



Chester County Ledger

The Newsletter of the Chester County Historic Preservation Network

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February 2009

Grants, Grant-writing, and Fundraising What you need to know!

At the Spring 2006 Workshop, we surveyed attendees for topics for future workshops and presentations. Taking our lead from the responses, our Spring 2009 Workshop on March 14, 2009, will be address the topic of grants, grant-writing, and fundraising. We have pulled together a stellar team of presenters, including Karen Simmons of the Chester County Community Foundation, Connie Carter, a grant-writing instructor and fundraising consultant, Nina Kelly of the Chester County Conference and Visitors Bureau, and Rob Lukens of Historic

Yellow Springs, Inc. We will also convene a blue-ribbon panel of our elected officials and their representatives for a lunch discussion.

It will be a day-long event with continental breakfast, coffee, lunch, and other refreshments provided throughout the day. Attendees will also receive passes to the Brandywine River Museum.

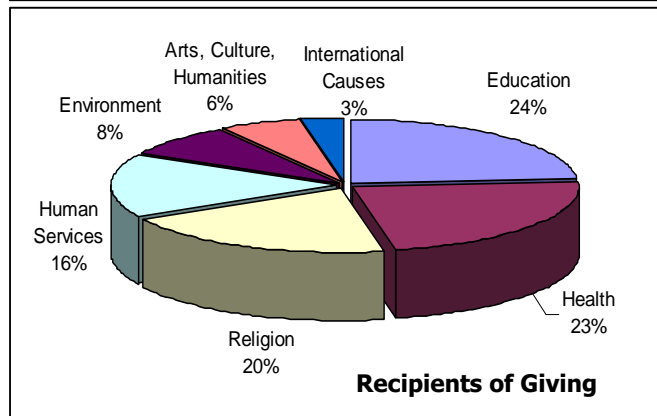
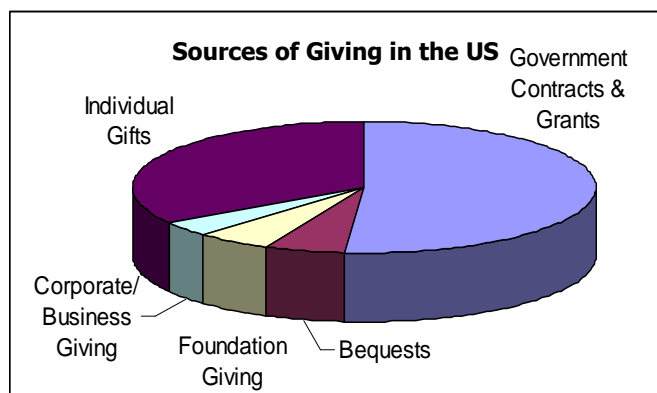
Hope to see you there!

- Robert J. Wise
CCHPN Board President

Essentials of Fundraising

In today's competitive world of fundraising, it is not enough to have a good idea for a project or a good mission for your organization. Effective fundraising takes planning, management, and a base of knowledge of how funding organizations and donors operate. There are multitudes of resources available to you and your organization, including web-based coursework and research, seminars offered by places such as the Chester County Intermediate Unit and La Salle University, various publications, instructional DVDs, and other electronic media. The first question, though, is how to begin.

The Chester County Historic Preservation Network is an affiliation of local organizations and individuals dedicated to promoting, protecting, and preserving Chester County's historic resources and landscapes through education, facilitation, and public and private advocacy.



The Spring 2009 Workshop will provide the attendees with a basis of knowledge to de-mystify the fundraising universe and to give you some direction and understanding of how to proceed. Much of the program is developed for people with little or no fundraising experience, but we will also go into more depth for attendees with a little more experience. Our goals for workshop attendees are:

- ✓ to understand key fundraising strategies, tactics, relationships, and resources required to be successful
- ✓ to develop a brief 'elevator speech,' a concise statement of your project and funding need
- ✓ to understand better how to work with conference and visitors bureaus to help market and fund your initiatives
- ✓ to understand better how to access government funds
- ✓ to improve your knowledge of grant proposal writing
- ✓ to provide specific resources to research prospective foundations

In addition to understanding fundraising, effective organizations must have a viable management structure, clear goals supported by plans and policies, and a dedicated group of supporters, including but not limited to volunteers, staff, members, friends, and advocates. Not only are these qualities necessary to meeting a mission, but donors and grantors want to see this in the organizations they support to ensure that their financial support is used effectively.

