

## Chester County Community Foundation Grant Proposal Narrative Organization Requesting Grant: West Chester Dance Works

### 1. **Organization's history, goals, key achievements and distinctiveness**

West Chester Dance Works (WCDW) is a community-based dance company providing opportunities for the discovery and development of intergenerational dancers and the pursuit of excellence while giving back to reach, teach and enrich the artistic experience of Chester County and surrounding areas. According to the National Dance and Education Organization, dance has been shown to simultaneously provide numerous holistic benefits to the participant dancer (2013) as well as the observer (Acta Psychologica, 2016). As a result, WCDW's purpose is to bring quality dance technique to developing through professional dancers and constructive, uplifting performances to community members of diverse ages and backgrounds.

West Chester Dance Works was established in 1983 as an adult-based performance company with primary activities focused on sharing dance via community-based and professional performances throughout the Delaware Valley. However, during the 2001-02 season the desire to target youth and increase community engagement inspired its development into a 501(c)(3) non-profit organization; this distinction would enable the company to expand and structure its outreach and formally target and develop programming for younger dancers. The organization became a compilation of four sub-groups including the newly formed Junior Performers (JPs) serving ages 9-12, DM Dance Machine dance team serving ages 13-18, the faith-focused Anointed Dance for adults and youth ages 8-18 (Anointed Too), and the original pre-professional group now known as the Signature/Training Company.

Through the commitment of dancers in these four groups, WCDW executes its mission to reach communities through dance with annual productions, free community performances, local collaborative arts/dance festivals, in-school and community-focused programming, and customized outreach to underserved populations. Its goals are three-fold:

- 1) **Maximize dancer development through enrollment of intergenerational participants** in regular technical training, performance growth and individual/team development.
- 2) **Expose underserved communities to the benefits of dance** through unique audience experiences, experiential participation and low-cost dance programs.
- 3) **Increase arts appreciation by linking dancers to their community** through dance outreach, and the community to dance through uplifting performances.

West Chester Dance Works impact and measures are shown below:

<b>Annual WCDW Outputs</b>	<b>2016-17</b>	<b>2015-16</b>
Total dancers trained (ages 9-60)	29	35
Total audience members served	1800	1200
Total number of performances	20	16
Total dancer community service hours	1200	1300
Total participants served in community-based dance programming	200	350

## **2. Funding request**

West Chester Dance Works is seeking funding for the Chester County Dance Arts (CCDA) Summer Camp. The CCDA Summer Camp is week-long, full-day camp designed for underserved youth ages 4-12 from the city of Coatesville. During each of two sessions, West Chester Dance Works, in collaboration with Jane's Child Care and Trinity Episcopal Church, will operate a dance camp experience using its *Relevate Youth* curriculum- a combination of exploratory movement, self-empowerment concepts, and dialogue- to teach various dance techniques, cooperative choreography and build self-esteem through daily progress culminating in a closing community performance. The goals of the camp are to:

- (1) Maximize exposure to formal dance training and cultural dance contributions
- (2) Encourage positive self-esteem, mutual respect and cooperation
- (3) Illustrate how dance is used for personal expression, creativity and communication

Each day will include lunch, snacks, cultural exposure and age appropriate dance lessons; Session 1 will target ages 5-7 and Session 2 will target ages 8-11. Maximum enrollment is limited 50 children per week; this will enable healthy relationship building between staff and participants and encourage manageable classroom sizes. Each session will conclude with a community performance for family and friends. The performance will be open to the public further engaging community and incorporating a lasting experience in dance for participants.

The "Relevate Youth" Project was developed by West Chester Dance Works in order to focus its energies on activities and strategies that specifically empower youth with regard to the issues they are facing daily. Combining the ballet term "releve," which means to rise or lift, and the term elevate, WCDW will use the dance aesthetic and performance opportunities to uplift and support area children, ages 9-18. The CCDA Summer Camp fits the Relevate Youth residency format which allows students to benefit from daily and uninterrupted exposure to arts education. Professional and youth dancers will work together to develop dialogue and follow up activities through extended on-site classes that strengthen emotional awareness as well as artistic expression. Dancers benefit through physical activity, staff and peer encouragement, and participation in culminating performances.

The CCDA Camp has a total budget of \$22,000.00. West Chester Dance Works kindly requests \$10,000.00 from the Chester County Community Foundation to help offset the following costs:

- Camp staff, professional instructors and guest artist to teach dance arts and develop student choreography
- Camp uniform- including dance apparel- for daily wear and end-of-week performance
- Beverages and snacks (lunch will be provided through the summer lunch program)
- Space rental
- Supplies, games and crafts to supplement dance activities and development themes

As planning has begun for this project, your consideration of support for this project is crucial to necessary efforts to begin outreach and marketing for the 2018 camp season.

