

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 the application.**

To obtain an electronic version of this application, visit www.chescocf.org

Date 5/21/24

Contact Information

Organization Name: Centro Cultural Latinos Unidos, Inc. ED/CEO Name: Rita Paez
Address: 209 Chestnut St. Pottstown PA 19464 ED/CEO E-mail: cclupottst@gmail.com
Phone: 610-705-0566 Board Chair Name: Edie Shean-Hammond
Website: cclupa.org Board Chair Approval (check here):
Year Incorporated: 1997 Primary Contact Name: Rita Paez
FEIN: 23-2826162 Primary Contact E-mail: cclupottst@gmail.com

Organization Information:

Field/s of Interest:

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

Mission: CCLU bridges American and Latino cultures in the Greater Pottstown Area and connects families with needed educational, recreational, legal, and health services.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):
Pottstown, PA including many of our volunteers coming from the Chester County area.

Describe Population Served & Annual Number of People Served:

Annual Budget \$ 87,000 # of Full-Time Equivalent Paid Staff 0
49 % of budget for program expenses 6 # of Board Volunteers
51 % of budget for administrative expenses 30 # of Active Non-Board Volunteers
0 % of budget for fundraising expenses 3200 # of Volunteer Hours
100 % total

Top 3-5 funding sources: Pennsylvania Council of the Arts, Pottstown Health and Wellness, The general public.

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: \$ 7,000

Proposal Summary: Centro Cultural Latinos Unidos, Inc. (CCLU) bridges American and Latino cultures in the greater Pottstown area connecting families with needed educational, recreational, legal, and health services. Offering personalized one-on-one bi-lingual tutoring to students, we firmly believe in the transformative power of education, helping all children regardless of their nationality, background, or language. In addition to our tutoring program, we offer a range of initiatives throughout the year empowering children to embrace their cultural heritages while teaching them to celebrate their differences and highlighting their similarities. Our after-school program has operated for over twenty years successfully serving thousands throughout the community. With a rich history rooted in the vision and dedication of its founder and Director of the board, Rita Paez, CCLU was established as a nonprofit in 1997, Rita has been instrumental in building the organization from the ground up since 1987, her passion for the community is the heartbeat of the organization.

CCLU's five core values include:

- **Respect:** CCLU values diversity, differences, and perspectives, respecting all individuals.
- **Commitment:** The organization is committed to each other and the overarching mission of CCLU.
- **Embracing:** CCLU embraces and loves everyone, fostering an inclusive and supportive environment.
- **Enrichment:** The organization seeks to enrich the culture and empower the people of the greater Pottstown area.
- **Integrity:** CCLU conducts its business honestly, treating each individual with dignity.

CCLU offers inclusive programs such as “Camp Hope”, where the children are provided with two mentors of their own, experiencing environmental programs, self-growth, swimming, and much more they would not otherwise have the opportunity to experience due to the economic hardship or language barriers. We also organize a Latin Festival each year free to the public encouraging unity and insight into Latino cultures, food donations are also presented throughout the year, and Christmas gift giveaways partnering with Toys for Tots. This year we've also started a trash clean-up program during our after-school program. With the help of the Montco Strong grant, we were able to also purchase a means of transport for our programs throughout the year.

We are asking for a grant of \$7,000 to help facilitate the growth of our ongoing programs. We would love the opportunity to own our building strengthen our after-school program with a hired dedicated teacher, connect with local schools providing transport to and from the program, invite culturally relevant dancers and musicians, college visits, and professional mentors, and empower the children by strengthening their bond with their heritage and culture every day. We also provide social-emotional learning by incorporating check-ins during the initial part of their afternoon, allowing for a safe and supportive space. By investing in education and mentorship, communities set the stage for empowering future generations providing resources and guidance to young individuals helping create a cycle of empowerment extending beyond the present. This program creates a community of learners, encouraging collaboration and peer support. This can be particularly important for those new to the area, providing a network of individuals facing similar challenges.

Our tutoring program has introduced youth to additional educational opportunities, including cultural and educational workshops, skill-building activities, and exposure to different career paths broadening their aspirations for the future. Parents also benefit from this as they gain assistance in navigating the education system, understanding university applications, and accessing the many different resources available throughout their child's educational journey. We encourage a love for reading and lifelong learning through culturally relevant and engaging reading initiatives, offering an array of bilingual books.

A 2013 study showed that 66% of children in the 4th grade struggle with reading proficiency, and two-thirds of these children will end up in prison or on welfare. On average, Latino adults have the least amount of formal education, ten years of schooling on average, studies reveal the major role parents' economic status and educational attainment play in their children's success.

We have partnered with local organizations such as NAACP and Pottstown Health and Wellness, Seniors and Sprouts, and local high schools, colleges, and churches successfully promoting cultural, educational, and recreational programs throughout the area. Pottstown hosts 21,000 residents with a median household income of \$35,785 we serve as a vital resource for the rapidly growing Latino population which makes up approximately 20%. We recognize and address the challenges faced by the Latino community, with 75% currently falling below the United States poverty level.

