

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 9/1/2023

Contact Information

Organization Name: North Star of Chester County

ED/CEO Name: Donald Neimetz

Address: 7 N. Five Points Road #3 West Chester, PA 19380

ED/CEO E-mail: don@northstarofcc.org

Phone: 610-696-5675

Board Chair Name: Stuart Brooks

Website: www.northstarofcc.org

Board Chair Approval (check here): ✓

Year Incorporated: 1993

Primary Contact Name: Nicholas Lohr

FEIN: 23-2713075

Primary Contact E-mail: nick@northstarofcc.org

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission: North Star of Chester County guides single working parents with dependent children, who are at risk of homelessness, toward stability and financial independence. We help our participant families remain in affordable housing as they work to secure their future through a structured program of financial assistance, mentoring, and supportive services. Single parents who stay in our program, for three full years, emerge stable and proudly able to provide for their families.

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

Describe Population Served & Annual Number of People Served: The United Way designates the families we serve as ALICE (Asset Limited, Income Constrained, and Employed). ALICE families work but do not earn enough to afford life's essentials including housing, healthcare, childcare, food, and transportation. There are nearly 5,000 households in Chester County living within the ALICE threshold (<https://unitedforalice.org/state-overview/Pennsylvania>). While we also serve single fathers, 100% of our current participants are single mothers. In a typical year, we meet approximately 50-60 single parents, serving as many as 30 qualified families with ongoing support.

Annual Budget \$329,000

3.5 # of Full-Time Equivalent Paid Staff

75 % of budget for program expenses

10 # of Board Volunteers

15 % of budget for administrative expenses

50 # of Active Non-Board Volunteers

10 % of budget for fundraising expenses

600 # of Volunteer Hours

100 % total

Top 3-5 funding sources:

1. Vanguard: (\$25,000)
2. Chester County Dept. of Community Development (CSBG): \$20,000
3. Justamere Family Foundation (\$19,000)
4. Genaurdi Family Foundation (\$10,000)
5. Individual Donors (\$57,000)

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: \$1,500

Proposal Summary: North Star of Chester County is seeking financial support to employ the services of a third-party consultant, to create a data collection structure and tracking tools, as well as a client survey for our organization. This consultant will help us identify which information should be tracked, build a system for extracting metrics and establish a workflow for ongoing data entry. In compliance with HIPPA, this consultant will not have access to participant files or personal information. As we continue to provide services, and expand our organization, we must provide meaningful metrics and statistics for the betterment of our program and for those who fund our program. By providing more information regarding our efficacy, we remain in compliance with the demands of our funders and help ensure their continued support of our program. In addition, we will use this data to improve our program, determining what is effective as well as variables leading to participant success.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

In 2023, North Star of Chester County reached a significant organizational milestone, serving the community for 30 years. Since its founding, North Star of Chester County has remained focused on a vulnerable, but under-served, segment of our population: single working parents. Our financial assistance has helped hundreds of Chester County families remain in their homes, while our case management support and education have guided parents seeking financial independence. In recognition of the time necessary to change financial habits and achieve self-sufficiency, qualified participants may receive support for as long as three years. The length of our program is unique among social service agencies in the county. We strive to prevent homelessness in the short term and disrupt cycles of system dependency in the long term, benefiting families and our community at large.

In the last three years, we increased our use of “additional supportive services” to benefit the entire family including increased financial support for children’s programs, expanded our office pantry to include more non-perishable goods, hygiene products, non-SNAP items, and frozen food, provided financial aid for education including application fees or textbooks, and more. We made these changes based on trends in participant budgets and feedback received from parents enrolled in our program. We have also entered into new partnerships with organizations such as Habitat for Humanity of Chester County to provide our graduates with an on-ramp to home ownership and other long-term stability goals.

