Doing Good in the Neighborhood

2016 Community Care Fund Tips & Insider Information for Applicants
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About the Campaign

Since 2008, the Doing Good in the Neighborhood campaign has made it easy for Duke employees to make a collective difference through community-based philanthropy. Big or small, their combined gifts have a considerable impact on the schools, neighborhoods and non-profits that benefit from the campaign.

Employees can donate through payroll deduction, credit card or check.

Donors decide how their gift improves quality of life in Durham and the Triangle, by choosing to support any combination of the following categories:

- Community Care Fund
- Health
- Neighborhoods
- Schools
- Youth Empowerment
- United Way of the Greater Triangle
Community Care Fund

The Community Care Fund is one category of Doing Good in the Neighborhood. Donations from Duke employees to the Community Care Fund support the creation of competitive grants to local non-profits. Since the fund was created in 2009, dozens of non-profits have received grants from $500 to $5,000 in support of innovative and essential projects.

In 2015, the Community Care Fund awarded $153,400 in grants, to 35 of the 41 organizations that applied.

Please visit the website for examples of past funded projects and to check your organization and project’s eligibility.
Eligibility Criteria

Who can apply?

• 501(c)(3) or fiscal agent that is a 501(c)(3)
• Organizations serving Durham, Orange or Wake counties
• NOT school systems or parent-teacher or booster organizations

What projects can we NOT fund?

• Those that exclusively benefit Duke employees or students
• Deficit or emergency funding; debt reduction; loan repayment or retirement; or project costs incurred before the effective date of the grant
• Political or advocacy programs, or activities to support, change, lobby or otherwise influence legislation and/or ballot measures, candidacies for public office, or other political issues
• Organizations that discriminate; however, the fund may support organizations and projects that target groups that have been subject to historical discrimination
• Religious activities; however, religious institutions may apply for funding for nonsectarian projects
• Purchase of real estate or long-term real estate rental, lease or sub-lease
• Purchase of alcoholic beverages, or any activity that primarily consists of a banquet or meal
• Individual food backpack programs
2016 Themes

We ask Duke employee donors to choose our annual Community Care Fund themes, to engage our donors and focus our philanthropic impact on key community issues. The review team expects to see your proposal make a strong connection between your project and the theme.

This year, donors voted to support the following Community Development themes:

- Affordable Housing
- Connecting Youth to Opportunity
- Education and Child Development
- Food Access and Education
- Healthy Communities

Visit the website for more information about each. If you have any questions about whether your project is a good fit, contact us at doinggood@duke.edu.
Application & Review Timeline

• **July 1:** 2016 Community Care Fund application available online
• **July 31:** 2016 application due
• **August-September:** Community Care Fund review process
• **October:** Funding decisions made and announced
• **November:** Checks distributed
Getting Started

Access the online grant portal beginning July 1. Bookmark the grant portal page for easy access.

If your organization already has an account, log in using your e-mail address and password. If you forgot your password, click on the password recovery link. If you do not remember whether your organization has an account, or what e-mail address you might have used, contact doinggood@duke.edu. Please take care to NOT create a duplicate account for your organization. If your organization has never applied, you can create a new account.

To create a new account, click on the “Create a New Account” button and enter the information for your organization. You will be asked to add a contact person — we will use this person’s e-mail address if we need to communicate anything about the grant process or application, so please make sure this is someone who will receive and respond to e-mails quickly.

Once you sign in, you’ll see your dashboard. You can update your organization’s contact information by clicking on the pencil icon in the upper right corner of the screen. Below, you will see your grant application history and final grant reports. If you received funding during the 2015 Community Care Fund cycle, be sure to complete your final report by July 31, 2016.

To apply for the 2016 Community Care Fund, click on the “Apply” button on the left navigation menu. Then click on the heading “Community Care Process” to open the 2016 application. (If your organization already receives funding from our office through any of the other campaign categories, you are not eligible to apply for Community Care Fund monies.)

On the application screen, you can download the question list by clicking on the “Print Questions” button in the upper right side of the screen. You can save your application and continue working on it later by clicking the “Save Application” button at the bottom of the screen. When you are ready to submit your proposal, click the “Submit Application” button. Once you submit your application, you can view it from your dashboard, but you cannot edit it. If you realize you made a mistake and need to make a correction, e-mail doinggood@duke.edu and ask for your application to be released.
Writing a Strong Proposal

• Be clear and concise.
• A sample proposal is available on our website. Pay attention to the kind of content we’re looking for, but feel free to use your own voice and writing style.
• Avoid copying from previous proposals. Keep in mind that our review team will be wondering how your proposal is different from previous years, especially if your project was not funded last time.
• Clearly state how the requested funds would be spent.
• Make strong connections to the theme area. If you proposal addresses multiple theme areas, choose the theme with the strongest connection to your proposal.
• Consider whether you can share moving stories, statistics or relevant research to support your proposal.
• Avoid technical jargon and explain abbreviations.
• Emphasize what your project will DO. Spend more time describing your solution than the issue. Economize content and avoid repetition. Less is more.
• Show how your project connects to others in the field. The review team loves to hear about collaborations.
• Provide attainable goals and a realistic evaluation plan.
• Proofread carefully. Make sure numbers add up and typos are removed.
• Follow the directions and make sure you understand what’s expected.

When in doubt, ask us! Email us at doinggood@duke.edu
This is an overview of the sections and individual questions on this year’s application:

1 — Basic Info
• Organization Name
• Organization Description
• Project Name
• Theme Area
• Amount Requested

2 — Project Description
• Project Need
• Project Activities
• Funding Request
• Number of Participants
• Indirect Impact
• Target Population
• Project Timeline
• Best Practices
• Volunteers

3 — Project Goals & Evaluation
• Project Completion Date
• Project Goals
• Evaluation Measures & Plan

4 — Budget
• Organization’s Annual Budget
• Project Budget & Narrative
• Other Revenue Sources
• Sustainability
Optional Questions

While most questions on the application are required, the following are optional:

- Indirect Impact
- Best Practices
- Volunteers
- Partnerships

While the review team values this information, we understand these questions might not be applicable to every project. If you are able to capture any this information, please include it.
Budget

Your budget is just as important as your written proposal. The review team relies heavily on the budget to understand your request and how Community Care Fund monies will be put to use.

You will be asked to provide your organization’s annual budget; project expenses; other confirmed or pending revenue sources for your project; and plans to sustain your project.

Use the budget template to list all the major project expenses. Please note that this budget is for the project only, and not your entire organizational budget.

We don’t need to see every single project expense broken out. We are interested in broad spending categories, with slightly more detail for expenses that pertain to the Community Care Fund grant request.

Once you have entered your main expenses, click on the second tab, labeled “Budget Narrative.” The expense names and amounts will be automatically populated from the first sheet. The highlighted cells indicate expenses for which you are requesting funding. For each of these, write a short description of the expense, and briefly explain why the expense is important to your project.

Your proposal will not be accepted if you submit a budget in a different format than the template we provide.
Questions & Technical Assistance

E-mail doinggood@duke.edu, and we will connect you to the right person.