

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 9/6/2023

Contact Information

Organization Name: Chester County Art Association ED/CEO Name: John Baker (Acting)
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Phone: 610-696-5600 Board Chair Name: John Baker
Website: www.chestercountyarts.org Board Chair Approval (check here):
Year Incorporated: 1931 Primary Contact Name: John Baker
FEIN: 23-1429812 Primary Contact E-mail: jbaker@wcupa.edu

Organization Information:

Field/s of Interest:

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

Mission: The Chester County Art Association (CCAA) is a nonprofit organization dedicated to educating, inspiring, and connecting the people of Chester County to and through the arts.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): Chester County and the surrounding region.

Describe Population Served & Annual Number of People Served: CCAA serves Chester County, PA residents of all ages beginning with children as young as 4 in our youth programs and summer camp. Our most senior artists still thrive on the ability to create, inspire, and be inspired by art. CCAA believes that art inspiration and education are an important part of our community for everyone and gear programming to every age and level of artistic ability. The organization serves over 2500+ people annually.

Annual Budget \$ 307,120 _____ # of Full-Time Equivalent Paid Staff 2 _____
70 _____ % of budget for program expenses 13 _____ # of Board Volunteers
27 _____ % of budget for administrative expenses 10 _____ # of Active Non-Board Volunteers
3 _____ % of budget for fundraising expenses 500 _____ # of Volunteer Hours
100 % total

Top 3-5 funding sources: Membership Dues, Exhibitions, Classes and Workshops, Summer Camp, Justamere Foundation and Other Grants.

Is this grant proposal for: Capacity Building ___ or General Operating X?

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: The CCAA requests general operating funds that will contribute to and enhance the organization's ability to offer scholarships to senior citizens unable to afford the cost of classes.

Chester County Art Association – General Operating Narrative
Chester County Community Foundation

Nonprofit’s history, goals, key achievements & distinctiveness: The Chester County Art Association (CCAA) is a nonprofit organization dedicated to educating, inspiring, and connecting the people of Chester County to and through the arts. As a small non-profit arts center, our goal is to inspire creativity and creative thinking. We believe that art positively impacts everyone; we help develop individual abilities, foster art appreciation, and create a sense of artistic community. Fine arts classes and workshops teach fundamental concepts and advanced techniques. Our monthly art exhibitions, lectures, and artist talks provide learning opportunities and creative dialogue in welcoming spaces for all ages.

CCAA believes that art inspiration and education are an important part of our community for everyone. Its programming is geared to every age and level of artistic ability. One of the goals of CCAA is to also guarantee that art education is accessible to everyone regardless of socio-economic status or ability to pay for services. Scholarships are made available for our summer camp programming and CCAA has a partnership with the Melton Center in West Chester to further provide opportunities for engagement. Additionally, CCAA seeks community-based partners to provide workshops bringing programming to diverse populations.

CCAA was founded in 1931 by prominent artists and leaders in the Chester County community, including N.C. Wyeth, Christian Brinton, and William Palmer Lear. The original group met weekly to draw together and plan exhibits. Often these exhibits included the works of Andrew Wyeth, Horace Pippin, Tom Bostelle, Barclay Rubincam, Philip Jamison, Peter Sculthorpe, and Harry Dunn. While they were looking for a permanent space for the organization, members of CCAA met in the DeHaven House in East Fallowfield, PA, and spaces at West Chester University.

The present main facility in West Chester was built in 1953. The generous gift of land from local residents, totaling over five acres, made it possible for CCAA to have a permanent home in the West Chester community. As a result of renovations completed in 2017, the organization was able to add a new darkroom and digital studio, a library, new office spaces, the ShopArt Gift Store, and upgrades to the ceramic studio and both gallery spaces.

Funding request: CCAA respectfully requests a \$5,000 investment in general operating expenses. Funding will expand opportunities for scholarships, financial aid, and community-based workshops, specifically for senior citizens, allowing CCAA to engage a broader audience and provide more diverse culturally appropriate offerings.

