

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 7-17-2023

Contact Information

Organization Name: Bringing Hope Home, Inc. (BHH)

ED/CEO Name: Paul G. Isenberg

9.5% of budget for program expenses

12 # of Board Volunteers

02 % of budget for administrative expenses

300+ # of Active Non-Board Volunteers

13 % of budget for fundraising expenses

2500 # of Volunteer Hours

100 % total

Top 3-5 funding sources:

Acme/Albertson's Foundation, PNC Charitable Foundation, Qlarant Foundation

Is this grant proposal for: General Operating x

Grant Amount Requested from the Community Foundation: \$5000

Proposal Summary: Life-enhancing resources, such as food supply, housing, economic and social relationships, transportation, education, and health care, determine the length and quality of life. BHH addresses these social determinants of health by providing effective interventions and access to care for these families, including immediate relief for low-income families (average income \$24,000) by paying for rent/mortgage, utilities, and food to sustain families. BHH seeks to provide financial and supportive services to 1000 families annually, with \$1,000,000 in funding. BHH Family Team conducts interventions between the Family, Oncology Team, and Case Managers to determine the most critical needs of the Family and pay vendors directly. Families can access support and resources through BHH, reducing language, medical, and educational barriers. Using virtual connections, BHH will facilitate and expedite immediate financial relief for families, directly paying vendors to preserve housing, transportation, utilities, and communications, reduce food scarcity, improve health outcomes, and increase socialization through BHH's social network, including events.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

BHH has 15 years of experience engaging oncology teams, volunteers, schools, churches, and families in the daily fight against Cancer. Hospitals have frequently complimented BHH's Team, noting the responsiveness and effectiveness of our services. BHH is currently meeting with several University research teams to expand our programs and interventions on behalf of low-income families. Hospitals continue to provide resources to support the BHH Team. In 2023, BHH contacted over nine legislators regarding the need for transportation and debt relief for families impacted by Cancer.

History: Founder Paul Isenberg's wife Nicole was diagnosed with Stage IV Hodgkin's Lymphoma in 1997. During her treatment, they encountered many families struggling emotionally and financially with the burden of a cancer diagnosis. After Nicole's passing, Paul focused his grief and resources on finding a way to help others devastated by the disease. Since its inception in 2008, Bringing Hope Home (BHH) has assisted 8899 families by providing \$10,655,982 in financial support to mitigate a cancer diagnosis's emotional stress and financial hardships.

2024 Goals: Increase Access to Healthcare for low-income families impacted by Cancer by: Serving 1000 families with \$1,000,000 in support, Increasing the capacity of BHH by Identifying gaps in services., identifying and meeting the immediate financial needs of families, Decreasing language barriers for families with bi-lingual staff, Decreasing medical and educational barriers for families, Increasing communications between oncology case managers and families, Move individual focus from toxic financial stress to treatment, Increased access to care, physicians, and Family, Decrease isolation and depression in families, Increase the volunteer base of BHH and reduce the toxic financial stress of families impacted by Cancer.

Key Achievements: In 2022, BHH served 92 families in **Bucks Co.** with \$94,263.65 in funding, 67 in **Chester Co.** with \$71,664.32 in funding, 69 Families in **Delaware Co.** with \$64,550.30, 90 Families in **Montgomery Co.** with \$90,854.52 in funding; 198 families in **Philadelphia Co.** with \$197,691.34. Since its inception, the Light of Hope Family Program of Bringing Hope Home has served the following # of families in these counties with financial assistance and emotional support: **Bucks** – 554 Families, \$560,726.88, **Chester** – 530 Families, \$589,632.31, **Delaware** – 776 Families, \$799,155.69, **Montgomery** – 902 Families, \$944,964.58, and **Philadelphia** 2,126 Families \$2,066,474.26.

Distinctiveness:

- BHH has reached new levels of support; and surpassed our 700 families/year goal by serving 8899 families with \$10,655,982 in financial assistance since its inception.
- BHH achieved and has maintained its Platinum rating on GuideStar
- According to Charity Navigator, BHH's direct support for its programs at 89% is higher than Susan G. Komen for the Cure, 77.4%, the American Cancer Society (75.4%), The Cancer Research Institute (85.6%), Leukemia & Lymphoma Society (74.6%), Ovarian Cancer Research Alliance (80%), Prostate Cancer Foundation (80.9%), Livestrong Foundation (81.8%) and the National Breast Cancer Foundation 79.6%.

