



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**.

Capacity Building Grants (No Deadline)

- ◇ 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 9/12/23

Contact Information

Organization Name: New London Counseling Center
Address: 1016 State Road, Lincoln University PA 19352

Phone: 484-746-3112

Website: www.newlondoncounselingcenter.com

Year Incorporated: 2019

FEIN: 83-2796221

ED/CEO Name: Dr. Katie Bowman

ED/CEO E-mail:

executivedirector@newlondoncounselingcenter.org

Board Chair Name: William Hostetter

Board Chair Approval (check here):

Primary Contact Name: Dr. Katie Bowman

Primary Contact E-mail:

executivedirector@newlondoncounselingcenter.org

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities Environment/Animal Welfare

Education Health Human Services Religion

Mission: The mission of New London Counseling Center (NLCC) is to make mental health care accessible to everyone in our community. NLCC is a nonprofit organization committed to promoting the emotional, relational, and spiritual well-being of individuals and families. We provide high-quality, compassionate therapy and educational workshops to our community, regardless of one's ability to pay.

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

New London Counseling Center serves children, youth, and adults in Southern Chester County areas including Lincoln University, Oxford, Avondale, Kennett Square, and beyond. Currently, 80% of our population currently resides in Southern Chester County, which has been historically underserved in the provision of mental health services.

Describe Population Served & Annual Number of People Served:

In 2022, NLCC served 282 individual clients over 2,973 hours of provided therapy services. NLCC serves a diverse age range of clients comprised of 53% ages 1-25, 16% ages 16-40, 21% ages 41-60, and 10% ages 60 and up. Most of our adult clients are employed or are full-time students who are still unable to afford healthcare. Low-income clients are offered payment amounts per session that are in keeping with their ability to pay and the fee amount is based on client-provided financial records and a matrix set at 200% above federal poverty guidelines. Over the past 6 months, 33% of our clients received a significantly reduced rate for services through our Care Subsidy Program. These clients paid between \$10 and \$75 for their sessions, which is a 90%-25% reduction in cost.

Annual Budget \$ 384,884 # of Full-Time Equivalent Paid Staff 2

67.3 % of budget for program expenses 3 # of Board Volunteers

23.3 % of budget for administrative expenses 20 # of Active Non-Board Volunteers

9.4 % of budget for fundraising expenses 345 # of Volunteer Hours

100 % total

Top 3-5 funding sources:

Funding is obtained through client service fees, donations, and grants. In 2022, this project was primarily funded through individual and corporate donations made through fundraising efforts at the Denim and Diamonds Gala. Grants received in 2022 also include the following: Oxford Area Foundation, United Way of Chester County Community Impact and Innovation Fund and Chester County Health and Welfare Foundation.

Is this grant proposal for: Capacity Building ___ or General Operating X ___?

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:

Beyond therapy services, New London Counseling Center offers educational programs and workshops to the community through our Community Education Program. Each year, our therapists go into the community and provide at least 30 educational seminars and workshops at various community centers, churches, and youth centers. Topics range from helping parents identify mental health challenges in their children to teaching communication skills to navigating difficult relationships. Through our community-centered approach, we are tearing down the walls of traditional mental health care delivery by making counseling accessible and available.

NLCC has been continually committed to providing both preventive (educational) as well as supportive therapeutic services. Our professional staff host workshops and presentations to various civic organizations, religious groups, and after-school programs. Currently, two licensed mental health professionals serve students at the Garage Youth Center Avondale and Kennett Square locations. Each student typically meets for 50-minute sessions. These students have reported improvement in overall mood, less conflict in interpersonal relationships, and motivation to continue working on skills learned. By addressing mental health challenges early, we can impact the course of a person's entire life. Studies indicate that 50% of all lifetime mental illnesses begin by age 14 and 75% by age 24 (nami.org). There is an urgent need for youth to learn and apply skills that will promote mental well-being throughout their lifespan, and New London Counseling Center is committed to providing community education and therapeutic services to this at-risk population.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

New London Counseling Center opened its doors on April 1, 2019, with the mission of making mental health care accessible to everyone in our community. NLCC was formed to address the problem that access to quality mental health services was a barrier to the health and well-being of our community. Through our community-centered approach, we are tearing down the walls of traditional mental health delivery by making mental health care affordable, accessible, and available.

