

MARJORIE L. AND ARTHUR P. MILLER FUND - APPLICATION SUMMARY SHEET

Date: September 29, 2025

Contact Information:

Organization Name: White Clay Watershed Association
Address: PO Box 10, Landenberg, PA 19350
Phone: 484-716-6836
Web Address: <https://whiteclay.org/>
Year Incorporated: 1965

Contact Name: Shane Morgan
Contact Title: Program Director
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Have you previously received the Miller Grant Award: Yes ☐ No ☒

If "Yes", please indicate date and amount of each grant, if any, received from the Foundation:

(1) Year: _____ Amt Rec'd: \$ _____ (2) Year: _____ Amt. Rec'd \$ _____
(3) Year: _____ Amt Rec'd: \$ _____ (4) Year: _____ Amt. Rec'd \$ _____

Organizational Information:

Geographic Area Served: Chester County communities within the White Clay Creek watershed, including Avondale and West Grove Boroughs, and New Garden, London Grove, New London, Penn, Franklin, London Britain, Londonderry, and West Marlborough Townships.

Annual # of Clients & Description of Population Served: 100,000+ watershed residents.

Mission Statement: Promoting clean water in the White Clay through education, restoration, and land preservation for the enjoyment and benefit of current and future generations.

Organization Description: WCWA is a non-profit conservation organization established in 1965.

Annual Budget \$ <u>265,000</u>	<u>1</u>	# of Full-Time Equivalent Paid Staff
<u>81</u> % of budget for program expenses	<u>20</u>	# of Board Volunteers
<u>18</u> % of budget for administrative expenses	<u>314</u>	# of Active Non-Board Volunteers
<u>2</u> % of budget for fundraising expenses	<u>2012</u>	# of Volunteer Hours
<u>100</u> % total		

Top 3-5 funding sources: National Park Service, Veolia North America, Dockstader Foundation.

Proposal Information:

Grant Amount Requested: \$ 2,500

Description of Grant Purpose: A public environmental education initiative to create a cohesive brand for WCWA's existing Catch the Rain Program, packaged as a 'Stormwater Toolkit' that provides municipalities, HOAs, and homeowners with consistent, clear, and accessible guidance and programming to reduce stormwater runoff.

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Grant Proposal Narrative

The White Clay Watershed Association (WCWA), founded in 1965, is the only nonprofit dedicated solely to protecting the White Clay Creek watershed. For nearly 60 years, WCWA has led conservation, education, and advocacy efforts that safeguard streams, wetlands, forests, and open space while engaging thousands of residents through programs and volunteer service. Our leadership helped secure federal Wild & Scenic designation for the entire watershed, the first designation of its kind in the nation.

Stormwater runoff is one of Chester County's most urgent environmental challenges, contributing to flooding, erosion, and water quality degradation. WCWA's Catch the Rain program directly addresses this issue by providing technical assistance and rebates to homeowners who voluntarily install rain gardens, plant native trees, or adopt other best practices. While successful at the individual level, the program lacks consistent branding, making it harder to scale for use by municipalities and HOAs, who need clear, professional resources to engage residents.

This project will transform Catch the Rain into a "Toolkit", a public environmental education initiative packaged with cohesive branding, outreach materials, and programming. With grant support, WCWA will hire a graphic designer to develop a consistent visual identity (color palette, templates for handouts, online presence, programming and signage), update and create new programming resources (such as workshops and webinars) aligned with this brand, and share the toolkit through targeted outreach to municipalities, HOAs, and community groups.

The timing is urgent. Chester County communities are already experiencing stronger storms and more frequent flooding. WCWA has proven the effectiveness of Catch the Rain at the homeowner scale ([see our Catch the Rain Dashboard](#)); however, a cohesive toolkit that can be used throughout the watershed, is the missing link to expand our reach and impact. A modest investment now will make the program more effective locally and scalable at the countywide level.

The project timeline is January 2026 - October 2026. Planning and Design will take place during the first quarter, material development and printing should be completed the second quarter, and outreach will occur during the third quarter. WCWA anticipates launching the toolkit at a public event inviting municipalities to learn how to use it in conjunction with the Catch the Rain Program. The toolkit will be distributed to all watershed municipalities so they can share on their websites and with their HOA's, reaching hundreds of residents with clear, consistent stormwater guidance. Impact will be

measured by increased engagement with watershed residents through participation in workshops, site visits, and interaction with program resources online. Over time, the result will be more homeowners understanding and adopting practices that reduce stormwater runoff and protect local streams.

WCWA will meet the challenge requirement through in-kind staff time (program development, management and outreach), with municipal partners also supporting the effort by sharing resources with residents.

This project represents a small but lasting investment with wide application: a recognizable, professional stormwater toolkit that empowers communities to better manage stormwater and safeguard Chester County's streams. Furthermore, it makes our existing Catch the Rain Program more visible and accessible to watershed residents, expanding our reach.

ATTACHMENTS

1. Copy of 501 (c) (3) federal tax-exempt letter
2. List of Board of Directors, with their affiliations
3. Most recent annual report and financial statement, audited if available
4. Itemized organizational operating budget with actual results for prior fiscal year and current fiscal year to date
5. Itemized project budget (if applying for project-specific grant)