We will take you through the fundraising planning process, step-by-step, guided by the following points:

Where are we going? Your organization needs to undertake a degree of strategic planning to guide decision-making, the

management of everyone's efforts, and the flow of funds

Why do we need the money? You will need a clear statement of what you want to do.

Why do people give? Understanding the motivation of donors and grantors will help you tailor your requests.

Whom should we approach? Identifying your target markets will make your efforts more effective.

How long will it take to raise funds? Different funding sources will take different lengths of time between asking for and receiving funds, which will impact your projects.

What are giving options? There are more sources of funds than you may realize—governmental, institutional, corporate, and private sources—and more ways of garnering them: grants, gifts, loans, credits, dues, fees, events, sales, plus others.

The most successful fundraising: face-to-face asking Nothing beats, and in many cases, nothing can be substituted for face-to-face asking. Meeting people, forming relationships, and building support is how things get done.

At the workshop you will also receive a variety of take-home materials to build on what you will learn at the workshop in addition to contact information for the presenters for when you need help in the future.

Come prepared to discuss your project or fundraising needs.

We look forward to seeing you!

- Karen Simmons
President/CEO,
Chester County
Community Foundation

The Chester County Ledger

Editor Matthew E. Roberson
Circulation Director Robert Layman
Marketing Director Robert Wise

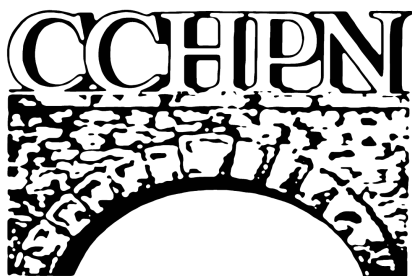
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The Chester County Historic Preservation Network

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Direct all queries to: The Editor, CCHPN, P.O.Box 174, West Chester, PA 19381. Letters to the Editor and articles for the *Chester County Ledger* are welcome. There is no guarantee, however, that submissions will be published. No such submissions will be returned. The CCHPN does not necessarily endorse the content of advertisements herein.

Printed on recycled paper.



Spring 2009 Workshop Grants, Grant-writing, and Fundraising

March 14, 2009, Saturday
Brandywine River Museum
Rt. 1, Chadds Ford, PA
All are welcome!

Fees:

Member: \$30.00 either dues-paid individual or municipality/organization

Non-member: \$35.00

Fees include workshop registration, food, and refreshments. Register early to ensure your spot! No refunds can be given. Make checks payable to CCHPN. Mail registration form and check to CCHPN, PO Box 174, West Chester, PA 19381. For information about the Museum, contact Marti Coates, 610-388-2700. For info about the Workshop, contact Matthew Roberson, 610-620-4656.

- 8:30a** Meet & Greet/Coffee and Pastries
- 9:00** Welcome
- 9:15** *Fundraising Planning Process*, **Karen Simmons**, Chester County Community Foundation
- 10:45** Break
- 11:00** *Fundraising: The Importance of Cultivation: Networking, Events & Members*, **Rob Lukens**, Historic Yellow Springs, Inc.
- 11:30** *The Chester County Conference and Visitors Bureau*, **Nina Kelly**
- 12:00** Break to Get Lunches
- 12:15** Panel: *Obtaining Historic Preservation Funds via Government Resources*, Invited:
 - The Honorable Andy Dinniman, PA State Senator
 - The Honorable L. Chris Ross, PA State Representative
 - The Honorable Barbara McIlviane Smith, PA State Representative
 - The Honorable Duane Milne, PA State Representative
- 1:00** Break
- 1:15** *Grants: Writing Tips and Funding Sources*, **Constance Carter**, Directory of PA Foundations
- 3:00** Closing Comments

This program is co-sponsored by the Chester County Community Foundation.



