

**Keller Family Foundation**  
**Instructions & Guidelines – Stage 2**

**I. PROGRAM NARRATIVE - *Limit to three pages***

**A. Background** - Describe the work of your organization, addressing each of the following topics.

1. A brief description of its history and mission.
2. The issue(s) that your organization works to address.
3. Current programs and accomplishments. Please emphasize the achievements of the past year.
4. The group that your organization reaches, including geographic location, socio-economic status, race, ethnicity, gender, age, and physical or mental abilities.
5. Overview of organization structure including board, staff and volunteer involvement.
6. Your organization's relationships-both formal and informal-with other organizations working to meet the same needs or providing similar services. Please explain the differences from and similarities to these other agencies.

**B. Description** - Please describe the program for which you seek funding.

1. If applying for general operating support, briefly describe how this grant would be used.
2. If your request is for a specific project/program, please describe in detail:
  - a. A statement of its primary purpose and the issue that you are seeking to address.
  - b. The group that you plan to reach, how they will be involved and how they will benefit from the project/program.
  - c. Strategies that you will use to implement your project/program.
  - d. The names and qualifications of the individuals who will direct the project/program.
  - e. Anticipated length of the project/program.
  - f. How the project/program contributes to your organization's overall mission. How it will benefit our community.
  - g. Any collaboration/interaction with other groups.

**C. Evaluation** - Please explain how you will measure the effectiveness of your activities.

1. Describe your criteria for a successful program.
2. What are the results you expect to have achieved by the end of the funding period?
3. What are your plans for future funding?
4. Explain how evaluation results will be used and/or disseminated and, if applicable, how the project/program can be replicated.

**II. ORGANIZATION BUDGET**

1. Organization's current and prior year operating budget, including expenses and revenue; list sources of revenue received and those pending, including in-kind.

### **III. PROJECT BUDGET**

1. A budget for the project/program and amount you are seeking from this foundation.
2. List each staff separately and include % of time spent on project.
3. Indicate the specific uses of the requested grant.
4. List in-kind support.

### **IV. ADDITIONAL REQUIRED ATTACHMENTS**

1. The latest audited financial statement of the organization, or a statement that there is none, giving the reason why. If no audited financials are available, please submit your most recent complete year of in-house financials.
2. Your latest IRS Form 990.
3. Your tax-exempt letter from the IRS.
4. A list of your Board of Directors and their principal affiliations. Please include criteria for board selection.
5. One-paragraph resumes of key organizational staff including key project/program staff.