



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: 9/11/24

Contact Information

Organization Name: Kennett Area Park Authority (KAPA), Friends of Anson B. Nixon Park
Primary Contact Name: Sheila Tekavec
Primary Contact E-mail: Sheila@AnsonBNixonPark.org
Board Chair Name: Richard Lyon

Address: PO Box 1121, Kennett Square, PA 19348

Phone: 610-444-1416

Website: www.AnsonBNixonPark.org

Year Incorporated: 1988, 2020



FEIN: 23-2548063 (KAPA)

Employer ID number: 84-4382641 (Friends)

Organization Information:

Field/s of Interest:

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

Mission: The Kennett Area Park Authority (KAPA) is guided by the following principles:

- Preservation of an open, natural, and largely passive environment that lends itself to both tranquil and rigorous pursuits, with free access to the general public;
- Promotion of recreational interaction among the community's diverse ethnic, social, age, and economic groups by providing a safe outdoor venue that offers facilities compatible with a multitude of social, cultural, spiritual, and sporting endeavors;
- Collaboration with other established community educational, cultural, civic, and recreational organizations and institutions to further the principles of this mission statement;
- Establishment of an endowment that will ensure the financial stability of the park for generations to come.

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

Anson B. Nixon Park serves the Borough of Kennett Square, Kennett Township and surrounding municipalities in southern Chester County, and northern New Castle County, DE. We are aware that people travel from as far away as Philadelphia, New Jersey, and Maryland to attend the Free Summer Concert Series.

Describe Population Served & Annual Number of People Served: Calculating an accurate number of people served in Anson B. Nixon Park is not possible. The park is open to the public, free of charge, 365 days of the year. There are multiple pedestrian entrances and 3 vehicular entrances. KAPA is working to quantify the number of program participants for KAPA sponsored events, as well as events that outside organizations host in the park.

Annual Budget \$ 320,750.00 2 # of Full-Time Equivalent Paid Staff
70 % of budget for program expenses 23 # of Board Volunteers
27 % of budget for administrative expenses 200 # of Active Non-Board Volunteers

3 % of budget for fundraising expenses 1200 # of Volunteer Hours
100 % total

Top 3-5 funding sources: KAPA's income comes from voluntary contributions made by the Borough of Kennett Square and Kennett Township. KAPA also receives a portion of income from cell tower leases with AT&T, T-Mobile, and Verizon that are managed by the Borough of Kennett Square. Those 3 streams of income make up less than half of the annual operating expenses in Anson B. Nixon Park. KAPA and Friends of Anson B. Nixon Park apply to various grant programs to cover expenses for special projects. Other income is received from individual donations during an annual fundraising appeal and nominal fees for plot rental in the Community Garden, athletic facilities use fees from outside groups, and private pavilion reservation fees.

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

If Capacity Building Proposal, the focus is:

 Mission, Vision & Strategy Governance & Leadership Partnerships & Collaborations
x Fundraising, Development & Marketing Technology Other: _____

Grant Amount Requested from the Community Foundation: \$ 2,500 _____

Proposal Summary: The Friends of Anson B. Nixon Park is respectfully requesting a \$2,500 capacity building grant award to defray costs associated with the printed annual appeal mailing and an accompanying social media campaign to strengthen the online presence of the Kennett Area Park Authority and Anson B. Nixon Park. Many local residents assume that operations in Anson B. Nixon Park are fully funded through their tax dollars and managed by the county or other local municipalities. That is not the case, as the park is owned and operated by KAPA, a PA Municipal Authority that was established with the sole purpose of owning and operating Anson B. Nixon Park. The volunteer board of directors are not compensated. The KAPA employs only 2 full-time and 2 part-time staff who manage the 110-acre property that is open for free to the public from sunrise to sunset, 365 days of the year – on a no-frills budget. As KAPA moves forward with plans for a capital campaign to restore and repurpose 3 historical buildings on park property, it is crucial to accurately represent how this valuable community resource is managed and funded.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

The Kennett Area Park Authority was incorporated as a Municipal Authority by the Commonwealth of Pennsylvania in December 1988, with the sole purpose of owning and managing the almost 110-acre Anson B. Nixon Park.

Anson B. Nixon Park is unique in the fact that it is one of very few parks in Pennsylvania that is operated as a Municipal Authority, *not* under the full jurisdiction and tax-based financial support of the state, a county, or local municipality. A volunteer Board of Trustees is responsible for the day-to-day operations in the Park.

The Park consists of rich natural habitats, including a beech grove – home to The Kennett Beech, a specimen estimated to be 300-400 years old. Adjacent to the beech grove is a natural area with an abundance of native trees, shrubs, and wildflowers - including Umbrella Magnolia and Kentucky Coffee trees. Outstanding features of the Park include two ponds totaling almost 6 acres and 4400 linear feet of the recently restored Red Clay Creek and its tributaries. Of historical significance are the remnants of the Borough's water works facility dating back to the late 1800s. A portion of the Park is located on the site of the former Chambers Family Estate (Bloomfield, circa 1794 - early 1900s), where many native species of trees were planted.

