



28 W. Market Street, Lincoln Biography Building
West Chester, PA 19382
610-696-8211 www.chescocf.org

GRANT PROPOSAL GUIDELINES as of 10.1.25

Direct Service Programs & General Operations

No deadline for DAF proposals.
Deadlines announced thru the year
for Directed Funds.

Capacity Building: Coping with Cutbacks

No deadline.
Proposals accepted anytime.
Reviewed 15th bi-monthly.

◇ Grants **focus on Chester County** causes & issues; **but** are not limited to Chester County.

◇ Charitable nonprofits working in **all fields of interest** are considered, such as:

- Arts, Culture, Heritage
- Education, Libraries
- Environment, Animals
- Health
- Human Services
- Social Justice, Civic Engagement

◇ **General operating** grants are encouraged.

Clear, succinct, compelling descriptions are appreciated: mission, aims, results & impact.

◇ Nonprofits with

higher GuideStar ratings

receive stronger consideration.

Update yours for free at

<https://www.guidestar.org/>



◇ Proposals can be submitted **anytime all year**. ◇

Grant decisions are made **intermittently** all year, as Fund Advisors desire.

◇ Grant **awards** typically range from **\$2,500-\$10,000**.

◇ Nonprofits must be **located in & primarily serve**

Chester County.

◇ Nonprofit annual **budget** must be **\$1M or less**. ◇

The goal of capacity building grants is to **strengthen organizational ability to effectively achieve mission and become more sustainable** over time. Priority will be given to proposals that help nonprofits shift their paradigms to cope with challenges and changes. Areas of focus include:

○ **Scenario & Contingency Planning**

○ **Financial Modeling**

○ **Partnerships, Collaborations**

○ **Merger**

○ **Closure**

○ **Resource Development, Revenue Diversification**

○ Mission, Vision, Strategy

○ Board Engagement, Leadership

○ Marketing & Communication

○ Operations

○ Technology

◇ Proposals can be submitted **anytime all year**. ◇

Proposals are reviewed the 15th bi-monthly. ◇ Grant **awards** typically range from **\$2,500-\$10,000**.

As you are aware, there is ongoing uncertainty around federal and state funding that significantly impacts nonprofit organizations. The Community Foundation is committed to supporting a strong and resilient sector, and we encourage all organizations to be proactive in their planning.

We strongly encourage every nonprofit to engage in scenario planning, examine cash flow projections and assess funding risks. We have seen nonprofits explore a variety of pathways forward, such as adapting program design, reducing or merging operations and significantly diversifying revenue streams.

Please contact Kevin Baffa, Grant Administrator or Stephenie Stevens, Grant Officer at **(610) 696-8211** or grants@chescocf.org with questions.

Connecting people who care with causes that matter,

so their philanthropy makes a difference, now & forever.



HOW ARE GRANT DECISIONS MADE AT THE COMMUNITY FOUNDATION?

The Chester County Community Foundation **connects people who care with causes that matter**, so philanthropy makes a difference **now & forever**. With **400+ charitable funds** housed under one umbrella, a single proposal provides multiple pathways for nonprofits to be considered for funding. Nonprofits are encouraged to submit proposals **throughout the year**. Grant funds are awarded from multiple funding pools:

1. GRANTS FROM CCCF DONOR ADVISED FUNDS (DAFS)

- **Families and individuals** establish Donor Advised Funds—endowed charitable funds invested to provide a perpetual stream of earnings to fund nonprofit grants.
- Most DAF grants support **direct service programs and general operations**.
- DAF grant decisions are made independently by donors, sometimes with guidance from Community Foundation staff, and are awarded on a **rolling basis throughout the year**.

2. GRANTS FROM CCCF DESIGNATED ENTRUSTED FUNDS

- CCCF Designated Entrusted Funds are stewarded by volunteer grant panels and Community Foundation staff. • We accept **Operating & Program Grants proposals year-round**; and from time-to-time issue special, focused Calls for Proposals as new funding becomes available.
- We accept **Capacity Building Grant Proposals year-round**; and from time-to-time issue Calls for Capacity Building Proposals as new funding becomes available. Capacity building grants are intended to strengthen the long-term effectiveness and sustainability of nonprofits serving Chester County.
- Grant panels review proposals and deliberate **monthly**.

