

The Lincoln Building  
28 W. Market Street | West Chester, PA 19382  
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www.chescocf.org

## 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 Greater Philadelphia's Common Grant Application is used, the CCCF's Summary Sheet MUST accompany application. To obtain an electronic version of this application, visit [www.chescocf.org](http://www.chescocf.org)

**Date: 8/20/15**

### Contact Information:

Organization Name: Lundale Farm, Inc.

Contact Name: Marilyn Anthony

Address:

PO Box 673

Kimberton PA 19442

Contact Title: Executive Director

Contact E-manthony@lundalefarm.org

Fax: NA

Phone: 215-285-8277

Year Incorporated: 2010

Website: lundalefarm.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:

Arts, Culture & Humanities

Environment/Animal Welfare

Education

Health

Human Services

Religion

### Organization Information:

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

Primarily Chester, but also indirectly Montgomery, Lancaster and Philadelphia counties

**Describe Population Served and Annual Number of People Served:** Farmers, landowners, land trusts, local food advocates, wellness & community groups. 2015 Programs engaged about 200 participants.

**Mission:** To foster opportunity, innovation, and inspiration for next generation organic farmers, landowners with an interest in conservation, and local food and environmental supporters.

**Proposal Summary:** Lundale Farm, Inc. (LFI) was created to fulfill Sam & Eleanor Morris' wish to perpetuate their farm through organic farming. Now in its fifth year, with 100% of the usable land leased, the LFI board of directors has undertaken a strategic planning process to determine if our mission and operation comprise the optimum use of LFI's natural and financial resources and to explore these resources may be leveraged for growth and scalability. We are requesting grant funds for the critical final phase of the plan, namely Fundraising, Metrics, and Staff/Board Development.

### If Capacity Building Proposal:

Mission, Vision & Strategy  Governance & Leadership  Strategic Relationships

Fundraising & Development  Operations  Other: \_\_\_\_\_

**Annual Budget** \$ 265,000 1 # of Full-Time Equivalent Paid Staff

\_\_\_\_\_40\_\_ % of budget for program expenses \_\_\_\_\_9\_\_ # of Board Volunteers  
\_\_\_\_\_40\_\_ % of budget for administrative expenses \_\_\_\_\_ # of Active Non-Board Volunteers  
\_\_\_\_\_20\_\_ % of budget for fundraising expenses \_\_\_\_\_ # of Volunteer Hours  
100 % total

Top 3-5 funding sources: Private donations, grants, endowment income.

Grant Amount Requested from CCCF: \$\_\_\_3,750\_\_

**CHESTER COUNTY COMMUNITY FOUNDATION**  
**GRANT PROPOSAL NARRATIVE**  
*Provide clear, concise information. 3 pages maximum.*

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

When Sam & Eleanor Morris purchased Lundale Farm in 1946, over 6 million family farms covered the American landscape. The Morris family moved to Lundale at a pivotal moment---farms were in postwar decline, suburban development had not begun in earnest, and the “open space” movement did not yet exist. Aggressive land development destroyed rich farmland in the last half of the 20th century at a rate of “one acre per minute every minute of every day” (American Farmland Trust). By 2011, when the Morris heirs fulfilled their parents’ wishes by forming the non-profit Lundale Farm, Inc. to restore the property to active farming, the USDA census showed the number of US farms shrunken to 2.1 million.

Pennsylvania State Representative Sam Morris was a visionary champion in the Commonwealth's farmland preservation efforts. Sam and Eleanor also helped to establish the French and Pickering Creeks Conservation Trust in Chester County. Today, many such non-profits serve as stewards of hundreds of thousands of conserved acres. While these tracts are valued for their habitat, environmental and scenic benefits, many are unused, unvisited, and untapped as potential food sources of great value (estimated at \$258 million annually across the 5 county Philadelphia region, Green Space Alliance, 2012 report).

Recent studies have identified access to affordable land as the primary challenge new farmers face. Pennsylvania, a state with a rich agricultural heritage and large areas of dense population, could be the next leader in local food production if we can support new farmers. And Chester County, with its proximity to Philadelphia, offers exceptional market opportunity for locally grown foods.

To address this need, Lundale Farm offers unique long-term land leases to a new generation of sustainable farmers. Not a farm incubator, Lundale strives to create an enduring and dynamic community of farmers living and working on this land. Lundale community of farmers will offer working demonstrations to landowners and land trusts by providing fresh, nutritious, locally grown foods to their communities while enhancing the biodiversity and health of the land and waterways.

Lundale’s land currently works with farmers producing grass-fed cattle, pastured poultry and pork, organic feed and forage crops, eggs, microgreens and heirloom tomatoes, honey, and organic vegetables. We provide land and housing to support 8 young, organic and sustainable farmers. Additionally we have been chosen as a Host Site by **Penn State Cooperative Extension** and **WAgN** (Women in Agriculture Network) for their Farmer Study Circles, and as a statewide technical advisor for Penn State Cooperative Extension farmer training programs. We are collaborating with **Keystone Development Center**, seeking their help in assessing opportunities for our farmers to work together.

As part of our larger commitment to community engagement, in 2015 we worked with the **Boy Scouts** to restore the long-closed 3-mile section of French Creek Trail; the **Chester Co. Master Gardeners** to install a demonstration garden at Lundale; **Anselma Mill** to create a museum in the LFI Dairy Barn; and the **Green Valley Association** trail run fundraising efforts. We conducted a landowner workshop for **French & Pickering Creeks Conservation Trust**. We are also building a demonstration solar wood kiln as part of our sustainable forestry initiative.

