

## 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.

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

- 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@chescofc.org](mailto:grants@chescofc.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.chescofc.org](http://www.chescofc.org)*

**Date: 9/11/2024**

**Contact Information**

Organization Name: CTC of Greater Downingtown  
Address: PO Box 194, Uwchlan, PA 19480  
Phone: 610-304-4168  
Website: [www.dtownctc.org](http://www.dtownctc.org)  
Year Incorporated: 2017  
FEIN: 82-1339531

ED/CEO Name: Bethann Cinelli, D.Ed.  
ED/CEO E-mail: [bcinelli@dtownctc.org](mailto:bcinelli@dtownctc.org)  
Board Chair Name: Daniel Brady  
Board Chair Approval (check here):  Y  
Primary Contact Name: Aria Walerski  
Primary Contact E-mail [awalerski@dtownctc.org](mailto:awalerski@dtownctc.org)

**Organization Information:**

**Field/s of Interest:**

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

**Mission:** Collectively with families, schools, and community, CTC empowers youth by promoting mental health and preventing substance use.

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

**Describe Population Served & Annual Number of People Served:** The Downingtown population is 77,000 including (8) municipalities in the 2020 census. Last year, over 187,000 people were reached with CTC content through social media platforms. In addition over 7,000 youth were reached through Healthy Youth Positive Energy Club advocacy strategies; and over 2,000 parents through CTC parent engagement strategies.

**Annual Budget** \$145,665.00 \_\_\_\_\_ # of Full-Time Equivalent Paid Staff \_\_\_\_\_ 0 \_\_\_\_\_  
\_\_\_\_\_ 58 \_\_\_\_\_ % of budget for program expenses      \_\_\_\_\_ 6 \_\_\_\_\_ # of Board Volunteers  
\_\_\_\_\_ 25 \_\_\_\_\_ % of budget for administrative expenses      \_\_\_\_\_ 3 \_\_\_\_\_ # of Active Non-Board Volunteers  
\_\_\_\_\_ 17 \_\_\_\_\_ % of budget for fundraising expenses      \_\_\_\_\_ 300 \_\_\_\_\_ # of Volunteer Hours  
*100 % total*

**Top 3-5 funding sources:** Chester County Department of Drug & Alcohol, CCRES, & corporate sponsorships for our signature event.

**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:**    \$\_\_5,000.00\_\_\_\_\_

**Proposal Summary:**    CTC of Greater Downtown works to create change in our community in regards to substance use prevention and promoting positive mental health. To continue our important work, we need to streamline efforts and purchase tools to efficiently and effectively fundraise to support our programs in the Downtown community. Building a strong development strategic plan will support our infrastructure and the ability to build capacity aligned with the CTC mission, Logic Model, strategic plan and substance use and mental health needs of the community.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

*Provide clear, concise information. 3 pages maximum.*

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

Since 2001, CTC of Greater Downingtown has worked to bring together community partners committed to our mission--Collectively with families, schools, and community, CTC empowers youth by promoting mental health and preventing substance use. **Our vision:** We are creating a healthy, supportive, and engaged Downingtown community where all youth are empowered to achieve their full potential.

CTC of Greater Downingtown is unique as it is the only organization working to engage 12 sectors of the community in prevention of underage substance use and promoting positive mental health and youth development. Addressing the social issues of substance use and mental health is a complex, multi-faceted, and challenging task. Thousands of practitioners, funders, and policy makers around the world employ the Collective Impact approach to help solve complex social problems on a large scale.

To enhance protective factors and reduce behaviors which negatively impact health, learning, and social outcomes, CTC employs four proven prevention strategies: Community Education and Awareness; Support Parents and Strengthen Families; Engage Youth in Prevention; and Promote Community Opportunities and Rewards for Pro-Social involvement. The CTC board of directors and staff recognize the need to build capacity of mental health resources and substance use prevention through implementation of a community action plan to address protective and risk factors in Greater Downingtown, and through engagement in a more purposeful manner with families, school, and community. To this end CTC works in alignment with a collective impact model with our schools and community partners to implement mutually reinforcing evidence-based activities to address mental health and substance use prevention for school-aged youth.

### 2. **Funding request**

#### ● **Description of key initiatives**

CTC is seeking funding to support development and communication efforts including two annual fundraising events and online fundraising tools. Each year CTC implements a fall Peer-to-Peer Campaign and a spring 5K Fun Run (the Snowball Shuffle) to increase awareness of CTC's work in the Downingtown community and to raise money through private donations to fund youth and parent programs. CTC uses specific tools to support these campaigns, and overall development work, including online marketing platforms Constant Contact and Canva. Constant Contact and Canva allow CTC to create and disseminate digital and print materials to promote our programs, events, and fundraising opportunities. CTC also uses DonorPerfect online software to effectively and efficiently coordinate development initiatives.

#### ● **Specific needs & issues to be addressed**

CTC needs support with the following development activities:

- Supplies (food, balloons, marketing materials) for annual Peer to Peer fundraising campaign kick-off event (\$1,000)
- One year subscription to Constant Contact - Standard Plan (\$500)
- One year subscription to Canva Premium (\$120)

- One year subscription to DonorPerfect (\$1880)
- Printing of fundraising marketing materials to take to events (\$500)
- Supplies (water bottles, photographer, and DJ) for 4th annual Snowball Shuffle Run/Walk (\$1,000)

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

Funding for mental health and prevention resources is crucial at this time as funding opportunities post-pandemic continue to decline. CTC is more dependent on private donations now than ever before. Mental health and substance use risk factors continue to impact the health and learning success of Downingtown students, families, and our community. Funding from CCCF will help build capacity for CTC to fundraise to support prevention programs for youth and parents.

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

- *For capacity building grant proposals:*
- *How will this capacity building initiative impact your nonprofit?*

CTC of Greater Downingtown aligns all prevention work with guidance from the CTC Logic Model and CTC organizational strategic plan. Support for development strategies will ensure CTC can maintain fundraising efforts to continue to provide youth and parent programs in the Downingtown community at full capacity, to meet the CTC mission and substance use prevention and mental health outcomes.

- *How will this impact be measured?*

CTC's Development Committee has specific fundraising goals and benchmarks based on previous development accomplishments and overall program goals. DonorPerfect allows the Development Director to easily assess and measure development progress.

- *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.*

CTC utilizes specific tools year round for development and communication including Constant Contact, Canva and DonorPerfect. In 2025, CTC will host its 4th annual Snowball Shuffle 5K Fun Run on March 1st, our biggest annual fundraising event. In the fall, CTC will implement its annual Peer-to-Peer Campaign. These two fundraising activities require supplies including food, marketing materials, and staff for the day of events. Please see below for the costs of these activities:

- Supplies (food, balloons, marketing materials) for annual Peer to Peer fundraising campaign kick-off event (\$1,000)
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- One year subscription to Canva Premium (\$120)
- One year subscription to DonorPerfect (\$1880)
- Printing of fundraising marketing materials to take to events (\$500)
- Supplies (water bottles, photographer, and DJ) for 4th annual Snowball Shuffle Run/Walk (\$1,000)

### 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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*Connecting people who care with causes that matter,  
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