

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 – 9/13/2023

Contact Information

Organization Name: Diversity in Action~Phoenixville
Address: P.O. Box 337, Phoenixville, PA 19460
Phone: 484-478-3941
Website: www.diaphoenixville.org
Year Incorporated: 1999
FEIN: 25-1809345

ED/CEO Name: Rosalyn Sheckleford, Interim
ED/CEO E-mail: rps_crafts@yahoo.com
Board Chair Name: Rosalyn Sheckleford
Board Chair Approval (check here): YES
Primary Contact Name: Tim Dougherty
Primary Contact E-mail: timrdoc@gmail.com

Organization Information:

Field/s of Interest:

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

Mission: To transform ourselves and our world by listening, understanding, and valuing all individuals. We do this through the Education, Celebration, & Promotion of Racial and Social Justice.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): Primarily Phoenixville Borough, but we've collaborated throughout Chester County

Describe Population Served & Annual Number of People Served: We serve the Borough of Phoenixville with monthly discussion meetings, vigils, and special events. Over 1000 people in our Borough have been exposed to and impacted by our programming this year.

Annual Budget \$ 20,141 # of Full-Time Equivalent Paid Staff 0
80 % of budget for program expenses 8 # of Board Volunteers
20 % of budget for administrative expenses 10 # of Active Non-Board Volunteers
0 % of budget for fundraising expenses Unknown # of Volunteer Hours
100 % total

Top 3-5 funding sources: 1) Our multicultural festival event, 2) individual contributions, and 3) the Meredith Family Foundation.

Is this grant proposal for: Capacity Building XX 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: \$ \$4086

Proposal Summary: We seek support to purchase a subscription to CRM software and administrative support to build our CRM back-end, assist with clerical tasks, and train our volunteer board on its use.

Diversity in Action~Phoenixville
Chester County Community Foundation Capacity Building Grant Narrative
September 13, 2023

Executive Summary

Diversity in Action~Phoenixville is a multiracial coalition of committed community members working to achieve racial and social justice through education, dialogue, and action. Though we have a passionate commitment, we need better administrative tools to streamline our work. We are seeking financial support to build our technological and administrative capacity in order to grow more sustainably into the future.

History, Goals, Key Achievements & Distinctiveness

Since our inception over 20 years ago, we've held monthly meetings on racial justice themes, facilitated in-depth dialogue circles to engage across different racial socializations, hosted book groups and dinners out to support local restaurants, and initiated activist organizing to improve the social conditions for all people in Chester County. Since Fall 2020, we've also added monthly Black Lives Matter vigils by partnering with local faith communities and many other community groups.

DIA~Phoenixville holds two significant events each year: 1) a Multicultural Festival hosted in Phoenixville's middle school cafeteria each November, which features food, music, dancing, and other entertainment highlighting local residents' and businesses' cultural heritage. Over the years, this event has been our largest fundraiser for the organization. 2) And our second annual Juneteenth celebration this summer turned downtown Phoenixville into a rollicking musical and culinary street party where community members came together to celebrate Black freedom and cultivate unity. Juneteenth is a collaboration with a few other local nonprofits, and we've made it a priority to highlight and feature local BIPOC-owned businesses in all aspects of our celebration, from the entertainment and education talent to the street vendors.

Funding Request

Key Initiatives

Our members' passionate commitment to racial justice gives our organization the ability to respond quickly with love and unity when issues of concern confront our community. Our members rely on us to keep them informed about crucial local issues that impact racial justice and to lead with love when a local voice needs to respond to national and local racial justice concerns. Our monthly meetings give our community a forum to discuss, process, and learn about current events that impact the fight for racial justice. Our monthly vigils provide a venue for the local community to create an embodied presence, anchored in love and unity, to support racial justice in our world. And we are currently leading or co-leading organizing efforts to 1) help our newly-built local recreation center become more accessible to all people in its practices and programming and 2) re-envision our Phoenixville Civil War Centennial memorial to make it more educational and more representative of our entire community.

