

## 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 9/13)

- ◇ 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 grants is to **strengthen the effectiveness of NPO's serving the region**, see page 4 for more details on the areas including:
  - Mission, Vision & Strategy
  - Governance & Leadership
  - Partnerships & Collaborations
  - Operations & Technology
  - Fundraising, Development & Marketing
- ◇ Proposals submitted between **July 1 - Sept. 13** are eligible for consideration.
- ◇ Grant **awards** typically range from **\$500-\$5,000**, with monies distributed by **February**.

- Use this form @ [www.chescocf.org](http://www.chescocf.org) to apply online for grants from all Community Foundation Funds.
- **Email proposals to [grants@chescocf.org](mailto: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](mailto: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](http://www.chescocf.org)*

Date 5/22/2023

**Contact Information**

Organization Name: Chester County Connect Care  
 Address: 1028 E. Lincoln Highway  
 Phone: 610-383-0930  
 Website: [www.ccconnectcareinfo.org](http://www.ccconnectcareinfo.org)  
 Year Incorporated: 1985  
 FEIN: 23-2385983

ED/CEO Name: Myriam Ruager  
 ED/CEO E-mail: myriam@ccconnectcare.org  
 Board Chair Name: Michael Rudolph  
 Board Chair Approval (check here):   
 Primary Contact Name: Kristen Meyer  
 Primary Contact E-mail: kristen@ccconnectcare.org

**Organization Information:**

**Field/s of Interest:**

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

**Mission:**

We are a medical Care Pregnancy Center that exists to educate and empower individuals and their families to make life-affirming decisions.

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

All of Chester County and surrounding counties

**Describe Population Served & Annual Number of People Served:**

Pregnant women and families in crisis who need initial pregnancy care, education, or resources. About 1,500 distinct clients per year.

<b>Annual Budget</b> \$ <u>922,074</u>	<u>3</u> # of Full-Time Equivalent Paid Staff
<u>74</u> % of budget for program expenses	<u>13</u> # of Board Volunteers
<u>8</u> % of budget for administrative expenses	<u>33</u> # of Active Non-Board Volunteers
<u>18</u> % of budget for fundraising expenses	<u>1669</u> # of Volunteer Hours
<i>100 % total</i>	

**Top 3-5 funding sources:**

Nuna Babies- \$50,000 5.6%, Individual Donor-\$30,000 3.3%, Knights of Columbus(4350) \$27,000 3%

**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

**Proposal Summary:**

Chester County Connect Care respectfully requests funding for general operating expenses. The overall goal for CCCF is to serve women, men, and families by educating and empowering individuals and families through emotional, spiritual, and practical support to ensure a brighter life experience for future generations. Although we are a Pregnancy Care Center, we go beyond interaction with pregnant mothers and infants. We stand by our parents, hear their unique stories, and assist them in learning effective life strategies that lead to a more fulfilling life.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

*Provide clear, concise information. 3 pages maximum.*

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

Chester County Connect Care (CCCC) began in 1985 with the opening of our first pregnancy care center in Thorndale, PA. Initially, services were limited to free pregnancy tests and community referrals. To meet the needs of women, men, and families in crisis or working through challenging situations, we launched an educational program 2001 called The Family Movement. One year later, in 2002, we acquired our first ultrasound machine, and in 2003 we became a medical center. From that point, we began to see exponential growth, and in 2007, we opened a second medical center in downtown West Chester, and in 2013 our third medical center in Kennett Square. In 2017 we launched our Family Advocacy Program geared at helping our pregnant clients, who are at risk of homelessness and other dilemmas, get connected with internal and external resources. In 2018, we moved our West Chester Center to a more prominent location and larger space in the heart of West Chester, and our need continues to increase with each passing year. We serve hundreds of women and families annually throughout the greater Chester County area.

CCCC has always provided FREE, high-quality care regardless of race, religion, income, or other factors. Free services allow our clients to focus on growing rather than worrying about finances. We provide pregnancy care, practical skills for living, and resource connections, but more importantly, we offer support with compassion free from judgment. Our clients often comment, "There is such a feeling of warmth and love when I enter this place." and "Thank you for listening to me when no one else will."

Our medical services are comprehensive, and our medical staff is highly knowledgeable. They go above the job requirements and take the time needed for every patient. We feel it is vital to hear our clients' stories to provide the best services. In addition to providing pregnancy tests, we offer patients a free limited ultrasound. These scans confirm that the mother is carrying a viable pregnancy in the uterus, give an estimated due date, and verify that the baby's heart is beating. The average cost for an ultrasound is \$263. Our patients receive free prenatal vitamins throughout the pregnancy and free medical consultations as needed.

