



**THE MAYOR'S FUND FOR PHILADELPHIA
2017 GRANT GUIDELINES**

I. INTRODUCTION

The Mayor's Fund for Philadelphia ("the Fund") is a City-related 501(c)(3) that advances the Mayor's policy pillars through the facilitation of public-private partnerships.

The Fund devotes a portion of the funds raised by Special Events to further City projects which align with the Mayor's goals. In an effort to create a transparent and an ethical process, the Fund's Board has laid out the grant guidelines below.

II. ELIGIBILITY

To be eligible for a grant from the Fund, applying organizations and proposals must meet the following criteria:

- Applying organizations must be a non-profit organization with a current 501(c)(3) status, a project or program of a City of Philadelphia department or agency, or a project sponsored by a non-profit fiscal sponsor. The Fund does not accept applications for programs or organizations which, either in whole or in part, conduct lobbying activities.
- Proposals submitted to the Fund *from City departments or agencies* must be sponsored by that agency's Cabinet member. See Appendix for additional information about Cabinet member approval. All applications must be submitted with a letter or note conveying a sponsor's support in order to be qualified.
- All proposals must advance one or more of the **Mayor's Five Policy Pillars**, as provided below:
 1. Improve educational opportunities and outcomes for all of Philadelphia's children.
 2. Improve economic opportunities for all Philadelphians.
 3. Improve public safety for all Philadelphians while treating residents with respect and dignity.
 4. Operate government efficiently and effectively, and always with integrity.
 5. Develop a diverse workforce that looks like Philadelphia and treat that workforce with respect.
- Funding requests are accepted twice a year. Applications will be reviewed by the Board at regularly scheduled Board meetings. Full applications **must** be received one month prior to a Board meeting for consideration (the grant deadlines on the following page accommodate this timeline). Please refer to the following application process and schedule:



<p align="center">For Community-Based Organizations (Nonprofit or Fiscal Agency)</p>	<p align="center">For City of Philadelphia Agencies/Departments</p>
<p>Step 1: Submit Letter of Intent (LOI) LOI requirements:</p> <ul style="list-style-type: none"> • Grant application coversheet (see Appendix) • Project Description, including need & impact statement (300-500 words max.) • Which of the Five Mayor's Policy Pillar(s) would this project support? 	<p>Step 1: Submit Letter of Intent (LOI) LOI requirements:</p> <ul style="list-style-type: none"> • Grant application coversheet (see Appendix) • Project Description, including need & impact statement (300-500 words max.) • Which of the Five Mayor's Policy Pillar(s) would this project support? • Executive Sponsor approval (see Appendix)
<p align="center">Step 1: Submit LOI</p> <p><u>Deadline: July 28, 2017</u> Submit LOI to Emily Gowen, Program & Administrative Officer, at Emily.Gowen@phila.gov All completed LOIs received by the grant cycle deadline will be reviewed. All applicants will receive either a notice of declination or an invitation to submit a full proposal.</p>	
<p align="center">Step 2: Submit Full Proposal</p> <p>Instructions for submission of full proposal can be found in Section III of this document.</p> <p><u>Deadline: September 29, 2017</u> Submit Full Proposal to Emily Gowen, Program & Administrative Officer, at Emily.Gowen@phila.gov Full proposal applications must be completed and received by the grant cycle deadline in order to be considered.</p>	
<p align="center">Step 3: Notification</p> <p><u>Notifications will be made by: October 30, 2017</u> All invited, complete applications will be reviewed and voted upon by the Board of Directors. Applicants will receive either a notice of declination or acceptance by the grant cycle notification date.</p>	

- The Fund does not accept applications that seek multi-year funding for ongoing operational costs or that seek support for lobbying or political activity.
- Proposals for activities or services taking place outside of Philadelphia and proposals which do not align with one of the Mayor's Policy Pillars will not be accepted.
- If the program or project has received funding from the Fund in the past, please note the following:
 - The new proposal will be considered only if the Fund has received a program report (refer to the original grant award for program report requirements).
 - The executive sponsor's support should acknowledge the Fund's past support and describe why additional support is sought at this time.

III. FULL PROPOSAL FORMAT



(Please limit proposal to 10 pages, excluding the Proposal Coversheet)

1. Completed Proposal Coversheet *(please refer to page 6 of these guidelines)*
 - *For City agencies/departments only:* The coversheet must include the signature of the executive sponsor at the time of submission. If desired/relevant, you may attach an executive sponsor's letter of support (not required).

2. Executive summary *(limit to 1 page)*
 - State your organization's mission and summarize the proposal

3. Program Narrative
 - Name the team that will implement the project and briefly list their respective roles.
 - Describe the project and how it aligns with one or more of the Mayor's Five Policy Pillars. *(See Section 2: Eligibility)*
 - Describe the current issue that your project is working to resolve.
 - State what will change as a result of your project.
 - Explain if a grant from the Fund would help you leverage additional funding.
 - If the program has received funding support from the Fund in the past, describe how that funding was utilized and explain why additional funding support is needed.
 - Explain why your organization is best positioned to implement the project.

4. Timeline
 - Describe the start and end dates of the project and any major milestones.

5. Budget
 - Identify all program expenses and all projected program revenues.
 - The Fund only provides funding for future projects; resources will not be awarded to reimburse past expenses.
 - The Fund does not accept applications that seek multi-year funding for ongoing operational costs or that seek support for lobbying or political activity.

