



Grant for Good

2017

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Firebelly Design

Introduction

Thank you for your interest in the 2017 Grant for Good.

The partnering organizations recognize the importance of quality strategy and marketing for all organizations—but particularly for nonprofits. We understand nonprofits' tendency to focus their budget on operating costs and programming expenses. Unfortunately that means strategic planning and marketing communications are often left behind.

As an alternative to this piecemeal approach, the Grant for Good seeks to positively impact the quality of strategy and marketing for small nonprofit institutions through a focused, yearlong engagement. Rather than a singular project approach that is difficult to sustain, the Grant for Good focuses all our efforts on one nonprofit for an entire year, including education components to keep it sustainable.

In other words, we don't just create strong identity systems, we also teach brand management. We don't just program websites with greater reach; we also develop content management systems and social media strategies for self-sufficiency. And we don't just create a list of one-year reachable goals; we define a practical framework for long-term strategies and growth.

Keeping the nonprofit grantees actively involved in the process also prepares them for future engagements with other professional service firms. We make sure by the end of the year they feel confident communicating with vendors and creatives, are aware of cost-saving production options and thoroughly understand the importance of budgeting for strategy and marketing.

Eligibility

Grant for Good applicants must meet the following criteria:

- Nonprofit, tax-exempt 501(c)(3), U.S. organizations or a fiscal agent with such status; units of state or local government; or federally-recognized tribal communities or tribes may apply
- The organization must exist within 50 miles of Chicago, or be willing to pay for travel and accommodation expenses for on-site visits for 2 members of the team at key points throughout the year
- Overall annual budgets must be between \$200–750k

Please apply to the grant only if you agree to these terms.

Completed application is due by 5pm CST on December 2nd, 2016.

GRANT FOR GOOD
c/o Firebelly Design
2701 W Thomas Street
Chicago, IL 60622

contact@grantforgood.com

Submissions are accepted via email or mail, but printed and mailed is preferred.

If awarded, your organization will be required to provide some financial and staff resources toward execution of the grant.

Material Costs

For example, while Firebelly will provide all labor for print pieces, you'll be responsible for all hard print costs, e.g. paper, plates, etc. Another example: Firebelly can redesign your office space, however you'll cover materials costs for furniture and supplies. These are just two examples of many potential scenarios. **We suggest applicants plan to reserve a minimum of \$10,000 for hard costs.**

Staff + Time

Your organization should designate staff who will be able to meet on a regular basis (at least monthly) to discuss project needs and progress. You'll also be responsible for meeting deadlines throughout the year. Continually missed deadlines may result in cancellation of the grant.

Award Information

This grant will give one nonprofit a year's worth of work from Firebelly Design.

Firebelly Design will be donating a year of the studio's time for brand strategy, print collateral design and website design + development, although due to limited resources within our organization, websites may be limited in scope.

The award will be given out in January 2017 and last throughout the calendar year of 2017. Only one award will be given per year. Outside service expenses including, but not limited to advertising, paper for printing,

furniture, web hosting, catering, entertainment and space rental are the responsibility of the organization and not included in this grant. **Please have a minimum of \$10,000 reserved for external expenses.**

Any Grant for Good contributing organization has final say on the limits of its portion of the donation.

Application Narrative

We want to know what you need and why you need it. Please express in narrative form, of no more than 5 pages, why this grant would help your organization by addressing a minimum of 4 of the following topics. (See pages 3–7 for writing space.)

1. Please describe the services that you seek and the goals and objectives such services would help your organization achieve.
2. If you were awarded this grant, please describe your future plan for sustaining this effort.
3. Do you have a current strategic plan? If so, please list the major goals and time period of the plan.
4. What assistance do you need in regards to your organization's operation? With staff? What is your greatest challenge with regards to board development?
5. How much of your budget is provided by individual donors? By foundations? Other sources?
6. What is your current fundraising event strategy? How many people attend? How much revenue do these events generate?
7. Describe the community or regional need(s) and/or challenges that this effort will address. What is the level and nature of involvement of the community-at-large?
8. If applicable, identify organizations that you collaborate with to address the issue(s) in this proposal.

