



I. GRANT PROPOSAL SUMMARY SHEET

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

Date **03/05/2026**

Contact Information

Organization Name: Seniors and Paws
Address: 113 w Clearview dr, Coatesville PA 19320
Phone: 6104701070
Website: www.seniorsandpaws.org
Year Incorporated: 2024
FEIN: 993 141521

ED/CEO Name: Monica P Luna-urban
ED/CEO E-mail: e.director@seniorsandpaws.org
Board Chair Name: Hilary Sinclair
Board Chair Approval (check here):
Primary Contact Name: Monica Luna-urban
Primary Contact E-mail: e.director@seniorsandpaws.org

Organization Information:

Field/s of Interest:

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

Mission: To deliver comprehensive support for senior residents, focusing on low-income individuals, veterans, and those with disabilities, across the southwest region of Pennsylvania. We are committed to ensuring that their pets receive adequate nutrition, medical care, and ongoing care in the event of the owner's incapacity or death.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served):

Seniors and Paws primarily serves the southeastern region of Pennsylvania, with a focus on **Chester County**, while also supporting neighboring communities in **Delaware and Lancaster counties** when resources allow. Outreach efforts are concentrated in Chester County, where the organization seeks to expand services and partnerships with local community organizations that support vulnerable older adults.

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

Seniors and Paws serve **low-income seniors, including retired individuals, veterans, and adults with disabilities**, who rely on the companionship of their pets. Many of the seniors served face financial hardship, social isolation, or physical limitations that make it difficult to provide consistent care for their animals.

Since its launch in June 2024, Seniors and Paws has focused on helping older adults keep their beloved pets by providing essential support such as pet food assistance, veterinary care support, and guidance on long-term pet care planning. These services help reduce emotional stress, improve mental well-being, and prevent seniors from having to surrender their pets due to financial constraints.

During its first year of operation, Seniors and Paws served approximately **20 low-income seniors and supported the care of about 30 companion animals**, including cats and dogs. Assistance included pet food distribution, veterinary care support, and emergency assistance when needed.

As the organization reactivates and strengthens its infrastructure in 2026, Seniors and Paws expects to gradually expand outreach efforts and increase the number of seniors and pets served within **Chester County and surrounding communities**.

Annual Budget \$35,000

75% of budget for program expenses

15% of budget for administrative expenses

10% of budget for fundraising expenses

100% = total

0 # of Full-Time Equivalent Paid Staff

3 # of Board Volunteers

8 # of Active Non-Board Volunteers

80 # of Volunteer Hours weekly

Top 3-5 funding sources:

This grant proposal is for: _____ Direct Service Programs & General Operating &/or X Capacity Building

If Capacity Building Proposal, the focus is:

Contingency Planning	Partnerships, Collaborations	Merger, Closure
Mission, Vision, Strategy	Board Engagement & Leadership	Marketing, Communication
Resource Development	Operations	Technology
If other, please describe:		

Grant Amount Requested from the Community Foundation: \$. 7,500

Proposal Summary:

Seniors and Paws respectfully requests \$7,500 in capacity building support to strengthen organizational stability following operational challenges in 2025 caused by funding reductions. This initiative will support strategic reactivation, revenue diversification, marketing infrastructure, and operational systems necessary to ensure sustainable growth and continued service to vulnerable seniors and their companion animals in Chester County



II. GRANT PROPOSAL NARRATIVE

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

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

Seniors and Paws provides comprehensive support to low-income seniors, veterans, and individuals with disabilities while safeguarding the well-being of their companion animals. The organization recognizes the human–animal bond as a critical protective factor against loneliness, depression, and social isolation among older adults.

In 2025, widespread funding reductions significantly impacted nonprofit operations nationwide. Seniors and Paws experienced a temporary reduction in activities and used this period for reflection, reassessment, and restructuring. The organization is now entering a reactivation phase focused on sustainability, strategic alignment, and responsible growth.

2. Funding request

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

In 2025, widespread funding instability significantly impacted nonprofit organizations nationwide, including Seniors and Paws. As a small organization with limited operating reserves, we experienced a temporary reduction in activities and entered a period of reassessment and restructuring.

This capacity building initiative addresses critical internal needs necessary to responsibly reactivate and stabilize the organization. Specifically, Seniors and Paws seeks to:

- Strengthen revenue diversification to reduce dependence on a limited number of funding sources
- Develop structured fundraising systems and donor stewardship processes
- Improve marketing and communications infrastructure to increase visibility and community engagement
- Implement basic technology systems for donor tracking, financial forecasting, and program data management
- Refine mission alignment and strategic direction following a year of operational pause

These improvements directly support our core programs, including nutritional assistance, veterinary support, pet care planning, and mental health education for seniors. Without a strengthened internal foundation, the sustainability of these services remains vulnerable.

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

Reactivation following operational disruption requires intentional stabilization. Small nonprofits that do not invest in internal capacity after funding shocks remain at risk of repeated instability.

