

Sample Cover Letter & Sample Proposal for Funding Support

Uses for Document

- Proposals to corporations, civic clubs and organizations
- Simple corporate or foundation grants *not* requiring specific application form
- Solicitation of sponsorships
(Include donor benefits for each level of sponsorship)
- Notes for speeches or oral funding requests

Request for Funds – Draft Template

Date

Name

Organization/Business

Address

City, State, Zip

Dear

Thank you for the opportunity to be considered for support by the

_____.

In the five short years since its founding, the _____ has played a major role in the transformation of _____ from a town with too many unproductive, unsupervised kids with too much time to get into trouble to one providing these youth with a valuable structured program. The _____ program uses the First Serve Life Skills Curriculum to *“empower young people by providing local tennis facilities and schools with a life skills program that promotes positive values, healthy habits, and education through the game of tennis – resulting in real life power, on and off the court.”*

A priority need for the _____ program, which operates summer and after-school programs, is funding for curriculum supplies and part-time program staff. In the past, we have relied on volunteer or minimally compensated staff. This has resulted in high turnover, continued difficulty attracting qualified personnel, and limited continuity for the participants whose success depends on positive role models and the relationships they build with their instructors.

The _____ is requesting \$ _____ from the _____ to support this program that makes a meaningful difference in the lives of our youth. A contribution from _____ will give us the jumpstart we need while we continue to implement our recently developed fund raising plan.

We believe that the _____ program is consistent with the mission and interest of _____, and hope that you will find it in your hearts and budget to support this program. If I can provide additional information to encourage consideration of our request, please feel free to contact me at _____. I would also be happy to personally meet with your committee to present this proposal.

Most sincerely,

Name

Title

Enclosure: Program Funding Proposal

Request for Funding Proposal

ORGANIZATION AND MISSION

In __ (date) __, _____ was established as a 501 (c) 3 not-for-profit organization with the purpose of providing a safe haven where inner-city youth participate in a comprehensive program of tennis and academic tutoring that promotes the physical, educational and life skills necessary to prepare and empower them for leadership in their communities and success in their personal lives.

It wasn't too many years ago that the _____ earned its reputation as a tough town with many of the same problems faced by similar mostly urban, minority neighborhoods. We heard too much about crime, truancy, substance abuse, obesity, teen pregnancy, and academic failure. But all that is changing, and the _____ is playing a big part in the transformation.

Now, instead of seeing throngs of kids hanging out on street corners with nothing to do but engage in illicit activity, you might see kids enjoying a game of tennis on a warm Florida afternoon. They hit forehands and backhands while yelling "nice shot" from across the net; they pride themselves on well-stroked balls; they shake hands cordially at the end of a match. All this AFTER they have finished their homework with the help of tutors and mentors. Sound unlikely?

Until _ (date) __, the scene described above would not have been imaginable in _____, Florida. _____, just _____ square miles with a population of _____, boasts of very little – some churches, one stoplight, a grocery store, a new library and few businesses to speak of. But, there are two tennis courts thanks to _____ program and the _____ Parks and Recreation Division. The facility is home base to _____ which operates a First Serve program providing homework assistance and mentoring that promote life skills and character development through the game of tennis.

COMMUNITY NEED

There is a tremendous need, especially for high-risk youth in low-income neighborhoods, for programs that provide activities and support for children during the after school hours and throughout the summer. In 1998, the Children's Defense Fund reported that violent crime by young people ages 10-17 peaks between 3 and 7 PM; children and teens in poor neighborhoods are struggling for direction and positive opportunities are needed to keep them safe and on-track; a great majority of all American fourth graders cannot read or do math at grade level, including more than five of six black children. In addition, a study published in Pediatrics magazine found that eighth graders who were left alone after school reported greater use of cigarettes, marijuana, and alcohol than those in adult-supervised settings.

Current research indicates that supervised after-school and summer programs not only keep children safe and out of trouble, they also significantly improve their academic achievement.

SOLUTION

_____, Florida, with significantly higher than average incidences of crime, truancy, teen pregnancy, obesity, and drug use, suffers from a lack of constructive activities

for its youth. Visionaries saw the potential benefits of a quality after-school and summer program. To provide a safe haven for the inner-city youth of _____, _____ developed a program patterned after the Ashe-Buchholz Tennis Center at Moore Park which was built to make tennis available to inner-city youth in Miami, Florida, and adheres to the First Serve Life Skills Curriculum. In the four years since its inception, the _____ program has gained a positive reputation for providing constructive activities that contribute to reducing crime and illicit activity, increasing academic performance, and providing life skills to ensure success in school, in the community and in life.

