

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.

Contact Information

Date: August 23, 2023

Organization Name: **Chester Ridley Crum Watersheds Association**

ED/CEO Name: **Carly Lare**

Address: **P.O. Box 1355 Edgmont, PA 19028 (Mailing);
Physical Address: 5316 West Chester Pike Newtown Square, PA 19073**

ED/CEO E-mail: **carly@crcwatersheds.org**

Phone: **610-359-1440 (Mobile: 610-757-8534)**

Board Chair Name: **Ted Leisenring**

Website: **crcwatersheds.org**

Board Chair Approval (check here): **(approved)**

Year Incorporated: **1971**

Primary Contact Name: **Carly Lare**

FEIN: **23-7099008**

Primary Contact E-mail: **carly@crcwatersheds.org**

Organization Information:

Field/s of Interest: Environment/Animal Welfare Education

Mission: **The Chester Ridley Crum Watersheds Association (CRC) is devoted to the protection of water resources and the natural environment of the Chester, Ridley, and Crum Creek Valleys, and the health, recreational, and quality of life benefits they afford the residents of this region.**

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): **Areas of Chester and Delaware County containing the Chester, Ridley, and Crum Creek Watersheds. Within Chester County, CRC serves: Thornbury, Westtown, West Chester, West Goshen, East Goshen, Willistown, Malvern, and Easttown.**

Describe Population Served & Annual Number of People Served: **CRC serves the quarter of a million residents which live within the 42 total municipalities in our watersheds, along with the population outside of our watersheds that supply their drinking water from within our geographic area.**

Annual Budget **\$260,000**

1 # of Full-Time Equivalent Paid Staff

74.71% of budget for program expenses

12 # of Board Volunteers

13.70% of budget for administrative expenses

1500+ # of Active Non-Board Volunteers

11.59% of budget for fundraising expense

4000+ # of Volunteer Hours

100 % total

Top 3-5 funding sources: **Department of Conservation and Natural Resources, Aqua PA, Amerihealth Caritas, Brian O'Neill, Other Private Donors (including Board)**

Is this grant proposal for: **Capacity Building**

If Capacity Building Proposal, the focus is: **Partnerships & Collaborations Fundraising, Development & Marketing**

Grant Amount Requested from the Community Foundation: **\$5000**

Proposal Summary: **CRC requests funding for an additional 5 hours/week for CRC's Director of Giving and Outreach for development of strategic donor cultivation practices. Additional hours will supplement time already spent creating community education and outreach programming, by strategically connecting sponsors to specific programs. \$5,000 from the Community Foundation would help fund staff time for a year with the plan to cover following years through sponsorship generated with this program. The funded hours will give the Director of Giving and Outreach time to create an annual timeline of sponsorship goals in tandem with CRC's event calendar, allowing CRC to generate predictable income for years to come.**

II. CHESTER COUNTY COMMUNITY FOUNDATION

GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

History CRC was established as a 501(c)(3) non-profit organization in 1971 by a group of local citizens concerned about the impacts of increasing urban and suburban development on the Chester, Ridley, and Crum Creek Watersheds. In its early years, the all-volunteer organization leveraged the interests of its membership to influence local development. CRC took on new energy in the mid-1990s, when leadership initiated watershed-wide cleanups in early Spring, which still continue today. CRC expanded to fulfill its current mission around the turn of the century by hiring staff to pursue funding and execute programs. Since then, CRC has established a rigorous and productive tree planting program along with an education and outreach program. Today, CRC's mission is to support, encourage and promote the enjoyment, restoration, conservation, protection and prudent management of the natural resources of the Chester, Ridley, and Crum Creek Watersheds. ***CRC fulfills this mission through native Tree Planting and Care, our Annual Streams Cleanup, and Education and Outreach programs (E&O).***

Achievements & Distinctiveness All of CRC's programming continues to grow in direct response to community interest. In 2023, ***CRC's Stream Cleanup celebrated its 25th year.*** Our Streams Cleanup reinforces CRC's strong relationships with local municipalities and community groups through coordination of litter removal from local streams. In 2023 alone, about 1,000 CRC volunteers, spread across over 30 sites, ***removed over 36,000 lbs of trash*** in just one morning.

CRC's Tree Planting and Care Program is currently functioning at peak productivity, evidenced by volunteers engaged, trees planted, and funding acquired. In 2023, CRC was awarded ***\$116,000*** by the Department of Conservation and Natural Resources (DCNR) for 4 years of tree planting efforts. Remarkably, CRC was able ***to plant 500 native trees in 2022, with 1,000 planned for 2023.*** CRC not only places emphasis on our ***all native*** tree planting, but also tree care, through focusing on invasive species management, removing competition and helping our trees last long into the future.