Specific Need

Historically, DIA has been funded by donations from our events, community members, and small outside donors. We began as a group of volunteers, and we continue to be driven by volunteer passion. The key administrative, organizing, and program delivery tasks have always been achieved through volunteers and the efforts of our unpaid Board members. This model has served us well, as it has allowed us to focus on attending to the racial justice issues of the day without worrying about funding. But we are reaching the point where we need better technological tools and some administrative support to keep growing and evolving as an organization.

In particular, our administrative apparatus for communicating with new and old members needs to be modernized and systematized. Currently, contact information for individuals attending various events, making donations, or participating in other events are often spread among the volunteers running each event. There is no central system for member communications, donor management, or data analysis for organizational planning. We need to merge all participant, donor, financial, and clerical correspondence into one Customer Relationship Management system which would be accessible by all key leaders in the organizational structure. This would provide us with a supple system to streamline our team's efforts, and give us a benchmark to plan a more sustainable future for the organization.

We seek financial support to create a sustainable administrative, communication, and fundraising structure to support our efforts. We request funding for two crucial items to build our technological and administrative capacity as an organization: 1) to purchase a subscription to Little Green Light (\$486/year), a well-known cloud-based CRM software application for non-profits that will unite our donor and member communication efforts; 2) 1 year of part-time administrative help through Little Green Light's partner organization More Than Giving Co.'s Non-Profit Virtual Assistant network (\$550 for 10 hours per month) to help us upload our records, train our volunteer leaders to use the system, and chart an administrative path that will sustain our organization for years to come. While this puts our budget above your \$5000 limit, we have received a generous offer from our funders at the Meredith Family Foundation for \$3000 towards this effort should we successfully secure funding of \$4086 from CCCF. Taken together, this support would help us achieve our goal.

Why Now?

We've known we needed this for some time now, but a tragedy within our organization has brought this issue into clear focus while we've been preparing this grant: unexpectedly, two weeks ago our President and long-time leader Gwynne Hagee passed away from an illness. Gwynne kept the organizational records in her home office, and you'll note from our organizational attachments that this loss has deeply hampered our ability to function. Both our 501c3 letter and our most up-to-date budgetary information was housed among her papers. While her family has been incredibly accommodating in helping our organization gain access to as many files and mailing lists they can find, we are still in the process of culling through it and organizing it so that we can make important documents fully accessible. We now have a visceral and painful reminder that DIA~Phoenixville needs a modernized technological and administrative structure to do its work optimally well. Though tragic and devastating, we are

beginning to understand Gwynne's passing as a profound opportunity to streamline our organizational workflow, systematize our membership and donor communication efforts, and put technological systems in place that will help our organization to weather loss and grow sustainably into the future.

Impact and Results

We have long needed Little Green Light's CRM software and the administrative support to help us build our system and learn to harness its power. The impact of these innovations on our organization will mark an epochal shift in our growth as an organization, and help to address two of our four major categories in our 2022-2024 Strategic Plan (creating a solid organizational foundation and improving our communication strategy to members, donors, and the public). We plan to measure the impact of this support in three ways: 1) donation growth; 2) attendance growth at major events; 3) and a survey to our membership that will ask for their perceptions about the ways our communication has changed over the coming year.

Timeline

Once we secure funding, we will immediately purchase our subscription to Little Green Light and contract with Little Green Light's partner organization More Than Giving Co. to secure a Non-Profit Virtual Assistant who is intimately familiar with Little Green Light's platform. In two months, we hope to have our donor and membership information fully uploaded into the system. By six months, we hope to use the power of Little Green Light's CRM and this administrative help to systematize our communication and fundraising strategies for our membership. In months 6-12, we will work with the Nonprofit Virtual Assistant to assess our progress, train key board members on the use of the CRM, and design a strategy for sustainability of our administrative structure going into the future.

Conclusion

Diversity in Action~Phoenixville is poised to take its work to the next level. With this generous funding from the Chester County Community Foundation, we can put ourselves on solid organizational footing for years to come. Thank you for your consideration, and for your support of good work like ours throughout Chester County.