

GRANT PROPOSAL GUIDELINES

- The Chester County Community Foundation **connects people who care with the causes that matter**, so their philanthropy makes a difference **now & forever**.
- We are **a collection of Field of Interest & Donor Advised Funds** with **\$5M + granted annually** to nonprofits in Chester County & beyond.
- **99%** of our grants are made by our generous Fund Advisors, who make grant decisions all year.

Proposals submitted by nonprofits are considered for 2 types of grants:

Field of Interest & Donor Advised Funds (No Deadline)

- ◇ Grants **focus on Chester County** causes & issues, but are not limited to Chester County.
- ◇ Charitable nonprofits working **in all fields of interest** are considered for grant awards. (I.e. arts, culture, & humanities; education; community improvement; environment; religion; health; & human services)
- ◇ **General operating** grants are encouraged. Nonprofits should be specific about their mission, goals, & measurable outcomes.
- ◇ Proposals can be submitted **anytime all year**.
- ◇ Grant decisions are made **intermittently** all year, as Fund Advisors desire.
- ◇ Grant **awards** typically range from **\$500-\$7,500**.

Fund for Chester County Capacity Building Grants (Due 9/13)

- ◇ For eligibility in this grant program, nonprofits must be **located in & serve Chester County**.
- ◇ Nonprofits **budgets** must be **\$500,000 or less**.
- ◇ The goal of capacity building grants is to **strengthen the effectiveness of NPO's serving the region**, see page 4 for more details on the areas including:
 - Mission, Vision & Strategy
 - Governance & Leadership
 - Partnerships & Collaborations
 - Operations & Technology
 - Fundraising, Development & Marketing
- ◇ Proposals submitted between **July 1 - Sept. 13** are eligible for consideration.
- ◇ Grant **awards** typically range from **\$500-\$5,000**, with monies distributed by **February**.

- Use this form @ www.chescocf.org to apply online for grants from all Community Foundation Funds.
- **Email proposals to grants@chescocf.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)-698-8211** or grants@chescocf.org with any questions.

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

Contact Information

Organization Name: Laundromat Library League
Address: 307 Benning Lane, Downingtown, PA 19335

Phone: 610.696.2282

Website: www.laundromatlibraryleague.org

Year Incorporated: 2014

FEIN: 81-3831741

ED/CEO Name: Arlene Rengert

ED/CEO E-mail:

Laundromatlibrary@gmail.com

Board Chair Name: Arlene Rengert

Board Chair Approval (check here):

Primary Contact Name:

Primary Contact E-mail:

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission:

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

Describe Population Served & Annual Number of People Served:

Annual Budget \$ 7,000 _____ # of Full-Time Equivalent Paid Staff 0 _____
95 _____ % of budget for program expenses 10 _____ # of Board Volunteers
5 _____ % of budget for administrative expenses 10 _____ # of Active Non-Board Volunteers
0 _____ % of budget for fundraising expenses 3000 _____ # of Volunteer Hours
100 % total

Top 3-5 funding sources:

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: \$ 1,200 _____

Proposal Summary: Attached is a more complete summary. The general synopsis is that these funds will be used to market and create a "brand" for the Laundromat Library, which, in turn, shall gain exposure resulting in more fundraising, recruitment of board members and volunteers.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

Chester County Community Foundation Grant Proposal

Submitted by the Laundromat Library League

History, goals, key achievements and distinctiveness:

The Laundromat Library League began with a conversation over the dinner table in 2014 between our two founders, Arlene Rengert and Karen Iocobucci. Within a few days of networking, the organization had a name, the promise of space for inventory maintenance in the West Chester Friends School, the offer of a supply of books from a Downingtown area school librarian and the permission to place a box of books in the first laundromat.

This informal group continued until 2016 when it established a board, added the first “out of the area” site in Lancaster, PA and began to standardize the content of the little libraries in area laundromats. In the Fall of 2016, the Laundromat Library incorporated into a 501©(3) public charity and began an outreach program to garner donations of monies and books to accommodate growing needs.

