

**PORTSMOUTH, VIRGINIA GRANT MAKERS**  
Common Application Form

Beazley Foundation, Bon Secours Maryview Foundation, Portsmouth Community Foundation and Portsmouth General Hospital Foundation have agreed upon the following common application. Applicants should check the grant making policy or contact the specific foundation before submitting the proposal to any of the Portsmouth grant makers. An application submitted to one foundation does not constitute a request to all foundations nor does the approval or denial by one foundation ensure approval or denial by any of the other foundations.

I. Cover letter signed by an officer (President, Dean, Executive Director). *One Page.*

II. **Organizational Information.** *Not to exceed two pages*

Include the following:

- a. Organization's Name. If this is a collaborative application, list the fiscal agent.
- b. Address
- c. Telephone Number
- d. Fax Number
- e. E-mail Address
- f. Contact person and title if other than the officer signing letter.
- g. Proposal Abstract: An abstract of the project to include title and description. *Not to exceed 1/2 page.*

h. Budget Summary for this proposal

1. Applicant's Contribution from Operating Funds:	\$ _____
2. Applicant's Contribution from Reserve Funds:	\$ _____
3. Amount of this Request:	\$ _____
4. Amount of Other Pending Requests:	\$ _____
5. Amount of Other Confirmed Requests:	\$ _____
6. Total Proposal Income (1+2+3 +4+5=6)	\$ _____
7. Total Proposal Expense:	\$ _____
8. Balance:	\$ _____

i. Income and Expense Summaries for Organization

	Actual for Last Fiscal Year	Budget for Current Fiscal Year	Budget for Next Fiscal Year
	Ending: _____ Yr. _____	Ending: _____ Yr. _____	Ending: _____ Yr. _____
<i>Income</i>	\$ _____	\$ _____	\$ _____
<i>Expense</i>	\$ _____	\$ _____	\$ _____
<i>Net</i>	\$ _____	\$ _____	\$ _____
<i>Net Assets</i>	\$ _____	\$ _____	\$ _____

III. **Proposal Narrative:** *3 pages maximum – clarity and brevity are encouraged.*

A. Background of the Organization:

1. A brief description of your organization's history and mission.
2. The needs, problems or opportunities your organization addresses.
3. Current programs including their accomplishments and lessons learned. What did the organization do to overcome or change to make successful?
4. The population the organization serves, including numbers and geographical location.
5. Number and composition of full and part-time staff and volunteers.
6. Your organization's formal and informal relationships with agencies working toward the same objectives or providing similar services. How does your organization differ from those agencies? (e.g. United Way agency?)

B. Funding Request

1. State the amount you are requesting.
2. Describe the purpose of your request, i.e., operating expense, program, capital campaign, etc.
3. The population served by this program if different from the organization as a whole.
4. The qualifications of staff and volunteers directing the program.
5. Interest shown by Foundation trustee and/or contact made with trustee about project or organization.

C. Financial Plan

1. The project budget, if project rather than operating funding is being requested. Include the amount requested, sources and amounts of other income and their status (confirmed, pending, or not yet applied for). Be specific and identify in-kind support.
2. Current organizational budget.
3. State when the funding is needed.
4. If you show a negative balance on either or both of the above budgets, explain.
5. State your development plan for securing funding for this proposal now and in the future.

D. Evaluation

1. If a human service program, fill out attached Program Evaluation form.
2. Who will be involved in the evaluation?
3. How will the results be used?

IV. Supporting Materials

1. Most recent IRS Form 990 (including Schedule A). If you do not file with the IRS, indicate why.
2. Latest Audited Financial Statement. If your statements are not audited, indicate why and include your latest income and expense statement.
3. Most recent IRS 501(c)(3) Determination Letter.
4. If applicable, evidence of accreditation, licensing, etc.
5. If school, annual cost to attend and description of financial aid program.
6. List of Board Members and their addresses.

