

## 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: Greater Philadelphia YMCA

Address: 400 Fayette Street, Conshohocken PA 19428

Phone: 215-963-3700

Website: philaymca.org

Year Incorporated: 1954

FEIN: 23-1243965

ED/CEO Name: Shaun Elliott

ED/CEO E-mail: shaun.elliott@philaymca.org

Board Chair Name: Ken Zekavat

Board Chair Approval (check here):

Primary Contact Name: Ronaldo Ribeiro

Primary Contact E-mail: Ronaldo.ribeiro@philaymca.org

## Organization Information:

### Field/s of Interest:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

**Mission:** The Greater Philadelphia YMCA (GPY)'s mission is to nurture children, strengthen families, and build communities to develop healthy spirits, minds, and bodies for all. Our core values of honesty, care, respect, responsibility, and inclusion guide all our operations in the fulfillment of our mission. For over 150 years, the YMCA movement has fostered a legacy of service in the Philadelphia region built upon the three pillars of youth development, healthy living, and social responsibility.

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

**Describe Population Served & Annual Number of People Served:** Annually, the GPY serves over 240,000 people across its geographic reach. Many of those served by the GPY come from diverse backgrounds and low economic standings. We continue to evolve our programming to address the needs and priorities of the communities we serve, always striving to embody our motto of "Y for All." The Phoenixville YMCA serves over 9,000 individuals per year.

<b>Annual Budget</b> \$ <u>100,612,086</u>	<u>513</u> # of Full-Time Equivalent Paid Staff
<u>3</u> % of budget for program expenses	<u>34</u> # of Board Volunteers
<u>95</u> % of budget for administrative expenses	<u>500</u> # of Active Non-Board Volunteers
<u>2</u> % of budget for fundraising expenses	<u>          </u> # of Volunteer Hours
<small>100 % total</small>	

**Top 3-5 funding sources:** Independence Blue Cross, Rutgers University, Best Buy 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:** \$\_\_\_7,500\_\_\_\_\_

**Proposal Summary:** The Greater Philadelphia YMCA requests general operating funding to support key initiatives at the Phoenixville YMCA branch. In accordance with our mission, the Phoenixville YMCA supports the overall health and wellbeing of Chester County citizens through its effective and high-quality programming. We are specifically requesting support for LiveStrong, our comprehensive fitness and community-building program developed specifically to serve the needs of cancer survivors.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

### **Organization History**

The YMCA was founded in England in 1844 to address the poor living conditions of youth flooding into rapidly industrializing London to find work. In ten years, the YMCA grew into a global movement, with the first YMCA coming to Philadelphia in 1854. In 1889, abolitionist and writer William Still founded the fourth Black YMCA in the country in South Philadelphia. It would go on to become the first Black Y to own its own building, when in 1914 it moved to its present site on Historic Black Doctors' Row on Christian Street. The Y has since become the birthplace of basketball and home to the world's first group swimming lessons. Our branches have served as meeting spaces for the Civil Rights Movement, and later on, safe and supportive places for any child to access remote schooling during the Covid-19 pandemic. Today the Greater Philadelphia YMCA (GPY) serves more than 240,000 people annually at 15 branches, 84 childcare sites, and a 1,100-acre camp in the Delaware Water Gap through programs in youth development, healthy living, and social responsibility. Our community extends from the City of Philadelphia to Berks, Chester, Delaware, and Montgomery counties in Pennsylvania, and Burlington and Camden counties in New Jersey.

### **Organization Mission / Goals**

The goals of the GPY are outlined in our mission statement. All of our programs have been intentionally and carefully designed to reach our main goal of nurturing children, strengthening families, and building communities to develop healthy spirits, minds, and bodies for all. We also strive to be leaders in youth development, healthy living, and social responsibility in our region. In accordance with our commitment of "Y for All," we strive to make our programming accessible and relevant to our members and their needs.

### **Key Achievements**

The GPY has reached many key achievements throughout our long history. We are the largest provider of childcare services in Southeastern PA, caring for approximately 1,500 0-5-year-old children each day. The Y offers state-certified and Keystone Star-ranked childcare programs at over 90 locations. Our summer camp programs serve more than 5,000 children, nearly 2200 of them receiving financial assistance to attend camp. The 7th Grade Membership Initiative guarantees every 7th grade student a free one-year membership at any Greater Philadelphia Y. The Y also offers college readiness, career readiness, and civic engagement programs such as Model UN, Out of School Time, and Y Achievers, an academic achievement/career development initiative purposed to help youth set and pursue higher educational and career goals, impacting more than 1000 teenagers each year. During the pandemic, the Y delivered critical services throughout the communities it serves, such as childcare relief for essential workers, blood drives and food distribution to children and families in need. The Y partnered with City of Philadelphia Department of Parks and Recreation to expand the impact of the program PlayStreets to provide structured learning and safe summer programming to more than 9000 kids and youth of inner-city Philadelphia. While schools were operating virtually, the Y partnered with several local school districts and created the Y Student Support Centers to guide small groups of kids on their remote learning school assignments, enjoy enrichment and physical activities while still following socially distancing protocols. The Y provides a variety of programs to reach all members of our community, such as: LIVESTRONG to provide

