

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 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

Contact Information

Organization Name: Historic Sugartown
Address: 690 Sugartown Road, Malvern, PA 19355
Phone: 610-640-2667
Website: historicsugartown.org
Year Incorporated: 1982
FEIN: 23-2215382

ED/CEO Name: Zackary Biro
ED/CEO E-mail: zbiro@historicsugartown.org
Board Chair Name: John Nagy, Jr.
Board Chair Approval (check here):
Primary Contact Name: Zackary Biro
Primary Contact E-mail: zbiro@historicsugartown.org

Organization Information:

Field/s of Interest:

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

Mission: We strive to inspire the community to engage with the past through authentic 19th-century experiences, participate in the village's present life and protect it for the future.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): We're located in Willistown Township but we draw visitors from across Chester County.

Describe Population Served & Annual Number of People Served: Historic Sugartown has around 2,500 visitors per year but we also do collaborate programming with community partners that reach a wider combined audience. Our visitors range from school children, who participate in school tours and family programming, to historically curious adults, who participate in guided tours and other historical programming.

Annual Budget \$ 314,082

<u> </u>	<u> </u>	<u>3</u>	# of Full-Time Equivalent Paid Staff
<u>7</u>	% of budget for program expenses	<u>13</u>	# of Board Volunteers
<u>92</u>	% of budget for administrative expenses	<u> </u>	# of Active Non-Board Volunteers
<u>1</u>	% of budget for fundraising expenses	<u> </u>	# of Volunteer Hours

100 % total

Top 3-5 funding sources:

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: \$ 5,000

Proposal Summary: Historic Sugartown is requesting \$5,000 from the Chester County Capacity Building Grants to help increase the technological capacity of the organization. A recent grant from PHMC helped Historic Sugartown address longstanding issues with our on-site archive which had never received professional attention from a trained archivist. Several months of work from a part-time archivist revealed many treasures that we want to make sure are accessible to visitors and scholars both through digital platforms and in physical exhibit spaces. This grant will be used to update our technological to be able to preserve these objects and bring them to the public. This includes the purchasing of a camera and audio equipment that will allow Historic Sugartown to produce video content about our archival material, physical exhibit supplies like exhibit cases and stands, and digitization supplies like a flatbed scanner which allows us to upload high quality images of our historical documents and photographs to Historic Sugartown's digital repository.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

Historic Sugartown, Inc. (HSI) was founded in 1982 to rescue and preserve the nineteenth-century General Store and c. 1860 Sharpless Worrall House, located within the Sugartown National Historic Register District in Malvern, Chester County, Pennsylvania. HSI meticulously restored the buildings' exteriors, returning the dilapidated crossroads to its appearance as it looked as a vibrant village corner in c. 1880. HSI created exhibit and program space in the General Store, and adaptively reused the c. 1860 Worrall House and the adjacent c. 1800 Saddle Shop and Cottage for commercial and residential use to create an earned income source for the organization. In 2000, HSI purchased the property at the opposite corner of the Sugartown crossroads, preserving the c. 1835 Hannah Cheever House and Barn and protecting the property from development. Today, HSI owns 9.2 acres of land, including 4.2 acres protected by a conservation easement with Willistown Conservation Trust. HSI stewards eleven structures including the General Store Complex (five attached structures), the Carriage Museum, the Worrall House Barn foundation, the c. 1835 Hannah Cheever House and Barn, the c. 1805 William Garrett House (moved to HSI from nearby Providence Road) and the Book Bindery, which showcases a world-class collection of early and rare bookbinding tools. In 2010, HSI partnered with Chester County Historical Society (CCHS) to create the Carriage Museum to interpret Chester County's rich transportation legacy through a rare collection of carriages and sleighs from CCHS's collection.

For nearly 30 years, Historic Sugartown was an organization entirely run by volunteers who managed all aspects of the historic site including facilities management, collections care, real estate and event rentals, tours and school programs. In 2012, HSI's Board of Directors made the strategic decision to hire its first executive director to professionalize the organization and lead it on a path towards long-term sustainability. Under the Executive Director's leadership, the organization assessed its programs and facilities management, and began efforts to increase the organization's visibility and value in the community as a historical resource. In 2014, HSI hired a Director of Programs & Outreach to further strengthen its programming capacity, expanding Historic Sugartown's open hours and establishing a program calendar. At the same time, HSI began to formally evaluate its ongoing preservation needs, establishing a preventative maintenance schedule and identifying major preservation projects. In April 2015, HSI's Board of Directors adopted a Strategic Plan with the vision to become regarded as an important community resource for education and family fun through innovative programs focused on 19th-century rural life; to increase Historic Sugartown's visibility through improved communications and outreach; and to protect the structures and property that make up Historic Sugartown through exemplary stewardship. The Board of Directors approved an update to the Strategic Plan to recommit the organization towards making public programming and historical accessibility a priority in the post-pandemic years. Historic Sugartown's mission is to inspire the community to engage with the past through authentic 19th-century experiences, participate in the village's present life and protect it for the future.

