



I. GRANT PROPOSAL SUMMARY SHEET

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Date

Contact Information

Organization Name: Mom's House of Phoenixville

Address: 865 S Main St Phoenixville PA 19426

phoenixville.org

Phone: 610-935-7711

Website: [www. Momshoue-phoenixville.org](http://www.Momshoue-phoenixville.org)

Year Incorporated: 1987

FEIN: 23-2430389

phoenixville.org

ED/CEO Name Wendy McKeon

ED/CEO E-mail: wmckeon@momshouse-

Board Chair Name: J Scott Smiley

Board Chair Approval (check here): ☐

Primary Contact Name: Wendy McKeon

Primary Contact E-mail: wmckeon@momshouse-

'sOrganization Information:

Field/s of Interest:

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

Mission: Mom's House is a unique family support system, offering FREE state licensed chidcare to low-income, single parents while they are completing their full-time education.

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

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

Currently serving 14 single parents and 17 children

Annual Budget \$ 595,000 9 # of Full-Time Equivalent Paid Staff

85 % of budget for program expenses 10 # of Board Volunteers

9 % of budget for administrative expenses 4 # of Active Non-Board Volunteers

6 % of budget for fundraising expenses 100 # of Volunteer Hours

100% = total

Top 3-5 funding sources: Foundation Grants 50%, Direct Public Support 42% United Way/Corp Match 4%

This grant proposal is for: x Direct Service Programs & General Operating &/or ___ 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: \$ 20,000

Proposal Summary: (a few sentences, please) General Operating Expenses to support our program of free state-licensed chidcare for low-incomes single parents who are returning to school.

865 S. Main St Phoenixville, PA 19460 610-935-7711 www.momshouse-phoenixville.org

Focus: Removing barriers to education and employment for low-income, single parents

Mission

Mom's House provides a unique family support system, including **free** state-licensed childcare, to single, low-income parents while they are completing their full-time education and becoming independent members of society.

Assessment of Need

For single parents who rely on public assistance, college and other degree classes do not count as "work" in most states, so many of those who return to school lose access to benefits like childcare vouchers and cash assistance. Earning a college degree or technical training is typically the best route to a higher paying career, but many single parents find it very difficult to squeeze in classes with a schedule already packed with work and childcare. There is also very limited on-campus support for student parents. Day-to-day responsibilities remain overwhelming and balancing everything can be very challenging. By providing free childcare, Mom's House eliminates a major barrier for a single parent returning to school.

Organizational Information

Mom's House has been operating in Phoenixville since 1987. In January of 2024, Mom's House moved to a larger classroom facility. This move allows us to accept more children and serve many more single parents. During our 2025-2026 school year we are serving 15 clients and 20 children.

Mom's House is a state licensed childcare and preschool facility and is also a Keystone Stars Participant (a voluntary program which indicates a dedication to excellence). In October of 2020 we earned our Star 4 designation (the highest level) and we are very proud of our staff's hard work to achieve this milestone. Non-discrimination policies are in place for staff and clients.

Although there is no charge for our childcare or support services, our clients do have responsibilities to the program. They must maintain passing grades in all courses (High School, College, GED, trade school), provide 2 hours of weekly service to Mom's House (cleaning, office work etc.) and participate in all fundraisers. In addition, our clients are required to attend quarterly seminars on a variety of relevant topics such as parenting, legal aid, cooking, and resume writing. Seminars are designed to meet the current needs of our clients and address relevant concerns in their lives.

Mom's House provides a quiet study room, with computer and internet use, for our clients to utilize while we care for their children. We also provide aid in the form of material donations (diapers, clothing) and gift cards for supplies, food and gas expenses. When needed, we will arrange for tutoring. Children are provided with breakfast, lunch, diapers and all supplies needed in a small, caring pre-school environment with very low student/teacher ratios.

Our goal at Mom's House is to support our clients in whatever way needed so that they remain in school and complete their education. This will better enable them to obtain gainful employment to support their young families without the need for welfare. Our clients have varying levels of family support in their daily activities so the Mom's House staff will often be the primary source of help and encouragement in their educational pursuits.

