



## 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](http://www.chescocf.org) to apply online for grants from all Community Foundation Funds.
- **Email proposals to [grants@chescocf.org](mailto: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](mailto: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](http://www.chescocf.org)

**Date: 11/02/2023**

## Contact Information

Organization Name: Gateway HorseWorks  
Address: 2045 Union Hill Rd Malvern, PA 19355  
Phone: (484) 433-9911  
Website: [www.gatewayhorseworks.org](http://www.gatewayhorseworks.org)  
Year Incorporated: 2015  
FEIN: 47-5474101

ED/CEO Name: Kristen de Marco  
ED/CEO E-mail: [Kristen@gatewayhorseworks.org](mailto:Kristen@gatewayhorseworks.org)  
Board Chair Name: Basil Joy  
Board Chair Approval (check here):   
Primary Contact Name: Kristen de Marco  
Primary Contact E-mail: same as above

## Organization Information:

### Field/s of Interest:

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

**Mission:** Gateway HorseWorks incorporates horses for the mental health treatment of people.

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

Chester County and the Greater Philadelphia Area

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

Gateway HorseWorks serves community members throughout Chester County and beyond who are historically most underserved and marginalized. We make meaningful mental healthcare accessible through partnerships to Veterans, human trafficking survivors, adults and youth impacted by the justice system, people in recovery, COVID-19 essential workers, youth in residential treatment, people experiencing homelessness and bereaved children and families. Over the past seven years Gateway HorseWorks has experienced exponential growth annually serving nearly 3000 clients in over 6000 sessions. Gateway HorseWorks served 647 participants in 2021, 630 clients in 2022, and to date has served 741 participants in 2023.

<b>Annual Budget</b> \$ 484,100 _____	_____ 4 _____ # of Full-Time Equivalent Paid Staff
_____ 71 % of budget for program expenses	_____ 5 _____ # of Board Volunteers
_____ 17 % of budget for administrative expenses	_____ 80 _____ # of Active Non-Board Volunteers
_____ 12 % of budget for fundraising expenses	_____ 500 _____ # of Volunteer Hours
100 % total	

## Top 3-5 funding sources:

Berndt Family Foundation  
Caroline Alexander Buck Foundation  
Germeshausen Foundation  
Anderson Family 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:** \$7500

**Proposal Summary:** In America, one in five adults experience mental illness and nearly one in six youth. Mental health care is historically underfunded and inaccessible to many of our most systematically disenfranchised neighbors. Gateway HorseWorks is dedicated to dismantling the lack of access to innovative mental health treatment with sustained intention. We envision a world where no one is barriered from access to effective, trauma-informed mental health services. No client is turned away.

Gateway HorseWorks is at a critical growth point. Since founding in 2015 we have served nearly 3,000 clients in over 6,000 sessions. In 2023, we expanded our treatment team to include an additional Mental Health Professional and are in the process of hiring another Equine Specialist. Every day our organization aims to meet the ever-rising need for accessible, innovative mental healthcare for those children and adults who are too often pushed to the margins. For example, we are set to expand our contract with the Chester County Prison by 46% in 2024; we have expanded our Stable Pathways program through partnership with Chester County Drug & Alcohol to serve adults in recovery; overall, we have served 118% more participants to date than all of 2022. Financial support ensures that our organization can continue to serve our community through innovative, trauma-informed mental health services, meet the growing need of the mental health crisis in our community, and increase access for all. We will continue to monitor our capacity to serve by tracking the increase in clients served and sessions held.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

*Provide clear, concise information. 3 pages maximum.*

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

### 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.*

## 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](http://www.chescof.org) to apply online for grants from all Community Foundation Funds.
- **Email proposals to [grants@chescof.org](mailto:grants@chescof.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) 696-8211 [grants@chescof.org](mailto:grants@chescof.org) with questions.



*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

Gateway HorseWorks (GHW) is a women-led organization founded in response to the need for more equitable, gender-responsive services in our community. In 2012, a Chester County Probation Officer approached Executive Director, Kristen de Marco, describing a need for equitable mental health treatments for justice-involved women. With this knowledge, Kristen adopted a new mission and founded GHW in 2015 to make this groundbreaking, innovative mental health treatment accessible to all. Since founding in 2015, Gateway HorseWorks' has served more than 3,000 clients in over 6,000 sessions.

