CHESTER COUNTY community FOUNDATION

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CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL SUMMARY SHEET

Date: September 17, 2026

Contact Information:

Organization Name: Educational Equity Alliance
Address: 6 North Fourth Avenue, Coatesville PA 19320
Phone: 484-354-6088
Website: Educationalequityalliance.org
Year Incorporated: 2009
FEIN: #27-0399912

ED/CEO Name: Steven Wilson
ED/CEO E-mail: steve@educationalequityalliance.org
Board Chair Name: C.J. Witherspoon
Board Chair Approval (check here): X
Primary Contact Name: Steven Wilson
Primary Contact E-mail: steve@educationalequityalliance.org

Organization Information:

Field/s of Interest:

___ Arts, Culture & Humanities ___ Environment/Animal Welfare _X_ Education
___ Health ___ Human Services ___ Religion

Mission: Educational Equity Alliance

EEA is a network of leaders and initiatives committed to equipping children and youth today, while transforming the systems and environments that shape their tomorrow.

Geographic Area Served *(If not all of Chester County, specify primary Chester County regions served):*
Our target population is Chester County with an emphasis on children and youth living in Coatesville below the federal poverty level.

Describe Population Served & Annual Number of People Served:
The annual number of children and youth served is 110 children and youth, and their families through full-day preschool, after-school academic and enrichment programs, entrepreneurial programming, and summer camps. An additional 75-100 youth are served through workshops.

Coatesville has a 40% poverty rate and approximately 60% of the children in the school district qualify for free and reduced lunch. Standardized testing in the school district repeatedly shows that those students who are living below the economic poverty line perform compared to other students. On average, at the local elementary schools only 30-40% of students living below the economic poverty line are at grade level in reading by third grade, while the average for their peers above the poverty line is between 85 - 90% at grade level. The students living below the academic poverty line need additional support and resources to be at grade level and ultimately be successful in school, and the school district is currently unable to provide this support.

In addition to academic needs, Coatesville has a lack of opportunities for children and youth. A study called the Child Opportunity Index was done in 2016 in 100 of America's major cities to assess the

opportunities available for children in each community. The study measured resources available for health and environment, education, and social / economic development opportunities. As part of the study, Philadelphia and the surrounding communities were researched, and the city of Coatesville, which is part of the Philadelphia region, scored in the lowest category for opportunities for children and youth. Coatesville currently does not have an operating community center or recreation department, and the public pool has been closed for years. Children and youth and their families who are living in economic poverty are in desperate need of affordable and accessible programming that will provide the academic and developmental growth that is necessary for them to be successful in school and ultimately break the cycle of poverty. Of the families living below the economic poverty line in Coatesville, more than 80% are single parent families, so there is also a significant need for safe and nurturing child-care and supplemental programming so that single parents can work and pursue their own academic goals. Ensuring that foundational skills (both academic and social) are obtained at a young age greatly increases the likelihood that our students will progress in their education with the skills needed to succeed. To ensure students continue to progress, the programs we launch provide a continuous service, guiding and supporting students along their educational path from preschool through twelfth grade.

Annual Budget $600,447.
88 % of budget for program expenses
08 % of budget for administrative expenses
04 % of budget for fundraising expenses
100 % total

12. # of Full-Time Equivalent Paid Staff
8 # of Board Volunteers
34 # of Active Non-Board Volunteers
1,300 # of Volunteer Hours

Top 3-5 funding sources:
Alliance for Health Equity, Justamere Foundation, Bentley Systems, Inc., Stewart Huston Charitable Foundation,

Grant proposal for: Capacity Building

If Capacity Building Proposal, the focus is: Marketing and Communication

Grant Amount Requested from the Community Foundation: $5,000

Proposal Summary:

At Educational Equity Alliance (EEA), we connect children, youth, families, and community partners with opportunities to learn, grow, lead, and thrive. Yet our ability to share their stories, engage the community, and cultivate new supporters hasn't grown at the same pace as our work.
Through EEA: Connecting More People to More Possibility, we will strengthen our capacity for outreach, communications, and fundraising by adding a part-time staff member focused on these areas. This person will expand and coordinate our social media presence, build community awareness, share stories of achievement and possibility, and support the planning and execution of fundraising and community events.

We see communications and fundraising as relationship-building. When more people understand who we serve, what young people accomplish, and how EEA contributes to our community, we create more opportunities for them to participate—as volunteers, partners, advocates, donors, and friends.

This investment will help us move from largely informal outreach to a consistent, intentional approach to community engagement and resource development. By strengthening EEA's voice and expanding our reach, we can connect more people with our mission, broaden our base of support, and create more possibilities for the children, youth, and families we serve.

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

3 pages maximum.

1. Nonprofit's history, goals, key achievements & distinctiveness

Educational Equity Alliance (EEA) was incorporated in 2009 as Hope Beyond Borders by Steven Wilson and Crispen Masuka, with the mission to help children and youth reach their full academic and social-emotional potential. In 2023, after 14 years of impact, we rebranded to EEA to better reflect our vision and work.

