

CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

Date: 9/5/24

Contact Information

Organization Name: Barnstone Art for Kids	ED/CEO Name: Sean Halloran
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Website: www.barnstoneartforkids.org	Board Chair Approval (check here): X <input type="checkbox"/>
Year Incorporated: 2012	Primary Contact Name: Sean Halloran
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Organization Information:

Field/s of Interest:

<input checked="" type="checkbox"/> Arts, Culture & Humanities	<input type="checkbox"/> Environment/Animal Welfare	<input checked="" type="checkbox"/> Education
<input checked="" type="checkbox"/> Health	<input checked="" type="checkbox"/> Human Services	<input type="checkbox"/>
Religion		

Mission: Barnstone Art for Kids uses the power of art and community connection to foster resilience in children facing adversity.

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

Describe Population Served & Annual Number of People Served: The demographic breakdown of our children remains reflective of our surrounding communities. The majority of the children served in our programs reside in the immediate area (19460) with fewer than 15% coming from other zip codes (19320,19355, 19301, 19475, 19465, and 19442). Children served range in age from preschool, to elementary/ middle grade aged (approximately 70%) and high school (approximately <20%). Our participants are diverse in racial and ethnic backgrounds, and we are seeing our Latino population grow. We are thrilled to report that we now have the ability to provide some services in Spanish as our recently hired Program Manager (part time) is fluent. In the past year, Barnstone Art for Kids has directly served over 200 children in our programs! However, we feel that we serve the entire community, sharing the healing power of art, advocating for the arts through free programs for adult participants, as well as with year-long trauma-informed art programs for kids who have been impacted by adversity. With the support of the Chester County Community Foundation, we feel we can do even more. Thank you for your consideration!

Annual Budget <u>\$218619</u>	<u>1.5</u> # of Full-Time Equivalent Paid Staff
<u>73</u> % of budget for program expenses	<u>9</u> # of Board Volunteers
<u>20</u> % of budget for administrative expenses	<u>35</u> # of Active Non-Board Volunteers
<u>7</u> % of budget for fundraising expenses	<u>1348</u> # of Volunteer Hours
<u>100</u> % total	

Top 3-5 funding sources: Detwiler Family Foundation, Barnstone Live Art Spectacular Fundraiser, PCHF, Sheila Fortune Foundation

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

Grant Amount Requested from the Community Foundation: \$ 15,000

Proposal Summary:

Barnstone Art for Kids' Strategic Plan, approved in 2021 has met with success in many areas, and our Board of Directors has set a timeline to begin work on a new plan in the next FY. A key goal, whose work is ongoing, relates to growing our infrastructure to accommodate program and development growth. One aspect of this involves the expansion of the Program Manager position to a full time post. Our current proposal seeks to further that end with our request to partially fund the position around specific strategic activities. Funding awarded to Barnstone Art for Kids from CCCF would be used to increase the hours of the Program Manager position by one additional day per week. The tasks completed during these hours support development and marketing strategies, which would ultimately generate the necessary income for the post to become full time. This relates directly to the expansion of our programs in the community and our ability to provide more, as well.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Nonprofit's history, goals, key achievements & distinctiveness

Barnstone Art for Kids has worked hard and had another productive year marked by new partnerships, growing public interest, a change of program personnel, and recent expansion of our Board of Directors membership. Adding to our achievements, we have served a record number of children, delivering our trauma-informed art programs to over 225 kids in our region. We are a sought after partner, and enjoy the professional regard as a mental health support to our neighbors and larger communities. Barnstone has grown at a consistent rate both in numbers served as well as funds raised. We are doing this with the same level of staffing, in an even more challenging fundraising environment. While we could continue operating at our current rates, we feel that we are in a unique position to invest in and grow our operation to serve more children and expand our programs. We intend to do this while also becoming more fiscally sustainable, and engaging the community in new and exciting ways. In 2024, Barnstone Art for Kids is in a very positive position to move forward with some big steps from our strategic plan.

Funding request

The current funding environment in the non-profit sector is rapidly changing. Non-profit organizations like Barnstone Art for Kids are anticipating rising operating costs while funding sources are becoming less reliable or changing their funding priorities. Organizations like ours are challenged to find new sources of grants and donations, or launch new programs or services that generate income. As we look to diversify our funding array, we recognize the increased resources needed to wage fundraising efforts on multiple fronts. At Barnstone, our 2021 Strategic Plan saw early signs of change in the post-pandemic funding world, and we planned for expansion of our infrastructure. This proposal draws on the recent successes and growth achieved, while implementing funding strategies that will ultimately support ongoing fiscal sustainability.