# Program Evaluation

With the recent change in how federal and state funds are awarded for human services programs, foundations are being asked to provide more in this area. We are forced to look more critically at all grant proposals to ensure that programs, funded by us, really make a difference in the lives of people. Evaluation of programs, based on outcomes, not only helps determine the effectiveness of the program, but the development of such an evaluation process at the beginning of a program can help the organization focus on what they hope to accomplish and how to do that.

United Way of America has developed an Outcome Measurement Training Program. The Planning Council of Norfolk has refined it and conducted training for local United Way Agencies. Some basic information about Outcome Measurement is attached. The Foundation does not require that grant seekers develop an elaborate evaluation plan. It does expect each organization to establish outcomes for the program for which they need funds and to determine indicators and targets for those outcomes. Needless to say, the organization has to consider its inputs and activities when establishing its outcomes. Inputs, activities, outcomes and outcome indicators and targets should all be included in your grant submission. The following pages will assist you in submitting this information.

## Outcomes Measures

The following form, Outcomes Measures, must be *completely* filled out in order for the Beazley Foundation to consider your request for funding. Please read these instructions carefully.

Program outcomes are the changes or benefits for participants during or after their program involvement. They are a measure of what difference a program makes. Program outcomes are *not* the resources a program uses, the amount of money it costs to run a program, the amount of training provided or received, or the number of participants served. While this information is important, it is not a measure of a program's outcomes.

**Outcomes** for human services programs are evidenced by change in four categories:

- # Knowledge
- # Attitudes
- # Skills
- # Condition

For most human services programs, the aim is to change one or more of these four characteristics about a client. Therefore, it is useful to think about a program's outcomes in terms of increased knowledge, changed attitudes, improved skills, and/or a better condition for the client. For example, preschoolers who could not correctly identify letters and numbers at the beginning of a program are able to do so at the end of it. That shows an increase in knowledge. An adolescent's attitude about smoking changes as the result of a public education program.

Participants in an automotive repair program acquire skills they did not have before entering the program. A family, which was homeless upon entering a shelter, has acquired employment and permanent housing, signaling a change in condition.

To write an outcome statement for your program, begin with the noun that identifies the program participant who will be changed or benefited. Follow that with a verb that describes the change

which the participant will experience. For a shelter program, an outcome statement may read: Homeless clients attain self-sufficiency. The noun “clients” describes the participants who will benefit from the program. The verb “attain” indicates that their condition will change.

**Indicator** - Once the outcome statement is written, it is necessary to identify the specific information to be collected to track a program=s success on outcomes. This is called the outcome indicator. The indicator must be *measurable*, i.e., it can be counted, observed, or weighed. An outcome may require only one indicator or it may have several to describe when a particular outcome is being achieved. The following page shows the outcome and indicator for a program to encourage parents to read to their preschoolers.

**Target** - Also shown is the target, which is the numerical objective for a program=s level of achievement on its outcomes. The target should be expressed as a percent of a certain number. In the example, 75% is the percent and 100 is the number.

The **data source** depends on the data collection method chosen.

There are four types of **data collection methods**:

1. Extract data from written records, such as client files
2. Survey participants
3. Have trained observers rate behavior, such as a preschool teacher observing participants= social behavior
4. Take physical measurement, such as weighing newborns

Each of the five categories on the following page, **Outcome, Indicator, Target, Data Source, and Data Collection Method**, must be completed.

Also attached are two sheets, **Program Outcome Model** and **Key Terms**, which may be useful as background information as you prepare your submission.

A report on your achievements relative to your outcome measures should be included with your status report(s).

## Key Terms

- Input:** A resource dedicated to or consumed by the program.
- Activity:** Type of service the program provides to fulfill its mission. What the program does with the inputs – how it goes about transforming them into products.
- Output:** The direct product of program operation.
- Outcome:** Benefit to participants during or after participating in the program.
- Indicator:** Identifies what is being measured to track the program’s success on an outcome. An indicator is observable and measurable.
- Target:** The desired level of achievement of a program on its outcome indicators.