The Park is open to the public from dawn to dusk, every day of the year. Most of the amenities are available to Park guests free of charge on a first-come, first-serve basis. The Park features more than 2 & 1/2 miles of walking trails, six picnic pavilions, an entertainment stage, a top-rated 18-hole disc golf course, basketball, pickleball, tennis, and volleyball courts, a dog park, and 2 multi-purpose athletic fields.

Since the Park opened in 1993, visitation has grown over the years and annual guests are now estimated at more than 200,000 from diverse cultural backgrounds representing the Borough of Kennett Square, Kennett Township, neighboring municipalities, and visitors from the greater Brandywine Valley who enjoy the Park's facilities and regularly scheduled special events. These include the Red Clay Valley Clean Up with the Brandywine Red Clay Alliance every March, the annual Trout Rodeo (also in collaboration with the BRC), the Free Summer Concert Series, and other events organized by outside groups: The Kennett Run, Juneteenth Poetry Slam, and Hispanic Heritage Celebration.

After the initial state and county funding was used to develop and open the park between 1988 and 1993, KAPA successfully raised funds to build the entertainment pavilion, restrooms, athletic fields, and develop a master plan and strategic goals. The Park is continually improving, with additions of a safer entranceway and dog park, a complete 2-phased stream restoration project, refurbishment of 2 multi-purpose athletic fields, and a new walking trail that replaced the old vehicular entrance to the park from the Borough. Two forestry projects are underway with major grant funding from Chester County, the Brandywine Conservancy, Giant Food Stores Keep PA Beautiful and PECO Green Region grant programs. KAPA began installation of a new playground this spring, funded by a grant from the DCNR. Work should be completed in October.

The Park is maintained by a full-time Office Manager, a full-time Facilities Manager, a part-time Groundskeeper, and a part-time Mechanic, with support from the volunteer Board of Trustees and engagement with local organizations like the Longwood Rotary Club, PECO, Constellation, Chatham Financial, and other individuals who lend their time and talents.

In 2020, Friends of Anson B. Nixon Park, a 501(c)3 non-profit organization, was formed to support KAPAs strategic goals and fundraising efforts.

2. Funding request

- **Description of key initiatives**

The Friends of Anson B. Nixon Park, Inc., a non-profit organization that was formed to support fundraising and the strategic goals of KAPA was formed in 2020. This year, Friends would like to increase the mailing list of potential donors to twice as many households in municipalities surrounding the park. This would also increase printing, postage, and social media management costs.

- **Specific needs & issues to be addressed**

As operational costs have increased, it is important to appeal to larger numbers of potential donors who use and enjoy the park facilities year-round. As they cope with their own financial challenges, KAPA's support from the Borough of Kennett Square and Kennett Township has not increased to match the rate of inflation in the past 5 years, significantly limiting the necessary facilities maintenance and upgrades in Anson B. Nixon Park.

- **Why it is important to fund this now**

It is important to fund this now as the annual appeal is being prepared for mail and final plans to implement a strategic social media strategy are being developed.

- **How impact & results will be demonstrated**

The impact and results of the appeal will be demonstrated by the data we collect from future donors. Friends of Anson B. Nixon Park and KAPA financial reports show detailed comparisons of general donations, month-over-month and year-over-year. We are fortunate to have demonstrated steady growth in income since 2019, but there is always room for improvement as the growth in operational expenses has also increased significantly – at times disproportionately with income.

- *For capacity building grant proposals:*

- *How will this capacity building initiative impact your nonprofit? A grant award could potentially defray printing and postage expenses by up to 50%, which would go a very long way toward the increasing the net income of a larger fall annual appeal mailing.*
- *How will this impact be measured? As previously stated, the impact and results of the appeal will be demonstrated by the data we collect from future donors. Friends of Anson B. Nixon Park and KAPA financial reports show detailed comparisons of general donations, month-over-month and year-over-year.*
- *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. We are currently working on a draft of this year's annual appeal that should go to print in October. We are aware that the upcoming election could delay the printing job and mailing schedule until mid-November. For several months, KAPA has been considering hiring a part-time employee or independent contractor to implement a social media and online strategy with focus on the annual appeal, upcoming capital campaign, and other fundraising, promotion of programs in Anson B. Nixon Park, and management of events on the park's website. That would allow me to devote more time on work with the capital campaign committee and both the Friends and KAPA boards as we prepare to kick off the campaign officially. We expect the costs of this year's annual appeal mailer to exceed*

\$5,000. The wages for a part-time social media content manager are estimated at \$800/month. We are respectfully requesting \$2,500 to cover half the estimated cost for printing and postage of the annual appeal or \$2,400 to pay the wages of a part-time web and social media content manager during November, December, and January to coordinate with and supplement the paper mailer.

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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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