

CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

Date: September 13, 2023

Contact Information:

Organization Name: Educational Equity Alliance

ED/CEO Name: Steven Wilson

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ED/CEO E-mail: steve@educationalequityalliance.org

Phone: 484-354-6088

Board Chair Name: Renee Sharpe

Website: Educationalequityalliance.org

Board Chair Approval (check here): X

Year Incorporated: 2009

Primary Contact Name: Steven Wilson

FEIN: #27-0399912

Primary Contact E-mail: steve@educationalequityalliance.org

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission: Educational Equity Alliance

Our mission is to provide academic, emotional, and spiritual empowerment from PreK to college for the children and youth of Coatesville.

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

Our target population is Chester County with an emphasis on children and youth living in Coatesville below the federal poverty level.

Describe Population Served & Annual Number of People Served:

The annual number of children and youth served is 140 children and youth, and their families through full-day preschool, after-school academic and enrichment programs, entrepreneurial programming, and summer camps. An additional 100 - 120 youth are served through workshops.

Coatesville has a 40% poverty rate and approximately 60% of the children in the school district qualify for free and reduced lunch. Standardized testing in the school district repeatedly shows that those students who are living below the economic poverty line perform compared to other students. On average, at the local elementary schools only 30-40% of students living below the economic poverty line are at grade level in reading by third grade, while the average for their peers above the poverty line is between 85 - 90% at grade level. The students living below the academic poverty line need additional support and resources to be at grade level and ultimately be successful in school, and the school district is currently unable to provide this support.

In addition to academic needs, Coatesville has a lack of opportunity for children and youth. A study called the Child Opportunity Index was done in 100 of America's major cities to assess the

opportunities available for children in each community. The study measured resources available for health and environment, education, and social / economic development opportunities. As part of the study, Philadelphia and the surrounding communities were researched, and the city of Coatesville, which is part of the Philadelphia region, scored in the lowest category for opportunities for children and youth. Coatesville currently does not have an operating community center or recreation department, and the public pool has been closed for years. Children and youth and their families who are living in economic poverty are in desperate need of affordable and accessible programming that will provide the academic and developmental growth that is necessary for them to be successful in school and ultimately break the cycle of poverty. Of the families living below the economic poverty line in Coatesville, more than 80% are single parent families, so there is also a significant need for safe and nurturing child-care and supplemental programming so that single parents can work and pursue their own academic goals. Ensuring that foundational skills (both academic and social) are obtained at a young age greatly increases the likelihood that our students will progress in their educations with the skills needed to succeed. To ensure students continue to progress, the programs we launch provide a continuous service, guiding and supporting students along their educational path from preschool through twelfth grade.

Annual Budget \$453,795.

89 % of budget for program expenses

08 % of budget for administrative expenses

03 % of budget for fundraising expenses

100 % total

13.21 # of Full-Time Equivalent Paid Staff

7 # of Board Volunteers

55 # of Active Non-Board Volunteers

8,900 # of Volunteer Hours

Top 3-5 funding sources:

United Way of Chester County, Bentley Systems, Child Guidance Resource Centers, Inc., Comcast/NBC, Witmer Public Safety Group

Grant proposal for: Capacity Building

If Capacity Building Proposal, the focus is: Partnerships and Collaboration

Grant Amount Requested from the Community Foundation: \$5,000

Proposal Summary:

Through CCCF capacity building funds, we are seeking to improve academic, social, and emotional outcomes for children and youth in the greater Coatesville region by strengthening our partnerships with other youth service providers. CCCF funds will be used to expand our program capacity to children by assisting with the purchase of program supplies, facility and equipment rental, and professional services that our partner organizations will provide to children and youth.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

3 pages maximum.

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

Educational Equity Alliance (EEA) was incorporated 2009 as Hope Beyond Borders by our founding CEO, Steven Wilson, and Chairperson, Crispen Masuka with the mission to grow an alliance of educational programs and thought leaders committed to ensuring children and youth reach their full academic and social-emotional potential. After 15 years of effectively empowering children, youth and local leaders Hope Beyond Borders rebranded to the Educational Equity Alliance in 2023 to represent our mission and work more effectively. The EEA Center for Educational Equity, started in 2010, equips our program leaders to establish educational programs that empower students from PreK through college or trade school placement.

