

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 Sept 11, 2013

Contact Information

Organization Name: Phoenixville Women's Outreach
Address: PO Box 244 Phoenixville PA 19460
Phone: (484) 302-8151
Website: <https://phxvillewomensoutreach.org/>
Year Incorporated: 2014
FEIN: 47-2270202

ED/CEO Name: Andrea Blue
ED/CEO E-mail: andrea@phxhouse.org
Board Chair Name: Mike Bryson
Board Chair Approval (check here): X
Primary Contact Name: Andrea Blue
Primary Contact Email andrea@phxhouse.org

Organization Information:

Field/s of Interest:

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

Mission: Phoenixville Women's Outreach empowers women to self-sufficiency, stability, and independence by providing a comprehensive transitional housing program, affordable housing, supportive services, advocacy and education.

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

We serve the greater Philadelphia region. Predominantly our clients come from Chester. Many come from Montgomery and some from Delaware and Berks.

Describe Population Served & Annual Number of People Served:

We serve local women experiencing homelessness, housing insecurity or low-income. Our transitional home houses 6 women at a time who are welcome to work the program up to 12 months. We see an average of 17 women a year in the program. Our affordable housing apartment has 5 rental units.

Annual Budget \$ 196,000 # of Full-Time Equivalent Paid Staff 2
76% % of budget for program expenses 11 # of Board Volunteers
17% % of budget for administrative expenses 25 # of Active Non-Board Volunteers
7% % of budget for fundraising expenses 2,500 # of Volunteer Hours
100 % total

Top 3-5 funding sources:

- 1st: Contributions from individuals, families, organizations and congregations
- 2nd: Foundation Grants (biggest gifts from Phoenixville Community Health Foundation, Unted Way of Chester Cty, Chester County Community foundation and Wawa)
- 3rd: Rent collected from our affordable housing units (resident contributions plus Housing Authority subsidies)
- 4th: Fundraising Events (both live and online)
- 5th: Activity fee collected from participants at The House (transitional housing program)

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: \$_1,500_____

Proposal Summary:

In keeping with our intent to run the safest, client-centered transitional housing program that we can, we intend to upgrade our security at The House. We will be installing improved and additional security cameras in the interior and exterior of the home. We will also be upgrading the locks on both entrances to closely monitor the people traffic at The House. The new systems will help us ensure a safe environment for our participants.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

Phoenixville Women's Outreach (PWO) was conceptualized in the winter of 2014. One day, after decades of serving meals to those in need, our founders Cheryl and Barry Messere were surprised to come upon women living in tents by the river in freezing cold temperatures. They felt an immediate call to help. At the time, Phoenixville had a men's shelter and a family shelter, but nothing for single women. The Messere's inspired more volunteers who rallied support from agencies, churches, organizations, and other individuals. Together, they committed to establishing a transitional housing program for single women.

The new program was lovingly nicknamed "The House," and welcomed its first participants in January 2015. Purposely near bus routes and in walking distance to many community resources, The House is a shared living experience for 6 women at a time. When our clients come to us, some are living in cars, sheds, or tents. Some are couch-surfing or have overstayed their welcome with friends and family. Most are coming from dysfunctional relationships and chaos. The majority of our clients come to us from Chester County, but we do not have a geographical restriction on our intake. Some women come from nearby Montgomery, Berks, Bucks, Delaware, and Philadelphia counties. We have worked with women from the ages of 23 to 74. The average stay is 9 months. The ethnicities of our clients are in line with the percentage breakdowns of the Chester County area.

A few years after we began offering health and healing at The House, it became clear that affordable housing in the area was extremely limited. After working towards self-sufficiency, our participants were having a hard time finding a feasible "next step." In response, PWO committed to be a part of the solution and created a second program at a new site. The "Next Step House" opened in 2020, and is a shared living arrangement for women that offers independence and affordable rents. Through a partnership with the Housing Authority of Chester County, subsidies are available to eligible residents. The Next Step House is a safe, comfortable home, and is in the community where women from our transitional home (The House) have established jobs, health networks, spiritual communities and social bonds. Now in its fourth year, the Next Step House has proved to be a success. Women who were experiencing homelessness just a few years ago are now affording to live full lives.

From opening its transitional housing program in 2015, to acquiring a second property and opening the Next Step House in 2020, PWO has achieved a great deal in its short history. This second program was achieved with support from both the Phoenixville Community Health Foundation and the Affordable Housing Task Force, and has doubled our reach in the community. Over the last eight-plus years, we have helped over 100 women, of which 40% have been elderly. Clients leave The House with a job, savings, renewed hope, increased self-confidence, and pride.

In addition to the two developmental housing programs, we have worked to become a leader in women-empowerment in the community. Our staff has created and presented interactive workshops on Women's Rights and Empowerment. We have established social media campaigns that speak to representation and female heroes. Our events have focused on promoting strong and courageous women. These have included a Visit with Mrs. Claus and our Power Cabaret that will feature all women artists.

