

**I. CHESTER COUNTY COMMUNITY FOUNDATION  
GRANT PROPOSAL SUMMARY SHEET**

*One page only. This page will be shared electronically with Grant Panel Members & Fund Advisors.*

Date

**Contact Information**

**Organization Name:** Project ELEVATE Mobility,  
fiscally sponsored by Help Hope Live)  
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Radnor, PA 19087  
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**ED/CEO Name:** Rick Sherak

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**Board Chair Name:** Rick Sherak

**Website:** <https://helphopelive.org/campaign/21703/>  
**Year Incorporated:** 2024  
**FEIN:** 52-1322317

Board Chair Approval (check here):

**Primary Contact Name:** Jenny Quintana

**Primary Contact E-mail:**  
jenny@jcqcollective.com

**Organization Information:**

**Field/s of Interest:**

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

**Mission:**

Project ELEVATE Mobility restores dignity, independence, and confidence to people living with mobility loss by funding access to the Zeen—a revolutionary, U.S.-made mobility device that allows users to stand, walk, and live safely at eye level.

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

Philadelphia and Chester County, PA, with expanding impact nationwide.

**Describe Population Served & Annual Number of People Served:**

- Individuals with chronic disease, mobility disabilities, or injury (ages 9–80+)
- Families and caregivers supported by increased independence of loved ones
- To date: 24 Zeen recipients fully funded, 1,500+ Zeen devices sold commercially

<b>Annual Budget</b> \$ <u>43,000</u>	<u>2</u> # of Full-Time Equivalent Paid Staff
<u>90</u> % of budget for program expenses	<u>3</u> # of Board Volunteers
<u>7</u> % of budget for administrative expenses	<u>0</u> # of Active Non-Board Volunteers
<u>3</u> % of budget for fundraising expenses	_____ # of Volunteer Hours
<u>100</u> % total	

**Top 3-5 funding sources:**

1. Kelly Family Fund
2. Simon Crosby
3. G & A Ball Family Trust

**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

**Proposal Summary:**

Project ELEVATE Mobility seeks capacity-building support to expand its fundraising and donor engagement systems, ensuring more underserved individuals in Chester County gain access to the Zeen.

Funding will strengthen our development infrastructure—supporting donor cultivation, marketing outreach, and storytelling that connects local families with life-changing mobility solutions. By scaling fundraising capacity, we will double the number of Chester County residents served in the next two years.

## II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

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

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

Project ELEVATE Mobility (PEM) is a newly launched charitable foundation created by Exokinetics, the Philadelphia-based company that developed the groundbreaking **Zeen® mobility device**. In partnership with fiscal sponsor **Help Hope Live (EIN 23-7275283)**, PEM was founded to remove one of the most painful barriers faced by people with mobility loss: *the device exists, but insurance will not cover it*.

The Zeen is unlike any other mobility aid. It gently lifts a user from sitting to standing, allows upright walking, and enables people to safely engage at eye level—hands free, without fear of falling. It fills the gap between a walker and a wheelchair, offering restored independence and dignity.

**Our mission is simple: to ensure that cost never keeps someone from standing tall again.**

In just our first year, PEM has:

- Changed 24 lives, including 9-year-old twins with cerebral palsy who can now walk hands-free and safely, and Susan, a Chester County hairstylist with ataxia who returned to work and embraced her children while standing for the first time in years.
- Built a donor matching model that fosters dignity: recipients contribute what they can, and PEM matches up to \$2,500 toward their Zeen.
- Established daily demo programs and a waitlist of Chester County residents ready to apply.

What sets PEM apart is its unique combination of revolutionary technology + compassionate philanthropy. We're not just giving equipment—we're restoring freedom, confidence, and community belonging.

### 2. Funding request

#### Description of key initiatives

We are seeking a \$5,000 capacity-building grant to launch a Donor Engagement Pilot in Chester County. This initiative will strengthen fundraising systems, amplify recipient storytelling, and build a sustainable donor base to ensure more local residents receive the life-changing Zeen.