In 2013 EEA launched Soap for Hope, a not-for-profit soap business that trains Coatesville youth in the skillsets and mindsets of being an entrepreneur while providing fundraisers for schools, clubs, and groups. Youth learn valuable business and leadership skills through two ten-week courses in business development while engaging in hands-on soap making, advertising, sales, a more.

Coatesville Kids to College (CKC). CKC was developed in 2013 by EEA executive board member Keith Wilburn, stemming from his 18 years of experience working in urban communities in both Boston and Philadelphia and his research of successful education and community development models. CKC is an educational pipeline that supports children living below the federal poverty level in Coatesville throughout their entire education experience so that they can successfully attend and graduate from college.

In 2013, CKC acquired Little Blessings Preschool, a preschool that had served over 120 children and families in the city since its formation in 2004. Under CKC, the preschool changed its name to Bright Beginnings Early Childhood Education Center and over the past eight years has grown from a one classroom half-day preschool serving six students to a three-classroom full-day preschool serving 28 students between the ages of two to five. The preschool is state licensed and is only \$60 a month for low-income families. In the spring of 2014, Coatesville Kids to College launched its elementary and middle school after-school programs, which currently run Monday to Thursday from 4:00 pm -6:45 p.m. and serve a total of 40 students who live below the federal poverty level. The after-school programs include daily homework tutorial and enrichment activities that include art classes, cooking, gardening, technology, science labs, leadership development, group therapy, and physical fitness. Additionally, there is a youth entrepreneurial and fundraising program, Soap for Hope Youth Entrepreneurs, that develops Coatesville youth's understanding of small business operations (such as product development, cost analysis, marketing, and sales while simultaneously instilling ideas of determination, teamwork, and accountability. The after-school program is no-cost to our enrolled families. In the summer of 2015 CKC launched a six-week full day summer camp for elementary and middle school children, and several years later launched a second six-week full day camp for our preschool students. These summer programs incorporate academic enrichment, hands-on activities, and field trips to continue the growth and development of our students throughout the summer. All our summer programs are no-cost to families who are enrolled in our programs.

Today our programs collectively empower over 150 children and youth in Coatesville through a full-day preschool, after school tutoring services for elementary and middle school students, six-week summer camp, youth entrepreneurial training, and culinary, art, and virtual reality classes.

To provide high quality programming for our students, EEA has established partnerships with Chester County Food Bank, Coatesville Area School District, City of Coatesville Police Department, Science Explorers, Engineering for Kids, Little Sprouts Cooking Program, Child Guidance Resource Centers, Young Men and Women in Charge, Creative Club of Chester County.

2. Funding request

Description of key initiatives

Coatesville Kids to College [CKC] has been operating for ten years (2013 to present). CKC delivers a multi-pronged, educational pipeline that promotes the pursuit of higher education. CKC programs include 2-year, full day preschool, after-school programs for elementary through middle school students, and six-week summer camps for both pre-school and elementary students. CKC programs provide educational and enrichment activities including daily homework time, tutoring support, drama and music, visual arts, cooking, gardening, leadership development, robotics, and physical fitness. Over 100 children and youth are currently being served by CKC. All programs run on-site and in person in Coatesville.

Soap For Hope Youth Entrepreneurs and Soap For Hope Fundraising provide a 20-week entrepreneurial training and development course for children and youth in Coatesville. Through the SFH Youth Entrepreneurship program, Coatesville middle school youth in the CKC program learn the skillsets and mindset of operating a small business. Soap for Hope Fundraising runs a soapmaking (and related products) production manufacturing workshop at our location in Coatesville. Outside organizations, such as schools, churches, and other groups, are recruited to run their fundraisers selling the locally made, high-quality soap, lotion, candle, and fragrance spray products. SFH Fundraising employs two Coatesville high school youth in the production workshop that graduated from our SFH Youth Entrepreneurship program. Students from the CKC after-school program as well as other youth from the greater Coatesville community participate in Soap For Hope.

