



GRANT APPLICATION GUIDELINES

To apply for a grant, an organization must first have submitted a Letter of Inquiry to Madison Community Foundation (MCF). If your Letter of Inquiry has been accepted, you then are eligible to submit a grant proposal application.

Letter of Inquiry Due	Application Due	Grants Announced
June 3 by 4:30 PM	August 19 by 4:30 PM	October 17

INTRODUCTION

Outcome measurement is a cornerstone of MCF's grantmaking. For information on this approach to project design and evaluation, please consult published resources, especially:

- *Measuring Program Outcomes: A Practical Approach*, published by the United Way of America. An excerpt of this is available on the MCF website.
- *The Basic Guide to Outcomes-Based Evaluation for Nonprofit Organizations with Very Limited Resources*, developed by Carter McNamara, a management consultant in St. Paul, MN. This online guide is available at: <http://managementhelp.org/evaluatn/outcomes.htm>

As a short-term funder, MCF 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 an MCF grant, although verification of the project's sustainability beyond immediate funding is essential. These distinctions are explained in the readings cited above.

If you have questions, contact Jeneen Hartley, Vice President of Community Impact at (608) 232-1763 or grants@madisongives.org.



GENERAL INSTRUCTIONS

- The MCF grant application packet has three components: the Cover Page, Proposal and Attachments.
- Thoroughly read all instructions before beginning.
- Applying organizations must be tax-exempt, either as a federally determined 501(c)(3) entity or as a unit of government.
- We require a final evaluation assessing project outcomes for all grant projects within three months of completion. (Please use the final report template on the MCF website.)
- You will be excluded from further grant consideration if you have not submitted a final evaluation report for prior projects. Reports must follow MCF's evaluation format.
- Organizations are limited to one application per grant cycle. In general, MCF 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, we expect applicants to have completed between one third and one half completed of their fundraising before applying for funds from MCF.
- Talk with MCF staff about multi-year proposals prior to submission, if you haven't already during the LOI process.
- We encourage grant seekers to review the MCF Grantmaking Guidelines before contacting staff. Questions can be directed to Jeneen Hartley, Vice President of Community Impact, at (608) 232-1763 or grants@madisongives.org.



GRANT APPLICATION COVER PAGE

Application Date (mm/dd/yy): _____

Organization Name: _____

Federal Tax Identification Number: _____

Executive Director: _____

Phone _____ Email _____

Address: _____

The date that your governing board approved a policy which states that the organization does not discriminate on the basis of actual or perceived race, color, religion, age, sex, national origin, disability, ancestry, sexual orientation, gender identity, marital status, or arrest or conviction record, or any other discriminatory basis prohibited by applicable local, state and federal law ("Anti-Discrimination Status"). Date _____

Grant Project Director: _____

Phone _____ Email _____

Project Name: _____

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

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. _____

If the opportunity arises, may we share this application with other funders? Yes No

Contact Signature _____ Date _____

PROPOSAL FORMAT

- 1. Description of Applicant Organization.** Describe the organization's mission, purpose and programs.
- 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 it will address, 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* describe how the program's activities changed knowledge, skills, attitudes, values, behavior, condition or status and should be measurable. They are the measurement of your program's success. *Outcome indicators* are the specific information (data) that measure how well a project is achieving its desired outcomes. Indicators also should include target number and/or percentage changes you hope to achieve with the project during the grant period (i.e., improved skills, knowledge, abilities, etc. from X to Y, decreased behavior ##%).

Identify up to three 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 or indicators. Identify the data and explain the data collection methods you will use to evaluate whether you have achieved the outcomes. 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.

- a. 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 before the distribution of the next year's funds.
- b. 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.

- c. **Endowment Proposals:** One outcome should address the organization’s sustainability. Other outcomes should reflect changes in people or the organization from 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 or strategies you will use 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 training, participant selection procedures or policies. For 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.
 - a. **All Projects:** Identify how funds requested from MCF 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 you would acknowledge a grant from MCF. Briefly explain how you plan to fund the project when the grant expires.
 - b. **Capital Projects:** Describe how you determined project costs (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 after the facility is completed. Give your capital campaign goal and indicate how you determined its feasibility.
 - c. **Endowment Proposals:** Provide 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.
- 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.
 - a. Applicants may choose to budget for administrative costs of up to 15% of direct project expenses. Applicants may also choose to budget for evaluation expenses.
 - b. If you are seeking a multi-year grant, please format your budget page so using a separate column for each year’s expense and revenue over the requested grant period.



ATTACHMENTS

[not required for governmental units or public schools]

Please submit the following attachments 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. Your organization's most recent audited financial statement. 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 the following attachments (if applicable) in hard copy only.

4. IRS determination letter indicating your organization's 501(c)(3) tax-exempt status (**for new applicants only**).
5. Letters of support (optional – three 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).



PROPOSAL FORMAT (continued)

Please use this sample budget format

Expenses	Total Amount	MCF	Other Sources	Other Sources
Salary and Benefits: Program Manager/Coordinator \$ hour x hours/week x # weeks 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 and Administrative 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

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* 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.

- Is your organization’s name in the title of all documents?
- Is your proposal narrative single-spaced, no more than five pages (with one additional page for budget), submitted in the requested format, with reasonable margins and a type size that’s 11 points or larger?
- Did you include your cover page, proposal narrative and required attachments?
- Are your proposal cover page and narrative combined into a single document?
- Is your electronic application saved and submitted via Akoya Go - GoApply? (You can download a copy of your submitted application).
- Do you have the correct attachments with the electronic and hard copy applications (not all attachments should be submitted in both formats)?

If you answered “yes” to each question, you are ready to submit your proposal via Akoya Go - Go Apply.