

## 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 9/15)

- ◇ 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 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**, 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: August 2023**

**Contact Information**

Organization Name: YMCA of Greater Brandywine  
 Address: 1 East Chestnut St., West Chester, PA 19380  
 Phone: 610-643-9622  
 Website: [www.ymcagbw.org](http://www.ymcagbw.org)  
 Year Incorporated: 1945  
 FEIN: 23-1365994

ED/CEO Name: Bertram L. Lawson II  
 ED/CEO E-mail: [blawson@ymcagbw.org](mailto:blawson@ymcagbw.org)  
 Board Chair Name: Donna Urian  
 Board Chair Approval (check here):   
 Primary Contact Name: Samantha Krejci  
 Primary Contact E-mail: [skrejci@ymcagbw.org](mailto:skrejci@ymcagbw.org)

**Organization Information:**

**Field/s of Interest:**

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

**Mission:**

To put Christian principles into practice through programs that build healthy mind, body and spirit for all. We accomplish this through our three pillars: Social Responsibility, Youth Development, and Healthy Living.

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

The YMCA of Greater Brandywine is an association of eight YMCAs serving communities across Chester County, Pennsylvania. The West Chester Area YMCA serves greater West Chester as well as Cheyney, Westtown, Thornton, and the surrounding communities.

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

The YMCA of Greater Brandywine serves communities across Chester County through programs that promote youth development, healthy living, and social responsibility, typically serving 80,000 individuals and families annually. The West Chester YMCA typically serves 18,000 annually.

<b>Annual Budget \$</b> <u>41,030,097</u>	<u>463</u>	# of Full-Time Equivalent Paid Staff
<u>80</u> % of budget for program expenses	<u>119</u>	# of Board Volunteers
<u>19.7</u> % of budget for administrative expenses	<u>3,096</u>	# of Active Non-Board Volunteers
<u>0.3</u> % of budget for fundraising expenses	<u>51,622</u>	# of Volunteer Hours
<small>100 % total</small>		

**Top 3-5 funding sources:** Bank of America Charitable Gift Fund, Carol E. Ware, Pennsylvania Department of Education

**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:** \$ 7,500

**Proposal Summary:** The YMCA of Greater Brandywine provides critical services to individuals, families, and children throughout Chester County. The West Chester Area YMCA serves greater West Chester as well as Cheyney, Westtown, Thornton, and the surrounding communities. The YMCA requests operational funding to support signature initiatives with the greatest impact on the residents of the West Chester Area YMCA community.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

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

The YMCA of Greater Brandywine (YGBW) is an association of eight YMCAs serving communities across Chester County. We are a mission-driven, charitable service organization endeavoring to strengthen the foundations of our communities. We do this through programs that promote youth development, healthy living, social responsibility, and the acceptance of the equality of all persons. At the heart of our mission is a commitment to serve all members of our community, regardless of age, ability, or income. We award financial assistance to ensure that no one is denied a chance to participate due to an inability to pay and we provide programs and services that are accessible to all.

YGBW's branches typically serve 80,000 individuals and families annually. We offer educational and wellness programs that help individuals of all ages decrease lifestyle-related diseases and improve their overall health. Our summer camps, after-school, and early learning programs offer thousands of children experiences that enrich cognitive, social, physical, and emotional growth. We offer quality programs that help young people cultivate the values, skills, and relationships that lead to positive behavior, better health, and educational achievement.

#### *Our Community*

The West Chester Area YMCA serves the greater West Chester Area, including West Chester borough, as well as Cheyney, Westtown, Thornton, and the surrounding communities. While the Oscar Lasko YMCA is located in the borough, the West Chester Area has more amenities and traditional YMCA offerings such as pools, fitness classes, fields, and programs. The largest portion of youth served by the West Chester YMCA are within the West Chester Area School District, which covers 16 schools. The district has 11,972 students and a minority enrollment is 30%. The graduation rate is 97.2%; 11.4% of students are eligible for free or reduced-price lunch; and 5.5% of students are learning English. The West Chester Area YMCA continues to meet the changing needs of the community through the development of offerings that align with the organization's mission and purpose, while maintaining a welcoming, celebratory, and diverse culture.