physical and socioemotional support to cancer survivors through a 12-week physical activity program designed to get them back on their feet; Safety Around Water, designed to help kids and adults learn water safety to prevent one of the leading causes of death for children under age 12; and FIT360, a combination of basic principles of exercise, positive psychology, and mindfulness to help participants establish healthier physical, emotional, and social habits.

### **Distinctiveness**

The Greater Philadelphia YMCA is distinct in its history, community roots, and capacity. Since 1954, the GPY has served the Philadelphia region with quality programming and resources for members to access healthy living. Throughout our decades of operation, the GPY has grown embedded in the communities of our branches. Each branch has a tangible sense of togetherness throughout members and staff, and our connection allows us to best serve the needs of each community. As a large organization, the GPY has the size and capacity to run complex, dynamic, and relevant programming.

### **Description of Key Initiatives**

The Phoenixville YMCA provides an array of programs and services for members. LiveStrong is a research-based physical activity and well-being program designed to help adult cancer survivors reclaim their total health. Participants work with Y staff trained in supportive cancer care to safely achieve their goals such as building muscle mass and strength; increasing flexibility and endurance; and improving confidence and self-esteem. Another key health initiative at the Phoenixville YMCA is Pedaling for Parkinson's, a specialized exercise group for individuals with Parkinson's disease designed to help reduce motor symptoms and build camaraderie between group members. Support groups for both those living with Parkinson's disease, their loved ones, and their caretakers are offered in tandem in accordance with the mission of fostering healthy spirits, minds, and bodies. In addition to these two key initiatives, the Phoenixville YMCA also offers childcare services, youth sports, activities for seniors, summer camp, and Y Achievers, a youth college-preparatory and career-readiness program.

### **Needs and Issues to be Addressed**

The Phoenixville YMCA is in need of funding for its LiveStrong program. These funds will go toward maintaining and possibly expanding the program to best meet the particular needs of cancer survivors in the Phoenixville area. As LiveStrong is free for all participants, members and non-members alike, outside support is crucial to its long-term success.

### **Importance of Funding**

The LiveStrong program has a proven track record of improving the quality of life for cancer survivors. The long-term effects of cancer are well-documented, and according to the American Cancer Society, they can include fatigue, trouble sleeping, and mental distress. LiveStrong supports cancer survivors at a critical time of healing, not only aiding in regaining lost strength but also building resilience for potential future complications. By focusing on the whole person and not just the disease, the program helps participants transition in spirit, mind, and body to their new stage in life without cancer. LiveStrong is accessible both physically and financially, highlighting the importance of funding this program.

### **Demonstration of Impact**

LiveStrong is a 12-week program including cardiovascular conditioning, strength training, balance, and flexibility exercises. According to a study conducted by scholars Liska and Kolen, "As a result of a cancer diagnosis and treatment, many cancer survivors

experience persistent physical, mental, and emotional symptoms that affect their quality of life. . . cancer survivors described their physical activity as improving their physical functioning and mental health, as a means of positive social engagement, and adding positivity to their daily life." The same paper states that exercise and a healthy lifestyle can be beneficial to adult survivors regardless of their type of cancer. Another study identifies four areas of life for cancer survivors that can be positively benefitted by physical activity, including "*physical* (e.g., managing the physical consequences of cancer and its treatment), *psychological* (e.g., evoking positive self-perceptions), *social* (e.g., feeling understood by others), and *spiritual* (e.g., redefining life purpose)," (Burke, et al.). The small group setting creates a tight-knit, supportive environment for participants, improving mental health outcomes and cultivating a sense of community during what can be an isolating time. Certified LiveStrong instructors work to directly address common issues facing cancer survivors and adapt traditional fitness training to the particular abilities of each participant. Fitness and quality of life assessments are conducted before and after participation to properly evaluate the impact. Referrals and medical clearance from a physician are required to begin in order to ensure that the LiveStrong program is the best option for each individual at that point in their recovery journey. Over the years of running this program, participants have expressed gratitude and satisfaction with the outcomes. As one LiveStrong participant describes,

"I could literally feel my body gaining strength not only during workouts as the weeks progressed, but in my everyday movements. I've practiced and learned to work hard to keep the mind/body connection strong. I can declare I am a cancer survivor and a Livestrong survivor - badges I proudly wear."

***We thank the Chester County Community Foundation funds for their consideration of this request.***

