

## 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 9/11)

- ◇ 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. 11** 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) 696-8211** 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 August 15,2024**

## **Contact Information**

Organization Name: Mom's House  
Address: 865 S. Main St Phoenixville PA 19460  
phoenixville.org  
Phone: 610-935-7711  
Website:www.momshouse-phoenixville.org  
Year Incorporated: 1987  
FEIN: 23-2430389

ED/CEO Name: Wendy McKeon  
ED/CEO E-mail:wmckeon@momshouse-

Board Chair Name: J Scott Smiley  
Board Chair Approval (check here):   
Primary Contact Name: Wendy McKeon  
Primary Contact E-mail:  
wmckeon@momshouse-phoenixville.org

## **Organization Information:**

### **Field/s of Interest:**

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

**Mission:** Mom's House provides a unique family support system, including free state-licensed childcare to low-income single parents while they are completing their education and becoming independent members of society.

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

Chester County and parts of Montgomery county

**Describe Population Served & Annual Number of People Served: Low income single parents and their children. 35**

**Annual Budget** \$ 468,000      7 # of Full-Time Equivalent Paid Staff  
81 % of budget for program expenses      9 # of Board Volunteers  
11 % of budget for administrative expenses      2 # of Active Non-Board Volunteers  
8 % of budget for fundraising expenses      100 # of Volunteer Hours  
100 % total

**Top 3-5 funding sources: Foundation Grants, private donations, no government funding**

**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:  New larger physical location

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

**Proposal Summary:**

Mom's House moved to a larger location in January of 2024. This move incurred approximately \$160,000 worth of construction and facility improvements (see attached break out).

In our new location, we have 3 classrooms, and indoor play area, storage, office space, ample parking, and a new outdoor playground.

We are now licensed for 30 children, almost double the capacity of our previous location. Our rent increased from 1200 to \$3000 per month. In addition we had to hire an additional teacher for the new classroom.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

**Focus: Removing barriers to education and employment for low-income, single parents**

### Mission

Mom's House provides a unique family support system, including **free** state-licensed childcare, to single, low-income parents while they are completing their full-time education and becoming independent members of society.

### Assessment of Need

For single parents who rely on public assistance, college and other degree classes do not count as "work" in most states, so many of those who return to school lose access to benefits like childcare vouchers and cash assistance. Earning a college degree or technical training is typically the best route to a higher paying career, but many single parents find it very difficult to squeeze in classes with a schedule already packed with work and childcare. There is also very limited on-campus support for student parents. Day-to-day responsibilities remain overwhelming and balancing everything can be very challenging. By providing free childcare, Mom's House eliminates a major barrier for a single parent returning to school.

### Organizational Information

Mom's House has operated in Phoenixville since 1987. In January of 2024, Mom's House moved to a larger classroom facility. This move will allow us to accept more children and serve many more single parents. During our 2023-2024 school year we are serving 14 clients and 17 children.

Mom's House is a state licensed childcare and preschool facility and is also a Keystone Stars Participant (a voluntary program which indicates a dedication to excellence). In October of 2020 we earned our Star 4 designation (the highest level) and we are very proud of our staff's hard work to achieve this milestone. Non-discrimination policies are in place for staff and clients.

Although there is no charge for our childcare or support services, our clients do have responsibilities to the program. They must maintain passing grades in all courses (High School, College, GED, trade school), provide 2 hours of weekly service to Mom's House (cleaning, office work etc.) and participate in all fundraisers. In addition, our clients are required to attend quarterly seminars on a variety of relevant topics such as parenting, legal aid, cooking, and resume writing. Seminars are designed to meet the current needs of our clients and address relevant concerns in their lives.

Mom's House provides a quiet study room, with computer and internet use, for our clients to utilize while we care for their children. We also provide aid in the form of material donations (diapers, clothing) and gift cards for supplies, food and gas expenses. When needed, we will arrange for tutoring. Children are provided with breakfast, lunch, diapers and all supplies needed in a small, caring pre-school environment with very low student/teacher ratios.

