



PETER & ELIZABETH TOWER FOUNDATION

Full Online Proposal Questions

You will have about six weeks to submit each of the components of your final proposal through the online portal. During this time, you will be paired with a Program Officer who will work closely with you to make sure that the final proposal is strong. *As the Tower Foundation full proposal is an iterative and interactive process, please make sure that you have a point person who will be available to work with your Program Officer during the six-week time period following your full proposal invitation.*

NARRATIVE

The narrative required for the preliminary online application and the full proposal is **identical**. If you would like more guidance on the narrative section of the full proposal, check out the *Preliminary Online Application Questions* document on our website. Your Program Officer will most likely have some revisions to suggest in these sections.

Organization Information

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

Project Details

1. **Project Summary**
2. **What do you want to do?**
3. **Why do you want to do it?**
4. **How do you want to do it?**
5. **What do you need to do it?**

ADDITIONAL COMPONENTS

You will be paired with a Program Officer who will guide you through the full proposal process. Your Program Officer will work with you to provide feedback on your preliminary online application, develop a timeline for narrative revisions and submissions of each additional component, and facilitate a conversation about performance indicators for your project.

1. **Work Plan**

The work plan can take lots of forms. For some it might be a table, for others it may be a logic model or theory of change. We are open and flexible to the format that works best for you and your team as long as we have the information we need to fully understand your project (who, what, by roughly when).

2. **Performance Indicators (Evaluation)**

We are interested in the data that is most important for you in your learning and monitoring progress with this project. The performance indicators section should capture your answers to three questions:



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- (1) How much will you do?
- (2) How well will you do it?
- (3) Is anyone better off as a result of your project?

Your Program Officer will facilitate a workshop with you and your project team (lasting about an hour) either in-person or via videoconference to identify a handful of indicators for each of those questions. We've found this workshop format to save applicants time in developing measures that are both realistic and informative. It also ensures that applicants and the Foundation are on the same page as far as what's important to track and measure.

3. Budget & Budget Narrative

Last, we are looking for a detailed budget and budget narrative that describes how much you are requesting of the Foundation, how much (if any) you have secured as requested from other sources, and how much (if any) in-kind or cash support your organization is providing. A budget template is in our online grant portal and available on our website for your use as well as more detailed instructions about what to include and at what level of detail.

ATTACHMENTS

The following documents are required in addition to your submission:

- Quotes for goods or services exceeding \$1,000
- Current list of board members
- Resumes or job descriptions of key personnel associated with the project
- Letters of collaboration from relevant partners
- Current board approved annual operating budget, including expense and income
- Most recent annual financial statement

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