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Proposal Writing

Jane C. Geever

J.C. Geever, Inc., jane@jcgeever.com

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WESTERN MICHIGAN UNIVERSITY

j.c. geever, inc.

Development Consultants

Proposal Writing

Presented by:

Jane C. Geever

Chairman

J.C. Geever, Inc.

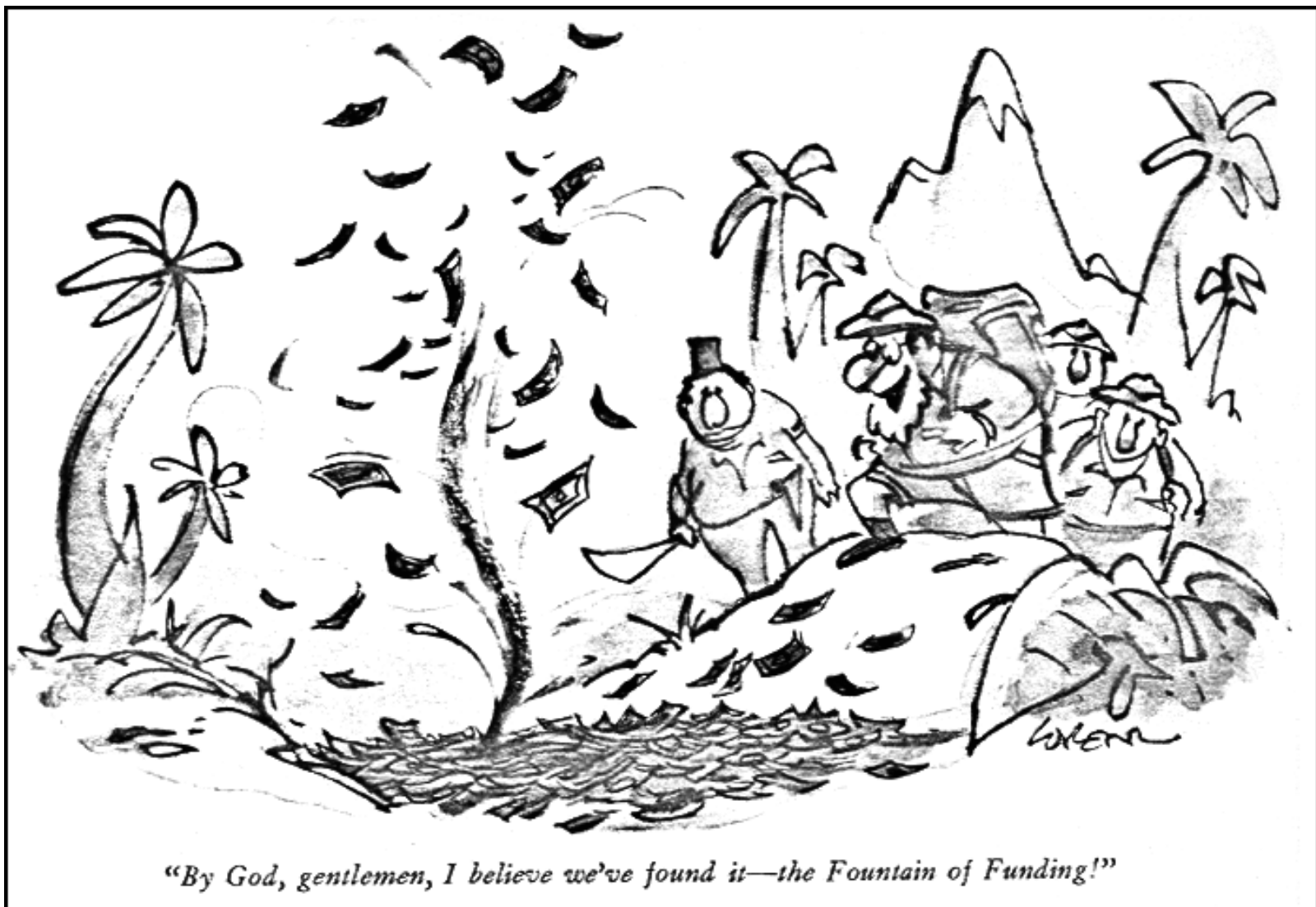
Tel: 212-925-5800 ext.1

Email: jane@jcgeever.com

Author

**The Foundation Center's
Guide to Proposal Writing**

October 31, 2014

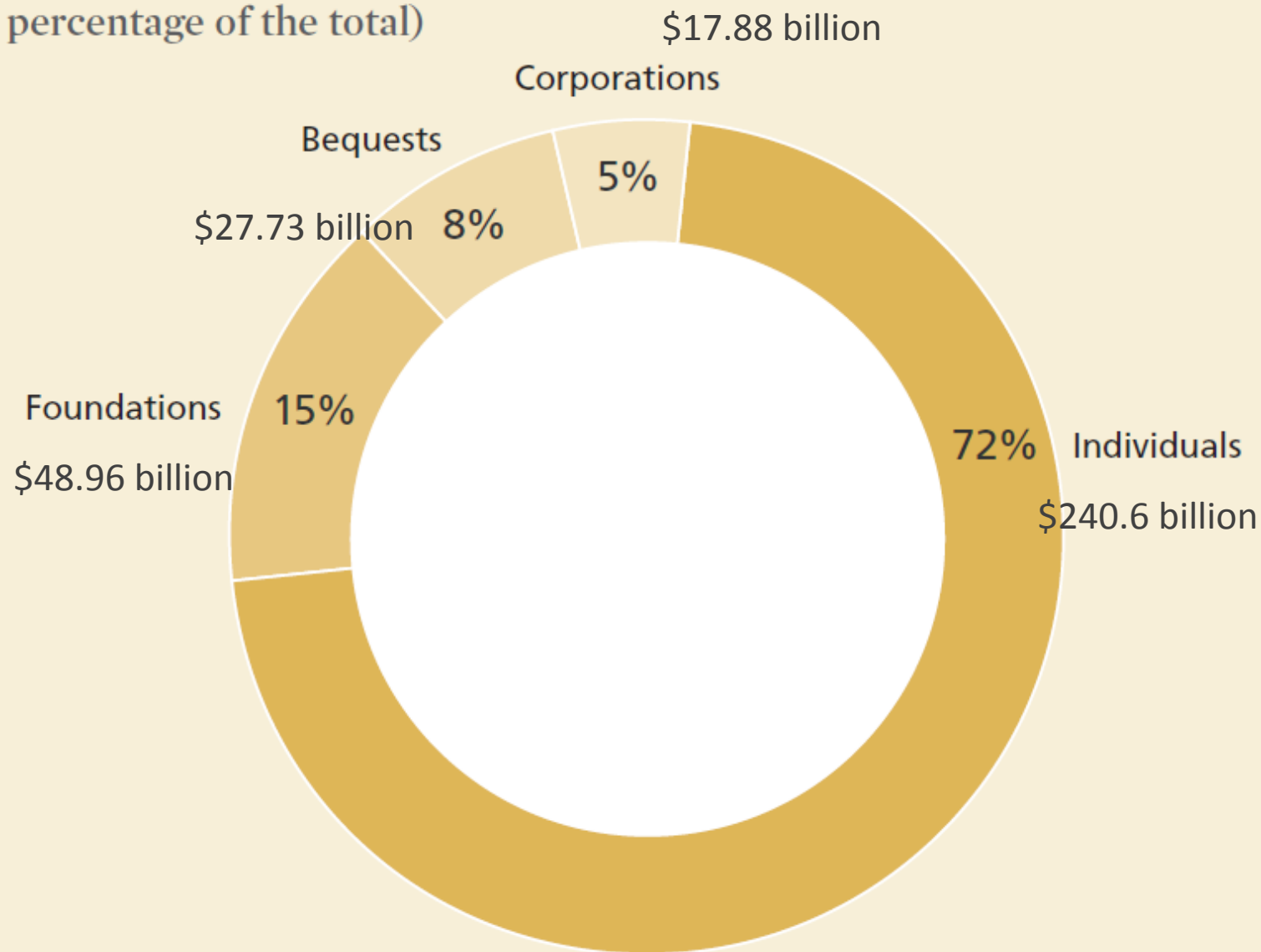


"By God, gentlemen, I believe we've found it—the Fountain of Funding!"

