

The Full Proposal

Please begin your proposal with a signed letter from your chief executive officer and attach to it a document addressing the questions asked in sections I, II and III. This document cannot exceed 20 typed, double-spaced pages. Finally, provide the list of attachments requested in section IV. Thank you.

Section 1 – About Your Organization and its Impact on Your Community

1. Briefly describe the history of your organization.
2. Tell us if you have had a change in leadership or if one is planned.
3. What are your primary programs and whom do you serve? Please describe.
4. What challenges does your the organization face today?
5. How have your services changed/grown/stayed the same over the years?
6. Has your organization been formally evaluated? If so, please explain the findings.
7. Discuss the financial stability of your organization, including any accumulated or operating deficits.
8. How do you ensure that your organization reflects the diversity of your community in its governance, professional staff and persons served?

Section II – About Your Project

1. Describe the primary project for which you are seeking a Kresge grant. What is the business case for your proposed primary project?
2. How does this project benefit your community?
3. Describe any green or environmentally sustainable features of your project.
4. Are there any other projects included in the fundraising goal you are presenting to us? If so, please briefly outline what they are, how much they cost, and when they will be completed.
5. If you are planning to secure long-term financing for this project, is it in place? If not, please explain why and what your plan is to secure it.

Section III – About Your Plan to Raise the Funds Needed for Your Project

1. If you conduct regular fundraising to support annual or other needs, please discuss how much you raise, how your program is staffed, and the type of donors that support your organization financially.
2. Please discuss your current campaign. Did you conduct a feasibility study prior to launching this fundraising campaign? If yes, what were the results? If no, why do you think your goal is achievable? Do you have a capital campaign committee? If so, how large is it and how often does it meet? What staff will help lead this effort? If each

member of your governing board has not already made a personal gift to the primary project's fundraising effort, when will this occur?

3. If you have had a previous Kresge challenge grant, how does this new project/campaign build upon the previous effort? What is your rationale for applying for further support?

Section IV – List of Attachments

1. An updated Fact Sheet
2. An updated Gift Chart
3. A list of board members and their professional affiliations (please identify who is chair and treasurer)
4. The names and titles for your organization's staff leadership team
5. The names of your architectural firm and/or lead architect and your construction firm and its chief executive officer
6. A copy of your most recent audited financial statement
7. The cover letter from your most recent accreditation report
8. A copy of your current strategic plan
9. A copy of the business plan for your organization or project
10. The names of your top 15 gift prospects, along with the size of the likely gift and the date (month/year) you anticipate a formal decision on your request
11. The names and gift sizes for the three largest individual, corporate and foundation gifts to the campaign