Program Details

In early 2024, Mom's House moved to a larger space in First United Methodist Church. This move will allow us to accept more children and families into our program. We are now licensed for 30 children, almost double the capacity of our previous location. We reopened to our families in mid March 2024.

In the Summer of 2013, we offered our first summer program. After polling our clients, it was clear that our childcare services were needed so that our clients could pursue year-round schooling or work to pay for the Fall semester. We repeated our successful summer program each year since then at a cost of approximately \$30,000 per year. It is expected that our summer program will continue each year as finances permit.

Mom's House operates a unique "Client Emergency Needs Grant" program. With specific written guidelines and procedures in place, this program can provide financial assistance to our clients in emergency situations such as medical needs, housing needs, tuition assistance etc. As our primary goal at Mom's House is to have our clients complete their education, emergency financial assistance is often a critical component of the support we provide.

Statistics/Successes

The National Campaign to Prevent Teen and Unplanned Pregnancy recently released the startling statistic "less than half of teen mothers graduate from high school and only 2% earn a college degree by age 30".

The following is an excerpt from the National Conference of State Legislatures:

Thirty percent of all teenage girls who drop out of school cite pregnancy and parenthood as key reasons. Rates among Hispanic (36 percent) and African American (38 percent) girls are higher. Educational achievement affects the lifetime income of teen mothers: two-thirds of families started by teens are poor, and nearly one in four will depend on welfare within three years of a child's birth. Many children will not escape this cycle of poverty. Only about two-thirds of children born to teen mothers earn a high school diploma, compared to 81 percent of their peers with older parents.

The Numbers Don't Add Up to Success

- *Only 40 percent of teen mothers finish high school. Fewer than 2 percent finish college by age 30.*
- *Young women who give birth while attending a community college are 65 percent less likely to complete their degree than women who do not have children during that time.*
- *Children of teen mothers perform worse on many measures of school readiness, are 50 percent more likely to repeat a grade, and are more likely than children born to older mothers to drop out of high school.*

At Mom's House we are changing these statistics in the Phoenixville area. Since our start in 1987 we have served over 409 children and 354 single parents. Clients generally stay with our program until they complete their course of education or until their child enters kindergarten. Historically, 84% of our clients remain with our program, progressing with their education. Mom's House will continue to provide free childcare for our graduates for a period of up to 6 months after graduation so that they are better able to seek employment and establish their careers. Although our clients are generally women, we serve single fathers as well.

Plans for Future Growth/Challenges

Mom's House moved to a larger physical location in early January 2024. We relocated to First United Methodist Church in the space formerly occupied by the Valley Forge Kinder House. This move will allow us to accept more children and families into our program. Of course, this move incurred several one-time expenses that will be significant. We had to purchase and install a brand-new commercial playground, a security system, new window blinds, new furnishings etc. We anticipate these costs to total close to \$175,000.

Staffing continues to be a challenge throughout the childcare industry. Post COVID we increased hourly wages for all staff to retain our dedicated and caring teachers. This resulted in a 19% increase in our wages/taxes while our average hourly rate remains at only \$17.50 per hour. Mom's House offers paid time off but unfortunately no health or retirement benefits.

In 2026, we will lose the support of 2 funders due to a change in funding priorities. We are working to identify new funders to fill this gap as well as continuing to increase our donor base.

Collaboration

While we do not have any formal partnerships, Mom's House continues to collaborate with various Phoenixville non-profits and community groups to both broaden awareness of our programs and prevent duplication of services. In addition, we continue to refer clients to PACS, the Clinic, Phoenixville Health Care Access, Wings for Success and other area non-profits. Our children participate in art classes designed for kids experiencing trauma with Barnstone Art for Kids every other week.

Evaluation During our 2024-2025 school year, 93% of our clients remained in school and/or graduated from their educational program. If a client leaves the program, we provide an exit interview to determine how we could have better met the needs of that client. We have found that the great majority of clients who leave our program do so due to personal situations, not deficiencies in our program.

On behalf of the clients, children, staff, board and volunteers, I would like to thank you for your consideration. We appreciate your dedication to our community!

