

**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](http://www.chescocf.org)*

**Date** Nov 13, 2023

**Contact Information**

Organization Name: Mom's House  
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ED/CEO Name: Wendy McKeon  
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Board Chair Name: J. Scott Smiley  
Board Chair Approval (check here):   
Primary Contact Name: Wendy McKeon  
Primary Contact E-mail:

**Organization Information:**

**Field/s of Interest:**

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

**Mission:** Mom's House provides a unique family support system, offering free state-licensed childcare to single, low-income parents while they are completing their full-time education and becoming independent members of society.

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

Chester County and parts of Montgomery County

**Describe Population Served & Annual Number of People Served:**

Mom's House serves low-income single parents who are full-time students and their children aged 3 months-5 years. We are currently serving 15 clients and 17 children.

**Annual Budget** \$ 400,000      8 # of Full-Time Equivalent Paid Staff  
83 % of budget for program expenses      9 # of Board Volunteers  
10 % of budget for administrative expenses      2 # of Active Non-Board Volunteers  
7 % of budget for fundraising expenses      100 # of Volunteer Hours  
100 % total

**Top 3-5 funding sources:** Foundation Grants 49%, public support 43%, CACFP 4%

**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:** General Operating Expenses to support our program of free childcare for low-income, single, parents who are completing their full-time education.

**145 S. Main St Phoenixville, PA 19460    610-935-7711    [www.momshouse-phoenixville.org](http://www.momshouse-phoenixville.org)**

**Focus: Removing barriers to education and employment for low-income, single parents**

### Mission

Mom's House provides a unique family support system, including **free** state-licensed childcare, to single, low-income parents while they are completing their full-time education and becoming independent members of society.

### Assessment of Need

For single parents who rely on public assistance, college and other degree classes do not count as "work" in most states, so many of those who return to school lose access to benefits like childcare vouchers and cash assistance. Earning a college degree or technical training is typically the best route to a higher paying career, but many single parents find it very difficult to squeeze in classes with a schedule already packed with work and childcare. There is also very limited on-campus support for student parents. These student parents rarely have time to attend on-campus study sessions, let alone extracurricular activities. Day-to-day responsibilities remain overwhelming and balancing everything can be very challenging. By providing free childcare, Mom's House eliminates a major barrier for a single parent returning to school.

### Organizational Information

Mom's House has operated in Phoenixville since 1987. In July of 2012 Mom's House moved to a larger classroom facility. This move allowed us to accept almost double the number of children and serve many more single parents. As a result of this move, our operating expenses increased by 30%. During our 2022-2023 school year we are currently serving 14 clients and 17 children.

Mom's House is a state licensed childcare and preschool facility and is also a Keystone Stars Participant (a voluntary program which indicates a dedication to excellence). In October of 2020 we earned our Star 4 designation (the highest level) and we are very proud of our staff's hard work to achieve this milestone. Non-discrimination policies are in place for staff and clients.

Although there is no charge for our childcare or support services, our clients do have responsibilities to the program. They must maintain passing grades in all courses (High School, College, GED, trade school), provide 2 hours of weekly service to Mom's House (cleaning, office work etc.) and participate in all fundraisers. In addition, our clients are required to attend quarterly seminars on a variety of relevant topics such as parenting, legal aid, cooking, and resume writing. Seminars are designed to meet the current needs of our clients and address relevant concerns in their lives.

Mom's House provides a quiet study room, with computer and internet use, for our clients to utilize while we care for their children. We also provide aid in the form of material donations (diapers, clothing) and gift cards for supplies, food and gas expenses. When needed, we will arrange for tutoring. Mom's House has a Scholarship Program funded by family of a late volunteer. Children are provided with breakfast, lunch, diapers and all supplies needed in a small, caring pre-school environment with very low student/teacher ratios.



Our goal at Mom's House is to support our clients in whatever way needed so that they remain in school and complete their education. This will better enable them to obtain gainful employment to support their young families without the need for welfare. Our clients have varying levels of family support in their daily activities so the Mom's House staff will often be the primary source of help and encouragement in their educational pursuits.

### Program Details

Mom's House rents space in First Presbyterian Church and we are licensed to serve 18 children. First Presbyterian serves as a WIC office four times per month and houses very active service programs. These programs will allow us to expand exposure of Mom's House services within the community and access various community resources to assist our clients with referrals when needed.

