

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

*One page only. This page will be shared electronically with Grant Panel Members & Fund Advisors..
To obtain an electronic version of this application, visit www.chescocf.org*

Date: 8/27/2023

Contact Information

Org Name: Chenoa Manor Animal Sanctuary & Learning Center
Address: 733 Glen Willow Rd, Avondale, PA 19311
Phone: 717-580-1952
Website: www.chenoamanor.org
Year Incorporated: 2005
FEIN: 41-2076432

ED/CEO Name: Roberto Teti, DVM
ED/CEO E-mail: hello@chenoamanor.org
Board Chair Name: [Jocelyn Trapani](#)
Board Chair Approval (check here): X
Primary Contact Name: Christiane Moore
Prim. Email: christiane@paperpetual.com

Organization Information:

Field/s of Interest:

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

Mission: To provide lifetime sanctuary to farm and exotic animals with nowhere else to turn, while giving teens the opportunity to build empathy and respect for themselves and others through nurturing these animals.

Geographic Area Served: The greater Philadelphia and Wilmington areas, including Chester County

Describe Population Served & Annual Number of People Served: We provide a permanent home to 250 unwanted and abused animals, including pigs, cows, horses, goats, chickens, parrots and more. Our Learning Center offers youth programs that serve an average of 100-150 young people annually through retreats, clubs and other hands-on service programs. We are also currently in the process of partnering with the Delaware Division of Family Services to open a Congregate Care Home for teen boys in the foster care system.

Annual Budget \$178,000

75 % of budget for program expenses

24 % of budget for administrative expenses

1 % of budget for fundraising expenses

100 % total

0 # of Full-Time Equivalent Paid Staff

17 # of Board Volunteers

10 # of Active Non-Board Volunteers

75 hrs/wk # of Volunteer Hours

Top 3-5 funding sources:

Our top funding source is individual donations, which make up 75% of our yearly budget. We also rely on yearly contributions from The Burket-Plack Foundation and the Brooks Family Foundation.

Is this grant proposal for: Capacity Building

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

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

Proposal Summary: Chenoa Manor is an Animal Sanctuary & Learning Center focused on supporting animals and youth in need. We offer lifetime home and individualized care for unwanted, abused and neglected farm and exotic animals, regardless of behavioral issues or special needs. Our farm is also a safe and welcoming environment where struggling teens can thrive, and we provide educational opportunities for youth to learn about and interact with animals and nature, helping them to develop important soft and vocational competency including empathy, compassion, communication, and leadership skills.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

Our History & Mission:

Founded in 2005 by veterinarian Roberto Teti, Chenoa Manor has served our community as an Animal Sanctuary & Learning Center for almost 20 years. Located in Avondale, PA, our peaceable kingdom is a place where animals in need can live free from the threat of abuse and slaughter and teenagers can find serenity and meaning through caring for those animals. Our mission is two-fold: to offer farm and exotic animals lifetime sanctuary from situations where they have no alternative placement, and to nurture and empower youth through educational programs that promote nature connectedness, empathy, communication and confidence. It is our hope that we are not only able to offer a permanent safe space for animals in need, but that our programming helps to instill a sense of compassion and respect towards the earth and those who share it, including one another.

As a 100% volunteer-run organization, we've leveraged the power of our community to make a difference in the lives of countless animals and humans. Our general operating budget supports the following primary activities:

Space and Care for Animal Residents:

As a permanent Animal Sanctuary, we provide a safe living environment for about 250 unwanted and neglected animals. We accept a wide variety of species in need, with mammals (including horses, cows, donkeys, sheep, goats, pigs and rabbits), birds (including chickens, ducks, geese, peafowl, pigeons and parrots), and reptiles (including tortoises, turtles, lizards and snakes). Potential new animal intakes are evaluated based on level of need as well as space available, and our focus is on accepting animals who have no alternative placement, have behavioral or health issues, and/or require hospice care. New residents accepted each year averages around 15-50 animals, most rescued from factory farming, threat of slaughter, homelessness, neglect and/or abuse.

