

East Tennessee FOUNDATION

625 MARKET STREET, SUITE 1400, KNOXVILLE, TN 37902, (865) 524-1223, FAX (865) 637-6039, E-MAIL: etf@etf.org

REQUEST FOR PROPOSALS

MOUNT REST FUND

A Fund of East Tennessee Foundation

Creation of a Fund

In 1894, Mount Rest Home began in Knoxville as a residence for elderly ladies who had very little funds or family to care for them. The devoted women of the board of Mount Rest Home cooked and sold lunches at Thanksgiving to raise funds to support the home, and they tended to every need of the house and the ladies who lived there. Although the lovely home eventually closed, many of the daughters and granddaughters of the original board members have continued to provide for the welfare of women and children in Knox County. They established the Mount Rest Foundation in 1994 and then the Mount Rest Fund of East Tennessee Foundation in 2004 to continue and secure their families' legacy of caring for Knox County's women and children.

East Tennessee Foundation

East Tennessee Foundation (ETF) is a public, nonprofit community foundation created for the purpose of building charitable resources to make communities stronger and lives better through thoughtful giving. The Foundation serves East Tennessee by building endowments, providing services to donors and making grants to programs and projects that benefit this region and its people.

Employment and Grantee Non-Discrimination Policy Statement

East Tennessee Foundation is an equal opportunity provider of services and employment. Further, ETF respects, celebrates and encourages diversity that positively contributes to the community. The Foundation believes diversity encompasses but is not limited to: ethnicity, race, age, gender, economic circumstances, sexual orientation, physical and mental abilities, education level, philosophy and geographic location. Through its competitive grantmaking, ETF supports organizations that adhere to these principles and policies.

Application Deadline

Completed applications and attachments must be submitted to East Tennessee Foundation and postmarked on or before **Friday, April 30, 2010.**

Technical Assistance Workshop

A technical assistance workshop has been designed to help you better understand the process of applying for a grant from the Mount Rest Fund. The workshop will be on **Friday, April 9, 2010, at the Community Law Office** (1101 Liberty Street in Knoxville), from **10:30 A.M. – Noon**. The workshop and the 2010 Mount Rest Fund grants cycle will be widely publicized via postcards and press releases in March 2010. *Workshop attendance is not a requirement for funding. However, we strongly recommend that a representative from your organization attend the workshop, since information gained at the workshop will help your organization succeed in submitting a successful proposal.*

Awards & Notification

Grants will generally range from **\$1,000 to \$10,000** and are intended to support programs or projects occurring between **September 1, 2010 – September 1, 2011**. Awards will be announced in **August 2010**.

Guidelines

Eligibility

Grants from the Mount Rest Fund will be made to established organizations in Knoxville and Knox County that are tax-exempt under Section 501(c)(3) of the Internal Revenue Code. Grants may also be made to new and/or emerging groups that have an established nonprofit organization as a fiscal sponsor.

- Under special circumstances, grants will be made to institutions outside Knox County for programs that are operated within or provide direct benefit to residents of the county.
- Applicant organizations must be operated and organized so as to not discriminate on the basis of race, age, gender, economic circumstances or other characteristics as identified in the Foundation's Non-Discrimination Policy Statement on page 1 of this document.
- Although each proposal will be considered on its own merits, the following types of requests will normally be precluded from the Fund's grant program:
 - Grants to individuals or scholarships;
 - Salaries or administrative support which exceeds 30% of the funding requested;
 - Grants to schools or churches;
 - Endowments or general fundraising campaigns or capital campaigns;
 - General operating support (office supplies, utilities and other general expenses), debt retirement, financing or capital improvements (purchase of computers or furniture, or building renovations);
 - Projects that have implicit religious content, express a particular religious view or advance a religious purpose; and
 - Travel outside East Tennessee, unless the purpose of the proposed travel is essential for effective implementation of the proposed project.

Areas of Focus

Successful applicants must propose programs which address one of the following issues which impact women and/or children (boys or girls younger than 18 years) of Knoxville and Knox County:

- Health and well-being
- Education
- Training for employment

When appropriate, proposed projects should address and provide access for women and/or children to current advances in technology, intervene in situations where health, education or employment training is inadequate, and promote positive behavioral change(s) which will increase the likelihood of long-term, positive results.

Criteria for Funding

Favorable consideration will be given to projects and programs that:

- Will foster significant results from a moderate grant;
- Promote inclusiveness of diverse populations;
- Create new partnerships, or expand existing partnerships through programs that implement an interdisciplinary approach; and
- Address the needs of the community and its constituents, so that residents of Knox County may benefit.

Examples of Possible Projects

- Provide women with job interview and workplace skills which will help them enter and remain competitive in the job market.
- Help overweight women and/or children understand and change their sedentary lifestyles and poor nutrition/eating habits, and provide them with the motivation and resources to live healthier lives.
- Develop an after-school or summer program which provides low-income children with access to and teaches them to use available technology and online resources.
- Organize an after-school enrichment program for youth which will improve students' reading proficiency and maintain their interest in reading.
- Provide pregnant women who are TennCare recipients or uninsured, with prenatal care which emphasizes good nutrition, counseling, free classes, and referrals for other community resources.
- Develop a technology safety program for middle school students which addresses the potential dangers of today's technology (sexting and cyber-bullying).

Application Submission and Deadline --- Please submit the original application along with **twelve (12) copies** and **one (1) set** of the required attachments and direct your questions to:

Jan Elston
Senior Program Officer
East Tennessee Foundation
625 Market Street, Suite 1400
Knoxville, TN 37902

Telephone: (865) 524-1223 or *toll-free* at 1-877-524-1223 or by e-mail: jelston@etf.org

Additional Instructions --

- Applications submitted by fax or e-mail will *not* be accepted.
- Please paperclip each of the twelve (12) copies of the application – *do not staple*.
- Only one (1) application per organization (per grant cycle) will be accepted.