### **3. How impact and results will be demonstrated**

In past WCDW Relevate workshops and residencies' impact has best been reported through self-disclosed participant evaluation, reported family or school administration feedback (interview and written), and practical evaluation of technical skills. During our CCDA summer camp, the participants will be surveyed during the application process and again at the conclusion of the camp. In addition we will survey participant families and guests following the camp's conclusion to evaluate the effects of the program. Progress during the camp will be captured through video at the beginning and conclusion of the program.

## I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

**One page only.** This page will be shared electronically with Grant Committee Members & Fund Advisors.

Note: If Philanthropy Network of Greater Philadelphia's Common Grant Application is used, the Community Foundation's Summary Sheet MUST accompany application.

To obtain an electronic version of this application, visit [www.chescocf.org](http://www.chescocf.org)

Date

### Contact Information

Organization Name: West Chester Dance Works	Executive Director Name: Diane Matthews
Address: 315-9 Westtown Rd, West Chester, PA 19382	Exec. Directoremail:director@wcdw.org
Phone: 610-692-3398	Board of Directors Chair Name: Donna Hymes
Website: <a href="http://www.westchesterdanceworks.org">www.westchesterdanceworks.org</a>	Primary Contact Name: Diane Matthews
Year Incorporated: 2001	Primary Contact E-mail: director@wcdw.org

Has your nonprofit ever applied to the Community Foundation?

Yes ☒ No ☐ Not Sure ☐

Has your nonprofit ever received funding from the Community Foundation? Yes ☒ No ☐ Not Sure ☐

☒ Donor Advised Fund(s) ☐ Fund for Chester County ☐ Don't know/Not sure

### Field/s of Interest:

<input checked="" type="checkbox"/> Arts, Culture & Humanities	<input type="checkbox"/> Environment/Animal Welfare
	<input type="checkbox"/> Education
<input type="checkbox"/> Health	<input type="checkbox"/> Human Services
	<input type="checkbox"/> Religion

### Organization Information:

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

West Chester Dance Works serves all of Chester County and surrounding areas.

### **Describe Population Served and Annual Number of People Served:**

West Chester Dance Works serves all ages with a focus on elementary, middle and high school students including members who join one of our program groups and those we reach through workshops and residencies. We strive to serve those who would not otherwise be given the opportunity to learn the art of dance and reap its benefits. Through our performances, we provide community outreach for a variety of communities including those underserved. The average annual population served including participants and audiences is 2000 people.

**Mission:** West Chester Dance Works provides opportunities for the discovery and development of the intergenerational dancers and the pursuit of excellence while giving back to reach, teach and enrich the artistic experience of our community.

### Proposal Summary:

The project being proposed is the Chester County Dance Arts (CCDA) Summer Camp. CCDA will provide exposure, training and emotional development through dance and creative arts to underserved Coatesville area youth. The Chester County Dance Arts (CCDA) Summer Camp is a week-long, full-day camp designed for youth ages 5-11 from the city of Coatesville. During each of two sessions, West Chester Dance Works, in collaboration with Jane's Child Care and Trinity Episcopal Church, will operate a dance camp experience using its *Relevate Youth* curriculum- a combination of exploratory movement, self-empowerment concepts, and dialogue- to teach various dance techniques, cooperative choreography and build self-esteem through daily progress culminating in a closing community performance. Each day will include lunch, snacks, cultural exposure and age appropriate dance lessons; Session 1 will target ages 5-7 and Session 2 will target ages 8-11. Maximum enrollment is 50 children/week.

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

\_\_\_ Mission, Vision & Strategy    \_\_\_ Governance & Leadership    \_\_\_ Strategic Relationships  
\_\_\_ Fundraising & Development    Other: \_\_\_\_\_

**Annual Budget** \$ 36,402 \_\_\_\_\_

\_\_\_ 1 \_\_\_ # of Full-Time Equivalent Paid Staff,    \_\_\_ 5 \_\_\_ # paid part time staff  
\_\_\_ 60 \_\_\_ % of budget for program expenses    \_\_\_ 5 \_\_\_ # of Board Volunteers  
\_\_\_ 25 \_\_\_ % of budget for administrative expenses    \_\_\_ 25 \_\_\_ # of Active Non-Board  
Volunteers  
\_\_\_ 15 \_\_\_ % of budget for fundraising expenses    \_\_\_ 2000 \_\_\_ # of Volunteer Hours  
100 % total

**Top 3-5 funding sources: JD2 Environmental, Merck Foundation, Rachel Owens, Michael and Shelly Daniszewski**

**Grant Amount Requested from the Community Foundation:**    \$ 10,000.00