

CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

Date September 11, 2024

Contact Information

Organization Name: Kennett Area Senior Center
Address: 427 S. Walnut St., Kennett Square, PA 19348
Phone: 610-444-4819
Website: www.kennettSeniorcenter.org
Year Incorporated: 1972

ED/CEO Name: Stephanie K. D'Amico, MSW
ED/CEO E-mail: sdamico@kennettSeniorcenter.org
Board Chair Name: Karen Martin
Board Chair Approval (check here):

FEIN: 23-1943595

Primary Contact Name: Stephanie D'Amico
Primary Contact Email: sdamico@kennettSeniorcenter.org

Organization Information:

Field/s of Interest:

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

Mission:

Kennett Area Senior Center helps adults 50 and better live healthy, active, and independent lifestyles.

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

KASC serves 4 boroughs in Southern Chester County: Kennett Square, Avondale, Oxford and West Grove. The KASC also serves 12 townships in Southern Chester County, including: Birmingham, Chadds Ford, East Marlborough, Kennett Township, London Britain, London Grove, New Garden, New London, Newlin, Penn, Pennsbury and Pocopson.

Describe Population Served & Annual Number of People Served:

The target population includes seniors aged 50 to 95 years old who are nutritionally at risk, at risk for chronic illness, disability, homelessness; often live alone or in rural areas and are on low fixed incomes. For FY 23-24, 1,200 individuals were served.

Annual Budget \$ \$375,625

<u>4.75</u> # of Full-Time Equivalent Paid Staff	<u>14</u> # of Board Volunteers
<u>89</u> % of budget for program expenses	<u>240</u> # of Active Non-Board Volunteers
<u>9</u> % of budget for administrative expenses	<u>12,500</u> # of Volunteer Hours
<u>2</u> % of budget for fundraising expenses	
<u>100</u> % total	

Top 3-5 funding sources:

Chester County Dept. of Aging Services; Individual Donations; W.W. Smith Foundation; United Way SCC

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: \$ 2,500

Proposal Summary: The Kennett Area Senior Center is seeking grant funding to hire a development consultant to conduct a comprehensive Development Program Assessment. This assessment will evaluate critical areas of our fundraising efforts, including individual giving, the annual fund, major donor engagement, foundation and corporate grant activity, special events, and outreach through publications, website, and social media. Additionally, the consultant will review staffing, record-keeping, and administrative procedures, as well as participation by our Board of Directors and Development Committee. The overall goal is to identify opportunities for growth and ensure the long-term sustainability of the Kennett Area Senior Center.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

History: Founded in 1972, the Kennett Area Senior Center is a private community-based, not-for-profit organization that serves adults over 50 who live in more than 16 municipalities in southern Chester County, and beyond. Dr. Leonard Kanofsky and members of the Rotary Club of Kennett Square created the senior center out of concern for older local residents.

Goals:

1. Improve and strengthen KASC's facilities, organizational infrastructure, volunteer leadership and programming to better meet the needs of people 50 and older and their families in the greater Kennett area.
2. Expand programming to better meet the needs of a diverse population, including current participants, younger seniors, and their families.
3. Enhance the Culture of Philanthropy at the Center at all levels and increase the Center's fundraising capacity by recruiting and training more fundraising volunteers, improving the effectiveness of current fundraising initiatives, and developing new donors.
4. Expand the size and effectiveness of the Board and standing committees to provide improved oversight, support, strategic insights for growth and governance, and cultivation of new members.
5. Continue to rejuvenate and upgrade the Center's facilities.
6. Expand the Center's communications resources and strategies to improve community visibility and understanding of what the Center does.

Key achievements: Seizing an opportunity during the COVID closure, KASC secured significant funding and completed major renovations and upgrades to its facilities. When KASC resumed operations after the closure of 2 years, seniors returned quickly and attendance has rapidly increased. Over the past 2 years, over 60% of the Center's participants are new, having never received prior services. Many new programs have been implemented and the good news of a warm, welcoming community with diverse programming continues to spread throughout the community. Above all, we maintain a cohesive community where often overlooked individuals gather and make social connections which keep them happier and healthier.

