

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 9/13)

- ◇ 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. 13** 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)-698-8211** 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: Sow Good Now

Address: 3002 Tall Oaks Lane, Newtown Square

Phone: 215-820-2450

Website: www.sowgoodnow.org

Year Incorporated: 2018

FEIN: 83-0997543

ED/CEO Name: Mary Fischer-Nassib, C.A.P.

ED/CEO E-mail: Mary@sowgoodnow.org

Board Chair Name: Justin Lamborn

Board Chair Approval (check here):

Primary Contact Name: Mary Fischer-Nassib

Primary Contact E-mail:

Grants@sowgoodnow.org

Organization Information:

Field/s of Interest:

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

Mission: *To grow the next generation of philanthropic athletes by **building community** (between high school/college athletes paired with low income communities), **teaching philanthropy** (by sharing time, talents, treasures and ties through sports) **and inspiring impact** (by engaging them in a lifelong practice of giving and sharing with a spirit of generosity).*

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

Describe Population Served & Annual Number of People Served: Low and moderate income populations served, primarily minority communities, approximately 750 children annually.

Annual Budget \$500,000	1	# of Full-Time Equivalent Paid Staff
<input type="checkbox"/> 75 % of budget for program expenses	<input type="checkbox"/> 13	# of Board Volunteers
<input type="checkbox"/> 10 % of budget for administrative expenses	<input type="checkbox"/> 800	# of Active Non-Board Volunteers
<input type="checkbox"/> 15 % of budget for fundraising expenses	<input type="checkbox"/> 4000	# of Volunteer Hours student athletes
<small>100 % total</small>		

Top 3-5 funding sources: Finance Contact - Bobby DellaPolla, CPA - Treasurer (team@sowgoodnow.org)
Whitford Charitable \$12,000
Rafferty Subaru Share the Love \$22,500
Dakota Gives \$10,000
West Pharmaceutical \$10,000
Chester County Community Foundation \$11,000
Fundraisers - \$95,000
Private Donations - \$50,000

Is this grant proposal for: Capacity Building or General Operating ____?

If Capacity Building Proposal, the focus is:

____ Mission, Vision & Strategy ____ Governance & Leadership ____ Partnerships & Collaborations
X Fundraising, Development & Marketing ____ Technology Other: _____

Grant Amount Requested from the Community Foundation: \$7,500

Proposal Summary:

Dear Chester County Community Foundation,

We are writing to request funding support for a capacity-building initiative essential to the future growth and success of Sow Good Now. As our operations and donor base have expanded, it is critical to establish a robust and efficient management system to help us manage, retain, and grow our donor community.

Description of Key Initiatives: The primary objectives of this initiative include:

1. Development of a comprehensive Donor Management System.
2. Organization and optimization of our current donor database.
3. Establishment of a communication calendar and policy.
4. Creation of Grant Templates to streamline our fundraising efforts.

Specific Needs and Issues to be Addressed: To achieve these objectives, we seek to hire a consultant who will work 20 hours a week for 25 weeks. The consultant will be instrumental in building the necessary infrastructure and systems to support our fundraising and development activities. Their expertise will ensure that we can effectively manage our growing donor base and enhance our communication strategies.

Importance of Funding This Now: With the rapid growth of Sow Good Now's operations and donor base, the need for an efficient and effective management system is urgent. Funding this initiative now will enable us to implement a solid foundation that will support our current operations and future growth. Delaying this initiative could result in missed opportunities for donor engagement and revenue generation.

Impact and Results: The success of this initiative will be measured through the development of a detailed communication strategy and system, which will directly correlate to increased revenue generation. The impact will be demonstrated through improved fundraising outcomes and a higher number of donor interactions. Once the strategy and system are established, current employees will assume the role of maintaining and building upon these systems.

Capacity Building Impact: This capacity-building initiative is crucial for consistent and relevant communication with key donors, volunteers, and sponsors. By implementing this initiative, we anticipate an increase in our annual funding dollars. It will provide a structured approach to donor management, ensuring that we can sustain and grow our donor community effectively.

Measuring Impact: We will measure the impact of this initiative by comparing our fundraising outcomes before and after implementation. Additionally, we will track the number of donor interactions and engagements to evaluate the effectiveness of our communication strategies.

Expected Activities, Timeline, and Costs: The consultant will undertake the following activities:

1. Develop and implement a Donor Management System.
2. Organize and optimize the current donor database.
3. Create a communication calendar and policy.
4. Design and produce Grant Templates.

Timeline:

- Month 1-2: Assessment of current systems and development of the Donor Management System.
- Month 3-4: Organization and optimization of the donor database.
- Month 5: Establishment of the communication calendar and policy.
- Month 6: Creation of Grant Templates and final review.