Registration Form

RSVP by March 6, 2009

Municipality/Organization _____

Primary Contact Person _____

Email Address _____

Street Address _____

City/State/Zip Code _____

Telephone _____

If you would like to include your membership dues with your registration, please check below:

Individual (\$20.00)

Municipality/Organization (\$85.00)

Make checks payable to CCHPN

Names of Registrants - Municipality/Organization
(up to four at membership fee, others at non-member fee)

_____ @ \$30.00

_____ @ \$30.00

_____ @ \$30.00

_____ @ \$30.00

Names of Registrants - Individual Members

_____ @ \$30.00

_____ @ \$30.00

_____ @ \$30.00

Total amount of check for registration fee and/or membership dues \$ _____

Names of Registrants - Non-Members and additional registrants from Municipality/Organization

_____ @ \$35.00

_____ @ \$35.00

_____ @ \$35.00

Mail form and check to: CCHPN, PO Box 174, West Chester, PA 19381. Thanks!

2009 Workshop Presenters

Connie Carter, CRFE, President
Directory of Pennsylvania Foundations
520 Clarks Lane, West Chester, PA 19382
(610) 793-3322 cone27@aol.com

Connie Carter's experience includes 27 years in non-profit fundraising, program development, public relations and campaign management. Her knowledge of how to identify, cultivate and solicit contributions from individuals has helped her clients to reach their funding goals.

She has extensive experience in researching, writing and obtaining grants from government agencies, large and small private foundations, corporations and organizations. Her strong commitment to the non-profit sector and her ability to "get the job done" produce quality results efficiently. She is also skilled at developing creative strategies that lead to funding and in working with diverse groups, large and small, with a variety of needs and capabilities.

Connie regularly shares her professional expertise with the community by teaching workshops and classes for the Association of Fund Raising Professionals, Chester County Alliance and Delaware County

Community College on topics such as Grantwriting, Event Planning, Supervisory Skills, Fund Raising and Customer Service. She brings excellent organizational and writing skills, an ability to "think outside the box," and a high level of personal and ethical commitment to the work she does.

Rob Lukens, Executive Director
Historic Yellow Springs, Inc.
P. O. Box 62, 1685 Art School Road
Chester Springs, PA 19425
(610) 827-7414 x14 www.yellowsprings.org
director@yellowsprings.org

Rob Lukens has been working in museums and historical organizations fifteen years, and has worked as Executive Director at Historic Yellow Springs since 2005. As such, Rob has in-depth knowledge of how to raise funds for the operations and projects of a mid-sized non-



Rob Lukens

profit organization with a focus on history, preservation, and education.

Prior to his work at Historic Yellow Springs, Rob served as Head of Collections at the Chemical Heritage Foundation and Collections Manager at the Chester County Historical Society.

In addition to his work experience, Rob is vice-chair of the board of directors at the Chester County Conference and Visitors Bureau and has written over 75 articles for the *Daily Local News* on Chester County's history.

Nina Kelly, Director of Communications
Chester County Conference and Visitors Bureau
17 Wilmont Mews, Suite 400, West Chester, PA 19382
(610) 719-1730 www.cccvb.org nina@cccvb.org

The Chester County Conference & Visitors Bureau operates one of the major grant programs funding historic preservation projects in Chester County. The Chester County Conference and Visitors Bureau Foundation makes grant funding available to aid historic preservation, the expansion and improvement of future and existing tourism attractions, supporting events in Chester County aimed at attracting visitors, and funding marketing expenditures associated with the above.



18th Century Restorations, Inc.

We are pleased to have restored or preserved historic landmarks in the Delaware Valley for 25 years. During that time as general contractor we have continued our mission for historic accuracy from carpentry to finishes in the area's period stone, brick, log and timber frame structures. We focus on the preservation of original elements: windows, doors, cornice, shutters, stair systems and flooring and cyclical preservation maintenance. We design and build sympathetic additions and welcome small projects as well. Please view our website.

www.18thcenturyrestoration.com

610-469-6649

Karen Simmons, President/CEO
Chester County Community Foundation
28 W. Market Street, The Lincoln Building,
West Chester, PA 19382
610/696-8211 www.chescocf.org info@chescocf.org

In her capacity as President/CEO of the Community Foundation, Karen Simmons "connects people who care with causes that matter, so their legacies can make a difference." During her tenure with the Foundation, the Foundation's assets held in trust have more than doubled while annually granting approximately \$2 million. Also, the number of families involved with Community Foundation funds has increased from 100 to 275.



