

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

Date September 13, 2023

Contact Information

Organization Name: SILO (Serving, Inspiring and Loving Others)
Address: PO Box 22 Oxford, PA 19363
Phone: 610-715-9952
Website: www.oxfordsilo.com
Year Incorporated: 2018
FEIN: 82- 2595175

ED/CEO Name: Melissa Pacella
ED/CEO E-mail: Melissa@oxfordsilo.com
Board Chair Name: Ed Herr
Board Chair Approval (check here):
Primary Contact Name: Melissa Pacella
Primary E-mail: Melissa@oxfordsilo.com

Organization Information:

Field/s of Interest:

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

Mission:

SILO is a welcoming and diverse group of friends who come together to Serve, Inspire and Love Others in our community.

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

SILO's work focuses on the southern part of Chester County, primarily Oxford and the surrounding area.

Describe Population Served & Annual Number of People Served:

SILO works with a variety of people, including those with mental illness, limited mobility, addictions, single parents, senior citizens, immigrants, unemployed, underemployed and homeless individuals.

Annual Budget \$308,147 (2022/23)	4 Full-Time Equivalent Paid Staff
79.4% of budget for program expenses	6 Board Volunteers
10.6% of budget for administrative expenses	118 Active Non-Board Volunteers
10% of budget for fundraising expenses	2,038 Volunteer Hours

Top 3-5 funding sources: Oxford Area Foundation (8% of annual budget), United Way of Southern Chester County (7.4%), James S. Herr Foundation and the United Way of Chester County (2.7% each)

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:

SILO is looking to hire a knowledgeable fundraising expert to help us improve our fundraising strategies and implementation including: donor identification, cultivation, management and follow up. Attached is a proposal from Krys Sipple outlining the work. Krys will also help create a polished branded packet to share with potential donors.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

SILO's History

SILO has been meeting the needs of the most vulnerable in southern Chester County for the past 12 years. Starting as a group of people who simply wanted to get to know their neighbors, the organization has seen significant growth. As SILO continues to grow, we add and adapt programs to best help our friends (clients).

SILO's Goals

The goal of the Delivering Hope program is to ensure no one in the Oxford community is isolated or experiencing food or housing insecurity. Our gardening programs teach people to grow food for themselves and increase their self-sufficiency. Our monthly meals seek to bring people together and build community for those who are otherwise isolated or hungry. Through all of our programs, SILO comes alongside individuals and families in a practical way, to offer friendship, community and support.

SILO's Key Achievements

While SILO has helped many people in life-transforming ways, the more subtle accomplishments lay the foundation for the success of our efforts. SILO:

- Fosters a playful, hard-working, resourceful and collaborative volunteer culture
- Creates a sense of community and belonging for all participants. Our volunteers and meal attendees often refer to SILO as an extended family; a place where friendships are genuine.
- Blurs the lines between those who are helping and those who are helped.
- Adapts quickly to the evolving needs of our friends, especially during COVID.

SILO's Distinctiveness

SILO operates in a uniquely relational way, enmeshed in the lives of the people we help. Building relationships, trust and community with our friends on the streets of Oxford, uniquely positions SILO to learn about the greatest needs in our community. Unlike most non-profit organizations, we proactively reach out to friends and learn of their needs, not expecting them to come to us. This approach means we learn of "silent" needs and draw people toward services they may not have utilized on their own.

Description of key initiatives

SILO is a grassroots organization, not afraid to get its proverbial hands dirty. Our programs focus on addressing the greatest needs of our friends.

Delivering Hope ensures no one in the Oxford community is experiencing food or housing insecurity, exacerbated by the COVID pandemic. Twice a week, bags of groceries are delivered to up to 1,200 people in need. Rent and utility assistance ensures people can remain in their homes.

Growing with SILO installed 250 raised vegetable beds in the backyards of the most vulnerable people in Oxford. Over the past three years, this backyard gardening program has created 1,900 square feet of growing space, which helped feed 427 people.