DUE DILIGENCE

The Community Foundation is committed to making thoughtful, informed grantmaking decisions. To do so, our staff, donors, and grant panel volunteers:

- Review organizational and financial data via **GuideStar** (<https://www.guidestar.org>) and IRS Form 990.
- Review all submitted proposals, which are **publicly available** at <https://chescofcf.org/receive/find-active-grants/>.
- Conduct site visits, community research, and online research to better understand mission and impact.

Please note: In compliance with IRS regulations, applicants must be charitable, tax-exempt 501(c)(3) organizations; funding cannot be awarded to individuals.

TO APPLY

- To learn more, visit www.chescocf.org
- Proposals are only accepted electronically. The format is online at <https://chescofcf.org/receive/apply-for-grants/> •
- **E-mail proposals to grants@chescofcf.org**
- Proposals are considered “complete” when CCCF has **confirmed** receipt of the **Grant Proposal Summary Sheet, Narrative & Attachments**. Budgets and financials are important. Please include them.
- Proposals are shared electronically and on-line with Fund Advisors, Donors & Grant Panels.

Please contact Kevin Baffa, Grants Administrator or Stephenie Stevens, Grants Officer at **(610) 696-8211** or grants@chescofcf.org with questions.

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I. GRANT PROPOSAL SUMMARY SHEET

To obtain an electronic version of this application, visit www.chescocf.org

This page will be shared electronically with Grant Panel Members & Fund Advisors + posted online.

Date

9/24/25

Contact Information

Organization Name: New London Counseling Center
Address: 1016 State Road, Lincoln University PA 19352

Phone: 484-746-3112

Website: www.newlondoncounselingcenter.com

Year Incorporated: 2019

FEIN: 83-2796221

ED/CEO Name: Dr. Katie Bowman

ED/CEO E-mail:

executivedirector@newlondoncounselingcenter.org

Board Chair Name: William Hostetter

Board Chair Approval (check here): ☒

Primary Contact Name: Dr. Katie Bowman

Primary Contact E-mail:

executivedirector@newlondoncounselingcenter.org

Organization Information:

Field/s of Interest:

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

Mission: The mission of New London Counseling Center (NLCC) is to provide quality, compassionate mental health services that are accessible and affordable to anyone in our community.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): New London Counseling Center serves children, youth, and adults in Southern Chester County areas including Lincoln University, Oxford, Avondale, Kennett Square, and beyond. Currently, 83% of our population resides in Southern Chester County, which has been historically underserved in the provision of mental health services.

Describe Population Served & Annual Number of People Served. (Include Chester County # &/or % served.)

Annual Budget \$890,918

3 # of Full-Time Equivalent Paid Staff

4 # of Board Volunteers

0# of Active Non-Board Volunteers

0 # of Volunteer Hours

Due to the high emphasis on confidentiality of patient data, volunteers have not been able to assist with administrative tasks such as scheduling clients, billing, filing, etc. Volunteers cannot be utilized for ongoing clinical operations due to the very specific educational and professional requirements imposed by the duties.

68 % of budget for program expenses

23% of budget for administrative expenses

9 % of budget for fundraising expenses 100% = total

Top 3-5 funding sources:

Funding is obtained through client service fees, donations, and grants. In 2025, this project was primarily funded through the Cigna Foundation, The Crestlea Foundation, and The United Way of Southern Chester County. Additionally, individual and corporate donations are made through fundraising efforts at the Denim and Diamonds Gala.

This grant proposal is for: ☒ Direct Service Programs & General Operating &/or ☐ Capacity

Grant Amount Requested from the Community Foundation: \$5,000

Proposal Summary: *(a few sentences, please)*

As the need for mental health services deepens within our unique community, New London Counseling Center is seeking support from partners within the Chester County Community Foundation. Now, more than ever, the general operating support provided through the generosity of supporters will be an asset to NLCC as our organization has established the services, programs, and support for our existing population who are seeking mental health services and supports while navigating various life obstacles.



