



## I. GRANT PROPOSAL SUMMARY SHEET

To obtain an electronic version of this application, visit [www.chescocf.org](http://www.chescocf.org)

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

**Date** May 21, 2026

### Contact Information

Organization Name: Cradles to Crayons, Inc.  
 Address: 4700 Wissahickon Ave., Suite 142, Phila., PA  
 Phone: (215) 836-0958  
 Website: [cradlestocrayons.org/philadelphia](http://cradlestocrayons.org/philadelphia)  
 Year Incorporated: 2002  
 FEIN: 04-3584367

ED/CEO Name: Wyneshia Foxworth-Johnson  
 ED/CEO E-mail: [wfjohnson@cradlestocrayons.org](mailto:wfjohnson@cradlestocrayons.org)  
 Board Chair Name: Deborah Cohen  
 Board Chair Approval (check here):   
 Primary Contact Name: Kira Yates, Foundation Rel.  
 Primary E-mail: [kyates@cradlestocrayons.org](mailto:kyates@cradlestocrayons.org)

### Organization Information:

#### Field/s of Interest:

Arts, Culture, Heritage		Education, Library		Environment, Animals
Health	X	Human Services		Social Justice, Civic Engagement
Religion		If other, please describe:		

### Mission:

Cradles to Crayons' (C2C) mission is to End Clothing Insecurity by providing children of all ages, living in homeless or low-income situations, with the essential items they need to thrive at home, at school, and at play. The organization successfully achieves this through a three-pronged approach: community engagement, volunteer engagement, and strong partnerships with human service agencies.

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

Greater Philadelphia Region – We work in direct partnership with several Chester County human service agencies, including the Chester County Intermediate Unit Early Head Start Program and the Chester County Community Volunteers in Medicine.

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

Cradles to Crayons provides items to children throughout the Greater Philadelphia region living at or below 200% of the federal poverty guidelines and reside in some of the region's poorest neighborhoods. 82% of our known service population are families who make under \$30,000 a year, while 48% make under \$10,000 a year. Children who receive items from Cradles to Crayons are aged 0-18. Of the families we serve, 60% are Black of African American, 24% are Hispanic/Latine, 13% are White, 6% are Asian, and 6% are multiracial.

This year, Cradles to Crayons aims to serve over 300,000 children in the Greater Philadelphia region, over 20,000 of whom come from Chester and Montgomery Counties (which are often combined for reporting purposes).

**Annual Budget** \$ 3,452,000.00

83 % of budget for program expenses  
 9 % of budget for administrative expenses  
 8 % of budget for fundraising expenses

100% = total

20 # of Full-Time Equivalent Paid Staff

6 # of Board Volunteers

17,000 # of Active Non-Board Volunteers

35,000 # of Volunteer Hours

**Top 3-5 funding sources:**

Cuties First Quality

Bank of America

Five Below

**This grant proposal is for:**  Direct Service Programs & General Operating

**Grant Amount Requested from the Community Foundation:** \$ 10,000

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

Cradles to Crayons (C2C) respectfully requests a grant of **\$10,000 from Chester County Community Foundation** to support our Ready for Learning Program, a contribution that will supply **776 children in Greater Philadelphia** with school supplies throughout the 2026-2027 school year. Providing backpacks, pens and pencils, notebooks, and other school supplies, we meet an immediate need to ensure children arrive ready to learn and participate. It also affirms that education is a human right—to provide children with the supplies they need to succeed in their learning is to cultivate their futures with care and dignity. **This year, our goal is to provide 300,000 children with packages of clothing and essentials—over 20,000 of whom live in Chester and Montgomery Counties.** We hope Chester County Community Foundation will partner with us in making that possible.



## Ready to Go, Head to Toe: Cradles to Crayons' Ready for Learning Program

### Program Description Summary

Cradles to Crayons (C2C) respectfully requests a grant of **\$10,000 from Chester County Community Foundation** to support our Ready for Learning Program, a contribution that will supply **776 children in Greater Philadelphia** with school supplies throughout the 2026-2027 school year. Providing backpacks, pens and pencils, notebooks, and other school supplies, we meet an immediate need to ensure children arrive ready to learn and participate. It also affirms that education is a human right—to provide children with the supplies they need to succeed in their learning is to cultivate their futures with care and dignity. **This year, our goal is to provide 300,000 children with packages of clothing and essentials—over 20,000 of whom live in Chester and Montgomery Counties.** We hope Chester County Community Foundation will partner with us in making that possible.

### Our History, Mission and Model

Cradles to Crayons provides children, living in homeless or low-income situations, with the essential items they need to thrive—at home, at school and at play. We supply these items free of charge by engaging and connecting communities.

