



MCKENNA FOUNDATION – GRANT APPLICATION 2018

NARRATIVE QUESTIONS

Please review all questions before you start answering them to avoid redundancy.

1. Problem or Need (400 words)

- Describe the problem or need your proposal will address. (The problem statement is *not* the same as the description of the population to be served.)

2. People to be Served (400 words)

- Describe the population to be served by this proposal and list challenges to serving this population. Include information on the target client/number to be served/average cost per client.

3. Proposal Description (600 words)

- Describe the proposal strategy for which funding is being requested and its primary purpose.
- Describe in detail how the funds will be used.

4. Goals (400 words)

- Discuss your goals for client change and/or growth. How will your program help make a positive change for your clients. What change will occur in the community as a result of this program?
- Outline how you will track and document these changes in the Proposal Measurement Plan (form provided). Identify the measurement tools you will use – qualitative or quantitative.

5. History (400 words)

- If this is an ongoing program/project: What have been past indicators of success? What have been challenges to achieving success? Any recent enhancements?
- For ongoing and new programs/projects: What is the basis for expecting success? (Anecdotal information? Evidence-based practices? Other?)

6. Relationship to the Field (400 words)

- What other local nonprofit organizations provide similar services? How are your services or approach different from theirs?
- Explain how will you collaborate with any other organizations *on this proposal*?
- Does your organization coordinate services with other agencies, either formally (through a Memorandum of Understanding) or informally? (Not just on this proposal.)

7. Organization Description/Background (400 words)

- Please describe your organization, including staff, volunteers (other than board members), core services, clients served annually by entire organization and major accomplishments.
- What is your organization's vision for the next five years?