



## I. GRANT PROPOSAL SUMMARY SHEET

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**Date June 12, 2026**

### Contact Information

Organization Name: Max's Kicks for Kids ED/CEO Name: Lynn Engle  
 Address: 19 W Hunter Creek Lane, West Grove PA 19390 ED/CEO E-mail: [lynn@maxskicksforkids.org](mailto:lynn@maxskicksforkids.org)  
 Phone: 484-571-7640 Board Chair Name: Thomas Engle  
 Website: [www.maxskicksforkids.org](http://www.maxskicksforkids.org) Board Chair Approval (check here):   
 Year Incorporated: 2019 Primary Contact Name: Lynn Engle  
 FEIN: 84-2419289 Primary Contact E-mail: [lynn@maxskicksforkids.org](mailto:lynn@maxskicksforkids.org)

### Organization Information:

#### Field/s of Interest:

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

**Mission:** Our mission is to empower young people to live active, healthy lives, & to build confidence and a sense of belonging, all by providing new, brand name sneakers to children in struggling families.

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

Chester County PA & surrounding areas

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

We provide sneakers to kids whose families are being served by the following organizations: Camp DreamCatcher (AIDS & HIV), Friends Association for Care & Protection of Children, NorthStar of Chester County, GrandFamily Connections, CYWA, Coatesville Youth Initiative, Mighty Writers El Futuro, Kennett Area Community Services, Avon Grove Middle & High School Christmas basket program, Home of the Sparrow, Domestic Violence Center of Chester County. We serve over 1000 young people and their families, all of whom are facing housing insecurity, serious illness, domestic violence, or other financial challenges.

**Annual Budget** \$50,000

80% of budget for program expenses

4 % of budget for administrative expenses

16% of budget for fundraising expenses

*100% = total*

0 # of Full-Time Equivalent Paid Staff

4 # of Board Volunteers

10 # of Active Non-Board Volunteers

136 # of Volunteer Hours

#### Top 3-5 funding sources:

Golf outing fundraiser, Individual donors, Penn Cares grant, Mushroom Festival grant, Alliance for Health Equity grant

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

#### If Capacity Building Proposal, the focus is:

Contingency Planning  Partnerships, Collaborations  Merger, Closure

<input type="checkbox"/>	Mission, Vision, Strategy	<input type="checkbox"/>	Board Engagement & Leadership	<input type="checkbox"/>	Marketing, Communication
<input type="checkbox"/>	Resource Development	<input type="checkbox"/>	Operations	<input type="checkbox"/>	Technology
<input type="checkbox"/>	If other, please describe:				

**Grant Amount Requested from the Community Foundation:** \$20,000

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

We are seeking to expand our program of donating new sneakers to children whose families are struggling with housing insecurity, serious illness, domestic violence, and other financial challenges. A properly fitting pair of sneakers is necessary for these children to safely participate in PE and sports, and to be physically active and healthy. Because the sneakers we provide are the same brand names that their peers are wearing (Adidas, Nike, Under Armour), they also build a sense of pride, belonging, and confidence.

## 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

Max's Kicks for Kids aims to give all young people access to physical and mental well-being, regardless of struggles their family might be facing. Lack of safe, properly fitting shoes presents a barrier to full participation in physical activity. By providing kids with a new pair of sneakers that fit properly, we are enabling them to participate in PE and sports, and to run, play and be active, building healthy habits that will last a lifetime.

For a family struggling to keep their home, or to put food on the table, a new pair of sneakers is a low priority; but shoes are one of the most visible signs of poverty. When you are a child in school, fitting in is an important part of life. It is vital to a young person's development that they feel accepted and supported. That's why MK4K focuses on *brand name* sneakers. We provide sneakers from Adidas, Nike, and Under Armour. The kids receiving these sneakers can wear them with pride and confidence. We know there are other organizations that provide "foot coverings", and we recognize the importance of that. In some of these programs, every kid gets the same shoes, and they stand out for that reason. Our model is different. We believe that every young person deserves that excited feeling of opening a box of new sneakers, along with the self-confidence that comes with wearing them. We started Max's Kicks for Kids to honor our late son, who was a Chester County probation officer, and a sneaker fanatic. Max *loved* the excitement of a new pair of sneakers. They made him confident and proud, ready to take on the world. It's our goal to share that feeling with all young people, even if their family is struggling.

We currently partner with more than 10 Chester County organizations that serve struggling families. If Friends Association, CYWA or KACS is helping a family avoid homelessness, or DVCCC is helping them recover from domestic violence, we support their work by providing their kids with new shoes.

With support from our existing funders, we have been able to grow our impact from 40 pairs of shoes in 2019, to over 1000 pairs in each of the last two years. That's 1000 kids who are able to run, play, and belong with confidence. And their families have one less thing to worry about providing.

### 2. Funding request

- **What specific needs & issues are being addressed, via what programs and services?**
- **Why is it important to fund this now?**
- **How will results & impact be demonstrated?**

We are looking to expand our programs, to include Shoe Closets in local schools. We piloted this program in Phoenixville's Barkley Elementary last year. They reached out to us with a plea for help. They had a huge number of students coming to school in shoes that were falling apart, had holes in them, or were too big or too small. We donated 60 pairs of size-appropriate shoes. When a staff member recognized a child in need of new shoes, they were discreetly taken to the shoe closet to pick out a new pair. According to the school principal, "The shoe closet was a big success! It was wonderful to see the children's excitement when they picked out their new shoes."

Rising costs in the current economy, along with cuts to services, mean more and more families are struggling. The gap between what they need and what they can afford is widening. More young people's physical and mental health will suffer, due to conditions beyond their control. We want to do our part to help fill that gap.

We are able to purchase shoes for about \$40 per pair, so \$20,000 will enable us to set up shoe closets in five schools, to provide a total of 500 pairs of new, brand name sneakers to children whose families cannot afford to provide them. But it's so much more than *just a pair of shoes*. To the young people receiving them, it's confidence, pride, safety, and a chance to be physically active and healthy. Improving physical and mental health in young people sets them up for a successful future.

Additionally, we have a funder who will match donations up to \$15,000, which gives us the opportunity to double our impact.