Impact100 Philadelphia
2018 FULL PROPOSAL - Family Focus Area

Applicant, Mock
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Hopeful, PA 19000, US
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mockapplicant@gmail.com

Submitted: Jan 18 2018 9:49AM

ORGANIZATION INFORMATION

1. Organization Name
   XYZ Nonprofit Corporation

2. Website
   www.xyz.org

3. Street Address
   101 Broad Street

4. City
   Philadelphia

5. State
   PA

6. Postal Code
   19000

7. County in which organization is located
   Philadelphia County, PA

8. Year Founded
   2014

9. Tax ID #
   01-3256451

10. Name and address of organization granted 501(c)(3) tax exemption status from the IRS, independent of a financial sponsor
    XYZ Reinvestment Corp., 1200 Wyomissing Ave, Philadelphia, PA

11. Organization Structure
    
    | # board members | # F/T employees | # P/T employees | # volunteers |
    |-----------------|-----------------|-----------------|-------------|
    | 7               | 3               | 3               | 200         |

12. Percentage of board members who contributed financially in last 12 months.
    86%

13. Does the 501(c)3 organization have 36 months of independently prepared (audit or review) financial statements?
    Yes
14. Fiscal Year end
   06/30

15. Financial information for your CURRENT FISCAL YEAR of operation (BUDGETED).
   TOTAL REVENUES  TOTAL OPERATING EXPS  NET ASSETS (line 22 of Form 990)
   550,000          500,000

16. Financial information for your LAST COMPLETED FISCAL YEAR of operation (ACTUAL).
   TOTAL REVENUES  TOTAL OPERATING EXPS  NET ASSETS
   540,000          510,000          30,000

17. Financial information for your SECOND TO LAST COMPLETED FISCAL YEAR (ACTUAL).
   TOTAL REVENUES  TOTAL OPERATING EXPS  NET ASSETS
   530,000          535,000         -5,000

18. Provide the top five funding sources for the last completed fiscal year, including the name
    of funder, amount, and purpose for each. Indicate details for any multi-year grants.
    Additionally, please list any major grant payments received from previously awarded
    multi-year grants.
    PA Dept of Health and Human Services $120,000
    Ben Franklin Fund $ 45,000 *
       * 3 year grant ($15,000/year) for after school program
    Smith Foundation $ 15,000
    Jones Foundation $ 10,000
    Pew Charitable Trusts $ 25,000

19. Litigation/Liability: Is there a litigation pending or threatened against your organization?
    A recent judgment? Please provide details.
    Nothing pending or threatened.

20. Do you carry G/L insurance? If so, what are your coverage limits?
    We carry insurance with a limit of $1 million.

21. Do you carry D&O insurance? If so, what are your coverage limits?
    We carry insurance with a limit of $1 million.

22. By typing my name and the date below, I certify that I am the Executive Director of the
    applicant organization and that I have reviewed the information in this application, and it
    is accurate and complete.
    Jane Doe

23. Today’s date
    1/18/2018

24. Primary contact for proposal
    Jane Doe, Executive Director, is the primary contact

25. Title
    Executive Director

26. Email address
    Jane.Doe@xyz.org

27. Phone number
    (610) 555-1234
1. What is your organization’s mission? What problem or need do you seek to address? (max 1,200 characters)

Founded in 2014, XYZ Nonprofit’s mission is to improve the lives of children in low-income neighborhoods in Philadelphia and nearby metropolitan areas through safe, engaging activities offered for out-of-school time. The need for improved curricula and classroom programs in STEM areas (science, technology, engineering, mathematics) has been well-documented in reports by the U.S. Department of Education, Pennsylvania Department of Education, School District of Philadelphia and other sources. Furthermore, you can ask any social services agency in the city of Philadelphia and they will tell you that summer is a time that schoolchildren in the city are at risk. Parents are at work; programs that used to be offered in parks or community centers have been cut; libraries are closed or have seen a reduction in hours; public swimming pools have closed, reduced their hours, or increased fees so that many children can’t afford to go. Kids without access to these positive community programs are much more likely to be alone and sedentary at home, or worse, out getting into trouble.

