

# Doing Good in the Neighborhood

Community Care Fund  
**Tips 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 2016, the Community Care Fund awarded \$159,183 in grants, to 47 of the 103 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 associations 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 November 2017
- 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, organizations and projects that support groups that have been subject to historical discrimination may apply
- 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

# Themes

In the spring of 2017, Duke Office of Durham & Regional Affairs staff consulted experts and researched community priorities set by Durham, Wake, and Orange County governments to develop the Community Care Fund themes.

The review team expects to see a strong connection between your project and the theme. If you have any questions about whether your project is a good fit, contact us at [doinggood@duke.edu](mailto:doinggood@duke.edu).

**Affordable Housing** — Working toward a vibrant, safe and stable community for Triangle residents of all income levels and diverse backgrounds.

**Child Development & Education** — Providing enrichment and learning for Triangle children starting at infancy through eighth grade, with a special focus on children living in poverty.

**Environment & Sustainability** — Organizing programs that strengthen community awareness, advocacy or stewardship for environmental issues and sustainable, “green” behaviors.

**Food Access & Education** — Helping Triangle residents access affordable and nutritious food and creating a culture of healthy eating.

**Healthy Communities** — Supporting health and wellness initiatives that positively promote the physical and mental well-being of individuals and their communities. Projects must address one of the following issues: Access & Transportation; Chronic Illnesses; Mental Health; Obesity; Sexual & Reproductive Health (maternal health, sexually transmitted infections, teen pregnancy); Substance Abuse.

**Young Adult Empowerment & Education** — Developing enrichment, empowerment and training programs to help high school students as well as 18- to 24-year-olds achieve economic resilience and a fulfilling social and civic life.

# Application & Review Timeline

- **July 5:** 2017 Community Care Fund application available [online](#)
- **August 2:** 2017 application due
- **August-September:** Community Care Fund review process
- **Late 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 email address and password. Please take care to NOT create a duplicate account for your organization. If you do not remember whether your organization has an account, or what email address you might have used, contact [doinggood@duke.edu](mailto:doinggood@duke.edu). If your organization has never applied, you should 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 email 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 emails quickly.

Once you sign in, you’ll see your dashboard. You can update your personal contact information by clicking on the pencil icon near your information. If you need to update the organization’s contact information, please email the changes to [doinggood@duke.edu](mailto:doinggood@duke.edu). Below your contact information, you will see your grant application history and final grant reports. If you received funding during the 2016 Community Care Fund cycle, be sure to complete your final report by July 31, 2017.

To apply for the 2017 Community Care Fund, click on the “Apply” button at the top navigation menu. You will see the application overview and instructions, then click on the blue square “Apply” button at the bottom right corner of the screen. To see the application questions and download a question list, click the “Preview” button.

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 need to edit it, email [doinggood@duke.edu](mailto:doinggood@duke.edu) and ask for your application to be released.



# Writing a Strong Proposal

- [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.
- Review the [Score Sheet](#) that grant readers will use to help evaluate your proposal.
- Avoid copying from previous proposals. Keep in mind that our review team will be looking at 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 your 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. Be clear and concise.
- 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](mailto:doinggood@duke.edu)**

# Application

This is an overview of the sections and individual questions on this year's application:

## 1 — Basic Info

- Organization Name
- Year Founded
- Organization Description
- Organization Leadership
- Project Name
- Category
- Amount Requested

## 2 — Project Description

- Project Need
- Project Activities
- Funding Request
- Number of Participants
- Indirect Impact
- Target Population
- Project Timeline
- Best Practices
- Volunteers
- Partnerships

## 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:

- Organization Leadership
- Indirect Impact
- Best Practices
- Volunteers

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

Email [doinggood@duke.edu](mailto:doinggood@duke.edu)

Or call 919.684.6960