

## 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: Charels A. Melton Arts and Educ Cen  
Address: 501 East Miner Street

Phone: 610692-9290

Website: [www.meltoncenter.org](http://www.meltoncenter.org)

Year Incorporated: 1918

FEIN:23-1381358

ED/CEO Name: Kenneth Winston

ED/CEO E-mail:

[kwinston@meltoncenter.org](mailto:kwinston@meltoncenter.org)

Board Chair Name: DR. Koreem Bell

Board Chair Approval (check here):

Primary Contact Name: Ken Winston

Primary Contact E-mail:

[kwinston@meltoncenter.org](mailto:kwinston@meltoncenter.org)

### Organization Information:

#### Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

**Mission:** The Mission of the historic Charles A. Melton Arts and Education Center is to contribute to the quality of life for all people of the greater West Chester community by continuing its long commitment of providing educational, recreational, cultural and civic services.

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

The East of West Chester is our primary service area, we do get a small percentage from Coatesville, Downingtown and southern Chester County residents.

#### **Describe Population Served & Annual Number of People Served: 4,414 per annual**

The Melton Center serves a historically Black (including an increase in Latinx families) community where the poverty rate is 46.9%, close to four times the state average, and especially alarming when compared to Chester County's overall poverty rate of 6.3%. Approximately 65% of the Melton Center's constituents are from low-income families headed by single women. As a comprehensive, community-based organization, the Center provides critical and holistic support to address many needs of the community including a community garden program; athletic and recreational programs; youth mentoring; food insecurity (snacks & Friday meal program through FOSCI); addiction (AA & NA meetings held on our campus); chronic disease (informational sessions); and our signature academic and social-emotional New Directions After School Program and summer STEAM program. These programs attempt to close the gaps which lead to inequity between the haves and the have-nots. In addition, in July 2019, PHFA awarded the Melton Center, 1.23 million dollars in annual tax credits to allow for the construction of a 14.9 million-dollar affordable housing complex, the Melton Center Apartment Development, consisting of 51 apartments and townhomes for individuals making between 20% and 80% Area Median Income. The Melton Center is increasing available affordable housing while continuing to carry out Dr. Pinckney Hill's vision to address the unmet needs of citizens who were traditionally marginalized by and disenfranchised from society based on their economic status, gender, or race. The Melton Center will

provide services for the people living in this affordable housing complex. Describe the organizations history of Black leadership.

**Annual Budget** \$ 691,567

37 % of budget for program expenses

59 % of budget for administrative expenses

5 % of budget for fundraising expenses

*100 % total*

3 # of Full-Time Equivalent Paid Staff

13 # of Board Volunteers

120 # of Active Non-Board Volunteers

750 # of Volunteer Hours

**Top 3-5 funding sources:**

**American Rescue Plan Act**

**United Way of Chester County**

**Rite Aid Foundation**

**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: \$5,000.00**

**Proposal Summary:** We are proposing to host a community wide fundraising campaign to officially renew our mission statement, rebrand our name and rebrand our business name. We are asking for a grant that supports that effort. We will need new signage and other name change materials to execute this action plan. The signage will be the introduction to the campaign and will be used to spearhead a fundraising campaign. The Melton Center has an executive director, an office manager and a facilities manager. Our biggest challenge is we do not have a grant writer or development director. Our programs have exceeded our staffing. We are asking for \$5,000 to hire an event coordinator to help the Melton Center to host a fundraiser event to have to raise funds for our name change gala in the spring of 2025. The funds we raise will go towards meeting our fundraising goals for 24-25,

**II. CHESTER COUNTY COMMUNITY FOUNDATION**

**GRANT PROPOSAL NARRATIVE**

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

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

The mission of the Charles A. Melton Arts and Education Center is to contribute to the quality of life of all people in the greater West Chester community by continuing its long commitment to providing educational, recreational, cultural, and civic services.