2. Give a brief history of your organization, including successes. (max 1,500 characters)

Jane and John Doe, both former teachers in Philadelphia public schools, had seen firsthand the needs of their students. A marked decline in federal funding for aftercare programs left a void in the community. They saw kids as young as 8 or 10 years old going home to an empty apartment after school, with no adult supervision. They saw kids leading too sedentary a life, spending too many hours alone in front of a television screen. At the same time, science, PE, art, and music classes in Philadelphia schools were being scaled back severely, or cut from the curriculum entirely. Sadly, in the current school year, nearly 70% of PSD elementary schools have none of these “special” classes in the curriculum at all.

Upon their retirement in 2014, the Does launched XYZ to provide a safe haven for children, particularly in the afterschool hours from 3:30 to 6:00 pm. XYZ aims far beyond safety and security; it provides enriching cultural, recreational and educational activities that are otherwise absent from most children’s lives.

XYZ received a Community Cares award in 2016. Jane Doe sits on the Mayor’s Council for Kids, a monthly advisory board to the mayor of Philadelphia. In 2017, the School District awarded XYZ a Gold Star, given to the top ten organizations city-wide that have “had the greatest positive impact on enhancing learning outside school hours.”
Since it opened its doors in July 2015, more than 10,000 kids have participated in XYZ’s after-school and summer programs. Volunteers come from around the region to help run programs, teach courses, mentor the children, and provide stability and emotional support on weekday afternoons. XYZ’s programs include basketball, judo, a running club, an environmental club, tutoring in math and reading, book buddies, chess, a knitting club, science experiments and activities, and art and music programs. XYZ has established partnerships with Sunshine Siblings (a peer mentoring program), the Fairmount Park Rec League, and Grandparents’ Corner (a mentoring program matching the elderly with young kids).

Each year, approximately 2,000 kids participate in school-year programs, and 500 attend XYZ’s daily summer camp run by John and Jane’s son Michael Doe. The majority of programs take place in Philadelphia, with satellite programs in Camden and Trenton, NJ.

These children are under-served in two ways. During the school day, they lack exposure to the range of stimulating offerings children need to develop fully -- in many cases, their schools have eliminated academic and extracurricular offerings beyond reading, writing, and mathematics. And then at home, many of these children are left alone or spend long hours in front of a television. XYZ’s programs fill a void in their lives.

4. Briefly describe your organization’s long-term vision and goals. (max 1,000 characters)

Our organization has grown rapidly over the past three years. The need and interest in our after school and summer programs continues to grow, as evidenced by the long waitlist to participate. Our goal is to expand services to serve more children while keeping the quality of our programming at a high level. In theory, we seek to have a waitlist of zero, so that every child in Philadelphia who wants to engage in these activities has the opportunity to do so.

5. How do you intend to expend the $100,000 grant? Provide a brief list of major budget items. Briefly, why do you propose these particular expenditures? (max 1,000 characters)

Impact100’s funding would support the supplies and activities that are essential to making the SITS program run effectively during its first and second years (the summers of 2018 and 2019). Specifically, we are asking for the expenses that are the hardest to fund in any new program’s early stages. After Impact100’s funding period, with two years under our belts, we know that the SITS program will be attractive to other funders. We have received grants from Geology Today for $10,000 and in-kind donations of $10,000, and will charge a modest tuition fee to those families that can afford to pay. We expect tuition revenue to be $10,000.
Our proposal also shows $45,000 to fund half of the Development Director’s salary for two years. The Impact100 grant would support XYZ’s core mission by shoring up our administrative foundation. We are in need of three important things: staff computers; an effective database system for tracking participants and volunteers; and a Development Director.