<p>For Community-Based Organizations (Nonprofit or Fiscal Agency)</p> <ul style="list-style-type: none"> • Describe what, if any, other sources of funding you have applied for and the status of that funding. • Provide your organization's overall annual budget. • Provide <u>either</u> your organization's most recent IRS Form 990 <u>or</u> annual independent audit. 	<p>For City of Philadelphia Agencies/Departments</p> <ul style="list-style-type: none"> • Please note that City departments should try to raise funds from other sources before applying to the Fund. <i>City departments may contact the Grants Office at Ashley.DelBianco@phila.gov or (215) 686-6131 for assistance with grant research and strategy.</i> • Discuss why regular City funding (e.g., your department's annual budget) could not support the project.
---	---



Note: *The Fund retains the right to reclaim unused or surplus grant funds for use for additional grants.*

6. Evaluation

- Present a plan to measure progress towards the stated outcomes and to measure if the methods worked as intended. The Fund will expect to see progress toward these measurable outcomes in the grant report. Programs that have received grant awards from the Fund must submit a grant report before another grant application is considered.

7. Sustainability

- If appropriate, please explain how this program will continue once the grant funding has ended.

IV. EVALUATION CRITERIA

The Fund's Grant Committee includes members of the Board of Directors of the Fund. They will use the criteria below to evaluate completed, eligible applications. These evaluations will be used to make recommendations to The Fund's Board of Directors. Final decisions will be made at Board meetings.

- Does the project align with one or more of the Mayor's five pillars?
- Is the project in response to an immediate need and can it be shown to have far-reaching citywide benefits?
- Is the proposal realistic and well thought-out?
- Does the budget support the project as described? Have other sources of funding been considered or secured?
- Does the evaluation plan include measurements of success?
- If the requested funds do not cover all project expenses, is there a plan to raise the additional funds? Is the plan practical?

Please submit your completed application via e-mail to Emily Gowen, Program and Administrative Officer, at emily.gowen@phila.gov.



**THE MAYOR'S FUND FOR PHILADELPHIA
2017 GRANT APPLICATION COVERSHEET**

Name of Organization:

Legal Name (*if different than above*):

Address:

Phone:

Fax:

Website:

President or Executive Director:

Primary Contact Name and Title (*if different from above*):

Phone:

E-mail:

Does Organization Qualify as a 501(c)(3) by the IRS (*yes or no*):

If yes, please include IRS designation letter with your application.

If no, please list your IRS qualification:

Federal ID #:

Type of Grant Requested (highlight one):

Capital

General Operating Support

Program/Project

Capacity Building

Other

Name of Program or Project:

Amount Requested:

Deadline for funding (if applicable):

If City Agency/Department Only

Name of Executive Sponsor for this Proposal:

(*refer to eligibility section in Grant Guidelines for a description of Executive Sponsorship*)



APPENDIX: Executive Sponsorship
For City of Philadelphia Agencies/Departments ONLY

Introduction:

Organizations who would like to apply for funding from the Mayor's Fund must be a non-profit organization with a current 501(c)(3) status, a project or program of a City of Philadelphia department or agency, or a project sponsored by a non-profit fiscal sponsor.

Proposals submitted to the Fund from City departments or agencies must be sponsored that agency's Cabinet member. All applications must be submitted with a letter or note conveying a sponsor's support in order to be qualified.

What follows is an explanation of executive sponsorship, who is qualified to be an executive sponsor, and what needs to be submitted with the application to confirm that executive sponsorship has been secured.

I. Purpose of Executive Sponsorship

The Executive Sponsor is needed to confirm the viability, soundness of approach, and scope of the work for grants proposed to support projects or initiatives of City of Philadelphia departments and agencies. The Executive Sponsor conveys his or her endorsement of the application, and confirms that the City cannot allocate funding from its budget to support it financially. Specifically, the purpose Executive Sponsorship is:

- To limit the volume of applications received based on the Fund's relatively small pool of grant dollars.
- To confirm the viability and quality of the proposed project from the perspective of the relevant City Cabinet Member.
- To ensure the proposed project fits within the City's priorities.
- To confirm that the funding requested cannot be supported through the City's budget, or solely by the City's budget.
- To have the relevant City Official's endorsement of the proposed project, and to leverage his or her knowledge in instances where additional information is needed.

II. Who can be an Executive Sponsor

Members of the Mayor's Cabinet can serve as an Executive Sponsor. This individual can be the Mayor, a Deputy Mayor, a Department head or an Agency head. This individual cannot be the Director of a program, project, or initiative within a City Department or Agency. Applications coming through the Mayor's Office should either be sponsored by the Mayor's Chief of Staff or deferred to the relevant department head (outside of the Mayor's Office) for endorsement.

III. Proof of Executive Sponsorship

In order for applications from City Departments and agencies to be considered eligible, the application must include a letter from the Cabinet member who oversees the activities of that Department or Agency.



It is expected that the Cabinet Member has reviewed the grant application and is familiar enough with the scope of the work that he or she could field questions from the Board or attend a Board meeting, if requested, to make a case for funding.

The letter should address the following questions:

- Does the project align with the core priorities of the Department or Agency you oversee?
- Is the proposal realistic? Can it be shown to have far-reaching citywide benefits?
- Does the budget support the project as described? Have other sources of funding been considered or secured? Have you considered whether this project could be funded through the City's budget?
- If the requested funds do not cover all project expenses, is there a plan to raise the additional funds? Are there supports you could provide to help fundraise?