Sources and Uses

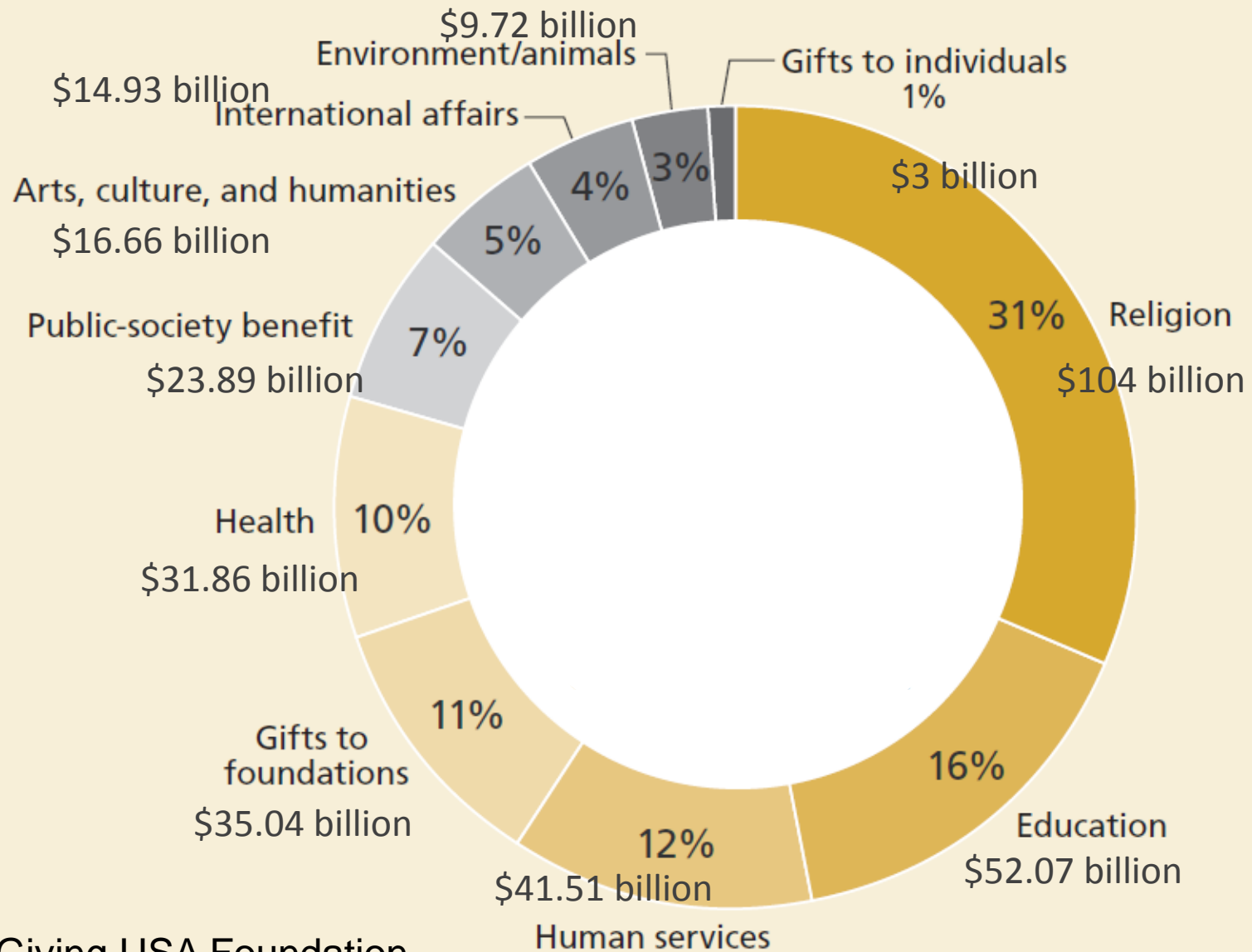
Total 2013 contributions: \$335.17 billion

2013 contributions by source
(by percentage of the total)

