2021

COMPLETING THE LETTER OF INTEREST

- **Access to the Form:** Applicants must log into the Foundation’s [Nonprofit Online Portal](#) to complete their 2021 Frances Hollis Brain Grant Letter of Interest provided by the Foundation.
- It is highly recommended that organizations draft and save application answers in a separate document before online submission to avoid losing any of their work due to internet connectivity or system timeout errors.

SUBMITTING YOUR GRANT APPLICATION SUPPLEMENT

- **Deadline:** The Foundation’s deadline is **NOON on Monday, March 15, 2021.** The deadline is programmed in the system and will automatically close the application at noon on March 15th. If you have not submitted your supplement with the required attachments by noon on March 15th, the system will not allow you to proceed with submitting your application and your request will not be considered. No staff may extend the deadline. Staff urges you to file your application several hours in advance of the deadline to avoid any computer-related problems that could arise.
- **Filing Your Grant Application Supplement:** The Foundation accepts submissions any time prior to the deadline.
- **Blank Fields:** All fields must be completed in order for the system to recognize that your application is complete and can be submitted. If a question is not pertinent to your organization, enter “n/a” for text fields and enter “0” for numeric fields.
- **Budget Form:** Be sure to have a completed budget form to upload with the letter of interest responses.
- **Risk of Automatic Declination:** The Foundation will decline any application that is found incomplete or to not meet the eligibility criteria.
- **Acknowledgement of Receipt of Application:** Upon submission of your organization’s application, you will receive an auto response email acknowledging submission. You may log into the system and review your submitted application at any time; however, you will not be able to make changes to the supplement or attachments after submitting. If your organization does not receive the acknowledgement email, please contact our team at [fhbrain@cfgreateratlanta.org](mailto:fhbrain@cfgreateratlanta.org).
THE REQUEST

Request amount
The amount requested should range between $5,000 - $10,000 and be supported by an accurate budget form that demonstrates how this funding will be used, and the total project budget. Grants will average $5,000 - $6,000 with a few $10,000 grants available.

Explain the project for which you are seeking support and how funding for the project would specifically be used (e.g. who will this program serve, what is the need for this project/program, how will the program be implemented). (200 words)
Requests should be for specific expenses that contribute in a clear way to the success of organizations and the populations they serve. Requests for staff or general operations will not be considered. Provide details on the project and what is being offered. How will this project increase equity of opportunity for the people you are working with? How will this project create access to healthcare, food security and housing? It may help to use population data and program outcome data in your response. Be specific about how funding will be used, for example if funding will purchase certain materials for a program describe what those materials are and how they will help you reach your goals.

Provide an estimated timeline with dates and activities required to complete the project. (200 words)
Clearly outline the timing for the project in the coming year, what will happen when and how do the steps lead to the project being completed or achieving its goals. If the project start date is contingent on reaching a fundraising goal by a particular date, please explain.

Provide the best possible outcome for the request. List up to three specific results you hope to achieve and include a brief explanation of how you will track your progress and/or measure your results. (500 characters)
How will you be able to determine if you have achieved your goals? The Foundation is particularly interested in learning about how this project will increase equity of opportunity by reducing the way in which race, ethnicity, socioeconomic status, English proficiency and home zip code contribute to lower educational, economic, cultural engagement and health outcomes.

POPULATION SERVED
Who will this serve? Preference for vulnerable populations that include children, youth and families, refugees and/or immigrants, seniors, individuals with disabilities or special needs and others. (250 characters)
Describe details about the population served not mentioned in the first question. How are program participants recruited or how do they gain access to your program? Are there requirements that people must meet to enter the program? Is there a waiting list to participate in your program?

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PARTNERSHIPS
Are you working in partnership with other groups on this project? If yes, list the partnering organizations and explain their role in the proposed project? (500 characters)
What partners are you working with you on this project? Provide the names of the partners and describe their role in the project, include any resources they may provide to help in implementing the project.

FINANCIAL INFORMATION
List all in-kind, donated or cash resources received or committed to this project. Amount, Description, Pending or Awarded, Sources?
Highlight what other resources are being utilized, or anticipated to be utilized, for implementing this project. What are the sources for these resources?

Questions?
The Foundation will be hosting an orientation webinar on Friday, February 26 10 a.m. interested organizations can register here for the webinar. After February 26, a link to the webinar recording can be found on this page.

If you have questions after reviewing the guidelines and online orientation or have technical difficulties, please contact Felix Rodriguez, program associate and Alyssa Cobbs, program officer at fhbrain@cfgreateratlanta.org