6. Why are you applying now? Why is this juncture the time when $100,000 would have an especially significant impact for your organization? (max 1,200 characters)

We described above why this is an opportune time for Impact100 funding. Beyond that is a pledge from XYZ’s wonderful board. Our budget shows $45,000 for half the Development Director’s salary for two years. If Impact100 funding is received, our board will match that amount, so that a Development Director can be hired right away. We have an experienced candidate interested in the role, and she can take us to the next level.

Our funding request for SITS comes when science education is more important than ever. We are adding this program to our repertoire because we see the need and desire in our students for more science offerings.

Finally, we know Impact100’s grant would trigger funding from others. The Pew Charitable Trusts awards XYZ $25,000 annually and has expressed interest in giving us larger grants, but has said they cannot be “first in the door” with a big grant. Impact100’s grant would increase the odds of a large grant from Pew. Last, we’ve been approached by an organization about collaborating on a proposal for $500,000 to a national donor. Endorsement from Impact100 would strengthen our case. As you can see, your grant would go a long way for our organization!

DETAILS OF PROPOSAL

7. Provide further details about your plan for the grant period, such as proposed activities, strategies, and timetables. If your proposal involves other organizations, provide details about your collaboration. (max 2,500 characters)

Impact100’s funding is for two main purposes: launching a new summer science program and bolstering administrative infrastructure. The SITS program will start June 1, 2018 with recruiting students for the program. The SITS program will then begin on Monday, June 25, and will run seven weeks until Friday, August 3. The same timeframe will be followed for the Summer of 2019. The program will run Monday to Friday from 10 am to 3 pm for seven weeks. Students will follow a detailed curriculum set out by the Project Director and Assistant Project Director, and implemented by volunteer teachers and mentors. The Project Director is responsible for all aspects of developing the curriculum, planning the daily schedule, arranging field trips,
arranging outdoor activities and plans for conducting experiments. There will be a ratio of one teacher/mentor per 10 kids in the program. Kids will range in age from 12 to 17.

Science in the Summer will teach kids hands-on lessons in physics, chemistry and biology. Using natural resources in their urban environments, kids will learn how to conduct an experiment using a control and a variable, how to measure their results, and how to draw conclusions from the evidence. Through XYZ’s existing partnerships with Grandparents’ Corner and Sunshine Siblings, SITS kids will be paired with a peer or elderly mentor while conducting experiments, and kids will draw positive emotional support from these new relationships. It is XYZ’s hope that these relationships will continue into the following school year and beyond.

We expect 200 children to participate in the SITS program in 2018, along with 20 new volunteers. We expect the same number of kids for the summer of 2019.

On the administrative front, the grant will fund the purchase of three important things: staff computers; an effective database system for tracking participants and volunteers; and a Development Director. The development staffer in particular is sorely needed. Up to now, the Executive Director, a program leader, and volunteers have handled grant writing and fundraising tasks, and they simply have not had the time to focus on researching potential donors or writing proposals. We expect there to be an immediate and noticeable benefit from having a dedicated staff member focus on fundraising.

8. What specific outcomes, milestones, or benchmarks do you seek to achieve during the grant period? Please include the factors that your expectations are based on, such as data, research, or organizational experience. (max 2,500 characters)

Science in the Summer will teach kids hands-on lessons in physics, chemistry and biology. Using natural resources in their urban environments, kids will learn how to conduct an experiment using a control and a variable, how to measure their results, and how to draw conclusions from the evidence. Through XYZ’s existing partnerships with Grandparents’ Corner and Sunshine Siblings, SITS kids will be paired with a peer or elderly mentor while conducting experiments, and kids will draw positive emotional support from these new relationships. XYZ hopes that these relationships will continue into the following school year and beyond. We expect 200 children to participate in SITS in 2018, along with 20 new volunteers. We expect the same number of kids for Summer 2019.