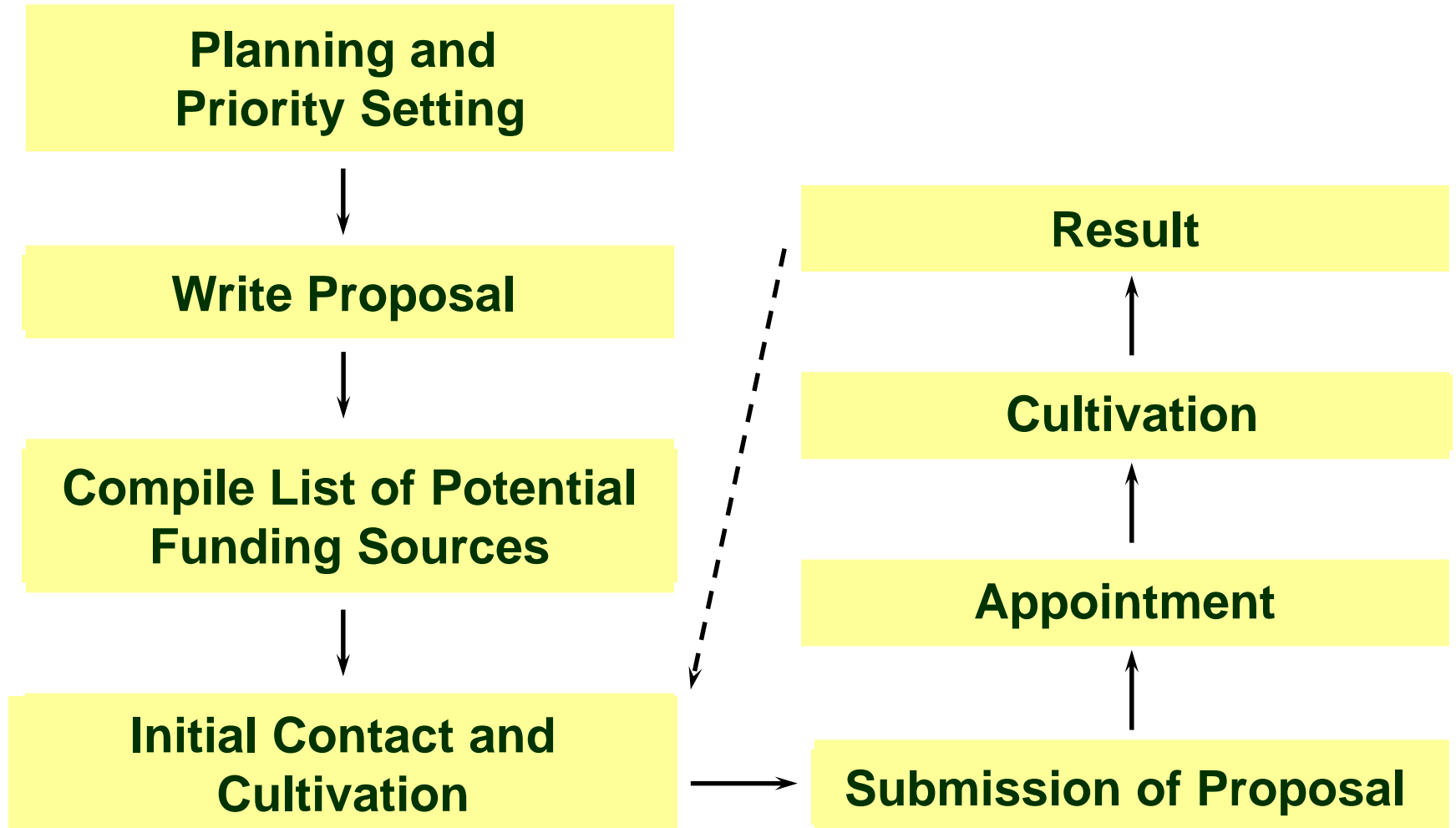


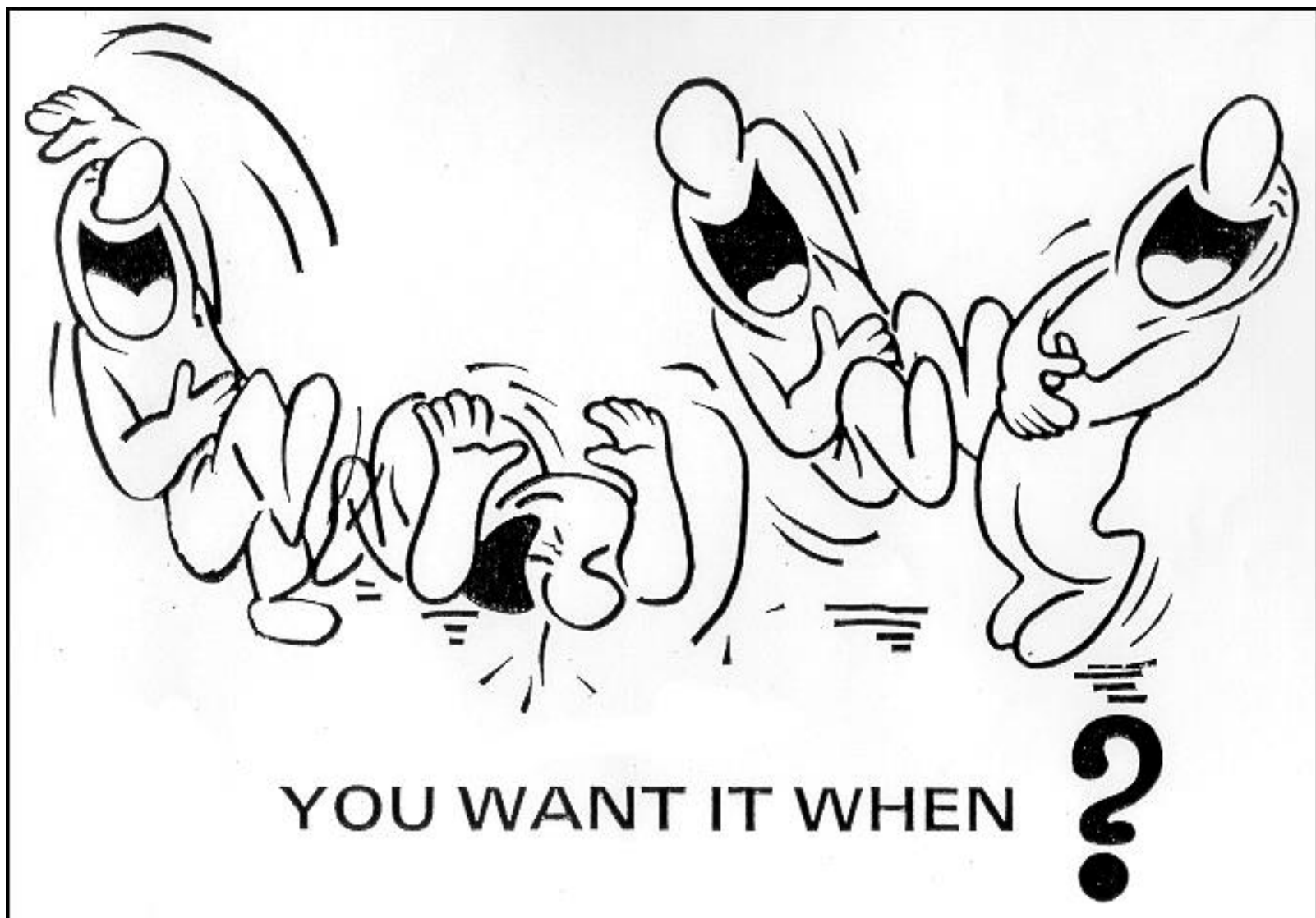
Total 2013 contributions: \$335.17 billion

2013 contributions by recipient organization
(by percentage of the total)



The Proposal is Part of a Process





Writing



✓ Tips for the Writer

- ➔ Get your thoughts sorted out
- ➔ Outline what you want to say
- ➔ Avoid jargon
- ➔ Humanize your project
- ➔ Keep it simple
- ➔ Keep it generic
- ➔ Revise and edit



- ✓ Focus on the project, not the agency
 - be user friendly



✓ Understand the audience

- the donor as an investor
- they skim – they do not read in detail
- three favorite places: spend time on these sections:
 1. Executive Summary
 2. Budget
 3. Cover Letter
- draw them through the document
- drop excess words



Baseline Proposal Outline

✓ Cover Letter



✓ Executive Summary – 1 page



✓ Statement of Need – 2 pages



✓ Project Description – 3 pages



✓ Budget – 1 page



✓ Organizational Information – 1 page



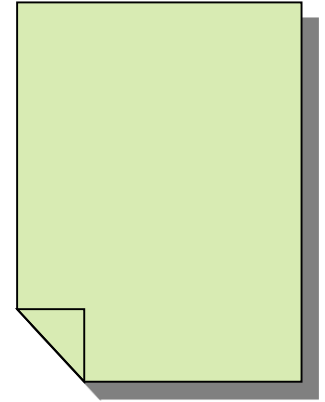
✓ Conclusion – 2 paragraphs



✓ Appendix



Executive Summary



Keep in mind:

- one page long**
- is a decision point for many grantmakers**
- represents your agency if your proposal goes to the Board for decision**
- HINT: write it last, it is a summary**
- Teitel: clear, concise, compelling**



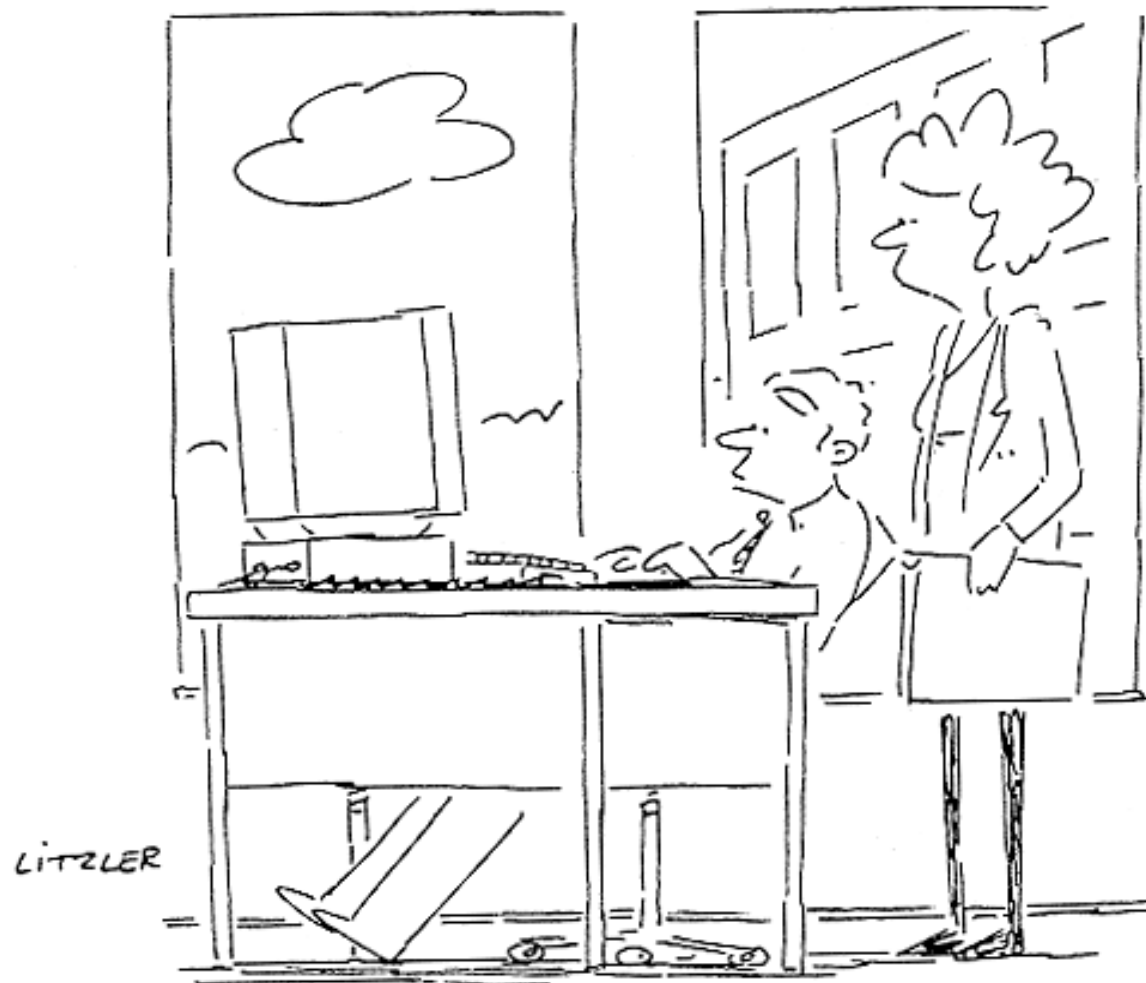
Summarizes key information

- request to the grantmaker**
- need for the project**
- about the project**
- organizational information**

or

expertise related to the project





THE CHRONICLE OF PHILANTHROPY

MARK LITZLER

"I'm at that awkward point in the proposal where I actually have to ask for money."

