



**MEDIADEMOCRACYFUND**

# MDF 2014 Proposal Guidelines

Proposal deadline: Monday, December 16, 2013.  
Decisions will be made in February/March 2014.

## 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.*

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.

**Applicants must submit via email a proposal containing the following:**

1. Cover sheet (attached).
2. One-page summary of the proposed project. Please concisely summarize the purpose of this proposal, your work plan, and your organization's unique capacity to create the impact you seek.
3. A narrative of *no more than four pages* that provides:
  - **Background/Context:** What are the issue(s) to be addressed; what are the opportunities or threats in the coming year?
  - **Organizational Capacity:** A brief description of the history, track record and capacity of the organization as it relates to this proposal.
  - **The Project:** A description of 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. Include how the project relates to current/recent work funded by MDF, if applicable.
4. Organizational attachments:
  - **Organizational Self-Assessment:** Please use the attached questionnaire to provide a candid assessment of your organization's strengths and challenges.

- **Diversity Policy:** A statement addressing the organization's policy on diversity and how it is reflected in the board, staff and constituencies served. Do the members of your staff and board represent the communities most impacted by the problems you are trying to solve? Please indicate statistics on the diversity of your staff and board.
- **Staff Bios:** Brief biographical descriptions of the people responsible for implementing the project, as well as organizational leadership. Please relate their expertise to the proposed project.
- **Board List:** A list of the organization's board of directors and their organizational affiliations.

5. Financial attachments:

- **Organization Budget:** 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.

**BUDGET NOTE #1:** If your organization is a fiscally sponsored project or autonomous division of a larger institution, you must include both your organization's budget and the budget of the larger institution or fiscal sponsor.

**BUDGET NOTE #2:** If the work 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).

- **Funding Information:** 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, and please be specific about actual and potential sources of earned revenue.
- **Project Budget:** If you are requesting funding for a specific project rather than general operating support, please submit a detailed line item project budget indicating expenses, as well as committed and pending sources of support for the project.
- **Balance Sheet:** Current balance sheet
- **Profit & Loss:** Current profit and loss statement.
- **Audited Financial 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

## 6. Reports:

If you are a current MDF grantee and have already completed the work and expenditures under your open grant, we will be happy to receive your final report on that grant early, along with this proposal.

If you are unable to submit a final report now on your open MDF grant, we require a brief progress report on that grant along with this proposal. Please tell us about the accomplishments and challenges in your work. A progress report does not take the place of the final report due 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.

## **WHERE TO SEND YOUR APPLICATION**

All materials should be submitted via email to Grace Lee, Grants Manager at MDF's new fiscal sponsor (New Venture Fund at Arabella Advisors), at [grace.lee@arabellaadvisors.com](mailto:grace.lee@arabellaadvisors.com). Please copy MDF Associate Director Yolanda Hippensteele at [yolanda@mediademocracyfund.org](mailto:yolanda@mediademocracyfund.org) and MDF Director Helen Brunner at [helen@mediademocracyfund.org](mailto:helen@mediademocracyfund.org).