Application Checklist

Video

Not Optional

Include a video introducing yourselves to us. Show us your personality. Upload to YouTube or Vimeo and include the link with your application. (max 1 min)

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**Please ensure you have all necessary documents listed below.
If you do not, your application will not be accepted.**

Submissions are accepted via email or mail, but printed and mailed is preferred.

- | | |
|---|--|
| <input type="checkbox"/> Completed application form | <input type="checkbox"/> If organization is not within the 50 mile Chicagoland radius, proof of budget for travel and accommodation expenses |
| <input type="checkbox"/> Narrative essay, with any necessary supporting documentation (max 5 pages) | <input type="checkbox"/> 2 previous years' detailed budgets |
| <input type="checkbox"/> Samples of existing marketing materials, particularly those that you are needing to redesign | <input type="checkbox"/> Link to YouTube or Vimeo page with intro video |
| <input type="checkbox"/> Letter stating 501(c)(3) tax-exempt status for you or your fiscal agent | |
-

Absolutely no late applications will be accepted.

Application Form

Date

/ / 2016

Name of Organization

IRS 501(c)(3) nonprofit?

YES NO

Executive Director

If no, please identify your fiscal agent:

Address

Total number of staff:

Full-time: _____

Part-time: _____

Contact Person

Total number of board members:

Title

Total number of volunteers:

Phone

Please list any board committees that you have:

Email

Total annual organizational budget:

\$ _____

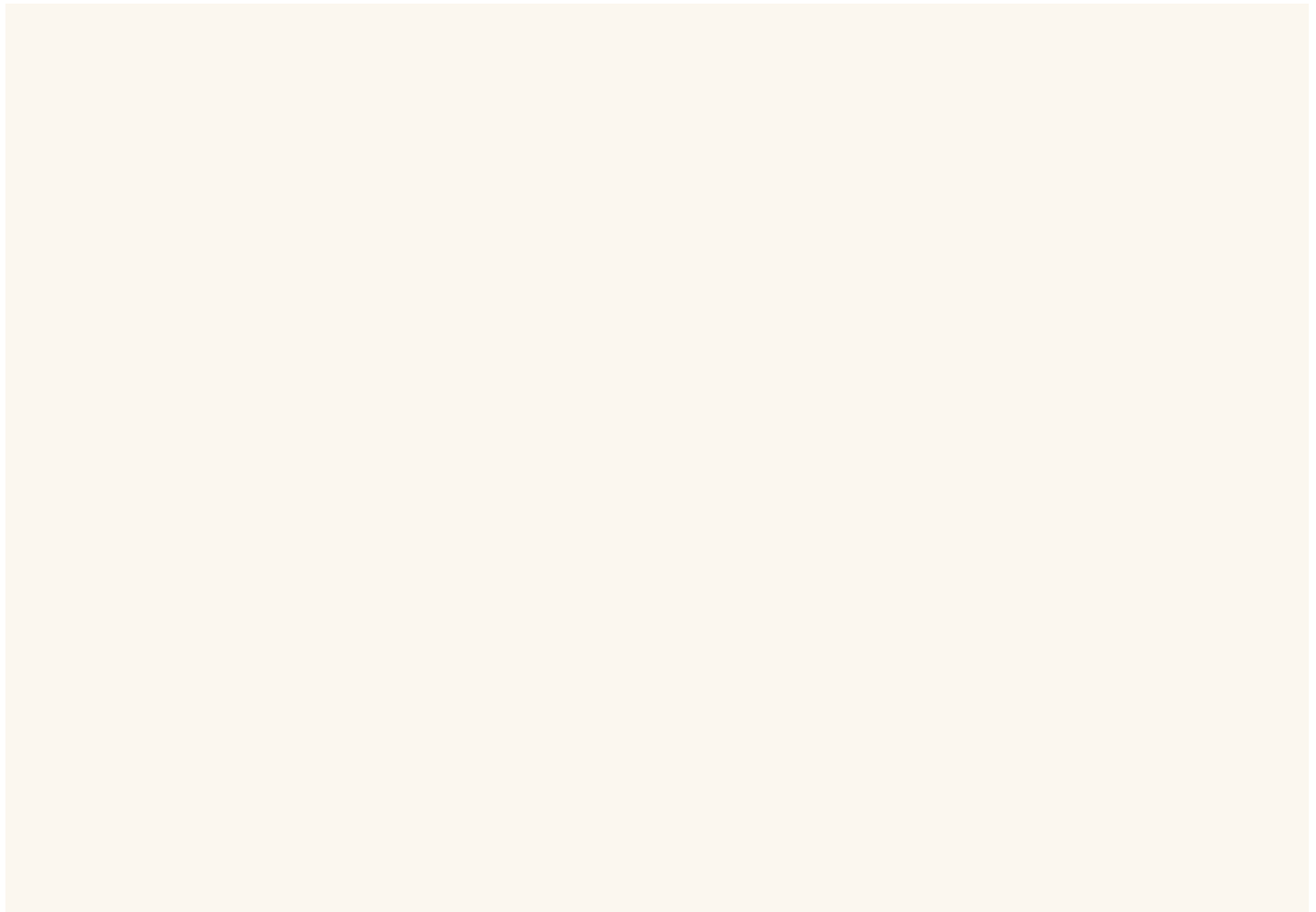
Fiscal Year Ends:

Video URL

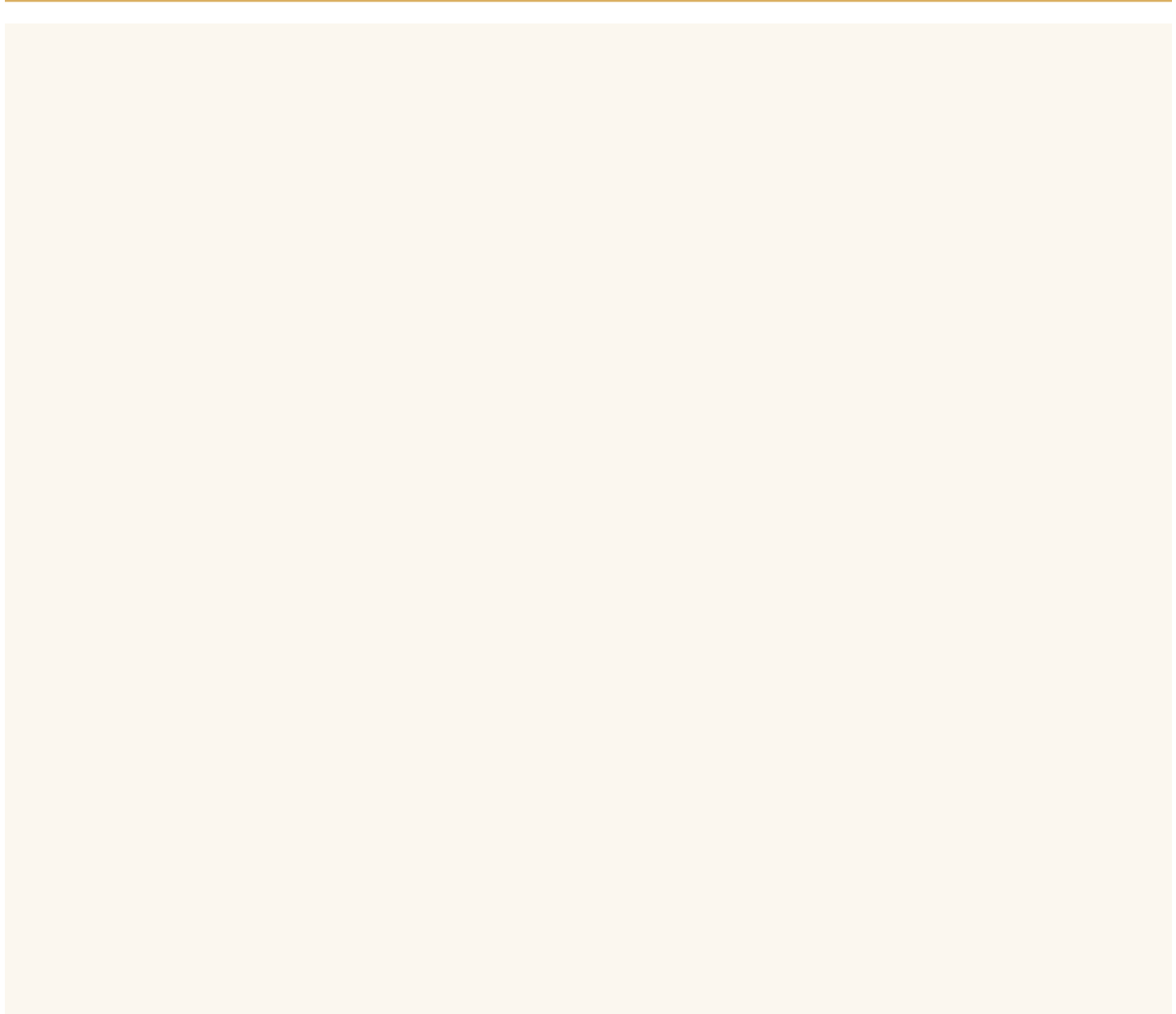
(Please include the last 2 years' detailed budgets on a separate sheet of paper.)

