An applicant organization must receive an accepted Letter of Inquiry from Madison Community Foundation in order to submit a grant proposal application.

Letter of Inquiry Due	**Application Due**	**Grant Announced**
August 15 by 4:30 PM	October 1 by 4:30 PM	December 21

INTRODUCTION

Outcome measurement is a cornerstone of grantmaking from Madison Community Foundation. For information on this approach to project design and evaluation, please consult published resources.

- One resource is *Measuring Program Outcomes: A Practical Approach*, published by the United Way of America. An excerpt of this is available on the Madison Community Foundation website.

- Another resource is *The Basic Guide to Outcomes-Based Evaluation for Nonprofit Organizations with Very Limited Resources,* developed by Carter McNamara, a management consultant in St. Paul, Minnesota. This online guide is available to view at: http://managementhelp.org/evaluatn/outcomes.htm

As a short-term funder, Madison Community Foundation acknowledges that the outcomes you propose are likely to be initial or intermediate in nature. Long-term outcomes will generally be beyond the scope of evaluation for a Madison Community Foundation grant, although verification of the sustainability of the project beyond immediate funding is essential. These distinctions are explained in the readings cited above.

If you have questions, contact Tom Linfield, Vice President of Community Impact: (608) 232-1763 or grants@madisongives.org.

GENERAL INSTRUCTIONS

- A Madison Community Foundation grant application packet has three components: 1) Cover Page, 2) Proposal, and 3) Attachments.

- Thoroughly read all instructions.

- An electronic copy and a hard copy of the application are required. A HARD COPY of the application must be postmarked on or before the due date. The ELECTRONIC COPY of the application (Cover Page, Narrative, and Budget, and various attachments) is required by 4:30 pm of the specified application date. The electronic copy should be sent to grants@madisongives.org as either a Microsoft Office or PDF file attachment. **Please include your organization's name in the email subject line.**

- **Electronic applications received after 4:30 PM on the due date will not be accepted.**

- Applications must be single-spaced, submitted in the requested format and include reasonable margins and with fonts no smaller than 11 pt. **The hard copy should be 3-hole punched and stapled without any other cover or binding.**

- Applying organizations must be tax-exempt, either as a federally determined 501(c)(3) entity or as a unit of government.

- A final evaluation assessing project outcomes is required for all grant projects within three months of completion. (Please use the final report template on the MCF website.)

- Past grant recipients will be excluded from further grant consideration if a final evaluation report has not been submitted for the prior project. Reports must follow the evaluation format of Madison Community Foundation.

- Organizations are limited to one application per grant cycle. In general, Madison Community Foundation will not award a second grant to an organization that is still in the midst of finishing a previously funded grant.

- Applicants are expected to have multiple sources of income to execute project activities and evidence of other funding makes your application more competitive. In general, applicants are expected to be one third to one half completed with their fundraising before applying for funds from Madison Community Foundation.

- Multi-year grant requests are considered for up to two years. In rare instances MCF will fund a three-year project. Talk with program staff about multi-year proposals.

- Grantseekers are encouraged to review the Madison Community Foundation Grantmaking Guidelines before contacting staff. Questions can be directed to Tom Linfield, Vice President of Community Impact, at (608) 232-1763 or grants@madisongives.org.

APPLICATION COVER PAGE

Application Date (mm/dd/yy): _____

Organization Name: _____

Federal Tax Identification Number: _____

Address: _____

Executive Director: _____

Phone _____   Email _____

Grant Project Director: _____

Phone _____   Email _____

Project Name: _____

Project Duration (mm/dd/yy –mm/dd/yy): _____

If the opportunity arises, may we share this application with other funders? _____

Total Project Budget: $ _____

Funds Raised/Pledged to Date: _____

Total Amount Requested from Madison Community Foundation: $_____
(For multi-year requests, specify the number of years, the amount requested for each of those years, and the grand total for all years.)

The date that your governing board approved a policy which states that the organization does not discriminate on the basis of age, race, religion, gender, sexual preference or national origin.

