

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

Date

Contact Information

Organization Name: Chester and Delaware County SCORE
Address: 601 Westtown Rd.Suite 281
West Chester, PA 19380
Phone: 610 344 6910
Website: chestercounty.score.org
Year Incorporated: July 1976

Executive Director Name: Steve Crumrine
e mail: Steve.crumrine@scorevolunteer.org
Board of Directors Chair; No outside board
Primary contact: John Davis; development
e mail: jmdavis1944@verizon.net

Has your nonprofit ever applied to the Community Foundation? Yes ___ No x Not Sure ___

Has your nonprofit ever received funding from the Community Foundation? Yes ___ No x Not Sure ___

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

Field/s of Interest:

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

Organization Information:

Geographic Area Served All of Chester County and Delaware County as our chapters have merged.

Describe Population Served and Annual Number of People Served: All small businesses in Chester County

Mission: Foster vibrant small business communities through mentoring and education.

Proposal Summary: Our proposal is based on the idea that we can increase the number of people/businesses served in Chester County by having a strong marketing program to build awareness. This campaign is budgeted at over \$11,000 and will be used to develop and deliver professional business seminars, an e mail campaign with professionally designed content, a digital marketing campaign and professionally produced marketing materials. (Budget attached)

If Capacity Building Proposal, the focus is:

___ Mission, Vision & Strategy ___ Governance & Leadership ___ Strategic Relationships
___ Fundraising & Development Other: Marketing _____

Annual Budget \$ 57,600 ___ 0.5 ___ # of Full-Time Equivalent Paid Staff
___ 6 ___ % of budget for program expenses ___ 4 ___ # of Board Volunteers
___ 58 ___ % of budget for administrative expenses ___ 100 ___ # of Active Non-Board Volunteers
___ 0 ___ % of budget for fundraising expenses ___ 15,000 ___ # of Volunteer Hours
100 % total

Top 3-5 funding sources: (1) Score National, (2) Chester County, (3) Huston Foundation (4) IBM, (5) Comcast

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

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

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

First of all we appreciate the opportunity to present this request for support from the Chester County Foundation. SCORE is an all volunteer organization whose members have chosen to give back to their communities by applying their accumulated business skills and knowledge to helping new businesses as well as established small businesses develop and become successful.

We do this by face to face mentoring, as well as advisory groups, seminars, workshops and roundtables.

Our services are free of charge, so to continue to deliver and expand those services we depend on support from outside of our organization.

SCORE was started over 50 years ago and the Chester/Delaware County Chapter is over 30 years old. There are over 300 chapters nationwide and our local chapter is ranked near the top every year and in 2015 we were selected as the number one chapter in the US. We have over 100 volunteers making us one of the largest chapters. Last year our chapter conducted over 1700 face to face mentoring sessions. We also ran a large number of advisory groups, and conducted over 122 workshops where over 1900 attendees participated and received business training.

According to the U.S. Census Bureau there are approximately 50,000 small businesses in Chester County. We work with several hundred, so there is a lot of opportunity to expand if we can increase the awareness of what SCORE is and what services we provide.

2. Funding request: Our funding request is based on the idea of increasing our services to more small businesses in Chester and Delaware County, in order to do that we must increase awareness of who SCORE is and what SCORE does. To fully fund this initiative we need in excess of \$11,000, so a grant from the Chester County Foundation would be a big help.

3. Description of key initiatives: Here are the areas where the money will be used. (1) Creation of free-to –the-public business educational seminars where the depth and breadth of SCORE volunteers is exhibited. (2) The launch of an e mail campaign with professionally designed content to inform the public of SCORE services as well as highlight the successes of its clients. (3) The launch of a professionally managed digital marketing campaign, including the use of social media platforms and search engine advertisements to reach small businesses that might not otherwise be aware of SCORE. (4) The publication of professionally designed marketing literature that communicates the value of SCORE to the small business community.

For the first time in many years the number of new businesses started was less than the number of small businesses that failed. This really makes a great case that the services of SCORE are needed and any contribution to help increase the awareness of SCORE in the Chester County area will help that. When discussing the idea of submitting a grant request, one of the people from the foundation said, "I know SCORE; they do good work and they (SCORE) may be the best kept secret in Chester County." Your help will help us change that.