CHESTER COUNTY
community
FOUNDATION

28 W. Market Street, Lincoln Biography Building
West Chester, PA 19382
610.696.8211 www.chescocf.org

Let your legacy
make a difference in
Chester County

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)	Fund for Chester County Capacity Building Grants (Due 9/11)
◊ Grants **focus on Chester County** causes & issues, but are not limited to Chester County.	◊ For eligibility in this grant program, nonprofits must be **located in & serve 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)	◊ Nonprofits **budgets** must be **$500,000 or less.**
◊ **General operating** grants are encouraged. Nonprofits should be specific about their mission, goals, & measurable outcomes.	◊ 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: o Mission, Vision & Strategy o Governance & Leadership o Partnerships & Collaborations o Operations & Technology o Fundraising, Development & Marketing
◊ Proposals can be submitted <u>anytime all year</u>.	◊ Proposals submitted between <u>July 1 - Sept. 11</u> are eligible for consideration.
◊ Grant decisions are made **intermittently** all year, as Fund Advisors desire.	◊ Grant **awards** typically range from **$500-$5,000**, with monies distributed by **February.**
◊ Grant **awards** typically range from **$500-$7,500.**	

- 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 <u>must be</u> charitable, tax exempt organizations with 501(c)(3) certification & <u>cannot</u> be individuals.

Please contact Grants Administrator **Kevin Baffa** at **(610) 696-8211** 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: 9/10/2024

Contact Information

Organization Name: Easttown Library Foundation
Address: 720 First Avenue, Berwyn PA 19312
Phone: (610) 644-0138
Website: www.easttownlibrary.org
Year Incorporated: 1996
FEIN: 23-2835534

ED/CEO Name: Amber M. Osborne
ED/CEO E-mail: aosborne@ccls.org
Board Chair Name: Maryann O'Conor
Board Chair Approval (check here): ☒
Primary Contact Name: Nancy Kang
Primary Contact E-mail: nkang@ccls.org

Organization Information:
Field/s of Interest:

_x__ Arts, Culture & Humanities   ___ Environment/Animal Welfare   ___Education
___ Health   ___ Human Services   ___ Religion

Mission:

The Easttown Library Foundation was established in 1996 as a separate and independent §501(c)(3) organization. Its sole mission is to support Easttown Library by raising funds through its Annual Fund for the library's annual operating budget, assisting with grant funding, and growing the Endowment Fund and planned giving program to ensure the library's long-term financial stability.

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

The Easttown Library is a medium-sized municipal public library in Berwyn, Pennsylvania, and one of 18-member libraries of the Chester County Library System ("CCLS"). Its mission is to provide reading and learning opportunities while supporting economic and cultural engagement for our community in a manner that supports evolving needs. The library's direct service area is Easttown Township and, together with the Tredyffrin Public Libraries, the Tredyffrin/Easttown School District. Through its partnership with CCLS, Easttown Library also shares its collections and services with all Chester County residents. It serves all members of the community without regard to age, race, socio-economic status, or sexual orientation.

Describe Population Served & Annual Number of People Served:

According to US Census estimates as of July 1, 2023, the population of Easttown Township is 11,051. The data also shows that the racial composition of the population is 83.3% Caucasian, 11.3% Asian, 1.0% Black or African American, 3.6% Hispanic or Latino, and 4.1% of two or more races.

Easttown Library has 8,509 library card holders. As of August 2024, the library has had 11,040 visitors per month, averaging 396 people daily. In 2023, there were a total of 114,261 library visits while the library was open for a total of 3,035 hours, which is an average of 37 people per hour.

Annual Budget
Easttown Library Foundation:

$__36,210_____ ___1_____ # of Full-Time Equivalent Paid Staff
__23.9_____ % of budget for program expenses ___9____ # of Board Volunteers
__24.7_____ % of budget for administrative expenses ___0____ # of Active Non-Board Volunteers
__51.4_____ % of budget for fundraising expenses ___250___ # of Volunteer Hours
   100   % total

Easttown Library:
$_1,287,195.33_____ ___7_____ # of Full-Time Equivalent Paid Staff
_97.7_____ % of budget for program expenses ___7_____ # of Board Volunteers
_2.3_____ % of budget for administrative expenses _22_____ # of Active Non-Board Volunteers
___0_____ % of budget for fundraising expenses _670_____ # of Volunteer Hours
   100   % total

Top 3-5 funding sources:
- The Easttown Library Foundation provides 10.9% of the funding for Easttown Library's annual budget.
- The Friends of Easttown Library, a volunteer-based non-profit organization that is dedicated to supporting and promoting the library through special events and community programs, contributed 2% of the library's annual budget in 2024.
- The primary source of revenue for the library is from a mix of local, county and state government sources (74.4% in 2024; 76% in 2023; 74% in 2022).
- Revenue from fees (e.g. fax and printing, meeting room rentals, notary public, and passport acceptance), fines and miscellaneous donations from individuals is projected to comprise 11% of the library's 2024 budget.

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

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: $ _5,000_____

Proposal Summary:
The member libraries of CCLS share the e-platform Libby through which cardholders of each of the 18 libraries access e-books and e-audiobooks. Easttown Library has committed significant resources over the past several years to build this shared collection. The popularity of e-materials grows significantly year by year. Respondents to the annual CCLS and the library's June 2024 strategic plan surveys overwhelmingly requested more e-titles and e-audiobooks in order to reduce wait times and to have an even more diverse selection of e-titles and e-audiobooks to choose from.