The EEA Belonging-Centered Leadership, launched in 2010, equips leaders to design programs that guide students from preschool through college or trade school. Cornerstone initiatives include:

-Soap for Hope (2013): A youth entrepreneurship program where students learn business and leadership skills through hands-on soapmaking, marketing, and sales.
- Coatesville Kids to College (CKC, 2013): An educational pipeline for children living below the poverty level, providing continuous support from early childhood through postsecondary education. CKC operates Bright Beginnings Preschool (serving 28 children ages 2–5 at very low cost), robust afterschool programs with tutoring and enrichment, and two 4-week full-day summer camps.

Together, these programs offer Coatesville children academic support, enrichment opportunities, and leadership development—ensuring that low-income youth keep pace academically and build confidence and skills that extend well beyond the classroom.

2. Funding request

Description of key initiatives

Educational Equity Alliance (EEA) creates pathways of opportunity for children and youth in Coatesville and surrounding Chester County communities, particularly those who face economic and educational barriers. Our programs provide a continuum of academic support, enrichment, social-emotional learning, leadership development, workforce readiness, and opportunities for young people to discover and develop their potential.

EEA's key initiatives include Coatesville Kids to College (CKC), providing preschool, afterschool, and summer programming for Coatesville students from Pre-K to high school graduation; Soap For Hope (SFH), which engages middle and high school students in entrepreneurship, workforce development, and paid leadership opportunities; and Belonging-Centered Leadership, EEA's leadership development initiatives.

EEA's achievements are reflected in children and youth consistently meeting or exceeding academic benchmarks, indicating a sense of belonging and purpose, and demonstrating resiliency to pursue post graduate aspirations. Recent organizational achievements include acquisition of new facilities, expansion of youth programming, and the development of new curricula and partnerships.
What distinguishes EEA is our commitment to a long-term "Pipeline of Promise" connecting young people with opportunities from pre-K through 12th grade while building sustained relationships among youth, families, schools, community partners, employers, donors, and volunteers.

Specific needs & issues to be addressed
EEA's programs have grown in reach and impact, but our capacity to communicate that work, engage the broader community, and cultivate new supporters has not kept pace. Outreach and fundraising activities are currently handled largely through existing staff and informal efforts, limiting our ability to consistently share stories, build relationships, and expand community participation. This initiative addresses the organizational capacity gap by adding a part-time staff member dedicated to communications, community engagement, and fundraising. The position will coordinate social media and outreach, increase awareness of EEA's programs and accomplishments, cultivate relationships with volunteers, partners and donors, and support fundraising and community events.

Why it is important to fund this now
Fourteen months ago, EEA experienced a significant disruption of relocating our programs and operations. Today, we are fully settled in our new location; programs are established and growing, and we are ready to turn our attention from transition to opportunity. This is an important moment to strengthen community awareness and financial support needed for EEA's next stage. Dedicated communications, outreach, and fundraising capacity will allow us to capitalize on renewed momentum, tell our story more consistently, cultivate new relationships, and broaden participation. Investing now will help transform organizational stability into opportunity, supporting sustainable growth and deeper engagement throughout our community.

How impact & results will be demonstrated
Organizational impact will be evident in EEA's ability to sustain consistent communications, intentionally cultivate community relationships, and give fundraising and outreach the dedicated attention they currently lack. Over time, we expect this increased capacity to be reflected in broader community awareness, stronger participation and relationships, and an expanded base of financial and community support.

How will this capacity building initiative impact your nonprofit?
This initiative will transform communications, community engagement, and fundraising responsibilities shared among already-busy staff into an intentional organizational function. Dedicated staff capacity will enable EEA to consistently tell the stories of the young people we serve, strengthen relationships beyond our programs, and broaden our network of donors, volunteers, partners, and community supporters. The initiative will also create a new part-time employment opportunity, extending the benefit of this investment to another member of our community. Ultimately, EEA will be better equipped to build the community relationships and financial support needed for sustainable growth.

How will this impact be measured?
Organizational impact will be evident in EEA's ability to sustain consistent communications, intentionally cultivate community relationships, and give fundraising and outreach the dedicated attention they

currently lack. Over time, we expect this increased capacity to be reflected in broader community awareness, stronger participation and relationships, and an expanded base of financial and community support.

Include a description of the expected activities; timeline & costs to implement the initiative. If external consulting services are required, include the anticipated costs & expertise of the consultants to be hired. Include external consultant proposals if applicable.

During January–February 2027, EEA will recruit and onboard a part-time staff member, assess current communications and fundraising efforts, establish baseline measures, and develop priorities and an outreach plan. Additionally, the new staff member will lead the event coordinating team and oversee EEA's spring fundraiser.

Starting in February, the staff member will revise EEA website, initiate monthly e-blasts, post weekly social media, establish a quarterly podcast and maintain the EEA blog.

- The requested $5,000 grant will support salary and associated employment costs, social media advertisements, printed materials, and e-blast subscription during calendar year 2027, with EEA providing additional resources needed to support the position.