

# I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

**Date:** September 10, 2024

**Contact Information**

Organization Name: Avon Grove Education Foundation  
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 Phone: 610-405-5729  
 Website: www.avongroveducationfoundation.org  
 Year Incorporated: 2017  
 FEIN: 82-1953602

ED/CEO Name: N/A  
 ED/CEO E-mail:  
 Board Chair Name: Andrea Vaughn  
 Board Chair Approval (check here):   
 Primary Contact Name: Andrea Vaughn  
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**Organization Information:**

**Field/s of Interest:**

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

**Mission:**

Mission	The Avon Grove Education Foundation is an independent non-profit organization whose mission is to support students with the tools and resources needed to be future ready Avon Grove graduates.
Vision	In order to empower students, the Avon Grove Education Foundation’s vision is to engage the community and provide expanded educational opportunities for the success of all students.
Values	The values of the Avon Grove Education Foundation are: innovation, collaboration, equity, inclusion, and empowerment.

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

Avon Grove School District - The District is located in a rural-suburban setting 34 miles southwest of Philadelphia and 18 miles northwest of Wilmington. Avon Grove covers 67 square miles and consists of 7 municipalities; they include New London Township, London Grove Township, London Britain Township, Penn Township, Franklin Township, Avondale Borough and West Grove Borough.

**Describe Population Served & Annual Number of People Served:** Student Demographics (roughly 5100 students): 67 percent Caucasian; 27 percent Hispanic; 2 percent African American; 2 percent Asian; and less than 1 percent both American Indian/Alaskan Native and multi-racial.

**Annual Budget** \$ 134,334      0 # of Full-Time Equivalent Paid Staff  
93 % of budget for program expenses      18 # of Board Volunteers  
3 % of budget for administrative expenses      0 # of Active Non-Board Volunteers  
4 % of budget for fundraising expenses      ~1500 # of Volunteer Hours  
100 % total

**Top 3-5 funding sources:**

Donations from corporations and nonprofit organizations, individual community members, and Fundraising events

**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:**    \$ 5000

**Proposal Summary:** Avon Grove Education Foundation seeks a Capacity Building Grant from CCCF in order to more fully respond to the marketing, brand awareness and communication needs surrounding our organization to thoroughly integrate all related systems as well as enhance current systems while continuing to fund teacher grant requests for students.

**II. CHESTER COUNTY COMMUNITY FOUNDATION  
GRANT PROPOSAL NARRATIVE**

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

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

The Avon Grove Education Foundation was founded in 2017 to expand and enhance educational opportunities for Avon Grove students. We seated our first Board of Directors in early 2018. Our volunteer Board consists of a variety of community members, teachers, parents, and students who are committed to making our local education the best it can be, and are dedicated to ensuring all Avon Grove students are supported to achieve their dreams.

The Foundation relies solely on money collected through generous donations by corporations, local businesses, parents, and community members. Board members serve to bridge local businesses and individuals who seek to support our local schools both by building relationships between our students and schools, and by contributing monetarily to fund innovative learning opportunities.

Our objectives are as follows:

- Engage business and community partners in support of the Avon Grove School District and the academic achievement of all students.
- Provide funds for innovative programs which are beyond the immediate financial resources of the school district. Act as a “kick start” investor for new programming for students.
- Generate a spirit of local enthusiasm and support for our individual schools and our district as a whole.
- Create connections between our parents, community members, local businesses, and our students.
- Provide a vehicle to facilitate tax-deductible contributions for the benefit of our schools.

Teachers are our primary conduit to understanding the unmet needs of the students, and we receive a regular stream of grant requests from teachers, describing what gaps exist in their curriculum in terms of materials, programs or other resources. Our intent is to fulfill these requests in order of priority on an ongoing basis. Some examples of filled grant requests include:

- Drone Team equipment to expand the team into the younger elementary school grades
- Lego Robotics Grant for the middle school to create the first robotics team
- Kindergarten dramatic play areas to foster collaboration, speaking, listening and social skills
- Sensory walks to encourage cognition and regaining focus to learn

Since these grants fund teacher needs outside of the standard district budget, our organization is able to prioritize funding to meet teacher needs as they test programs which may be funded by the district in a longer term.

**2. Funding request**

- **Description of key initiatives**

The Avon Grove Education Foundation (AGEF) seeks a capacity building grant in order to invest in a comprehensive plan which would enable our fundraising activities to be efficient and effective while directing other raised money directly to teachers and students. We desire to build the repertoire of tools to engage donors, community and build relationships which continue the success of these efforts.

AGEF recognizes the importance of raising awareness to the cause, raising funds, and driving donor commitment as well as recurring donation pledges. Through the funds awarded in this grant, AGEF plans to continue the use of Content Creation, Content Delivery and Audience Building tools in addition to a new client relationship system.

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

AGEF seeks software which would improve the ability to share brand awareness, increase potential funding opportunities to fulfill teacher requests, and advise for the opportunity of consistent contribution. This capability would strengthen the effectiveness of our non-profit organization.

**Grant Title: Marketing Capability Platform Grant**

*Content Creation*

- Marketing Design Software -This software allows the current board to create brand awareness within a shared software system familiar to those with a graphics background and in place to create marketing pieces for the organization. This shared software system will allow continuity of marketing efforts across the organization and for future board members to utilize.

*Content Delivery*

- Direct Marketing Software - The purchase of this software would eliminate limitations on functionality and scale of communication.
- Social Media Integration and Management - This software allows simultaneous posts on all platforms in one action. Increases the efficiency and consistency of communication along with tracking analytics to make marketing more effective.

*Audience Building*

- Client Relationship Management System – The Donor Perfect suite of tools have been chosen by the AGEF Board to pursue a broader engagement strategy and to deepen the connection with the community.

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

AGEF has been fortunate to develop relationships with the district, its staff, and the community. While still in the early years of the organization, AGEF seeks to take next steps to ensure solidified partnership and continued brand awareness.

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

AGEF understands the need to have specific outcome measurements in place to ascertain the betterment of the beneficiaries' experience with the non-profit. In the case of AGEF, the beneficiaries are the students of the school district, however, there is still a responsibility to the donors.

First, the results of the CCCF grant will be demonstrated by implementation of the software programs which will expand the efficiency and effectiveness of the operations of the Foundation. Several of these software programs have been in use for about four years and some would be newly implemented.

Second, the donor engagement software products will encourage an interconnected message among all platforms by which AGEF can continue to build its brand and attract new donors. These products will also allow AGEF to consistently connect with current donors so that they have a feeling of belonging and impact.

Finally, reconversions of donors, essentially donors who donate more than once, will be tracked to ensure their retention.

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

AGEF is poised for a successful positive impact on the Avon Grove community and schools and is looking for this grant award to support the tools necessary to enhance the organizational efficiency, organize sustainable growth, and to encourage stronger governance of information and record-keeping.

- *How will this impact be measured?*

This impact will be measured by data which proves increased donors and reconversion of donors. Additionally, the impact will be measured by the implementation of the software systems to full functionality and use by the Board.

- *Include a description of the expected activities; timeline & costs to implement the initiative.*

As described above, the cost and timeline are as follows:

**Content Creation**

Marketing Design Software - \$150/year for Canva

**Content Delivery**

Direct Marketing Software - \$360/year for web hosting

Marketing Initiatives - \$500/year for general services

**Audience Building**

Donor Perfect Software - \$6828 for three years which includes 4 free months additional (40 months)

While this budget is over the requested amount for the grant, AGEF recognizes that the grant limit is \$5000. AGEF plans to reapply for grant awards or use Foundation funding after the conclusion of the CCCF grant.