Easttown Library has committed $65,000 of its annual budget for the acquisition of e-materials. As of August 2024, 35% of the total items borrowed, or circulated, from the library is e-books and e-audiobooks. This percentage will continue to increase by the end of 2024. In 2023, e-books and e-

audiobooks comprised 44% of the total items borrowed. It also should be noted that in 2023, 28% of the 3,750,753 million items borrowed from all 18 libraries of the CCLS were e-books and e-audiobooks.

The dramatic increase in the use of e-materials began with the pandemic in 2020 because it provided round-the-clock accessibility. The demand for digital content has not slowed down. The library is finding it difficult to continue to meet the public's voracious appetite for e-materials due to its higher cost structure and licensing demands. Unlike traditional physical copies of books, Easttown Library must repeatedly pay for the licensing fees associated with each individual e-title once licensing or metered access is met. Currently, the average wait time for an e-book or e-audiobook is 41 days.

Grant funding from Chester County Community Foundation would help alleviate the budgetary constraints of maintaining and enhancing the library's digital collection. Easttown Library Foundation, therefore, is respectfully requesting a grant in the amount of $5,000 to underwrite and augment the Easttown Library's current digital collection on the Libby platform.

II. CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL NARRATIVE
Provide clear, concise information. 3 pages maximum.

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

Since 1905, Easttown Library has served the Berwyn community first as a reading room and now as an invaluable community connector. The library continues to provide unfettered access to countless reading, learning and engagement opportunities. As of August 2024, the library has had 11,040 visitors per month, averaging 396 people daily.

Easttown Library has a physical collection of almost 46,000 items in a variety of formats and shares an online digital collection through the Libby platform with the other 17-member libraries of CCLS. The library has the distinction of being the first library in Chester County to offer a comprehensive list of non-traditional materials as part of its Library of Things collection. The Library of Things includes museum passes to regional attractions, portable tech devices, projectors, metal detectors, crafting tools, Rokus with streaming services, outdoor games, videogaming systems, and so much more. Since its launch in February 2023, the Library of Things has been well-received by library users, resulting in the further expansion of this collection based on community needs. Other CCLS libraries has since followed Easttown Library's lead by developing or enhancing its own Library of Things.

The library offers high-quality experiential programs for toddlers, elementary-aged youth, tweens/teens and adults on wide-ranging topics including pre-literacy, literacy, STEM, history, financial matters, and health and wellness. In 2023, 17,316 people attended 787 library programs. As of August 2024, the library has offered 455 programs for all ages with 11,475 attendees.

Easttown Library also is a provider of numerous convenient services. These services include meeting room rentals, passport application acceptance, test proctoring, notary public, fax and copiers, computer access, free Wi-Fi, and mail order delivery service of requested materials to homebound library users.

Easttown Library established the Easttown Library Foundation as a separate and independent §501(c)(3) organization in 1996. The Foundation oversees a robust fundraising program, including an Endowment Fund. The library through the Foundation was an early proponent of the establishment of an endowment fund to provide a reliable self-funding revenue stream for the future of the library. The Endowment Fund was created in 2010 in partnership with Chester County Community Foundation, serving as the cornerstone of the Foundation's planned giving program.

2. **Funding request**
   - **Description of key initiatives**
   - **Specific needs & issues to be addressed**
   - **Why it is important to fund this now**
   - **How impact & results will be demonstrated**

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

Easttown Library Foundation is respectfully requesting a grant in the amount of $5,000 on behalf of Easttown Library to purchase additional e-books and e-audiobooks to further expand the digital collection in order to meet the significant increase in demand.

Ensuring the availability of e-materials requires purchasing licenses of digital versions of books and audiobooks. The licenses are not uniform in nature. Some are perpetual while others expire after a specific amount of uses or time period. Usage is based on one-person borrowing one e-title. Once the number of uses has been met or the time period has expired, Easttown Library must repurchase the license of the e-title or e-audiobook at full cost. ***Unlike a one-time cost for the purchase of a physical book, the library must pay double, triple, or more, for the continued availability of the same e-title.***

The cost of licenses also varies greatly. At the high end, an e-audiobook license can cost as much as $100. E-book licenses range from as little as $1.99 to as much as $115. Ideally, each member library of CCLS supports the digital collection on Libby based on its cardholders' share of use of the overall collection, but budget constraints and other priorities can interfere with this standard for funding. Based on its assessment of the strong growth in demand for digital copies over the past several years, Easttown Library has purchased many more licenses than its users' share.

In 2024, the library budgeted $65,000 for digital content on the Libby app. It already has expended $46,283 and expects to spend roughly $5,000 over the total budged amount by the end of the calendar year. In 2023, the library used $60,000 on this particular area of its collections.

Funding now is paramount to keep pace with the continually growing demand for e-materials. According to the American Library Association, the percentage of growth in borrowing e-materials nationally is approximately 34% from 2019 to 2023. Similarly, CCLS has experienced an estimated 30% increase in use of e-materials for the same time period. To meet this significant increase in usage of e-materials, the library must continue to purchase licenses for new titles, add more copies of popular e-titles, and repurchase licenses for e-titles whose licenses are about to expire. The goal is to strengthen the digital collection by providing a wide ranging and diverse selection of e-materials for all

interests and ages and to decrease readers' wait times for the popular e-titles which are in even greater demand.

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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Connecting people who care with causes that matter,
so their legacies make a difference.

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