Karen Simmons

The Community Foundation works with families who are interested in establishing endowed legacy funds and small foundations. The Community Foundation makes philanthropy easy, fun and effective by providing services in an array of areas. The Foundation helps focus a family's philanthropic vision, values and goals; increases the family's understanding of community issues and needs; assesses specific nonprofits to ascertain the best beneficiaries of the family's grants; and handles the investments, finance, reporting and legal issues related to endowed legacy philanthropy.

Prior to joining the Community Foundation, Ms. Simmons served for 15 years as Executive Director at LaSalle University's Nonprofit Center in Philadelphia. There she provided programs for the Delaware Valley's 8,500 nonprofits, specializing in strategic planning, board development, resource development and impact evaluation.

Save the Date!

**2009 Volunteer
Recognition Dinner
June 24, 2009
Oxford, PA**

Location To Be Confirmed

Send your nominations for individual & municipal preservation awards for 2008 to Dr. Elaine Husted, 610-469-1243
email: 1classycat@comcast.net

Replacing Your Windows? Don't Believe The Hype

With energy costs rising, everyone is thinking of how to make their houses, offices, churches, and other buildings more energy efficient. And all you have to do is go into your hardware store, turn on the radio or television, or look in the paper, and you are bombarded by people encouraging you to replace your windows. “You’ll reduce your heating bills by up to 30 percent,” some claim. Before you get out your credit card, please consider three things:

1. The removal of historic windows can greatly diminish the historic character of a building.
2. Replacing windows alone in an old building may not save much money, and you may not recoup the cost of the windows.
3. You have many other options that are more cost-effective for improving the energy efficiency of your building.

Windows are the “eyes” of your building’s “face.” Replacing them with new units that do not reflect the style, materials, or color of your building can greatly diminish its historic character. The worst offenders are those white, vinyl windows available at local home centers. The loss of historic fabric is a real problem in Chester County. Demolitions are one thing, but everywhere folks ripping out windows, removing or covering cornices, taking down shutters, covering their wood siding, and sometimes brickwork, with vinyl siding, and other measures. Their goals are to reduce maintenance and to their minds to improve their energy efficiency. What many people seem to forget is that proper maintenance and repairs are investments in their buildings. Removing features and making unsympathetic changes can reduce the value of an historic building, and in most cases, there are plenty of alternatives to the removal of historic fabric.

Claims of energy efficiency for windows focus on the U-value, and its inverse, the R-value—which I’ll use here since you may be familiar with R-value in insulation—and resistance to air infiltration. Old windows have an R-value of nearly zero, and they are very drafty. New windows, especially the most expensive, are much more air-tight and have up to four-times the R-value as old windows, which sounds pretty good until you look at the R-value and draftiness of the rest of your building.

Almost every building constructed before the 1900s was built with no insulation. If your building has been retrofitted with insulation, then the following discussion pertains less to you.

Without insulation, you can’t retain heat. R-value is the measure of a material’s resistance to the transfer of heat from one side of the material to the other. Glass, wood, brick, and stone all have an R-value of about 1. For a one-foot-thick masonry wall of stone, the R-value is 1.5, and with greater thickness comes a higher R-value, but not by much. An 18-inch-thick stone wall, which is typical in Chester County, may only have an effective R-value of 2.25. (Masonry walls have thermal mass, which is the ability to gain heat and release it slowly, and while this property is advantageous, it is not the same thing as resistance to heat loss.) Most of the super-efficient, and expensive, new windows have an R-value of about 4 to 5. So, if you have an 18-inch-thick masonry wall with an R-value of 2.25 and 30 percent of your wall area is window, then by installing these new windows, you may only increase the overall R-value of the wall to 2.9. If you have no insulation in the attic, where most of the heat leaves the building, then the expense of those windows may not reduce your heating bills at all.

The main reason old windows are energy losers is the air leakage. You can stop the flow of air around the windows at far less expense by installing weather-stripping and storm windows, which is the recommendation of the National Park Service, the federal agency that sets preservation policies, standards, and guidelines. If you don’t like the look of exterior storm windows, and who does, you may want to consider interior storms, which have no negative impact on the exterior appearance of the building, and are often better at resisting air infiltration. Storm windows also improve the overall R-value of the windows. Thus, for less than half the cost of the energy-efficient replacement windows you can get much of the same benefits, and you’ve kept your historic windows intact.