After several years of planning and renovations, NLCC finally moved into our new building in October 2022. The stately farmhouse built in the mid-1800s is full of character and offers a warm and inviting atmosphere for mental health services. There are five offices for seeing clients and a comfortable waiting area. The new office space will ultimately enable us to serve almost four times our current number of clients, and we will continue to hire therapists to meet the growing need. The more clients we serve, though, the more funding we will need to continue to offer low-cost services to those unable to afford treatment.

With support provided by allocated funds, NLCC is on track to provide the following outcomes in the next year specifically through our Community Education Programs:

- 200 Southern Chester County youth will gain access to mental health education and prevention services.
- 80% of youth will report an increased comfort in seeking out mental health services and confiding in trusted adults about their own mental health concerns.
- 80% of youth will report increased knowledge and familiarity with the purpose and availability of mental health services.
- Youth will report increased openness to confiding in trusted adults about their own mental health concerns.
- Provide education to help participants better understand and identify anxiety, depression, suicidal thoughts/risk, attention disorders, trauma, and other concerns.

Social service agencies often focus efforts and resources on those in the community with the highest need for support. This population often includes individuals that have already been referred by other medical professionals or self-identified as having mental health challenges. This type of work is critical and deserves support, but it represents only *one* way of tackling community mental health challenges. New London Counseling Center knows that therapy for families, individuals, and couples is a key component, but not everyone who needs support is either willing or able to receive individualized services.

2. Funding request

We are requesting \$5,000 from the Donor-Advised Funds toward general operating expenses.

- **Description of key initiatives**

The primary programmatic offering of New London Counseling Center is therapy for individuals, couples, and families. We aim to break down barriers that ordinarily prevent people from obtaining mental health care. We offer a sliding scale fee for anyone whose income or circumstances prevent them from affording healthcare, and we offer sessions in locations more convenient for our clients if transportation is a concern. Beyond therapy services, NLCC offers educational programs and workshops to the community. Each year, our therapists go into the community and provide at least 30 educational seminars and workshops at various community centers, churches, and youth centers. Topics range from helping parents identify mental health challenges in their children to teaching communication skills to navigating difficult relationships.

Through our community-centered approach, we are tearing down the walls of traditional mental health care delivery by making counseling accessible and available. We provide quality mental health care to a vulnerable community through the following programmatic offerings:

- **Individual and Group Therapy:** Our team of licensed clinicians brings their diverse experiences and specialties to our practice with the goal of creating a culture that promotes mental well-being and destigmatizes therapy. Outpatient care is available for individual, couples, and family sessions in both 50-minute standard length and 25-minute brief sessions. NLCC utilizes a wide range of clinically supported methods for therapy services including but not limited to Cognitive Behavioral Therapy, Trauma Informed Care, and Ecosystemic Structural Family Therapy.
- **Community Education Program:** The Southern Chester County community is met with a unique set of challenges that prevent access to mental health services. Our Community Education program operates through the mode of bringing support to the community members to meet them where they are and remove barriers preventing access. Through Community Education Programming, NLCC counselors meet with local agencies and non-profit organizations to assess their needs for training and professional development with respect to supporting youth mental health. Collaboration of services is provided including developing presentations, delivering training to staff, volunteers, and students, and providing referrals and resources.
- **Testing Services:** Testing is helpful in making or confirming a diagnosis, which can inform providers, caretakers, families, and schools on how to best support a child or adolescent. Common things we test for include ADHD, Behavior Disorders, IQ, and Developmental Disabilities (Autism). With this information, the clinician will develop an assessment protocol and administer game-like tests to learn their strengths and weaknesses, their preferred learning style, how their brain works, and possible diagnostic conditions that may exist.
- **Girls Self-Esteem Program:** While this program is in the final planning phases, NLCC is excited to offer essential support to girls experiencing difficulties with peers at school and in other social interactions. This program will use a curriculum that addresses the basics of friendship and conversation, managing emotions and conflict, as well as developing positive self-image and empathy.
- **Mindfulness Cognitive Behavioral Therapy:** This series is designed not only to help break the busyness and distraction of life, but also to guide in learning to slow down and reclaim focus, attention, and a sense of calm. And the key to this change? Mindfulness. Sessions are 50 minutes in length and are \$15 per session and are geared towards the older adult population ages 18 and older.