Funding Requirements

Expertise

Need

Project Synopsis

Executive Summary

Project Renewal requests from the Frances L. & Edwin L. Cummings Memorial Fund a grant of \$25,000 to support the addition of a Social Worker to our Mobile Medical Outreach Clinic—or MedVan, as it is known on the streets of New York.

Launched in 1986, MedVan was the nation's first mobile medical clinic to serve homeless people, providing primary care and referrals to thousands of indigent New Yorkers on the street, and in the shelters, soup kitchens, and drop-in centers where they congregate.

Two critical factors make it urgently necessary to break more new ground by adding a Social Worker to MedVan's professional team: first, MedVan's patients are displaying ever more complex suites of medical problems, often requiring multiple visits and long term care to arrive at a complete diagnosis and treatment—a situation that has severely stretched the capacity of MedVan's medical professionals; second, though MedVan patients often qualify for medical entitlements and other public services, they frequently need help in obtaining them—a need that MedVan's medical team has valiantly tried to satisfy, while also trying to meet an evermore demanding patient load.

Adding a Social Worker to MedVan will solve these problems by:

- Helping significantly more patients to obtain entitlements and other services;
- Tracking patients through referrals, which will encourage them to take full advantage of available services;
- Freeing the MedVan team to treat more patients;
- Resulting in more repeat patients, which will enable the MedVan team to perform more complete diagnoses and treatment.

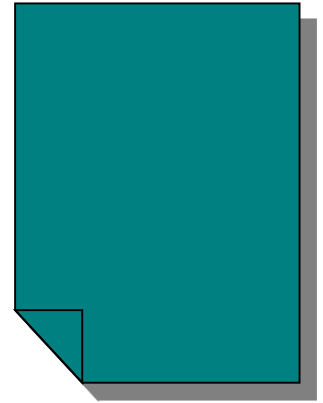
The ultimate benefit of this initiative will be improved health among MedVan's homeless patients. This is an absolutely essential step in the process of helping homeless people to rehabilitate themselves—which is Project Renewal's mission.

Need

✓ Keep in mind:

- one page long
- explains: why the project is needed
- give the reader hope!

Teitel: not drown the reader in an abyss of negativity and despair





✓ Contains:

- lots of information; probably lots of statistics
 - * make sure data is up to date
 - * be user friendly in thinking about the data
 - * footnotes
- one paragraph that puts “a face” on the numbers

Problem & Statistics

NEED

Nearly one third (31%) of American women report being physically or sexually abused by a husband or boyfriend at some point in their lives.¹ Abuse and violence, in the place where you sleep, eat, and live, is nothing short of terrifying for many women and their children. Fortunately, every state in the United States provides a way for women to seek a court order requiring an abuser to stay away and to stop abusive behavior. These restraining order laws are designed so that victims can go to court and request an order without the assistance of a lawyer. In reality, the laws can be intimidating and confusing. Procedurally, the experience can be a nightmare.

Target Group

For women throughout the country, information about restraining order laws and procedures is often hard to find. Usually it requires a trip to the courthouse, to legal aid, or to a domestic violence agency. This is difficult for women who are afraid that their abuser will discover their activities and retaliate, for women with no childcare, for women with little or no money, or for women who work full-time jobs. For rural women the obstacles can be prohibitive. For domestic violence advocates, it is also difficult to find legal information for states other than their own. Often, women living with domestic violence also need clear legal information about divorce, custody, immigration, tribal courts, housing, or their rights within the military.

Hope

The Internet provides us with a unique tool to address these problems. The rate of growth of Internet use in the U.S. is currently two million new Internet users per month, and more than half of the nation is online. Rural and low-income households are among the fastest growing groups of new Internet users.² Through its website, WomensLaw.org can provide plain-language legal information and step-by-step procedural information directly to unlimited numbers of people, at a low cost. Through the Internet, we provide an intermediate step that allows women to access up-to-date information anonymously, safely, and easily.

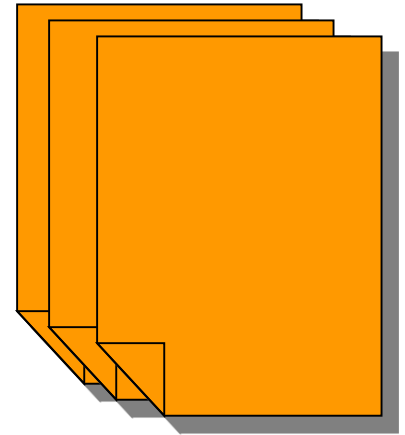
1. The Commonwealth Fund, Health Concerns Across A Woman's Lifespan: The Commonwealth Fund 1998 Survey of Women's Health, May 1999.
2. A Nation Online: How Americans Are Expanding Their Use of the Internet, U.S. Dept. of Commerce, Economics and Statistics Administration, National Telecommunications and Information Administration, February 2002.

A lack of performance and rehearsal space has YEA busting at the seams of the facilities currently available to us, and we are often unable to secure enough appropriate performance space for our productions. Our current three-year strategic plan calls for increased performances of our Tippy Toes Arts Series and our GRIP Program, as well as continuing to expand our mainstage programming. A lack of space is inhibiting our greatest ability to raise revenue - ticket sales. This move will not only mean that we can perform in the timeframe and with the run time most appropriate for our productions, we will also be able to plan our season in advance, free of the many hurdles we usually face.

For 15 years, YEA has been a nomadic company performing in more than eight venues in just the past three years. These venues increase our costs for productions (many times, the technical costs will exceed \$12,000 a week) and only provide us with a single week of performance time, which limits our ability to get reviewed in the major papers and earn the money at the door we need to increase our earned revenue. All of these venues also fail to give our ensemble members the kind of grounding they desire. YEA is about more than performances and arts training; we are a company determined to change our world through empowered youth.

These space problems are limiting YEA's organizational capacity. Without proper space for our programs, we will not be able to continue our expansion and reach toward our goal of owning our own theatre space and becoming an institution in the Atlanta arts landscape.

The Project



Keep in mind:

-- this is the longest section of the document: 3 pages

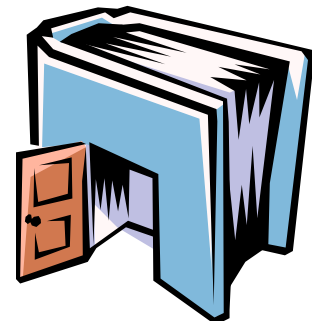
-- it also has many subsections

1. what you expect to accomplish
2. nuts and bolts of the project
3. players
4. reporting
5. sustainability: the plan

✓ Start by summarizing the project's expected outcomes

-- helps the reader to get smart about the project

-- be as tangible as your project will allow



To create a **community of students and teachers** that values the excitement of the learning process, the importance of risk-taking, and the necessity for responsible leadership

- To prepare an intelligent, self-motivated, and creative group of **middle school girls** who may be limited in opportunity to become **leaders in a multicultural world**
 - By developing a **partnership with under-resourced Cleveland-area public schools**
 - By creating a **tuition-free summer enrichment program** for a group of racially and ethnically diverse low-income middle school girls
 - By offering opportunities for **personal exploration and experiential learning**.
- To **foster a love for teaching** in a diverse group of college and high school students
 - By **building a network** with leading colleges and universities
 - By designing an **effective and highly personalized teacher-training route** that inspires talented individuals to pursue the teaching profession
 - By **providing prospective teachers with support** as they invent, explore, and experiment in the classroom

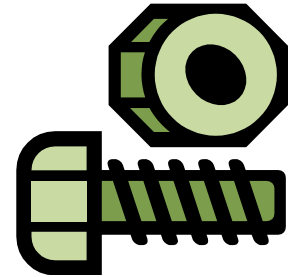
Amplifying Arts Audiences will:

1. Empower arts groups to drive new traffic to their programs and will build significant new audiences for the arts in South Florida, especially in underserved communities.
2. Help arts groups use technology to eliminate their current marketing mistakes, which result in poor attendance or stagnant audiences.
3. Provide the arts community with tools to effectively and collectively market themselves to current patrons and new patrons.
4. Work with a team of computer experts and marketing professionals to educate arts executives about efficient and cost-effective use of technology and on-line promotion.
5. Use technology and analysts to develop a blueprint to maximize the marketing efforts of participating groups by identifying buying patterns, multi-buyers and patrons, and targeting prospects for upgrades.
6. Work with facilities managers in 25 arts facilities to map their seats and provide this resource to the arts groups that perform in their space.
7. Provide arts marketers from local groups with access to experts in the private sector on how to maximize web and on-line marketing.

