

**The Philanthropic Partnership to Strengthen Northern Israel
The Center for Entrepreneurial Jewish Philanthropy
Funding Application Cover Page
May 2010**

Name of Organization and Project Name:

Purpose of Grant (one sentence):

Is your request for a *capital project*, *new funds to expand a program*, *replacement funds*, or *seed funding to create a new program*?

Annual Organizational Budget:

Project Budget (by year):

Amount Requested (\$100,000- \$400,000, include amount per year):

What Shekel to Dollar exchange rate are you assuming? (please be consistent throughout the entire presentation)

Address of Organization:

Executive Director:

Contact person, contact information and website address:

Are you a legally recognized Amuta or American Friends organization? What is your registration #?

How did you find out about The Partnership?

Date of submission:

**The Philanthropic Partnership to Strengthen Northern Israel
Project Concept Paper Guidelines and Format
May 2010**

Let us begin by thanking you for taking the time to apply to the *Philanthropic Partnership to Strengthen Northern Israel*. Please begin by reading the three-page Partners Summary enclosed above outlining our overall goals and process.

Based on last year's experience, we are asking each applicant to submit a **single document, no later than June 21, 2010, with the following parts:**

- **the Funding Application Cover Page** (enclosed above);
- **a Concept Paper/ Executive Summary of up to four (4) pages** (single spaced & 10-12 point) based on the eleven (11) areas outlined below. Please make sure the document is justified left and that you've proofed it, especially the spacing. Please print out your paper prior to submitting it to make sure it's properly formatted and reflects all your hard work.
- **an organizational budget for your most recently completed year;** and
- **a detailed project budget, including an itemized list of all projected revenue and funders.**

Please make sure to highlight the shekel to dollar exchange rate that you are using on all budgets as well as the date the budget was formulated.

In order to create the most effective process and make the best use of your time, we are asking each applicant to include the following eleven sections in your concept paper (**whenever possible please include numbers, statistics and specific examples**).

1. **Amuta's Mission:** in a paragraph or two, please describe the need(s) your organization is addressing and how your mission impacts them?
2. **Project Need:** help us understand the need which the project is addressing. This section is critical for us, as it will sensitize and educate us on the importance of funding your project.
3. **What are the project's specific and concrete goals?** the partners are trying to decide which projects, in their estimation, will have the greatest impact and are looking to you for the **specific outcomes** you plan to achieve. We recognize that many programs have multiple goals; in such a case please list the 3-4 most important ones.

For example, if your program focuses on providing 100 students with bagrut training then indicate that the goal is for 80% of them to achieve matriculation. If your running a jobs' training program for 50 people, share with us what percentage of them you hope will find employment within one year and how many will still be employed in five year?

4. **Programmatic Description:** please paint a clear picture of how the program will run? The goal in this section is to provide us with all the program basics, while focusing on the specific strategies that you plan to employ to accomplish the goals outlined in section #3.

If you've written an effective concept paper, by the time the reader gets to this section they will understand your organization's mission; the importance of the need your project will address and what you plan to accomplish. Now the reader needs to assess if your program is likely to succeed and the only way they can do so is if they have a clear understanding of how it works.

One way to check if your goals are clear and your program description effective is to give it to a person to read who does not know your organization and ask them to summarize the main points of the in about 5 minutes. If you're 80% satisfied with what they remember then you're ok. If you have to coach them, or feel their summary is missing something, then you need to adjust the concept paper.

If your program already exists, you are seeking to expand it, or bring it to Tsfat, please provide specific information that makes clear its impact. In order to be safe, please do not make any assumption that we are familiar with your programs.

For those organization's seeking support for a capital project, please explain in detail why it's important and how it will impact your day to day work? Ultimately, a building, a laboratory or a piece of equipment is a means to an end, a vehicle to accomplish something very important. Therefore, any capital request should end up focusing on the program it enhances and thus the presentation should read similar to a program request.

5. **For Organizations that are seeking "replacement funding," please describe the circumstances that have led you to apply to the partnership for ongoing support?** (other organizations can skip this section)
6. **The Budget:** please provide both an organizational and a detailed program budget that is easy to understand and follow. Please feel free to include footnotes, or explanations of your calculations if it will help us to understand your numbers; footnotes are especially important in helping us to understand start-up costs prior to full implementation. In addition, please don't forget to include an accounting of all sources of revenues, differentiating between commitments and requests. The budget should reflect all the years for which you are requesting funding. Those organizations requesting expansion or replacement funding should also include previous program budgets that shed light on their request.

7. **Leverage:** explain if, and how, you will be able to leverage our support i.e. government funding, other philanthropic contributions, in kind services and contributions of equipment and supplies?
8. **Leadership:** share with us the credentials and background of the people running the program and the staff who will work with them (this was an extremely important criteria for the partners, last year); in addition, we would like to know about your organizational leadership as well as the role of your board.
9. **Implementation:** we recognize that many projects, especially those associated with the academic cycle, may require 4-6 months of preparation time prior to their full implementation. Similarly, we know that capital projects require a variety of permits and a tender process. **We are asking all the applicants to provide us with a realistic outline of the stages that must be undertaken and their timeframe ending with the full implementation of the program.**
10. **Future Funding:** how will you continue the program once our funding concludes? It's very important for the partners to know that whatever programs we build, or expand together continues into the future. If the project is supposed to come to an end please explain why and how.
11. **Contingencies:** what will happen if we are unable to provide the funds you request?

If there is any other information or details you think are important please feel free to incorporate them into the request.

Please submit the cover page, concept paper and budgets by e-mail to Joseph Hyman at CEJP@optonline.net no later than June 20, 2010.

If you have any questions please contact Joseph directly at 914-654-0008. We will confirm, by e-mail, receiving your request within two weeks of the deadline.

Once again, thank you for submitting your concept paper.