

**THE VALLEY FORGE PARK ALLIANCE'S
GENERAL OPERATING GRANT APPLICATION
FOR THE**



CHESTER COUNTY
community
FOUNDATION

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CHESTER COUNTY COMMUNITY FOUNDATION

GRANT PROPOSAL SUMMARY SHEET

Contact Information

Organization Name: Valley Forge Park Alliance
Address: 1400 North Outer Line Drive, King of Prussia, PA 19406
Phone: 610-783-1777
Website: www.vfparkalliance.org
Year Incorporated: 1976
FEIN: 23-2036005

ED Name: Molly Duffy
ED Email: molly@vfparkalliance.org
*Please use Molly as our primary contact!

Board Chair: Amy Johnson
Board Chair Approval: YES

Organization Information

Field/s of Interest: (1) Arts, Culture & Humanities, (2) Health, (3) Environment/Animal Welfare, (4) Education

Mission: To inspire appreciation for and citizen stewardship of Valley Forge National Historical Park.

Geographic Area Served: Chester, Montgomery, and Philadelphia Counties

Describe Population Served & Annual Number of People Served:

The Alliance supports Valley Forge National Historical Park, which attracts approximately 2.2 million annual visitors. The Alliance indirectly serves this population through its multifaceted efforts. By collaborating with the park, providing resources, and enhancing visitor experiences, the Alliance contributes to the appreciation and stewardship of Valley Forge National Historical Park.

The Alliance's commitment to citizen stewardship extends to the local community surrounding the park. Through our dedicated programming, we directly engage and serve the residents of Chester County and beyond. Our programs aim to educate, inspire, and foster a sense of ownership among citizens, including initiatives such as educational workshops and lectures, hikes and bird walks, and volunteer clean-up events. These programs create meaningful connections between residents and the park's historical and ecological significance, encouraging a deeper understanding of its importance and promoting pride in their local heritage.

While we support the park's primary visitors, the Alliance's annual reach extends beyond the park's official visitor count. Our community-based programs engage a diverse range of individuals, including families, students, history enthusiasts, and nature lovers. Over the past year, our efforts have directly reached 16,000+ locals.

Annual Budget: \$283,430

- Program Expenses: 75%
- Administrative Expenses: 10%
- Fundraising Expenses: 15%

Staff/Volunteers:

- # of Full-Time Equivalent Paid Staff: 1
- # of Board Volunteers: 16
- # of Active Non-Board Volunteers: 40
- # of Volunteer Hours: 3,172

Top Funding Sources:

- Color Guard Pennsylvania Society of Sons of the Revolution: \$100,000
- King of Prussia District: \$75,000
- Scott and Carol Sibley: \$50,000
- PA Society of the Cincinnati: \$50,000
- McLean Contributionship: \$50,000

Grant Proposal: General Operating

Grant Amount Requested: \$5,000

Proposal Summary:

The Valley Forge Park Alliance is a vital steward of Valley Forge National Historical Park, inspiring appreciation and citizen engagement with its rich heritage. In our distinct approach, donors unite through a shared commitment to our mission and the preservation of the park's historical and ecological value. Our focus is not on transactional exchanges but on fostering a sense of purposeful giving that contributes to a legacy of stewardship.

Our small yet dedicated staff has diligently worked to advance our planned giving program, recognizing its critical role in sustaining the park's future. Despite our limitations, a fundraising consultant underscored the importance of this direction. Regrettably, we lacked the resources to retain ongoing consultant support to develop a comprehensive program. This challenge, however, has only fueled our determination to seek sustainable solutions.

Through enriching park activities and strategic contributions to the park's mission, we cultivate deep connections with our community. Our proposal aims to expand our planned giving program, empowering donors to make enduring contributions grounded in their belief in the park's historical and cultural significance. By strengthening this program, we envision facilitating more profound engagements and amplifying the lasting impact of philanthropic support for Valley Forge National Historical Park.