2. Funding request

• Description of key initiatives

Our organization currently collects basic demographics and information from our program participants including age, gender, race, income, family size, and housing location. During their time in our program, we track participant progress toward self-sufficiency using budget sheets, participant reports, and annual goal-setting. Our goal, with this funding request, is to create a more robust, in-depth data collection system. Under the guidance of consultant Pamela Leland, we will create a program logic model that identifies key indicators for initial, intermediate, and long-term outcomes. We will develop program data collection workflows and tracking tools as well as an annual client survey. Once these tools have been created, and the services of Ms. Leland have concluded, North Star staff will continue to input data using the established workflow and extract metrics for use in grant reporting, development, marketing, and programming.

• Specific needs & issues to be addressed

While we collect information from our participants, our organization does not have a unified system for identifying key indicators of short and long-term progress and success. As our agency grows, our data collection, metrics, and reporting must evolve accordingly. Developing these tools will allow our agency to provide better information, clearer reporting, and useful feedback to our funders as well as North Star staff and Board. It will also provide useful information to guide us in program development.

- **Why it is important to fund this now**

North Star of Chester County continues to grow. Since 2020, we brought on our first full time Executive Director, followed by the introduction of our first CRM, Donor Perfect. We hired a dedicated Business Associate for bookkeeping, expanded our additional supportive services, deepened our support for existing program participants, and partnered with more agencies including Open Hearth, Habitat for Humanity, The West Chester Food Cupboard, and GRANDfamily Connections of Chester County. We have further diversified our funding portfolio, a prudent strategy for any growing organization, to include additional foundations, corporations, financial institutions, and individual donors. Between Fiscal Years 2019 and 2023, our annual gross income grew from \$227,000 to approximately \$300,000. In that same time, our annual expenses increased from \$180,000 to \$316,000, reflecting the deepening support of our families. As we grow, our funders require more robust data and metrics, which demonstrate the impact their investment has had on the community. Providing this information is vital to our continued growth and success.

- **How impact & results will be demonstrated**

The impact of an effective consultancy will be demonstrated by establishing a logic model, identification of key indicators, developing tools to collect data and track information, and deployment of a client survey. Results will be reflected in our use of metrics gleaned from this data in grant reporting, development, marketing, and programming.

- *For capacity building grant proposals:*

- *How will this capacity building initiative impact your nonprofit?*

Developing these tools for data collection will address our agency's need to provide richer metrics and reporting to our funders. It will allow us to gain further insight into our impact as well as challenges faced by our participants. We also intend to use this data to develop our program while we continue our plans for sustainable growth.

- *How will this impact be measured?*

The impact of these efforts will be measured in the development of data collection tools and workflows, their implementation, and using the resulting information in reporting, development, marketing, and programming.

- *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.*

EXPECTED ACTIVITIES: North Star of Chester County will retain the services of professional consultant, Pamela Leland, to lead our agency in the development and implementation of a set of data collection tools and workflows, including identifying which indicators should be tracked. This data will allow us to derive metrics and statistics regarding our participants and impact.

TIMELINE AND COSTS: Upon receipt of funds in February 2024, North Star of Chester County will retain the services of our consultant and begin the development of these tools within 60 days. Ms. Leland has outlined the following timeline as part of her proposal:

- 2-3 meetings with staff and consultant to identify key indicators to track
- Development of data collection and tracking tools
- Testing phase, wherein staff use the tools for one fiscal quarter
- Revisions to tools, if necessary, as a result of staff feedback

EXPERTISE: Ms. Leland has more than thirty years of experience in the nonprofit sector. In that time, she has been a consultant, executive director, and teacher. Ms. Leland also led Hickman Friends Senior Community through a 6-year process of campus expansion. She has served on the faculty of the University of Delaware and Seton Hall University. Ms. Leland holds a PhD in Urban Affairs and Public Policy from the University of Delaware. Her consulting business, The Leland Leadership Group, LLC, has been employed by North Star of Chester County on several occasions including our search for an Executive Director in 2020. Our Board of Directors is currently working with Ms. Leland in developing a new strategic plan.

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 to apply online for grants from all Community Foundation Funds.
 - **Email proposals to grants@chescof.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) 696-8211 grants@chescof.org with questions.