Application Procedure

Completed applications must include:

1. **A Cover Letter** --- which includes the following: the name of the organization; its mailing address, telephone number, fax number, and EIN # (as found on the 501(c)(3) letter from IRS); the name of the president or executive director; the project director's name, title, telephone number and e-mail address; and the amount of funding requested. **An authorized official of the organization must sign the cover letter.**
2. **Organization Statement** (*limit length to less than one page*)
 - Brief organizational description, including its history, purpose, and mission statement;
3. **A One- to Two-Page Narrative Proposal** (*limit length to two pages*)
Please include answers to the following questions in your detailed project description:
 - What is the rationale for the project/program?
 - Which of the three issues impacting women and children will the project be addressing?

- Is the project new to your organization or the continuation/expansion of a project that has been previously funded by Mount Rest Fund?
- How does the project relate to the values and core mission of your organization?
- What are your project goals and objectives?
- How many and what population of women and children will be served?
- What “tools” are you providing to women and/or children, to help them overcome needs or take advantage of opportunities provided by your project?
- Will your project provide long-term solutions for the issue(s) being addressed? If so, how?
- What are the expected outcomes and benefits to the population of women and/or children who will be served by this project?
- How will project outcomes be measured or evaluated? How will you know if the project has been successful?
- If you are requesting funding to support an existing project, what are your accomplishments and results to date? Have you developed a strategy for continuing the project? Why or why not? If “yes,” what is it?
- If your project involves new or existing partners or collaborations, what are the roles of each organization?
- What are your plans to promote the Mount Rest Fund to raise public awareness of East Tennessee Foundation and its potential?

Please note: If your organization has received multi-year funding from Mount Rest Fund for the same or a similar project, please:

- Justify why you are requesting continuing funding; and
- Describe your previous successes.

4. Project Budget Information --- Please provide an itemized project budget and narrative which details the following:

- Anticipated expenses and income for the total project which includes the amount of funding requested;
- Detailed description that outlines the specific use of grant funds;
- Sources and amounts of funds committed by the applicant organization and plans to elicit additional funding from other supporters; and
- The organization’s plan for supporting the proposed project during the next several years, if the project will be continuing beyond the one-year grant cycle.

5. Attachments --- For the applicant organization and, if applicable, the fiscal sponsor, please provide one (1) copy of each of the following:

- A copy of the organization’s 501(c)(3) tax-exempt certification letter from the Internal Revenue Service;
 - If applicable, the organization which will serve as your fiscal sponsor must submit a letter indicating its agreement to accept, monitor, and account for grant funds.
- The organization’s current and previous year’s annual operating budgets;
- The organization’s most recent audit or financial statements;
- The organization’s list of board members and key staff members;
- Any brochures or supplementary materials which briefly describe the applicant organization and/or the proposed project;
- If your organization is located *outside* Knox County, please list and include contact information for all board members, staff, and/or volunteers who reside or work in Knox County; and
- If your organization is proposing a project which is a partnership or collaboration with other organizations (nonprofit or otherwise), please include a one-page letter of support from each of the collaborating partners.

Characteristics of a Great Proposal

Priority is given to projects which are:

- ✓ Specifically developed to address opportunities and needs of women and children in East Tennessee (as opposed to projects that are developed nationally or elsewhere and then “fit” to our region);
- ✓ Well thought-out with a good project description and a project budget/narrative that make sense in light of the project;
- ✓ Backed by statistical data, both in terms of needs/opportunities as well as in measurable outcomes at the project’s conclusion;
- ✓ Explained with genuine passion for the project and its potential impact on the constituents served;
- ✓ Innovative and creative in the utilization of community resources; and
- ✓ Described clearly, are well-organized, and are as specific as possible.

Common Mistakes

- Submission of application packets which are incomplete or late (submitted after the deadline);
- Conceptual project narratives that lack specific information about “who, what, when, where, and why” of the project;
- Failure to contact East Tennessee Foundation with your questions about application requirements or the “fit” of your proposed project to grant guidelines, *before* the application deadline;
- Submission of proposals which request funding support for ineligible uses of grant funds (e.g. salaries which exceed 30%, capital improvements, scholarships).

Application Process and Contents Checklist

___ Attendance at pre-application workshop (*encouraged but not required*)

The original plus twelve (12) copies of the application, which consists of:

- ___ Cover Letter with original signature
- ___ Organizational Statement
- ___ One- to two-page Narrative Proposal
- ___ Project Budget and Project Budget Narrative

One (1) copy of each of the following attachments:

- ___ Organization’s 501(c)(3) OR, if necessary, the fiscal sponsor’s 501(c)(3) and letter of agreement;
- ___ Annual operating budgets;
- ___ Audit or financial statement;
- ___ List of board members and staff;
- ___ Letter of support from each partner or collaborating organization, if applicable;
- ___ Brochures or supplementary materials which describe the applicant organization and/or the proposed project;
- ___ A list and contact information for board members, staff, etc. who reside in Knox County (*IF your organization is located outside Knox County*); and
- ___ Letters of support (*if applicable*).

___ Submission to East Tennessee Foundation, postmarked on or before **Friday, April 30, 2010**.

Please note: Submitted materials will become the property of East Tennessee Foundation.

Please be sure your proposal contains all the information listed above before you send it. The absence of required information may eliminate your application from funding consideration.

Thank you for your interest in Mount Rest Fund.