Preliminary Online Application Questions

ORGANIZATION INFORMATION

We're looking for some pretty standard information here. Where do you work, who do you serve, and what do you do?

1. Contact information
2. Which of the Tower Foundation counties does your organization serve?
3. What age groups does your organization serve?
4. Organization's current/most recent annual operating budget
5. What is your organization's mission?
6. What services/programs does your organization provide?

PROJECT DETAILS

1. **Project Summary: What are you trying to accomplish?** (*300 character limit*)

   Imagine explaining your project in two very short sentences (or one tweet). That's what we're looking for here. This is the express elevator pitch. Don't worry, we promise to keep reading.

2. **What do you want to do?** (*No character limit*)

   This is the longer, slower elevator pitch. We're looking for a high level, general description of what you're trying to accomplish. Don't get into the concrete details/day- to-day aspects of the project yet — that's going to come up later in the "How do you want to do it?" section below.

3. **Why do you want to do it?** (*No character limit*)

   Tell us why you see your project as important and/or urgent. Give us some background information to help us understand the issue(s) and how it affects your community.

   This is also where you'd want to make some really clear connections between your project and the Foundation's goals (they're listed in the grant guidelines).

   If you're trying something completely new, tell us why you think it will work/be helpful. If this is something that's been done elsewhere (or in a different context/with a different population), tell us why you think it will import well to your community and/or the people you serve.

4. **How do you want to do it?** (*No character limit*)

   Now you can get into the nuts and bolts of your project's activities! Be as detailed and concrete as you like (remember: no character limits, but be kind — we have to read 40 or 50 of these!). If your project will depend on the strength of local partnerships, be sure to describe where these stand and what you'll do to develop and nurture them.

5. **What do you need to do it?** (*No character limit*)

   Since you're applying for a grant, we assume you need money. Give us a sense of how much money you need and what you expect to spend it on. If it's not necessarily obvious how an

expense fits in with the project you're proposing, feel free to offer a brief explanation in this section.

We hope you'll include administration and overhead in your discussion; we offer an administration/overhead rate of 15% on grant requests with program expenses over $100,000, and 20% for grants with program expenses of $100,000 or less[1]. Overhead rates for colleges and universities are capped at ten percent. If, for some reason, you don't want to take any administration/ overhead, that's fine — just be sure to make that explicit in this section so we know that's your plan and not an oversight.

Even though this section seems focused on the dollars, some required resources might not come with a price tag. If it makes sense, you can also use this section to discuss less tangible requirements (e.g., culture change, interagency cooperation, and community engagement).

6. **Additional information required for small grant requests only:**
   If you are applying for a small grant, the preliminary application will look identical to the content above along with an additional request for a finalized budget and quotes for the purchase of any goods and services over $500. For more information on what kinds of projects are eligible for small grant funding, check out our Strengthening Partner Capacity guidelines on our website.

If the Foundation invites a full proposal, please make sure that you have a point person who will be available to work with your Program Officer during the six-week, iterative and interactive full proposal process.

Contact us with any questions:

Chuck Colston, Program Officer
cec@thetowerfoundation.org
716-689-0370 x206

Don Matteson, Chief Program Officer
dwm@thetowerfoundation.org
716-906-8903

Megan MacDavey, Program Officer
mtm@thetowerfoundation.org
716-689-0370 x203

Nick Randell, Program Officer
ngr@thetowerfoundation.org
716-689-0370 x205

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[1] *Examples of administration/overhead calculations: If you have $75,000 in personnel/direct program expense, you could take a 20% rate, which would result in $15,000 of administration/overhead, bringing the total request up to $90,000; an application with $110,000 in personnel/direct program expense would be allowed a 15% rate, yielding administration/overhead of $16,500, for a total request of $126,500*