



Community Grant Program Application Instructions

(Summer 2018)

Thank you for your interest in applying for a grant from GWCF. The purpose of these instructions is to enable you to accurately and meaningfully present your program in a way that our reviewers will be able to easily understand. The more clear and concise your proposal is, the greater your odds of receiving funding.

Your application serves two purposes: First, it provides the basis of a funding decision. GWCF's review team will be looking to answer 6 questions:

1. Does the proposed project address an important need in the Greater Worcester community?
2. What does the applicant intend to accomplish, and how?
3. How well does the proposal align with GWCF's Community Grant Guidelines?
4. If successful, will the program have a meaningful impact?
5. What is the capacity of the applicant to deliver what it proposes?
6. Is this the best possible use of GWCF's limited resources?

Second, and equally important, your proposal will be used to help GWCF more deeply understand the issues facing our community and the resources and strategies available to address them. It is our hope that this information and knowledge will itself become a resource to our community.

General Considerations. Here are a few things to keep in mind as you prepare your proposal:

1. **Less is more.** It is important to keep your answers as brief and concise as possible. After your first draft, ask yourself, "How can I convey what I mean using fewer words?"
2. **Answer the question.** Among the most common complaints among reviewers is that the answer given doesn't address the question asked. Be direct. Avoid redundancy.
3. **Bullets are better than paragraphs.** Beyond basic grammar and understandability, no one is judging you on your creative writing prowess. In fact, flowery language and extended descriptions tend to work against you.
4. **An extra set of eyes is important.** Have someone else review your work before submitting your proposal.
5. **Recycle.** If there is language you put together for another funder's grant application, and it works for ours, use it again. Just be sure you are answering the question we asked.

The Application

Note: Required questions are marked with an asterisk.

Program Name*

PRIMARY AREA OF INTEREST for THIS PROGRAM (check one)*

While we realize that your program, especially in smaller organizations, may address more than one interest area, we are asking you to prioritize its primary focus. If your program also addresses other areas, describe how in the **Program Summary**.

The five options align with our “Areas of Interest for Community Grants” from our [Grant Guidelines](#).

Organization Questions

Organization’s Mission Statement*

A simple mission statement is best. Reviewers want to know what your organization is about, above and beyond your proposed program.

Year organization was incorporated*

Total organizational operating budget for the proposed fiscal year*

Describe your organization’s current programs and services.*

This is intended to give the reviewer an overview of the kinds of programs and resources your organization provides for the community. Often they will have heard of you but not know much about what you actually do. They may also be familiar with you from an earlier point in your history, so noting changes in the last couple of years will be helpful.

of program participants - Total number of people directly served across the organization.

of board members

of board members who made a monetary gift

of individual donors

of full-time employees

of volunteers - If your organization relies on volunteers, we would like to know the total number engaged across the organization.

Program Questions

Amount Requested*

If this program has not been funded by GWCF before, or if you are requesting an amount different from your prior funding, present an argument under **Program Summary** (see below).

Total Cost of Program*

This number is then explained on the Program Budget Summary form.

Request is for Fiscal Year Ending*

APPLICATION TYPE: Check one.*

PROGRAM SUMMARY: Describe the program for which this grant will be used.*

Be as specific as you can about who, what, when, where and how. Concentrate on what you will do. Do not repeat material from other questions. What you write here should clearly connect to the need, program goals and indicators. If GWCF has not previously funded this program, or if you are requesting increased funding, describe how the additional resources will increase the reach or effectiveness of your program.

Number to be served by the program.

Based on your plans for the year ahead, we want to know how many clients you expect will be directly impacted by the program or service when delivered. We expect this number to appear again in your Outcomes & Indicators/Measures, but ask that you pull that number and enter it here.

EARLY CHILDHOOD PROGRAM IMPACT NUMBER WORKSHEET

*For use **only** by those applying under the Early Childhood Development Area of Interest, we want to see your numbers served broken up by population. GWCF has taken a special interest in early childhood programs, and these figures will help us assess your impact.*

NEED: Describe the need/issue you plan to address.*

Be as specific as you can, and provide backup information or data that supports your case. Use local information where you can & cite sources. Use national data sparingly, and make the local application of the data clear. You want to demonstrate that the need is real and significant.

EVIDENCE BASE: Describe the evidence or research that supports your programmatic approach.*

The previous question is about what you intend to do. Here you want to demonstrate why you think it will work. What evidence can you cite that would give an impartial reader (who is not an expert in your field) confidence that this approach will be effective?

PAST EXPERIENCE: If applicable, describe your experience delivering this or a similar program.

This question asks you to describe your organizational expertise and qualifications related to this program. Another way to think about it is: What in your past experience qualifies you to effectively implement the proposed program? What will give reviewers confidence that you can actually accomplish what you propose? If you have not delivered this program before, choose another program you have run that demonstrates your capacity to succeed in the proposed program. Quantify results wherever possible. If you are submitting a progress report from last year with this application, there is no need to repeat information from the report.