Seniors and Paws is at a critical inflection point. Demand for services supporting low-income seniors and their companion animals continues, particularly in Chester County, where social isolation and financial vulnerability among older adults remain significant concerns.

Funding this initiative now will allow the organization to rebuild strategically rather than reactively, ensuring that future growth is supported by sustainable systems, diversified revenue, and clear operational structure.

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

Impact will be demonstrated through measurable organizational outcomes, including:

- Implementation of a structured fundraising calendar and donor engagement plan
- Increased number of individual donors within 12 months
- Diversification of funding sources beyond current primary contributors
- Adoption of financial forecasting tools for improved cash flow planning
- Improved tracking and reporting systems for program impact data
- Expanded outreach activity within Chester County

These outcomes will be monitored quarterly and evaluated at the conclusion of the initiative.

- **Additionally, for capacity building grant proposals:**

- **How will this capacity building initiative impact your nonprofit?**

This initiative will transition Seniors and Paws from a reactive, volunteer-driven startup model into a structured, sustainability-focused organization.

Specifically, it will:

- Reduce vulnerability to funding fluctuations
- Increase long-term financial resilience
- Strengthen governance and strategic alignment
- Improve operational efficiency
- Support consistent service delivery to seniors and their pets

By strengthening internal systems, the organization will be positioned for responsible growth while maintaining financial discipline.

○ **How will this impact be demonstrated?**

Impact will be demonstrated through:

- Increased revenue stability and diversified funding streams
- Growth in community engagement and donor retention
- Documented strategic plan updates
- Improved financial tracking and internal reporting
- Clear operational workflows supporting program delivery

Annual financial comparisons and donor growth metrics will provide quantifiable evidence of strengthened capacity.

○ **Include a description of the expected activities; timeline & costs to implement the initiative.**

This capacity building initiative will be implemented over a nine-month period, allowing Seniors and Paws to responsibly transition from reactivation into structured sustainability. The initiative focuses on strengthening internal systems, professionalizing operations, and improving revenue generation capacity through strategic technology and infrastructure investments.

Months 1 to 3

Strategic Realignment and Infrastructure Planning

Allocated Budget: \$1,500

During the initial phase, leadership and board members will conduct structured strategic realignment sessions to ensure mission clarity following the 2025 operational pause. This will include refining the organization's positioning around senior mental health and pet companionship, identifying priority service areas in Chester County, establishing a revenue diversification roadmap, mapping technology and operational gaps, and creating a phased implementation plan for digital systems.

This foundational planning ensures that all technology and outreach investments directly support long term sustainability.

Months 3 to 6

Marketing, Website Enhancement, and Brand Positioning

Allocated Budget: \$2,000

This phase focuses on strengthening external visibility and professional presence. Activities will include website improvements to enhance credibility, donor conversion, and program accessibility, basic search engine optimization and mobile functionality upgrades, development of consistent brand messaging aligned with mental health advocacy and pet retention, acquisition of social media management tools to improve outreach and engagement, and creation of donor storytelling materials and outreach templates.

These improvements will increase community awareness, strengthen donor trust, and expand engagement across Chester and Delaware Counties.

Months 4 to 9

Technology Implementation, HR Systems, and Operational Workflow Development

Allocated Budget: \$4,000

The final phase focuses on implementing essential internal systems that professionalize operations and strengthen sustainability. Activities will include acquisition and implementation of donor management and outreach software to track contributions, engagement, and retention, implementation of basic HR software to manage part time staff, volunteer records, compliance documentation, and onboarding processes, development of structured fundraising workflows and campaign tracking tools, creation of internal reporting dashboards for revenue monitoring and program performance, and establishment of standardized financial tracking and documentation procedures.

These systems will reduce administrative inefficiencies, improve accountability, and provide measurable performance data to guide leadership and board decision making.

Total Capacity Building Investment

Strategic Realignment and Planning: \$1,500

Marketing, Website and Brand Positioning: \$2,000

Technology, HR Systems and Operational Infrastructure: \$4,000

Total Request: \$7,500

Seniors and Paws will prioritize cost effective nonprofit software solutions and scaled subscription tools appropriate for a small organization. Implementation will be led internally by executive leadership with board oversight to ensure fiscal responsibility and alignment with sustainability goals. Limited external technical support may be engaged for website upgrades or software setup within allocated budget categories.

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
 2. List of **Board** of Directors, with their affiliations **URL:**
 3. Most recent **annual report URL:**
 4. Audited or reviewed recent **financial statement URL:**
 5. Itemized **organizational operating budget** with actual results for prior fiscal year & current fiscal year to date
 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**.
- 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.

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

*Connecting people who care with causes that matter,
so their philanthropy makes a difference, now & forever.*



CAPACITY BUILDING FOR NONPROFITS:
Coping with Cutbacks

