

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: Brandywine Valley Active Aging
Address: 250 Martin Luther King, Jr. Blvd. Coatesville
Phone: 610-383-6900
Website: www.bvactiveaging.org
Year Incorporated: 1978
FEIN: 23-2040210

ED/CEO Name: Bill (William) Pierce
ED/CEO E-mail: bill@bvactiveaging.org
Board Chair Name: Nick Hoffman
Board Chair Approval (check here):
Primary Contact Name: Bill Pierce
Primary Contact E-mail: bill@bvactiveaging.org

Organization Information:

Field/s of Interest:

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

Mission: To enrich the lives of older adults living within our community by providing serves that enhance the dignity and quality of their lives.

Geographic Area Served *(If not all of Chester County, specify primary Chester County regions served):* While BVAA Campuses are located within the Coatesville and Downingtown school districts, many of BVAA's programs and services are available to individuals 50 and over throughout Chester County.

Describe Population Served & Annual Number of People Served: More than 2,000 individuals received service in the fiscal year ended June 30, 2024. While the demographics shift daily, the following generalizations can be made: 75% are low income; 65% identify as women; 35% are housing insecure; 41% are Caucasian, 34% are Black/African American, 6% are Latinx, 3% are Asian American, 1% are Native American, and 15% are of unknown racial/ethnic background.

Annual Budget \$1,546,363	15	# of Full-Time Equivalent Paid Staff
87 % of budget for program expenses	14	# of Board Volunteers
6 % of budget for administrative expenses	70	# of Active Non-Board Volunteers
7 % of budget for fundraising expenses	5,000	# of Volunteer Hours
<i>100 % total</i>		

Top 3-5 funding sources:

County of Chester, Department of Aging and Department of Community Development: \$696,552
(*\$235,155 general operating support; \$342,000 congregate noon meal program; \$34,397 health & wellness / \$85,000 case management*)
Pennsylvania Housing Affordability and Rehabilitation Enhancement Fund: \$200,000
(*case management*)
W. W. Smith Charitable Trust: \$30,000
(*food purchases*)
The Philadelphia Foundation: \$22,000
(*general operating support*)

Is this grant proposal for: General Operating

Grant Amount Requested from the Community Foundation: \$5,000+

Proposal Summary:

In August 2020, two Chester County senior centers entered discussions to build a partnership that would strengthen the organization and broaden its impact. The Coatesville Area Senior Center—founded in 1977— and the Downingtown Area Senior Center—founded in 1974—merged to become Brandywine Valley Active Aging (BVAA) in January 2021. BVAA’s programs reflect a new view on aging, one that empowers the people the organization serves.

Today, Brandywine Valley Active Aging serves the community through its two physical campuses in the City of Coatesville and Downingtown Borough. The organization primarily serves the municipalities located within and around the Coatesville and Downingtown Area School Districts. In addition to the traditional “activity center” model of services, BVAA manages the county-wide Title III-D Evidence-Based Health Promotion contract for the Chester County Department of Aging, as well as the Housing Stability and Homeless Case Management for Older Adults Program for the Chester County Department of Community Development effectively increasing the organization’s geographic footprint to serve all of Chester County.

The impact of Brandywine Valley Active Aging revolves around the belief that empowering and engaging older adults in meaningful activities and services enhances their well-being, quality of life, and social connectedness. This is built upon the understanding that aging is a dynamic process that presents opportunities and challenges, and at the core, it recognizes the diverse needs and interests of older adults and acknowledges that seniors are not a homogeneous group. Brandywine Valley Active Aging emphasizes the importance of providing a wide range of programs and services catering to older adults’ physical, emotional, social, and intellectual needs.

The programs and services provided by Brandywine Valley Active Aging specifically address the following social determinants of health:

- **Food Security:** Brandywine Valley Active Aging provides access to affordable and nutritious foods to ensure healthy living. This includes providing breakfast and lunch 5 days per week, weekly produce distribution, senior food boxes, and SNAP.
- **Economic Security:** Community Resource Navigators (CRNs), work closely with approximately 1,000 older adults and other individuals to provide ongoing individualized support with the goal to help individuals and families achieve self-sufficiency. This includes assistance with government forms and referrals to other agencies. Additionally, Case Managers provide intensive case managed to older adults who are homeless and/or who are at risk of homelessness to remain stable in their homes.
- **Health Care:** Brandywine Valley Active Aging provides structured, evidence-based group-exercise programming that has been demonstrated to help older adults improve or maintain their functional fitness or activities of daily living (also called ADLs). Physical activity programs help participants improve their physical health, expanding their ability to meet the demands of daily living. Increased physical activity and engagement in movement classes allow older adults to “age in place,” reducing admissions to acute care and long-term care facilities. BVAA is proud to contract with the Chester County Department of Aging Services to be the county’s provider of county-wide, evidence-based health and wellness programs under Older Americans Act Title III Evidence-Based Programs and Health & Wellness Programs
- **Social Connectedness:** Brandywine Valley Active Aging provides numerous opportunities for social participation and integration, positively impacting older adults’ health, lessening memory decline and cognitive impairment.