NARRATIVE

II. GRANT PROPOSAL

Provide clear, concise information in 1-3 pages. Please be brief.

1. Nonprofit's overall aims, key initiatives, key achievements & distinctiveness

The mission of New London Counseling Center (NLCC) is to make mental health care accessible to everyone in our community. NLCC is a nonprofit organization committed to promoting the emotional, relational, and spiritual well-being of individuals and families. We provide high-quality, compassionate therapy and educational workshops to our community, regardless of one's ability to pay.

New London Counseling Center opened its doors on April 1, 2019, with the mission of making mental health care accessible to anyone in our community. NLCC was formed to address the problem that access to quality mental health services was a barrier to the health and well-being of our community. Through our community-centered approach, we are tearing down the walls of traditional mental health delivery by making mental health care affordable, accessible, and available.

After several years of planning and renovations, NLCC finally moved into our own building in October 2022. The stately farmhouse built in the mid-1800s is full of character and offers a warm and inviting atmosphere for mental health services. There are five offices for seeing clients and a comfortable waiting area. The new office space has enabled us to serve more clients, and we have continued to hire therapists to meet the growing need for services in our community. The more clients we serve, though, the more funding we will need to continue to offer low-cost services to those unable to afford treatment.

At New London Counseling Center (NLCC), we recognize that therapy for individuals, couples, and families is a crucial component of mental health care. However, many people in need of support may not be able to access individualized services due to financial barriers, lack of insurance, long wait lists, provider availability, or transportation.

NLCC's primary programmatic focus is providing therapy for individuals, couples, and families. Our goal is to remove barriers that prevent people from obtaining mental health care. We offer a sliding-scale fee structure for those facing financial hardship and provide sessions in more accessible locations for clients with transportation challenges.

There is no limit to the number of sessions an individual can receive—care is provided as long as it remains medically necessary.

Despite our efforts, a significant need for mental health care remains, and we are committed to expanding our services to support the community. As we serve more clients, the demand for funding grows to help subsidize care for lower-income individuals. NLCC operates in Southern Chester County, home to a large Latino population, including many migrant workers employed in the region's agricultural industry. These families face unique challenges, including poverty, language barriers, and uncertainty surrounding immigration status. Changing federal immigration policies further complicate their ability to plan for the future, and those without residency status, or living in mixed-status households, are often vulnerable to predatory practices. Shame and fear of discovery frequently prevent families from seeking essential social and medical services.

To address these challenges, NLCC has expanded its services to ensure mental health care is accessible in safe and trusted spaces. This includes a strong partnership with the Garage Youth Center, whereby NLCC provides individual and group therapy. Additionally, we are proud to announce the hiring of a bilingual care provider available to work with Spanish-speaking clients. This addition strengthens our ability to connect with community members who speak only Spanish, ensuring that more individuals receive the support they need.

2. Funding request

We are requesting \$5,000 from the Donor-Advised Funds toward general operating expenses.

• What specific needs & issues are being addressed, via what programs and services?

Funding for New London Counseling Center (NLCC) will directly expand access to essential mental health services, ensuring that individuals, couples, and families—particularly those facing financial, linguistic, and systemic barriers—receive the care they need. Our mission is to make mental health care accessible to anyone, regardless of income level or insurance status.

For many low-income individuals and families, cost is one of the greatest barriers to seeking mental health support. Even those who recognize the importance of therapy often cannot afford it due to high out-of-pocket costs, lack of insurance, or financial priorities such as food, housing, and childcare. At NLCC, we remove this barrier by offering a sliding-scale fee structure that ensures no one is turned away due to their inability to pay. With additional funding, we will be able to subsidize even more sessions for clients who would otherwise go without care.

