

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: August 23, 2023

Contact Information

Organization Name: Great Valley School District
Education Foundation

Address: PO Box 74. Malvern, PA 19355

Phone: 610-257-7297

Website: GVSDEF.ORG

Year Incorporated: 2008

FEIN: 26-1408264

ED/CEO Name: Mark Clark

ED/CEO E-mail: markc@gvsdef.org

Board Chair Name: Stephen Skoufalos

Board Chair Approval (check here):

Primary Contact Name: Stephen Skoufalos

Primary Contact E-mail: steves@gvsdef.org

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission:

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): Areas covered by the Great Valley School District, including (parts of) Malvern, Paoli, DeVault, Fraser, Willistown.

Describe Population Served & Annual Number of People Served:

The Great Valley School District Education Foundation serves over 4800 students, 400+ educators and professional staff in four elementary schools, two middle schools, and one high school as well as the district offices. In the 2022/23 school year we directly impacted over 4200 students with grants, scholarships, arts education, STEM learning programs and support for underserved students and families.

Annual Budget \$ \$80,000

1 # of Full-Time Equivalent Paid Staff

68 % of budget for program expenses

15 # of Board Volunteers

29 % of budget for administrative expenses

2 # of Active Non-Board Volunteers

3 % of budget for fundraising expenses

275 # 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: \$ 2914

Proposal Summary:

Capacity Building to Boost Fundraising and Development for the GVSDEF Board

The Great Valley School District Education Foundation (GVSDEF), since its inception in 2008, has played an instrumental role in fostering educational excellence in the Great Valley schools. As a nonprofit, our primary aim is to empower students and teachers to embrace innovative ideas, create new learning experiences, and foster inclusive learning environments. Through innovative programs, scholarships, and grants, GVSDEF has enriched academic experiences, advanced technology integration, and fostered a culture of lifelong learning. We have tirelessly worked towards filling the void between public funding and the actual resource requirements, ensuring every child's potential is not restricted due to a lack of funds.

GVSDEF is distinct in its commitment to enhancing the overall educational experience. Our key achievements include the following:

- Sponsoring Venture Grants to encourage innovative teaching strategies that bring the curriculum to life for our students,
- connecting business with Great Valley schools to foster career readiness and connections within the community,
- supporting student scholarship programs and dual enrollment to help students with their higher education goals,
- We are fostering relationships with corporate donors to connect corporate-social responsibility initiatives with our local school community.

Our goal is to widen the scope of our impact to meet the needs of the growing student population. However, our Board of Directors needs more experience and training to fundraise at this level. The urgency to fund this initiative cannot be overstated. The school district budget is increasingly strained, and student and teacher needs are growing. Our Foundation is uniquely positioned to bridge this gap, but we must improve our fundraising strategies to leverage our network's potential and resources fully.

The GVSDEF is 100% supported by fundraising and sponsorships. We rely on our ability to effectively communicate with these stakeholders, which is critical to the ongoing success of our programs and the positive impact we have on our school community. We are requesting funding from the Chester County Community Foundation for capacity-building to strengthen our effectiveness in managing and communicating with current, past, and potential donors. Specifically, we seek support for the use of Constant Contact for email messaging and Bloomerang for donor management.

We have identified a growing need for more effective tools to manage our donor relationships and communicate our impact. As a result, we have implemented Bloomerang as our donor management platform. The cost for this service is \$1788 per year plus applicable taxes. This platform tracks donor engagement, prompts users to follow up with donors and creates useful reports on donor activity and trends. As we expand our programs and services, it is essential that we establish a comprehensive and automated system to maintain the essential connections with our donors and use data to drive fundraising efforts.

We recently added Constant Contact as our email messaging and newsletter distribution platform. Constant Contact offers a comprehensive solution for our communication needs. With a cost of \$80 per month plus applicable taxes, it provides features that will allow us to personalize our communication, track engagement metrics, and send targeted messages to donors based on their interests and preferences. The platform's automation tools will also enable us to send timely thank-you messages, event invitations, and updates, increasing our donor engagement and fostering lasting relationships.

Impact:

The implementation of these platforms will improve our organization's effectiveness in the following ways:

- **Streamlined Communication:** Constant Contact's automation and personalization features will enable us to send targeted and timely messages to our donors, increasing our communication effectiveness and donor engagement.
- **Efficient Donor Management:** Bloomerang will provide us with the tools to organize, track, and analyze donor data, helping us recognize donor contributions, tailor our communication, and strengthen our relationships.
- **Data-Driven Decision Making:** The data and insights from both platforms will inform our fundraising strategies and enable us to make data-driven decisions to achieve our goals.

