

I.

CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

Date August 9, 2025

Contact Information

Organization Name: Treetops Kitty Cafe

Address: 305 West State Street, Kennett Square, PA 19348

Phone: n/a

Website: www.treetopskittycafe.com

Year Incorporated: 2006

FEIN: 20-5403519

ED/CEO Name: Kristine Baney

ED/CEO E-mail: treetopskittypres@gmail.com

Board Chair Name: Maria Boulden

Board Chair Approval (check here): ☐

Primary Contact Name: Stephanie Sauer

Primary Contact E-mail:

Treetopsdonorrelations@gmail.com

Organization Information:

Field/s of Interest:

☐ Arts, Culture & Humanities

☒ Environment/Animal Welfare

☐ Education

☐ Health

☐ Human Services

☐ Religion

Mission: Treetops Kitty Cafe's mission is to rescue the most at-risk but adoptable, lost, abandoned, or surrendered cats from high-kill shelters; to supply needed care and medical attention; to provide them with re-socialization in our cat cafe where they can interact with many humans and potential adopters in a safe and cage-free environment, and to place them in permanent adoptive homes where they will be loved and properly cared for. We pride ourselves in screening our potential adopters to ensure all adoptions are the right fit for pet and human.

Geographic Area Served *(If not all of Chester County, specify primary Chester County regions served):* Treetops Kitty Cafe serves Kennett Square and surrounding communities in Chester County, Delaware and Maryland. We transfer cats in from shelters located in Philadelphia, Chester County, and Maryland. The majority of individuals and families who adopt from Treetops Kitty Café live in Chester County. In fact, 73% of our Pennsylvania-based adoptive families—and 54% of all adoptive families—reside in Chester County. 74% of our adoptive families live in Pennsylvania, 16% in Delaware, and 3% live in New Jersey and Maryland. Of the data we have on those who donate, 63% reside in Pennsylvania and 77% of those donors are Chester County residents.

Describe Population Served & Annual Number of People Served: The primary population we serve is cats. Since 2017, when Treetops Kitty Cafe opened, 920 cats have been adopted to individuals and families. Approximately 500 of those cats were adopted into families who reside in Chester County, thus impacting the lives of 500 families in Chester County.

The number of cats who call Treetops their temporary home at any given time ranges from 9 to 25. As of July 25, 2025, Treetops is hosting 15 cats, three of which are in foster care for medical or foster-to-adopt reasons. While in foster care, Treetops pays for the food, kitty litter, and medical expenses of the cat. Treetops also provides the supplies necessary to foster a cat such as food and drink bowls, litter boxes and scoops, medications, and cat beds and toys.

Treetops Kitty Cafe is open 20 hours a week for visitors to spend time with the cats. These visitors are potential adopters or people who love cats and want to spend time with them. Because of our location in Kennett Square in Southern Chester County, the vast majority of our visitors are from the Kennett Square area, based on conversations with our visitors. (Precise statistical data is not available as Treetops does not require visitors to provide addresses.)

Treetops currently has both 30-minute and 60-minute time visitation options for guests. We are open 20 hours a week for visits with the resident cats and closed on Christmas, Thanksgiving, New Years, and July 4th. In 2024, Treetops Kitty Cafe had over 3000 reservations which translates to an average of 58 reservations a week, or on average, 12 a day. During Kennett Square's Mushroom Festival held in September, Treetops Kitty Cafe hosted 87 visitors over 10 hours, about 44 visitors a day. In the first half of 2025, we had over 1600 reservations which translates to approximately 30 visits per week, or on average, 12 a day. The 2025 Mushroom Festival occurred on September 6 and 7, and Treetops Kitty Cafe hosted 173 visitors on Saturday and 190 on Sunday over a total of 8.5 hours, far exceeding our expectations.

Treetops Kitty Cafe also hosts after-hours events including, Kitty Bingo Night, Paint Night with Cats, Quiet Hours with Cats, Purrfect Yoga, Kitty Crochet Club, and Silent Meow Book Club. Since January 2024 (through June 2025), we have hosted over 160 people to our after-hours events.

Annual Budget \$	158,890	1	# of Full-Time Equivalent Paid Staff
6	% of budget for program expenses	5	# of Board Volunteers
92	% of budget for administrative expenses	25	# of Active Non-Board Volunteers
2	% of budget for fundraising expenses	30	# of Volunteer Hours
100	% total		

Top 3-5 funding sources:

For the period ending May 31, 2025, our top three funding sources were:

Earned revenue and services (cafe visits, event revenue, adoptions fees)	\$28,830.14
Revenue Charitable Contributions (donations and grant awards)	\$20,422.50
Sales of Product Revenue	\$2,980.46

We also received \$1,846.08 in in-kind donations of food, toys, and supplies.

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: \$ \$8,424

Proposal Summary:

Treetops Kitty Cafe respectfully requests \$8,424 to upgrade our technology infrastructure by implementing a comprehensive CRM, fundraising, and volunteer management system through Bloomerang. This system will allow us to consolidate our current five separate databases—donors,

visitors, adopters, volunteers, and email subscribers—into a single platform, streamlining communication, outreach, and volunteer and event management, and enhancing donor engagement.