For this proposal, we reviewed the goal statements that we set in previous years, as well as our strategic planning statements and the past year's KPI metrics. The review of our performance indicates that we do great work in serving our kids in increasing numbers (20% overall growth in children served from 22-23), growing our community partnerships; from 5 (in 2022) to 7 On the Go program partnerships in 2024, and engaging our partners and volunteers (10% increase in volunteer hours served). We also find that we have been judicious and reluctant to spend in areas if the necessary supports were not in place. For example, we have intended to spend on producing much needed promotional/ organizational materials. However, we have waited until our evolving array of programs as well as changes to the operation have informed the contents. We feel that this has proven wise as we now have the material support needed to complete this work. Other key initiatives have also moved into place and are ready for an evolutionary step:

- It is of primary interest to keep our Power of Art and other signature programs for kids free of charge. We have managed to do this entirely through fundraising in the past. Our current proposal will build a more robust development plan that includes at least one new fundraising event (in addition to the annual Live! event), adding recurring volunteer events that seek to attract

new donors, and create 2 new revenue generating programs for the community that will include registration fees. The first of these, Creative Kismet, is already underway and has proven to be highly popular. This plan will also include a renewed emphasis on deploying our social media campaigns and tools (Auxilia, for example). Each of these initiatives requires staff time to create and ultimately maintain these programs. In this cycle, we will engage a development professional to create and implement these strategies, and the workflow needed to include maximum volunteer support.

- Our Program Manager role has been redefined and with the support of the Chester County Community Foundation, can move into a full time position in the upcoming 2-3 years. For the coming cycle we are anticipating strategically increasing the part time hours of the Program Manager to assist with projects that will directly impact the strategic goals set.
- Our outcome measure, the Mentor Evaluation Tool, is now collected electronically. This gives us more options for data analyses in the future. We are also now routinely collecting KPI information which is critical to both our program and development needs! Increased ability to use and report out on metrics is essential to our toolkit.
- Within the last year, the Executive Director has engaged in a great deal of work with our Board, and we are fortunate to have on-boarded several new members, bringing us to a total of 9 members. The vetting, along with the rethinking of our Board roles and expectations has strengthened our organization, and we fully anticipate a Board actively engaged in our development efforts. This year, members will be expected to “give or get” a minimum of \$1000. While members have contributed in the past, the new expectation will yield greater fiscal support.
- We have nurtured a corporate relationship with SEI and anticipate greater support from this wonderful business. Additionally, we are in the process of becoming a registered EITC (Educational Improvement Tax Credit) approved entity. These relationships and this work will require time and staff attention. However, both are potentially very effective revenue generators, and should be pursued. Both will be able to “tap into” as yet untapped, and diverse from our current sources of funding.

These accomplishments, and the resulting momentum that has been created, have positioned us well to connect with and invite new donors to the table, to leverage our volunteer support for revenue generating programs, and to work on longer term fiscal sustainability by strategically funding additional staff hours in the next fiscal year. We believe this is critical to our future survival, and view this work as related to the work with our young artists; here, we are creating a more resilient organization!

We are requesting support in the amount of \$15,000 in capacity building funding to support the next phases of our growth as outlined in our strategic plan. Specifically, we intend to use the funding to increase the weekly hours of our part time Program Manager, with the caveat that these hours be used on a predetermined set of strategic activities that will support our overall development efforts, and be directly related to marketing and supporting additional “retail” strategies. To strategically fund our expansion of the PM role, \$12,000 would be used to enhance their job role to include a number of public facing, engagement functions. Our newly hired Program Manager is fluent in a number of marketing tools and would be essential in both creating, deploying and maintaining the campaigns. The additional \$3,000 in requested funding would be used toward the eventual purchase of updated marketing materials. We anticipate our Strategic Planning and Marketing Committees to be fully engaged and producing materials in the upcoming fiscal year, and creating new brochures, teaching materials, and other marketing tools will be a priority as we engage a larger donor community. These expenses are based on previous purchases of printed materials, and the rate of pay of the Program Management position.

We are undertaking this work now as we are on stable financial footing and do not anticipate these efforts creating any undue burden on our operations, especially if funding requests are met. As stated earlier, we have a constellation of indicators (board support, robust volunteer engagement, solid community support and awareness, good donor engagement and response to fundraising initiatives) that support this effort getting underway immediately. As CCCF's definition of capacity building indicates, we feel that the next steps (and your funding!) will help us get to the next level for our organization. While these efforts easily fit under the Mission, Vision, and Strategy projects, these projects will touch every aspect of our operation and have a positive impact in other areas as well.

We are imagining our organization just a few years from now, our facility occupied with programming 6 days per week, staffed by a mix of volunteers and 2 full time personnel, offering an array of free trauma-informed art programs alongside an inviting list of a la carte art experiences and retail offerings. The public has greater access and can learn about our work through visits to the barn. Ultimately, all of these activities are directly related to our mission to support kids who have experienced adversity using community connection and the amazing therapeutic power of art making. While this effort will include an all hands on deck approach, we are grateful to CCCF for your consideration, and hope that you support our next big steps forward.