Beyond financial constraints, shame and stigma continue to prevent many people—especially in underserved communities—from seeking therapy. Mental health struggles are often misunderstood or seen as personal weaknesses, and in communities where survival is the priority, emotional well-being is frequently overlooked. NLCC is committed to changing this narrative by providing care in trusted spaces, fostering a welcoming environment, and employing compassionate providers. By normalizing mental health care and offering culturally competent support, we help individuals feel safe and empowered to seek help without fear of judgment.

This is especially critical in Southern Chester County's large Latino and migrant worker population. Many families in this community face extreme financial hardship, immigration concerns, and systemic barriers that make accessing services difficult. Some live in mixed-status households, where the fear of discovery or legal repercussions prevents them from seeking necessary care. By expanding our bilingual services and maintaining flexible, affordable care options, we ensure that these individuals receive the support they need, regardless of their economic situation or legal status.

Additionally, unlike many traditional mental health providers, NLCC does not impose arbitrary session limits. Clients receive care for as long as it is medically necessary, allowing for meaningful, long-term healing rather than temporary crisis intervention. This approach strengthens families, improves overall well-being, and fosters resilience.

within the community.

As the demand for mental health services continues to grow, additional funding will allow us to sustain and expand our programs, ensuring that even the most vulnerable members of our community have access to the care they need. By investing in NLCC, we are investing in a healthier, stronger, and more connected community—one where financial hardship, stigma, and systemic barriers no longer stand in the way of mental health support.

• **Why is it important to fund this now?**

The need for quality mental health care in our community is so great, that NLCC has hired 9 additional therapists since 2022, which has doubled our staffing. Despite that huge increase in service capacity, we are already in the position to begin hiring again. There is still a significant unmet need for care and we will continue to expand our services to support our community. The more clients we serve, however, the more funding is needed to subsidize the care for our lower income clients.

Our Care Subsidy Program has supported approximately \$406,000 in health care costs since opening in April 2019. In 2022, we provided mental health care to 282 new and existing clients and subsidized approximately \$68,942 in direct therapy services. With our continued growth, we offered approximately \$82,000 in Care Subsidies in 2023 to 273 clients. In line with our mission to break down barriers for our community, we extended our sliding scale to 250% above federal poverty guidelines, allowing more of our community eligibility for subsidized care. We anticipated subsidizing approximately \$100,000 in 2024; however, **we exceeded that number and actually subsidized \$125,647 in 2024**. We have additional providers (13 in total) now serving more community members in need. We anticipate subsidizing \$155,000 in 2025 for therapeutic services. An investment in the services NLCC provides is essential to continue the services, programs, and support for our existing population and is in the process of growing both physically with space and staff, but also programmatically through the number of clients served and programs performed.

• **How will results & impact be demonstrated?**

NLCC utilizes a combination of quantitative, qualitative, and evidence-based community data sources to inform program development, measure outcomes, & assess community needs. NLCC administers client satisfaction surveys, intake forms, & outcome measurement tools such as a patient health questionnaire to assess client progress over time. Data is aggregated to monitor trends in client demographics, service utilization, presenting concerns, & clinical outcomes. Attendance records from counseling sessions & Community Education events also provide measurable indicators of program reach & participation. When direct data is not available, NLCC makes informed estimations based on staff experience, historical service trends, and inferred measures from local, state, & national reports. The organization routinely references data from Chester County Health Department, Pennsylvania Youth Survey (PAYS), and CDC mental health reports to contextualize local needs & validate service priorities. NLCC values qualitative insights gathered through client feedback, anecdotal reports from counselors, & community partner input. Stories from program participants & informal conversations with local school counselors and healthcare providers offer a valuable, real-time perspective on emerging mental health issues in the region. By integrating multiple data sources and perspectives, NLCC ensures a comprehensive, responsive, & evidence-informed approach to delivering & improving services. We anticipate using the following outcomes for 2025 for Care Subsidy Programming and Individualized Therapy Services:

- 100% of all NLCC clients who qualify for the Care Subsidy program will receive some financial scholarship support for mental health counseling services
- 45% of all clients served by NLCC will receive some financial scholarship support for mental health counseling services
- NLCC will serve 10% more clients in 2025 than were seen in 2024 in the outpatient program.
- In 2025, 80% of NLCC clients surveyed will report improved mental and emotional health as a direct result of counseling

III. ATTACHMENTS

Email this support information. If it is on your website, please provide the URL.