- ✓ Provide the nuts and bolts of the project
(what takes place day to day)

-- present using:

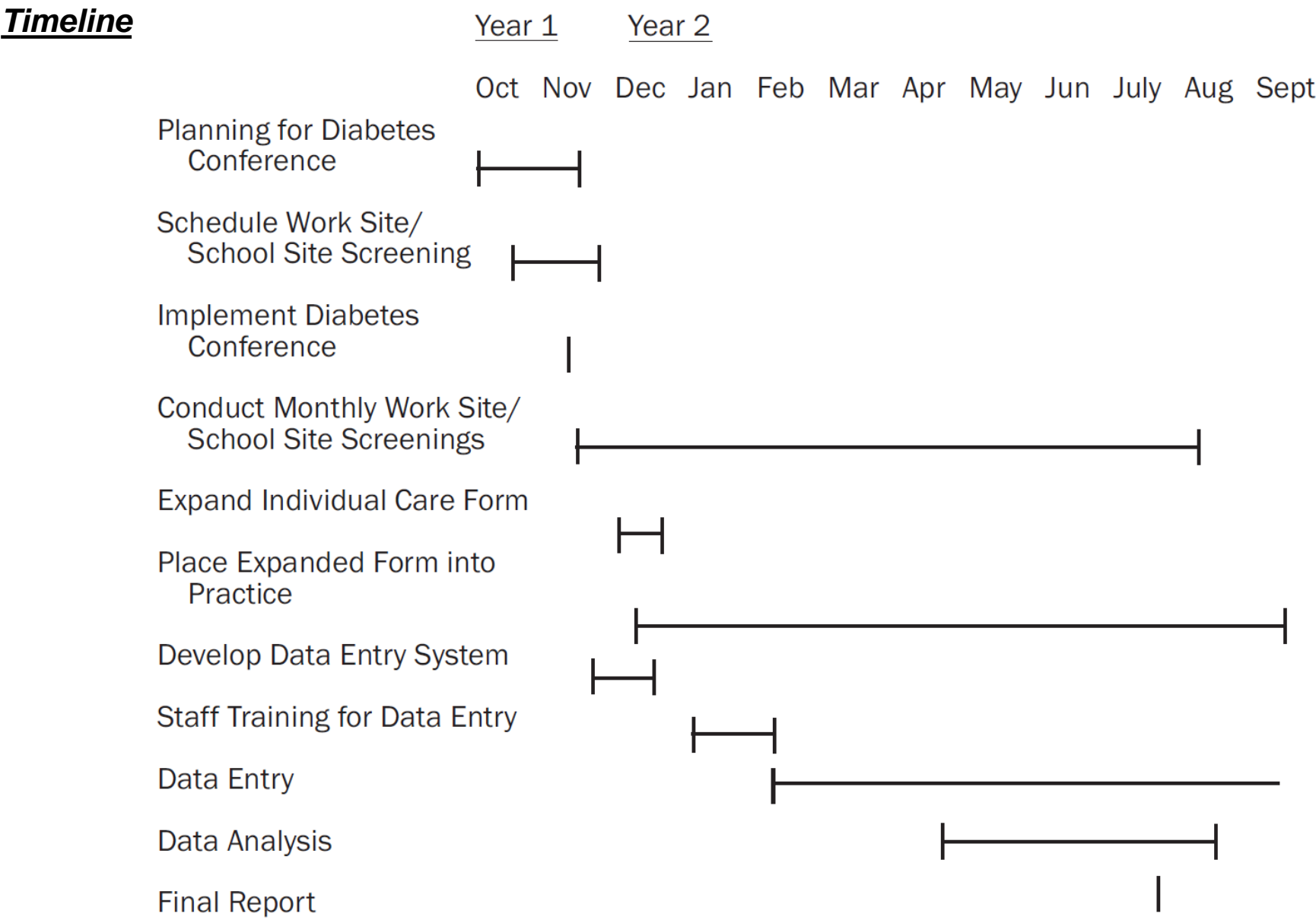
- outline
- timeline
- narrative
- a mix of all of these



Outline

1. Work directly with arts groups to reach over 100,000 patrons, donors, sponsors and arts participants by applying new ticketing solutions to venues throughout the tri-county. This will not require any additional investment on the part of the venue and will help support cultural activity by making it easier for performing groups to present at a variety of venues in the region. *(12 months)*
2. Leverage existing infrastructure to reduce total regional spending on ticketing operations throughout the cultural sector. *(12 months)*
3. Reach over 100 arts executives and broaden arts managers' understanding of customer service and audience development through a variety of training events offered through the Arts & Business Council. *(6 to 9 months)*
4. Enhance service levels for patrons of the arts by providing 24/7 Internet ticketing and a fully functioning call center open 7 days per week. *(Final 3 months)*
5. Encourage collaboration among 100 arts groups to help reach new audiences and attract new sources of funding via the web site. *(Final 3 months)*
6. Develop an Amplifying Arts Audiences task force made up of arts executives, arts board members, business executives and partners from local chambers, arts councils and related nonprofits. *(Final 3 months of project)*

Timeline



The current staff member who works half-time will be hired to full-time. No additional time is needed for hiring or training.

OUR NEW COMPREHENSIVE YOUTH AND FAMILY SUPPORT SERVICES WILL INCLUDE:

Tutoring and Education for Siblings and Youngsters:

Ronald McDonald House of New York City refers siblings of patients who remain at the House for an extended stay to nearby P.S. 158, Wagner Junior High School or Eleanor Roosevelt High School. RMH plans to offer tutoring and educational services on a regular basis during non-school hours geared specifically towards the siblings of cancer patients. Not only will this help siblings to remain current on their schoolwork, and help them to continue to progress academically despite their difficult circumstances, but will be instrumental in communicating to the siblings that they are not neglected, forgotten, or secondary. Based on the ever-changing number of guests, tutorial services will be designed to accommodate different sized populations. The goal is to have tutors available who can help siblings on a case-by-case basis, with a focus on the critical shortage areas of Math and Science and on enhancing students' test scores. The tutors will also focus on the areas that have been identified as specifically needing attention amongst the RMH population, such as: Reading & Reading Comprehension, Language Arts, Science, English, and English as a Second Language. The curriculum for these subjects will be prescribed by the School Board so that the work the RMH children are doing parallels that of their peers. While these services will be designed with the siblings of cancer patients in mind, they will also be able to accommodate young patients who are well enough not to require constant hospitalization and need extra help with their schoolwork.

Students will be directed to our tutorial service both upon arrival and as need arises during their stay. Upon arrival, each parent and child is given information regarding the educational services available to the student by their appointed Social Worker. Each child is then given a proficiency test in Math, Science, and English. If the child does not score well enough on this test, they will be referred to a tutor. Tutoring is provided on a one-to-one basis.

Narrative

RMH will seek tutors with NYC teaching certificates as well as an additional reading specialist. Once tutors are hired with sufficient experience and credentials, they will participate in Board of Education seminars specifically designed to equip educators with the necessary skills to deal with the needs of terminally ill patients. Once the tutors have completed these seminars, they are not only prepared to tutor in the structured program RMH is developing, but they will be certified to teach Home Instruction for the students who are more critically ill than others.

In addition to funds needed for these tutors' salaries, this program will require funding for space and equipment, as RMH does not currently have an area designated for educational purposes. The tutors will need a base of operations to store supplies and books, and the children will benefit greatly from the atmosphere a separate, quiet, official educational space will provide. RMH has recently completed renovations to its facility and two libraries have been incorporated into the new design with these new tutorial services in mind. The addition of two libraries will give the students a quiet, structure place to study and learn while also allowing RMH staff to keep different age groups separate when necessary.

Addition of a Child Life Specialist:

The addition of Child Life specialist to RMH staff will create a more collaborative effort between families, health care providers, and RMH.