2. Funding request

• Description of key initiatives

Historic Sugartown is requesting \$5,000 from the Chester County Capacity Building Grants to help increase the technological capacity of the organization. A recent grant from PHMC helped Historic

Sugartown address longstanding issues with our on-site archive which had never received professional attention from a trained archivist. Several months of work from a part-time archivist revealed many treasures that we want to make sure are accessible to visitors and scholars both through digital platforms and in physical exhibit spaces. This grant will be used to update our technological to be able to preserve these objects and bring them to the public. This includes the purchasing of a camera and audio equipment that will allow Historic Sugartown to produce video content about our archival material, physical exhibit supplies like exhibit cases and stands, and digitization supplies like a flatbed scanner which allows us to upload high quality images of our historical documents and photographs to Historic Sugartown's digital repository.

Historic Sugartown maintains an archive that supports the interpretation of 19th century community life in the buildings and exhibits that make up the village of Sugartown. The archive came together through the acquisition of papers and other items that came with the purchase of the General Store property, as well as through the donation of photographs and other archival materials by local residents during the early phases of Sugartown's restoration. Historic Sugartown also maintains an organizational history collection, including restoration photographs, construction drawings, and other items collected since its inception in 1982. While Historic Sugartown has maintained these collections, in a dedicated archive space, the collections were never cataloged or stored correctly.

To address this problem, Historic Sugartown participated in the Historical Society of Pennsylvania's Hidden Collections Initiative for Pennsylvania Small Archival Repositories and also was part of a Preservation Needs Assessment conducted by the Conservation Center for Art & Historic Artifacts. The findings of these initiatives informed the preservation and cataloging priorities of our part-time grant funded archivist that worked on the Historic Sugartown archives in Spring 2023. The archivist processed and rehoused over 26 linear feet of material and established 8 manuscript collections and 2 record groups along with finding aids for each.

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

The archival work done earlier this year by our part-time archivist accomplished much in terms of preservation and cataloging of our archival materials, and it also revealed Historic Sugartown's many technological shortcomings when it comes to making our archival material accessible to scholars and the general public. This grant will help us address those shortcomings to make sure Historic Sugartown's collections are a resource of learning and discovery for our community and visitors.

The archivist discovered many historic photographs, post cards, letters, and documents that are ready to be digitized and added to our online repository of collection objects. In order to achieve this, we plan on obtaining flatbed scanner that can be used to digitize relevant collection items without fear of damaging them. The scanner can protect fragile documents while also producing high quality images that can be used in our programming and by scholars. We also want to incorporate our archival material into more programming and physical exhibit spaces. This grant will help us purchase video and audio equipment to produce video content that highlights the treasures in our archive as well as exhibit materials that help us create museum quality display areas so visitors can see important archival materials related to the history of Sugartown.

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

The work completed by our archivist in 2023 was an important step in the preservation of Historic Sugartown's archival material. We discovered or rediscovered many important manuscripts, some of which date back to the 17th century. It is important that we now capitalize on this work as we make these archival materials a central part of our programming and make them accessible to the general public. These documents are important parts of Willistown Township and Chester County history and this grant will make sure they enter the digital world.

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

Impact will be demonstrated in three key areas. The first are is web traffic on our digital repository on CatalogIt. This site holds our digitized archival material and is a key place for the public and scholars to access our materials. The second area is video views. We are planning a video series that highlights archival material and views will be a key metric for measuring engagement. The final area is physical visitation statistics of guests that purchase tickets to view new exhibit spaces that highlight and feature archival materials.

- *For capacity building grant proposals:*

- *How will this capacity building initiative impact your nonprofit?*

Historic Sugartown began as an organization focused on preserving historic structures in the village of Sugartown. Taking care of archival material and making it accessible to the public was always a secondary concern for Historic Sugartown for decades. Consequently, technology that was geared towards digitization and archival accessibility were not a priority and remained underdeveloped. This grant would bring Historic Sugartown into the 21st century and raise the organization to the level of our peer organization.

- *How will this impact be measured?*

Impact will be demonstrated in three key areas. The first are is web traffic on our digital repository on CatalogIt. This site holds our digitized archival material and is a key place for the public and scholars to access our materials. The second area is video views. We are planning a video series that highlights archival material and views will be a key metric for measuring engagement. The final area is physical visitation statistics of guests that purchase tickets to view new exhibit spaces that highlight and feature archival materials.

- *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.*

This grant will be implemented starting in Winter/Spring 2024 with the purchase of an archival flatbed scanner. We're reserving \$400 from this grant for the purchase of the scanner. Historic Sugartown staff and interns will continue to work on digitizing the archival material throughout the remainder of the year. In the beginning of 2024, Historic Sugartown will also purchase a camera kit for \$1000. This kit includes a camera, stand, light, and microphone which will allow us to film high quality video content about our archival material for the foreseeable future. The remainder of \$3,600 will be used to purchase exhibit materials with the goal of opening an exhibit on our archival materials by the end of 2024. These materials include exhibit case stands, plexiglass display cases, documents mounts, wall mounts, object stands, and exhibit signage.