

***North Carolina GlaxoSmithKline Foundation***

**The Ribbon of Hope**

**Emphasizing the Importance of Science, Health, and Education to North Carolina**

**Request for Proposals**

The North Carolina GlaxoSmithKline Foundation (the Foundation) announces guidelines, criteria, and deadlines for its **Ribbon of Hope** grant program. The goal of the program is to have a positive impact on the lives of North Carolina’s citizens in each of the state’s 100 counties. The Foundation will award grants of $25,000 to North Carolina community-based nonprofit 501(c)(3) organizations. In addition, grantees will benefit from technical assistance provided by the North Carolina Center for Nonprofits.

Ribbon of Hope grants support activities that advance science, health, and education in local communities across the state of North Carolina. These grants provide organizations with a one-time opportunity to develop a new initiative or to expand and/or enhance an existing project. An organization may not receive more than one Ribbon of Hope grant. The Foundation does not fund general operating (i.e., indirect or overhead) costs, construction or renovation projects, or medical services.

Proposed projects should be tightly aligned with the mission of the Ribbon of Hope grant program to advance science, health, and education in local communities across the state of North Carolina, address critical community needs that have been identified through a comprehensive needs assessment; provide clear and concise descriptions of project activities; and demonstrate sustainability after grant funds are expended.

**Eligible Applicants:** Established North Carolina community-based nonprofit organizations may apply. Individuals, faith-based organizations, and fraternal organizations are ineligible. Organizations with an open grant from the Foundation (traditional or Ribbon of Hope grant programs) are not eligible for additional funding. An organization may only receive one Ribbon of Hope grant. Informal groups without 501(c)(3) status may partner with a sponsor organization or group of organizations who may apply on behalf of the group. Proposals that include several community-based organizations forming a collaborative partnership interested in and supportive of the proposed work are encouraged to apply. The Foundation seeks both geographic and organizational diversity among award recipients.

**Deadlines and Award Notification:** Proposals will be accepted on an ongoing basis. The Foundation intends to make grant awards two times per year. Submission deadlines and approximate grant award notification dates are listed below.

|  |  |
| --- | --- |
| **Submission Deadline**  (Items must be postmarked on or before the deadline.) | **Notification of Award** |
| October 1st | April |
| April 1st | October |

**Evaluation Process:** Proposals received by the deadline that contain *all* requested information and adhere to the directions detailed in this announcement will be reviewed by Foundation staff, external consultants, and Board members. Proposals will be reviewed using a wholistic process that considers the following components:

* + Project Need
  + Project Design
  + Project Evaluation
  + Project Sustainability
  + Budget and Budget Narrative
  + Communication Plan

Proposed projects should be tightly aligned with the mission of the Ribbon of Hope grant program to advance science, health, and education in local communities across the state of North Carolina. Proposals identifying partnerships among several community-based organizations that clarify roles, resources, and other relevant information relative to the partnership will be given additional consideration.

The Foundation does not provide critiques of unsuccessful proposals. Declined proposals may be revised and resubmitted in subsequent cycles. A cover letter must be included with the resubmission indicating what has been changed in the proposal and why the changes were made.

**Reporting Requirements:** Grant recipients must adhere to reporting expectations and timelines. Grantees will be provided with specific information about these requirements including content, format, and deadlines upon receipt of the award and must consent to these conditions in the grant agreement. Reporting requirements include:

* + Progress reports to the Foundation
  + Press release about project goals and anticipated outcomes to the Foundation
  + Organizational capacity and project activity summaries to McREL International (McREL), the Foundation’s outside evaluator
  + Copies of traditional and social media materials, content, and coverage to McREL

**Proposal Outline: Please complete the proposal according to the outline below.**

**Project Abstract**

Include a one-page abstract of the proposed project that includes the following information (this section may be single-spaced):

* + Name of lead organization
  + Address (physical address and PO Box, if applicable)
  + Name and title of primary contact person
  + Telephone and email address of primary contact person
  + Social media identification (Twitter, Facebook, etc.)
  + Tax ID number
  + North Carolina county in which lead organization is located
  + North Carolina county(ies) in which the participants are served
  + Project title (if applicable)
  + Focus area(s) (science, health, education) addressed by the project
  + Partner organizations (if any) to be involved in the proposed project (for which letters of commitment are provided)
  + Brief description of the project, target audience, proposed activities, and anticipated outcomes
  + Indication of whether the project is a new initiative or an expansion/enhancement of an existing project

**Detailed Project Description**

The description should be no longer than 10 typed pages, double-spaced, and printed on one side of the paper, exclusive of attachments. One-inch margins, a font size of 12 points or larger, and page numbers *are required*. **Descriptions exceeding 10 pages and/or those that are not double-spaced will be returned to the organization for revision and submission in the next round.** (*Note: page 6 includes resources on grant writing and developing goals, objectives, and outcomes*).

