



Master Grant Application Outline

Organizational Structure: Create a succinct “profile” of your organization to use with letters of inquiry, cover letters, and executive summaries. It should communicate that you meet the grantmaker’s guidelines and limitations and have no barriers to applying. Consider including 501(C) status, location and area of service, whether you’re a chapter or membership organization, accreditations, faith-based, public / private.

Collaborators (Relationships and Partnerships): Who does your organization collaborate with and what is their role in your program or project? Most collaborators are either paid subcontractors or in-kind service providers. An entity that provides only funding is typically viewed as a supporter or funder, not a collaborator. Tip: Refer to the programmatic partners in your logic model, including subcontractors (inputs).

History / Background: Use this section to justify your organization’s existence — when, why, and how the organization or program began, and the current circumstances that substantiate a need for your services. Avoid simply providing a chronology of events since the organization started. (If anything, your recent history is probably more interesting to grantmakers than your “older” history.)

Mission Statement: Most grantmakers do not expect organizations to add anything else, but you may want to consider including a “purpose statement” for the specific program or project for which you are seeking funding.



Past Results (Outcomes / Accomplishments): List past results / outcomes, performance figures, awards, recognition, strategic plans, new partners or supporters, etc. Tip: Try to mirror the *proposed results or outcomes* of the current grant application, to show that your organization or program has been successful in the past doing the same thing.

Population: The people, neighborhood, environment, or entity that your program seeks to serve or affect — e.g., numbers, gender, ages, grade-level, location, income level, academic background, family situation, personal barriers or challenges. Tip: Try to go beyond basic demographics and paint a picture so as to demonstrate the need or problem that your program is designed to address.

Need or Problem Statement: The need, problem, or situation that your organization or project seeks to address (not your organization’s or program’s need for money). Describe the situation as it is without saying what your program does to address the situation — for example, “Kids can’t read at the level they should” rather than “We teach kids to read better” or “People are hungry and lack access to nutritious food” instead of “We feed people.” The need should be relevant to the population you serve. Include facts, statistics, and references to support your claims.

Proposed Outcomes/Results (refer to Logic Model): The benefits, changes or improvements that will *result* from your implemented program or project — i.e., how the population you serve will be impacted or change. If possible, state quantitative measures or data.



Benefits (Impact / Long-Term Outcomes): The results that will accrue to program participants, the community, or the environment as a result of your program achieving its proposed outcomes. Try to communicate the value of your program, and use cost / benefit scenarios whenever possible (project cost vs. cost of status quo, other approaches, etc). Tip: State your proposed outcome and connect it to a need / benefit — for example, “Participants will engage in *30 minutes of daily exercise*” (outcome) “so that *they increase their metabolism rate over time*” (need / benefit).

Methods or Activities (refer to the “Activities” section of Logic Model): How the proposed outcomes will be accomplished — i.e., how the program works in terms of major activities. If necessary, include activity dates or duration, number of participants, staff involved, etc.

Evaluation (refer to Logic Model): State the projected level of success of the proposed outcomes, and how they will be tracked, measured, and evaluated. Consider using a statement such as: “Ongoing program evaluation will be overseen by [executive director / program director / board members]. To the extent possible, evaluation results will be incorporated in a continuous improvement process.” For each proposed outcome, list (1) *performance targets* — projected levels of achievement, (2) *metrics* — how change will be measured, (3) *methods / tools* — how data will be tracked / collected, (4) *interval* — how often outcomes will be measured, and (5) *Oversight* — the people / entities responsible for evaluation.

Reporting: How and when your organization reports its evaluation results to grantmakers. For example, “We recognize our grantmakers as investors in our program, and are eager to comply with their reporting requirements. We welcome inquiries and site visits. Other forms of reporting include our annual report, invitations to events, and program updates. In addition, our annual financial audit is available upon request.”



Program or Project Cost: State the overall cost or budget of the program or project for which you are seeking funding. For example, “The [program / project] annual operating budget for 2008 is \$250,000, of which \$50,000 (20%) is provided in the form of in-kind contributions and services.” It may also be necessary to state your organization’s overall budget.

Amount and Use of Grant Request: State the amount of the requested grant, and how and when it will be spent. For example “We respectfully request a grant in the amount of \$_____ from [grantmaker], which will be used toward [uses / expenses] for the 2008 program year.” Consider using a cost per outcome approach, e.g., “\$10,000, which will be used to fund five students at a cost of \$2,000 each.”

Sources of Funding or Support: List your organization’s current and future means of funding its efforts, including in-kind support. Make sure this section is consistent with similar information in the grant application, such as the budget and annual report. Stress financial accountability and management. For example, “We recognize the need to avoid relying on any one funder or funding source, and that grantmaker funding is time-limited. To that end, we seek diverse sources of funding, including grants, individuals, corporations, fees for services, and government contracts, and strive to collaborate with other organizations as a means of sharing costs, conserving resources, and avoiding redundant service providers.”

Unit Costs: Cost per outcome, participant, cycle, etc _____

Other information to consider including (pending grantmaker instructions): Your organization’s brochure, sample evaluation tools, media coverage, testimonials, letters of support from collaborators and partners, annual report, photos with captions, etc.