Application Form

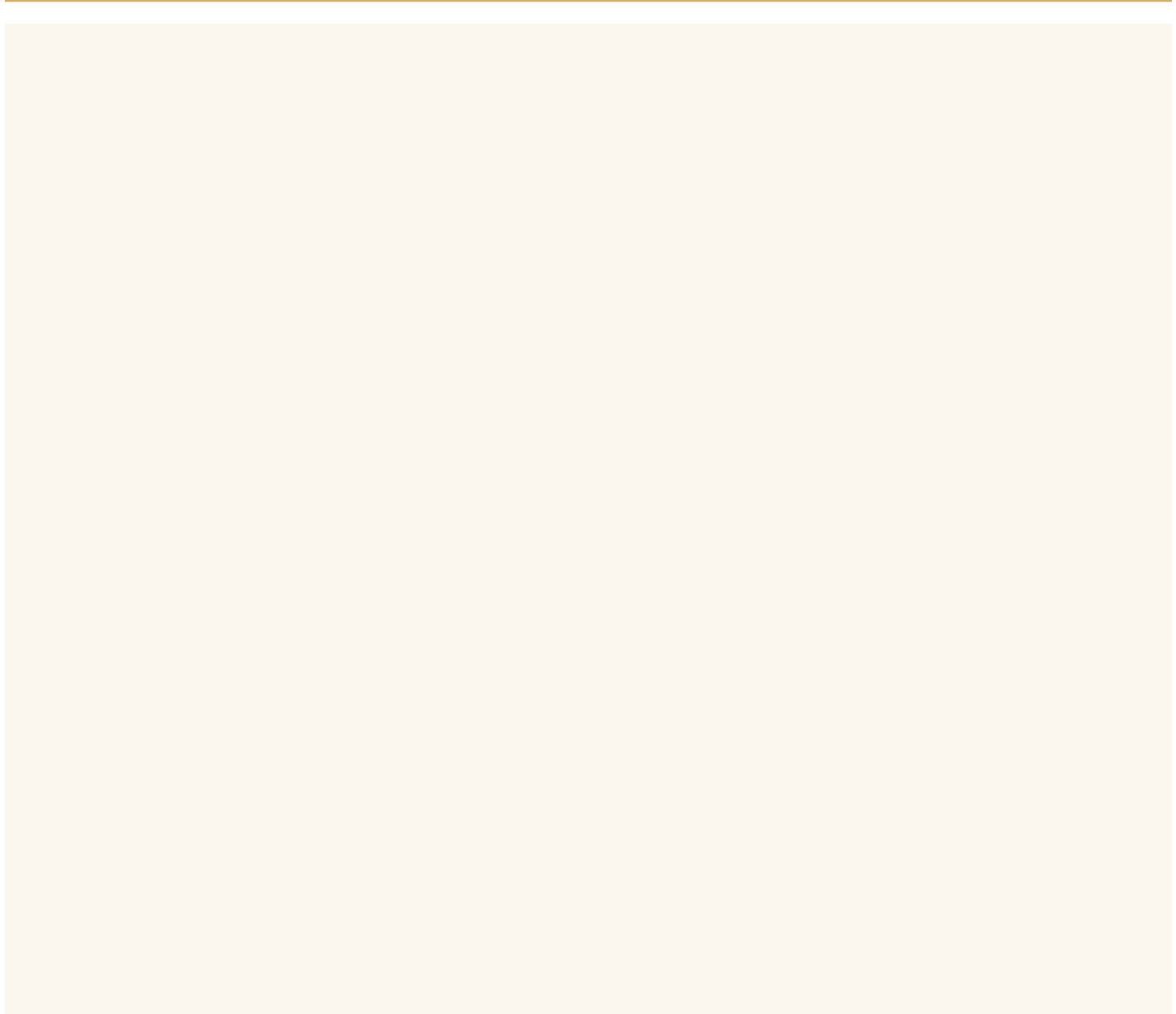
Please state your organization's mission, provide information about your organization's overall programs and activities, and include a brief summary of your organization's history, goals, and key achievements.



