

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 9/13/23

Contact Information

Organization Name: The Mill at Anselma

Address: 1730 Conestoga Rd, Chester Springs, PA 19425

Phone: 610-827-1900

Website: <https://anselmamill.org>

Year Incorporated: 1998

FEIN: 23-2971911

ED/CEO Name: NA

ED/CEO E-mail: NA

Board Chair Name: Ernie Holling

Board Chair Approval (check here):

Primary Contact Name: Ernie Holling

Primary Contact E-mail:

ernie@anselmamill.org

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission: The Mill at Anselma, a National Historic Landmark, inspires people in creative ways to discover The Mill's authentic technology and importance to its community over three centuries of operation.

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

Chester County

Describe Population Served & Annual Number of People Served: Through its educational programs, tours, demonstrations, and events, The Mill at Anselma has served on average 1,000-1,800 people a year, including schoolchildren, families, scholars, tourists, and Chester County residents.

Annual Budget \$73,532 for FY 23

0 # of Full-Time Equivalent Paid Staff

68 % of budget for program expenses

11 # of Board Volunteers

24 % of budget for administrative expenses

30 # of Active Non-Board Volunteers

8 % of budget for fundraising expenses

1,500 # of Volunteer Hours

100% total

Top 3-5 funding sources: individual donations, grants, and venue rentals

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: The Mill at Anselma is pleased to submit this request for a capacity building grant to support its new Community Events programming. By partnering with other local nonprofits, The Mill will hold additional monthly events to draw new and repeat audiences to its historical site, and cultivate more individual supporters for the future.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

The Mill at Anselma is the oldest known grist mill in the United States operating with its original machinery. It was built in 1747 on Pickering Creek in Chester County, Pennsylvania by Samuel Lightfoot, a surveyor, to produce flour and animal feed. It has been exactly maintained in its original structure and function—so much so that when George Washington's mill at Mount Vernon was reconstructed, the team from Mount Vernon studied our mill as a model for their reconstruction.

The Mill remained in private ownership until the passing of its last miller Oliver Collins in 1982. The property was acquired by The Mill at Anselma Preservation and Educational Trust, a private nonprofit 501(c)(3) organization in 1998 to create an innovative historical attraction for school children, families, scholars, visitors, and residents. The Mill then secured funding for an extensive restoration of the Mill and Miller's house to enable visitors to explore our nation's industrial and agricultural past through milling demonstrations and special programs while providing stone-ground flour and cornmeal for purchase.

Visitors experience the evolution of technology and its impact on commerce, free enterprise, and transportation over three centuries in America. In 2005, The Mill was designated a National Historic Landmark, recognizing it as the most intact authentic example of a custom water-powered grist mill operating with its original Colonial-era power train in the United States.

The Mill at Anselma's collection provides a realistic picture of life in a small rural community in Chester County, Pennsylvania in the late 19th- and early 20th-centuries. The collection is comprised of the mill building, the springhouse, the Miller's House, and hundreds of objects dating from about 1890 to 1982, such as miller day books and records, machinery and tools, photographs and prints, and other items owned or used by the families living at the mill during this time. A rotating display of some of the smaller objects is on view in our Visitor Center, and some objects are now publicly accessible through CatalogIT HUB via our website. With a Historical and Archival Records Care Grant from the Pennsylvania Historical and Museum Commission in 2021, we obtained the equipment needed, and documented, photographed, and scanned our records to make more objects physically and electronically available for viewing.

The Mill's most recent achievement is a major grant awarded from the National Endowment for the Humanities to support the planning required to bring public water to the historic site and activate its fire suppression sprinkler system to ensure the safety of its collection.

The Mill at Anselma has a dedicated team of both full-time and part-time volunteers, and achieves its goals without a paid staff. It is managed and operated by its dedicated Board and volunteers. During the height of the pandemic, our budget and visitors dramatically decreased as our buildings were closed and programs paused from March 2020 to July 2021. Since then, we have added new programs to build back visitation, such the Anselma Mill Speaker Series—educational classes that are open to the public and held on the Sunday following Demonstration Saturdays.