The Melton Center celebrated its 100<sup>th</sup> anniversary in 2018, and the Executive Director and Board of Directors are committed to a strategic plan to fulfill this mission in ways that will powerfully impact both the marginalized community we serve and the community at large for the next 100 years.

The Melton Center received its Articles of Incorporation in August of 1918 on a commitment to provide cultural, arts, recreation and educational opportunities for African Americans that were undeserved and marginalized. The initial meetings were held at the WC YMCA that was also attended by West Chester Quakers. The founder **Dr. Leslie Pickney Hill** who was the President of Cheyney University wanted to maximize these opportunities providing an organization that allowed African Americans to learn, play and socialize in a safe space.

In 1934, a building was erected to serve said purpose, despite the depression and social unrest, other leaders such as **Charles A. Melton** (Executive Director in the 60's, 70's and early 80's) rallied to stand up for civil rights but also provide opportunities in the West Chester area. Dr Leslie Pickney Hill and the founding Board originally named the building the West Chester Community Center.

85% of the families that we serve qualify for free or reduced lunch under federal guidelines. 84% of our client population is African American while 14% are Hispanic or Latino and 2% are Caucasian. Our clients often lack certain resources when compared to the rest of the borough of West Chester. Most of our clients come from the immediate area in which we are located. The lower east end of West Chester has a higher occurrence of single-parent households, lower-income families, and lower education attainment levels. While our mission is to contribute to the quality of life for all borough residents, our primary focus is usually those who need it most.

The Melton Center started to lose focus in the early 90's having issues with receiving consistent funding and implementing mission-based programs. In 2009, there was some evidence of terminal decline which presented internal and external issues. At this time, a new Board president and new volunteer Executive Director along with the current Board saw this as an opportunity to implement new intentional programs. Prior to 2006, the multipurpose room was named in honor of Melton, while the theater was named in honor of Pinckney. However, once the West Chester Community Center was renamed in 2006 to the Charles A. Melton Arts and Education Center, there arises an opportunity to rename the multipurpose room and the theatre.

## **2. Funding request**

### **• Description of key initiatives**

Hire an event coordinator for annual fundraising event in the spring of 25  
Purchase name change signs for name change

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

The Melton Center needs to facilitate a fundraising campaign to meet their budget numbers for 24—25. This would allow the Center to address several issues at the same time. We will change our name to West Chester Community Center, create naming right opportunities and officially change the mission statement.

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

The official name change and the naming rights create an opportunity to create a buzz and a splash while raising needed funds to maintain our growth and increase fund raising efforts

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

The impact will be demonstrated by the number of donors, volunteers, and friends attending the event. The impact will be demonstrated by the amount of funds we raise to assist us in making our 24-25 budget. We will increase donor engagement while increasing our fundraising percentage compared to overall budget. We will impact increased revenue, expanding funding sources while improving our financial stability. We will enhance our reputation and strengthen our relationships with donors, volunteers, program participants and the community in general. A successful event can also boost morale and encourage and volunteers to continue their work.

- *For capacity building grant proposals:*

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

Increase our fundraising revenue while increasing new individual, corporate, sponsors and name recognition donors. One of our goals is to improve our fundraising process while increasing and building donor engagement.

- *How will this impact be measured?*

*We would measure the impact by assessing the event's effectiveness in achieving broader goals such as building relationships, increasing brand awareness and generating long-term support. We would measure net proceeds, cost per dollar raised, donor acquisition cost. Other metrics include attendee satisfaction, donor retention rate, volunteer engagement and social media engagement.*

- *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.*

*The Melton Center will host an April 2025 Spring Gala with the expectation of 250 individuals attending in anticipation of raising \$50,000. We will hire a fundraising consultant and have bi-weekly planning meetings. The consultant will be paid \$5,000 and we have already identified the consultant. The total cost of having this event will be \$2000 for entertainment, \$6,000 for food and drinks and \$2,000 for decorations. It will cost a total of \$10,000 to host this event and we would increase our fundraising by \$40,000. The venue would be at the Melton Center gymnasium.*