The Family Movement Program has a positive presence in our community. We strive to strengthen community connections and partnerships, which are invaluable to our mission. Local agencies refer clients to our program, such as the Community Youth and Women's Alliance (CYWA) in Coatesville, Guadenzia in Coatesville, Young Lives, Chester County Court System, and the Coatesville Police Department. We know that this program has a positive impact on the lives of the parents and a lifelong impact on their children because we hear comments such as, "I never realized how important discipline was," or "I tried that parenting communication strategy, and it worked! My child and I are getting along much better, and chores are getting done." Neglect and abuse can result from a lack of parenting skills, and participants in our program have stated that they don't have to yell or hit their children to get them to listen. We are striving to reach more fathers for parenting skills and anger management. We know that engaged fathers with parenting skills help to strengthen families. Lastly, we aspire to reach our younger generation through a prevention program to guide them in establishing and maintaining healthy relationships. We hope to lessen the number of crisis pregnancies by encouraging healthy decision-making among our youth.

Material assistance is earned by way of program participation points. Our clients obtain baby essentials such as diapers, wipes, formula, baby food, hygiene, and household products in exchange for points earned. CCCC walks through the parenting years with our clients as needs, stages, and issues change. We promote independence but believe that we all require some degree of support. We often state, "We are not meant to go through life alone." The level and duration of support vary from client to client. CCCC encourages a strong work ethic and a growth mindset. We offer clients tools and resources to equip them better to face life's challenges. This earning approach often boosts self-confidence and a more grateful attitude. Our clients begin to realize that they have abilities and a purpose. We shine a light on their God-given gifts and help them learn how to use them to reach their fullest potential.

Our Family Advocacy Program (Resource) helps connect our clients with various community resources and limited in-house resources they may need to be made aware of or need assistance to obtain. Resources include housing, rental assistance, utilities, healthcare, rides to appointments, groceries, etc. Our Resource Coordinator carefully conducts a needs-based assessment for each client and learns the depths of their story. She develops and implements an individualized plan for progress from the gathered information, including goals and objectives. Frequent check-ins are conducted to gauge progress and make plan changes if needed. Requirements for financial support include showing a steady income stream from their work paystubs and taking budgeting classes free of charge on-site. Part of this department includes a Host Family Program. Currently, we have three families willing to provide a client with a nurturing home for ninety days as they move through our educational program. This helps families stay together by bridging a short-term financial and housing gap during a time of need.

The overall goal for Chester County Connect Care is to serve women, men, and families by educating and empowering individuals and families through emotional, spiritual, and practical support to ensure a brighter future for generations to come.

## **2. Funding request**

We request \$10,000.00 to support and sustain our FREE medical, educational, material resources, and Family Advocacy services to at-risk women, men, and families in the Chester County region in our three centers in Coatesville, Kennett Square, and West Chester.

### **• Description of key initiatives**

According to the Family Research Council, women planning to abort their child were 2 - 3 1/2 times more likely to keep their children after viewing their ultrasounds. CCCC is dedicated to continuing to provide free ultrasounds on-site. It is essential to allow women to see the life they are carrying and to identify any potential health risks as soon as possible. Certified nurses and trained sonographers perform all pregnancy tests and ultrasounds. We also offer free unlimited nurse consultations and prenatal vitamins.

CCCC isn't just a pregnancy center: our mission is to educate and empower; therefore, we offer various comprehensive education curricula at no cost to our clients. Another key initiative is working to reach fathers. We want to equip mothers and fathers to be the best parents possible. It starts with free access to quality pre-natal medical care, but education is essential to a family's long-term vitality and success. Fathers need to build skills to lead their families. Our parenting program teaches healthy parenting skills that can break abuse and neglect cycles. Poverty and lack of parenting skills are two key factors that can promote and foster an environment of abuse and neglect.

Another current initiative is to reach the younger generation by being strategically situated to intervene in the lives of our youth before challenges become problematic. We are finding that more clients are seeking Anger Management classes and need coping and practical communication skills. We are giving community members self-regulating and self-governing tools, so they learn to respond thoughtfully rather than impulsively react.

Class participants learn to care for and raise their children in safe and stable homes while earning incentives for class participation. They exchange incentive points for material assistance items such as diapers, wipes, clothing, formula, cribs, car seats, and strollers.

### **• Specific needs & issues to be addressed**

According to a report published by the UN's Sexual and Reproductive Health Agency in March 2022, nearly half of all pregnancies, totaling 12 million worldwide, are unintended. Low-income women are more than five times more likely to experience a pregnancy crisis. If current trends continue, more than half of all women in the United States will experience an unintended pregnancy by the time they reach age 45. At CCCC, most women who come to us for help do not have insurance and have had no previous prenatal care. We provide free pregnancy tests, limited ultrasound, prenatal vitamins, and unlimited nurse consultations throughout their pregnancies. We also offer a pregnancy verification document needed to obtain insurance, all at no cost, and essential skills and tools they will need to raise their children in healthy, loving home environments. Financial support will help sustain our medical program and

services. This includes purchasing supplies such as gowns, gloves, table coverings, ultrasound probes, pregnancy tests and prenatal vitamins, and insurance for our medical equipment.

