

## 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](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)*

Date

## Contact Information

Organization Name: Citizen Advocacy of Chester County  
Address: 239 Church Street

Phone: 610-933-1299

Website: <http://citizenadvocacycc.org/>

Year Incorporated: 1980

FEIN:23-2117795

ED/CEO Name: Alicia Warner DeMont

ED/CEO E-mail:

[alicia@citizenadvocacycc.org](mailto:alicia@citizenadvocacycc.org)

Board Chair Name: Sarah Thompson

Board Chair Approval (check here):

Primary Contact Name: Christine Brown

Primary Contact E-mail:

[christine@citizenadvocacycc.org](mailto:christine@citizenadvocacycc.org)

## Organization Information:

### Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

**Mission:** Citizen Advocacy of Chester County initiates and supports a variety of intentional relationships that provide advocacy for opportunity, protection from harm, sponsorship into community life, friendship, and justice for isolated people living with a disability.

Citizen Advocacy is built upon a belief in the power and competence of the ordinary citizen to care for and connect to others and to make a lifelong commitment to **stand by, stand for and stand with another person**, through good times as well as challenging ones.

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

Northeastern Chester County and parts of Montgomery County surrounding the Phoenixville Area

**Describe Population Served & Annual Number of People Served:**

**Annual Budget** \$ 264, 793 \_\_\_\_\_ 2.75 \_\_\_\_\_ # of Full-Time Equivalent Paid Staff

85 \_\_\_\_\_ % of budget for program expenses \_\_\_\_\_ 12 \_\_\_\_\_ # of Board Volunteers

4 \_\_\_\_\_ % of budget for administrative expenses \_\_\_\_\_ 95 \_\_\_\_\_ # of Active Non-Board Volunteers

11 \_\_\_\_\_ % of budget for fundraising expenses \_\_\_\_\_ 950 \_\_\_\_\_ # of Volunteer Hours (advocate time with their partner (person with the disability) is not included here -we have 64 advocates and very deliberately do not count or codify their time)

100 % total

**Top 3-5 funding sources: Contributions, Fundraisers and Grants**

**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:** \$ 4,200

**Proposal Summary:** Citizen Advocacy of Chester County has served our community for nearly 45 years. Recently, we expanded our staff to make more life-changing Citizen Advocacy relationships. As our program and office continue to expand, we recognize the increasing importance of a strong marketing, branding, and social media presence to reach and engage a wider audience. By focusing on these areas, we aim to elevate our visibility, recruit new supporters, and strengthen our impact within the community.

With a well-crafted marketing plan that includes targeted content and strategic outreach, we anticipate gaining more followers, improving engagement, and building broader awareness of our mission. This enhanced visibility will, in turn, lead to increased participation in and support of our mission.

If awarded this grant, we plan to engage a professional marketing company to ensure consistent, high-quality social media posts, hire a dedicated strategist and graphic designer to optimize our efforts, and purchase promotional materials such as custom car magnets with our logo. Additionally, we seek to produce a compelling video that tells our story, highlights our mission, and showcases the impactful work of Citizen Advocacy. This video will serve as a valuable tool to share our vision with both current and potential supporters.

This capacity-building initiative will allow us to effectively communicate our mission, expand our reach, and ultimately ensure the continued success of Citizen Advocacy of Chester County in promoting, protecting and defending the lives of vulnerable people living with disabilities, which in turns makes our community a better place for us all.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

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

Citizen Advocacy of Chester County is a relationship-based advocacy program that promotes, protects, and defends the rights of individuals with disabilities who are physically or emotionally isolated and at risk. For the past 44 years, Citizen Advocacy has connected community members who wouldn't typically meet, forming meaningful, long-term relationships that transform lives. Unpaid volunteer community members (advocates) are paired with individuals who have cognitive or intellectual disabilities (partners), fostering relationships that replace isolation with empowerment and opportunities for personal growth.

Advocates use their personal networks and resources to assist their partners in securing housing, employment, medical and financial representation, transportation, and community involvement. They also help with everyday needs such as household chores, managing finances, and advocating with legal entities, educational institutions, landlords, and social services. Over four decades, Citizen Advocacy has created more than 300 life-changing matches, and we currently support 66 ongoing relationships.

Citizen Advocacy is distinct in its foundational belief in the power of ordinary citizens to effect change. The program relies on individuals who voluntarily commit to making a difference, shifting the responsibility for change from paid professionals to the community itself. Unlike social service staff, our volunteer advocates are free from conflicts of interest and fully dedicated to their partners' best interests.

As our program grows, so do our expenses. To continue this vital work, we are seeking additional funding to support our expansion and launch a marketing campaign to raise awareness of our mission and its profound impact on the community.

**Funding request:** We are seeking funding to implement a comprehensive marketing and public relations campaign that will enable us to effectively tell our story, reach new funders, and recruit volunteers. This campaign will include targeted social media outreach, email marketing, and video production, all aimed at increasing our visibility and engaging a wider audience. With these efforts, we aim to strengthen our community presence, attract new supporters, and ensure the long-term success of our mission.