The support of Chester County Community Foundation enables our organization to continue to advance our commitment to equitable access to innovative mental health care and grow sustainably. Our organization strives to meet the emerging mental health needs of our children, youth, and adults no matter their income level and no matter the setting or system they may find themselves in. This funding will help ensure that our team and organization can continue to grow and meet the mental health needs of our community in Chester County and beyond.

### **Our Mission**

GHW incorporates horses for the mental health treatment of people. Our programs offer access to critical mental health treatment for individuals facing mental health challenges such as anxiety, depression, eating disorders, addiction, PTSD, sexual trauma, and grief and bereavement. By offering transformative mental health services to the broader community, GHW prioritizes access for people who have experienced trauma and those most historically barred from treatment. As a trauma-informed organization, GHW works at the intersections of the healing power of horses, mental health, and community-centered solutions.

GHW has increased access to innovative mental healthcare through equine-assisted psychotherapy (EAP) by designing and developing trauma-informed community programs - free to participants - in collaboration with like-minded donors, foundations, organizations and government institutions. We have developed unique programming in an effort to best meet the needs of each of our partners and client groups. Both our organization's experience and statistics confirm that the people best-served by and most in need of these trauma-informed services, i.e. those with high ACE (Adverse Childhood Experiences) scores, are the ones who also lack the means to access them. Over the years, we have strived to circumnavigate barriers to access through the design and development of such free-to-participant community programs, contributing to research as a means of increasing accessibility, and exploring partnerships with local universities, health systems, agencies, institutions, and organizations.

### **Horses in Mental Health Treatment**

EAP's experiential nature provides clients the opportunity to incorporate body-based, non-verbal communication into mental health treatment as a way to connect to themselves and those around them in new and profound ways. This is especially important for trauma survivors for whom talk-therapies are often not efficacious. Where survivors may be challenged to verbally

[GATEWAYHORSEWORKS.ORG](http://GATEWAYHORSEWORKS.ORG)

 [facebook.com/gatewayhorseworks](https://facebook.com/gatewayhorseworks)

 [twitter.com/GatewayHorseWrk](https://twitter.com/GatewayHorseWrk)

 [instagram.com/gatewayhorseworks](https://instagram.com/gatewayhorseworks)

[#unbridledchange](https://twitter.com/unbridledchange)

process sensations, the chance to safely engage with large prey animals who share the experience of hypervigilance, becomes a pathway to re-embodiment and re-engagement.

EAP embraces the power of horses as partners in psychotherapeutic work to help people achieve wellness and recovery from trauma, mental health conditions, and addiction. Because of horses' size, evolutionary role as prey animals *and* social creatures, as well as their individual and unique personalities, interactions with the herd can provide meaningful insight into our own lives and behavior. Approaching horses helps us consider how we approach our own relationships and face other big things in our lives. As a treatment team, the horses at GHW, along with the licensed mental health practitioners and certified equine specialists, offer connections to help people rediscover the best parts of themselves and create pathways to healing.

### **Our Community's Mental Health Needs**

Access to varied-approaches for trauma-informed, transformative mental health care is an ever-rising need in our communities. In America, one in five adults experiences mental illness and nearly one in six youth. The mental health needs facing our community have continued to increase since the start of the COVID-19 pandemic. As we look ahead, how we respond to the needs of our community is critical. The ability to adapt to changing needs is a central component to being part of the solution in increasing access to meaningful mental health care. Mental health care is a historically under-resourced, undervalued, underfunded, and often inaccessible service. GHW has committed its farm in Malvern, PA to serve as a launch pad and blueprint for how to make access innovative mental health care for all of our community members a priority.