**Proposals should provide the following information in the order presented below:**

**A. Project Information**

1. **Project Need**. Please provide a comprehensive description of the need for the proposed project. Be sure to include:
2. A description of the community (e.g., demographics, socioeconomics).
3. A description of the community need this proposal addresses.

Cite external sources (e.g., data collected by the lead and/or partner organizations, a community needs assessment, county-level data) as appropriate. External sources used to describe the need may be included as attachments.

1. **Project Design.** Please provide an in-depth summary of the proposed project activities. Be sure to include:
2. The specific project goal(s) and objective(s).
3. An explanation of how proposed project goal(s) and objective(s) relate to the mission of the Ribbon of Hope program.
4. Information about the individuals who will benefit from the proposed project (i.e., the target group), including size, description, and planned recruitment activities.
5. A detailed description of the proposed project activities, including the rationale for selecting each activity.
6. Information about how each activity addresses the identified need(s) and relates to the proposed goal(s) and objective(s).
   1. For new initiatives, describe how this project fills a gap in community services.
   2. For expansion/enhancement projects, please provide evidence of success (e.g., increased participation rates, increased test scores, increased satisfaction).
7. Information about the role and responsibility of key project staff, including those from partner organizations (if applicable).
8. Information about the resources each partner organization will contribute to the project.
9. A detailed project timeline.
10. **Project Evaluation.** Please provide information about how the proposed project activities will impact the target group. Be sure to include:
11. A detailed description of each project outcome (i.e., what will change in the target group?).
12. A description of how project outcomes align with project objectives.
13. Information about how each outcome will be measured (specify instruments and when and how data will be collected).
14. **Project Sustainability.** Please provide information about how project activities will be sustained after grant funds are expended. Be sure to include:
15. Information about plans to sustain and/or scale up project activities (e.g., list specific partnerships, potential funding sources).
16. Information about how project outcomes will be used to inform future work, including organizational policies, strategies, and/or services to the community.

**B. Organizational Capacity**

1. **History and Mission.** Please provide a brief statement of the lead organization’s history and mission.
2. **Capacity.** Please describe how the lead organization and partner organization(s) will accomplish project goals and objectives. Be sure to include:
3. A brief capacity statement for the lead organization and partner organization(s).
4. Information about how this project relates to the lead organization’s past accomplishments/projects.
5. A short biography for each key project member, including organizational affiliation.

**Attachments**

**Attachments should be presented in the following order:**

1. Proposed project budget form (see page 8).
2. Proposed project budget narrative: Please provide a detailed justification of each line item in the proposed budget, demonstrating that all expenditures are reasonable and necessary to accomplish the proposed project activities.

*Note: The Foundation does not fund general operating (i.e., indirect or overhead) costs, construction or renovation projects, or medical services.*

1. Lead organization’s statement of financial activity (see page 9): Please provide a summary of the lead organization’s financial activity using the most recent information available.
2. Copy of lead organization’s 501(c)(3) determination letter. *Note: Individuals, faith-based, and fraternal organizations are ineligible for Ribbon of Hope funding.*
3. Copy of lead organization’s most recent financial statement (auditor’s report or 990 Form).
4. List of lead organization’s current projects, by funding source and amount.
5. Letter from partner organization(s) detailing their commitment and contribution to the proposed project.
6. Resumes for key project personnel from lead and partner organization(s) (biographies are not sufficient).
7. Communication plan (see page 10): Include specific examples of planned activities to advertise the Ribbon of Hope award, activities, and key outcomes in the target community.
8. Sample press release to announce the Ribbon of Hope award.
9. Organizations may choose to submit additional documentation that will aid reviewers’ understanding of the proposal, such as letters of support or endorsement, needs assessment data or reports, and/or strategic plans.

**The following information will not affect the merit of proposals, however, it must be provided for proposals to be considered:**

1. Examples of lead organization’s similar work or grants management experience, if any.
2. Description of lead organization’s prior relationships with the Foundation.