Our goal at Mom's House is to support our clients in whatever way needed so that they remain in school and complete their education. This will better enable them to obtain gainful employment to support their young families without the need for welfare. Our clients have varying levels of family support in their daily activities so the Mom's House staff will often be the primary source of help and encouragement in their educational pursuits.

### Program Details

In early 2024, Mom's House moved to a larger space in First United Methodist Church. This move will allow us to accept more children and families into our program. We are now licensed for 30 children, almost double the capacity of our previous location. We reopened to our families in mid March 2024.

In the Summer of 2013, we offered our first summer program. After polling our clients, it was clear that our childcare services were needed so that our clients could pursue year-round schooling or work to pay for the Fall semester. We repeated our successful summer program each year since then at a cost of approximately \$30,000 per year. It is expected that our summer program will continue each year as finances permit.

Mom's House operates a unique "Client Emergency Needs Grant" program. With specific written guidelines and procedures in place, this program can provide financial assistance to our clients in emergency situations such as medical needs, housing needs, tuition assistance etc. As our primary goal at Mom's House is to have our clients complete their education, emergency financial assistance is often a critical component of the support we provide.

### Statistics/Successes

*The National Campaign to Prevent Teen and Unplanned Pregnancy recently released the startling statistic "less than half of teen mothers graduate from high school and only 2% earn a college degree by age 30".*

The following is an excerpt from the National Conference of State Legislatures:

*Thirty percent of all teenage girls who drop out of school cite pregnancy and parenthood as key reasons. Rates among Hispanic (36 percent) and African American (38 percent) girls are higher. Educational achievement affects the lifetime income of teen mothers: two-thirds of families started by teens are poor, and nearly one in four will depend on welfare within three years of a child's birth. Many children will not escape this cycle of poverty. Only about two-thirds of children born to teen mothers earn a high school diploma, compared to 81 percent of their peers with older parents.*

#### ***The Numbers Don't Add Up to Success***

- *Only 40 percent of teen mothers finish high school. Fewer than 2 percent finish college by age 30.*
- *Young women who give birth while attending a community college are 65 percent less likely to complete their degree than women who do not have children during that time.*
- *Children of teen mothers perform worse on many measures of school readiness, are 50 percent more likely to repeat a grade, and are more likely than children born to older mothers to drop out of high school.*

At Mom's House we are changing these statistics in the Phoenixville area. Since our start in 1987 we have served over 409 children and 354 single parents. Clients generally stay with our program until they complete their course of education or until their child enters kindergarten. Historically, 84% of our clients remain with our program, progressing with their education. Mom's House will continue to provide free childcare for our graduates for a period of up to 6 months after graduation so that they are better able to seek employment and establish their careers. Although our clients are generally women, we serve single fathers as well.

### Plans for Future Growth/Challenges

Mom's House moved to a larger physical location in early January 2024. We relocated to First United Methodist Church in the space formerly occupied by the Valley Forge Kinder House. This move will allow us to accept more children and families into our program. Of course this move will come with several one-time expenses that will be significant. We will need to install a brand new playground, a security systems, new window blinds, new furnishings etc. We anticipate these costs to total close to \$160,000.

Staffing continues to be a challenge throughout the childcare industry. Post COVID we increased hourly wages for all staff to retain our dedicated and caring teachers. This resulted in a 19% increase in our wages/taxes while our average hourly rate remains at only \$15.75 per hour. Mom's House offers paid time off but unfortunately no health or retirement benefits.

### Collaboration

While we do not have any formal partnerships, Mom's House continues to collaborate with various Phoenixville non-profits and community groups to both broaden awareness of our programs and prevent duplication of services. In addition, we continue to refer clients to PACS, the Clinic, Phoenixville Health Care Access, Wings for Success and other area non-profits. Our children participate in art classes designed for kids experiencing trauma with Barnstone Art for Kids every other week.

Evaluation During our 2022-2023 school year, 93% of our clients remained in school and/or graduated from their educational program. If a client leaves the program, we provide an exit interview to determine how we could have better met the needs of that client. We have found that the great majority of clients who leave our program do so due to personal situations, not deficiencies in our program.

On behalf of the clients, children, staff, board and volunteers, I would like to thank you for your consideration. We appreciate your dedication to our community!