

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: 9/4/2023

Contact Information

Organization Name: Chester County Pops Orchestra
(Chesco Pops)

Address: PO Box 2468, West Chester, PA 19380

Phone: 610-594-9178

Website: <https://chescopops.org/>

Year Incorporated: 2005

FEIN: 20-2515353

ED/CEO Name: N/A

ED/CEO E-mail: N/A

Board Chair Name: James Smart

Board Chair Approval (check here):

Primary Contact Name: Stephanie Speakman

Primary Contact E-mail:

stephanie.lynn.speakman@gmail.com

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission: The mission of the Chesco Pops is to provide the citizens of Chester County (PA) and beyond with the musical, cultural, educational, and entertainment benefits that derive from a resident pops orchestra.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): The Chesco Pops performs in various venues throughout Chester County and beyond.

Describe Population Served & Annual Number of People Served: The Chesco Pops performs a diverse variety of music throughout the geographic region, accommodating audiences of all ages and backgrounds. Children's tickets are always free, and seniors are encouraged to attend via group sale rates for retirement communities. The Chesco Pops performs for an average of 1,600 audience members per year.

Annual Budget: \$51,722

73.2 - % of budget for program expenses

26.8 - % of budget for administrative expenses

0 - % of budget for fundraising expenses

100 % total

0 - # of Full-Time Equivalent Paid Staff

14 - # of Board Volunteers

7 - # of Active Non-Board Volunteers

650 - # of Volunteer Hours

Top 3-5 funding sources:

Michael Webster, The Smart Family, Anonymous Individual Donor, Cozen O'Connor Foundation, Haverford Trust Company

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: \$3,750

Proposal Summary: The Chesco Pops requests a capacity building grant in the amount of \$3,750 so that we may contract Catch 3 Consulting to perform a one-time evaluation of our fundraising and marketing systems with recommendations to our Board of Directors, and to participate in their Grant Readiness Assessment. A full proposal from Catch 3 Consulting outlining the scope of this project is included with our application.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

Shortly after his retirement from West Chester University's School of Music in May 2004, Jacques Voois, DMA, was contacted by several Chester County musicians interested in launching a new orchestra in Chester County. Given the presence of three established symphony orchestras in the area, the idea of a county-wide pops orchestra had great appeal. In October 2004, Voois and Eugene Buglio, former owner of Taylor's Music Store in West Chester, met with the Honorable Elinor Z. Taylor to solicit her support for the project. In January 2005, Voois began assembling the Chesco Pops Board of Directors which, throughout its short history, has represented a diverse assemblage of Chester County residents with strong backgrounds in such areas as leadership, administration, nonprofit service and artistic experience. The first board meeting of the Chesco Pops Orchestra was held on March 8, 2005, at which officers and board members were elected and installed.

The Chesco Pops presented its Inaugural Concert Series in September 2005 to county-wide acclaim. Subsequent concert series in the summer of 2006 and the winter and summer of 2007 brought the Chesco Pops to venues in Caln, Coatesville, Longwood, Oxford, Phoenixville, West Chester and West Goshen. Unionville and Willow Street were added to that list in 2013.

Currently, the orchestra consists of 65 musicians performing pops, jazz, and light classical repertoire. To this day, the objectives and goals of the Chesco Pops are grounded in community values. As a member of the greater Philadelphia cultural community, the Chesco Pops seeks to serve its constituents in the following ways:

1. To establish a permanent pops orchestra that draws its personnel from the area's most experienced, talented, and dedicated musicians;
2. To perform quality, time-tested orchestral selections drawn from the pops and light- classic repertoire;
3. To present Chesco Pops concerts at multiple venues throughout the county and beyond, thereby serving multiple communities and audiences;
4. To encourage and enable youth to attend Chesco Pops concerts for personal entertainment as well as educational and cultural development;
5. To select concert venues that will ensure Chesco Pops performances are readily accessible and entertaining for senior citizens;
6. To elicit countywide support from private citizens, corporations, foundations, fraternal organizations, and educational and religious institutions in order to generate inclusive relationships among a diverse constituency; and
7. To encourage volunteers to participate in the ongoing operation of the Chesco Pops.

2. Funding request

Description of key initiatives

The Chesco Pops requests a capacity building grant in the amount of \$3,750 so that we may contract Catch 3 Consulting to perform a one-time evaluation of our fundraising and marketing systems with recommendations to our Board of Directors, and to participate in their Grant Readiness Assessment.

Specific needs & issues to be addressed

As the Chesco Pops is approaching its 20th anniversary, the Board of Directors feels ready to engage in capacity building activities that will take us to the next level with our fundraising and marketing efforts. The proposal we obtained from Catch 3 Consulting outlines a three-part approach to evaluate our current systems and practices, including:

Donor Systems

- Evaluate how donations are processed and how donors are tracked
- Make recommendations for a database that suits fundraising needs and other functions within the organization

Board Functions

- Examine the role of the board in fundraising
- Observe the functionality of the newly developed fundraising committee
- Make recommendation on engaging the board in fundraising

Marketing Audit

- Review current communications (website, emails, social media, performance programs, sponsorship packages, advertisements, and remittance envelopes) and recommend improvements to better attract audiences and promote giving. Examine current marketing plan and recommend additional outreach

Why it is important to fund this now

As we emerge on the other side of a temporary hiatus due to the pandemic, this is the perfect time for rebuilding and revitalizing. We want to reassure our donors and audience members that the Chesco Pops is here to stay with their continued support. Our Board of Directors has recently engaged in efforts to expand its membership, and has also organized a structure of committees to help focus our work. Building a solid foundation for our fundraising and marketing practices is the next logical step in the process.

How impact & results will be demonstrated

It is our expectation that engaging in this process with a professional consulting firm will allow us to see impact on our bottom line, both through increased individual and corporate giving, and also through increased ticket sales for our concerts. By addressing the need for our donors to be properly solicited and stewarded, we seek to build and strengthen ongoing relationships with individuals and businesses within our community that will serve us long into the future. By evaluating our marketing efforts in a post-pandemic world, we seek to remind our audiences that live music is special and the music that we share is an important contributor to the cultural vibrancy of our community.

For capacity building grant proposals:

How will this capacity building initiative impact your nonprofit? How will this impact be measured?

As mentioned above, the Chesco Pops Board of Directors has every confidence that engaging in this exercise will have a direct and measurable impact on our bottom line. Executing recommendations from a professional consulting firm like Catch 3 has a strong likelihood of improving our ability to retain and steward donors and also to improve our audience attendance numbers. Engaging in the firm's Grant Readiness Assessment will also improve our chances of success in grant funding which will give us some much needed flexibility in our budget and allow us the freedom to implement as many of their recommendations as possible.

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.

If this project is funded, the Chesco Pops will immediately contract with Catch 3 Consulting and execute their three-part evaluation process which will include a Fundraising Systems Evaluation (\$2,500), Marketing Audit (\$500), and Grant Readiness Assessment (\$750). The estimated timeline for the project is 4-6 weeks of information gathering with up to two one-hour meetings with board members. At the conclusion of this 4-6 week period, Catch 3 Consulting will then make a formal presentation to the Board of Directors, outlining their findings and recommendations. For details on Catch 3 Consulting's experience and accomplishments, we have included their full written proposal as an attachment to this application.

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.