For cost-effective energy efficiency you can’t beat sealing the house and insulating it. The EPA’s Energy Star program strongly recommends this approach. Caulk around every window and door, every juncture between materials, such as where the pipe to your fuel-oil tank passes through your exterior wall, and every other place where air can easily flow into and out of

your building. Install weatherstripping around your windows and doors. I recommend metal weatherstripping because it will last. Vinyl and foam strips are not that durable.

Energy Star recommends installing enough insulation in your attic to achieve an R-value of 30, which is a far cry from the R-4 you get with new windows. I should mention that Energy Star does recommend that you replace your windows, but their recommendations are for houses with insulation. In fact, most contemporary recommendations for improving energy efficiency are based on the assumption that your building was constructed in the last 30 years because more than half of all buildings in America were.

You have many options for insulating your attic. One of the most effective is to have it blown in, using either fiberglass or cellulose (ground-up newspapers or fabric). This fills all of the nooks and crannies for a tight fit. If you want to be able to use your attic, you can insulate the rafters. To do this you'll need to install vents between the insulation and the roof. Another option is to have the entire floor lain with multiple layers of rigid insulation. You'll need to caulk the joints between the panels. By laying plywood on top of that you'll have a durable surface for walking on and for storage. Another alternative is having bio-foam insulation sprayed onto the underside of your roof between your rafters. This may be the best at increasing R-value with the least amount of material, but it permanently affixes to your woodwork, which is not a good idea for historic buildings.

One recommendation made by PECO, Energy Star and others that definitely pays for itself is to have an energy audit performed on your building. You'll get recommendations that are specific to the needs of your building that run the gamut from heating and air conditions to electricity use, and some look at plumbing systems. To find an auditor in your area, do a web search on "energy auditors Chester County".

One more item: I have heard many say that they want to replace their windows to reduce maintenance because cleaning and painting old windows is difficult and expensive. In my experience, claims of "zero

maintenance" are bogus. Everything needs maintenance. Yes, painting windows can be expensive, but it is less expensive than replacing them and a good paint job can last as long as the new windows, depending on the quality of the windows. New windows are surprisingly delicate. The seals will breakdown, the argon gas will leak out, and the thin vinyl gaskets will fail. The result is a window that may look fine, but is not doing what you bought it to do, plus it may be leaking rain into your walls rotting framing and siding which you cannot see underneath. A new window may have a great warranty, but the manufacturers may not pay for the labor for



Storm windows can improve the efficiency of a window for less than the cost of replacing them, increasing R-value and reducing air infiltration.

the installation of the second set of replacement windows or for damage incurred to the building resulting from a problem with the window.

As for cleaning, if you opt for exterior storm windows, which are easy to clean because the sash can be taken inside, plus the storm windows, themselves, can help keep the historic windows clean and in good repair.

If you'd like more information, please feel free to contact me at 610-620-4656, or check out:

Energy Star program, www.energystar.gov

Old House Journal online has many articles on improving the energy efficiency of old buildings. Go to www.oldhousejournal.com and do an article search for "energy"

Whole Building Design also has a good article on Sustainable Historic Preservation: www.wbdg.org/resources/sustainable_hp.php?r=sustainable

- Matthew Roberson
Restoration Carpenter
CCHPN Board Member

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Matthew E. Roberson

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Restoration Carpenter

CCHPN & Historic Yellow Springs, Inc. Board Member

610-620-4656 ~ meroberson@gmail.com

Visit me at: www.meroberson.com

Period-Accurate Carpentry For Historic Structures

For Technical Information on Historic Preservation and Contacts to help you with your historic house or with your preservation efforts, please visit:

www.CCHPN.org

Please join CCHPN

Individual Membership - \$20.00/year

Municipal/Organizational Membership - \$85.00/year

Membership dues are tax deductible. Your dues pay almost all of our expenses, all of which serve the preservation community.

Please send your check to the address below.



Chester County Historic Preservation Network

P.O. Box 174

West Chester, PA 19381

www.CCHPN.org

PLEASE FORWARD

Please come
join us for our

Spring 2009 Workshop
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March 14, 2009
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Museum, Chadds Ford

Details Inside!