## 2. Funding request:

- **Description of key initiatives**

Lundale Farm, Inc. (LFI) set out to create an agricultural model unlike any others in our region or perhaps nationally. We have leased 100% of our usable land to organic farming enterprises and are now exploring how our services may go deeper and broader to extend our impact. We contracted with Sylvia & Carter & Associates to guide us through our first strategic plan. Work began in the spring of 2015 and we anticipate the plan will be concluded by the end of the 1<sup>st</sup> quarter of 2016.

### Specific needs and issues to be addressed

- **Organizational impact if initiative is undertaken**

- **How will this grant enhance your organization's capacity ?** We are a nascent organization, only two years into operation with an Executive Director, who at this time is LFI's only employee. Having a roadmap developed with our consultants as part of the strategic plan will enable LFI to determine what resources, human and otherwise, we need to add to achieve our newly defined mission and vision.
- **How will this increase in organizational capacity be measured ?**  
LFI expects to set tangible goals with measurable results. One key element of the work for which we are seeking grant funds is the creation of useful metrics to track the implementation of our strategic plan and its impact.

**Activities to implement the initiative. Please include a description of the expected activities; timeline and costs to implement the initiative. If external consulting services are required, include the anticipated costs and expertise of the consultants to be hired**

The LFI board of directors began working with consultants Sylvia & Carter & Associates in the spring of 2015 and have made significant progress toward to creation of a research-based strategic plan. We anticipate completion of the plan by spring of 2016 and look forward to incorporating elements of the plan into our budget and work plan for FY 2017, starting July 1, 2016. We are requesting grant funding from CCCF for Phase IV of the project, described below. We are attaching the complete scope of work and costs for the consultants along with our application.

#### **IV. Develop Supplemental Plans**

*Once the Strategic Plan is finalized and adopted by the Board of Directors, we will develop the three supplemental plans listed in the RFP:*

- ✓ *A sustainable business model to support the plan, including fund raising and revenue development strategies*
  - ✓ *Program evaluation strategies and metrics*
  - ✓ *An organizational development plan to include staff and board roles and responsibilities*
- Total estimate of activity costs= \$3,750.*

• **Why it is important to fund this now**

Lundale (LFI) has had exceptional early stage success in finding professional, hard-working young farmers to lease our lands. We believe there is an even greater need for this work, going well beyond the 400 acres at Lundale. The American Farmland Trust forecasts that *57% of all American farmers will retire in the next 2 decades*. Who will take their place producing food for our nation? How will hundreds of thousands of acres be equitably, affordably transferred to a next generation? How will new farmers receive the technical, business and personal support essential to their success?

As a small organization, LFI does not aspire to duplicate existing resources or put other service providers out of business. We want to share our experience and expertise with public and private sector participants in food and agriculture, collaborating to leverage our combined resources for the greatest positive impact on responsible land use, wholesome local food, and viable new farmers and farm enterprises. This capacity grant helps fund our exploration of possibilities as part of a larger strategic plan.

3. **How impact and results will be demonstrated** We anticipate using the metrics developed with our consultants to measure our effectiveness.

### III. ATTACHMENTS

*E-mail this support information:*

1. Copy of 501 (c) (3) federal tax-exempt letter
2. List of Board of Directors, with their affiliations
3. Most recent annual report and financial statement, audited if available
4. Itemized organizational operating budget with actual results for prior fiscal year and current fiscal year to date
5. If capacity building initiative, itemized budget (including external consultant's proposal if applicable)
6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why.

*Note: DVG Common Grant Application may be submitted with CCCF Summary Sheet.*

*Visit [www.chescocf.org](http://www.chescocf.org) for an electronic version of this application.*

*E-mail applications are strongly encouraged.*

E-mail completed proposals to [grants@chescocf.org](mailto:grants@chescocf.org)  
Attn: Beth Harper Briglia, Vice President of Donor Services & Grantmaking  
Chester County Community Foundation

*Chester County*  
**COMMUNITY FOUNDATION**  
*Connecting people who care with causes that matter,  
so their legacies make a difference.*

*Chester County*  
COMMUNITY FOUNDATION  
**CAPACITY BUILDING GRANT PROPOSALS**

**“Capacity building is whatever is needed to bring a nonprofit to the next level of operational, programmatic, financial, or organizational maturity, in order to more effectively and efficiently fulfill its mission.”** *National Council of Nonprofits*

**CAPACITY BUILDING AREAS  
INCLUDED BUT NOT LIMITED TO....**

**MISSION, VISION & STRATEGY**

Organizational Assessment & Development  
Strategic Planning  
Business Planning

**GOVERNANCE & LEADERSHIP**

Board Development  
Executive Transition/Succession Planning  
Leadership Development  
Staff Training & Professional Development

**STRATEGIC RELATIONSHIPS**

Coalition Building  
Collaboration  
Mergers & Acquisitions  
Strategic Restructuring

**DEVELOPMENT**

Donor Identification, Cultivation, Development & Stewardship  
Development Campaigns (Annual, Capital, Planned Giving, Major Gifts)  
Earned Income Development  
Social Enterprise Feasibility & Development

**OPERATIONS**

Facility Planning  
Financial Management  
Human Resources  
Industry Certification  
Marketing & Communications  
Program Development  
Program Evaluation  
Risk Management  
Technology Improvements  
Volunteer Management