Child Life specialists do not operate independently, but rather work with parents and health care professionals to ensure that all of the developmental, educational, and therapeutic needs of patients and their families are being met. Frequently, Child Life Specialists employ techniques such as art and play therapy to help young children express their emotions and deal with frustrations in a healthy and productive way. The goal of all of the services a Child Life specialist provides is fourfold: 1) to increase understanding of the stress and unfamiliarity of a hospital and treatment experience; 2) to recognize and nurture the bonds and strengths within each family unit; 3) to provide emotional support; and 4) to promote normal growth and development of all members of each family as well as the family as a whole.

The addition of a Child Life Specialist to our staff will mean that RMH will be a place where families not only live, but where they can rest assured that there is a capable professional who can address the needs of families and refer them to the appropriate support. The Child Life Specialist will also refer residents to RMH’s counselor, Dr. Mark Roberts, or our Chaplain, Cherilyn Frei, dependent upon whether their problem may need clinical or spiritual attention. Additionally, the Child Life Specialist will help ensure that hospitals and schools are aware of the needs of RMH’s families.

Parent and Family Programs:

RMH plans to improve its ability to foster bonds within families so that parents and children can help each other through this difficult time. As a facility, RMH exists so that families can remain intact during cancer treatment away from home, as research has shown that keeping children and their families together during cancer therapy alleviates physical and emotional stress, thus increasing the rate of successful treatment and recovery. It is not enough simply for RMH to provide a space for families to live during cancer treatment. Many families arrive at RMH and are never properly made aware of the options and resources available in support of their struggle with cancer. Foreign families, especially, are not familiar with the recreational, educational, and emotional resources the hospitals and schools have to offer.

- Welcome Packets: It is important to us that each family’ transition to RMH is as seamless, comfortable, and supportive as possible. In the next year, RMH plans to develop a comprehensive welcoming packet for the incoming guests. These packets will include various educational materials, early intervention materials, and information on the various services available at RMH such as information on the libraries and the computer programs. The Direct of Human Services at RMH will conduct orientation programs about the House for the parents, which will take them through these packets, the facility, and will outline the support services available to them and their children.

- Cancer Care Workshops: Additionally, RMH plans to reinstate and expand upon its ongoing, regular “Cancer Care” workshops facilitated by New York City-based Cancer Care Inc. and are designed to help parents and entire families understand and deal with the complex psychosocial aspects of dealing with cancer. Families need support in coping and identifying the foreign emotions and emotional responses associated with dealing with life-threatening illness. These workshops will help families understand that their responses to stress are normal and that there are many resources available to help them cope. Furthermore, this setting will provide opportunity for families to interact with people sharing similar experiences, giving them the opportunity to form beneficial and lasting bonds with other guests. These workshops cover topics such as “Medical Update on Childhood Cancers”, “Childhood Cancers and Family Dynamics”, and “Cancer, Loss, and Grief”. RMH hopes to reinstate such workshops on a quarterly basis to provide our families with a supportive setting in which they may educate themselves about cancer on a regular basis. Workshops are lead by certified counselors and social workers from the organization “Cancer Care” as well as a Nurse Practitioner from one of the area’s medical facilities.

✓ Players – who are involved in making this project move forward

-- can include:

- board
- consultants
- collaborators
- volunteers
- a mix of all of these



Board

An active Board of Directors guides the Center's work. This board is led by two former members of Congress: Senator Dick Clark and Representative Orval Hansen. Until recently, Senator Hugh Scott, a founder of the Center, has also lent his considerable leadership and expertise to the Center. Other members of the Board include individuals with distinguished public service careers: Bethine Church, Peter Fenn, George Denison, Paul Hoff, Steven Hofman, Paul Thomas, Robert A. Weinberger and Executive Director Ellen Miller, as well as philanthropist Peter Kovler, and public relations executive Tim Brosnahan.

Staff

The Center's Executive Director—Ellen Miller—has extensive congressional experience, both as a senior staffer in both the House and the Senate, and as a veteran of the public interest community in Washington. As Executive Director of the Center for Responsive Politics, she directs and manages all project areas: Money and Politics, Congressional Operations, Congress and the Media, Ethics in Government, and Foundations in Public Policy. In addition, as the Center's Executive Director for the past six years, she has been responsible for providing overall management, program planning, direction and fundraising and outreach for the organization. Ms. Miller is an expert on all aspects of the presidential and congressional campaign finance system, as well as on institutional issues concerning Congress. She has written and spoken extensively on money and politics issues, particularly on the rise of campaign spending over the past decade. She holds an advanced degree in urban and regional planning and has completed extensive studies in public policy research.

Paid Staff

The project will be supervised by Bob Hall, research director of the Institute for Southern Studies. Hall has been with the Institute since 1970 and has coordinated a number of its projects, including the production of “Ruling the Roost,” a major investigation of the poultry industry.

Collaborations

Also deeply involved in planning and implementing the project are Betty Bailey and Mary Clouse of the Rural Advancement Fund’s Farm Survival Project, and Benny Bunting, president of the United Farmers Organization and acting president of the National Family Farm Coalition. Both Clouse and Bunting know poultry farming from firsthand experience, and both are already involved in the newsletter, collection of contracts, and building of the growers’ network.

Consultants

For the farmer survey, contract analysis, and policy review, the Institute will draw on the expertise and students of three area faculty members: Drs. John Wilson, Duke University Sociology Department; Michael Schulman, N.C. State Department of Sociology and Anthropology; and Dan Politt, UNC Law School. The first two, veteran researchers on the farm family and rural economy, will help develop the survey questionnaires, provide student interviewers, and analyze the survey results. Dr. Pollitt and his law students will help investigate current and model legal, legislative, and administrative policies that bear on the financial security of poultry farmers.

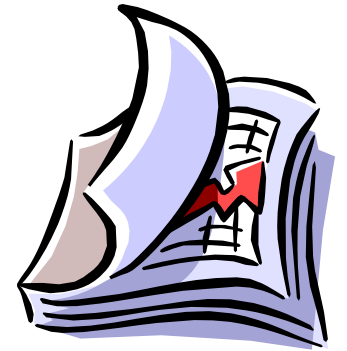
Exodus' programming is supervised by Matthew Mahoney, Executive Director. Mr. Mahoney is a Princeton graduate, former New York City teacher and Washington Heights community member. His responsibilities include, but are not limited to: curriculum development; coordination of on-going staff training; and evaluation of the program and staff.

Our staff also includes paid and trained tutors who work with the children and allow us to maintain a 1:10 adult-to-student ratio. A low adult-to-student ratio is critical in that individualized tutoring sessions often act as informal counseling sessions allowing staff to better pinpoint areas of trouble for our students both in and out of the school environment. Our teachers participate in weekly in-house training workshops on curriculum, and regularly attend workshops at PASE (Partnership for After School Education).

Exodus' staff and volunteers are remarkably committed to the program: the average tenure for a tutor is 2-3 years, and several tutors have been with the program since 2001. The low staff turnover helps us to maintain consistent, high quality academic programming and form strong relationships with both students and their families.

✓ The plan to report

-- very important to grantmakers that you include these ideas even at the proposal stage; shows good stewardship



-- what might be included:

- timing of reports
- data to be collected
- questions that might be answered as the project unfolds
- deliverables/outcomes

The Arts & Business Council will measure the success of the Amplifying Arts Audiences Initiative through a variety of methods, including:

- The success of mapping 25 arts facilities will be measured by successfully creating seat diagrams of each space and leveraging this information to increase performance opportunities in underserved and neighborhood facilities.
- Teaching facilities managers and arts groups that perform in the facilities how to use the tools to maximize ticket sales will be measured by evaluations and anecdotal evidence.
- The success of developing the collective marketing initiative and the blueprint for the Virtual Box Office will be measured by feedback from arts groups and facilities managers on the effectiveness of the tools.
- The success of educating arts executives and arts marketing professionals on using technology and web sites to effectively reach new audiences will be measured with evaluation forms filled out by participants.
- The Amplifying Arts Audiences task force will also conduct focus groups with arts executives and potential arts consumers.

WomensLaw.org has a strong commitment to quality and easy-to-use services. To ensure that the website is effective and the information accessible, we will use several methods of evaluation.

Website use. Each month we will collect data on website use, tracking how many users are hitting which pages and noting which states are getting an increase in visits. We also keep track of emails, noting the state for which information is requested and the needs expressed or types of information requested. We will also track the communications on our listserv or bulletin boards.