### **Description of key initiatives**

This grant will fund a comprehensive marketing and public relations campaign to significantly enhance Citizen Advocacy of Chester County's visibility and community engagement. Our key initiatives include:

1. **Social Media Campaign:** We will implement a strategic social media plan with consistent, targeted content to engage a broader audience. This initiative will include creating and sharing impactful stories of our advocates and partners, highlighting the positive changes they are making in each other's lives. Through platforms such as Facebook, Instagram, and LinkedIn, we aim to increase our followers, engagement, and reach new potential donors and volunteers.
2. **Video Production:** We will create a professional video that tells the story of Citizen Advocacy, illustrating our mission, impact, and the importance of community involvement. This video will serve as a key marketing tool to share our message across social media, email campaigns, our website, and at events, providing a powerful visual narrative that captures the essence of our work.

3. **Email Marketing Campaigns:** We will develop and execute targeted email campaigns to communicate directly with our current supporters and engage potential new donors and volunteers. These email blasts will highlight success stories, upcoming events, and ways to get involved, driving engagement and financial support.
4. **Branding and Promotional Materials:** To increase awareness and recognition of Citizen Advocacy, we will invest in branded promotional materials, including custom car magnets featuring our logo. These materials will be distributed at events and throughout the community to serve as constant reminders of our presence and mission.
5. **Hiring a Dedicated Marketing Strategist and Graphic Designer:** To ensure the success of these initiatives, we will hire a dedicated marketing strategist and graphic designer. This will allow us to create consistent, high-quality content that aligns with our goals and appeals to our target audience. By having professionals on board, we can optimize our outreach efforts and ensure accountability in our marketing campaigns. These initiatives will work together to increase awareness of Citizen Advocacy's mission, attract new supporters, and ultimately enhance our capacity to make even more life-changing matches in Chester County.

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

A specific need is a comprehensive marketing and public relations campaign to effectively tell our story, reach new funders, and recruit volunteers. We aim to convey our mission in a succinct and compelling way through social media, email newsletters, and video content. Our program's success is best demonstrated through the stories of those we've introduced into long-term, life-changing relationships.

For example, one of our advocates helped their partner obtain much-needed dental work, lower their bills, and create a budget. Another advocate supported a partner who was transferred from a group home in Philadelphia to a local nursing home with nothing but the clothes on her back. Her advocate ensured she received clothing, comfortable bedding, and even a television and CD player to enhance her quality of life. Recently, one of our advocates helped their partner find a new apartment, while another is working diligently to help a former prison inmate transition from a nursing home back to independent living. These relationships are transformative for both the advocates and their partners.

In a broader sense, a key achievement is our program's longevity, having reached our 40th anniversary while continuing to uphold our mission and principles. We are proud to have recently made more matches in a single calendar year than ever before, and we believe that with additional marketing and branding efforts, we can maintain this momentum. By reaching a wider audience, we can expand our impact, fostering even greater change in our community.

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

It is crucial to fund this capacity-building initiative now because Citizen Advocacy of Chester County is at a pivotal moment of growth and opportunity. We are experiencing an increase in demand for our services and a growing program. With more Citizen Advocacy matches being made than ever before, our need for visibility and community engagement has never been greater.

Investing in a strategic marketing and public relations campaign now will allow us to seize this momentum, expand our reach, and attract new funders, volunteers, and supporters. This campaign will help us tell our story more effectively, ensuring that more people understand the importance of our mission and the impact of our work. By increasing awareness and engagement, we will not only

strengthen our current efforts but also secure the long-term sustainability of our organization, enabling us to continue making a lasting difference in our community.

Now is the time to elevate our presence and connect with a broader audience so that we can continue to meet the growing needs of our program, enhance our impact, and build a more inclusive community for all.

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

***How will this capacity building initiative impact your nonprofit?*** This capacity-building initiative will have a transformative impact on our nonprofit, which has been a grassroots organization with a strong foundation for 45 years. The funds will enable Citizen Advocacy to elevate our efforts through enhanced marketing and branding strategies, positioning us to reach a broader audience and increasing awareness among potential donors and sponsors.

With proper marketing, we can effectively communicate our mission and the impact of our work, making it easier for potential supporters to connect with our mission. This will not only increase donor engagement but also attract new volunteers who are passionate about contributing to our events and mission. Ultimately, this initiative will strengthen our organization's visibility, foster stronger community connections, and ensure our continued success in serving our community for years to come.

***How will this impact be measured?*** To measure the impact of this project, we will implement a multifaceted approach, leveraging both internal tracking and external tools such as the company *Your Local Business Network*. This will allow us to monitor the reach and frequency of new subscribers, as well as track the acquisition of new online donors.

Internally, we will continue tracking key performance indicators that we already monitor, including the increase in donations and event attendance. These metrics will be reviewed regularly to assess the effectiveness of our outreach efforts and to ensure that our objectives are being met.

By combining these methods, we will have a comprehensive view of the project's impact, enabling us to make data-driven adjustments as needed to maximize our outcomes.

### ***Include a description of the expected activities: (see attachments)***

Your Local Network Social Media Marketing: \$500 a month (3 month campaign)

Delta E Photography: \$1500 promotional video

L and W Printing: Car Magnets \$1200 (500)

## **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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## 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