For the first six years of our history, our workforce was predominantly volunteer-based and our homebase was our founder's kitchen table. At the end of 2020, both our Founding Executive Director and our Housing Director moved towards retirement. The organization decided to use the opportunity to take a leap and find our first two full-time salaried professional employees. In 2021, we hired our first full-time Executive Director and Housing Director. Both women came equipped with professional experience and degrees in social work and counseling. Over the last two years, we have fortified our strong foundation and two excellent programs by standardizing our policies and procedures and

adding several layers of developmental, trauma-based components to our program. This year (2023) finds us looking towards our future. We have recently revised our mission to allow for expansion of services, published a vision statement for the first time, and are in the final stages of completing a Strategic Plan. By late 2023, we will have a new 3-year plan that will include new commitments to meet more needs of the women in our community.

Our new mission statement, updated in 2022: **To empower women to self-sufficiency, stability, and independence by providing a comprehensive transitional housing program, affordable housing, supportive services, advocacy and education.**

Our new vision statement, approved in September of 2023: **A community where all women are empowered with confidence, resources, and skills to achieve housing security, financial stability, and well-being.**

We are extremely proud of our two current programs for women.

The House provides a fully furnished home for six women (two beds per bedroom) and supplies food as well as hygiene and cleaning essentials. While at The House, participants commit to taking the necessary steps towards healthier lives. If a woman "works the program" and is committed to taking the steps necessary to improve her financial, mental and physical health, she is welcome to stay with us for up to one year. Our Housing Director, who is a social worker, becomes closely involved with our clients as a case manager. She coordinates individual plans, provides accountability and makes connections to supportive services. We lead small group workshops on life, social, and health skills. Topics include nutrition, emotional regulation, stress management, boundary setting, and body care. Many of our workshops teach and build financial skills that complement our mandatory employment/savings program. Each woman makes a commitment to save 75% of their income, which is matched by a grant program we have with Phoenixville Federal Bank and Trust. Now in its ninth year, The House program offers a place of respite, encouragement, and rehabilitation empowering women to end destructive patterns and find a footing of long-term sustainability.

The Next Step House provides permanent, supportive housing for single women with low income, most of whom have completed the program at The House and are ready to live independently. As only half of affordable housing programs in the country are permanent solutions, Next Step House offers much needed relief for this underserved group. Individual adults living on their own comprise the largest group of people experiencing homelessness. While smaller subgroups such as veterans, disabled people, and pregnant women have been targeted by public programs, single female adults are seldom prioritized for housing assistance.

Our focus is on individual women living without their families, and the unique needs and vulnerabilities of this subgroup. With affordable housing lagging behind Phoenixville's continued growth and increasing rents, PWO continues to offer affordable rents at the Next Step House and seeks to expand services in the Phoenixville area. Now with over three years of experience as Affordable Housing landlords, we are poised to arm other organizations with the lessons and infrastructure with which we have found success. We seek to spread our model to help our colleagues join us in becoming providers of affordable, dignified housing units.

Our two core programs, The House and the Next Step House, are ongoing. Our goal is to be able to continue to offer these programs to homeless and low-income women in the area, as well as to expand our services through new grant support. Our staff remain on top of intake procedures. When a woman moves out of The House to her next housing situation, we begin to interview prospective clients from our callback list. As one can imagine, we do not have difficulty finding a woman in need to fill the spot. Vacancies typically are filled within a week.

2. Funding request

- **Description of key initiatives**
- **Specific needs & issues to be addressed**
- **Why it is important to fund this now**

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

- *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.*

Phoenixville Women’s Outreach is seeking a capacity building grant in the amount of \$1,500 for an updated security system at The House, our transitional housing building. This technology will help to keep our clients safe and allow us to ensure that the guidelines in the program agreement are being adhered to by our clients. The items needed include two smart, wifi-enabled deadbolt locks, an interior camera system (5 cameras), and two outdoor, weather-resistant cameras with motion-detection capabilities. In addition, we will need to hire a general contractor to install this technology. We have ordered the locks and security cameras, which come to a total of \$983.91 (see attached itemized invoice). The installation fees are estimated to be approximately \$500.

This need is urgent given that our current security system is offline. While Phoenixville is generally a safe area, the wellbeing of our clients is our top priority. We are also responsible for the upkeep of our building so that we can keep serving those in need. The new locks and outdoor cameras will help prevent vandalism, intrusions, and theft. The interior monitoring system will help us to keep our clients safe by verifying that they are not harming themselves or their housemates while in our care.

We are planning to have the new locks and security cameras installed by October 1, 2023.

Thank you for your consideration.

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.

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CHESTER COUNTY
community
FOUNDATION

*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