Administratively, the grant will fund the purchase of three important things: staff computers; an effective database system for tracking participants and volunteers; and a Development Director. The development staffer in particular is sorely needed. Up to now, the Executive Director, a program leader, and volunteers have handled grant writing and fundraising tasks, and they simply have not had the time to focus on researching potential donors or writing
proposals. We expect there to be an immediate and noticeable benefit from having a dedicated staff member focus on fundraising. XYZ has grown dramatically, from serving 150 students in our first school year to 2,500 today. And the need continues to grow! As more students, volunteers and partner organizations learn about our programs, we receive more requests for participation. Our small staff is struggling under the weight of this growth and Impact100’s support would allow us to purchase computers, become more organized using an efficient database, and perhaps most important, hire a Development Director who can seek more funding support.

Our SITS program will help kids who are left alone during the summer. We offer them a rich curriculum in the sciences, involving hands-on learning and outdoor experiences. By pairing kids with caring adults, XYZ turns their lives around. These children live in some of the poorest urban neighborhoods in the U.S., and are often left with no place to go during summer days. With Impact100 funds, we can change their lives forever. We believe that our science programming has proven to be the most effective and far-reaching of all the subject areas we offer, and that is why we are proposing a new summer program in science.

9. What methods or systems for tracking results and outcomes do you intend to use? (max 1,200 characters)

Our current system starts with paper forms, and ends with volunteers entering attendance and survey data at odd hours into Excel spreadsheets. We know this system isn’t good enough, and its shortcomings are one of the primary reasons that our proposal seeks new computers and a professional database system.

Beyond data, we hear anecdotal evidence all the time that speaks to the success of our programs. Several former XYZ students have talked about the profound impact our science programming in particular has had on their lives. Two of our students, Janelle Horton and Miguel Lomas, were profiled in a Philadelphia Inquirer piece, “Nonprofits Step In to Bridge the Gap in School Programming” (January 17, 2017). Another student, now at Masterman High School, is a sophomore captain of the Science Olympiad team, and has cited XYZ as the reason she is succeeding in school.

10. Provide one or two examples of how your board of directors has provided strong governance and strategic guidance for the organization. (max 1,000 characters)

Our staff and board are a tight knit group who work closely together but understand the board’s role in fiduciary matters and oversight. We have an annual retreat and a three-year schedule for strategic planning that help guide our decision making. Our recent strategic planning meeting, in fact, was the time when we realized that our needs could be a good fit for the Impact100 grant.
11. Provide one or two examples of how your current senior staff has provided strong leadership for the organization. (max 1,000 characters)

We have proven staff lined up to administer SITS:

Michael Doe will be the SITS Director. He has been running the daily summer camp for 3 years as Camp Director. In running the day camp for XYZ, Michael helped plan the curriculum and logistics of the camp. He has been on the review team each fall to talk about what was successful during the past summer and what should be adjusted. He has gotten to know local teachers at elementary and middle schools in areas surrounding the XYZ camp sites and stays in contact with them during the school year to identify good candidates for the camp.

Michelle “Mock” Applicant will be the SITS assistant director. Mock has been the Program Director of our summer camp for 2 years. She has been directly involved as a leader and educator and inspiration to children in the camp. In several instances, Mock has shown leadership when an emergency situation or other potential conflict has arisen, and she has found ways to resolve problems quickly.

12. If there is any other important information to include with your proposal, add it here. If not, please leave this question blank. (max 1,000 characters)

None.

