



MAYOR'S FUND FOR PHILADELPHIA 2018 GRANT GUIDELINES

OVERVIEW

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

Grants range between \$5,000 - \$25,000.

ELIGIBILITY REQUIREMENTS AND CRITERIA

Please note: in order to be considered for funding, applications must be submitted according to the deadlines, eligibility, and format as set forth in these guidelines.

Applicants and proposals must meet the following criteria:

- Applicants must be charitable organizations with 501(c)(3) status, a project or program of a City of Philadelphia department or agency, or a project sponsored by a charitable fiscal sponsor.
- Proposals submitted to the Fund *from City departments or agencies* must be sponsored by that department's or agency's Cabinet member. See Appendix for additional information about Cabinet member approval. All applications must identify an Executive Sponsor and include the sponsor's signature on the Grant Application Coversheet. Applications may also include an optional letter conveying the Sponsor's support, as an attachment to the proposal (please limit the letter to 1 page).
- All proposals must advance one or more of the **Mayor's Five Policy Pillars**:
 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.

The Fund will not support:

- Proposals that seek multi-year funding
- Grants for lobbying or political activity
- Proposals for activities or services taking place outside of Philadelphia
- Proposals that do not satisfy the Eligibility Criteria or Timeline



- Proposals from applicants that previously received a grant and did not submit a final report
- Grants must fund future projects and will not reimburse past expenses

FUNDING FOCUS

The Mayor's Fund seeks to support new and innovative approaches to addressing Philadelphia's greatest areas of need. Priority will be given to proposals that:

- Foster collaboration among organizations or stakeholders, rely on existing organizational or community assets, or address a problem using an inclusive, collaborative, and resourceful process
- Pilot a new strategy or program to address an existing problem, including initiatives in the early stages of development
- Seek to make a measurable impact in the lives of the proposal's target population
- Come from new applicants

GRANT PROCESS AND DEADLINES

September 14, 2018

Grant cycle is announced, and submissions are welcome.

October 15, 2018

Grant application deadline.

By 5:00pm

Grants are announced and distributed upon receipt of signed Grant Agreements.

December 14, 2018

HOW TO APPLY and GRANT PROPOSAL FORMAT

All applications must be submitted via e-mail to Emily Gowen, Deputy Director of the Mayor's Fund, at emily.gowen@phila.gov. Proposals should not exceed the word counts identified for each section. All applications should be submitted as a word document or .pdf and must include the components listed below under numbered headings:

1. Completed Grant Application Coversheet (*Pease refer to page 4 of these guidelines*)

- For charitable organizations only: please refer to the required attachments on the Grant Application Coversheet
- For City agencies/departments only: The coversheet must include the name and signature of the executive sponsor at the time of submission. If desired/relevant, you may attach an executive sponsor's letter of support (encouraged but not required).

2. Executive summary (*Must be 500 words or less*)

- State your organization's mission and summarize the proposal



3. Program Narrative *(Must be 1,500 words or less)*

- Describe the current issue that your project is working to resolve
- Describe the project and how it will be implemented
- Briefly explain how the project aligns with one or more of the Mayor's Five Policy Pillars (*See Eligibility Section*)
- Name the team members who will implement the project and briefly list their respective roles
- State what will change as a result of your project
- Explain why your organization is best positioned to implement the project

4. Timeline *(Must be 500 words or less)*

- Describe the start and end date of the project and any major milestones.

5. Budget + Budget Narrative *(Budget Narrative must be 500 words or less)*

- Identify all projected program expenses and revenues.
- 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 if a grant from the Fund would help you leverage additional funding
- For charitable organizations only:
 - 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 either your organization's most recent IRS Form 990 or independent audited financial statements.
- For City agencies/departments only:
 - Please note that City departments should try to raise funds from other sources before applying to the Fund. *City departments may contact the Grants Office at Ashley.DelBianco@phila.gov or (215) 686-6131 for assistance with grant research and strategy.*
 - Discuss why regular City funding (e.g., your department's annual budget) could not support the project.

6. Evaluation *(Must be 500 words or less)*

- 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.

7. Sustainability *(Must be 500 words or less)*

- Please explain how this program will continue once the grant funding has ended. If it will not continue once funding has ended, please explain why.



**THE MAYOR'S FUND FOR PHILADELPHIA
2018 GRANT APPLICATION COVERSHEET**

Contact Information

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*):

Primary Contact Phone:

Primary Contact E-mail:

Charitable Status (City of Philadelphia departments may skip this section)

Does the Organization Have 501(c)(3) status from the IRS (*yes or no*):

Employer Identification Number (EIN):

For Fiscally sponsored projected, confirm the sponsor's charitable status and its EIN.

Proposal Information:

Type of Grant Requested (highlight one):

- | | | |
|-------------------|---------------------------|-----------------|
| Capital | General Operating Support | Program/Project |
| Capacity Building | Other | |

Name of Program or Project:

Amount Requested:

List the geographic area in Philadelphia that this grant would serve:

If City Agency/Department Only

(Refer to Appendix of Grant Guidelines for a description of Executive Sponsorship)

Name of Executive Sponsor for this Proposal:

Executive Sponsor's Signature: _____



**THE MAYOR'S FUND FOR PHILADELPHIA
2018 GRANT APPLICATION CHECKLIST**

Please use the below checklist as a guide to ensure you've met the Fund's eligibility criteria and have assembled all required materials.

Please note that an application which does not include all required information or is not submitted by the deadline will not be considered.

I. Eligibility

- I am applying on behalf of a charitable organization with a 501(c)(3) status, a project sponsored by a charitable fiscal sponsor, or a project or program of a City of Philadelphia department or agency.
- My application addresses at least one of the Mayor's Five Policy Pillars and my application narrative explains and how my project advances the pillar(s).

For City agencies/departments only:

- I have secured an executive sponsor for my application (see the Appendix for additional details on Executive Sponsorship)

II. Application Content and Materials

- I have filled out and attached the Grant Application Coversheet
- My application includes all the required narrative sections and my responses are within the required word count for each section (Executive Summary, Program Narrative, Timeline, Budget + Budget Narrative, Evaluation, and Sustainability).

For charitable organizations only:

- I have attached a copy of my organization's or fiscal sponsor's IRS determination letter or other proof of 501(c)(3) status
- I have attached a copy of my organization's annual operating budget
- I have attached a copy of my organization's mostly recently filed IRS Form 990 or audited financial statement

For City agencies/departments only:

- My Executive Sponsor has signed the Coversheet
- Optional: I have attached my Executive Sponsor's letter of support (encouraged but not required)



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 must be a charitable 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 charitable 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 the name and signature of an Executive Sponsor in order to qualify for funding.

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 a Deputy Managing Director, 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 the name and signature of the relevant Department head or leader who oversees the activities of that Department or Agency.

The Cabinet Member must review the grant application and be familiar with the scope of the work to field questions from the Board or attend a Board meeting, if requested, to make a case for funding.

A letter of support from the Executive Sponsor is encouraged but not required.

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?