

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.

Grant Proposal

Organization Name: Treetops Kitty Cafe, Kennett Square, PA

Project Title: CRM, Fundraising, and Volunteer Management System Upgrade

Amount Requested: \$8,424

Treetops Kitty Cafe History, Goals, Key Achievements, and Distinctiveness

Treetops Kitty Cafe, located in Kennett Square, has served as an adoption center since 2017. Originally founded as Tree Tops Animal Rescue in 2006, the organization operated as a foster-based rescue and successfully placed over 1,500 animals, primarily cats, into homes. With the opening of the Cafe, Treetops shifted to a free-roaming model focused on at-risk adult cats from partner rescues and high-kill shelters, achieving 933 adoptions to date. Our mission is to provide medical and socialization care while matching cats with permanent homes through a thorough screening process. The Cafe offers adopters a welcoming space to meet cats in a free-roaming, cat-friendly environment. Our goal is to expand our services to save more cats —ultimately enhancing community engagement in and around Chester County, creating separate housing for cats with special medical and socialization needs, including pregnant cats, litters, and kittens, and partnering with veterinarians to provide affordable care for the Chester County community. To help achieve that goal, we need to streamline constituent communication and outreach so that we can increase our revenue stream through donations, sponsorships, Cafe visits, and adoptions. As our constituent base has grown, we have reached our current capacity, in terms of constituent management.

Project Summary

Treetops Kitty Cafe respectfully requests \$8,424 to upgrade our technology infrastructure through the implementation of a comprehensive CRM, fundraising, and volunteer management system. After research and trials, Treetops Kitty Cafe has chosen Bloomerang as the preferred CRM and Volunteer Management system. Bloomerang will allow us to consolidate our current five separate databases into a single platform, streamlining communication, outreach, volunteer and event management, and donor engagement.

Statement of Need

As stated above, our goal is to move or expand our space in order to expand our services to include cats with extensive medical and social needs as well as enhance our community programming and outreach. However, Treetops Kitty Cafe's growth is constrained by our physical space and fragmented technology systems.

To expand our constituent reach and strengthen and, ultimately, grow our operations, we seek grant funding to implement **Bloomerang Giving Platform V**, a comprehensive system that integrates Constituent Relationship Management (CRM), fundraising, and volunteer management.

Currently, we rely on a patchwork of five separate databases—QuickBooks, DonorBox, ShelterLuv, MailChimp, and Excel/Google Calendar—for financial tracking, donor relations, adopter and rescue partner records, email communications, and volunteer scheduling. This fragmented approach creates inefficiencies, increases staff workload, and hinders our ability to cultivate donors, retain volunteers, and communicate strategically.

For example:

- QuickBooks tracks financial data and some visitor, vendor, and donor records.
- DonorBox houses donor and donation information but lacks the ability to group or filter constituents by relationship to Treetops.
- ShelterLuv contains cat, adopter, and rescue partner records.
- MailChimp manages email subscribers separately.
- Volunteers and schedules are tracked manually through spreadsheets and Google calendar.

This disjointed system requires staff to generate multiple reports, manually compare data, and create spreadsheets to answer even simple questions about donors or volunteers. It also prevents us from adequately managing and expanding our volunteer program.

By upgrading to Bloomerang, we will be able to:

- Consolidate constituent data into one integrated CRM.
- Group and segment supporters based on their relationship with Treetops (donor, adopter, volunteer, visitor, etc.).
- Streamline email marketing and donor communications through automated schedules based on grouped constituencies, thus no longer needing MailChimp.
- Fundraise through campaign building, text-to-donate, peer-to-peer campaigns, and event management
- Improve efficiency in volunteer scheduling, retention, and communication through a mobile app where we can post opportunities and report service hours, volunteers can self signup for shifts, and everyone can communicate through one platform.
- Strengthen donor cultivation and fundraising strategies.
- Conduct thorough donor searches to identify potential supporters of Treetops.

A unified system will allow us to maximize staff time and deepen relationships with our supporters, increasing donations and ultimately giving us the ability to expand, rescue more cats, and build deeper community connections within Chester County.

Project Description

- **Vendor and Service:** Bloomerang Giving Platform Standard V
- **Annual Cost:** \$7,799
- **Data Conversion & Management:** \$0 (\$2,000 fee waived if contract signed before September 24, 2025)
- **Additional Staffing Support:** \$625 for 25 hours of Donor Relations Manager time (\$25/hour) to oversee data conversion and system implementation over 8–10 weeks.
- **Project Timeline:** Up to 8-10 weeks

Total Requested: \$8,424 with fee waived

Anticipated Outcomes

- Eliminate inefficiencies from our current fragmented systems.
- Increase donor, volunteer, and adopter communications.
- Enhance fundraising capacity through improved data tracking and analytics.
- Double the number of monthly donors and implement a corporate sponsorship program, building consistent funding channels to support Cafe growth.
- Free up staff time for community building and strategic initiatives to further our mission rather than administrative management.

- Strengthen long-term sustainability by building a more engaged and informed community of supporters through community education and advocacy programs.

Budget Summary

- Bloomerang Annual Subscription: \$7,799
- One-time Data Conversion Fee: \$0 (\$2,000 fee waived with timely signup)
- Donor Relations Manager (25 hours @ \$25/hr): \$625

Total Project Cost: \$8,424

Sustainability

Treetops Kitty Café is committed to sustaining the continued use of Bloomerang Giving Platform Standard V beyond the initial grant period through:

- Strengthened donor engagement and recurring giving programs (e.g., Kitty Keepers Monthly Donor Program and Corporate Sponsorships).
- Revenue growth from visitor contributions and adoption fees.
- Increased fundraising events, sponsorship development, and Chester County Community involvement.
- Increased grant proposal submissions and approvals.

By upgrading our database, customer management, and volunteer management capabilities, we will build the foundation needed to sustain long-term growth.

Conclusion

By funding this proposal to fund the purchase and implementation of Boomerang for Treetops Kitty Cafe, Chester County Community Foundation will directly strengthen Treetops Kitty Café's capacity to acquire, engage, and retain individual and corporate donors, and volunteers. We are grateful for your consideration and for supporting our mission to ensure every cat has the opportunity to find their forever home.