

## 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**.

- 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)*

## Contact Information

Date: 11 Sep 2024

Organization Name: Chester County

Community Collaborative (CCCC)

Address: PO Box 825 Downingtown, PA 19335

Phone: (484) 402-4685

Website: [singlemotherscc.org](http://singlemotherscc.org)

Year Incorporated: 2020

FEIN: 84-4833522

ED/CEO Name: Matrie Johnson

ED/CEO E-mail: [singlemotherscc@gmail.com](mailto:singlemotherscc@gmail.com)

Board Chair Name: Matrie Johnson

Board Chair Approval (check here):

Primary Contact Name: Joyce Lacy

Primary Contact E-mail:

[jmlacy1002@gmail.com](mailto:jmlacy1002@gmail.com)

## Organization Information:

Field/s of Interest:  Education

### **Mission:**

CCCC enables the collective resources of Chester County to empower the underserved. We accomplish this by:

- Serving as a fiscal agent for approved services and programs that are consistent with our mission, as the collaborative's resources permit
- Acting as an Advisory Council with an objective ear and non-binding insight
- Linking these services and programs to community resources that can help them achieve their missions

**SPECIFICALLY, this request supports the production and programming of the in-person and virtual presentations for the Chester County Single Mothers' Conference, designed to educate, encourage, and empower single mothers to achieve their fullest potential**

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

We serve all of Chester County

**Describe Population Served & Annual Number of People Served:** We provide programming for single mothers throughout Chester County, PA. Approximately 100 moms benefit from our programming annually

**Annual Budget** \$ \$11,200 \_\_\_\_\_ # of Full-Time Equivalent Paid Staff 0 \_\_\_\_\_

87 \_\_\_\_\_ % of budget for program expenses 4 \_\_\_\_\_ # of Board Volunteers

13 \_\_\_\_\_ % of budget for administrative expenses 50 \_\_\_\_\_ # of Active Non-Board Volunteers

0 \_\_\_\_\_ % of budget for fundraising expenses 1,500 \_\_\_\_\_ # of Volunteer Hours

100 % total

**Top 3-5 funding sources:** Benchmark Federal Credit Union (\$5,000); Greater West Chester Sunrise Rotary (\$2,000); Jefferson Health Plans, Rotary Club of West Chester, and The Fund for Women & Girls (\$1,000 each)

**Is this grant proposal for:** Capacity Building

**If Capacity Building Proposal, the focus is on:**  Resource Development and Marketing

**Grant Amount Requested from the Community Foundation:** \$ 4,000.00 \_\_\_\_\_

**Proposal Summary:**

The Chester County Community Collaborative (CCCC) is a grassroots all-volunteer organization which hosts the annual Chester County Single Mothers' Conference. This event gathers single mothers from throughout the County for a day of workshops, connections to the community, recognition, and inspiration. We assemble subject matter experts to support moms with tools and resources they can tap in any parenting, financial, career, legal, or health-related situation. This day is enhanced by a podcast and virtual workshops found online.

Since most of our target audience receive all information on their smartphones and tablets, we rely on a strong electronic and social media presence. Our all-volunteer organization does not have the proficiency nor the time to professionally update and regularly generate content for our web site, Facebook, X, Instagram, TikTok, and YouTube accounts. *Our request of \$4,000 is one half of the funds needed to contract with a third party to effect major improvements in our online communications.*

## **II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE**

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

Since 2012, the CCCC has hosted the annual Chester County Single Mother's Conference. For all but two of those years (2020 & 2021) the conference was held in West Chester, bringing the community together by showcasing supporters and volunteers from various local organizations and businesses.

In addition to presenting the annual Chester County Single Mothers' Conference, CCCC produces the podcast "Real Talk: Our Journey," and we have streamed virtual workshops. Members of the Collaborative include community members and volunteers from organizations like Act in Faith of Greater West Chester, Friends Association, Home of the Sparrow, the Housing Authority of Chester County, West Chester University, the Wardrobe (formerly Wings for Success), and the YMCA of Greater Brandywine, all of whom volunteer their time, talent, resources and connections; ***we have no paid staff.*** Volunteers provide approximately 1,500 hours to design, plan, and present these programs annually.

The 2025 Conference will be held on April 5, 2025, from 9:00 AM until 3:00 PM at the Oscar Lasko YMCA and Childcare Center in West Chester.

Families led by single mothers comprise more than 11% of Chester County households. This is a segment of the population which is chronically underserved yet could benefit from resources and information that empower them to succeed. We provide a day dedicated to those needs, augmented by virtual programming throughout the year.

NOTE: The CCCC became Fiscal Agent for Black Women of Chester County in Action (BWCCA) in 2024, consistent with our mission. Their accounts are managed separately.

### **2. Funding request**

- **Description of key initiatives**

Single mothers of all races and ethnicities attend the Conference **free of charge**. We provide child care for the day, plus light breakfast, lunch, and snacks for moms, children, and volunteers.

We host workshops, private consultations with a local attorney, and a resource fair which features educational opportunities, human service providers, Domestic Relations, and small businesses. A conference favorite is Pampering: facials, chair massages, and more.

