

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

Contact Information

Organization Name: Unite for HER

Address: 127 E Chestnut St, West Chester, PA, 19380

Phone: 610-883-1177

Website: www.uniteforher.org

Year Incorporated: 2009

FEIN: 26-4444438

ED/CEO Name: Sue Weldon

ED/CEO E-mail: Sweldon@uniteforher.org

Board Chair Name: Dr. Linna Li

Board Chair Approval (check here):

Primary Contact Name: Madison Chambers

Primary Contact E-mail: mchambers@uniteforher.org

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission: Our mission at Unite for HER (UFH) is to enrich the health and well-being of those diagnosed with breast and ovarian cancers – for life – by funding and delivering integrative therapies that allow them to adhere to treatment and meet basic needs.

Geographic Area Served: All of Chester County (and nationwide)

Describe Population Served & Annual Number of People Served: We serve over 5,300 individuals nationwide. In Chester County alone, we serve .

Annual Budget \$ 6,490,664 17 # of Full-Time Equivalent Paid Staff

87 % of budget for program expenses 11 # of Board Volunteers

4 % of budget for administrative expenses 565 # of Active Non-Board Volunteers

9 % of budget for fundraising expenses # of Volunteer Hours

100 % total

Top 3-5 funding sources: Eli Lilly, Longwood Foundation, Daiichi-Sanko

Is this grant proposal for: General Operating

Grant Amount Requested from the Community Foundation: \$10,000

Proposal Summary: Through Unite for HER's Project Lift Wellness Passport Program, we provide comprehensive support to individuals facing breast or ovarian cancer within underserved and unrepresented communities, particularly people of color. Through our program, individuals are provided with \$2,000 of integrative therapies and resources at no cost to them, that allow them to adhere to treatments, manage side effects and symptoms, improve quality of life, and meet basic needs. Through integrative therapies, comprehensive care, and a commitment to equity, we empower individuals, improving their quality of life.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

When our founder, Sue Weldon, was diagnosed with breast cancer in 2004, she began searching for information on integrative therapies to complement the medical treatment she was receiving, revealing a lack of accessible resources. In 2009, she founded Unite for HER to bridge that gap for breast cancer patients by funding and delivering \$2,000 worth of integrative care services. The Unite for HER Wellness Program launched at Paoli Hospital, providing 24 women with services in our first year. We have now expanded our programming to include support for those with metastatic disease, ovarian cancer, and host virtual offerings accessible from the home. In 2021, we launched nationwide, with a focus to support and prioritize the under-supported communities in the United States through our Project Lift program. Our leadership, staff, and remarkable 20% year-over-year growth, including 50% growth during the pandemic, position us as a pioneering force in cancer care. Last fiscal (2022/2023), UFH served 2,889 members along the East Coast and 5,322 nationwide. We have been transforming cancer care for breast and ovarian cancer through integrative therapy access-allowing one to adhere to treatments and reduce stress and emotional distress.

Since 2009, UFH has funded and delivered over 135,000 integrative therapies. Our mission at Unite for HER (UFH) is to enrich the health and well-being of those diagnosed with breast and ovarian cancers – for life – by funding and delivering integrative therapies that allow them to adhere to treatment and meet basic needs. Our vision is that every person with breast and ovarian cancers will feel the support of a loving community, and will have access to comprehensive education, services, and tools that enrich their health and well-being. Our goal is to ensure that all individuals, regardless of their background, can benefit from the comprehensive support and transformative resources we offer, including nutritional foods, counseling, wellness services, and education. We know that with increased funding we can grow exponentially to reach many more individuals in need in Chester County and nationwide.

2. Funding request

Description of key initiatives

Our Wellness Passport Program remains as the most essential initiative we offer for our community. The Wellness Program begins for patients by sending them a HER Care Box containing educational resources, healthy self-care products, and our trademark Wellness Passport, which is valued at \$2,000 of integrative therapies and services at no cost to them. Our Wellness Passport is an easy-to-read booklet, offered in English and Spanish, showcasing our diverse therapy offerings. Participants then attend a Wellness Conference (either virtual or in person, in English or Spanish), where they learn how to incorporate integrative therapies offered through the Wellness Passport into their medical treatment plan. Our on-staff registered dietitians discuss the power of nutrition and food as medicine. Therapies are presented and explained, empowering participants to choose which offerings from the Passport are most beneficial to them, so they can create a personalized wellness plan to meet their unique needs. All of these services are provided to the participants for free. For participants with metastatic breast or recurrent ovarian cancer, their Wellness Passport renews every 6 months for as long as they need, again at no cost to them. Therapies and services include Medical

