

## 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 **\$1,000-\$7,500**.

### Fund for Chester County Capacity Building Grants (Due 9/10)

- ◇ For eligibility in this grant program, nonprofits must be **located in & serve only 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. 10** are eligible for consideration.
- ◇ Grant **awards** typically range from **\$1,000-\$5,000**.

- 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 9/9/2025**

### Contact Information

Organization Name: West Chester University Foundation ED/CEO Name: Deb Cornelius

Address: 202 Carter Drive, West Chester, PA 19383

ED/CEO E-mail: [dcorneilus@wcufoundation.org](mailto:dcorneilus@wcufoundation.org)

Phone: 610-430-4152

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

Year Incorporated: 2000

FEIN: 23-3054174

Board Chair Name: Deborah J. Chase

Board Chair Approval (check here): x ☐

Primary Contact Name: Viviann Schorle

Primary Contact E-mail: [vschorle@wcufoundation.org](mailto:vschorle@wcufoundation.org)

### Organization Information:

#### **Field/s of Interest:**

☐ Arts, Culture & Humanities

☐ Environment/Animal Welfare

☒ Education

☐ Health

☐ Human Services

☐ Religion

Mission: **The Academic Success Program of West Chester University** is a special academic program dedicated to providing students admission to the university who show promise to be successful in college but who do not meet university admissions criteria. There are several means by which ensure student success. We have a mandatory five-week summer program during which students take two classes. We offer academic advising, professional and peer mentoring/learning support, wellness coaching, high-impact practices such as job shadowing and other experiential learning opportunities and co-curricular activities.

Vision: Students in the Academic Success Program need additional support because many of them are from under-resourced communities and homes. Additionally, approximately 40% of the students are the first in their immediate families to attend college. Providing these students with additional resources would go a long way to ensure that they meet with success and eventually graduate with a degree from West Chester University in their chosen fields of study. Students in ASP find success in virtually every college at West Chester University. Approximately 25% of our students are in a STEM and/or Health Science major, 35% are in Business and 10% are enrolled in Education and/or Social Work. The other 30% are in other majors such as the Arts/Humanities, Music or are currently exploring majors.

**Geographic Area Served** (If not all of Chester County, specify primary Chester County regions served): West Chester University students, main campus, Chester County, PA

**Describe Population Served & Annual Number of People Served: 550 WCU students**

**Annual Budget** \$ 25,000 5 # of Full-Time Equivalent Paid Staff

20 % of budget for program expenses 23 # of Board Volunteers

20 % of budget for administrative expenses 10 # of Active Non-Board Volunteers

\_\_\_\_\_ 20 \_\_\_\_\_ % of budget for fundraising expenses \_\_\_\_\_ 30 \_\_\_\_\_ # of Volunteer Hours  
100 % total

**Top 3-5 funding sources:** Currently West Chester University is the sole funding source.

**Is this grant proposal for:** Capacity Building   X   or General Operating \_\_\_\_\_

**If Capacity Building Proposal, the focus is:**

  x   Mission, Vision & Strategy    \_\_\_\_\_ Governance & Leadership    \_\_\_\_\_ Partnerships & Collaborations  
\_\_\_\_\_ Fundraising, Development & Marketing    \_\_\_\_\_ Technology    Other: \_\_\_\_\_

**Grant Amount Requested from the Community Foundation:** \$   100,000   Endowment \_\_\_\_\_

## **II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE**

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

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

Our main goal is to increase graduation rates for this community of students.

Graduation Rates: (Starting with the 2018 cohort)

The Avg. 4yr rate is: 32%

The Avg. 5yr rate is: 47%

This endowment would set the stage to continue providing innovative timely resources and initiatives that will lead to increased graduation rates.

Other key achievements are the amount of support ASP students receive from all areas of WCU faculty, staff, and other WCU students' mentors and peers. We work diligently to make our ASP students comfortable in their new college environment by offering one on one tutoring and supportive services. We work across college disciplines to provide a strong dynamic program. 30% of WCU Faculty and staff, including President Bernotsky is a first-generation student. As President Bernosky has stated repeatedly, "WCU wants to educate the 99% of those who want higher education".

### **2. Funding request (See below)**

- **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.*

### **Proposal Summary:**

Academic Success Program (ASP)

West Chester University of Pennsylvania

### **Program Overview**

The Academic Success Program (ASP) at West Chester University (WCU) is dedicated to empowering academically promising yet underprepared students, primarily from underserved communities across Chester County and the surrounding region. Through targeted instruction, personalized mentoring, tutoring, and comprehensive support services, ASP prepares students for successful college experiences, improving retention and graduation rates among participants.

### **Mission and Community Impact**

ASP significantly contribute to educational equity and social mobility within Chester County by supporting first-generation college students and those from economically disadvantaged backgrounds. Our comprehensive program has consistently demonstrated positive impacts, including increased retention, higher GPAs, and greater graduation rates, ultimately fostering community prosperity through education.

### **Program Components and Key Initiatives**

- **Summer Bridge Program:** Intensive skill-building in reading, writing and math prior to students' first semester.
- **Academic Support:** Year-round tutoring and mentoring.
- **Personalized Advising:** Regular student check-ins and progress monitoring.
- **Mental Health and Wellness and Community Engagement:** Wellness coaching and cohort-building activities provided by doctoral students in our PsyD program
- **Retention Initiatives:** A faculty member in ASP serves as retention specialist to support upper-level students through graduation
- **Experiential Learning:** Students in ASP are provided opportunities to participate in career exploration, research projects and other out-of-class learning opportunities

### **Funding Request**

West Chester University respectfully requests consideration for a grant of **\$100,000** from the Chester County Community Foundation Donor Advised Funds.

This funding will directly support:

- Expanded hiring and training of qualified and eligible peer mentors and tutors from the local community.
- Expanded mental health and wellness and advising services.
- Outreach initiatives to local underserved high schools within Chester County.

- Educational materials for economically disadvantaged students
- Emergency funding for students struggling to pay tuition, room/board and other fees
- Financial support to assist students with transportation costs associated with internships/co-ops or other experiential learning opportunities

### **Expected Outcomes**

With support from the Chester County Community Foundation, ASP anticipates:

- Increasing student retention rates by 10%.
- Achieving an average participant GPA of 2.5 or higher after their first semester.
- Enhancing college graduation rates among participants by at least 15%.
- Strengthening community partnerships and increasing educational access for Chester County residents.

### **Alignment with Chester County Community Foundation Goals**

This request aligns with the Chester County Community Foundation's objectives to foster educational opportunity, promote social equity, and enhance local community vitality. ASP's commitment to uplifting underserved youth through higher education resonates deeply with the Foundation's mission to improve community outcomes.

### **Evaluation and Sustainability**

ASP implement rigorous tracking and evaluation measures, ensuring continuous improvement and transparency. Annual outcomes reports will be provided to the Foundation. Moreover, WCU is dedicated to developing sustained support through ongoing partnerships and institutional investments.

Thank you for considering this impactful opportunity to invest in Chester County's future through the Academic Success Program at West Chester University.

### **Academic Success Program Budget Projection**

<b>Budget Area</b>	<b>Year 1 Funding Request</b>
Academic coaches & mentors	\$20,000
Tutoring services	\$20,000
Wellness Coaches stipends & training	\$20,000
Data analytics & evaluation tools	\$20,000
Outreach, Programming and Scholarships	\$20,000

## **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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## 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