

# CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

Date 09/04/2024

## Contact Information

Organization Name: Seniors and Paws  
Address: 113 w clearview dr, Coatesville PA 19320  
Phone: 610 977 16-77  
Website: www.seniorsandpaws.org  
Year Incorporated: 2024  
FEIN: 993 141521

ED/CEO Name: Monica P Luna-urban  
ED/CEO E-mail: e.director@seniorsandpaws.org  
Board Chair Name: Hilary Sinclair  
Board Chair Approval (check here):   
Primary Contact Name: Monica Luna-urban  
Primary Contact E-mail: e.director@seniorsandpaws.org

## Organization Information:

### Field/s of Interest:

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

**Mission:** To deliver comprehensive support for senior residents, focusing on low-income individuals, veterans, and those with disabilities, across the southwest region of Pennsylvania. We are committed to ensuring that their pets receive adequate nutrition, medical care, and ongoing care in the event of the owner's incapacity or death.

**Geographic Area Served** (If not all of Chester County, specify primary Chester County regions served): State of Pennsylvania (South East Region: Lancaster, Delaware and Chester counties).

**Describe Population Served & Annual Number of People Served:** **Population Served:** Since its launch in June 2024, the Seniors and Paws program has focused on supporting low-income seniors, including retired individuals, veterans, and those with disabilities, who own cats and dogs. The program addresses the specific challenges faced by these seniors in caring for their pets. In the first year of operation, Seniors and Paws served approximately 20 low-income seniors and provided support for 30 pets, including cats and dogs. This included distributing pet food, providing veterinary care, and offering emergency support to ensure the well-being of both seniors and their pets.

### **Annual Budget** \$ 20,000

65 % of budget for program expenses  
20 % of budget for administrative expenses  
15 % of budget for fundraising expenses  
100 % total

0 # of Full-Time Equivalent Paid Staff  
3 # of Board Volunteers  
4 # of Active Non-Board Volunteers  
40 # of Volunteer Hours weekly

**Top 3-5 funding sources:** An initial grant from a senior services foundation and a successful crowdfunding campaign, Walmart foundation, Individuals and community groups and PayPal giving funds.

**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: \_\_\_\_\_

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

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

#### **History**

Seniors and Paws was established in 2024 to address the growing need for support among senior citizens who face challenges in caring for their pets. Recognizing the profound bond between seniors and their pets, our founders sought to create an organization that would ensure this relationship is preserved, fostering emotional well-being and companionship.

#### **Goals:**

1. To provide essential pet care supplies such as food, toys, and medical care to seniors in Chester, Delaware, and Lancaster counties.
2. To enhance the quality of life for both seniors and their pets by reducing the financial burden associated with pet ownership.
3. To foster a supportive community that values the companionship between seniors and their pets.

#### **Key Achievements:**

- Established partnerships with local pet stores to secure in-kind donations of pet food and supplies.
- Launched a successful awareness campaign, engaging over 500 community members through social media and local events.
- Secured initial funding and support from local businesses and community foundations.
- Developed a volunteer network to assist with the delivery of supplies and provide companionship to seniors and their pets.

#### **Distinctiveness:**

Seniors and Paws stands out due to its dual focus on supporting both senior citizens and their pets. While many organizations address either senior needs or animal welfare, Seniors and Paws uniquely combines these missions to enhance the well-being of both. Our holistic approach ensures that seniors do not have to choose between their needs and their pets' needs, fostering a stronger, healthier community.

- *For capacity building grant proposals:*

### **How Will This Capacity Building Initiative Impact Seniors and Paws?**

This capacity-building initiative aims to fundamentally enhance the infrastructure and operational capabilities of Seniors and Paws, allowing us to significantly expand our reach and effectiveness.

#### **1. Enhanced Organizational Foundation:**

- **Marketing Improvements:** By developing a robust marketing strategy, we will strengthen our brand identity, increase our visibility, and better communicate our mission. This will lead to a greater number of donors and volunteers, essential for sustaining and expanding our programs.
- **Resource Development:** Investing in a resource development strategy will help us diversify our funding sources, creating a more stable financial base. This diversification will reduce our dependency on a single source of income, making us more resilient to economic fluctuations and better positioned to scale our operations.

#### **2. Increased Capacity to Serve:**

- With a stronger organizational foundation, we will be able to enhance and expand our services to better support seniors and their pets. This includes improving the quality and quantity of our support services, from providing pet care to addressing the needs of senior citizens.

### How Will This Impact Be Measured?

We will evaluate the success of this capacity-building initiative through several key performance indicators:

#### 1. Donor and Volunteer Growth:

- **Metrics:** Number of new donors and volunteers acquired, retention rates, and overall growth in our supporter base.
- **Method:** Use of donor management software to track contributions and volunteer hours, combined with regular surveys to assess engagement and satisfaction.

#### 2. Resource Diversification:

- **Metrics:** Number and variety of new funding sources, stability of funding streams, and success of new partnerships.
- **Method:** Financial reports and analysis of funding sources, as well as documentation of new partnerships and their contributions.

#### 3. Service Expansion:

- **Metrics:** Increase in the number of seniors and pets served, frequency of service delivery, and expansion into new geographic areas or service domains.
- **Method:** Regular program evaluations, client surveys, and service records to track growth and impact.

#### 4. Brand Recognition:

- **Metrics:** Reach and engagement metrics from marketing campaigns, including website traffic, social media interactions, and media mentions.
- **Method:** Use of analytics tools to monitor campaign performance, audience engagement, and feedback from community members.

### Expected Activities, Timeline & Costs

#### 1. Marketing Assistance:

- **Activities:** Develop and execute a comprehensive marketing strategy. This includes refining brand identity, launching social media campaigns, and conducting outreach initiatives to increase visibility and engagement.
- **Timeline:** 3 months for strategy development and initial implementation.
- **Costs:** \$500 for consulting fees related to marketing strategy development and implementation.

#### 2. Resource Development Consultant:

- **Activities:** Create a strategic fundraising plan, identify and secure partnerships with local businesses, and design a program for recruiting and retaining volunteers.
- **Timeline:** 4 months for plan development and initial partnership establishment.
- **Costs:** \$1,000 for consulting fees associated with resource development and partnership building.

#### 3. Implementation and Evaluation (Ongoing):

- **Activities:** Roll out marketing and fundraising strategies, monitor performance metrics, and make necessary adjustments to ensure effectiveness.
- **Timeline:** Ongoing throughout the year.
- **Costs:** \$1,000 for ongoing evaluation, monitoring, and adjustments.

## Total Funding Request: \$2,500

This investment in capacity building will enable Seniors and Paws to lay a strong foundation for future growth, ensuring that we can continue to deliver high-quality, sustainable support to seniors and their pets. By enhancing our marketing efforts, diversifying our funding base, and expanding our services, we will be better equipped to meet the needs of our community and achieve our mission.

### III. ATTACHMENTS

*E-mail or mail this support information*

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- 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
- ***Since the organization is new, you may not have an annual report or audited financial statements yet. Instead, provide a brief explanation stating that the organization was established in 2024 and that these documents will be available after the first year of operation.***
- 4. Itemized organizational operating budget with actual results for prior fiscal year & current fiscal year to date
- 5. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why.

Please contact Grants Administrator Kevin Baffa at  
(610) 696-8211 [grants@chescocf.org](mailto:grants@chescocf.org) with questions.

