

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

Date 9/10/2023

Contact Information

Organization Name: Glorify Performing Arts, Inc.
Address: PO Box 3578, W. Chester, PA 19381
Phone: 484-301-0752
Website: glorifyperformingarts.org
Year Incorporated: 2018
FEIN: 82-4101587

ED/CEO Name: Melody (Stanert) Mendoza
E-mail: mmendoza@glorifyperformingarts.org
Board Chair Name: Michael McGowan
Board Chair Approval (check here): X
Primary Contact Name: Angela Commiskey
acomiskey@glorifyperformingarts.org

Organization Information:

Field/s of Interest:

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

Mission:

We exist to present compelling, professional productions to encourage and empower Christians in their walk of faith, inspiring them to step forward boldly to impact the world.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):

Southeastern PA, DE, Southern NJ

Describe Population Served & Annual Number of People Served:

Predominately women and families, although all are welcome to attend. ~2500 served in 2022-2023

Annual Budget \$141,907

<input type="checkbox"/> 77 % of budget for program expenses	<input type="checkbox"/> 8 # of Full-Time Equivalent Paid Staff
<input type="checkbox"/> 15 % of budget for administrative expenses	<input type="checkbox"/> 5 # of Board Volunteers
<input type="checkbox"/> 8 % of budget for fundraising expenses	<input type="checkbox"/> 23 # of Active Non-Board Volunteers
<small>100 % total</small>	<input type="checkbox"/> 622 # of Volunteer Hours

Top 3-5 funding sources:

In 2022-2023, individual donations provided nearly 80% of our funding, grants 9% and sponsors 6%

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: \$5,000

Proposal Summary: Our current Board of Directors, though dedicated and passionate, has been stretched thin over the past few years. This small group is struggling to manage the ever-expanding scope of responsibilities and has requested help to recruit new long-term members. We are seeking funding for our Board Recruitment Project, which, in collaboration with Connie Carter of Sylvia & Carter & Associates, would provide much-needed growth in our leadership.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

HISTORY: Founded in 2018, Glorify Performing Arts (GPA) began as a startup professional ballet company with a mission to encourage and inspire viewers with original, high-quality and faith-based shows. Over the past five years, we've grown from having only two professional dancers to a company that encompasses professional dancers, apprentices and our own training company of student dancers. Each season — September through May — features original MainStage shows, unique educational events and community outreach performances. The amount of performances and programming we've offered has continued to increase, and in 2022 we launched a school program to bring specially-designed, interactive performances and arts education to area K-12 schools and preschools.

In the future, we plan to expand into professional theatre productions and pre-professional acting and dance training for students.

GOALS:

- Goal 1: Provide consistent, high-quality productions that encourage and inspire the audience.
 - Current Objectives:
 - Dance Theatre annually perform up to three full-length mainstage shows
 - Dance Theatre annually perform five to ten abridged outreach shows
- Goal 2: Create jobs in the arts field that are able to consistently provide employment for Christian artists.
 - Current Objectives:
 - Annually form a professional dance company with up to 10 dancers on an 8-month contract
 - Hire production staff on a show-by-show basis
 - Expand the staff team with office/artistic staff

KEY ACHIEVEMENTS & DISTINCTIVENESS: This past season (Sept 2022-May 2023) was a year of great program growth. In addition to our 3 original MainStage Productions, we expanded our outreach programming to provide 8 preschool and grade school performances and 3 in-studio Dance & Dialogue events, impacting over 2500 students and community members.

School outreach programs are a combination of performance and interaction with students. For many children, GPA's program is their first exposure to the art form of ballet. After performing a story through ballet, we invite the students to get up and move based on prompts. We also ask them to share thoughts about what they saw, both their visual observations and their interpretation of the story conveyed. We received excellent feedback, with requests to return next year. Teachers said their classes couldn't stop talking about what they'd seen, and that our abbreviated programs with student participation were right on target for their classes.

Dance & Dialogue nights are intimate events that give attendees a chance to hear the story of each dance and ask questions, learning how art can uniquely speak to the heart and soul. Audience members have shared, *"I enjoyed being able to sit back and observe/listen. It was a great 'intro' event for the*

world of dance” and “I really enjoyed the opportunity to understand some of the meaning behind the pieces being performed.” This feedback was echoed by other attendees, demonstrating that our event structure and intentional dialogue truly equips audiences to observe the messages of each performance.