Our 25-acre farm and environmentally-focused pasture management provides a healthy, natural space for the animals, optimizing forage management and pasture growth. Larger livestock animals are rotated throughout six pastures, and those that require protective shelter or specialized medical care are given space in a historic 2000 square foot barn, as well as a number of smaller free-standing enclosures situated on the sanctuary grounds. Daily care is provided, including feeding, watering, grooming, enrichment activities and medical care. Most importantly, when animals find their way to Chenoa, they are given a forever home and space to be themselves. Abused animals go from being scared and shy to nosey and outgoing, but we also make space for animals that have lasting behavioral quirks who will always be more comfortable with limited human contact.

We are accredited with the [American Sanctuary Association](#), a national organization that assures humane and compassionate care for animals in need by setting standards for their care, accrediting sanctuaries that meet these standards and assisting in the rescue and placement of homeless animals.

Environmental Efforts:

As an organization focused on restoring the connection between humans and nature, providing eco-conscious land stewardship is incredibly important to us. Through on-site horticulture, we work to maintain and support a healthy ecosystem by cultivating pollinator-friendly native gardens, as well as edible crops including herbs, fruits and vegetables. Produce grown on-site not only supplements our animal residents' diets, but is also sold to local restaurants active in the farm-to-table movement.

We have also partnered with the USDA to mitigate the environmental impact of housing farm animals through strategic shrub and tree plantings within the White Clay Creek riparian buffer. This ten-year project has been overseen by the Stroud Water Research Center, and includes yearly maintenance and supplemental plantings (in

2023, we planted 250 additional seedlings). By 2025, we plan to continue maximizing our sustainability efforts by completing additional pasture subdivisions and adding designated manure stacking pads.

Youth Programming:

Chenoa Manor's Learning Center focuses on youth programming, providing a safe environment where teens can thrive and tap into their inherent connection with the natural world. Our programs are both therapeutic and vocational in nature, guiding participants to better understand themselves and others through learning about and interacting with our animal residents. Animal therapy has been found to increase individuals' aptitudes for care, compassion and confidence, and in addition to anecdotal success former CEO of Youth Services Agency Roger Dawson said, "In 50 years of operating over 20 programs serving 150,000 at-risk kids from 3 states including DE, animal care therapy is the most effective therapy I have ever seen." Similarly, hands-on vocational activities provide youth with job skills and work experience that help prepare them for the future, with a focus on soft skills like communication and cooperation in an open, understanding environment.

We serve an average of 100-150 young people annually through programs that include Alternative Spring Break retreats, internships for high school and university students, day camps for children with special needs, mentoring, individual volunteer opportunities, group service days and art lessons.

An Exciting Future:

While providing unique day programs for youth has long been a part of our mission and practice, we are currently working to partner with the State of Delaware to develop a Congregate Group Home that will help teens in need through residential, therapeutic, educational and vocational services, all in a safe and supportive environment that nurtures connections with the community, animals and nature. This new program will focus on youth whose needs require more treatment, structure and supervision than family foster care can provide. We plan to take a structured, holistic approach, not only offering youth residents a safe and nurturing living environment with an emphasis on trauma-informed care, but also providing them with individualized mental health case management, educational support, community engagement, and ground-breaking therapeutic and vocational activities centered around our Animal Sanctuary. We have been awarded a contract with the State of Delaware, and are currently working to negotiate and finalize an expanded budget and strategic plan for 2024 and beyond.

2. Funding request

We are requesting a grant of \$5000 to strengthen and develop our Fundraising, Development & Marketing.

Key Initiatives:

- Selecting, enrolling in and implementing a CRM system
- Designing and launching a new website

Needs & Issues:

As a volunteer-run nonprofit with a very lean budget, we've worked hard to leverage free tools and generously donated time and expertise to manage and implement fundraising and marketing efforts. However, as we've grown and brought on new volunteers and expenses, it has become clear that we are in need of additional tools to help support our communication, fundraising and marketing efforts. Currently we are using Google Drive to keep our team organized, utilizing Google Sheets and Google Docs for systems of processes, donor database, grant application tracking, and more. We believe that migrating this information into a CRM system will not only allow for better visibility and organization across our team, but will also enable us to manage marketing and fundraising with higher efficiency and success.