User and Agency Evaluations. In order to ensure that we are providing the information that is most needed in an accessible format, we will send out a questionnaire to users of the site who agree to participate and to domestic violence agencies throughout the country. We will also post an optional questionnaire on the website for users who would like to give their feedback.

Benchmarks. We have set benchmarks for WomensLaw.org, which will also help illustrate the success of this project. By the end of year one, we anticipate achieving the following:

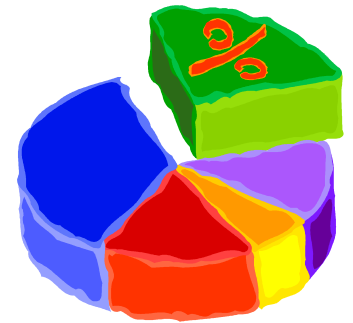
1. 60,000 visitor sessions per month (use for Oct. of last year was 15,035 visitor sessions)
2. 30,000 unique visitors per month (use for Oct. of last year was 6,642 unique visitors)
3. 500 domestic violence agencies reporting that they are using the site with their clients
4. 400 email info requests per month (current avg. use is 130 requests per month)
5. 150 bulletin board or listserv users per month

✓ Sustainability – the plan to support the project

-- also very important to the grantmaker as they do not want to be your sole source of money

-- what are the other categories of support

-- when can money be expected



Our annual fundraising plan for the next three years projects an 8% increase in revenues per year. These increases will come primarily from individual and organizational donors who make contributions on an annual basis (last year, we raised over \$20,000 from these sources) and from income from quarterly sales of excess inventory (this is a new effort for this year but, based on the experiences of other Dress for Success affiliates, we are optimistic about results). If we receive a grant from the Community Foundation for this cycle, we plan to be in the position to provide funds to replace the Foundation's grant from our regular fundraising efforts by June of next year.



"We're no longer just 'not for profit.' We're now 'not a chance of breaking even.' "

What Goes On The Budget Page

- Expense information
 - Personnel
 - Non-personnel
 - Overhead
- Income information
- Budget narrative





Getting Ready

- ✓ What is the grantmaker looking for?
 - one page: an expense budget
 - it should reflect what is said in the narrative
 - develop once and use for all grantmakers

- ✓ Who in your organization can provide the data you need?
- ✓ 10–20% overhead is allowed.

End Product



- ✓ Clear articulation of expenses
- ✓ Report grants
 - in cover letter
 - on a list in the appendix

Three Steps To Budgeting



1. Core costs

- essential to run the project

CORE BUDGET

Personnel Costs

Project Director (10 months)	\$30,000
Recreation Coordinator (10 months)	\$17,000
12 Tutors (10 hours/week x 40 weeks x \$4.25/hour)	\$20,400
1 Youth Worker (10 months)	\$10,000
2 Youth Workers (20 hours/week x 40 weeks x \$4.25/hour)	\$ 6,800
Arts and Crafts Instructor (10 hours/week x 40 weeks x \$8.00/hour)	\$ <u>3,200</u>

Subtotal	\$87,400
-----------------	----------

Fringe (20%)	<u>\$17,480</u>
--------------	-----------------

Total Personnel	\$104,880
------------------------	------------------

O.T.P.S.

Educational supplies	\$ 6,000
Recreational supplies	5,000

Total O.T.P.S.	<u>\$ 11,000</u>
-----------------------	-------------------------

GRAND TOTAL	\$115,880
--------------------	------------------



2. Calculate overhead

- what is appropriate
- what fits the project

OVERHEAD CALCULATION

Total 115,880

X 10% = 11,588

X 20% = 23,176

Executive Director (\$6,500 + 20% fringe)	7,800
Rent	5,000
Maintenance supplies	2,460
Copying	1,300
Telephone and postage	1,200
Computer	3,800
Other consumable supplies	<u>1,616</u>
	23,176





3. Final budget

- combine

core costs + overhead = final budget

CORE + OVERHEAD = FINAL BUDGET

Personnel Costs

Executive Director		
(10% supervisory support)	\$ 6,500	
Project Director		
(10 months)	\$ 30,000	
Recreation Coordinator		
(10 months)	\$ 17,000	
12 Tutors		
(10 hours/week x 40 weeks x \$4.25/hour)	\$ 20,400	
1 Youth Worker		
(10 months)	\$ 10,000	
2 Youth Workers		
(20 hours/week x 40 weeks x \$4.25/hour)	\$ 6,800	
Arts and Crafts Instructor		
(10 hours/week x 40 weeks x \$8.00/hour)	\$ 3,200	
Subtotal	<u>\$ 93,900</u>	
Fringe (20%)	\$ 18,780	
Total Personnel		\$112,680

O.T.P.S.

Computer	\$ 3,800	
Rent	\$ 5,000	
Educational supplies	\$ 6,000	
Maintenance supplies	\$ 2,460	
Recreational supplies	\$ 5,000	
Copying	\$ 1,300	
Telephone and postage	\$ 1,200	
Other consumable supplies	\$ 1,616	
Total O.T.P.S.		\$ 26,376
GRAND TOTAL		\$139,056

Tip: save the work sheets!



Canal Community Alliance

Project Expenses	Amount Requested					Notes
	CCA	Milagro Foundation	Marin Arts Council	The Bothin Foundation	Project Budget	
Construction of office and studio space	\$8,250				\$ 8,250	a
Mixing Board				\$ 4,000	4,000	b
MAC I Book				1,800	1,800	c
Pro-Tools Music Editing Software				1,500	1,500	d
Microphones		\$ 250			250	e
Microphone stands		100	\$150		250	f
Headphones			270		270	g
Speakers			80	20	100	h
1 Dual CD player		500			500	i
2 CART machines		1,200		1,750	2,950	j
Dedicated telephone line				550	550	k
Internet services for a year				200	200	l
Furniture				1,400	1,400	m
Carpet				1,500	1,500	n
Cables and wire adapters				400	400	o
2 Wood doors with small window				650	650	p
Sound proofing material and installation		700		800	1,500	q
Curtains/drapes for windows				400	400	r
Radio Engineer @ \$50/hr x 50 hours				2,500	2,500	s
Total Expenses	\$8,250	\$2,750	\$500	\$17,470	\$28,970	

- a. Remodeling and construction of office and studio space at CCA Teen Center.
- b. Mixing board will be used to produce interviews and radio segments.
- c. Laptop computer will be used in the production room which is a former closet and has no room for a desktop computer.
- d. Music editing software for 3 computers @ \$500 each
- e. 5 mikes x \$50 each
- f. 5 mike stands x \$50 each
- g. 6 headphones @ \$45 each
- h. 4 speakers @ \$25 each
- i. CD player will be used to play music on the air.
- j. Radio cart machines will be used to record and play PSAs, radio segments, and interviews. This includes one DLPs Cart-play @ \$1,150 and one DLRS Cart-record @ \$1,800.
- k. Installation of a phone line for transmitting radio signal to and from San Rafael High School's transmitter.
- l. Cost for DSL internet service for one year.
- m. Furniture for meetings and production use. This includes a round table with chairs, 3 desk chairs, & a table for the mixing board.
- n. The teen center does not have any carpet. Carpet is needed for Radio Canal's office and studio space.
- o. Cables and wiring for installing equipment.
- p. 2 Solid wood doors with a small window for production rooms; includes installation.
- q. Sound proofing material and installation.
- r. Curtains will be used as part of soundproofing on a wall with windows.
- s. Technical consultant to select, wire and install all radio equipment

Louisville Seminary

Item	Year One	Year Two	Year Three
1. Personnel			
Dir. academic support services			
Salary (50%)	0	23,507	24,179
Benefits (50%)	0	4,148	4,267
Work Study—secretarial	0	6,000	6,000
Writing Tutors—2	12,000	12,000	12,000
2. Moving and search expenses	1,000	0	0
3. Office equipment for 2 offices	12,000	0	0
4. Orientation and testing of first-year students	5,000	5,500	6,000
5. Faculty inservice training/materials and speakers	5,000	5,000	5,000
6. Language preparatory courses/materials/faculty and student stipends	5,000	38,000	38,000
7. LD testing/program support for adaptive education	10,000	10,000	10,000
8. Writing lab/workshop/CAI/hardware and software classes	10,000	5,000	5,000
9. PCUSA Seminary consultation	0	20,000	0
10. Workshop at ATS meeting	0	2,500	0
Yearly Totals	60,000	131,655	110,466
Grand Total			\$302,101