CRC's E&O Program provides diverse opportunities for community engagement through environmental education for all ages. Events range from scientific lectures at breweries, to children's learning days in the stream, to bird hikes, to interactive owl banding, and much more. ***CRC's E&O programs have exploded since 2018, with almost all events remaining free to participants and selling out! In 2022, CRC had 10 E&O events, and in 2023, CRC expects to have over 20.***

CRC's super-power is our volunteer base, whose enthusiasm allows CRC to continue program growth. CRC engages about 1,500 volunteers each year, all energized to make a difference for their local environment. CRC is the unique entity specifically caring for the wellbeing of the Chester, Ridley, and Crum Creek Watersheds, as determined by the geography of our mission. ***With a focused program area, CRC builds deep connections within local communities, inspiring sustained collaboration to preserve our 3 beautiful creeks originating in Chester County.***

Goals The future is bright for CRC, as we continue to enhance our programming to directly address the state of our streams. In the coming years, CRC's main goal is to continuously improve and sustainability grow our programs through ***investing in our staff.*** CRC currently has one full-time and four part-time staff members, all

energized to brainstorm new ideas to strategically grow. By setting a goal to raise more funds for staffing, CRC will not only increase staff hours, but also the invaluable staff collaboration and creativity that comes with more hours, while simultaneously increasing staff retention.

Our organization has reached the unique point where attendee/volunteer interest is outpacing our capacity.

To match demand, CRC enhances our programs through setting ambitious goals. For instance, as mentioned prior, CRC is on track to plant 1,000 native trees in 2023. In 2024, our goal is to continue with high numbers of trees being planted, while increasing our (already high) survival rate of tree plantings through the engagement of community stakeholders.

2. Funding request

- **Description of key initiatives**

CRC requests a capacity building grant to fund an additional 5 hours/week for CRC's Director of Giving and Outreach related to the development of strategic donor cultivation practices. Key initiatives would include (1) engagement of stakeholders, (2) formalization of Annual and Event Sponsorships and (3) creation of an outreach calendar to follow, year-over-year, for soliciting donations on a recurring basis. The Director of Giving and Outreach will connect specific E&O Events to certain donors, forming meaningful sponsorships. As connections are formed with sponsors, both sponsorships and fundraising campaigns will be cataloged on a calendar in order to establish an estimated timeline for revenue streams each year. The presence of a calendar will also allow CRC staff to stay on top of campaign planning and to critically analyze the successes and challenges of a year.

- **Specific needs & issues to be addressed**

Until 2023, CRC's E&O Programs (specialty hikes, bird watching, children learning days, special lecture events,...) have run on a **minimal budget** with **no committed funding source**. Despite minimal funding, almost every E&O event sells out, with community interest continuing to trend upward. While attendance expands, CRC also engages new partnering organizations as event co-sponsors every year. Between 2022 and 2023, E&O (1) transitioned from volunteer leadership to paid staff leadership and (2) increased events from 10 in 2022 to over 20 in 2023. To help programs succeed, CRC has relied on increased administrative and support staff time. During the expansion of E&O, CRC has also simultaneously received feedback from our donors that they would like to sponsor a specific project, rather than providing generalized donations. By connecting sponsors with our specific events, CRC will be able to more successfully solicit donations (which may potentially even be recurring!) to fund E&O programming and increased staffing.

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

CRC is at a critical tipping point where community interest is outpacing our resources. CRC currently has one full-time and four part-time staff members, responsible for the organization and leadership of all of CRC's programs. **Each year** CRC leads 20-30 tree planting/care events along with 20-30 environmental education and outreach events, almost all of which fill to capacity. With new funding dedicated to increasing our development staff's hours, CRC can sustainably boost funding for other staff hours, allowing CRC to meet the needs of our local communities.

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

By the end of 2024, CRC will have a formally established (1) Annual Sponsorship Program visible on the CRC website, (2) Event Sponsorship Program visible on the CRC website, and (3) Outreach Calendar as a staff resource to establish fundraising sustainability for future years. By the end of 2024, CRC anticipates an increase in Annual Budget enough to (1) pay for the 25 total hours of Director of Giving and Outreach time (increase of approximately \$6,500 including a rate increase, as compared to the total expense of 20 hours/week) and (2) commit another CRC staff position to full-time.

- **For capacity building grant proposals:**

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

The initiative will allow CRC's Director of Giving and Outreach to dedicate 5 hours/week to stakeholder engagement (municipalities, private corporations, community partners) and cataloging of temporal sponsorship trends. More meetings and a formalized fundraising calendar in 2024 will not only allow CRC to pay for the Director of Giving and Outreach's time in years to follow through a return on investment, but also increase our annual budget to invest in other staff members.

- **How will this impact be measured?**

(See "How impact & results will be demonstrated" above)

- **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 Director of Giving and Outreach's activities will include (1) engaging stakeholders, (2) formalizing Annual and Event Sponsorships and (3) establishing a year-long sponsorship/campaign calendar.

Once funding is secured, CRC's Director of Giving and Outreach hours would increase to 25 hours/week immediately. The \$5,000 capacity building grant, along with \$750 CRC match, will fully fund the transition to 25 hours/week in 2024. In January-February 2024, the Director of Giving and Outreach will create 2024 fundraising goals with the Board's Development Committee. By the end of March, the Executive Director and Director of Giving and Outreach will finalize the Annual and Event Sponsorships for publication. In weekly meetings, the Executive Director will manage progress of the capacity-building initiative. Incrementally, the Director of Giving and Outreach will add to the formalized Outreach Calendar. In November-December 2024, the Development Committee will convene to evaluate the success of the program using the Annual Budget and total number of sponsors engaged.

See "Attachment 5: Itemized Budget" for costs to implement the initiative.

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.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) 696-8211 grants@chescocf.org with questions.

***Connecting people who care with causes that matter,
so their legacies make a difference.***