Over the years we have found many who come to our program feel insecure about their culture and language, we help them embrace this part of themselves by keeping their language and culture alive. CCLU is not just a center; It's a vibrant space for the exchange of ideas, where both youth and adults learn from one another. Everyone is welcome, and those who experience our program enjoy the profound sense of belonging it brings. At CCLU, Latinos collaboratively work towards promoting pride in their Hispanic heritage and making positive contributions to the Pottstown community and the surrounding Tri-county area.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

- a. Centro Cultural Latinos Unidos, Inc. (CCLU) was founded as a non-profit in 1997. With education being our main concentration, empowerment is our top priority, the children and families that come to our center embrace their differences and highlight their similarities. Over the last few years, we have had some big achievements including Project Warmth through Subaru as well as moving to a new location providing a much larger space for the community. We have also hired an assistant for the Director which has facilitated more social networking and sharing of community announcements bi-lingually, fundraising, and grant searches. With the hiring of a teacher for the after-school program we have been able to have a constant for the kids creating a sense of security. With the start of our trash cleanup, the kids have had lessons in the importance of hard work, community service, and environmental protection. This past year we have also introduced a mentoring program for older kids looking to go to college. Operating for over 30 years the after-school program has served thousands providing educational and bi-lingual support. We have successfully partnered with community outreach partners such as Pottstown Play Streets, Pottstown Area Health & Wellness, NAACP, and other schools in our area promoting cultural, educational, and recreational programs. Our core values, along with our passion for cultural preservation, are more than just a center, CCLU is a vibrant space providing pride in one's heritage. Somewhere one can positively contribute to the community. Our plans include strengthening our fundraising efforts, seeking grants from sources to help facilitate our own space, strengthening our after-school program, and providing additional resources to families in need.

2. Funding request

- **Description of key initiatives:** Our Key initiatives include our flagship bi-lingual education program. With a firm belief in the transformative power of education, we aim to provide academic support and guidance to children. By offering individualized attention and bilingual support, the tutoring program helps equip students with the necessary skills and confidence to succeed academically, helping contribute to their overall educational attainment and prospects. Apart from the tutoring and mentoring program we also offer an opportunity called "Camp Hope" for the kids. This program allows the opportunity for two mentors per child, helping them to engage in activities such as environmental programs, self-growth exercises, personal essays, swimming, and more. Providing children with enriching experiences and opportunities they may not otherwise have had due to economic hardship or language barriers. Camp Hope exposes children to new experiences and skills providing space for personal growth, confidence, and resilience. Our Annual Latin Festival is a celebration of Latino Culture, open to the public free of charge, offering free music, dance, and art with an array of food options for purchase showcasing the rich diversity and traditions of the Latino community. This year we are starting a Soccer Program for the town of Pottstown for youth and focus more attention on our trash clean-up goals this upcoming year.

- **Specific needs & issues to be addressed** educational support within the community is necessary due to language barriers, economic hardships, and lack of educational resources. Our tutoring program addresses these needs by helping improve academic performance, building confidence, and allowing them to achieve their educational goals. Latino children struggle to maintain their cultural identity and pride in their heritage giving them a sense of identity. Offering events such as the Latin Festival and Cultural workshops aiming to celebrate Latino culture and promote cross-cultural understanding and appreciation within the community. Economic challenges and language barriers limit access to essential services and opportunities, at CCLU we provide inclusive and accessible activities and resources, fostering community engagement, empowerment, and social cohesion. Neglected neighborhoods and lack of environmental education can contribute to issues such as littering and pollution, affecting the quality of life for residents and businesses in the area. The trash clean-up program addresses environmental concerns and helps teach children the importance of Environmental stewardship, instilling a sense of pride and responsibility for their community. Children and families in underserved communities may experience social and emotional challenges stemming from various factors, including poverty, discrimination, and limited access to bilingual support services. Our programs incorporate social-emotional learning activities and provide a safe and supportive space for children and their parents to express themselves, build positive relationships, and develop essential life skills.
- **Why it is important to fund this now** By acknowledging and addressing the needs and issues faced by the community, CCLU empowers individuals and families to advocate for themselves and access the support and resources they require to thrive. Cultural Identity helps foster a more inclusive and diverse society. By providing educational and cultural activities for the community we are inspiring a generation of individuals to engage in their new environment, offering opportunities for learning, networking, and self-expression. Latino immigrants face socioeconomic challenges navigating to their new homes, and offering educational programs and support services helps address disparities in access to resources and opportunities. Educational activities tailored to the needs of Latino students help provide language support, cultural relevance, and academic enrichment helping children and parents realize their full learning potential. Helping to provide cultural activities and events offering a platform for Latino immigrants in a time when pressures of assimilation are at an all-time high. Maintaining connections to one's cultural roots can instill a sense of pride, belonging, and resilience, creating opportunities for dialogue, collaboration, and mutual respect, we build bridges across communities and promote social cohesion in an increasingly diverse society. Investing in the education and empowerment of Latino youth cultivates future leaders who can advocate for their communities and contribute to positive social change. By nurturing their talents, aspirations, and leadership skills, we ensure a brighter future for all members of society.
- **How impact & results will be demonstrated** Our Tutoring Program will be measured by attendance, assessing engagement, and the program overall. Supplying the children with worksheets throughout the year for improvement measurement. Collecting feedback from students and parents on the impact of the program and overall education attainment such as reading through books more thoroughly at the end of the school year. Mentor observations and insight regarding students' progress throughout the year. For our Summer Camp experience, the participants' mentor ratio will be 2 per participant. This allows ample

feedback from the children and the mentors where they will be exploring personal growth, skill development, and resilience. Essays written at camp are to reflect on their experience and personal growth during the program. The Latin festival will be measured by the record of attendees at the festival gauging community engagement and interest. Tracking vendor and performer participation involved assessing the festival's diversity and cultural representation. Collecting participation surveys and collecting feedback for cultural appreciation and any suggestions for improvement.

Soccer program success will be measured by the number of children participating in the program as well as their level of engagement, assessing participants' progress in their skills and physical fitness throughout the program along with teamwork, and personal growth. Our trash clean-up program is measured by the volume of waste collected. Feedback from community members about the cleanliness following their efforts is also collected as well as how they feel about helping with environmental conservation and awareness.

- *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.
- **Email proposals to 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 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