CERTIFICATION to SUBMIT

1. The Board of Directors has authorized submission of this proposal. yes
2. The organization’s tax-exempt status has not been revoked or modified. agreed
3. If selected for the $100,000 grant, the applicant must furnish interim and final reports. agreed
4. Executive Director Jane Doe
5. Chair of the Board John Doe

KEY STAFF

Michael Doe will be the Director of the SITS program. He has been running the daily summer camp for 3 years as Camp Director. Prior to joining XYZ, he was a lacrosse coach for area youth and a camp counselor in the summers. He earned a Bachelor’s degree in Early Childhood Education in 2009 from North College, with a special emphasis on elementary school science education. In running the day camp for XYZ, Michael helped plan the curriculum and logistics of the camp. He has been on the review team each fall to talk about what was successful during the past summer and what should be adjusted. He has gotten to know local teachers at elementary and middle schools in areas surrounding the XYZ camp sites and stays in contact with them during the school year to identify good candidates for the camp.

Michelle “Mock” Applicant will be the assistant director of the program. Mock has been the Program Director of our summer camp for 2 years. She has been directly involved as a leader and educator and inspiration to children in the camp. In several instances, Mock has shown leadership when an emergency situation or other potential conflict has arisen, and she has found ways to...
resolve problems quickly. Mock also helps with fundraising efforts for XYZ, and is a self-taught grantwriter. Mock earned a B.S. in Physical Education in 2015 from High Hills College.

Jane Doe, XYZ’s Executive Director retired in 2013 following a 40-year career teaching science in Philadelphia’s public school system. Jane holds a Bachelor’s degree Elementary Education from Anywhere College and two Master’s degrees from Nearby University, one in Multicultural Education, and a second in Educational Leadership. Jane also holds a K-8 certificate in STEM Curriculum Development. Throughout her teaching career Jane often volunteered her services to offer on-site, after school enrichment programming for students in she school. While not involved in the daily camp experience, Jane is supervises all aspects of the SITS Program, including curriculum development, budgeting and fundraising, and the hiring and training of counselors.

LIST OF BOARD MEMBERS

Board members, including position, profession/affiliation, county of residence and years served.

The Board Chair, John Doe, was an elementary school teacher in Philadelphia for 30 years. He is a co-founder of XYZ and has chaired the board from the beginning. Other board members:
• Mark Smith is an elementary school teacher in Philadelphia. He has been on the board for 4 years.
• John Smith is a high school principal in Philadelphia. He has been on the board for 3 years.
• David Johnson is a community member/youth volunteer. He has been on the board for 4 years.
• Jack Hart is a Philadelphia high school teacher and coach. He has been on the board for 2 years.
• Mary Kaplan is an education consultant who specializes in conflict resolution in Philadelphia. She has been on the board for 2 years.
• Judy Scott is an elementary school teacher in Philadelphia. She has been on the board for 3 years.

PROPOSED BUDGET FOR $100,000 GRANT

IMPACT100 PHILADELPHIA: Applicant's Proposed Budget for $100,000 Grant

ORGANIZATION NAME

| XYZ Nonprofit |

PROPOSED USE OF $100,000 GRANT:

<table>
<thead>
<tr>
<th>Specific Expense</th>
<th>provide additional details, if desired</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development Director</td>
<td>1/2 of F-T salary of $45,000 x 2 yrs</td>
<td>$45,000</td>
</tr>
<tr>
<td>New computer equipment</td>
<td>3 laptops, 1 printer</td>
<td>$3,500</td>
</tr>
<tr>
<td>New database software, training</td>
<td></td>
<td>$6,000</td>
</tr>
<tr>
<td>Science books and lab equipment</td>
<td></td>
<td>$4,500</td>
</tr>
<tr>
<td>Room rentals for final science shows</td>
<td>two halls @ $1,500 each</td>
<td>$3,000</td>
</tr>
<tr>
<td>Snacks and end-of-camp party</td>
<td></td>
<td>$2,000</td>
</tr>
<tr>
<td>Busing, field trips for experiments</td>
<td>eight trips @ $1,200 each x 2 yrs</td>
<td>$16,000</td>
</tr>
<tr>
<td>Peer leaders - stipend</td>
<td>80 leaders @ $250 each</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

Proposed Expenses (totaling $100,000) $100,000