Description of key initiatives: CCAA executes a robust schedule of year-round programming and events, including monthly gallery exhibitions, classes, and workshops for adults, including our beloved ceramics studio, and community events such as the Chester County Art Walk and the Christkindlmarkt. Our goal is to continue to provide high-quality gallery exhibitions for our community and inspire those who visit with new ideas. CCAA upholds a strong commitment to expanding Diversity, Equity, and Inclusion throughout art in Chester County and making sure that art is available and accessible to all.

- **Membership:** In 2022, CCAA engaged 696 Individual members representing all genres and mediums of art. Members receive various benefits and comprise a rich and diverse community of local artists.
- **Exhibitions:** In 2022, 9 Exhibitions including the first Black History Month exhibition, curated by regionally known artist Dane Tilghman, titled “A Black Thread Through Time—The Personal Journey of Black Artists” were presented. The exhibition received incredibly positive feedback and featured artists from the surrounding areas that previously were not exposed to CCAA.
- **Classes & Workshops:** In 2022, 118 in-person classes and workshops were offered and logged 670 registrations in addition to 590 registrations for CCAA’s open ceramics studio. Class offerings included a variety of mediums including ceramics, painting, drawing, mixed media, and fiber arts.
- **Community-Based & Specialty Workshops:** Throughout the year, CCAA hosts community organizations to collaborate on workshops. In 2022 organizations included, Mandala Art Retreat, Pysanky for Peace, Girl Scouts USA, Unruh, Turner, Burke, Frees, PC, and Owen J. Roberts School District.

- **Summer Camp:** In 2022, 758 children and young adults (ages 4-17) participated in summer camp, many returning for multiple weeks. Over 80 educational art camp options were available to expose youth to various art-based learning opportunities over 11 weekly sessions. Sixty-eight camp scholarships were made available through grant funding in order to make camp available and accessible to individuals throughout the community who may not otherwise be able to pay for service. CCAA partnered with the Melton Center in West Chester to promote these scholarship opportunities and provide information about arts education and its availability in the community. As one of our largest key initiatives, our summer camp is orchestrated with the intention to inspire and foster the abilities of the next generation of artists in the Chester County area.
- **Community Events:** Several community events were held throughout 2022 to amplify the voice of CCAA and expose the community to the power of arts and art education for individuals of any age. The Chester County Art Walk, in association with East Goshen Parks Department, and Christkindlmarkt, a holiday market featuring local art, food, and music was included.
- **Online Art Activities:** Over 25 rotating online activities for individuals and families to access are available and free of charge via the CCAA website.

CCAA's greatest successes include its standing in the community and the long history that ties residents to the organization. Many of the children that attend camp have parents that attended programming as children and some, even grandparents that attended programming. The nostalgia and love for the CCAA is abundant. Summer camp is one of the organization's greatest successes and is consistently the premier art camp for youth in the county. Lastly, the organization's resilience continues to be its greatest success. From its beginnings in the early 1900s, the organization has managed to survive and continues to be a vital resource for community members despite ongoing challenges. Challenges in the present day, post-Covid era are funding and staffing. Much funding has been prioritized for basic needs assistance as individuals have recovered from the pandemic. As we move past recovery efforts, we hope to regain momentum with our fundraising efforts and expand our ability to offer the community new and innovative programming.

Specific needs & issues to be addressed: With ongoing cuts in funding for the arts—in public education, cultural institutions, and community art programs—access to arts education programming is more important than ever. The COVID-19 pandemic had devastating effects on small educational arts non-profits such as CCAA. CCAA has returned to a robust schedule of in-person activities, classes, and workshops and is poised to regain the momentum and funding it had pre-pandemic.

According to Americans for The Arts, schools are narrowing the curriculum, shifting instructional time and resources toward math and language arts and away from subjects such as art, music, foreign language, and social studies, despite the fact that students involved in the arts are four times more likely to be recognized for academic achievement, four times more likely to participate in a math and science fair, and three times more likely to win an award for school attendance.ⁱ A key focus of CCAA is to continue to be able to provide this vital resource to the Chester County community, adapt and diversify the program offerings to expand impact, increase and diversify its audience, and secure adequate funding to be able to continue providing scholarships for program participation for those who need it most.

