

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 9.7.2023

Contact Information

Organization Name: Good Fellowship Ambulance & EMS
Training Institute (Incorporated 1951 as Good Fellowship
Ambulance Club of Chester County, Inc.)

Address: 600 Montgomery Avenue, W. Chester, PA
Phone: 610-900-6061
Website: www.goodfellowship.org
Year Incorporated: 1951
FEIN: 23-1633020

ED/CEO Name: Tom Wilcox
ED/CEO E-mail: Twilcox@goodfellowship.org
Board Chair Name: Don Verdiani
Board Chair Approval (check here):
Primary Contact Name: Tom Wilcox
Primary Contact E-mail:
Twilcox@goodfellowship.org

Organization Information:

Field/s of Interest:

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

Mission:

- A. To provide emergency medical services (EMS) to anyone in need in our greater West Chester service area.
- B. To provide education & training to the community at large in basic EMS, life-saving skills, like CPR, First Aid, and the use of AED devices to combat sudden cardiac arrest.
- C. To provide trained, qualified personnel to other Chester County emergency service organizations through our EMS Training Institute.
- D. To promote and advance careers in the profession of emergency medical services ("EMS") through the programs funded and sponsored by its GFAC Foundation.
- E. To create strong and active, life-saving communities in Chester County and beyond.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): Provides services to West Chester Borough and nine townships: West Goshen, East Goshen, East Bradford, West Bradford, Birmingham, Newlin, Thornbury, Westtown and West Whiteland.

Describe Population Served & Annual Number of People Served: Basic and advanced life support serve anyone in need in the 24,000 households, 64 sq. mi. service area. EMS Institute trains Emergency Medical Technicians, Paramedics and businesses' and schools' personnel (over 2,200 at the Institute alone in 2022).

Annual Budget \$ 3,493,794 24 # of Full-Time Equivalent Paid Staff
78 % of budget for program expenses 17 # of Board Volunteers
21 % of budget for administrative expenses 168 # of Active Non-Board Volunteers
1 % of budget for fundraising expenses 17,500 # of Volunteer Hours

Top 3-5 funding sources: Private Insurance (\$2.9M billed, \$1.5M rec'd); Medicare (\$3.1M billed, \$1M rec'd); Medicaid (\$619K billed, \$137K rec'd); Fundraising \$377K

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: \$ 7,500 _____

Proposal Summary: To address our funding challenges and to communicate to the community our value and need for financial support, GFAC is undertaking a strategic marketing initiative to create a game plan for us to enhance and improve our marketing efforts. This will include developing a plan for the best use of our website, social media, and other channels of communication. We are requesting a \$7,500 grant to engage a marketing and Social Media consultant to study our situation, website, and social media tools and advise us how GFAC can enhance the work we have already accomplished and build upon those efforts.

**Good Fellowship Ambulance and EMS Training Institute (GFAC)
Narrative for Chester County Community Foundation Grant**

- A. Officially incorporated as the Good Fellowship Club of Chester County, Inc. (GFAC), we are currently known as Good Fellowship Ambulance and EMS Training Institute. We comprise two distinct, but closely, interrelated entities – Good Fellowship Ambulance and the EMS Training Institute. Each provides vital services to our citizens, families, patients, businesses, schools, hospitals, and organizations in our local region which make the West Chester area a great place to live, work and visit. We create strong and active, life-saving communities in Chester County and beyond.

HISTORY, GOALS, DISTINCTIVENESS AND KEY ACHIEVEMENTS

History

- A. GFAC was granted its charter in 1951.
B. First paid ambulance driver was hired in 1968.
C. Certified by Volunteer Ambulance Service in 1981 and expanded to 4 paid staff
D. Training Institute created in conjunction with West Chester University in 1992
E. Moved to our current facility following our last capital campaign in 2001.
F. Took on Advanced EMS services from Chester County Hospital in 2018 to provide a physician-directed level of care in the field.
G. The GFAC Paramedic Program is accredited by the Commission on Accreditation of Allied Health Education Programs and participates in a consortium with the Penn Medicine Chester County Hospital to provide certification training for the EMR, EMT, AEMT, & Paramedic professions.
H. In December of 2022, Good Fellowship Ambulance, in partnership with West Chester University, agreed to take under its wing the former WCU QRS services and opened a new, student-run, campus-based EMS division (355). Student volunteers are overseen and trained by Good Fellowship’s leadership and work with a WCU staff advisor.