OUTCOMES AND INDICATORS/MEASURES: List your 2-4 most important program outcomes for this program, and, for each, the indicator/measure of progress or success that will guide your work.*

Outcomes are the new knowledge, skill, or improved life conditions that participants will experience as a result of your program. They should be concise and observable. Your outcomes can be short term or long term, but should be logically connected to your program. Please be sure to describe benefits to participants, NOT program activities.

Indicators/Measures are items of information that provide evidence that your program is achieving its desired outcomes. They should be observable and quantifiable, and they should provide useful information for improving your program in the future or correcting your course as you proceed.

For more information on outcome measurement we recommend:

- **Focusing on Program Outcomes: Summary Guide**, United Way Worldwide, 2009. (<http://uwnea.org/wp-content/uploads/2012/07/Focusing-on-Program-Outcomes.pdf>)
- **Outcome Measurement Strategies Anyone Can Understand**, Laurel A. Molloy, Innovations Quantified, 2010. Available on www.amazon.com

TARGET AUDIENCE: Describe the population you intend to serve/impact.*

To understand who you intend to serve through this program, we would like a profile of the target client/service recipient: who they are; what qualifies them for the program; and, if focused on a specific geographic area, what that target area is.

KEY PERSONNEL: List and identify the qualifications of the individuals with program responsibility.*

Among the key determinants of a program's success are the skills and experience of the people responsible for its implementation. Please describe the skills and backgrounds of those people as they relate to this program. Please list job titles but not names. And, please, no resumes.

COLLABORATORS: If applicable, list other organizations involved in this program, and the designated program roles.

This includes both formal and informal collaborators.

CLIENT VOICE (OPTIONAL): Describe how the target audience is/will be part of program development.

The role of client voice is a subject of increasing discussion across the nonprofit sector, and we want to better understand if and how it is coming into play in Greater Worcester.

For some organizations, including the voices of service recipients is a key element of program development, implementation, and /or evaluation – and, perhaps, even a mandate. If that is the case for your organization, we want to hear how. For others, particularly depending on the nature of the services provided, client voice is not relevant, and we understand that.

OPTIONAL ATTACHMENTS

This could include your theory of change, logic model, summary of results used with other funders or other supplemental information. There is a size limit on attached documents. Please do not attach large PDF's or graphics-intensive documents. If your upload exceeds the limit you will receive an error message. Email onlinehelp@greaterworcester.org with questions.

Organizational and Financial Uploads

Most of the items in this section are self-explanatory, but for those that are not, some information is included below. For the “program budget summary,” applicants are expected to use our templates which can be [downloaded from our website](#).

Progress Report

If this particular program was funded in the last year, upload your progress report here.

Board List*

Memorandum of Understanding/Fiscal Sponsor Agreement

This applies only to organizations that do not have their own 501(c)(3) status, and have made an arrangement with an established organization to collaborate so as to allow the program to happen.

PROGRAM BUDGET SUMMARY*

Program Revenue

GWCF: This would include funds received from any of our funds (e.g. Community, Fallon OrNda, Fairlawn, etc.)

Other Philanthropy: This would include funds you have secured from other major funding sources (e.g. foundations, corporations, United Way), as well as individual gifts earmarked for this program. In the comments section, provide a short summary.

Government. Funding from any government entity, including both grants and contracts.

Fees. Fees paid by program participants for services, including membership dues.

Internal Organizational Funds. Often, program costs are not fully covered by designated outside resources. In those cases, organizational funds (local, national) are used to subsidize the program. This line should reflect that subsidy. If this item is completed correctly, this form will not show a deficit.

Program Expenses

Program Costs

Personnel/Employees. Salaries, benefits and related expenses for employees of the organization working on this program, prorated by their allocated time.

Personnel/Contracted. Payments to outside contractors or consultants working on this program.

Transportation. For programs that involve transportation, we know that is often a major expense.

Other Direct Program Costs. All other programs costs, including materials and supplies, would fall into this category.

Indirect Costs. Costs associated with administration, facilities, or other expenses not directly attributable to the operation of this program.

Comments

Use this space to explain any items whose meaning may not be clear to a reviewer who is not a specialist in your field.

ORGANIZATIONAL BUDGET*

A budget acts as a financial map or guide for an organization, and the budget often reflects the organization's overall mission statement and priorities.

Rather than having organizations condense their organizational budgets to fit into our template (as we have done in the past), we are now allowing organizations to upload the same organizational budget that they share with their boards and communities.

The organizational budget should be for the next fiscal year (the same fiscal year for which you are applying for grant funding) IF that budget is available; if not, the current fiscal year's budget plan will suffice.

Remember, we are looking to see the same budget – with the same level of detail – that you would share with your board of directors. (We do not need to see accountant level detail.)

FINANCIAL STATEMENT*

Audited financial statements are preferred in all circumstances, but only required of organizations with annual revenue of \$500,000 or more. Otherwise, these requirements are identical to those of the Internal Revenue Service.

Organizations are now asked to submit their financial statement as a PDF to a designated email address (financials@greaterworchester.org), and then check off a box confirming that they have done so within the application.

ELECTRONIC SIGNATURE OF THE EXECUTIVE DIRECTOR OR PRESIDENT/CHIEF EXECUTIVE OFFICER*