1. Copy of **501 (c) (3)** federal tax-exempt letter **attached to the application**
2. List of **Board** of Directors, with their affiliations **URL:**
<https://www.newlondoncounselingcenter.com/copy-of-about>
3. Most recent **annual report URL:**
chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.newlondoncounselingcenter.com/_file/s/ugd/a7f962_df3bd301992e4e13b5364430d3b05c3d.pdf
4. Audited or reviewed recent **financial statement URL:** **attached to the application**
5. Itemized **organizational operating budget** with actual results for prior fiscal year & current fiscal year to date **attached to the application**
6. If capacity building initiative, **itemized budget** (including external consultant's proposal, if applicable)
7. Current **strategic plan**. If your nonprofit does **not** have a current strategic plan, **explain why**.
NLCC's strategic plan was updated in 2023, and the organization continues to operate off of those updates. Please see attached to the application.

- Visit our website to learn more at www.chescocf.org
- Proposals are only accepted electronically: <https://chescocf.org/receive/apply-for-grants/> •
Email proposals to 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.

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CAPACITY BUILDING FOR NONPROFITS:
Coping with Cutbacks

Capacity building is about empowering nonprofits to do **more good, more effectively, and for the long term**. It strengthens an organization's ability to fulfill its mission, enhance sustainability, and better serve its community.

At its core, capacity building focuses on improving a nonprofit's internal systems, leadership, and resources so that impact can grow and endure.

Traditionally, capacity building has included efforts such as **board and staff leadership development, strategic planning, fundraising, and technology investments** to improve operations and organizational effectiveness.

Today, however, nonprofits face a rapidly changing environment. Shifts in federal policies have resulted in rapid changes at all levels and in new directions. Nonprofits must **“meet the moment” and cope with cutbacks— think differently, shift paradigms and transform how we understand and interact with the world around us...adapt how we plan, lead, fund, and collaborate.**

Capacity building can play a critical role in helping nonprofits adapt and innovate. This may include **funding scenario planning, exploring new revenue models, expanding partnerships, pursuing mergers or strategic alliances**, and other adaptive strategies that strengthen long-term resilience.

Capacity building support can take many forms, tailored to each organization’s unique needs. Examples of projects that may be funded include:

- **CONTINGENCY & SCENARIO PLANNING**

- Scenario Planning – Financial Modeling & Forecasting

- **PARTNERSHIPS, COLLABORATIONS**

- Coalition Building – Collaboration - Mergers & Acquisitions

- **MERGER, CLOSURE**

- These unprecedented times may present the need for a merger or closure of your organization.
Contact chaya@chescocf.org to confidentially discuss funding to assist in the planning or initial steps.

- **MISSION, VISION, STRATEGY**

- Organizational Assessment - Strategic Planning – Strategic Restructuring – Coping With Cutbacks

- **BOARD ENGAGEMENT, LEADERSHIP**

- Board Recruitment – Board Engagement – Increasing Networks & Community Support - Leadership Development – Executive Transition & Succession Planning

- **MARKETING, COMMUNICATION**

- Nonprofit Business Messaging & Storytelling – Re-branding – Marketing Planning & Re-Positioning – Crisis Communications Planning

- **RESOURCE DEVELOPMENT**

- Major Gift Donor Identification, Cultivation, Development & Stewardship - Development Campaigns (Annual, Capital, Planned Giving) - Earned Income Development - Social Enterprise Feasibility & Development

- **TECHNOLOGY, OPERATIONS**

- Business Continuity Planning - Financial Management - Human Resources - Volunteer Management - Industry Certification - Risk Management - Technology Improvements ###