Growing Together Community Garden is a place where friends and neighbors come together to grow food for themselves and others. Each week, volunteers come to the garden to plant, weed and harvest produce. Last year we grew 1,084 pounds of food which was distributed to friends in need.

Free monthly **Community Meals** are a festive place where people, who are otherwise isolated, can make a friend while enjoying a free meal. The monthly meals are popular and have grown to an average of 325 people per meal.

Additionally, SILO visits friends in their home, prison or hospital, provides transportation, supports those experiencing homelessness and stabilizes housing for friends on the verge of becoming homeless. One of the greatest strengths of SILO continues to be its talented, diverse, hard-working and resourceful volunteers. They multiply and improve the services we offer the community.

Specific needs & issues to be addressed

Some of the critical needs in southern Chester County that SILO addresses are: hunger, homelessness, isolation and depression, wellness/health, environmental preservation and environmental education.

Why it is important to fund this now

Over the past few years, we have witnessed an increase in the number of people needing assistance. Families who were previously financially stable are having a hard time keeping up with expenses, especially with inflation and increased housing costs. People who never needed help before are now turning to SILO. And we want to be there to help them, but the demand is outgrowing our small staff's capacity. SILO is a gritty grassroots organization, able to convert a modest budget into significant impact in the community, but we need to grow as an organization to match the needs. This fall, we are set to hire a full-time staff person to help share the organizational load and expand our programming to help more people. We are on the cusp of organizational expansion and need support to continue helping those most in need in our community.

How impact & results will be demonstrated

Improving SILO's fundraising capabilities will not only result in additional operating funds raised, but will have many intangible and unmeasurable benefits for SILO friends and the greater community, the following measures will demonstrate the overall impact of the grant:

- Food recipient ages and household size
- Number of meals and bags of groceries distributed
- Number of raised beds installed and replanted
- Weight of produce grown in the community garden
- Number of student groups and adults engaged in educational workshops
- Estimated number of garden visits per month
- Number of recipients of housing and utility assistance
- Number of volunteers and hours worked

How will this capacity building initiative impact your nonprofit?

Now that SILO is more established as an organization, and we are beyond the COVID emergency, it is a great time to dedicate time and effort to evaluating and improving our existing donor management practices. By receiving expert feedback from an outside consultant, we will gain perspective on our donor management and learn to implement best fundraising practices. We are looking to improve SILO's communication with donors, replacing lackluster and rote responses with engaging and personal

interactions. We are looking to find and connect to potential donors with interest in our work and invite them to give. Improving how we track, thank and interact with donors will result in new and recurring donations. The fresh perspective of an experienced fundraiser teaches staff and board members the best tools to implement long-term change. Ultimately, these improvements will help the organization mature financially and sustain our efforts to care for those in need.

How will this impact be measured?

The impact of the new Fundraising Plan will be measured in:

- Number of new donors brainstormed
- Number of new donors approached
- Number of existing and past donors with strengthened relationships
- Number of improvements to donor management process (personal appeals, hand written thank you letters, etc)
- Achieving faster donor receipting and thank yous
- Increased number of recurring monthly and annual donors
- Completion of a Development Retreat

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.

Upon grant approval, we will begin the process outlined in the attached proposal from Krys Sipple (\$5,000). The process will begin with a brief development audit that will scan internal and external factors that affect the organization's fundraising ability. The audit will include interviewing staff and board members, reviewing donor systems and records, ensuring regulatory compliance and analyzing organizations with similar missions who may be competing for the same funds. The goal will be to capitalize on SILO's fundraising strengths and improve weaknesses.

After the initial review, board and lead staff will come together for a development training retreat. In that practical session, participants will brainstorm potential donors and match donors to SILO programs that appeal to them. The facilitator will also coach the group through role-playing exercises asking donors for major gifts.

Findings from the review and retreat will be pulled together into a Fundraising Plan including: a potential donor list, foundation matrix and a mini case for major donor appeals.

This entire process will take roughly 2 months.