The concept of placing books in laundromats where children, and especially children from lower income families, have time to spend has resonated with groups across the country and the organization has grown to over 200 sites in over 20 states with 700 volunteers. However, the Laundromat Library League began in Chester County and continues to grow and thrive in this area. We serve over forty facilities within Chester County, placing nearly 2500 books into the hands of children who would otherwise not have that resource.

Our main goal is simple: Put children’s books in the hands of children. In a broader sense, we are promoting literacy and to a lesser extent, numeracy. We provide an outlet for the volunteer spirit that is very much a part of the fabric of Chester County and also serve as a multi- generational organization with volunteers including senior citizens, students from elementary to college aged, “mom’s” groups and others. We often state our age range runs from about 7 years old to 88.

Key Achievements

Our main achievements have been in expanding the size of the organization to what it is today, all with no paid staff. Today we have sites in 30 states, have over 800 volunteers and have distributed over 130,000 books. While national in scope, our board and main focus remains in Chester County where we have a disparity of wealth but are able to balance the opportunity by engaging some of the poorest residents with the assistance of some of the more economically privileged.

Distinctiveness

While there are “Little Libraries” in the county, book drives and other literacy initiatives, the Laundromat Library League is the only venture that targets locations where lower income families tend to spend significant time together outside the home. By encouraging the taking of the books and regular resupply, we extend the reach of the materials we collect.

Funding Request

Key Initiatives and Issues addressed

While the organization of the Laundromat Library League has the basic identification, it would be advantageous to establish more of a “brand”. This grant would allow us to move forward in that area by having items used in our program be identifiable as ours (i.e. bags), Sites identified as being in our group (i.e. Window Decals) and our own members identified when delivering or picking up items (i.e. Door signage). Awareness of the organization could also be expanded through our social media and also contests for developing a logo or flyer to promote events (such as Read Across America). These initiatives will give the organization more visibility and identification.

Specific Needs

Branded materials that identify the organization (items below are for example):

Window decals (50, @ \$225)

Bags for books with logo (Totes, 150, \$225 Backpack style, 100 @ \$225)

Car door signs (\$100)

Promoted ads on social media (\$150)

Certificate papers (\$25)

Honoraria for Logo contest and budget audit: \$100

Why fund now?

Coming out of the pandemic, more laundromats are opening and adding in our books. We will be fundraising in the near future and a stronger identity will encourage more people to contribute. It is also to direct all funds that are raised from individual donors to actual purchase of reading materials and not advertising or administrative needs.

Impact and Results Demonstrated

Our Strategic Plan (attached) contains some of the planned results information, which include the following:

Increased traffic (clicks, ‘likes’, shares, etc.) on social media sites. A goal of 20% increase is suggested. We currently have about 900 followers on Facebook, for example, and would use the funding to increase that to over 1100.

Add New board members/ex officio members to the roster, especially targeting underrepresented groups (e.g. age, ethnicity) either through recruitment or promotion from volunteer corps.

Increase in funds. 10% increase is the goal.

We also hope to “friend raise” through the increased visibility of the Laundromat Library within the Chester County area. We will review our current donors and organizations with which we partner and aim to increase those collaborations, either through sharing events, members or receiving resources (books, funds, materials)

The impact will be the introduction of new contributors (volunteers at all levels), increased exposure of the cause (children’s literacy) and an increase in funds from new sources. This impact will be determined by review of our contact listings and by our contributions.

Estimated costs for the promotional materials described above would be \$1,200, but the amount is scalable both up and down. This number reflects the best number of items for the funds, using the standard price breaks from vendors (i.e. 5 signs are nearly as much as 12 when the setup charge is considered.) Competitive bids will be sought for materials.

Strategic Plan

No formal plan exists at this moment due to the focus on maintaining the current operation, especially during the pandemic. One of our goals is to resume regular, in person meetings and within that goal we will establish a longer term plan of action.