To address the identified community needs, Brandywine Valley Active Aging’s projected goals are:

Food Security

- **Meals:** Typically serving 5,000-noon meals to 400 unduplicated individuals monthly, meals, specifically the congregate lunches, is the cornerstone of food security services.

- **Output Goal:** serve 60,000 lunches annually.
- **Supplemental Nutrition:** The priority of high-quality nutrition expands beyond our walls. BVAA collaborates with the Chester County Food Bank to distribute more than 25,000 pounds of fresh produce, dairy, and groceries to nearly 500 individuals each month.
 - **Output Goal:** Provide supplemental food to at least 500 individuals each month.
- **Supplemental Programs:** The Supplemental Nutrition Assistance Program (SNAP – formerly Food Stamps) provides nutrition benefits to supplement the food budget of income-qualifying individuals and families, allowing them to purchase healthy foods and work towards self-sufficiency.
 - **Output Goal:** using various educational tools, enroll at least 50 new individuals and households to receive SNAP benefits.

Senior Community Center Services

- **Physical Health:** Brandywine Valley Active Aging provides structured, evidence-based group-exercise programming that has been demonstrated to help older adults improve or maintain their functional fitness or activities of daily living (also called ADLs). Physical activity programs help participants improve their physical health, expanding their ability to meet the demands of daily living. Increased physical activity and engagement in movement classes allow older adults to “age in place,” reducing admissions to acute care and long-term care facilities. BVAA is proud to contract with the Chester County Department of Aging Services to be the county’s provider of county-wide, evidence-based health and wellness programs under Older Americans Act Title III Evidence-Based Programs and Health & Wellness Programs
 - **Output Goal:** provide 750+ hours of free physical activity and wellness classes.
 - **Output Goal:** 80% of FY25 participants report maintaining or improving their functional fitness.
 - **Output Goal:** Provide at least four evidence-based educational (wellness) classes such as Weight Loss, Pain Management, and/or Chronic Disease Self-Management.
- **Information & Assistance / Community Resource Navigation:** Community Resource Navigators work closely with approximately 1,000 older adults and other individuals to provide ongoing individualized support with the goal of helping individuals and families achieve self-sufficiency.
 - **Output Goal:** Maintain annual response to 8,000 – 10,000 requests for information and referral.
 - **Output Goal:** Provide one-on-one support to 1,000 individuals by providing application and enrollment in benefits programs and other supportive services.
 - **Outcome Goal:** Increase in the number of seniors actively seeking and maintaining stable housing options.
 - **Outcome Goal:** Utilization of case management services to address underlying issues contributing to housing instability.

Brandywine Valley Active Aging tracks **client outcomes** using Copilot, a contact management system that integrates with SAMS, the state mandated reporting system. Staff uses Copilot to coordinate support internally and externally with peer partner agencies.

The **Information & Assistance program** benefits from centralizing client data in the Chester County Client Information Management System. Chester County Client Information Management System also allows staff to minimize any risk of duplication of care, reducing administrative burden internally and for collaborating county agencies. Household income is included in this intake process. The Chester County Client Information Management System helps address issues around homelessness and impending housing insecurity.

Program metrics are utilized in program delivery and planning formats. Team members meet regularly to discuss clients, challenges, new resources, and caseload. During these meetings, the team collaborates to find the best outcomes for each client and improve the collective staff knowledge. Agency collaborations are discussed across the group for improved efficiency. Any issues with data collection, Copilot, or Chester County Client Information Management System are also discussed.

Like many nonprofit organizations, Brandywine Valley Active Aging saw dramatic fluctuation in cash position during and after the pandemic. The pandemic saw unprecedented investments in social service organizations, like Brandywine Valley Active Aging, who were on the frontlines of the pandemic response. Post-pandemic, many of those emergency intervention dollars (such as the American Rescue Plan) have ceased to exist. Despite a significant net-loss in the fiscal year ended June 30, 2023 (largely due to an unpaid commitment by a private foundation) and a dramatic, unplanned cut in government funding (Chester County Department of Aging reduced full reimbursement of noon meals to providing funding for just 50,000 noon meals), Brandywine Valley Active Aging has solid resource diversification plans that stabilize the organization's budget.

It is important to note that prior to the Covid-19 pandemic, many foundations have reduced or eliminated their support for social service programs that support the elderly. In addition, funding for senior centers has been flatlined for more than 20 years.

According to the U.S. Census, the year 2030 will mark a transformative decade for the nation. While the population is projected to experience slow growth, it will age considerably, and become more racially and ethnically diverse. By the year 2034, older adults will outnumber children for the first time in U.S. history. These demographic indicators present a clear picture that current funding priorities **MUST** shift (improve) **TODAY** for us to be prepared for our aging future.