### **2. Funding request**

The West Chester Area YMCA strives to be a catalyst for improving the quality of life and well-being for all in our community. Outreach programs to the underserved members of the community is a priority for the organization, and West Chester Area YMCA strives to meet those needs through a series of signature programs:

- *Financial Assistance*

Our fundraising efforts help us to provide financial assistance and income-based membership to ensure that YMCA memberships and/or programs are available for all individuals and families in our community. Income-based memberships are available to individuals and families who meet the eligibility requirements and would like assistance in paying for their membership. Financial assistance is also available to individuals and families meeting specified household income guidelines to assist in paying for YMCA programs such as camp, childcare, before and after school care, swim lessons, sports leagues, and more. We award financial assistance to ensure that no

one is denied a chance to participate due to an inability to pay and we provide programs and services that are accessible to all.

- *Childcare and Early Learning*

Childcare is a necessity, yet unfortunately, many parents are unable to work and raise a family in our community because they lack access to safe and affordable childcare. The current economic climate has resulted in a staffing crisis nationwide. Additionally, with the impacts of COVID, increased attention on the behavioral health of our youngest population remains a focus. The pandemic caused disruptions which impacted all children, but for those already struggling with behavioral or developmental challenges even prior, the stressors were particularly acute. We continue to develop new and creative ways to attract and maintain licensed, talented staff members.

- *Safety Around Water (SAW)*

Drowning statistics state that drowning is the leading cause of unintentional injury-related death for children ages 1 to 4 and second leading for children 5 to 14 . A signature program of the YMCA is Safety Around Water. The Safety Around Water (SAW) program teaches children critical and potentially life-saving skills, opening a world of possibilities for them to safely satisfy their curiosity. During a SAW lesson, aquatics instructors teach children to safely enter and exit a body of water – and how to respond when in deep water. Swim lessons are a path for youth to build strong swimming skills and develop confidence around water. Our SAW program reaches hundreds of children each year, providing them with the skills they need to be safe in and around the water.

- *ForeverWell Programming*

ForeverWell programs are designed to benefit our active older adult members' total health through a variety of opportunities to get active, stay fit, and be social, with programs including activities for promoting healthy lifestyles, alleviating boredom and isolation, promoting social well-being, and volunteerism. ForeverWell programming includes opportunities for a full spectrum of activities, including everything from walking groups, book clubs, and line dancing to bridge or pinochle clubs as well as nutritional counseling and technology clinics. A key YMCA goal is to continue expand offerings to older adults and increase impact in the community.

- *Health Management & Disease Prevention*

The West Chester Area YMCA offers a variety of health management and disease prevention programming, including: Matter of Balance, designed to reduce the fear of falling and increase the activity level of older adults who have this concern; Parkinson's Cycle, a coached cycling class intended to provide symptomatic relief for people with Parkinson's disease; LiveSTRONG, a program established in partnership with the LIVESTRONG Foundation to assist those who are living with, through or beyond cancer to strengthen their spirit, mind, and body; and Arthritis Aqua, an aquatic program designed for anyone with arthritis or similar conditions.

### *Specific Needs & Issues*

The West Chester Area YMCA provides critical services to individuals, families, and children in greater West Chester as well as Cheyney, Westtown, Thornton, and the surrounding communities. Whether it's childcare, afterschool programming, summer camp, or fitness facilities, we provide a safe, supportive environment in which children and youth can learn and develop. This is central to our mission and we are committed to keeping our programs accessible, particularly to those with the greatest need and fewest resources.

### *Why Now?*

The economic impacts of the pandemic and inflation continue to be a leading concern for many of our members and the greater Chester County community. YGBW and the West Chester Area YMCA rely on annual fundraising efforts to continue to offer financial assistance and subsidize critical programming. Whether through summer camp, afterschool programs, recreational sports and swim, or youth leadership and service groups—there is something that can engage and inspire children regardless of their abilities or financial resources.

### *Impact & Results*

YGBW measures the impact of West Chester Area YMCA's programming in a variety of ways that go beyond basic enrollment figures. We partner with school districts to determine the impact of programs on student learning and well-being. In our Safety Around Water training, children are evaluated by swim instructors to ensure that they have successfully mastered the skills and knowledge required to be safe in and around the water. For all of our subsidized programs, including summer camp and before and after-school care, our goal is to ensure that cost is never an obstacle to participation. Every year we seek to bridge the gap between the financial assistance awarded to families and the dollars raised to ensure West Chester Area YMCA can have the greatest impact on the greater West Chester community.

### 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.chescof.org](http://www.chescof.org) to apply online for grants from all Community Foundation Funds.
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so their legacies make a difference.*