To further support our marketing and fundraising capabilities, we also need to complete a website redesign. Our website was designed almost ten years ago, and is currently running on outdated software that can cause issues depending on visitors' operating systems. In addition to minor style and information updates, we need to migrate

our site to a more modern backend with a new theme, allowing for greater site speeds, a more stable user experience and updated ticket and donation capabilities.

Why it is important to fund Chenoa now:

We are currently working on developing a strategic plan for expanding our services to include a residential Congregate Care Group Home for teen boys struggling in the foster care system. We believe that widening our focus will not only allow us to provide youth in need with innovative, ground-breaking services, but that it will also allow us to create a more sustainable organization overall that will continue providing for our community's animals and youth for years to come. It takes a tremendous amount of time and funding to create a program like this, and we need to maximize our small team to make our fundraising efforts as efficient and successful as possible.

How impact & results will be demonstrated:

The final results of this grant will be the implementation of a CRM system, and the relaunch of our website. We believe that leveraging a CRM system will allow us to offset the impact that the economic climate has had on fundraising and increase donations through an organized donor and grant database with time-sensitive workflows. The update to our website will also impact our ability to fundraise, providing potential supporters with more easily accessible and up to date information, as well as a stable and secure means to donate.

3. How will this capacity building initiative impact your nonprofit?

Receiving a grant to support our Fundraising, Development & Marketing capabilities will have a huge impact on our organization's ability to get to the next level and increase our efficiency and fundraising potential. Implementing a CRM system will give our team a holistic view of our organization, enabling teammates to effectively collaborate and all be on the same page when it comes to every process, responsibility, donor and event. It will provide a channel for all volunteers to be held accountable by using time-sensitive workflows that allocate resources and tasks that are policy and procedure based to ensure consistency and proactivity. A fast, stable, accurate and visually compelling website will allow us to better market our organization to potential funders (individual as well as business and foundations), and a smoother donation process will prevent lost income due to site glitches and visitor bouncing.

4. How will this impact be measured?

We will be implementing real-time information and tracking to monitor and compare financial goals with our actual numbers, helping us to identify what's working and what isn't. The final impact will be measured by examining volunteer retention rates as well as fundraising income.

5. 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.

Through this funding, we will be completing the following activities/measurables:

- **CRM Implementation** - Timeline: 3 Months | Estimated Cost (per year): \$2500
 - Selection and enrollment in a CRM system, with user seats created for key team members
 - Organization and transfer of all pre-existing materials and databases from Google Drive to the CRM (Timeline: 3 months)
 - Implementation of workflows to guide marketing and fundraising efforts
- **Redesign and launch of new website** - Timeline: 3 Months | Estimated Cost: \$5000

* Note: We will be working with web developer Micah Coen ([Creating Matter](#)) who has partnered with us previously to provide discounted web development services.

- Draft image and verbiage updates for front end of website
- Work with web developer to update backend and select/purchase applicable plug-ins
- Run beta test
- Launch website

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.



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



WHAT IS CAPACITY BUILDING?

Capacity building helps bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity, in order to more effectively & efficiently fulfill its mission.

Capacity building may include (but is not limited to) projects which address:

- **MISSION, VISION & STRATEGY**
Organizational Assessment - Strategic Planning - Financial Planning
- **GOVERNANCE & LEADERSHIP**
Board Development - Executive Transition/Succession Planning - Leadership Development - Staff Training & Professional Development
- **PARTNERSHIPS & COLLABORATIONS**
Coalition Building – Collaboration - Mergers & Acquisitions - Strategic Restructuring
- **RESOURCE DEVELOPMENT & MARKETING**
Major Gift Donor Identification, Cultivation, Development & Stewardship - Development Campaigns (Annual, Capital, Planned Giving) - Earned Income Development - Social Enterprise Feasibility & Development - Marketing, Branding & Communications
- **TECHNOLOGY & OPERATIONS**
Business Continuity Planning - Financial Management - Human Resources - Volunteer Management - Industry Certification - Risk Management - Technology Improvements