

I. GRANT PROPOSAL SUMMARY SHEET

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

Date

Contact Information

Organization Name: Maternal and Child Health Consortium
Address: 1475 Phoenixville Pike Suite 12
West Chester, PA 19380
Phone: 610-344-5370
Website: ccmchc.org
Year Incorporated: 1991
FEIN: 23-2775806

ED/CEO Name: Milena Lanz

ED/CEO E-mail: mlanz@ccmchc.org

Board Chair Name: Lee Ann Sullivan

Board Chair Approval (check here): ☒

Primary Contact Name: Milena Lanz

Primary Contact E-mail: mchc@ccmchc.org

Organization 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: To support prenatal and parenting families in achieving healthy beginnings and a bright future through compassionate, family-centered services.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): All of Chester County and Pottstown and Norristown in Montgomery County, PA.

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

MCHC serves low- and moderate-income families with children and pregnant individuals. In 2025, MCHC provided services to approximately 3,000 people across its programs. Among households served, 37% had at least one child under age 5, 20% had children ages 6–12, and 23% had children ages 13–19. Many of the families MCHC serves have limited household incomes. In 2025, 32% of households had incomes below the federal poverty level, meaning their income fell below the amount the federal government considers the minimum needed to meet basic needs. An additional 53% had incomes below 200% of the federal poverty level, meaning their income was up to twice the federal poverty threshold. Together, 85% of households served had incomes below 200% of the federal poverty level. Fourteen percent had incomes above 200% of the federal poverty level.

Annual Budget \$3,403,235

88% of budget for program expenses

11% of budget for administrative expenses

1% of budget for fundraising expenses

100% = total

28 # of Full-Time Equivalent Paid Staff

10 # of Board Volunteers

10 # of Active Non-Board Volunteers

1,000 # of Volunteer Hours

Top 3-5 funding sources: Chester County Department of Children, Youth and Families, PA Office of Child Development and Early Learning, PA Department of Health

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
	Mission, Vision, Strategy		Board Engagement & Leadership		Marketing, Communication
	Resource Development		Operations		Technology
	If other, please describe:				

Grant Amount Requested from the Community Foundation: \$7,500

Proposal Summary: *(a few sentences, please)* MCHC provides evidence-based family support services to families who may have limited access to resources, trusted support, or guidance. Through home visiting, parenting education, maternal support, resource navigation, and other services, we help families address immediate needs while building the skills, relationships, and stability that support healthy pregnancies, strong parent-child relationships, and positive outcomes for children. We are seeking funding to build on this work and ensure families have the support they need to achieve healthy beginnings and a strong future.

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

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?
- Additionally, for capacity building grant proposals:
 - How will this capacity building initiative impact your nonprofit?
 - How will this impact be demonstrated?
 - 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 proposal/s if applicable.

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
 2. List of **Board** of Directors, with their affiliations **URL:** <https://ccmchc.org/board>
 3. Most recent **annual report** **URL:** <https://ccmchc.org/about>
 4. Audited or reviewed recent **financial statement** **URL:** <https://ccmchc.org/about>
 5. Itemized **organizational operating budget** with actual results for prior fiscal year & current fiscal year to date
 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**.
- 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**.
 - Proposals are shared electronically and online with Fund Advisors, Donors & Grant Panels.
 - Per IRS Regulations, applicants must be charitable, tax-exempt organizations with 501(c)(3) certification & cannot be individuals.

Please contact Kevin Baffa, Grants Administrator
at (610) 696-8211 or grants@chescocf.org with any questions.

*Connecting people who care with causes that matter,
so their philanthropy makes a difference, now & forever.*



Goals, Initiatives, Achievements & Distinctiveness

Maternal and Child Health Consortium (MCHC) meets families wherever they are, from pregnancy through childhood, providing support based on what they need. Our multidisciplinary team brings expertise in maternal health, parenting support, child development, family services, and resource navigation. Our goals are to improve maternal health outcomes, increase access to healthcare and healthy food, support children's development and school readiness, and strengthen family resilience and stability.

MCHC advances these goals through two primary areas of work: the Family Center Program and Child Advocacy Services. Together, they provide prevention, early intervention, and specialized support for families navigating more complex circumstances, including involvement with the child welfare system.

Recent organizational achievements include the launch of Chester County's first community-based doula support service in 2025, providing no-cost support to high-risk pregnant individuals. MCHC is also accredited through PANO's Standards for Excellence program and is a Blue Ribbon Affiliate of Parents as Teachers, recognizing our quality implementation of the evidence-based model.

What makes MCHC distinct is the depth and longevity of support. We bring together practical assistance, education, developmental support, and trusted relationships because physical health, emotional well-being, family relationships, knowledge, and basic needs all affect a family's ability to thrive. Our support can adapt as those needs change, rather than addressing each challenge in isolation.

Doula Support

MCHC's community-based doula program provides no-cost, personalized support to high-risk pregnant individuals during pregnancy, labor and delivery, and the postpartum period. Doulas help participants prepare for birth, understand what to expect, recognize when something may need medical attention, and communicate effectively with their healthcare team. By providing consistent support before, during, and after delivery, doulas can help address barriers that may contribute to delayed care or poorer outcomes and support participants in getting the care they need when concerns arise. Services include at least two prenatal visits, support during labor and delivery, and at least two postpartum visits. Doulas provide education, emotional support, advocacy, and practical assistance while working alongside, rather than in place of, the participant's medical team.