Goals

Our goals directly parallel our mission to create strong and active, life-saving communities in Chester County and beyond:

- B. To provide emergency medical services (EMS) to anyone in need in our greater West Chester service area.
C. To provide education & training to the community at large in basic EMS, life-saving skills, like CPR, First Aid, and the use of AED devices to combat sudden cardiac arrest.
D. To provide trained, qualified personnel to other Chester County emergency service organizations through our EMS Training Institute.
E. To promote and advance careers in the profession of emergency medical services (“EMS”) through the programs funded and sponsored by its GFAC Foundation.
F. To create strong and active, life-saving communities in Chester County and beyond.
G. To partner with all local and regional agencies, corporations, and institutions who share this vision to see us achieve exciting results in these pursuits.

Distinctiveness

- A. We are separate from, but fully support, the three fire companies in West Chester with BLS & ALS EMS service.
B. We are the only 911 emergency 24-hour ambulance service in greater West Chester including the Borough and nine other municipalities.
C. We are the largest and busiest 911 EMS service in Chester County serving more than 24,000 households in over 64 square miles.
D. We provide Basic Life Support services including stabilization and transport.
E. We provide Advanced Life Support services including a physician-directed level of care thus saving precious lifesaving minutes for patients enroute to the hospital.
F. We staff and operate the fully credentialed, GFAC EMS Training Institute.
G. Provide training in the full spectrum of emergency medical services. (see “Training” below)
H. We partner with many, local, community-based organizations in the area including WCU Career, CC Health Careers, Aidan’s Heart Foundation, the Justamere and GFAC Foundations, and the Charles A. *Melton* Arts and Education *Center*.

Key achievements

Ambulance and Paramedic Services

- A. We respond within 90 seconds of receiving a call and arrive on the scene on an average of 6 minutes after dispatch.
B. We respond to over 7,500 calls annually.
C. We maintain a highly trained, extremely dedicated 24 full-time and 50 part-time staff
D. We are supported by about 190 active and dedicated volunteers, 168 of whom accompany staff on ambulance calls regularly.
E. In partnership with West Chester University, Good Fellowship Ambulance oversees and operates the student-run EMS division on campus by GFAC leadership and a staff advisor from WCU.

- F. We reach out to the community at over 75 events including WC Christmas Parade, Benchmark Criterium, school presentations, festivals, fundraising walks/runs, and an open house.
- G. 5 years straight - American Heart Association's Mission: Lifeline EMS – Gold - Achievement Award. This recognition by the AHA is based on Good Fellowship's yearly patient care track record which marks the highest level of quality care for heart attack (STEMI), Acute Coronary Syndrome (ACS), and stroke patients.
- H. Support ALL of Chester County and regional Emergency Response Tactical Teams with the GFAC Special Operations Rehab Trailer, providing on-site medical monitoring and restorative services to front line responders at large scale and serious emergency incidents.

Training

- A. Train over 2,200 people each year through the Institute and on-site for businesses and schools.
- B. Training curriculum includes first aid/CPR, Emergency Medical Technician (EMT), Advanced EMT and Paramedic as well as continuing education programs.
- C. We operate our training institute with 6 full-time and 43 part-time staff
- D. We work with the Chester County Economic Development Council on youth and healthcare initiatives and the Chester County Intermediate Unit Technical College High School.
- E. The Institute holds an agreement with West Chester University allowing its students to obtain up to 57 college credits for the courses they complete at the GFAC Training Institute.
- F. The Institute offers specially designed classrooms and facilities for all educational programs. The classroom space, constructed in 2004, trains over 2200 students a year.
- G. Conduct a yearly, Paramedic Training Academy Class with the Emergency Medical Services Division of the New Castle County Department of Public Safety.

GFAC Foundation

- A. Promote and advance careers in the profession of emergency medical services (“EMS”), especially among Veterans and the underserved, underrepresented communities, through tuition assistance for EMS education and certification, and supporting and hosting programs to further advance the EMS profession.
- B. The GFAC Foundation not only promotes careers in the EMS industry, but it also seeks to raise awareness, educate, train, and certify as many people as possible in basic EMS, life-saving skills, like CPR, First Aid, and the use of AED devices to combat sudden cardiac arrest.

FUNDING REQUEST

Key Initiatives

Good Fellowship's ambulance services, training institute, and foundation are nonprofit, charitable endeavors and struggle for funding each year. Counting all sources, we are reimbursed an average of only 34% of the cost of each emergency response call. Medicare and Medicaid pay substantially less. This reimbursement scenario leaves GFAC with a shortfall and a fundraising goal of \$6-700,000+ each year.

Contrary to popular belief, Good Fellowship's services are not taxpayer funded. In fact, we receive, from the 10 municipalities we serve, less than half in financial support of what constitutes the shortfall we must make up in fundraising to break even. It is no surprise that inadequate reimbursements, inflation, and increased overhead, training, staffing, & equipment costs continue to weaken our financial health.