Our professional ballet company is known for our original MainStage ballets, which invite audiences to explore timeless truths through the experience of dance. We’re excited to continue sharing MainStage productions in the 2023-2024 season and plan to expand our outreach programs at schools and community events due to their popularity and engagement. Ballet can be a powerful tool for teaching about beauty, emotion, and life, but it’s often considered an elite art form, and some audiences don’t have the tools to understand and engage with it. Our outreach programs bridge that gap, helping audiences of all ages to engage with ballet and experience Biblical concepts in a new way through our performances.

2. Funding request

DESCRIPTION OF KEY INITIATIVES:

A capacity building grant from the CCCF will enable us to prioritize the growth of our Board of Directors. In collaboration with Connie Carter of Sylvia & Carter & Associates, our Board Recruitment Project will focus on:

- Assessing the skills and demographics needed based on the current board members
- Creating board recruitment materials, including job description and organizational fact sheet with summary of goals for the next 3-5 years
- Developing a step-by-step recruitment process
- Identifying community connections to help find members that fit the matrix of needed skills and demographics
- Onboarding new members directly to the board, or a committee

SPECIFIC NEEDS & ISSUES TO BE ADDRESSED:

Our current board of directors is a dedicated group of individuals, but is about half the size of a healthy board for an organization of our size. **We recognize the need to diversify and strengthen our board to ensure longevity and growth.**

Four members, plus our Executive Director and one staff person make up the entirety of the board of directors. We currently lack enough members to fill the Vice-President and Treasurer roles, and current long-time members feel compelled to stay on the board due to its small size. To ensure the continued success and sustainability of our organization, we need to grow our board to then identify and train future board leaders.

The small size of the board also means smaller networks, limiting our ability to make important connections for fundraising and collaboration.

WHY IT IS IMPORTANT TO FUND THIS NOW:

Glorify Performing Arts is experiencing significant growth as performance opportunities, community engagement and audience interest rise. **We need more resources and expertise to make the most of these opportunities and reach the next level as a young nonprofit with a big vision in Chester County.** We’re in the midst of the critical 5-7 year mark, where many new businesses fail, and are navigating the challenges of growing from a startup into an established organization.

We rely on the capacity, expertise and leadership of our board, and are in need of new voices and strategic skill sets to meet this moment and maximize our growth.

To achieve our goals and expand our impact, we need:

- **To expand the skill sets and experiences** of board members, giving us the breadth needed to navigate our current challenges and opportunities
- **To identify and engage emerging leaders** who can carry our mission forward — ensuring sustainable growth and cultivating the next generation of GPA

Our current board, though dedicated and passionate, is struggling to manage the ever-expanding scope of responsibilities, jeopardizing our ability to effectively govern and advance our mission.

HOW WILL THIS CAPACITY BUILDING INITIATIVE IMPACT YOUR NONPROFIT?

This Board Recruitment Project will shape the future of our nonprofit organization. This initiative will allow us to invest in our long-term growth and advance our mission of bringing professional, life-giving arts programming to the community.

A full-sized board will:

- Provide more strategic oversight to our long-term plans
- Support our organization with key skills not currently represented on our board
- Introduce new networks to expand community outreach and financial support

Each of these elements is critical to the long-term growth of our professional dance company and our plans to expand into theatre and arts education.

HOW WILL THIS IMPACT BE MEASURED?

Upon successful completion of this project, we expect to have:

- A diverse and skilled board of directors (or a funnel of committee members we expect to become board members) bringing our total to between 9-12 members, not including staff in attendance as ex-officio, non voting participants
- Improved governance for healthy growth with a broader range of perspectives and expertise
- Increased engagement and commitment from board members
- Board recruitment documentation for a long-term healthy board
- Expanding networks, which will subsequently increase attendance at programming and annual sponsors/donations
- Created a pipeline of new board members through expanded committees

DESCRIPTION OF EXPECTED ACTIVITIES, TIMELINE & COSTS:

If awarded a capacity building grant by the CCCF, we would then officially contract with Connie Carter of Sylvia & Carter & Associates at her earliest convenience. We anticipate that it would take 2-4 months to work through the steps outlined in her proposal. Expenses will include: additional hours for the Executive Director and Director of Engagement, chamber membership, one-on-one meetings, and consultant fees for an estimated total of \$5,840.00.