Healthcare & Food Access Support

MCHC helps families access healthcare coverage, food assistance, and other resources that support household stability. Through Benefits Enrollment Support, staff help families apply for and maintain programs such as Medicaid and CHIP, which provide health coverage; SNAP, which helps eligible households purchase food; and other assistance including Temporary Assistance for Needy Families (TANF), Low Income Home Energy Assistance (LIHEAP), and Emergency Medical Assistance. Staff help families understand eligibility, complete applications, gather documentation, and navigate follow-up when challenges arise. MCHC also helps families identify local food resources when they are experiencing food insecurity. Services are offered

both through MCHC and at community locations, bringing assistance closer to where families already live, work, receive healthcare, and access other services.

Child Advocacy Services

Child Advocacy Services provides specialized support to families involved with the child welfare system, including families navigating concerns related to child safety, parenting, family relationships, and reunification. Services include home-based parenting education, Family Navigator support, Plans of Safe Care for families affected by substance use, Family Group Decision Making, and language access services. Staff help families understand and work toward their goals, strengthen parenting and family relationships, navigate child welfare and other service systems, and access resources that can address barriers to family stability. Through Family Group Decision Making, MCHC also brings families, supportive relatives and other trusted adults, and professionals together to identify strengths and develop plans for addressing concerns. Language access services, including Spanish and Portuguese interpretation, help ensure families can understand information, communicate with providers, and fully participate in decisions affecting their children and family.

The Need

Families in Chester County face interconnected challenges that can affect health, development, and family stability. While 75.9% of Chester County births in 2020–2024 were to mothers who received prenatal care in the first trimester, nearly one in four did not begin care that early; early and consistent prenatal care can help identify and manage conditions that can affect pregnancy and birth outcomes. Statewide, more than one in five respondents to Pennsylvania’s 2024 Maternal Health Survey reported delaying maternal healthcare, most often because of difficulty getting an appointment or cost, barriers that can make it harder to address health concerns before they become more serious. Access to basic resources is another barrier: 8.1% of Chester County residents, including an estimated 8,960 children, were food insecure in 2022, and 4.2% of children under 19 were uninsured in 2019–2023; without consistent access to food and healthcare, families may have more difficulty meeting basic health needs.

These challenges also affect children’s development and future success: in 2024, 67% of Chester County third graders were proficient or advanced in English Language Arts, meaning about one-third were not reading at grade level, with substantially lower performance in some of the county’s higher-poverty school districts. Finally, Chester County recorded 1,030 reports of child abuse and 83 substantiated reports in 2024; child abuse and neglect can have lasting effects on health, learning, and life opportunities, underscoring the need for both prevention and specialized support when families are already involved with the child welfare system. MCHC responds to these needs through prenatal and postpartum support, developmental and parenting education, healthcare and food benefit enrollment assistance, and specialized services for families involved with child welfare.

Programs & Services

The Family Center Program

The Family Center Program includes home visiting, community-based doula support, enrollment in health insurance and food assistance programs, and family engagement activities.

MCHC's Parent Educators work one-on-one with families in their homes at any stage from pregnancy through age five. Families can enroll at any point, with participation averaging about two years. Visits generally take place every other week and are tailored to each family's strengths, circumstances, and goals. Support is flexible, with more intensive support and follow-up for families with complex or ongoing needs and targeted assistance for families facing a specific challenge. Parent Educators provide developmental and social-emotional screenings, parenting and child development education, support for parent-child relationships and family goals, and assistance navigating healthcare, food, benefits, housing, and other resources, with follow-up to help families address identified needs.

Families also help shape the program through the Family Center Program Advisory Board, surveys, and other feedback opportunities. Their input, along with program data and staff experience, informs program activities and improvements. Families also participate in Group Connections, offered one to two times each month. Each gathering has a different theme, activity, or discussion designed around topics relevant to families, giving participants a chance to learn, share experiences, ask questions, and connect with other families around common experiences and interests.

Why it's important to fund this work

Prevention and early intervention can have a lasting impact on children and families, particularly during pregnancy, early childhood, and the transition into parenthood. Research shows that supporting families during these critical periods can improve school performance and healthy behaviors, encourage appropriate healthcare use, and identify concerns before they become more difficult and costly to address. It can also reduce the need for more intensive services later. MCHC believes support should not begin only when a family reaches a crisis. We want to reach neighbors who may be facing higher levels of stress or barriers, ask what they need, and help address challenges early. Sometimes that means developmental support or help accessing food and healthcare; sometimes it means more intensive support when a family is already in crisis. Either way, the goal is to meet families where they are and help address challenges before they become bigger and more costly for families and the systems around them.

How results and impact are demonstrated

MCHC uses a combination of quantitative data, participant feedback, and outcome measures to evaluate our work. Staff document services, participant engagement, referrals, follow-up, family goals, survey feedback, and program outcomes in our case management database, allowing us to track individual and program-level progress over time. MCHC reports program data and outcomes to the Pennsylvania Office of Child Development and Early Learning (OCDEL) and other funding partners, while also using the information internally to monitor performance and identify areas for improvement. MCHC shares data and observations with community organizations, healthcare and social service partners, funders, and other stakeholders to inform conversations about emerging needs, barriers, and gaps in services, through our annual report, website, community presentations, and ongoing partner conversations.

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

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