

## MDF 2011 Proposal Guidelines

Proposal deadline: September 7, 2011  
Decisions will be made in December 2011.

### *How to Apply*

Please follow the instructions below only if you have been invited to apply as a new grantee or you are requesting renewal funds as a current grantee. *Renewals are not guaranteed and funds are particularly tight this year..*

Applicants must submit via email a proposal containing the following:

1. Cover sheet (attached).
2. One-page summary of the proposed project.
3. A narrative of no more than five pages that provides:
  - The background and context of the issue(s) to be addressed.
  - A brief description of the history, track record and capacity of the organization, highlighting experience relevant to carrying out the proposed project. Include how the project relates to your existing work.
  - A project description that includes the project goals, the short and long-term strategy and a work plan for the period for which funding is requested. Please indicate the measurable benchmarks you will use to gauge progress and how you will define success. Identify constituencies included, as well as allies and working partners.
  - A statement about how the economic and funding climate is affecting the organization's current and future work and any steps being taken to address these challenges.

*Note: Renewal applications should describe how the proposed project relates to previously funded work.*

4. Organizational attachments:
  - A statement addressing the organization's policy on diversity and how it is reflected in the board, staff, and constituencies served.
  - *Brief* biographical descriptions of the people responsible for implementing the project as well as organizational leadership. Please relate their expertise to the proposed project.
  - A list of the organization's board of directors and their organizational affiliations.
5. Financial attachments:
  - An organization line item budget for the fiscal year in which the proposed work will be undertaken and actual figures for the preceding fiscal year. The budget must include information on actual and projected financial support, including a list of all grants received in the most recent fiscal year and a list of potential sources for project funding and amounts requested. Please list each foundation and major donor contributing \$5,000 or more.

- A detailed line item project budget indicating expenses, as well as committed and pending sources of support for the project. Please list each foundation and major donor contributing \$5,000 or more to the project.

BUDGET NOTE: If the project for which you are requesting funding includes lobbying, you must submit a bifurcated budget that clearly identifies the expenses (not income) attributable to lobbying. If expense categories (for example, personnel expenses) include both lobbying and non-lobbying activities, they should be further broken down based on a reasonable allocation (if 50% of one person's time will be spent on lobbying, 50% of that person's compensation, benefits, and overhead should be listed as lobbying).

- Current balance sheet and profit and loss or income statement.
- The most recent audited financial statement. If an audited statement is not available, please include your most recent unaudited financial statement and a copy of your form 990.
- IRS Tax Status Letter – Copy of your organization's IRS determination letter indicating your status as a §501(c)(3) organization. If your organization does not have its own §501(c)(3) status, but is a project of a sponsoring organization, you must include:
  - a. A letter from the sponsoring organization stating that it is assuming all fiscal, legal, and programmatic responsibility for your organization
  - b. A copy of the sponsoring organization's §501(c)(3) determination letter
  - c. The sponsoring organization's budget

#### 5. Reports:

- If you are a current MDF grantee, we require a brief progress report on your open MDF grant. This is only a progress report and does not take the place of the final report due no more than 60 days after the close of your grant period. (Final reporting requirements are listed in the grant agreement for your current grant. )

Please include relevant supporting materials.

### **Proposals for Renewed Funding**

If you have previously received a grant from the Media Democracy Fund, we require that you submit, or have submitted, all reports required for prior grants, according to the timetable listed in your grant agreement. For your grant to be considered we need to receive these reports in addition to all of the materials listed above.

Grants will be offered in the range of \$10,000 to \$50,000, with limited exceptions. MDF is not in a position to offer multi-year grants.

#### *Where to Send Your Application*

Applications should be submitted via email. All materials may be emailed directly to Beery Adams Jiménez, Grants Manager, at grantsmanager@proteusfund.org. Please copy Helen Brunner at helen@mediademocracyfund.org.