We recognize outstanding single mothers with the Belinda Harrison Award, in memory of a single mother who overcame adversity, worked full time, volunteered in her community, and helped many others

succeed. This award includes a \$500 gift card, flowers and plaque for the winner, plus gift cards and flowers for two runners-up. *This prestigious award is the only one of its kind in Chester County.*

Our podcasts are available on Apple, Spotify, and elsewhere. They include discussions by single mothers on topics such as: Perseverance, Women's History Month, and Understanding COVID-19. Virtual workshops that were presented during the 2020 pandemic shutdown included Virtual Job Searches, Maintaining Mental Wellness, Financial Management Tips, Skin Care, and more.

Planning, which begins each fall, involves committee assignments, venue selection and choosing a conference theme. The 2024 conference was hosted free of charge by the Oscar Lasko YMCA in April - the first time that the venue was donated. The 2024 theme was "Gold Medal Moms", which drove the tone of the workshops ("Passing the Torch," Training Your Body and Mind to Go the Distance," etc.) and influenced the types of games (Ninja Warriors) and crafts offered to the children. A new feature of 2024's conference was an additional gift of groceries supplied by the West Chester Food Cupboard.

Funding, food and supplies are donated by various sources. In-kind contributions come from the Chester County Food Bank, the West Chester Food Cupboard, Wegmans, and other partners. Benchmark Federal Credit Union has served as Title Sponsor for the past ten years. Additional support comes from Health Partners Plans (now Jefferson Health Plans), the Fund for Women and Girls, Pentahealth, Pearls of Distinction Foundation, Rotary Clubs and others. The WCU Women's Commission provided two interns during the 2024 Spring semester, and Benchmark donates public relations expertise.

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

Reaching single mothers on a consistent basis has proved challenging for our all-volunteer team. Although we are continually improving in some regards (we do have online registration for attendees, volunteers, and Community Connections, as well as a survey platform), our web and social media often fall short of the mark when compared to websites, stories, and videos of other organizations and events. We are not realizing our full potential to educate, encourage, and engage the community of single mothers who are hungry for information, inspiration, and interaction with others.

Before the pandemic, we would often attract 100 attendees, many of whom pre-registered to attend. Lately, we have been able to attract 100 registrations, but actual event attendance has fallen off. We believe that our communications have not provided enough of a preview of the conference, nor have there been enough incentives for single mothers to attend.

Upgrades to our digital platforms will result in the following:

- A web site that lists the workshops to be offered, recognizes sponsors, and links single mothers to other community resources (including sponsors and the Community Connections participants)
- Social Media pages that demonstrate consistent branding, engage readers with interactive posts, congratulate single mothers who achieve their goals, and urge readers to act on issues that directly affect them and their children
- A YouTube channel that posts videos of Conference workshops for moms to review after the conference concludes

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

Promotion of the April 5, 2025, Chester County Single Mothers' Conference should begin at this writing. Regular (weekly or every other week) posts that reveal the workshops planned, the conference theme, a call for nominations for the Belinda Harrison Award, and links to resources should be pre-composed and then scheduled for posting.

The website must reflect Conference branding consistent with the theme, and outline all of the benefits of attending. It should also recognize all of the parties involved in making the conference a reality:

sponsors, volunteers, presenters, and more. A look at the current website ([singlemotherscc.org](http://singlemotherscc.org)) will show that this is not yet the case. Also, the photography should be as eye-catching as possible.

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

Part of the improvement plan will request a Social Media Report that measures numbers of visitors to the sites, social media followers, public shares (reposting activity), and other indicators of reach and impressions. We expect that more electronic media activity will yield greater engagement by Single Mothers, and higher attendance at the Conference. We would like to see 100 moms in person again!

- **For capacity building grant proposals:**

- *How will this capacity building initiative impact your nonprofit?*

When mothers see the volume and variety of information and resources that help them succeed, the Conference can realize its potential as a trusted resource. As it grows in popularity, it should attract more supporters and volunteers as well as mothers who share their excitement for these programs.

- *How will this impact be measured?*

Posts, likes, shares, and feedback can show us those topics and initiatives that resonate most with our audiences, so that we can offer more appropriate content in the most appropriate formats, and discontinue those which seem to generate little interest. Ultimately, we expect higher attendance.

- *Include a description of the expected activities; timeline & costs*

August 2024: Explore options for providers. Some examples include: Cheshire Digital Marketing, Padula Media, and Bad Rhino, Inc. Our current candidate is Erika Mitchell

September 2024: Enter into a contract with a provider and immediately implement improvements and postings.

October - December 2024: Complete web site upgrades and resume recording then posting of podcasts & virtual workshops; continue posts to Facebook, TikTok, and Instagram.

January - March 2024: Promote the live Conference on a weekly basis. Add content to the website.

April 2024: Recap Conference Highlights and conduct a post-conference survey

Costs: The minimum cost to redesign a website is \$5,000. Social media updates and coordination should take 8 -10 hours per month. At \$40/hour, this could cost up to \$3,000.

### **III. ATTACHMENTS**

#### *E-mail or mail this support information*

1. Copy of 501 (c) (3) federal tax-exempt letter - ATTACHED
2. List of Board of Directors, with their affiliations - ATTACHED
3. Most recent annual report & financial statement, audited if available – ATTACHED, not audited
4. Itemized organizational operating budget with actual results for prior fiscal year & current fiscal year to date - ATTACHED
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.  
*As a grassroots nonprofit with a budget under \$50,000, we do not currently have a strategic plan.*