The combined cost of these tools is expected to be approximately \$3000 per year.

The results of our use of Constant Contact and Bloomerang will be demonstrated through quantifiable metrics and qualitative evidence of enhanced donor engagement. We will track and report the increase in donor engagement through the number of opens, clicks, and responses to our email communications. Bloomerang's analytical tools will allow us to monitor trends in giving, the frequency and amount of donations, and the retention rates of donors. Furthermore, we will share examples of how improved donor communication and management have contributed to the success and fundraising support for expansion of our programs in Great Valley.

Measurement:

Impact will be measured using both quantitative and qualitative metrics, particularly when it comes to donor management and communication. Below are some specific metrics we will consider:

Quantitative Metrics:

- **Donor Retention Rate:** Compare the number of repeat donors before and after implementing the new platforms.
- **Donation Amounts:** Track any increases in individual and overall donations, both one-time and recurring.
- **Donor Engagement:** Monitor the open, click-through, and response rates of your email communications through Constant Contact.
- **Donor Acquisition:** Measure the number of new donors acquired after implementing the new platforms.
- **Event Attendance:** Track the number of donors who attend your events after receiving targeted email invitations.
- **Volunteer Participation:** Measure the increase in donor participation in volunteering activities.

Qualitative Metrics:

- **Donor Testimonials:** Collect and analyze feedback from donors on their perception of your organization's communication and engagement efforts.
- **Stakeholder Feedback:** Gather insights from our staff, Board and District administrators, on their ability to engage with donors.
- **Donor Relationship Quality:** Evaluate the quality of our interactions with donors, looking for evidence of stronger connections, deeper involvement, and increased alignment with our mission.

These metrics will help Great Valley School District Education Foundation assess the impact of our capacity-building efforts and demonstrate the value of investing in Constant Contact and Bloomerang for donor management and communication needs.

We are confident that this capacity-building initiative will result in increased engagement and strengthen our organization's strategic approach toward using data and communications to increase our fundraising. Investing in this project means investing in the future of GVSD students. The impact of these tools will ripple through our community, amplifying our reach and ensuring every student receives the quality education they deserve.

Attachments:

Audited Financial Statements for FY 21/22

Copy of FY 23/24 Operating Budget with actuals for prior fiscal year.

Copy of FY23/24 Budget with July 2023 actuals.

**The Great Valley School District Education Foundation does not currently complete an annual report; thus, none is available.*

**Strategic Plan not available. The Board of Directors is in the early stages of Strategic Planning and expects to have one completed by the end of the current fiscal year.*

Appendix 1. Capacity Building Itemized Budget

Provider:
Bloomerang
5724 Birtz Rd
Indianapolis, IN 46216
317-296-8100
bloomerang.com

Database Service Standard (1001-2500 Constituent Records)
Service period: Apr 21, 2023 - Apr 20, 2024
Basis Cost: \$1,788
+ 6.0% \$108.00 Tax
Total: \$1,896.00

Provider: Constant Contact <https://app.constantcontact.com>

Plan Standard (5,001 - 10,000 contact tier)
\$80 monthly + \$4.80 6% tax = \$84.80/month
Total: \$1018.00 per year.

Total Grant Request: \$2914

Appendix 2. Board of Directors and Affiliations

Board President, Stephen Skoufalos. Retired Sales and Engineering. Current GVSD Volunteer.

Board Vice President: Rita Jones. Retired GVSD Superintendent.

Board Treasurer: Marc Earnest. Franklin Mint Federal Credit Union Vice President

Board Secretary: Tom Koester, Jr. Sales manager for T. C. Koester, Inc.

Directors:

Ken Bigelow. Retired Materials Contractor

Abby Magen. Senior Manager at Vanguard, Inc.

Carl Buchholz. WSFS Bank Vice President

Elaine Gilmartin. Willistown Conservation Trust, Development Director

Roolpali Hall. Aramark Corp. HR Executive

Rebecca O'Donnell. Community Volunteer

Nimrat Sandhu. Professional Artist

Laura Sindoni, Esq. Foundation for Delaware County, Director of Advancement

Poonam Grewal. Zellis, Sr. Recruiting Manager

Shilpa Gupta. InfoSys Inc., Engagement Manager