**Questions:** Phone 303-632-5590 or e**-**mail [jrainey@mcrel.org](mailto:jrainey@mcrel.org)

* **Answers to Ribbon of Hope frequently asked questions:** <http://www2.mcrel.org/NCGSKFRibbonOfHope/FAQs.asp>
* **The following websites provide guidance and resources on grant writing:** 
  + Minnesota Council on Foundations - Writing a Successful Grant Proposal: <http://www.mcf.org/system/article_resources/0000/0325/writingagrantproposal.pdf>
  + Specific, Measurable, Achievable, Realistic and Timely (SMART) objectives: <http://www.azed.gov/century-learning-centers/files/2011/06/16.-writing-smart-short-term-outcome-objectives.pdf>
  + University of Connecticut – How to Write Program Objectives/Outcomes: <http://assessment.uconn.edu/docs/HowToWriteObjectivesOutcomes.pdf>
  + North Carolina Center for Nonprofits: <http://www.ncnonprofits.org/learn/training> (grant writing workshops)
* **Information on the North Carolina GlaxoSmithKline Foundation:** 
  + Ribbon of Hope: <http://www.ncgskfoundation.org/roh.html>
  + Twitter account: <http://twitter.com/ncgskfound>

**MCj02054840000[1] Submission Checklist**

**Proposals should be organized in the following order:**

1. Cover letter (if the proposal is a resubmission of a previously declined proposal) as indicated in RFP instructions
2. Project abstract
3. Detailed project description (maximum 10 pages, double-spaced, 12-point font)

Attachments:

1. Proposed project budget form
2. Proposed project budget narrative
3. Lead organization’s statement of financial activity
4. Copy of lead organization’s 501(c)(3) determination letter
5. Copy of lead organization’s most recent financial statement (auditor’s report of 990 form)
6. List of lead organization’s current projects
7. Letter of commitment from partner organization(s)
8. Resumes for key project personnel (including from partner organization[s])
9. Communication plan
10. Sample press release
11. Other letters of support or endorsement, supplemental reports, strategic plans
12. Example of lead organization’s similar work
13. Description of prior relationship with the Foundation

Please mail **one printed copy and one electronic copy** of the proposal to McREL at the address below. The electronic copy should be saved on a USB mass storage device (flash drive). Please do not submit your proposal via email.

**The Ribbon of Hope Program**

McREL International

4601 DTC Boulevard, Suite 500

Denver, CO 80237

We will acknowledge receipt of your proposal via email

within approximately two (2) weeks of its arrival at McREL.

**Ribbon of Hope Program**

**Proposed Project Budget Form**

Project budgets should align to the activities described in your proposal; amounts are not required for every category in the table below. *The Foundation does not fund general operating (i.e., indirect or overhead) costs, construction or renovation projects, or medical services.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Category** | **Dollar Amount** | **% of  Ribbon of Hope Grant Funds** | **% of  Overall Proposed Project Budget** | **Description** |
| **Personnel Costs** |  |  |  |  |
| **Professional Fees** |  |  |  |  |
| **Printing** |  |  |  |  |
| **Office Supplies** |  |  |  |  |
| **Phone/Fax** |  |  |  |  |
| **Travel** |  |  |  |  |
| **Training** |  |  |  |  |
| **Evaluation** |  |  |  |  |
| **In-kind goods/services** |  |  |  |  |
| **Other  (please list)** |  |  |  |  |
| **TOTAL** | **$25,000** | **100%** |  |  |

**Lead organization’s statement of financial activity as of (date):**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Unrestricted | Temporarily Restricted | Permanently Restricted | Total |
| **Income** |  |  |  |  |
| Program Fees |  |  |  |  |
| Contributions & Gifts |  |  |  |  |
| Membership Dues |  |  |  |  |
| Fundraising Events |  |  |  |  |
| Grants |  |  |  |  |
| Other (describe): |  |  |  |  |
| Investment Income |  |  |  |  |
| Net Assets released from Restriction |  |  |  |  |
| Total |  |  |  |  |
|  |  |  |  |  |
| **Expenses** |  |  |  |  |
| Program/Client Services |  |  |  |  |
| Research |  |  |  |  |
| Administration Expense |  |  |  |  |
| Fundraising |  |  |  |  |
| Other (describe): |  |  |  |  |
| Total |  |  |  |  |
| Excess of Income over Expense |  |  |  |  |

**Ribbon of Hope Program**

**Proposed Project Communication Plan**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Project/Milestone** (e.g., award announcement, project kickoff,  activities, outcomes) | **Date** | **Audience** | **Vehicle** (e.g., newspaper, website, newsletter) *Please be specific* | **Objective/**  **Purpose** | **Comments/ Description** | **Person Responsible** | **Complete Y/N** |
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