PROJECT DESCRIPTION

Teaching high-risk, inner-city youth the skills to become successful in life is at the core of the _____ program. The four major components of the program are:

- **Homework assistance** through tutoring, mentoring and use of computer labs
- **Nutrition education** to promote healthy lifestyles and combat obesity
- **Life skills** which are integrated throughout all phases of the program
- **Tennis instruction** where participants engage in fun physical fitness, enjoy the camaraderie of playing in a team tennis format with friends and peers, and learn to become responsible adolescents and adults

The after school program - serves _____ children in each of the fall and spring sessions. It includes homework assistance two hours/week and tennis instruction, health and life skills education three hours/week.

The summer program - serves approximately _____ children and includes academic tutoring _____ hours/week and tennis instruction, health and life skills education _____ hours/week.

Participants receive tennis instruction in one-on-one and clinic settings, and practice skills in team format play. They learn about rules of the game, etiquette, sportsmanship, positive attitudes, fair play, self-esteem, taking responsibility for choices, and management of emotions. These life skills are integrated throughout the tennis program, and instructors routinely demonstrate how they apply to situations in all aspects of life.

Nutrition and healthy lifestyles are stressed both in the classroom setting and on the courts. Healthy snacks are provided.

The _____ program is fortunate to have a corps of volunteers who are dedicated to the program and are available to work with the children on improving their academic skills. Students from _____ (tennis team? Sorority? Fraternity?) have taken an active role in the homework area, working individually with the students using current homework assignments. In the computer lab they help the students improve their keyboarding skills and show them how to use the computer for research. They read aloud with the students and give quizzes on tapes and videos to improve comprehension. When the college students are not on campus, parishioners from the _____ Church assume the role of tutors. Incentives are awarded to the participants based on attendance, good behavior and general attitude.

POPULATION SERVED (2005 demographics)

- Youth ____ years old;
- ____% come from single parent families and/or live with a grandparent or other caregiver. Virtually *all* participants qualify for the government free lunch program, and are considered low-income.
- ____% female, ____% male;
- ____% African American, ____% Caucasian.

OUTCOMES AND EVALUATION

At least ____% of participants will complete program as measured by attendance records.

At least ____% of participants will demonstrate academic improvement as measured by quarterly report cards, teacher progress reports and tutor feedback.

At least ____% of participants’ families will increase the number of hours spent in reading activities with their children as measured by pre and post screenings and Bonus Bucks program tracking form.

PARTNERS

_____ strongly believes that the formula for providing effective, cost-efficient and high quality programs includes collaboration with many community organizations.

_____ partners with the following groups:

- Boys & Girls Club of _____ – identifies children for the programs
- _____ Library – provides computer lab for homework assistance
- _____ Church parishioners - serve as volunteer tutors and mentors
- (university/college) students – serve as volunteer tutors and mentors
- _____ County Parks & Recreation – provides funding for facility and enhancements
- _____ School – provides space for tutoring
- USTA and USTA Florida - serve as resource for tennis programming; continuing education and development of volunteer board members
- First Serve Inc. – provides curriculum for life skills

SUSTAINABILITY OF PROJECT

To serve eligible youth, virtually *all* of whom are unable to pay for services, _____ has developed a fund raising plan which includes initiating an annual fund drive targeted to individuals; an annual banquet/auction; funding requests to area civic clubs and organizations; and corporate and foundation grants.

PUBLICITY

_____ will be pleased to acknowledge your contribution with appropriate signage at the facility. In addition, we would make mention of your gift in our quarterly newsletter and submit news releases to local newspapers.

Request for Funds – Draft Template

REQUEST

_____ requests a grant of \$_____ to initiate and develop the _____ Program which will make a meaningful difference in the lives of our area’s youth and help create a safer community.

BUDGET INFORMATION

Revenues:

Proceeds from this request	\$_____
Other sources of revenue	
a. banquet/auction	_____
b. clubs & organizations	_____
c. corporate/foundation grants	_____

TOTAL REVENUES \$ _____

Expenditures:

Advertising/promotion	_____
Equipment & other capital expenses	_____
Printing & publications	_____
Postage & shipping	_____
Rent & other occupancy costs	_____
Salaries	_____
Supplies	_____
Telephone	_____
Travel	_____
Utilities	_____
Other expenses	_____

TOTAL EXPENDITURES \$ _____

SURPLUS (DEFICIT) \$ _____