

GRANT PROPOSAL GUIDELINES

- We **connect people who care with causes that matter, so their philanthropy makes a difference now & forever.**
- We are a **collection of Field of Interest & Donor Advised Funds** with **@\$3.5M 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.** NPO's with budgets of \$500,000 or less are given preference.
- ◇ 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,**

- 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: July 20, 2023

Contact Information:

Organization Name: Easttown Library Foundation
Address: 720 First Avenue, Berwyn, PA 19312
Phone: (610) 644-0138
Website: www.easttownlibrary.org
Year Incorporated: 1996
FEIN: 23-2835534

ED/CEO Name: Amber M. Osborne, Director
ED/CEO E-mail: aosborne@ccls.org
Board Chair Name: Maryann O'Conor
Board Chair Approval (check here):
Primary Contact Name: Nancy Kang
Primary Contact E-mail: nrosin@ccls.org

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities
 Health

Environment/Animal Welfare
 Human Services

Education
 Religion

Mission:

The Easttown Library Foundation was established in 1996 as a separate and independent 501(c)(3) organization. Its sole mission is to support Easttown Library by raising funds through its Annual Fund for the library's operating budget, assisting with grant funding, and growing the Endowment Fund to ensure the library's long-term financial stability.

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

The Easttown Library is a medium-sized municipal public library in Berwyn, Pennsylvania, and one of 18-member libraries of the Chester County Library System ("CCLS"). Its mission is to provide reading and learning opportunities while supporting economic and cultural engagement for our community in a manner that supports evolving needs. The library's direct service area is Easttown Township and, together with the Tredyffrin Public Libraries, the Tredyffrin/Easttown School District. Through its partnership with CCLS, Easttown Library also shares its collections and services with all Chester County residents. It serves all members of the community without regard to age, race, socio-economic status, or sexual orientation.

Describe Population Served & Annual Number of People Served:

According to the 2020 Census Data, the 2020 population estimate of Easttown Township was 11,054. The data also shows that according to race, the population was 83.8% white, 0.6% Black or African American, 11.4% Asian, and 3.8% identify as two or more races. The data also estimates that 3.3% of the population is Hispanic or Latino.

Easttown Library has 8,283 library card holders. In 2022, there were 95,813 visitors to Easttown Library, averaging 7,984 visits per month. Currently, as of May 2023, the number of visits is 8,595, a 22% increase from January to May 2022.

Annual Budget:

Easttown Library Foundation: \$40,525	1	# of Full-Time Equivalent Paid Staff
19.74% of budget for program expenses	9	# of Board Volunteers
11.29% of budget for administrative expenses	0	# of Active Non-Board Volunteers
65.26% of budget for fundraising expenses	250	# of Volunteer Hours (<i>as of June 30, 2023</i>)
<i>100 % total</i>		

Annual Budget for Easttown Library: \$1,262,818

19.05 % of budget for program expenses	14.17	# of Full-Time Equivalent Paid Staff
80.95 % of budget for administrative expenses	7	# of Board Volunteers
00% of budget for fundraising expenses	31	# of Active Non-Board Volunteers
<i>100 % total</i>	640	# of Volunteer Hours (<i>as of June 30, 2023</i>) <i>(984 total volunteer hours in 2022)</i>

Top 3-5 funding sources:

- The Easttown Library Foundation provides 12% of the funding for Easttown Library’s annual budget.
- The Friends of Easttown Library, a volunteer-based non-profit organization that is dedicated to supporting and promoting the library through special events and community programs, contributed 2% of the library’s annual budget in 2023.
- The primary source of revenue for the library is from a mix of local, county and state government sources (76% in 2023; 74% in 2022; 89% in 2021 due primarily to a loss of library-generated revenue due to the pandemic).
- Revenue from fees (e.g. fax and printing, meeting room rentals, notary public, and passport acceptance), fines and miscellaneous donations from individuals is projected to comprise 13% of the library’s 2023 budget. This revenue source was 14% of the 2022 budget and only 2.0% of its 2021 budget due to the suspension of most of those services and activities during the pandemic.

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 member libraries of Chester County Library System ("CCLS") share the e-platform Libby through which cardholders of each of the 18 libraries access e-books and e-audiobooks. Easttown Library has committed significant resources over the past several years to build this shared collection. The popularity of e-materials grows steadily year by year. In 2022, 27% of the 3.5 million items borrowed from the libraries of the CCLS were e-books and e-audiobooks.