_____

PROPOSAL FORMAT

Using no more than five pages for your narrative and one page for your budget, create a proposal using the following format.

1. **Description of Applicant Organization**
Describe the mission, purpose and programs of the organization.

2. **Summary Project Description**
In a single brief paragraph of up to 1,500 characters (2" of text), summarize the project. Include key components, proposed outcome statements, the number of people involved in the project, and collaborating partners. This summary will be the first thing reviewers see.

3. **Project Purpose Statement**
Describe the purpose of the program or project, the issues that will be addressed, the significance of those issues, and the impact on Dane County (or other geographic area in the case of an endowment challenge grant). Indicate who will benefit and estimate their number. Describe how your project will expand or complement existing community services, plus any arrangements to collaborate with other organizations.

4. **Proposed Outcomes and Outcome Indicators**
Outcomes determine whether you are achieving the purpose of the program by describing how the program's activities changed participants. Outcomes statements articulate changes in participants' knowledge, skills, attitudes, values, behavior, condition, or status and should be **measurable** (i.e. increase from X to Y, decrease, improve).

Outcome indicators are the specific items of information (data) that track a project's success relating to outcomes. They describe observable, measurable characteristics or changes that represent achievement of an outcome. Indicators should also include target number and/or percentage changes to be achieved with the project during the grant period (i.e. skills, knowledge, abilities, behavior, etc.).

In your proposal, identify up to 3 outcomes for your project. Also specify the measurable indicators you will use to determine whether the outcomes have been achieved, including a target for each indicator. If appropriate, an outcome could have more than one indicator with target.

Identify the data and explain the data collection methods you will use to evaluate whether outcomes are achieved. The data you collect should relate directly to the outcome indicators.

Note: Outcomes measurement is important information Madison Community Foundation will expect to see in your final report, should your grant be awarded. Your grant budget may include evaluation expenses.

(continued)

PROPOSAL FORMAT (continued)

4.   **Proposed Outcomes and Outcome Indicators (continued)**

Multi-Year Proposals: Please specify targets for outcome indicators for each year. If your grant is awarded, you will be asked to report annually on those indicators, prior to distribution of the next year's funds.

Capital Proposals: One outcome should address the capital asset (i.e. purchase or build building, acquire land). Other outcomes should reflect community impact, changes for those you serve and/or organization capacity growth of the organization as a result of the capital project.

Endowment Proposals: One outcome should address the sustainability of the organization. Other outcomes should reflect changes in people or the organization as a result of the endowment's impact. Key to an endowment campaign are the strategies and tactics you will use promote your organization, diversify your funding stream, reach new donors, and increase giving from current donors.

5.   **Activities/Strategies**
Briefly describe the activities and/or strategies to accomplish the proposed outcomes. Provide a work plan, including a timeline and the responsibilities of staff and volunteers. Briefly discuss the qualifications of key personnel. If applicable, describe any trainings, participant selection procedures, or policies. In the case of endowment challenge grants, describe why an endowment fund is important to the organization as well as the organization's strategy for fundraising and continuing to grow the endowment.

6.   **Funding Plan**
In narrative form, describe the financial plan for the proposed project. Identify how funds requested from Madison Community Foundation would be spent (i.e., which specific line items of your budget). Indicate if the grant you are requesting would be used as a match or to leverage other sources of revenue. Describe how a grant from Madison Community Foundation would be recognized. Briefly explain how you plan to fund the project when the grant expires.

Capital Projects: Describe how project costs were determined (e.g., competitive bids, architect, contractor). State the total capital budget and project the facility's annual operating costs. Explain your plan for financing ongoing maintenance/operations once the facility is completed. Give your capital campaign goal and indicate how you determined its feasibility.

Endowment Proposals: Give your endowment campaign goal and indicate how you determined its feasibility. Include a description of your endowment fundraising strategies both during the campaign and after the endowment has been established.