Distinctiveness: The Kennett Area Senior Center is the only full-service organization in the Kennett area providing a myriad of services to low income older adults, including:

Nutrition programs including hot congregate meals each weekday at lunch, supplemental nutrition information and food in collaboration with the Chester County Food Bank including food boxes for home-bound older adults, special meal-focused events around Sunday dinners, birthdays, and special occasion lunches and dinners, and nutrition information taught by licensed nutritionists through workshops on such topics as diabetes and heart diets, medication and weight management.

Wellness programs include programs for physical health via expert-led classes, volunteer-driven activities, and collaborations with the YMCA for exercise and Kendal-Crosslands retirement community for aquatic exercise with a physical therapist. Mental health programs offered address loss of memory, concentration, depression, anxiety, and anger. These programs include professionally-led workshops on mindfulness and

mental health issues, support groups on the topics of bereavement, grief, and Alzheimer's, and memory-stimulating and resiliency programs. Services include one-to-one consultation by trained staff for information and assistance, expert help to improve financial stability including AARP tax preparation and Medicare, prescription drug and supplemental insurance consultation.

Lifelong Learning and Personal Empowerment through weekly structured classes and groups based on the interests of members. Topics include digital photography, arts & crafts, book club, technology assistance, book clubs, and AARP Safe Driver Course.

In fiscal year 23-24, over 70 unique programs were offered to participants.

2. Funding request

- **Description of key initiatives**

A Development Consultant will be hired to complete a Development Program Assessment that will include the following:

Individual giving and the annual fund

Major donors

Special Events

Publications and website

Public relations/outreach, including print and social media

Staffing, record keeping and administrative procedures

Participation by the Board of Directors and Development Committee

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

Improving the fundraising capacity of the Kennett Area Senior Center is crucial to ensuring our long-term sustainability and ability to meet the growing needs of our community. As demand for our services continues to rise, reliable funding is essential to maintain and expand our programs, support seniors, and address operational challenges. Enhancing our fundraising efforts will allow us to diversify revenue streams, engage more major donors, and increase individual and corporate contributions. Strengthening our capacity will also help us keep pace with changing donor expectations, improve public outreach, and ensure that we can continue to serve seniors in the most impactful and meaningful ways.

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

Securing this grant funding now is critical for the Kennett Area Senior Center as we face increasing demands for services and heightened financial pressures. With many seniors relying on our programs for essential support, we must act swiftly to strengthen our fundraising efforts to ensure the continuity and growth of these services. By funding a development consultant now, we can proactively assess and enhance our fundraising strategies, positioning us to attract more donations and diversify our funding sources.

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

The impact of this grant award will be measured through several key performance indicators. First, we will evaluate the effectiveness of the development consultant's recommendations by tracking increases in individual giving, major donations, and grant funding from foundations and corporations. We will also monitor improvements in the success and profitability of special events,

as well as enhanced engagement through our publications, website, and social media. Additionally, we will assess improvements in administrative efficiency, including more effective record-keeping and staffing procedures. Finally, we will gauge increased participation and involvement from the Board of Directors and the Development Committee, which will be crucial in sustaining long-term growth. Regular progress reports will be generated to track these metrics and ensure accountability.

- *For capacity building grant proposals:*

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

Improving our fundraising capacity will have a transformative impact on the Kennett Area Senior Center, enabling us to secure more consistent and diversified revenue streams. This will allow us to expand and enhance the programs and services we offer to seniors, ensuring we can meet the growing demand for support in areas such as health and wellness, lifelong learning and social engagement. A stronger fundraising capacity will also provide greater financial stability, allowing us to invest in staff, technology, and facility improvements. Additionally, it will help us to build stronger relationships with donors and community partners, leading to increased long-term support and collaboration. Ultimately, enhancing our fundraising efforts will empower us to better fulfill our mission and make a deeper, more lasting impact in the lives of seniors in our community.

- ***How will this impact be measured?***

Please see above section entitled: “How impact & results will be demonstrated”

- ***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.***

Please see attached proposal from Connie Carter, Consultant.

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. **FY 23-24 P & L and FY 24-25 P & L July and August**
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.

- Use this form @ www.chescof.org to apply online for grants from all Community Foundation Funds.
- **Email proposals to grants@chescof.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 grants@chescof.org with questions.