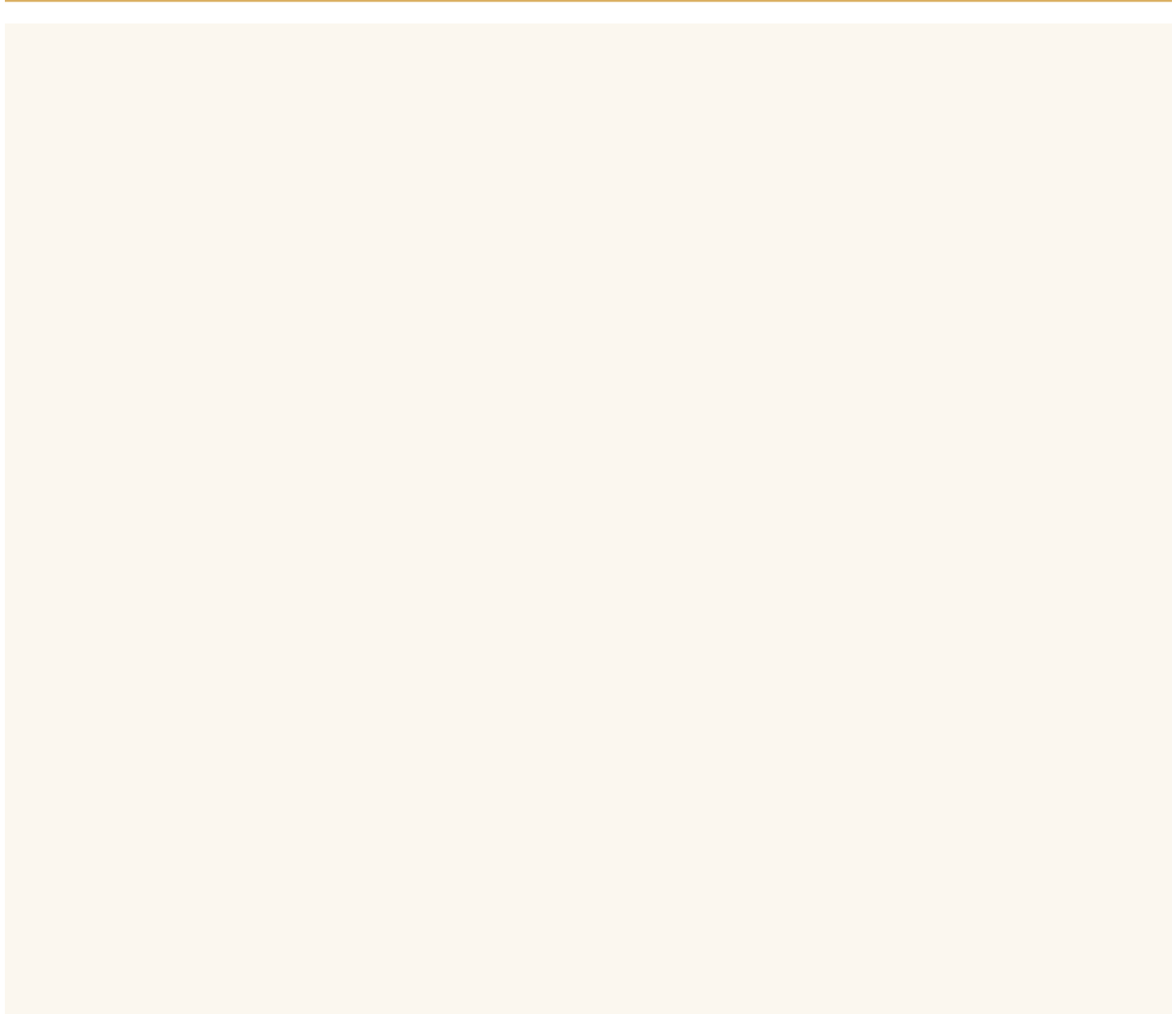
Application Narrative



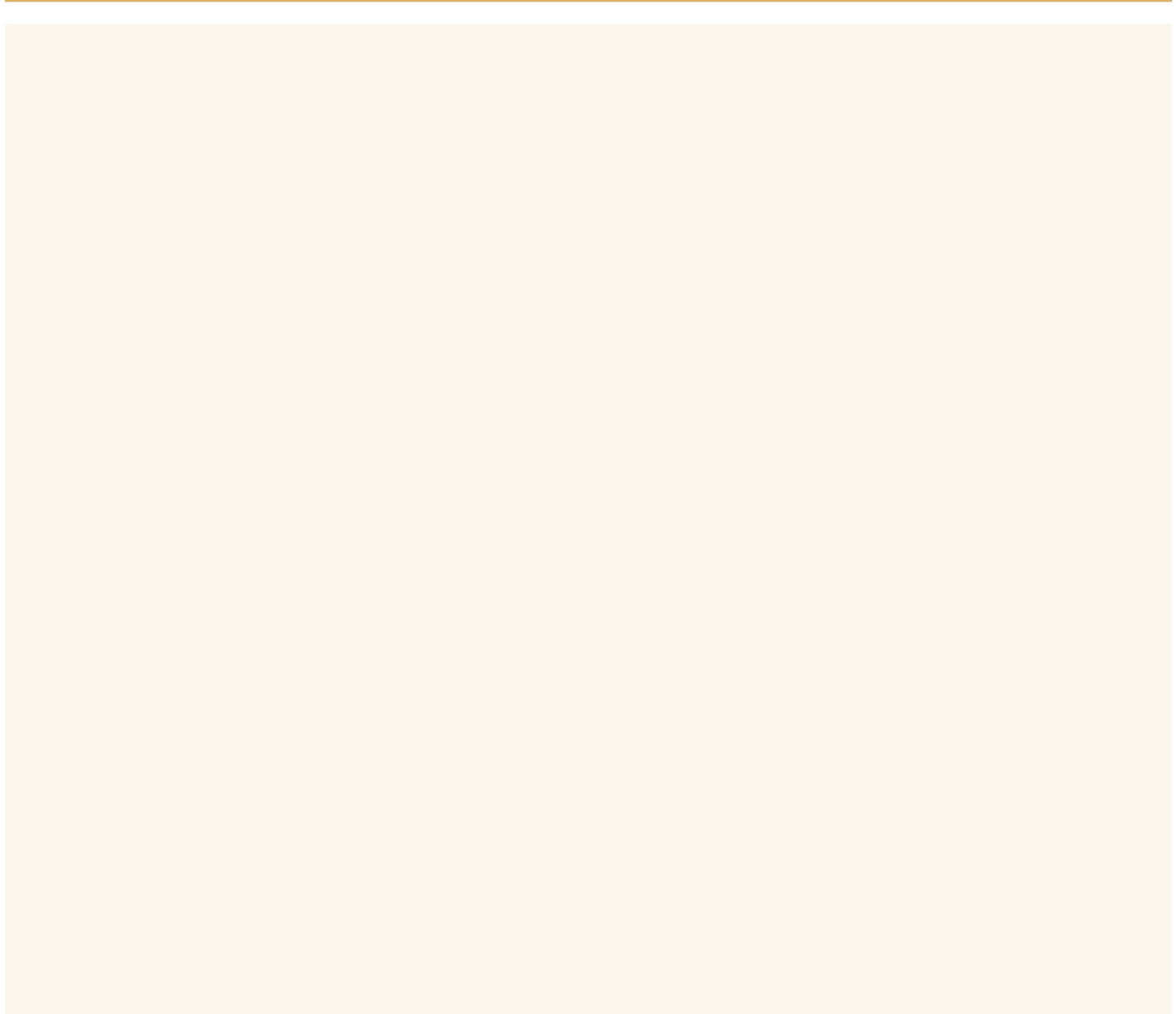
Application Narrative



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