



## LET FREEDOM RING AMERICA250 GRANT APPLICATION FORM CHESTER COUNTY COMMUNITY FOUNDATION

An electronic version of this application is available at <https://cccf250.org/planning/>

### Contact Information

Contact Person Name: Mary Lou Baily  
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 Website: [kennettcollaborative.org](http://kennettcollaborative.org)  
 Year Incorporated: 1986  
 FEIN #: 23-2408629

*Note: Please attach a copy of your 501c3 letter with this request. Per IRS regulations, grants can be awarded to nonprofit charities and municipalities, but NOT individuals nor businesses.*

### Organization Field of Interest

<input checked="" type="checkbox"/>	Arts, Culture, Heritage	Environment, Animals	Education, Library
	Health & Human Services	Social Justice, Civil Rights	Religion
	Municipality/Governmental	If other, please describe:	

A lot	Some	A little	
X			This inspires & engages a wide array of people in commemoration of America's founding with our Revolutionary Declaration of Independence.
X			This connects Chester County's stories to the nation's past, present & future.
X			This commemoration is truly by the people, for all people. We invite wide input & welcome all to actively participate.
X			This examines & fosters fundamental rights of Life, Liberty & the Pursuit of Happiness for All.
	X		We zoom in to CCCF250 planning meetings to share information & ideas.

### Amount Requested from the Community Foundation:

\$250	\$1,250	\$2,250	\$5,250	X	\$10,250
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**Please BRIEFLY describe how this funding will help your programs, services, activities and/or events to celebrate and commemorate the 250<sup>th</sup> anniversary of our nation's Declaration of Independence, and our continuing journey toward liberty and justice for all.**

What are you doing? When? Who will it impact? What difference do you aim to make?  
What will it cost overall? Who are you partnering & coordinating with?

*Please e-mail this Mini-Grant request with your 501c3 letter to [grants@chescofc.org](mailto:grants@chescofc.org)*

*Let Freedom Ring Mini-Grant decisions are made on the 25th of each month.*

*Questions? Contact Grants Officer Stephenie Stevens (610) 696-8211 [grants@chescofc.org](mailto:grants@chescofc.org)*

**For Good. For All. Forever.**

Kennett Collaborative respectfully requests grant support to implement a downtown patriotic beautification and merchant engagement initiative to commemorate the 250th anniversary of the Declaration of Independence. The initiative will launch with the Kennett Square Memorial Day Parade, serving as a highly visible kickoff event with over 10,000 spectators in attendance. All beautification elements and merchant storefronts will be installed by Memorial Day and remain in place throughout the summer season, ensuring sustained visibility and impact beyond a single day of celebration. Let Freedom Ring funding will allow Kennett Collaborative to significantly expand the scale, duration, and visibility of America250 programming in Kennett Square."

### **Downtown Beautification**

Grant funding will support coordinated town beautification efforts, including large-scale cross-street patriotic bunting, American flags placed in downtown planters along with red, white, and blue floral installations throughout the commercial district. We will also install a large scale (15' x 25') American flag on the corner facade of the "clock tower" building. These elements will be fully installed in advance of the Kennett Square Memorial Day Parade, transforming downtown Kennett Square into a cohesive civic streetscape that honors America's founding ideals and reinforces the significance of America250.

### **Merchant Engagement**

In addition, funding will allow Kennett Collaborative to engage local merchants as active partners by offering small stipends—up to \$250 per business—to offset the cost of patriotic decorations and seasonal storefront displays. By encouraging widespread merchant participation, this initiative extends the America250 experience beyond public spaces and fosters a shared sense of pride and ownership among residents, visitors, and the broader community."

### **Enhanced Marketing**

Grant support will also strengthen marketing, social media, and digital outreach efforts that have proven effective in expanding attendance and encouraging regional visitation. This includes updating the [DiscoverKennettSquare.com](http://DiscoverKennettSquare.com) website and associated social media channels with America250 focused imagery and highlighting related events and programs taking place throughout the community. Combined with targeted social media promotion, these efforts will increase visibility, drive attendance, and connect visitors to multiple America250 commemorative activities throughout Kennett Square.

### **Need & Impact**

As a nonprofit dedicated to community vitality, placemaking, and small business support, Kennett Collaborative recognizes the importance of visible, inclusive public experiences that preserve civic traditions and invite broad participation while honoring national milestones. By launching this initiative with a well-established civic tradition and sustaining it through the summer season, the project maximizes visibility and community impact, encourages repeat visitation, and supports local businesses during peak months.

**This initiative will:**

- Support a coordinated, community-wide America250 celebration that amplifies programs led by multiple organizations
- Create a cohesive, season-long patriotic streetscape along the commercial State Street corridor
- Encourage small business participation through direct support
- Increase awareness of and attendance for America250 events in Kennett Square
- Drive visitation and economic activity throughout the summer

**BUDGET ESTIMATE**

**Downtown Beautification**

- Cross Street Bunting and Installation - \$2,500
- Planter Flags - \$500
- Patriotic Flowers and Planters - \$1,500

**Merchant Engagement**

- Merchant stipends (up to \$250 each for approximately 20 State Street corridor businesses) - \$5,000

**Marketing & Promotions**

- Website Enhancements - \$500
- Paid Social Media ads to promote America250 events in Kennett Square - \$250

Kennett Collaborative respectfully requests a grant award of \$10,250 from the Chester County Community Foundation in support of this America250 initiative. Grant funding will enable the full implementation of coordinated downtown patriotic beautification, merchant participation incentives, and expanded marketing and outreach efforts, while also amplifying America250 events and programs led by organizations throughout Kennett Square. This investment will create a highly visible, season-long civic environment that encourages broad community engagement, increases public participation, and connects residents and visitors to the many ways Kennett Square is commemorating America's 250th anniversary.