

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

Contact Information

Organization Name: Philadelphia Area Great Careers Group ED/CEO Name: Lynne Williams
Address: 5 Darby Road, Ste. F, Paoli, PA 19301 ED/CEO E-mail: director@greatcareersphl.org

Phone: 484-393-2951

Website: <https://greatcareers.org>

Year Incorporated: 2017

FEIN: 82-1115256

Board Chair Name: Sean Reynolds

Board Chair Approval (check here):

Primary Contact Name: Lynne Williams

Primary Contact E-mail:
director@greatcareersphl.org

Organization Information:

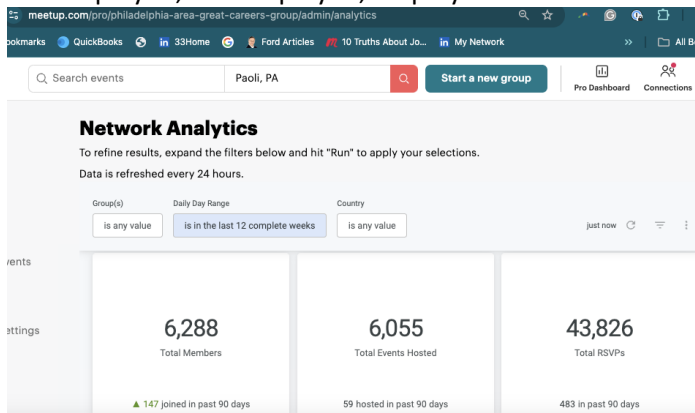
Field/s of Interest:

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

Mission: Be a lifelong educational resource for professionals who aspire to have successful careers and leave a positive impact on the world.

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

Describe Population Served & Annual Number of People Served: Career professionals – unemployed, underemployed, self-employed, employed



Annual Budget \$ 13K currently (\$30K in past) .1 # of Full-Time Equivalent Paid Staff
 50 % of budget for program expenses 11 # of Board Volunteers
 50 % of budget for administrative expenses 7 # of Active Non-Board Volunteers
 0 % of budget for fundraising expenses 1953 # of Volunteer Hours
100 % total

Top 3-5 funding sources:

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:

Our organization seeks funding to enhance our capacity in fundraising, development, and marketing to expand our outreach and impact, as we do not have enough volunteers in these areas and need to hire SMEs. This grant will support the implementation of marketing tools and techniques, enabling us to engage more effectively with donors and stakeholders. With increased resources, we aim to gain donors or sponsors, write grant(s), diversify funding streams, and raise awareness of our mission. Our memberships have decreased with fewer job seekers, and we need some assistance for sustainability to continue what we have done since 2010. The long-term goal is to ensure financial sustainability and growth for greater community service.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

History - <https://greatcareers.org/great-careers-network/>

Goals – sustainability while employment is low with decreased memberships

Key Achievements – Philadelphia Business Journal #1 4 years in a row

<https://www.bizjournals.com/philadelphia/subscriber-only/2023/12/15/largest-business-networking-associations-in-greater.html>

SCORE Success Story - <https://www.score.org/chesterdelco/success-story/great-careers-groups>

2. Funding request

- Description of key initiatives – Sponsored Facebook and Instagram Ads, help with Google Adwords, grant research and writing
- Specific needs & issues to be addressed – need increased awareness in the county to gain new members for sustainability
- Why it is important to fund this now – with low unemployment, we need more members for sustainability
- How impact & results will be demonstrated – we will obtain analytics from the campaigns and receive funds from grants, but need a research and writer

- *For capacity building grant proposals:*
 - *How will this capacity building initiative impact your nonprofit? We will have funds so we can grow, Currently, there are not enough volunteers with subject matter expertise to help move the needle.*
 - *How will this impact be measured? Success will be increased funds in our bank account for sustainability.*
 - *Include a description of the expected activities; timeline & costs to implement the initiative.*
 - *Facebook and Instagram sponsored ads*
 - *Help fixing Google Adwords so we can utilize the up to \$10K of free Adwords monthly*
 - *A grant researcher and writer to help us obtain grants so we can grow and provide further programming beyond the 18-25 events we run monthly*
 - *If external consulting services are required, include the anticipated costs & expertise of the consultants to be hired. Include external consultant proposals if applicable.*
 - *We cannot get proposals if we have no funds to put anything in motion, but we will utilize the funding as noted above*

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 (pursuant to their LinkedIn profiles)

Lynne Williams – Executive Director <https://www.linkedin.com/in/lynnewilliams/>

Sean Reynolds – Chairman of the Board <https://www.linkedin.com/in/sean-t-reynolds/>

Mark Raschiatore – Secretary/Treasurer <https://www.linkedin.com/in/mark-j-raschiatore-cpa-mba/>

Tom Nestor – Operations <https://www.linkedin.com/in/thomasnestor/>

We have two new BOD applications – HR and Marketing that should be sorted out by Sept/Oct

3. Most recent annual report & financial statement, audited if available – only have 990 as we lost our volunteer bookkeeper and need to find a new volunteer or paid staff

4. Itemized organizational operating budget with actual results for prior fiscal year & current fiscal year to date – same answer as above

5. If capacity building initiative, itemized budget (including external consultant’s proposal, if applicable) - \$2000 for Google Adwords, \$2000 for grant writer, \$1000 for sponsored ads

6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why.

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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