Costs: The total cost for hiring the consultant is \$16,250 based on an hourly rate of \$65 for 10 hours per week over 25 weeks. This cost covers the consultant's expertise, implementation of the systems, and the creation of necessary materials. A grant of \$7,500 from the Chester County Community Foundation will be put toward this cost, and the balance will be covered by revenue generated by our fundraising efforts.

Consultant's Expertise: The consultant we plan to hire has extensive experience in nonprofit fundraising and donor management. Their expertise will be invaluable in ensuring the success of this initiative.

We are confident that with your support, Sow Good Now will be able to build the capacity needed to manage our growing donor community effectively. Thank you for considering our request. We look forward to the opportunity to discuss this proposal further and provide any additional information you may need.

Sincerely,

Mary Fischer-Nassib, CEO

Mary Fischer-Nassib
CEO, Sow Good Now
Mary@sowgoodnow.org
215-820-2450
www.sowgoodnow.org

CHESTER COUNTY COMMUNITY FOUNDATION

GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

Sow Good Now (SGN) was founded as a faith based 501©(3) in July 2018 by three mothers who are former collegiate athletes and who recognized the great disparity in resources available to youth while raising their athletic children. They saw a unique opportunity at the intersection of youth sports and youth philanthropy. The GiveBack Model was created as a space for the student athletes gifts to be shared. A new and sustainable ecosystem of philanthropic giving is established by bringing diverse community members together through the sports they love and integrating a spirit of generosity with active volunteerism and participatory grant-making.

The vision of SGN is to grow the next generation of philanthropic athletes and give young people opportunities to develop inclusive, strategic, and collaborative giving mindsets. According to The Sillerman Center, youth philanthropy programs are proven to benefit youth, communities, and the philanthropic sector overall. Even though there are fewer than 500 in the United States, youth philanthropy is a powerful way to create long-term impact.

SGN offers a comprehensive and innovative community service alternative for athletes and sports teams. Community service is often a pillar of many teams, but often they are asked to complete canned food drives or pack backpacks. Through GiveBack Clinics, SGN provides youth with a full circle, meaningful opportunity to use their heads (research), hearts (passion for a cause), and hands (sports skills) to uplift their communities and drive volunteerism and civic engagement.

Participating teams engage in a Philanthropy Training session to learn how to engage as community leaders, identify their passions and interest areas, and understand diversity and how they can harness their talents as an athlete to engage with the community around them. The commitment to Philanthropy Training brings a significant level of knowledge and the GiveBack Clinics create the personal interactions that are so important to spark the philanthropic urges in youth. These components combined have the power to lead to a lifetime of philanthropic engagement and a robust understanding of the diverse communities in which they live.

SGN identifies potential community partner organizations through personal connections with leaders and by looking where there is an opportunity for high impact. Communities served have low socio-economic status and limited opportunities for youth to engage in a variety of sports activities. A unique aspect of the partnership is that athletic teams not only develop the GiveBack Clinic in-person day of learning and fun but donate the needed athletic equipment. SGN engaged athletes in its GiveBack Clinics in the following service areas: Norristown, West Chester Borough, Chester, Philadelphia, and Coatesville. Sports utilized were football, squash, soccer, lacrosse, karate, tennis, swimming, ice hockey, volleyball, basketball, baseball, softball, and golf. Through thirteen GiveBack Clinics, over 750 youth from underserved communities were given 1 on 1 mentoring, sporting equipment, and empowerment. The relationships created provide social capital, sports and leadership skills, positive self-esteem, and healthy body messaging.

Additionally, teams engage in participatory grantmaking initiatives. They put what they have learned about philanthropy into action by developing fundraising initiatives, raising money, researching recipient organizations, and providing monetary grants. Athlete volunteers raised funds and selected causes that were important to them including pediatric cancer, mobile showers for the homeless, suicide prevention, youth and family empowerment in high-need areas, boys and girls club teen room remodel, mental health awareness, and more. In each instance, a partial award to the community partner was included. These youth-led grant-making opportunities are critical in the training of a sustainable cycle of philanthropy.

A grant will not only impact the lives of Chester, but it will also assist in growing the next generation of philanthropically minded leaders with a heart for service and the knowledge of how to most effectively impact the community around them. The diverse Board provides distinctive leadership. Additionally, President and Co-Founder, Mary Fischer-Nassib, C.A.P. has spoken on youth philanthropy locally and, as SGN enters its fifth year, the relationships and building of community bridges continues to thrive.