As funding for educational art programs decreases, CCAA believes that it is our responsibility to keep arts education alive and thriving in Chester County. The arts have a powerful and beneficial impact overall on children, youth, and adults alike. "We find that a substantial increase in arts educational experiences has remarkable impacts on students' academic, social, and emotional outcomes. Relative to students assigned to the control group, school students experienced a 3.6 percentage point reduction in disciplinary infractions, an improvement of 13 percent in standardized writing scores, and an increase of 8 percent in their compassion for others. In terms of our measure of compassion for others, students who received more arts education experiences are more interested in how other people feel and more likely to want to help people who are treated badly."ⁱⁱ In Chester County and throughout the world, an increased measure of academic success and compassion are highly valuable community assets.

Overall, the impact of arts education on youth and adults is powerful. In addition to the evidence-based research detailing impact, we know that community-based arts programs bring awareness to the arts, build community, and provide educational opportunities for individuals who may not find it elsewhere.

Why it is important to fund this now: At CCAA, we believe that art positively impacts everyone; we help develop individual abilities, foster art appreciation, and create a sense of artistic community. Fine arts/fine crafts classes and workshops teach fundamental concepts as well as advanced techniques. Art exhibitions, events, lectures, and artist talks provide learning opportunities and creative dialogue in welcoming spaces. Our continually expanding art programs for all ages include oil painting, acrylic, watercolor, pastel, figure drawing, sculpture, ceramics photography, digital art, printmaking, mixed media, fiber arts, and jewelry.

In 2023-2024, CCAA aims to continue its schedule of programs, maintain and/or increase the number of summer camp participants and grow its financial stability. The organization just finished a strategic plan that guided it from 2019 – 2022 and is planning for the creation of a new document that will guide CCAA for the next 3 years. Active goals from the strategic plan include: Increasing organizational awareness; Enhancing Programs; Optimizing Facilities; and Improving funding.

Goals for the grant period include:

- Continue to diversify art program and exhibition offerings to include a broad range of genres, mediums, and culturally appropriate offerings.
- Conduct an organizational assessment to define the appropriate staff allocation and the need for a dedicated Executive Director.
- Create a diverse fundraising plan that enhances earned revenue and grows grant funding, sponsorship funding, corporate donations, and individual donations.
- Evaluate the membership tiers to expand access for all and maximize philanthropy
- Increase CCAA's ability to offer financial aid scholarships for senior citizens and low-income households.

In addition to accomplishing these goals and providing a robust schedule of arts education and events to the Chester County community, CCAA is dedicating time and resources to plan a renovation of the physical building in West Chester to become more accessible to all. The building currently retains a few spaces that are not easily accessible for individuals with mobility issues.

How impact & results will be demonstrated: As a community arts center, CCAA evaluates its success based on attendance, feedback, and support from the community. CCAA is a resource for all to gain access to and inspiration from the arts. The impact and results of our programming can be seen directly through the stories of those in our community. Whether it's an increase in summer camp attendees because families have recommended us to their peers, through a donor who tells us how they came to CCAA as a child and now we hold a special place in their heart, or how as our membership grows. We see our exhibition openings increase in attendance size and our impact is demonstrated directly through the people, artists, and future artists we serve. As CCAA enters a new chapter in our 90+ year history, our hope is for the organization to continue to grow from this point to be able to offer all the programs and benefits our constituents have come to love, as well as expand our programming and outreach to a new generation, making sure that every member of our community has access to art in all its forms.

Thank you for your consideration and for supporting the arts in Chester County.

ⁱ <https://www.americansforthearts.org/by-topic/arts-education>

ⁱⁱ <https://www.brookings.edu/blog/brown-center-chalkboard/2019/02/12/new-evidence-of-the-benefits-of-arts-education/>