

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 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) 696-8211** 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 7/24/24

Contact Information

Organization Name: Pals For Life Association
Address: 35 Grove Ave
Phone: 610-687-1101
Website: www.palsforlife.org
Year Incorporated: 1984
FEIN: 22-2540440

ED/CEO Name: Peggy Schmidt, ED
ED/CEO E-mail: peggy@palsforlife.org
Board Chair Name: Lexi Masciantonio
Board Chair Approval (check here): X
Primary Contact Name: Peggy Schmidt
Primary Contact E-mail peggy@palsforlife.org

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

Mission: To bring pets to those that need them through innovative animal assisted therapy programs to local community institutions and organizations throughout the Delaware Valley in order to make a "Pawsitive" difference in someone's life.

Geographic Area Served The Delaware Valley including the counties of Chester, Philadelphia, Delaware and Montgomery.

Describe Population Served & Annual Number of People Served: Our flagship program brings companion teams (volunteers and animals) to assisted living facilities, senior centers, rehabilitation centers and mental health facilities. In addition, teams visit schools, camps, libraries, businesses, colleges and middle and high schools. Services are also provided to health care and social service practitioners. On average the organization provided 220 visits per year serving over 5,500 individuals.

Annual Budget \$ 201, 450.00

64% of budget for program expenses

28% of budget for administrative expenses

8 % of budget for fundraising expenses

100 % total

2 # of Full-Time Equivalent Paid Staff

10 # of Board Volunteers

of Non-Board Volunteers: 93 human, 58 dogs, 3 rabbits, 1 guinea pig, 1 bearded dragon and 1 miniature horse

of Volunteer Hours (for visitations) 880

Top 3-5 funding sources:

Private donations, contracts with Villanova University, Haverford and Immaculata College, Comhar Mental Health Facilities, Lawrence Saunders Foundation, St. Sue's Foundation, Stephen and Mary Birch Foundation, Windmill Foundation

Is this grant proposal for: Capacity Building or General Operating X?

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: \$2,500

Organization Summary: Since 1984, Pals For Life (PFL) has been bringing assisted pet therapy programs with specially trained teams of human and pet volunteers to a wide variety of locations. Through their mission of bringing pets to those that need them, the organization has been able to bring love and comfort to a large portion of the Delaware Valley. What is unique about PFL therapy programs is that the teams visit facilities as a group under the careful guidance and direction of a Program Director. The visits are at a prearranged time with a specific purpose or design. Programs are done in either one- or two-hour blocks, depending on the request from the facility. For example, Read To Pet Pals brings teams to schools and libraries. Children read to the animals (and human volunteers) to improve their literacy skills and self-esteem. This is especially helpful to those children with dyslexia, autism or experiencing speech issues. The animals are nonjudgmental and just enjoy listening to the children read. (And if a belly rub or two happens – even better!) Once a visit is completed the Program Director details a summary of the event with ideas for future visits and data for record keeping.

During the past 40 years, our programs have grown significantly with the realization that pet therapy has proven medical benefits for individuals of all ages. Petting any of our carefully trained and evaluated therapy animals promotes the release of oxytocin, a chemical that increases the feelings of love and happiness in both the animal and human. Oxytocin, the same hormone that bonds mothers to babies, has many functions including the stimulation of social bonding, relaxation, trust and stress release. Gazing lovingly into the eyes of a dog will increase the oxytocin level for both of you. That is why medical facilities such as Friends Hospital, the VA Medical Center and other locations working with patients with mental health issues have us visit on a regular basis. Animals are also nonjudgmental. They do not discriminate because of race or economic status. Pals For Life and its volunteers, both human and furry, provide this therapeutic service to all individuals.

Our organization is slowly recovering from the damage caused by the stoppage of programing from COVID as well as the economic challenges faced by the facilities that our organization serves. While at one time we would visit a location once a month, now due to economic restraints, we only visit every other month. This economic downturn has also affected our major fundraising events as well as our Spring and End of Year appeals.

In early February, we experienced a large increase in visit requests because our wonderful Program Director and some of our fabulous animals were featured on a 6 abc news piece entitled “Hometown Heroes”. The exposure was wonderful publicity for us and is still bringing in requests as of this writing.

At the recommendation of several of our elementary and preschools teachers, whose students were most damaged by the impact of COVID, this year we began developing children’s programing to assist with social skills such building empathy, understanding, responsibility and compassion toward our animals and then relating that to humans. The first in the series, developed for ages 4 – 8, was an interactive animal communication class entitled “What Did The Dog Say?”. Children learned how a dog expresses itself with its tail and eyes and what it is trying to say. The children loved it and several parents commented on how they saw a difference in their child’s behavior.

Funding Request

Pals For Life is requesting a grant amount of \$2,500 to defray the cost of providing services to facilities in the greatest need whether that be for children's programming or for visits to senior housing complexes. It is important to fund this request now because the demand for visits is extremely high, however, the cost to deliver those services is high as well.

PFL's pet therapy begins with a discussion with the facility and our Program Director on the needs of the individuals that we will visit, the reason for the visit (social interaction, fun event, hospice work, reading assistance), the time allotted for the visit and the approximate number of individuals that will attend the visit. This is necessary because we need to have the appropriate number of volunteers there for a great experience. The Program Director then sends out a request for volunteers and once they are secured, information on parking and other pertinent details is provided. At some facilities additional information such as clearances and shot records are required. On the day of the visit the Program Director gathers the volunteers and provides direction throughout the time spent. When she returns, data is compiled for the Board and for future reference.

Currently the greatest need is at assisted living facilities and schools. The main goal is for social interaction and stress release that our animals provide. In some cases, interaction with our therapy teams may be the only interaction an individual may have had in a month. In schools, the therapy animals are used as an incentive for children to come to school. Since the pandemic and home isolation many children do not want to go to school. The animals create a reason to do that. And in today's world, individuals are so stressed out that spending even just an hour petting an adorable bunny can decrease their blood pressure and release oxytocin.

Results are demonstrated by the number of visits completed, the number of facilities or individuals visited, the number of volunteers participating and success stories that arise out of a visit. For example, at an assisted living facility memory care unit, a corgi visited with one patient who had not spoken a word since she had been there. After petting the dog, the woman replied, "Nice dog". The care workers were in shock for they had never heard her speak before. That is the power that therapy animals have.

While Pals For Life does have a Strategic Plan it needs to be updated. In 2021, the President and Founder of the organization retired due to personal reasons. That circumstance plus the pandemic and the move to a new location, in order to accommodate the increased number of therapy animal evaluations, altered the path that was designed in the original Plan. While most of the Plan continues to express our goals, the financial and visitation numbers are changed due to the pandemic aftermath and economic issues experienced by our donors and clients. A new Plan will need to realize the actuality of the situation as it stands today. The new Executive Director took over in September 2021 and has continued the original vision while adding an educational component to make all individuals better pet owners as well as significantly increase the Pals For Life social media presence. New fundraising events were added as well as workshops that help to improve our pets' lives.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

2. Funding request

- Description of key initiatives
- Specific needs & issues to be addressed
- Why it is important to fund this now
- How impact & results will be demonstrated

- *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.

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*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