2. Funding request

- **Description of key initiatives – Development and Fundraising Support**
 - **Specific needs & issues to be addressed – We want to hire a consultant to build our Donor Management System, Organize our Donor database, set a communication calendar and policy, and create Grant Templates**
 - **Why it is important to fund this now? Sow Good Now operations and donor base have grown, and it is urgent that we establish an efficient and effective management system to help us manage, retain and grow our donor community**
 - **How impact & results will be demonstrated – Impact and results will be demonstrated through the development of a detailed communication strategy and system and the correlating revenue generation. Once the strategy and system are set, the role will be assumed by current employees.**
- *For capacity building grant proposals:*
- *How will this capacity building initiative impact your nonprofit? Consistent, relevant, communication with key donors, volunteers, sponsors is crucial, and this initiative will increase our funding dollars annually.*
 - *How will this impact be measured? We will compare our fundraising outcomes and record number of donor interactions*
 - *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. Attached*

III. ATTACHMENTS

E-mail or mail this support information

1. Copy of 501 (c) (3) federal tax-exempt letter (attached)
2. List of Board of Directors, with their affiliations (attached)
3. Most recent annual report & financial statement, audited if available (attached)
4. Itemized organizational operating budget with actual results for prior fiscal year & current fiscal year to date (attached)
5. If capacity building initiative, itemized budget (including external consultant's proposal, if applicable)(Attached)
6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why. (attached)

- 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.



July 31, 2024

Dear Chester County Community Foundation,

We are writing to request funding support for a capacity-building initiative essential to the future growth and success of Sow Good Now. As our operations and donor base have expanded, it is critical to establish a robust and efficient management system to help us manage, retain, and grow our donor community.

Description of Key Initiatives: The primary objectives of this initiative include:

5. Development of a comprehensive Donor Management System.
6. Organization and optimization of our current donor database.
7. Establishment of a communication calendar and policy.
8. Creation of Grant Templates to streamline our fundraising efforts.

Specific Needs and Issues to be Addressed: To achieve these objectives, we seek to hire a consultant who will work 20 hours a week for 25 weeks. The consultant will be instrumental in building the necessary infrastructure and systems to support our fundraising and development activities. Their expertise will ensure that we can effectively manage our growing donor base and enhance our communication strategies.

Importance of Funding This Now: With the rapid growth of Sow Good Now's operations and donor base, the need for an efficient and effective management system is urgent. Funding this initiative now will enable us to implement a solid foundation that will support our current operations and future growth. Delaying this initiative could result in missed opportunities for donor engagement and revenue generation.

Impact and Results: The success of this initiative will be measured through the development of a detailed communication strategy and system, which will directly correlate to increased revenue generation. The impact will be demonstrated through improved fundraising outcomes and a higher number of donor interactions. Once the strategy and system are established, current employees will assume the role of maintaining and building upon these systems.

Capacity Building Impact: This capacity-building initiative is crucial for consistent and relevant communication with key donors, volunteers, and sponsors. By implementing this initiative, we anticipate an increase in our annual funding dollars. It will provide a structured approach to donor management, ensuring that we can sustain and grow our donor community effectively.

Measuring Impact: We will measure the impact of this initiative by comparing our fundraising outcomes before and after implementation. Additionally, we will track the number of donor interactions and engagements to evaluate the effectiveness of our communication strategies.

Expected Activities, Timeline, and Costs: The consultant will undertake the following activities:

5. Develop and implement a Donor Management System.
6. Organize and optimize the current donor database.
7. Create a communication calendar and policy.
8. Design and produce Grant Templates.

Timeline:

- Month 1-2: Assessment of current systems and development of the Donor Management System.
- Month 3-4: Organization and optimization of the donor database.
- Month 5: Establishment of the communication calendar and policy.
- Month 6: Creation of Grant Templates and final review.

Costs: The total cost for hiring the consultant is \$16,250 based on an hourly rate of \$65 for 10 hours per week over 25 weeks. This cost covers the consultant's expertise, implementation of the systems, and the creation of necessary materials. A grant of \$7,500 from the Chester County Community Foundation will be put toward this cost, and the balance will be covered by revenue generated by our fundraising efforts.

Consultant's Expertise: The consultant we plan to hire has extensive experience in nonprofit fundraising and donor management. Their expertise will be invaluable in ensuring the success of this initiative.

We are confident that with your support, Sow Good Now will be able to build the capacity needed to manage our growing donor community effectively. Thank you for considering our request. We look forward to the opportunity to discuss this proposal further and provide any additional information you may need.

Sincerely,

Mary Fischer-Nassib C.S.P.

Mary Fischer-Nassib
CEO, Sow Good Now
Mary@sowgoodnow.org
215-820-2450
www.sowgoodnow.org