### **Programs & Impact**

GHW prioritizes access to those most often pushed to the margins of care through community programs. Below are some highlights of our community programs:

***Beyond the Barn*** is a trauma-informed social-emotional learning program that uses horses as the key agents of connection and reflection to increase the capacity of youth to make pro-social connections. Referrals are made from Children Youth and Families (CYF) and Juvenile Probation (JPO). The outcomes for young people served in 2022 demonstrate the significant support that such a program offers. 100% completed a full course of treatment; 92% no rearrest within 6 months of completion; 100% not placed out of home within 6 months of program completion. This program is offered as Eight 90-minute sessions to six participants per cohort. Because of the pervasiveness of food insecurity for young people involved with JPO or CYF, a meal is provided at every session. An attendance stipend, along with a completion bonus incentivizes attendance and also aims to counter the fiscal burdens of systems-involvement for these young participants. As of 2023, BTB program has expanded to include Caregivers. Beyond the Barn for Caregivers is a trauma-informed group designed for parents or caregivers of children involved with CYF or JPO, who may have a history of trauma, and have had or are at risk of having their children placed outside of the home.

[GATEWAYHORSEWORKS.ORG](https://gatewayhorseworks.org)

 [facebook.com/gatewayhorseworks](https://facebook.com/gatewayhorseworks)

 [twitter.com/GatewayHorseWrk](https://twitter.com/GatewayHorseWrk)

 [instagram.com/gatewayhorseworks](https://instagram.com/gatewayhorseworks)

[#unbridledchange](https://twitter.com/unbridledchange)

**Stable Pathways** moved to offer client sessions on Chester County Prison Complex grounds. The horses are transported to the prison for weekly sessions at the pre-release center beginning in October 2019. This groundbreaking, permanent pasture enables us to provide meaningful opportunities for mental health care to people experiencing incarceration. Through a five-year longitudinal study results indicate a 3% recidivism rate for program graduates 5 years post-release, compared to a county-wide average of 18% by the first year. In addition to the demonstrably reduced recidivism rate for program graduates, we believe that this provides evidentiary support that all clients are able to discover their own solutions and thrive when they are resourced, supported, and provided the space to do so.

Due to *Stable Pathways*, the Chester County Prison was selected as the winner for the 21st Century Best Practices Awards in the Large Jail category by CCAP in part due to the impact of the *Stable Pathways*' program. Chief Murphy is quoted in the nomination, naming Chester County Prison's partnership with GHW *Stable Pathways* program their "greatest success" in programming available to support people during their incarceration. Janine Quigley, Chair of the Committee on County Criminal Justice Systems for the 21st Century states, "The results have been incredible. It is clear that the program is having a positive effect on recidivism, and it can be shared and replicated in other counties so that our communities as a whole benefit."

**Healing in the Open:** In 2022 award-winning filmmakers produced a documentary short, *Healing in the Open*, about the impact of incorporating horses for the mental health treatment of people at GHW. *Healing in the Open* was an official selection for multiple renowned film festivals across the United States. This film is positioned to raise awareness about the need for innovative mental health solutions, to better educate the public about the impact of incorporating horses for mental health treatment, and lay the foundation to increase access to this modality for all. Link to full film: [▶ Healing in the Open -- FULL FILM](#) .

### **A Vision for the Future**

Gateway HorseWorks is committed to continuing to make innovative mental health care broadly accessible in Chester County and beyond. As the mental health crisis deepens in our community, funding innovative mental health care is critical to Chester County's wellbeing. According to InsidePhilanthropy.com, "Mental health has huge implications for all Americans, one in five of whom experience such challenges each year. The implications are especially notable for African-Americans, LGBTQ youth, veterans and rural Americans facing marginalization and added stigma. Moreover, as a result of COVID's impact, recent reports suggest a staggering rise in the suicide rate, along with lesser forms of mental health and substance use disorders (collectively referred to as behavioral health). One study suggests upwards of 150,000 additional deaths in coming years." Mental Healthcare is a critical intervention to prevent such devastating loss. Gateway HorseWorks aims to be a leader in increasing meaningful access to mental healthcare for all in our communities locally and beyond.

[GATEWAYHORSEWORKS.ORG](https://gatewayhorseworks.org)



[facebook.com/gatewayhorseworks](https://facebook.com/gatewayhorseworks)



[twitter.com/GatewayHorseWrk](https://twitter.com/GatewayHorseWrk)



[instagram.com/gatewayhorseworks](https://instagram.com/gatewayhorseworks)

[#unbridledchange](#)