

Guidelines for Interpreting and Responding to Questions

The following guidelines are intended to help you interpret and answer the questions included in the Women's Giving Circle Grant Application. Ideas for consideration are presented as "questions to ask yourself" as you prepare to write your answer for individual questions.

1. **Mission statement: What is the mission statement of your organization? How does the proposed program help your organization meet its mission?**
 - Is the mission statement for your organization clearly stated? Does it reflect why the organization was created?
 - Does the proposed program fall within the scope of your mission statement? Does your response clearly describe and clarify how the program being proposed furthers the mission of your organization?
2. **Community needs: What need(s) in the Eau Claire area does your proposal address? How did you identify and document this/these local needs?**
 - Does your response clearly identify a community need(s)?
 - Does your response clearly describe how the need(s) was determined? Are statistics given? Are local statistics provided? Are sources for the statistics identified? Was a survey(s) done to identify a need? Were surveys cited done locally?
3. **Program differentiation: Describe how this proposed program differs from other similar programs and explain how it will avoid duplicating the services other organizations may offer.**
 - What similar programs can you cite? Are they local programs? In what ways are they similar or different?
 - Are the ways in which the proposed program differs from the similar programs clearly explained?
 - Have you explained in what ways the proposed program offers something new and innovative?
4. **Timeline: Explain the timeline for your proposed program. Use numbering or bullet points to list the planning stages, activities, and events in chronological order.**
 - What events are important to your program and need to be included in your timeline? What dates? What information?
 - The question asks for a list. Have you provided a list?
 - Have you included critical dates, activities and events? Have you provided a clear chronology?

5. **Program objectives: List up to three program-related objectives. Number each objective if you have more than one.**
 - What is a program-related objective? Do the objectives listed relate directly to the program you are proposing? Are they significant? Can they be measured (tested, verified, proven)?

6. **Method of measurement: Clearly explain how you will measure program success for each objective. Number each method of measurement if you have more than one.**
 - What methods of measurement will your program use? (interviews, tests, observations, data recording, self-reports). How can you best explain your methods? Do the methods of measurement fit with the stated objective? Who will do the measurement? How will the results be recorded, compiled and evaluated?

7. **Desired outcomes: Clearly explain what positive outcomes you expect for each program objective you listed. Number each outcome if you have more than one.**
 - How can you best clarify your “desired outcomes”? What level of success does your proposed program hope to attain? How can this best be described: numbers, percentages, diagrams, graphs, wishful thinking? Have you made sure that the desired outcomes relate to the objective they are measuring?

Notes for Question #5 - #7:

Program-related measurable objectives should include a target audience and an expected outcome to be achieved as a result of the program, i.e. knowledge gain, skill development, attitude change, behavior change. Measurable objectives should also include a time frame (days, weeks, months, etc.).

Ex: **By the end of the 6-week session, students in the dolphin swimming class will be able to swim 2 laps at the YMCA swimming pool without stopping to rest.**

(Most frequently, desired outcomes are developed first. A targeted population with a concern has been identified, the desired outcome is decided and a program is developed to address the perceived need.)

What does the program hope to accomplish? Once a measurable objective is developed...how will success be determined? Success is measured by positive change in knowledge or action. Therefore, a ***Method of Measurement*** is required. This can take many forms (tests given, checklists completed, surveys completed, behaviors counted, measured and recorded, etc.)

Ex: **At the completion of the 6-week session, each child in the dolphin swimming class will be asked to swim 2 laps without stopping to rest. Class instructors will record the results for each child.**

Finally, ***Desired Outcomes*** should be clarified and stated. These should include a desired level of success, i.e. 50% of participants will answer 70% of the test questions correctly.

Ex: **75% of the students in the dolphin swimming class will be able to swim 2 laps at the YMCA swimming pool without stopping to rest.**

8. **Impact on the Eau Claire area target population: Explain what lasting effects the positive outcomes of the proposed program will have on the target population.**

- Have you clarified what positive outcomes your proposed program hopes to accomplish? Are they program related? Are they target population related?
- How best can you describe both the positive outcomes and the lasting effects you want your program to have on the target population? How will you measure your level of success?

9. **Possible obstacles: Describe your plan for addressing any obstacles that may impede the success of the proposed program.**

- How can you best describe the obstacles you anticipate for the success of your proposed program? What other than “if we don’t get the money, we can’t do it”?
- Examples: Is the target population easy to access? Are the facilities, equipment, staff, etc. needed easily accessible? Are partnerships with other organizations involved? Have these been secured?

10. **Program staffing: Describe how your program will be staffed and managed. (Include the use of both paid staff and volunteers.)**

- Who will be included in the staff involved with your proposed program (not the organization, the proposed program)? Paid? Volunteer?
- What staff is necessary to accomplish the objectives for your proposed program? Is that staff clearly described? Is it clear how staff will interact with the target population? Is it clear how staff and activities will be scheduled and coordinated?

11. **Women’s Giving Circle mission: In summary, explain how your proposed program would further the mission of the Women’s Giving Circle.**

- Given the mission statement of the Women’s Giving Circle to “...distribute contributions to programs that improve life for women and children in the Eau Claire Area,” how might it be furthered/enhanced by your proposed program?
- How well does your proposed program, its target population, its timeline, its stated objectives, its desired outcomes and its management plan fit with and further the mission of the Women’s Giving Circle?
- Have you explained how the community need you have identified fits with the mission of the Women’s Giving Circle?

12. Financial Information: Explain your proposed budget. Only include expenses directly related to the program for which you are seeking funding. Be sure to clearly explain how grant dollars would be used.

- Review the Financial Information questions and the various categories included. What do you need to include in each category?
- Do the revenues (funding) match the expenses (amount)?
- Are the amounts to be covered by the Women's Giving Circle dollars noted and clarified as needed?
- Have you given a clear explanation as to how the Women's Giving Circle funds will be used? Does it correlate with the amounts included in the Financial Information? Does the use of these funds fit with the mission of the Women's Giving Circle? Does the amount fit with the objectives presented in the program proposal?
- Have you provided justification of each budget item provided? Have you given necessary clarification for the presentation of the budget information?
- Have you reviewed the **Program Grant Eligibility and Restrictions** to confirm that your proposal is in compliance with the following requirements:
 - *The applicant must have a 501(C)(3) IRS tax exempt designation or be a tax-exempt governmental, religious, or educational organization.*
 - *The applicant's proposal must address the needs of women and/or children.*
 - *The applicant's proposal must serve the greater Eau Claire area subject to the geographical limitations of the Eau Claire Community Foundation.*
 - *The applicant's proposal must not discriminate on the basis of race, ethnicity, sexual orientation, disability, or religion, and must demonstrate cultural sensitivity in the implementation of the project.*
 - *If an organization is funded by the Women's Giving Circle in two consecutive years, its application will not be considered in the third year. However, it can apply again in the fourth year.*
 - *Because of limited funds the following will not be supported:*
 - *Annual fundraising drives*
 - *Asset purchases not related to the proposed program*
 - *Capital campaigns*
 - *Endowments and debt reduction*
 - *Ongoing operating expenses or building funds*
 - *Political parties, candidates, or partisan activities*
 - *Programs of a religious focus*
 - *Scholarly research*
 - *Travel grants not directly supporting the implementation of the proposed program*