We need financial support for Family Movement Program services, specifically our newer programs such as Anger Management and our Fatherhood Initiative. These classes help address core issues that affect the health of a family, both physically and emotionally. Our goal is to help educate our clients and to empower them to make positive choices, resulting in long-term changed behavior. We want to break cycles of neglect and abuse, provide practical strategies to manage emotions, and support families as they learn skills to flourish. More and more people need skills to manage stress, anger, anxiety, and depression. Our Anger Management curriculum addresses these issues. With more people managing their emotions and improving their communication skills, we can help make our communities safer and more peaceful.

According to the U.S. Census Bureau, 18.4 million children, more than 1 out of 4, live without a father in the home. The National Fatherhood Initiative reports that children are negatively impacted in many ways, including they have a 4x greater risk of poverty. They are more likely to exhibit behavior problems and are 7x more likely to become pregnant as a teen. We know engaged fathers improve a child's overall emotional and social well-being. CCCC wants to be part of the solution to the absent father issue, and fathers need to be empowered to lead their families in a strong and healthy manner.

Another area of need is funding for our Family Advocacy Program. We want to contribute to our crisis fund for clients facing eviction, loss of utilities, and other crises due to pregnancy complications or time off work. This program works to assist in maintaining a more stable environment for families, connecting them to internal and external resources. Funds get them through a challenging time; education teaches them strategies to gain and maintain stability.

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

Currently, it is important to fund our programming for many reasons. We are facing unprecedented inflation, which hurts our clients and impacts the costs of our program materials needed. An array of social issues are driving a greater need for our services. More individuals seek ways to manage stress and learn skills to live a more peaceful, productive, and fulfilling life.

With the rising inflation, crisis pregnancies are increasing. Many families feel the crunch in their wallets just keeping food on the table. An unintended pregnancy can cause severe financial challenges, especially for struggling low-income families. Our clientele is growing, and there is a great need for our services. We can assist in lessening the financial burden and help clients to build financial security while working through various life challenges.

Due to the 2023 annual inflation rate of 5.0%, CCCC is also experiencing higher costs for overhead expenses. All equipment, materials, and essential items are more expensive, and some are difficult to acquire. Many of our past funding sources have been exhausted or have higher than usual grant proposal submissions.

Furthermore, anxiety, depression, and violence are rising among young and adult community members. CCCC recently hosted an open house for community members to learn more about our services. We were humbled and honored that a couple of members of the Coatesville Police Department attended. One of the officers worked collaboratively with members of our Family Movement Program. He reinforced the need for our youth to have a safe and reputable place to learn about healthy relationships, develop strong coping skills, and acquire practical communication skills. He believes many young people today do not know how to diffuse a situation. They automatically default to reacting quickly in anger. We are making a difference by tackling these social issues arising. Our Anger Management sessions teach individuals to identify and regulate emotions, emphasizing empowerment through choices.

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

This grant would help ensure that everyone who comes to CCCC would be empowered and equipped with the medical care, resources, education, material assistance, and support needed to raise healthy, happy children in stable, loving home environments. Strong connections with our community partners lead to a positive impact on our community. Every client is essential. We have impressive center statistics, and our numbers regarding growth are

quite notable, but our clients matter most. Their stories are remarkable. Invest in life, and they, in turn, will invest in others. We see it happen here at CCCC. We have three prior clients working at CCCC, and many other clients are volunteering and helping others through hardships. We are making a noticeable impact. Lives are transformed. We empower women and men to make positive choices throughout their parenting journey.

- Client visits and needs are measured and recorded for recordkeeping purposes.
- Client testimonies are shared with our donor base.
- We follow up with clients to ensure family needs are being met and, when needed, referred to other community agencies that can help.
- Funders receive annual reports and quarterly newsletters with updated statistics and stories.

**The philanthropic endeavors of Chester County Community Foundation has a transformative effect on our community and Chester County Connect Care is honored to be considered for funding.**

### 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.
- Use this form @ [www.chescocf.org](http://www.chescocf.org) to apply online for grants from all Community Foundation Funds.
  - **Email proposals to [grants@chescocf.org](mailto:grants@chescocf.org)**
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  - Per IRS Regulations, applicants must be charitable, tax exempt organizations with 501(c)(3) certification & cannot be individuals.

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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