



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

8/4/2026

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 is to provide access to mental health care and education for every individual, family, and child in Southern Chester County regardless of background or financial situation. In making high- quality care and educational resources accessible and affordable, we help to make the emotional, relational, and spiritual well-being of individuals and families possible, and thus improve communication within families and neighborhoods, reduce instances of substance abuse and negative coping behaviors, bolster school and work performance, and increase overall individual and community wellness.

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 \$966,535

BOARD MEMBERS = 4

FT EMPLOYEES = 3

PT EMPLOYEES = 1

INDEPENDENT CONTRACTORS = 14

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.

88 % of budget for program expenses

9% of budget for administrative expenses

3 % of budget for fundraising expenses 100% = total

Top 3-5 funding sources:

Funding is obtained through client service fees, donations, and grants. In 2026, this project was primarily funded through The Herr's Family Foundation, Health and Welfare Foundation of Southern Chester County, and Oxford Area Foundation. 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)*

NLCC respectfully requests \$5,000 from the Chester County Community Foundation to continue to provide mental health subsidies for our community's most vulnerable neighbors through its Care Subsidy Program. Funding 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.



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?

NLCC provides accessible, high-quality mental health counseling to children, adolescents, adults, and families in southern Chester County and surrounding rural communities. Our program addresses a critical and growing need for affordable mental health services in a region where cost, transportation, stigma, and limited provider availability often prevent individuals, particularly youth and low-income families, from receiving timely care. In 2025 alone, 143 clients, approximately 50% of those served with outpatient mental health support, received a subsidy for services. Subsidized mental health care in 2025 for NLCC equaled \$144,785.25.

Rates of anxiety, depression, trauma exposure, and family stress continue to rise, while waitlists for counseling services remain long and private care is often financially out of reach. For children and adolescents, untreated mental health challenges can lead to academic difficulties, behavioral issues, social isolation, and long-term negative outcomes. Families in our community need early, consistent, and culturally responsive mental health support to promote stability, resilience, and overall well-being.

NLCC uniquely meets this need by offering sliding-scale counseling services, ensuring that financial hardship is never a barrier to care. Our licensed clinicians and supervised post-graduate interns provide individual, family, and group counseling using evidence-based and trauma-informed practices. Services are available to clients of all ages, with a strong focus on children and adolescents. NLCC also integrates expressive and creative approaches, including art-based interventions, to engage youth who may struggle to communicate through traditional talk therapy.

A key strength of this program is NLCC's community-embedded model and collaborative partnerships. We work closely with schools, youth-serving organizations, and community partners, including The Garage Community &

Youth Center and The Lighthouse Youth Center, to deliver mental health services in trusted, accessible settings. These partnerships reduce stigma, increase participation, and allow youth to receive care in environments where they already feel safe and supported. While other mental health providers operate in the region, NLCC stands out for its affordability, deep community relationships, and ability to reach individuals who might otherwise go unserved.

Program activities include comprehensive intake and assessment, ongoing individual and family counseling, case coordination with schools and partner organizations, and referral to additional support as needed. Youth and families participate in regularly scheduled counseling sessions designed to improve emotional regulation, coping skills, communication, and overall mental wellness. Progress is monitored through clinical assessments, client feedback, and collaboration with caregivers and partners.

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

In 2025, the NLCC Care Subsidy program cost was \$144,785.25. For 2026, the projected cost of subsidies is \$165,000.00, representing an approximately 14% increase. This projected increase is due to the increased need for services that continues to grow in our community, and our desire to serve as many community members in southern Chester County as possible with essential mental health 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 actively participates in local and regional efforts to reform mental health services and address gaps in the system. By providing education and outreach about mental health issues, the organization helps shift public perception, reduce stigma, and increase awareness of the importance of mental wellness. NLCC may engage in advocacy efforts to ensure more funding, resources, and policy changes that support mental health care at the community level. NLCC contributes to a larger movement toward a holistic view of health that goes beyond physical well-being. Mental health is an integral part of overall health, and NLCC's services promote the idea that mental wellness is just as important as physical health. By offering integrated counseling, educational workshops, and community outreach, NLCC strengthens the social fabric of the community and helps address the root causes of many societal challenges, such as poverty, trauma, and substance abuse.

Program outcome measures include:

- **75% of clients** will report a decrease in clinical symptoms as a result of therapy.
- **75% of clients** will report improved coping skills.
- **70% of clients** will report improved functioning in daily life, including work, school, or family relationships.
- **75% of clients** will report increased awareness of their thoughts, feelings, and behaviors as a result of therapy.
- **85% of clients** will report that access to subsidized services reduced financial barriers to receiving care.

Program impact is measured through service utilization data, clinical assessments, and client-reported outcomes collected at intake and at discharge. Attendance, engagement, and progress toward treatment goals are monitored through clinical documentation and supervisory review. Aggregate data is reviewed to assess effectiveness, identify service gaps, and guide continuous improvement.

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:*
<https://drive.google.com/file/d/1QGi08-l-ggy65jl31rC0bRcxiklYxXCC/view?usp=sharing>
 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**.
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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 ###