

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.chescof.org

Date August 24, 2024

Contact Information

Organization Name: Aidan's Heart Foundation ED/CEO Name: Christy Marshall-Silva
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Phone: (484) 678-9191 Board Chair Name: Christa Glogowski
Website: www.AidansHeart.org Board Chair Approval (check here): X
Year Incorporated: 2013 Primary Contact Name: Christy Marshall-Silva
FEIN: 46-1917169 Primary Contact E-mail: christy@aidansheart.org

Organization Information:

Field/s of Interest:

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

Mission: Aidan's Heart Foundation is committed to providing awareness, education, and support to the communities of the southeast Pennsylvania region and its surrounding area to create heart-safe communities for youth regarding the prevention of and/or response to Sudden Cardiac Arrest.

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

Chester County - historically, specifically in Downingtown and Coatesville. Montgomery County - currently expanding in Norristown.

Describe Population Served & Annual Number of People Served: Aidan's Heart Foundation serves approximately 3,500 children and youth, ages 5-19 annually.

Annual Budget <u>\$151,188</u>	<u>0.5</u> # of Full-Time Equivalent Paid Staff
<u>46</u> % of budget for program expenses	<u>4</u> # of Board Volunteers
<u>26</u> % of budget for administrative expenses	<u>75</u> # of Active Non-Board Volunteers
<u>29</u> % of budget for fundraising expenses	<u>1,500</u> # of Volunteer Hours
<u>100</u> % total	

Top 3-5 funding sources: Senator Katie Muth \$355,000; Senator Comitta and Kane \$150,000; United Way of Chester County \$100,000.

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: _____

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

Proposal Summary: Aidan's Heart Foundation is requesting the support of the Chester County Community Foundation with a gift of \$5,000 for capacity building. Your support will help us in moving the organization forward in expanding its geographic reach, increase volunteers, and training more students. These are critical for strengthening and sustaining the growth of our organization.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

Aidan's Heart Foundation was formed shortly after the unexpected sudden cardiac death of Aidan Joseph Silva in the fall of 2010 to protect young hearts from Sudden Cardiac Arrest (SCA). On October 23, 2013, Aidan's Heart Foundation became officially recognized by the IRS as a 501(c)(3) tax-exempt charitable organization.

While our Foundation's education programs have grown significantly as young people have taken leadership roles in expanding the impact of our goals to teach CPR and how to use an Automated External Defibrillators (AED) to save lives, it is our heart screening programs that have been central to the prevention of Sudden Cardiac Arrest through the detection of potentially life-threatening cardiac conditions.

AHF makes a difference by investing in our youth as first responders; equipping facilities with the proper life-saving tools; and providing preventive cardiac care. The Foundation has been providing CPR training, free heart screenings, and free AED machines for over 10 years, and our programming efforts have been widely received by the community and are in high demand.

2023-2024 Key Achievements

- Placed a total of 140 AEDs in schools and the community in the past 11 years.
- Launched a comprehensive AED preparedness program in 128 school buildings.
- Secured additional funding to enable remaining Chester County schools to participate in Aidan's AED Action Plan and partner with nationally-recognized Project ADAM to certify participating schools as "Heart Safe Schools".
- Expanded our CPR training program to pilot a student-led "Lunch n' Learn" workplace-based training events in partnership with the local EMS team.
- Piloted a Martin Luther King Jr. Day of Service Hands-Only CPR training and community outreach fair event with approximately 15 community partners.
- Provided American Heart Association "Heart Savers" CPR certification classes to 250 students as part of collaborative efforts with schools and local EMS.

2. Funding request

Description of key initiatives

Heart Screenings - Offer free EKG and Echocardiogram (when appropriate) screenings in an effort to identify potentially life-threatening cardiac conditions that are not otherwise detectable by an annual physical. Screenings are held both in schools and the community. The EKG screenings are performed by a cardiologist and if an abnormality is found an echocardiogram is performed onsite along with recommendations of follow-up care with a physician and/or specialist.

CPR and AED Trainings - We provide Hands-Only CPR training, as recommended by the American Heart Association, as well as how to use Automated External Defibrillators (AED) through partnerships with the EMS Institute. These two life-saving measures are the critical difference between life and death.

Heart Heroes - This initiative is for high school students that are CPR-certified to serve as training facilitators to their peers and community members to proliferate awareness and skills knowledge to increase chances of survival in our community.

Youth Leadership - With a large request from students wanting to do more in educating and preventing SCA, the Foundation created a leadership training program for local high school students involved in implementing school-based Aidan's Heart clubs. The training is held at the United Way of Chester County's Social Innovation Lab and UWCC board member and innovation expert Aaron Proietti is the facilitator.