Specific needs & issues to be addressed

Many students who live below the federal poverty level start off far behind their peers academically, socially, and emotionally. The disadvantages for these students emerge not only in academic performance but also in job-readiness, job market skills, and entrepreneurial aptitude. Resource limited public schools struggle to offer suitable supportive academic services, and entrepreneurial and enrichment programs that are easily accessible and affordable. These comprehensive programs address the gap in resources and opportunities available to these students and effectively equip them with the academic, life, and social skills they need to flourish.

Why it is important to fund this now

Studies show that COVID-19 impacted youth living below the federal poverty level more severely than their counterparts in middle-income communities. These students are at high risk of not being able to close the achievement gaps, or develop the needed entrepreneurial skills, job readiness, and social-emotional skills needed to flourish. There is only a small range of youth-focused, non-profits operating in and supporting the greater Coatesville region, demonstrated by a waiting list for all our programs.

How impact & results will be demonstrated

We anticipate the funds will impact students by inspiring them toward entrepreneurship and business development, helping them to Learn and practice manufacturing, inventory management skills, shipping, sales, advertising, and marketing.

How will this capacity building initiative impact your nonprofit?

The funding will be used to build partnerships with other local organizations so that we can provide services and skills to the students in our program that we would otherwise not be able to provide. Our

goal is to empower low income students so that they can be successful, and for our middle school students this means not only providing academic support so that they can be successful in school, but also providing them with opportunities to learn skills that will help them be successful in the marketplace. The partnerships that EEA will build with its Coatesville Kids to College and Soap for Hope program will be with Chester County Creative Club, a nonprofit that teaches technology skills and digital arts; Teresa Marie Photography, a local photography studio that will give students hands on experience in the art of photography; and Namaste Lynne' Yoga and Wellness Center, which will give students instruction in mindfulness and life balance. This will impact our nonprofit by giving our students skills and expertise in areas that will be beneficial to their futures. Chester County Creative Club will give them exposure and skill in using a variety of technology resources, Teresa Marie Photography will give them skills and expertise that they can use in a variety of employment settings, Namaste Lynne' will teach them skills that they can use throughout their lives to help them to manage their emotions and stay calm in stressful situations, and our Soap For Hope partners provide entrepreneurial empowerment and job readiness.

How will this impact be measured?

Each partner organization will work with CKC to create projects that the students will work on over the course of 12 weeks. Completion of the project will show that students have demonstrated mastery over a variety of skills. Students in each partner organization with Soap for Hope Youth Entrepreneurs will demonstrate comprehension of five or more skillsets and mindsets of being a young entrepreneur, and the basic skills to run a small business. Additionally, students will demonstrate the ability to successfully work as a team to create, design, and market a prototype product, and present it to a panel of "shark tank" judges.

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.

The partnership with Creative Club of Chester County will entail twelve two hour classes to take place between September 25th and December 22nd, 2023. Students will learn to create a video presentation of a topic of their choice, and activities will include learning how to create a story board, how to operate a video camera, how to conduct an interview, how to edit a video and how to create and produce sound and effects for the video. The anticipated cost will be \$1,000 for the classes, use of equipment and staffing.

The partnership with Teresa Marie Photography will entail twelve one hour classes to take place between September 25th and December 22nd, 2023. Students will learn the fundamentals of photography including lighting, angles and perspective, framing, shutter speed, and how to use a digital camera. In addition, as students work on their portfolio, they will learn the skills of photo editing and printing. The anticipated cost will be \$1,000 and this will include purchase of digital cameras, studio rental, and teaching fees for professional photographer, Teresa Marie.

The partnership with Namaste Lynne' Yoga and Wellness Center will entail twelve one hour classes from January 8 to April 1st, 2024. Students will learn a variety of yoga poses, breathing techniques, and different approaches to meditation to teach them skills to help them stay calm and in emotional control. The estimated cost will be \$500 and will include purchase of yoga mats, meditation journals, and teaching fees for professional yoga instructor Lynne Fillion.

The Soap for Hope Youth Entrepreneurs partnership will offer two partnering groups two 8-week entrepreneurial courses, starting in the fall of 2023 and running through the spring of 2024. Each partnering group will establish a small Soap For Hope manufacturing kit with a facilitators guidebook for leading the classes. Students will learn how to make soap products and develop the mindsets and skillsets of being entrepreneurs. The estimated cost will be \$2,500 for the Soap for Hope kits, workbooks, and staffing.