2. Funding request

- **Description of key initiatives**

The Mill at Anselma is requesting a Capacity Building grant to support new Community Events programming. These events will be in addition to or provide enhanced programming for its monthly Demonstration Days. By partnering with other local nonprofits, including music groups (Chesco Pops, folksingers, bluegrass, jazz combos) and other groups that perform historical and cultural programming (colonial baking, colonial pipe making, beekeeping and honey production, clothes making, book authors, local experts from other nonprofits), The Mill will have additional offerings to attract past visitors to come back, and new visitors to discover our historic site, educational programming, and future events. The Mill seeks to partner specifically with local nonprofits for these new Community Events to support our peers' work and Chester County. It will also organize cross promotional opportunities so both The Mill and the partners benefit from the awareness and audiences that the events will generate.

- **Specific needs & issues to be addressed**

In recent years, The Mill at Anselma on average has welcomed 1,000-1,800 people a year, including schoolchildren, families, scholars, tourists, and Chester County residents through its educational programs, tours, demonstrations, and events. Many of these visitors know The Mill well, and come back often. Others periodically find their way to us through a special event, but do not come back. Our goal is to reach 2,000 people in 2024, with annual growth in following years.

By adding up to 13 new Community Events featuring other local nonprofits, there will be many more opportunities for visitors to discover The Mill, and come back to engage further. These will be in addition to the 9 monthly Demonstration Days that are held on the second Saturday of each month that The Mill is open to the public (April through December) for demonstrations and tours. More visitors—both new and repeat—will build our audiences, and continued engagement will serve as cultivation for more individual supporters and increased giving from existing donors.

- **Why it is important to fund this now**

In 2022 The Mill's visitation was only 500, we believe due to a slow return to cultural activities during the pandemic. While our visitation is on track to return to our pre-pandemic average range in 2023 (we are estimating 1,600), we need to implement new strategies to grow. We need to build programming to attract new and repeat visitors, which will cultivate them for future support as individual contributions are not growing and come mostly from long-time donors.

The Mill does currently hold these types of Community Events. For example, on September 30 we are holding a Cider Festival. Celebrating the 50 years that a cider press was part of The Mill's 275 year-history, the event will feature historians baking and speaking about cider history, apple cider and food vendors, kids' activities, and a tour of the grist mill. On October 7, we are celebrating Chester County Day. The Chesco Pops will be onsite to perform at both events. Each December, The Mill is decorated for the holidays, and Santa visits on that month's Demonstration Day.

However, without a dedicated budget, these events can only occur when operating funding is available and partnership opportunities arise. With a Chester County Community Foundation Capacity Building grant, we will be able to plan for and fund a full schedule for the 2024 season.

- **How impact & results will be demonstrated**

- *For capacity building grant proposals:*

- *How will this capacity building initiative impact your nonprofit?*

Additional audiences and donors will provide the additional support needed to strengthen The Mill's long-term sustainability and build its capacity to grow.

- *How will this impact be measured?*

Impact and results will be measured by:

- Increased annual visitation for 2024, both new and repeat.
 - Increased mailing and email lists, captured through name collection efforts at the new Community Events.
 - An increased pool for Annual Appeal solicitations, and increased donations.
- *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.*

With a \$5,000 grant, The Mill will be able to hold up to 13 new Community Events during the 2024 season. During some months these may be enhancements to the monthly Demonstration Days, sometimes they may stand alone on a separate date. We will schedule two new Community Events for months that do not already have an existing additional event, and one new Community Event for the other months as well as in July and August, which traditionally have had the lowest visitation due to the heat and vacations.

Timeline

February 2024	Grant awardee notification
April 2024	2 new Community Events
May 2024	2 new Community Events
June 2024	2 new Community Events
July 2024	1 new Community Event
August 2024	1 new Community Event
September 2024	Cider Fest and 1 new Community Event
October 2024	Chester County Day and 1 new Community Event
November 2024	2 new Community Events
December 2024	Santa at The Mill and 1 new Community Event

Please see attached project budget for itemized costs to implement The Mill's new Community Events initiative.