We recognize that our donors contribute not with the expectation of receiving but to safeguard and enrich a shared legacy. As we evolve and adapt, our steadfast commitment is cultivating a sense of ownership, appreciation, and stewardship with our donors. This dedication ensures the prosperity of Valley Forge National Historical Park across generations.

CHESTER COUNTY COMMUNITY FOUNDATION

GRANT PROPOSAL NARRATIVE

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

The Valley Forge Park Alliance is a nonprofit dedicated to fostering appreciation for and citizen stewardship of Valley Forge National Historical Park. Established in 1976, our mission centers on preserving the park's historical and ecological significance and enriching visitor experiences.

Goals:

1. **Heritage Preservation:** We aim to safeguard Valley Forge National Historical Park's cultural and historical legacy, ensuring it remains a cherished site of national importance.
2. **Community Engagement:** We strive to connect the local community with the park's heritage through educational programs, events, and initiatives.
3. **Donor Empowerment:** Our goal is to enhance philanthropic opportunities, empowering donors to support the park's mission and future.

Key Achievements:

1. **Enhanced Visitor Experience:** Through interactive programs, guided tours, and educational resources, we've enriched the experiences of millions of park visitors.
2. **Community Outreach:** Our programs have engaged 16,000+ individuals this year alone, fostering a deep sense of connection to the park.
3. **Infrastructure Support:** We've contributed to vital park projects, such as the historic reuse of the Maurice Stephens House, improving facilities and accessibility.

Distinctiveness:

1. **Non-Exchange Giving:** Unlike transactional giving, donors largely contribute out of conviction and loyalty, strengthening the park's preservation and significance.
2. **Local Community Focus:** We've created meaningful connections between residents and Valley Forge National Historical Park, promoting pride and a sense of ownership.
3. **Long-Term Vision:** Our commitment to cultivating appreciation and citizen stewardship ensures Valley Forge National Historical Park's sustained vitality across generations.

Funding request

Our planned giving program encompasses a range of strategic initiatives designed to engage donors in supporting the Alliance and Valley Forge National Historical Park's preservation and enrichment, including educational efforts through workshops, webinars, and personalized consultations to inform potential donors about planned giving benefits. We aim to establish a "Legacy Society," offering exclusive recognition and benefits to those who include the Alliance in their estate plans. By sharing impactful stories and outcomes, collaborating with estate planning professionals, and providing comprehensive online resources, we aim to guide donors through the process. Regular impact reports and donor engagement events will showcase how planned giving contributes to park preservation and community programs. Through these initiatives, we're dedicated to cultivating a sustainable legacy of support that aligns with our mission and the unique significance of the park.

To fortify the impact of our planned giving program, we're committed to addressing key areas. Firstly, we aim to elevate education and awareness by offering comprehensive resources, workshops, and personalized consultations to illuminate the benefits of planned giving. Recognizing donors' commitment,

we intend to establish a “Legacy Society” that celebrates contributors including us in their estate plans. Collaborations with professionals will provide expert guidance, while regular impact reports will showcase the direct results of planned giving.

Accessible online tools, engagement events, and ongoing support will enhance donor engagement. By addressing these specific aspects, we seek to create a dynamic planned giving program that aligns with our mission and amplifies support for Valley Forge National Historical Park.

Funding our initiatives at this crucial juncture is imperative to propel our organization forward. The planned giving programs hold the potential to secure a sustainable future for the Alliance the Valley Forge National Historical Park. By addressing education gaps, enhancing donor engagement, and establishing a robust legacy society, we can ensure the park’s enduring preservation and community enrichment. Immediate funding empowers us to capitalize on growing donor interest, solidifying our impact and amplifying support for future generations.

We will utilize comprehensive metrics to track increased donor engagement, participation in legacy giving, and the growth of our Legacy Society. Regular impact reports will vividly illustrate the tangible outcomes of planned giving, showcasing contributions to park preservation and community programs. Through qualitative narratives and quantitative data, we’ll transparently communicate the difference made by donors. This evidence-based approach ensures accountability and reinforces our commitment to transparently showcasing the real-world effects of our planned giving program.