Awards: Main Line Chamber of Commerce Nonprofit of the Year 2010, • Cuddle My Kids - Norma E. Ciccarone Award of Hope – 2010, • Points of Light - Daily Point of Light Award- 2017, • Living Beyond Breast Cancer Community Vision Award – 2016, • Philadelphia 76ers - Heroes Among Us Award- 2014

Here's My Chance- Philly DoGood Community Impact Award- 2014, • Greater Philadelphia Chamber of Commerce, • Nonprofit Organization of the Year - Excellence Award – 2013, • Philadelphia Eagles - Community Quarterback Award – 2012, • Chester County Hospital Foundation Shining Star Award- 2012, • Paoli Hospital Cancer Center Community Partner Award- 2010

2. Funding request

• Description of key initiatives

When viewed through the lens of the "Social Determinates of Health," as defined by the National Health Institute, **Cancer patients have many of the critical determinants of vulnerability ---affordability, accessibility, and acceptability of cancer care--**affecting the financial burden of these patient patients. T Cancer patients with **economic instability**, lack of health insurance, language barriers, the inability to take time off work to attend appointments, food insecurity, and transportation-related barriers are solved daily by Bringing Hope Home. These services advance health equity. BHH addresses these social determinants by providing effective interventions for these families. Cancer contributes to the economic stability of families and decreases food insecurity. Losing control of day-to-day tasks creates psychosocial stress at Home and work. BHH provides strategies to **mitigate the adverse health effects of unemployment** and improve employee health and well-being while undergoing treatment by proving resources and access to supportive social services. Preventing the loss of a home and the destruction of hard-earned credit reduces stress while providing economic stability. **Food insecurity** is particularly prevalent in the uninsured, young patients, women with children at Home, and Hispanic and Black survivors. Spending hundreds of thousands on cancer treatment seems counterproductive when patients do not have enough to eat; sadly, this is the norm. **Health Literacy** language and educational barriers faced by families impacted by Cancer are widespread. BHH becomes the gateway and transitions into the medical world. BHH also impacts the social networks and trust that facilitate the mutual benefit of the Family. Survivors and families impacted by a diagnosis are linked through BHH's social network, attending reunions, sporting events, and picnics to extend their sense of community. Many continue volunteering their time to others, increasing social resources like having friends to call, which may help reduce anxiety and depressive symptoms. Studies show that **high levels of social support** can positively influence health outcomes through behavioral and psychological pathways. **Specific needs & issues to be addressed.**

BHH supports diversity and inclusion by assisting cancer patients regardless of sexual orientation, ethnicity, age, socioeconomic background, or type of Cancer. Most clients served are low-income, working-class families who do not have sick leave to adequately cover the time needed for treatment. In 2022, 92% of the families were low-income, based on the Federal Poverty rate.

A **cancer diagnosis's emotional burden and financial toxicity** impact access to care and cancer outcomes for each Family. Financial toxicity exacerbates existing health disparities by raising additional barriers to access to care, including availability, accessibility, affordability, acceptability, and accommodation. Affordability directly mediates care decisions among patients and physicians, delaying prescribed chemotherapy and may even prompt patients and clinicians to adjust their treatment choice. Financial toxicity is associated with reduced treatment adherence, inferior health-related quality of life, and increased cancer-related fatigue.

Why it is essential to fund this now - Poverty is associated with worse health and cancer outcomes, including a higher risk of dying from Cancer. The Greater Philadelphia Health Service Area (which includes Delaware County and Chester) has an average of 23,669 families yearly impacted by a cancer diagnosis. Research shows that zip code is a health indicator of life expectancy, with Cancer being Pennsylvania's second cause of death. With over 66 percent of Americans living paycheck to paycheck--with rent taking over half of that income, a Cancer diagnosis means additional financial stress, which

becomes "toxic," further diminishing the strength to fight the disease. BHH addresses these social determinants by providing effective interventions and access to care for these families, including immediate relief for low-income families (average income \$24,000) by paying for rent/mortgage, utilities, and food to sustain families. BHH's Family Team works with the Family and oncology team and over 150 partners and patient Case Managers to determine the most critical needs; and pay vendors directly. Financial assistance is paid directly to services or vendors and never directly to the Family.

How impact & results will be demonstrated.

Our Director of Family Outreach tracks demographic information for each Family served by the Light of Hope Family Program, including cancer type, hospital affiliation, family size, age of the patient, as well as socioeconomic data. Surveys measure the impact of the Light of Hope Family Program on families. Each Family is contacted after support has been awarded to participate in a brief survey. Surveys are administered over the phone by BHH staff and volunteers. The survey consists of 5 questions, answered on a scale of 1-5, asking the Family to rate their stress level before and after financial assistance. The survey then records family responses to 4 open-ended questions that aim to capture the emotional impact further. By surveying BHH families, we found BHH assistance through the Light of Hope Family. The program has reduced stress in BHH families by 97%. This data illustrates that BHH's work in the community and the Light of Hope program creates a lasting, positive impact on families.