In the Summer of 2013, we offered our first summer program. After polling our clients, it was clear that our childcare services were needed so that our clients could pursue year-round schooling or work to pay for the Fall semester. We repeated our successful summer program each year since then at a cost of approximately \$30,000 per year. It is expected that our summer program will continue each year as finances permit.

Mom's House operates a unique "Client Emergency Needs Grant" program. With specific written guidelines and procedures in place, this program can provide financial assistance to our clients in emergency situations such as medical needs, housing needs, tuition assistance etc. As our primary goal at Mom's House is to have our clients complete their education, emergency financial assistance is often a critical component of the support we provide.

### Statistics/Successes

*The National Campaign to Prevent Teen and Unplanned Pregnancy recently released the startling statistic "less than half of teen mothers graduate from high school and only 2% earn a college degree by age 30".*

The following is an excerpt from the National Conference of State Legislatures:  
*Thirty percent of all teenage girls who drop out of school cite pregnancy and parenthood as key reasons. Rates among Hispanic (36 percent) and African American (38 percent) girls are higher. Educational achievement affects the lifetime income of teen mothers: two-thirds of families started by teens are poor, and nearly one in four will depend on welfare within three years of a child's birth. Many children will not escape this cycle of poverty. Only about two-thirds of children born to teen mothers earn a high school diploma, compared to 81 percent of their peers with older parents.*

#### *The Numbers Don't Add Up to Success*

- *Only 40 percent of teen mothers finish high school. Fewer than 2 percent finish college by age 30.*
- *Young women who give birth while attending a community college are 65 percent less likely to complete their degree than women who do not have children during that time.*
- *Children of teen mothers perform worse on many measures of school readiness, are 50 percent more likely to repeat a grade, and are more likely than children born to older mothers to drop out of high school.*

At Mom's House we are changing these statistics in the Phoenixville area. Since our start in 1987 we have served over 409 children and 354 single parents. Clients generally stay with our program until they complete their course of education or until their child enters kindergarten. Historically, 84% of our clients remain with our program, progressing with their education. Mom's House will continue to provide free childcare for our graduates for a period of up to 6 months after graduation so that they are better able to seek employment and establish their careers. Although our clients are generally women, we serve single fathers as well.

#### Plans for Future Growth

Mom's House is currently in a year-to-year lease with First Presbyterian Church which provides us with flexibility in our location. Because demand for our services routinely exceeds our physical capacity, we have begun to actively search for a larger location in which to grow. Expansion in this building is not feasible, so any growth would involve moving to a larger childcare facility. Unfortunately, this search has proven to be difficult in the current real estate market. In May of 2021 we received an anonymous pledge of \$150,000 to facilitate our growth. Due to state regulations and licensing, any expansion will involve adding staff and increasing facility expenses, food and program supplies. We must carefully consider all additional expenses to ensure that a potential expansion would be financially sustainable. Mom's House has not incurred a budget deficit in the past 10 years, with the exception of 2013 when we moved to our current location and incurred numerous "one-time" and moving expenses. We are intentionally building our reserves (currently 8 months of operating expenses) to not only provide fiscal responsibility in the event of a market turn, but also to have funds available for expansion in the future.

#### Collaboration

While we do not have any formal partnerships, Mom's House continues to collaborate with various Phoenixville non-profits and community groups to both broaden awareness of our programs and prevent duplication of services. Our location within First Presbyterian allows us to work with several of their ongoing missions (such as People to People). In addition, we continue to refer clients to PACS, the Clinic, Phoenixville Health Care Access, Wings for Success and other area non-profits.

Evaluation During our 2022-2023 school year, 93% of our clients remained in school and/or graduated from their educational program. If a client leaves the program, we provide an exit interview to determine how we could have better met the needs of that client. We have found that the great majority of clients who leave our program do so due to personal situations, not deficiencies in our program. Mom's House currently has a past client on our board and she can provide a firsthand knowledge of our programs and wonderful insight as to how we can continue to improve and adapt our program to accommodate our clients.

On behalf of the clients, children, staff, board and volunteers, I would like to thank you for your consideration. We appreciate your dedication to our community!