To address our funding challenges and to communicate to the community our value and need for financial support, GFAC is undertaking a **strategic marketing initiative** to create a game plan for us to enhance and improve our marketing efforts. This will include developing a plan for the best use of our website, social media, and other channels of communication.

We understand CCCF prefers to fund smaller organizations with budgets under \$750,000. Our budget is large because of the significant scope of services we provide for the greater West Chester area. Despite this larger budget, GFAC functions in many ways like a smaller, grassroots organization; its administration is very lean and the budget is stretched to the limit. A grant from the CCCF would provide vital support at a crucial time to help ensure GFAC's survival now and in the future.

Specific needs and issues to be addressed

We are requesting a \$7,500 grant to **engage a marketing and Social Media consultant** to study our situation, website, and social media tools and advise us how GFAC can enhance the work we have already accomplished and build upon those efforts. Specifically, they help GFAC to:

- develop an expanded marketing case tailoring it to the local community, institutions, and individuals,
- advise us as to what social media tools to use and how to use them more efficiently and effectively,
- create and develop story lines upon which we can build messaging strategies,
- enlist the use of analytics to track and follow up with visitors, readers, and interactions,
- establish Brand Awareness and Credibility Tactics,

- help us build and efficiently utilize an enhanced website presence and user experience, and
- create marketing strategies tailored to our various and differing customer and audience base.

Why it is important to fund this now

Previously Good Fellowship has not done much in marketing or building its brand and reputation, other than by word of mouth, some inconsistent Facebook postings, and a static website presence. There are very positive and strong messaging and communications GFAC can distribute, but needs a good, concise, and focused plan of attack to execute well on a marketing and communications plan.

Good Fellowship Ambulance and EMS Training Institute and the GFAC Foundation offers strong services and programs and has been effective in delivering on these offerings. What has been a struggle is to get those good stories and value propositions out to the community, institutions, foundations, donors, and politicians in a way that captivates, excites, motivates, and invites into action the needed support upon which Good Fellowship relies.

Factors contributing to the urgency to develop increased marketing include: 1.) a mis-informed public that does not understand the economic hardship faced by one of the most required emergency service providers for our common public safety and well-being; 2.) volunteers and new EMS recruits are increasingly harder to find, let alone motivate to enter the profession and thus requiring that we hire more paid staff, thereby increasing expenses; 3.) GFAC's advanced EMS education programs and the need for trained EMS professionals encourages a vigorous and robust marketing campaign to increase enrollment and involvement with the training programs; 4.) GFAC desires to get a new, hard, and fast start on implementing its marketing efforts at the start of a new year; and 5.) GFAC would like to take advantage of the new West Chester University students returning to campus that we hope to intern and use some new, free marketing resources to implement the plan.

How impact and results will be demonstrated

The impact of GFAC's capacity building initiative will be demonstrated by:

- # of new visitors and readers/interactions with our Social Media, Websites, and marketing messages
- # of new contacts made with audience, customers, individuals, institutional funders and businesses
- Feedback and responses received from customers and audience
- Increased media and public facing exposure
- Increased enrollment in the training programs
- Increased corporate sponsorships and training requests
- Increased donations, subscriptions, and financial support
- Increase public support and good will

RE: CAPACITY BUILDING PROPOSAL

How will this capacity building initiative impact your nonprofit?

Developing a strategic marketing plan to reach our audience and potential funders and supporters will ensure GFAC's sustainability and encourage growth. GFAC's survival is essential to maintain quality of life for the people in the greater West Chester area.

How will this impact be measured?

To demonstrate the impact of our initiative, we will keep records on the impact and statistics mentioned above for the next year.

Expected activities, timeline, costs, consultant involvement?

Expected activities will include: develop an expanded marketing case tailoring it to the local community, institutions, and individuals, advise us as to what social media tools to use and how to use them more efficiently and effectively, create and develop story lines upon which we can build messaging strategies, enlist the use of analytics to track and follow up with visitors, readers, and interactions, establish Brand Awareness and Credibility Tactics, help us build and efficiently utilize an enhanced website presence and user experience, and create marketing strategies tailored to our various and differing customer and audience base. Timeline, expected costs and the consultant involved include: a November 2023 start and engagement with the GFAC team, reviewing and evaluating all marketing approaches and communications until the end of the year with a strategic plan developed and delivered by January 2024. Consultant expenses and with implementation estimated to run \$6,000 to \$7,500 by a consultant experienced in corporate and commercial marketing production work, working with companies such as HGTV, the Home and Garden Channel.