As part of this initiative, we are also developing a strategic plan with our consultants, JCQ Collective, to position Project ELEVATE Mobility for growth and sustainability. This plan will guide us in building the fundraising capacity to support a consistent flow of recipients each month.

In our first year, we have already funded 24 recipients. Looking forward, our goal is to raise \$600,000+ annually, enabling us to fund 20 Zeens per month—a scale that would allow dozens of Chester County residents and their families to reclaim independence each year.

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

1. Lack of insurance coverage: The Zeen retails for \$5,000, but no insurer will cover it. Without philanthropy, families are left without options.
2. Growing local demand: Applications from Chester County families are already waiting. Without donor growth, we cannot meet this need.
3. Early-stage infrastructure: As a first-year foundation, PEM requires systems for consistent donor cultivation, outreach, and stewardship.

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

Every month that passes, individuals continue to fall, remain isolated, or lose physical strength unnecessarily—when a proven solution exists. By funding this pilot now, CCCF will accelerate PEM's growth at a pivotal moment and ensure that Chester County families are among the first to benefit from expanded donor support.

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

- Donor Growth: Secure at least 20 new Chester County donors in 12 months.
- Recipient Impact: Fund 3–5 additional Zeens for Chester County residents within 12 months.
- Visibility: Deliver quarterly donor updates, videos, and testimonials showcasing real impact.

## **3.Capacity Building Elements**

### **How This Will Impact PEM:**

This initiative will professionalize PEM's fundraising capacity, laying the groundwork for long-term sustainability. With systems in place, we can scale donor support far beyond one-off gifts, ultimately doubling the number of Chester County residents served by 2026.

### **How It Will Be Measured:**

- Number of new donors engaged (target: 20+)
- Total funds raised from Chester County (target: \$25,000 in Year 2)
- Number of Zeens funded locally (target: 5 in Year 1, 10+ in Year 2)

### **Activities, Timeline & Costs:**

- **Month 1–3:** Engage fundraising consultant to design donor pipeline + messaging (\$2,500)
- **Month 3–6:** Launch Chester County storytelling campaign, highlighting Susan and other local recipients (\$1,500)
- **Month 6–12:** Host donor cultivation activities, distribute impact materials, and track donor/recipient outcomes (\$1,000)

**Total Request: \$5,000**

**Itemized Organizational Operating Budget**

**Note:** PEM is in its first year of operation. Prior-year actuals are not available. As a fiscally sponsored project, all funds are received and reported through Help Hope Live.

Category	Description	Annual Amount
Fiscal Sponsor Fees	Help Hope Live admin (3%) + processing (~2.65%)	\$2,400
Consultant (Fundraising)	Retainer for donor strategy + communications (\$1,800/mo)	\$21,600
Corporate Staff Support	Marketing/social media allocation (shared services)	\$12,000
Marketing & Outreach	Storytelling, print, and digital campaigns	\$5,000
Donor Engagement Activities	Stewardship events, cultivation tools	\$3,000
Miscellaneous/Contingency	Flexible fund for unplanned needs	\$2,400
<b>Total</b>		<b>\$43,000</b>

Allocation: **90% Program | 7% Admin | 3% Fundraising**

**Capacity Building Budget (Specific to \$5,000 Request)**

Line Item	Description	Amount
Consultant	Fundraising pipeline + donor cultivation	\$2,500
Marketing & Storytelling	Chester County campaign materials	\$1,500
Donor Outreach & Stewardship	Local donor engagement activities	\$1,000
<b>Total</b>		<b>\$5,000</b>

**Current Strategic Plan (Interim)**

As a newly established foundation, PEM does not yet have a multi-year strategic plan. A comprehensive plan will be developed in 2025, but we are currently guided by a **clear interim roadmap**:

1. **Expand Fundraising Capacity** – Build systems, pipelines, and donor cultivation practices.
2. **Increase Awareness Through Storytelling** – Share real recipient stories to inspire local giving.
3. **Serve More Chester County Residents** – Provide Zeens to at least 5 local recipients in 2025.

This \$5,000 capacity-building initiative directly advances that roadmap, positioning PEM for sustainable growth and greater local impact.