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

According to a survey from the American Psychological Association, a majority of psychologists surveyed said they were seeing more patients who needed treatment for anxiety, depression, and substance abuse since the pandemic began, but 60 percent said they were too busy to take on new patients. The survey also found increasing demand for mental health services from young people and healthcare workers in particular. Looking at all age groups, the biggest increase in patients came from adolescents ages 13-17. A significant percentage of psychologists also reported increases in patients ages 18-25 (40%) and children under 13 (38%) over the same period.

Consider these statistics:

- Suicide is the 2nd leading cause of death among people aged 10-34
- 1.8 Million people in PA have a mental health condition, and last year only 4 in 10 received treatment.
- 1,861,000 PA adults have a mental health condition—that's more than 6 times the population of Pittsburgh
- In Pennsylvania, 1 in 8 emergency department visits involves a mental health or substance use condition
- Nationally, about 2 million people with mental illness are incarcerated every year—many because they didn't get the treatment they needed
- **Depression is the #1 LEADING CAUSE OF DISABILITY** in the world, and mental illness costs Americans \$193.2 billion in lost earnings per year

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

New London Counseling Center opened its doors in 2019, just a year before the COVID-19 pandemic hit. Since its inception, NLCC has seen a 25% increase per year in therapeutic services provided to the community, meaning that by 2024, NLCC will have provided a ***100% increase of therapeutic services*** to youth, families, and additional community members. It is anticipated that this need for service will continue to rise and it is essential that the service providers and infrastructure of care continue to evolve and grow to meet the need.

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

In 2022 alone, New London Counseling Center served 282 patients within the community. Since opening in April 2019, NLCC's dedicated team has provided over **7,183 hours of mental health treatment to a total of 696 children, adults, and families.**

Results for current programming will be demonstrated by results obtained in Client Satisfaction Surveys sent to all active clients each year. Along with that survey, we expect that at least 80% of clients will report that they "would recommend NLCC to a friend. Additionally, NLCC expects that at least 80% of all clients will respond "Always" or "Most of the time" to the following:

- Therapy is helping me to grow and heal.
- I feel I am able to access care when I need it.

Community Education Program success is evaluated based on student participation in the program and by way of pre- and post-program evaluation. Prior to beginning the Community Education Program, youth will be surveyed about their knowledge of mental health topics as well as their willingness to seek mental health care and comfort level discussing mental health topics. The same subjective survey questions will be asked at the conclusion of the Program, which will demonstrate a change in attitude or behavior as a result of the program. Assessment will measure both objective and subjective change as the result of the educational program, discussions, and activities. Objective data will include the student's knowledge of the learning objectives identified for each educational presentation and activity. Subjective data will measure the students' willingness to seek mental health care, comfort with talking about mental health, and stigma associated with mental illness.

- *For capacity building grant proposals:*
 - *How will this capacity building initiative impact your nonprofit?*
 - *How will this impact be measured?*
 - *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.*

III. ATTACHMENTS

E-mail or mail this support information

1. Copy of 501 (c) (3) federal tax-exempt letter
 2. List of Board of Directors, with their affiliations
 3. Most recent annual report & financial statement, audited if available
 4. Itemized organizational operating budget with actual results for prior fiscal year & current fiscal year to date
 5. If capacity building initiative, itemized budget (including external consultant's proposal, if applicable)
 6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why.
- Use this form @ www.chescof.org to apply online for grants from all Community Foundation Funds.
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*Connecting people who care with causes that matter,
so their legacies make a difference.*



WHAT IS CAPACITY BUILDING?

Capacity building helps bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity, in order to more effectively & efficiently fulfill its mission.

Capacity building may include (but is not limited to) projects which address:

- **MISSION, VISION & STRATEGY**
Organizational Assessment - Strategic Planning - Financial Planning
- **GOVERNANCE & LEADERSHIP**
Board Development - Executive Transition/Succession Planning - Leadership Development - Staff Training & Professional Development
- **PARTNERSHIPS & COLLABORATIONS**
Coalition Building – Collaboration - Mergers & Acquisitions - Strategic Restructuring
- **RESOURCE DEVELOPMENT & MARKETING**
Major Gift Donor Identification, Cultivation, Development & Stewardship - Development Campaigns (Annual, Capital, Planned Giving) - Earned Income Development - Social Enterprise Feasibility & Development - Marketing, Branding & Communications
- **TECHNOLOGY & OPERATIONS**
Business Continuity Planning - Financial Management - Human Resources - Volunteer Management - Industry Certification - Risk Management - Technology Improvements