and electrofishing. They learn about the history and importance of the Brandywine Watershed, the Lenape Indians, and the importance of preserving/protecting our natural resources and substance use prevention.

Males Café provides a personal development platform for young men in the greater Coatesville community to address the persistent opportunity gaps that indigent and underserved boys and young men of color face and to ensure that all young people can reach their full potential.

The **CYI Learning Center** provides students with a quiet space for study and homework. The Learning Center is equipped with laptops, high speed internet, and printers and is supervised by CYI staff and/or parents.

Family support:

Moms Café is a support group for moms who reside in the greater Coatesville area. We equip moms with skills to better cope with parenting demands while teaching family strengthening techniques with a goal of supporting their children thus instilling healthy behavior. We empower women through education/skill building to be better moms, strengthen relationships between the women, their peers, and community, equip women to be proactive in their homes, their families, and their communities and increase access to resources so they can be successful.

The **CYI Resource Outlet** is open to all youth and people living in the CASD where they can shop for free. The Outlet has clothing, school supplies, dry and canned goods, home goods, shoes, pocketbooks, winter jackets and more. The Resource Outlet was specifically opened to help meet the vast needs of our community.

The **Incredible Year's Parenting program (IYP)**, an evidence-based program, reduces youth violence/delinquency, through its short and long-term outcomes of (1) reducing school dropout, (2) increased academic achievement, (3) reducing conduct disorders and criminal activity, and (4) reducing drug and alcohol use/problems. Parents and their children learn key skills and education around effective parenting and communication while learning about the pitfalls and prevention of delinquent and violent behavior.

People donate bikes to our **Bike Program**. We restore/fix the bikes and provide them free of charge to community members in need of a bike. We also provide them a helmet, and a bike lock.

Jackie Joyner-Kersey's Winning in Life program (JJK) empowers children to succeed through self-confidence, character development, and leadership development. The program provides the discipline and flexibility to ensure every child receives optimal benefits from participation. The curriculum combines 14 guiding principles with research-based best practices on teaching in physically active settings to help adults who work with children create the conditions that formed the foundation of Jackie's successes on and off the field.

Substance Use Prevention Efforts:

We provide substance use prevention education and programming. Our Prescription Drug Take Back Drop Boxes promote the safe disposal of unused medication.

Community Coalition:

CYI facilitates the CYI Community Coalition which brings together a 27+ multisectoral group that addresses youth/community needs and focuses on local, data-based issues to bring about community change. The goal is to organize diverse interest groups to join their human and material resources to produce change that they are unable to deliver independently.

General Program Participant Outcome Targets:

1. Participants report having enjoyed participating in the program and that the staff were competent.
2. Participants report having a greater sense of confidence about solving their own problems.
3. Participants report having a sense of confidence about learning new skills.
4. Participants report having a belief that they can have a positive impact on their community.
5. Participants report an increase in leadership skills.
6. Participants report an increase in their social network.
7. Participants report an increase in their knowledge of the importance of civic engagement.
8. Participants report feeling physically and psychologically safe in this program.
9. Participants report that they feel valued in this group and experience a sense of belong.
10. Participants report a sense of connection to caring adults.
11. Participants report a sense that diversity is respected in the program.

Impact/Outcome Measurements

We put great effort into developing criteria for measuring program effectiveness. Youth development, leadership, and community awareness aspects are automatically built into each program. We do a lot with pre and post program participant surveys to evaluate program effectiveness. We also consider community input. During conversations with participants, parents/guardians, community members, etc. we ask what they thought of the program, what they would like to see included, and any opinions they have. This casual way of information gathering fills in the gaps of survey results and other hard data. We consider number served and number participating but that doesn't always depict an accurate measurement for success because many programs equip and empower which form a strong foundation for character building, increasing confidence and skills, providing resources, and equipping our youth to achieve success in school, in life, and in the community.

Sustainability and Funding

Each year our operating budget increases and we take great efforts to ensure sustainability because the demographic we serve requires it. We do not charge for program participation except, we require a small \$75 registration fee for Camp Quiet Thunder with scholarships available for those who can't afford the fee. We continually explore a wide range of funding opportunities to ensure that our programs and initiatives continue beyond the life of any one funding cycle. We seek support from diverse sources including government entities, foundations, sponsorships, individual donors, and in-kind donations from organizations/businesses. Grant money helps us continue to provide an ever-growing list of life-changing programs designed to benefit the youth and their families and provide the programs, services, and resources they need and deserve to grow personally and professionally.