During the start of the pandemic in 2020, the use of the Libby platform for e-materials dramatically grew 36.3% over the previous year. The demand for e-materials continues to grow exponentially with 169,095 uses in 2022, representing 45% of all items borrowed from Easttown Library. In the first five months of 2023, the number of uses is consistently high at 65,963. Given the continuing demand for books in

traditional formats and the higher cost structure and licensing demands of e-materials, the member libraries are finding it difficult to meet the growing demand for e-versions of books. The current average wait time for an e-book or e-audiobook is 29 days.

This grant would augment the library's purchases of e-books and e-audiobooks for the shared digital collection. Maintaining an e-material collection entails purchasing new titles, adding copies of popular titles, and repurchasing licenses for titles whose licenses are about to expire. Should Easttown Library Foundation receive a grant, it would expand its ability to provide a wide-ranging selection of available e-titles and help to decrease wait times for all CCLS patrons.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

Easttown Library was established in 1905 as a reading room in Berwyn. It has grown to be a dynamic community center, providing invaluable resources and engaging programs. Easttown Library also offers numerous convenient services, including meeting room rentals, passport application acceptance, test proctoring, notary public, fax and copiers, computer access, free Wi-Fi, and mail order delivery service of requested materials to homebound library users.

Easttown Library has a physical collection of over 48,417 items in a variety of formats and shares an online digital collection through the Libby platform with the other 17-member libraries of CCLS. From 2019 to 2021, Easttown Library's share of Libby use grew by 31% to total 170,010 uses. Post pandemic, this dramatic growth in the use of the digital collection continues. In 2022, Easttown Library alone had 169,095 uses, representing 45% of all items borrowed from Easttown Library.

The library also offers programs to toddlers, elementary-aged youth, tweens/teens and adults on wide-ranging topics including pre-literacy, literacy, STEM, history, financial matters, and health and wellness. In 2022, 11,019 people attended 683 library programs. As of May 2023, the library has offered 359 programs for all ages with 7,062 attendees.

Easttown Library is the first library in Chester County to offer a comprehensive list of non-traditional materials as part of its Library of Things collection. The Library of Things includes museum passes to regional attractions, portable tech devices, projectors, metal detectors, crafting tools, Rokus with streaming services, outdoor games, and videogaming systems. The library launched this new collection in February 2023 and recently expanded it to 35 items plus a total of 21 museum passes.

In 2019, the final year these rankings were released, *Library Journal* ranked Easttown the 2nd best public library in Pennsylvania and 187th out of 6,333 nationally, which put the library in the top 3% of all public libraries. The PA Library Association also has awarded Easttown Library its PA Forward Gold Star library status in recognition of the breadth of services it provides.

2. Funding request

- **Description of key initiatives**
- **Specific needs & issues to be addressed**
- **Why it is important to fund this now**
- **How impact & results will be demonstrated**

- *For capacity building grant proposals:*
 - *How will this capacity building initiative impact your nonprofit?*
 - *How will this impact be measured?*
 - *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.*

Easttown Library Foundation is respectfully requesting a grant in the amount of \$5,000 on behalf of Easttown Library to purchase additional e-books and e-audiobooks to further expand the digital collection and reduce wait times for our patrons.

Unlike purchasing books or materials for the library's physical collection, ensuring the availability of e-materials requires purchasing licenses of digital versions of books and audiobooks. The licenses are not uniform in nature. Some are perpetual while others expire after a specific amount of uses or time period.

The cost of licenses also varies greatly. At the high end, an e-audiobook license can cost as much as \$95. E-book licenses range from as little as \$1.99 to as much as \$90. Ideally, each member library of CCLS supports the digital collection on Libby based on its cardholders' share of use of the overall collection, but budget constraints and other priorities can interfere with this standard for funding. Based on its assessment of the strong growth in demand for digital copies over the past several years, Easttown Library has purchased many more licenses than its users' share. Over the past three years, the library's contribution has been 3.8 times greater than its library cardholders' share of use.

In 2022, the library budgeted \$52,000 for digital content on the Libby app. By the end of the year, it had spent \$60,000. In 2023, the library is expected to expend \$60,000 on this particular area of its collections.

It is important to have funding now to keep pace with the continually growing demand for e-materials. In 2019, 17.4% of the 3.079 million items borrowed from the libraries of the CCLS were e-books and e-audiobooks. Over the subsequent three years, that percentage grew and has remained at approximately 30%. To meet this significant increase in usage of e-materials, the library must continue to purchase licenses for new titles, add more copies of popular titles, and repurchase licenses for titles whose licenses are about to expire. The goal is to strengthen the digital collection by providing a wide and diverse selection of e-materials for all interests and ages and to decrease readers' wait times for the popular e-titles which are in greater demand.

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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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