Acupuncture, Oncology Massage, Reiki, Yoga, Professional Counseling, Fitness services, meal delivery, CSA vegetable delivery, grocery gift cards, and more. There are also many unlimited services offered including nutrition consultations with dietitians, live cooking webinars, HER Speaker Series, Ask the Experts, Virtual Hang Outs, Food for Thought sessions, and more. Sample education topics include clinical trials, genetic testing, obesity and breast cancer, alcohol and breast cancer, lymphedema, peripheral neuropathy, potty talk, bone health, cardiac health in cancer care, understanding insurance options, HER breast cancer, surgical options, palliative care, mental health, and more. Post event, all education resources reside in our Wellness On-Demand video library where patients can explore resources 24/7.

Specific needs & issues to be addressed

The current health care system is not optimally designed to support complex sociocultural and practical needs such as addressing health literacy, emotional distress, and food insecurity which disproportionately affect vulnerable populations. While these individuals are undergoing treatment and medical care for cancer, there are often other needs that go unmet, such as health literacy, emotional distress, nutrition, and food insecurity. Together, UFH and our impactful partners offer a proven comprehensive cancer integrative care program. We lean into bringing health inequities knowing national statistics reveal significant disparities, such as black women having a staggering 40% higher mortality rate over white women. Latina women frequently struggle with financial toxicity, food insecurity, and unmet supportive care needs. Our impact extends nationwide, benefitting 5,300 people this year alone throughout all 50 states. We continue to see our members react positively to our programming, with surveys reporting:

- 80% Reported significant improvement in their side effects.
- 27% Reported eliminating or reducing at least one prescribed medication to manage side effects.
- 93% Experienced a reduced level of stress.
- 97% Agree that UFH has made a positive impact on their quality of life.
- 86% Report they made lasting changes in wellness habits as a result of the Wellness Program.

Why it is important to fund this now

With the lapse in breast cancer screenings during the pandemic, doctors are now seeing an increase in breast cancer diagnoses, and many at a more advanced and harder to treat stage. In addition, the American Cancer Society, projects breast cancer to be the highest incidence above all over cancers in 2024. The Johns Hopkins Bloomberg School for Public Health reports that breast cancer patients experience considerably greater economic burdens compared to those with other cancers. They cite financial implications are far worse when patients need to manage treatment side effects. Half of breast cancer patients report that even mild financial toxicity affects treatment choices, quality of life, medication adherence, bankruptcy rates, and even mortality. We know that health inequities are even more staggering as we look at marginalized racial and ethnic minorities, those with low incomes, and those with metastatic disease who are on treatment for life. These groups are at even greater risk of being driven into poverty as a result of breast or ovarian cancer. We know black women with breast cancer face a staggering 40% higher mortality rate in comparison to white women. Black women are more than twice as likely, and Hispanics are 1.2 times as likely to be diagnosed with metastatic disease. Both groups are more likely to be diagnosed with more aggressive sub-types for which five-year survival is much lower. As we have expanded our program nationwide and prioritized reaching people of color and individuals in underserved communities, we have seen members from these communities relying

heavily on the food and nutrition offerings within the Passport. A study conducted by the USDA emphasized the connection between cancer prevalence and food insecurity, revealing that cancer prevalence rises as the severity of food insecurity increases. Additionally, Latina women often grapple with financial toxicity, food insecurity, and unmet supportive care needs. By providing all services to our members at no personal cost to them, we seek to alleviate the financial burden many of them face. We aim to alleviate the burdens our members face. To read some of our incredible testimonials, please visit www.uniteforher.org/inherwords.

How impact & results will be demonstrated

To evaluate our results and continuously improve our process, we ask all participants to complete a pre and post program intervention survey. This survey ensures we capture demographic information (age, gender, ethnicity, education level, employment status), and allow ratings for the effectiveness of our services. Pre-survey questions include: inclination to use integrative therapies, which therapies they may use, do they feel a sense of community, and are they likely to attend our education series. One year later, we request a post-program survey that asks for responses to the following prompts: did you use the supportive services, improvement in side effects, reduction of medication prescribed to alleviate side effects, improvement in quality of life, making healthier food choices, increase in exercise/movement, improved coping of stress through tools they learned, reduced at least one aspect of financial strain. Our staff communicates regularly with our partners and we review survey metrics to evaluate program effectiveness, and to strengthen our program's impact. We collect and collate comprehensive data annually.