PROJECT BUDGET

EXPENSES

Personnel Services

Senior Clinical Social Worker	\$37,080
Clinical Social Worker	28,000
Family Living Skills Counselors (3)	66,000
Classroom Teacher	42,000
Teachers Aide (Paraprofessional)	15,000
Secretary	20,000
Subtotal:	\$208,080

Consultants

Testing Psychologist	21,100
Early Childhood Education Specialist	22,122
P/T Training Psychologist	39,476
Subtotal:	\$82,698
Fringe Benefits (22%)	\$45,778
Total Personnel Services	\$336,556

Non-Personnel Services

Testing Supplies	2,400
Educational Materials & Equipment	2,400
Program & Office Supplies	6,000
Transportation: Bus Rental	73,480
Staff Travel	2,100
Telephone & Postage	3,600
Subtotal:	\$89,980
Administrative Overhead (10%)	\$42,654
Total Non-Personnel Services	\$132,634

TOTAL BUDGETED EXPENDITURE **\$469,190**

INCOME

NYC Department of Mental Health	\$191,336
NYS Office of Mental Health	80,480
Private Contributions	197,374

TOTAL ANTICIPATED INCOME **\$469,190**

Organizational Information

- ✓ one page fact sheet
- ✓ develop it once and use it across proposals
- ✓ update periodically



- ✓ grantmakers will use it as part of due diligence

- ✓ should include:
 - Date of founding
 - Mission
 - Audience served
 - Total number of people served
 - List of programs and number served for each
 - Information about staff and board
 - Organizational chart if part of a very large nonprofit

Date of Founding and Mission

Organizational Information

Edgewood Center for Children and Families was founded in 1851, as a refuge for orphans of the Gold Rush Era. For 152 years, Edgewood has provided a loving home for abused, neglected, and abandoned children. We are the oldest continually operating children's charity in the West.

In the 1980s, Edgewood began adding prevention and early intervention services as well. Our hope was to prevent children and families from ever needing our intensive residential care. Today, we serve 5,000 children and families each year with program sites in San Francisco, South San Francisco, East Palo Alto, and 25 public schools. Our four program areas are:

Organization's Programs and Audience Served

- Kinship Support Network: The Kinship Support Network serves families headed by grandparents, aunts, and uncles who have taken in a child as an alternative to foster care. Last year, we served 1,000 children and 600 caregivers in San Francisco and San Mateo Counties.
- School-based services: We provide child and family services on-site in the schools, ranging from after-school programs to family support to teacher training. Services are now placed in 25 SFUSD schools, reaching 2,800 children and families per year.
- Residential treatment and school: These programs serve abused and neglected children ages 6 to 14 whose severe emotional disturbances make it impossible for them to remain in their home, foster home, or neighborhood school. About 110 children are served each year.
- Individualized services for children in crisis: These services are targeted to children with severe emotional disturbances. If a child is facing a difficult crisis, Edgewood can provide one-on-one care to make sure the child does not have to leave his home or school.

Edgewood also provides technical assistance statewide and nationwide to help other organizations replicate our Kinship Support Network. Our San Mateo Kinship Support Network earned the 2002 "Friends of the Child Award" from the San Mateo Child Abuse Council.

Conclusion



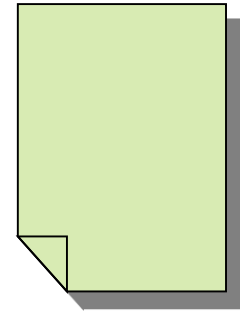
- ✓ balances the executive summary, so one-half page long
- ✓ identify the grantmaker by name and restate the “ask”
- ✓ should include:
 - Summary of key points
 - Final appeal
 - Use of emotion

Conclusion

S2Hi has created an unprecedented level of communication and cooperation among service providers and clients, and has proven that chronic homeless individuals are indeed “housing ready.” The project’s collaborative approach and high success rate have also led to significant changes in the policies and practices of both service providers and government agencies. As we approach our goal of reducing the homeless population of West Midtown by two-thirds by the end of this year, we seek to maximize the program’s impact by helping other organizations to replicate our program model in other New York City neighborhoods and by ensuring our clients’ housing stability.

Private funding was absolutely essential to Common Ground’s initial launch and implementation of S2Hi. A \$50,000 grant from The Frances L. & Edwin L. Cummings Memorial Fund will enable us to reach our goals for reducing street homelessness in West Midtown, follow-up with clients to ensure their longer-term success, and continue sharing our work with organizations throughout the City. We urgently request your support.

Cover Page



- ✓ assume cover letter will be separated from the narrative
- ✓ this is the way to share contact information
- ✓ should include
 - name of the grantmaker
 - title of the project

- agency contact information

Submitted by:
The Nonprofit Organization
40 Canal Street
New York, NY 10013
website
phone
fax

- people contact information

Mary Smith
Executive Director
212-934-5300 x23
212-935-9660 (fax)
e-mail: MSmith@aol.com

Susan Jones
Director of Development
212-935-5300 x21
212-935-9660 (fax)
e-mail: SJones@aol.com

A Proposal for Funding
Unearthing the Past:
Archaeology at King Manor

To the Early Riser Fund

Mary Anne Mrozinski
Executive Director
King Manor Association of Long Island, Inc.
90-04 161st St., Suite 704
Jamaica, New York 11432

Tel 718.206.0545
Fax 718.206.0541

Table of Contents



- ✓ use if the proposal is longer than “a few” pages
- ✓ helps the grantmaker find information quickly

Appendix

1. **IRS Letter**
2. **Board List**
3. **Financial Information**
4. **Resumes?**

Cover Letter

1. Reference prior financial support.
2. Reference the phone contact.
3. Make the “ask.”
4. What is in the package?
5. Tell the grantmaker about documents you want to enclose but are not.
6. Offer to answer questions and meet.

April 30, 2003

Mr. Hunter W. Corbin, President
The Hyde and Watson Foundation
437 Southern Boulevard
Chatham, NJ 07928

Dear Mr. Corbin:

We are grateful to you and the Trustees of The Hyde and Watson Foundation for your past efforts on behalf of Mount Saint Mary Academy and for providing a source of support for the mission of the school, its future and the future of all who embody the Mount community.

As you know, over the past year and a half we have been involved in the *Continuing the Mercy Legacy of Excellence Campaign*, which The Hyde and Watson Foundation so generously supported. This is a 4.2 million dollar, 26,000 sq. foot renovation and upgrading of our math and science areas, classrooms, student center/cafeteria, student activity areas and installation of fire suppression systems.

We have raised 3.3 million of the needed 4.2 million. We now have an opportunity to raise the balance through a challenge gift to Mount Saint Mary Academy.

In April 2002, an alumna and her husband pledged a challenge gift of \$500,000. The family agreed to contribute a dollar for each two matching dollars. Mount Saint Mary Academy has raised \$600,000 of the million dollars necessary to maximize the challenge gift. A current parent has pledged \$200,000 toward this challenge, the largest pledge in our history.

It is because of The Hyde and Watson Foundation's generosity that I again approach you to consider a request for additional funds to help us maximize the Challenge Gift. A grant request for \$50,000 and supporting materials are enclosed.

Thank you for your consideration to our request. We truly appreciate your support and I look forward to hearing from you. If you need more information or would prefer me to meet with you in person, please call.

May God continue to bless The Hyde and Watson Foundation and all its wonderful work.

Sincerely in Mercy,

S. Lisa D. Gambacorto, RSM, Ed. S.
Directress

Mr. Robert Parsons, Jr.
Chairman
Charles E. & Joy C. Pettinos Foundation
437 Southern Boulevard
Chatham Township, NJ 07928

Dear Mr. Parsons:

I know, I know that my proposal is being submitted to you after March 1st. This is completely my fault, and I will understand if the foundation's managers determine that our request is ineligible for consideration at this time.

We have just entered into a new phase of the Campaign, and I have taken on a number of new responsibilities—and one of them was to submit this proposal. But I just didn't get up to speed in time.

If you are able to consider support for the YWCA, we will all be grateful. This is a big project for us, but it is going very well and we have experienced such kindness and generosity from so many in the past year.

Mr. Parsons, I appreciate your past support. If you are not able to accept this proposal now, I hope I will have the opportunity to resubmit at another time. But please don't report me to my Board!

Thank you again.

Sincerely,

Jacquelyn M. Glock, MSW
Executive Director

A strong team collapses together.