PROPOSAL FORMAT (continued)

7. **Budget** *(see sample on page 7)*
    In spreadsheet form, submit a one-page line-item budget covering all projected expenses. Also submit an income budget that identifies all funding sources (other foundations, corporations, individuals, etc.). Please note whether each other funding source is secured or anticipated. The amount of total expenses must equal the amount of total funding sources.

    Applicants may choose to budget for administrative costs that total up to 15% of direct project expenses. Applicants may also choose to budget for evaluation expenses.

    If you are seeking a multi-year grant, please format your budget page so that a separate column spells out expense and revenue budget for each year of the requested grant period.

ATTACHMENTS [not required for governmental units or public schools]

Please submit attachments #1-3 in electronic form only.

1. List of your board of directors, their affiliations, and current email addresses for each (required). Identify the officers of your board.

2. Most recent audited financial statement for your organization. If your organization does not have a certified audit by an independent auditor, provide a copy of your most recent, signed Form 990.

3. Current year income and expense budget for your organization.

Please submit attachments #4-6 (if applicable) in hard copy only.

4. IRS determination letter indicating 501(c)(3) tax-exempt status for your organization **(for new applicants only).**

5. Letters of support (optional – 3 maximum). Note: If you reside in a community with its own community foundation or educational foundation, please submit a letter of support from that foundation indicating their investment in the project and/or belief in its impact on the community.

6. Additional attachments important to your proposal (optional).

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PROPOSAL FORMAT (continued)

Madison Community Foundation Sample Budget Format

Expenses	Total Amount	MCF	Other Sources	Other Sources
Salary and Benefits: Program Manager/Coordinator $ hr x hrs/wk x # wks or (total salary & benefits) x (% time spent on project)	$0.00	$0.00	$0.00	
Office Supplies	$0.00		$0.00	
Photocopies	$0.00		$0.00	
Postage/Shipping	$0.00		$0.00	
Other Project/Program Expenses (list)	$0.00		$0.00	
Miscellaneous (provide detail)		$0.00		$0.00
Evaluation Expenses		$0.00		$0.00
	─────	─────	─────	─────
Subtotal Expenses	$0.00			
Administrative Expenses (may not exceed 15% of Subtotal Expenses) *	$0.00	$0.00	$0.00	$0.00
TOTAL PROJECT EXPENSES (sum of Subtotal Expenses & Admin Expenses)	$0.00	$0.00	$0.00	$0.00
	=====	=====	===== =====	

Funding Sources	Secured = S Anticipated = A		
Madison Community Foundation	A		$0.00
XYZ Corporation	A		$0.00
ABC Foundation	S		$0.00
In-kind Contributions	S		$0.00
Program Revenues	A		$0.00
			─────
**TOTAL PROJECT FUNDING **			$0.00
			====

* Administrative Expenses include those necessary to support the organization's operations but not directly related to project activities. These might include space rental, telephone, utilities, and use of office equipment.

** Total Project Funding must be equal or more than Total Project Expenses.

Provide information regarding applications to other donors (for this project in this fiscal year) which have not been funded.

GRANT CHECKLIST – BEFORE SUBMITTING YOUR FULL PROPOSAL

Please review this check list. If you answer "yes" to each question, you are ready to submit your proposal.

☐ Did you put your organization's name in the title of all documents?

☐ Did you include your organization's name in the subject of the email? (ex: Madison Food Pantry – MCF Full Proposal)

☐ Did you make sure that your proposal narrative is single-spaced, no more than 5 pages (with 1 additional page for budget), submitted in the requested format, and uses reasonable margins with fonts no smaller than 11pt?

☐ Did you make sure to include your cover page, proposal narrative, and required attachments?

☐ Did you send us your proposal cover page and narrative as a single document?

☐ Did you send us your application electronically as a saved PDF or Word document (not a scanned version)?

☐ Did you also mail a hard copy that is 3 hole punched and stapled without any other cover or binding?

☐ Did you make sure to send the correct attachments electronically and in hard copy (not all attachments should be submitted in both formats)?

☐ If you answered "yes" to each question, you are ready to submit your proposal to grants@madisongives.org ?