**In the last year, Cradles to Crayons has provided over 75,000 fully equipped backpacks to the Greater Philadelphia area.**



### The Ready for Learning Program

#### **The Purpose of Your Grant and the People it Serves**

Cradles to Crayons is the only organization of its kind in the Philadelphia region that addresses clothing insecurity and insecurity around basic essentials, supplying children with the necessities that cannot be found anywhere else. Unlike food or housing insecurity, there is no city, state, or federal funding to provide children with clothing, hygiene items, or school supplies, all of which are necessary products that kids need to thrive.

Philadelphia has the second-highest rate of deep poverty within large cities in the United States—a staggering 23% of the city lives below poverty level. According to the nonprofit

Children First Pennsylvania, 152,000 children live in families earning too little to meet their needs. That's 47% of all Greater Philadelphia's families with children. **Hundreds of thousands of people in our community live in a state of financial crisis every day.**

These trends show up in the classroom, too. Here's what we know about Cradles to Crayons families in need:

- **81% of teachers said that they have at least one student who relies on them for school supplies.**
- **¼ of students miss enough school to be at academic risk, but after receiving winter clothing and school essentials from Cradles to Crayons, participants saw improved attendance.**

Cradles to Crayons supports throughout the Greater Philadelphia Region living at or below 200% of the federal poverty guidelines and reside in some the region's poorest neighborhoods. 82% of our known service population are families who make under \$30,000, while 48% make under \$10,000 a year. Children who receive items from Cradles to Crayons are aged 0-18. Of the families we serve 60% Black or African American, 24% are Hispanic/Latine, 13% are White, 6% are Asian, and 6% are multiracial.



Disrupting the cycle of generational poverty is a complex process, and one that Cradles to Crayons tries to tackle from the very beginning of a child's life. That's why we've spent the last nineteen years working tirelessly to give every child the school essentials they need to succeed.

### What Ready for Learning Provides

This year, C2C Philadelphia has the goal of serving 300,000 children, a vast majority of whom receive items from the Ready for Learning Program. Some of those items include:

- **79,000** fully stocked backpacks
- **4,511** mid-year backpack refills of school and art supply kits
- **86,000** packages of winter hats, gloves, hygiene items, and other supplies

### Processes, Procedures, and Analysis

1. **Gap analysis:** The C2C Operations Team will review partner requests, seasonal needs, and inventory to identify priority items before Backpack-A-Thon and back-to-

school events begin. The Operations Team manages our Giving Factory on a day-to-day basis and is aware of needs of our service partners.

2. **Procurement:** Cradles to Crayons mobilizes regional community collection drop-off sites for in-kind donations around Greater Philadelphia sites to collect, sort, and transport donated items to the Giving Factory. We also rely on Amazon Wish Lists, where donors fill gaps in product donations that are sent directly to the Giving Factory to be processed. We combine these efforts to maximize cost efficiency and ensure consistent quality and inventory.
3. **Assembly & quality control:** Items are sorted, checked, and packaged into age-appropriate distributions. Each back-to-school kit we distribute comes filled with school supplies. Because we believe that Quality = Dignity, we ensure that every item is quality checked three times before it reaches a child. This work will be accomplished by V2C team and our vast volunteer network at our Backpack-A-Thon and other back-to-school events.
4. **Distribution through partner network:** Many of our human services partners attend Backpack-A-Thons, where their orders can be filled by volunteers onsite to be distributed as soon as the next day. Our Giving Factory staff are instrumental in the timely processing of items. On average, they can collect, sort, and dispatch items in less than five days, all while meeting service partners' on-the-ground needs. The remainder of the backpacks and school supplies will be sorted and distributed through small corporate volunteer events and through the hard work of our C2C Giving Factory.
5. **Tracking & reporting:** Our evaluation for the CCCF will use an internal and human service partner-centered strategy to document the impact of its \$10,000 grant to Ready for Learning Program by measuring the following outputs:
  - **Children served:** number of children receiving items during grant period.
  - **Essentials distributed:** total number of items distributed (by category), including items purchased to address gaps as needed.
  - **Adequacy:** Have the items met our human service partners' needs?

## Conclusion

On behalf of the Cradles to Crayons Board of Directors and staff, we offer our most sincere gratitude for CCCF's consideration of a \$10,000 contribution to our Ready for Learning Program. Your flexible investment will strengthen our ability to respond to real-time needs, enabling us to fill unavoidable gaps, respond to seasonal demand, and ensure children receive complete support. We are grateful for your consideration and welcome the opportunity to discuss priorities and reporting that best align with the Foundation's goals.