Specific needs & issues to be addressed

According to the American Heart Association (AHA), Sudden Cardiac Arrest (SCA) is the number one cause of death among high school athletes on school grounds. AHA reports that up to 9,500 youth are affected annually by what the National Heart, Lung, and Blood Institute calls a public health issue. Nearly 1 in 150 youth are living with undetected heart conditions that are potentially life-threatening.

SCA claims the lives of thousands of young people every year, often without warning or symptoms. It occurs in youth and adults who are seemingly healthy and often are physically active. Many of these deaths are preventable, as EKG and other heart testing can detect up to 70% of the conditions that can cause a young heart to suddenly stop. However, EKG testing is not currently part of pediatric protocol for youth during annual well-child exams.

Fortunately, once a cardiac condition is identified, it is almost always treatable. In some cases, surgery is warranted, but in most others, medication or lifestyle changes can help ensure a young person's safety against Sudden Cardiac Arrest. Conditions that cause cardiac arrest fall into two categories: arrhythmia, such as Long QT Syndrome, or structural, such as Hypertrophic Cardiomyopathy, a thickening of one part of the heart's tissue, which is prevalent in young athletes. Cardiac abnormalities can be hereditary.

Why it is important to fund this now

Aidan's Heart Foundation directly prevents Sudden Cardiac Arrest in youth by offering free heart screening events in Chester County, PA and the Greater Philadelphia area. Since 2011 we have screened over 2,100 youth between ages 5-19. Serious cardiac issues have been detected in more than 29 of these children and critical follow-up care has been recommended for dozens of others in order to ensure that Sudden Cardiac Arrest does not claim more young lives. One out of every 100 youth screened is found to need follow-up testing for a potentially life-threatening heart issue that was previously undetected at routine pediatric visits. Cardiac issues are frequently genetic; when one family member is identified with a condition that can cause SCA, others are tested and diagnosed, compounding the impact of preventative heart screening efforts.

National statistics of similar-minded organizations show 1 in 150 youth are at risk for an unidentified heart condition that could cause their heart to suddenly stop; recently, our findings yield much higher incidences and indicate that the prevalence of cardiac abnormalities is much greater than it has been historically.

How will this capacity building initiative impact your nonprofit?

Capacity building can significantly impact Aidan's Heart Foundation, by enhancing the organization's effectiveness, sustainability, and overall mission delivery through:

- **Improved Skills and Knowledge:** Investing in staff and volunteer training, including leadership development and professional skills, will directly improve the quality of services such as CPR education, AED placement, and youth heart screenings.
- **Financial Stability:** Developing fundraising strategies, diversifying revenue streams, and improving grant writing skills can ensure long-term financial health, allowing for more consistent program delivery.
- **Operational Efficiency:** Streamlining administrative processes, enhancing technology infrastructure, and improving governance structures help maximize the use of your resources and ensure the organization can continue functioning effectively over time.
- **Volunteer Engagement:** Capacity building can lead to better volunteer management and recruitment strategies, ensuring a steady stream of engaged and empowered volunteers who contribute to your mission.

By prioritizing capacity building, Aidan's Heart Foundation will be better positioned to meet current demands and grow its programs to fulfill its long-term vision of creating heart-safe communities for youth.

How will this impact be measured?

Measuring the impact of capacity building in Aidan's Heart Foundation involves both quantitative and qualitative metrics that evaluate improvements in organizational effectiveness, program reach, and long-term sustainability by tracking and monitoring the following:

- **Number of Participants:** Measure the growth in participation rates in programs such as heart screenings or CPR training, including youth, volunteers, and community members.
- **Geographic Reach:** Assess whether the foundation has been able to expand its services to new schools, organizations, or regions.
- **Survey Feedback:** Collect feedback from community members, volunteers, and program participants through surveys or interviews to gauge perceptions of program effectiveness, leadership, and organizational improvements.
- **Anecdotal Evidence:** testimonials from staff, volunteers, participants, and community leaders about the perceived improvements in organizational capacity, leadership, and community impact.
- **Mission Alignment:** Assess whether capacity building has helped better align our organization's activities with its mission by reviewing strategic plans, reports, and leadership evaluations.
- **Health Outcomes:** Where feasible, assess long-term health outcomes, such as increases in bystander CPR rates for AED usage in schools where your programs have been implemented.

By tracking these measurements, Aidan's Heart Foundation will be able to quantify the effectiveness of its capacity-building efforts and demonstrate how these initiatives are driving success in its mission to create heart-safe communities for youth.

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.

- **Surveys and Feedback Forms:** We use surveys before and after training and heart screenings throughout the year to collect data on program effectiveness, satisfaction, and suggestions for improvement. Surveys are usually provided after each event with no cost to the student, families, or community.
- **Impact Dashboards:** Visual dashboards will be used throughout the year to track key performance indicators (KPIs) such as program reach, volunteer hours, and financial health.
- **Annual Reporting:** We will create an annual report to measure and communicate capacity-building impacts to stakeholders and funders.