**Ben & Jerry’s Foundation: National Grassroots Organizing Grant Program – Full Proposal**

**Important Application Information - Please read before you begin:**

* You may "Save" at the bottom as you work through the application and come back as needed. Remember, you will need to click "Submit" when you have completed the application and are ready to submit.
* You may use the [Collaborate feature](https://support.foundant.com/hc/en-us/articles/4523887747223-Applicant-Tutorial-Collaborator) to share your work with others as you fill out the form; click on the blue "Collaborate" button at the top-right.
* You will see that many of the fields have been pre-populated with the information that was provided in your pre-application. Those fields cannot be edited.
* For ease of use, we have allowed the system's maximum character limits for each field. However, for the sake of your time and ours, please refer to our recommended length for reach response. You may use bullet points as appropriate.
* Each of the questions in this application form have been thoughtfully developed based on our funding priorities, and in the aggregate are designed to help our grantmaking committee members learn about your organization and effectively evaluate your proposal. The committee members will thoroughly read your entire proposal. **Therefore, please avoid providing redundant information when composing your answers to each question.**
* The form contains logic - Based on how you answer select questions below, you may be asked to provide additional follow up information. We have notated which questions may result in follow up sections with this symbol (**+**). If you print the question list however, ALL questions will be included. \*These pages for our question list demonstration are generated as if you printed the question list, and so ALL questions do appear here in this case\*
* For more information on using the system, including how you can create a pdf copy of your application, please see this tutorial.
* Do please get in touch with the foundation if you encounter any issues with the grant system: 802-495-1378.

Description of Organization

This is the description that was provided in the Pre-Application.

*Character Limit: 10000*

Brief Overview of Request

This is the brief summary of the work that was provided in the Pre-Application.  
*Character Limit: 10000*

Amount Requested

This is the amount requested from the pre-application.  
*Character Limit: 20*

Total Organization Budget

This is the total annual operating budget provided in the pre-application.  
*Character Limit: 20*

Please indicate the best description of the region in which your organization works.

Provided in pre-application. Organization indicates categorization of the region they organize within.

Choices

* Rural
* Suburban
* Urban
* Mixed
* Statewide
* Regional (multi-state)
* National

**Introduction and Background of Organization**

Year Organization was Founded.

*Character Limit: 4*

Organization Founding

This information was provided in the Pre-Application.

*Character Limit: 10000*

Current Programs & Activities

Please list any of your organization's other programs and activities that are not described later as part of your grassroots organizing campaign work, or other issue campaigns that you are not highlighting for this proposal, if applicable.

***What are we looking for?*** *We are hoping to see a brief outline of all the programs, activities, and/or initiatives that are in your organization's current scope of work. You may use bullet points to list these activities. i.e.: mutual aid or other social service programming.****Why are we asking?*** *We wish to have a well-rounded picture of all that your organization does.*   
We recommend keeping this list to 300 words   
*Character Limit: 10000*

Constituency\*

Please tell us about your constituency: your membership, your community members, the people with whom you work and the people you represent.   
***What are we looking for?*** *We are looking for specifics about demographics such as race, class, gender, ethnicity, age, sexual orientation and ability-status.****Why are we asking?*** *We want to understand who is impacted by the issues you are addressing.*

We recommend limiting your response to one paragraph.   
*Character Limit: 10000*

Leadership Development\*

Please tell us about your strategies for engaging and developing leadership capacity amongst your constituency.   
***What are we looking for?*** *We want to understand how your organization actively works with members of your base to build their leadership skills and nurture their participation in your organizing campaigns.****Why are we asking?*** *The Ben & Jerry's Foundation strongly believes that those most impacted by systemic problems are experts in determining the solutions to those problems. Yet, we also recognize that people from marginalized communities seldom have had opportunities to assume leadership roles, nor have they had much experience in claiming their own power. Therefore, we understand that those skills often need to be actively developed and supported.*

We recommend limiting your response to one or two paragraphs. Feel free to use bullet points.

*Character Limit: 10000*

**🡪Request Description**

Please Describe the Grassroots, Community Organizing Campaign(s) for Which You Seek Funding

This is the description of the work provided in the Pre-Application (LOI).

*Character Limit: 10000*

**🡪Request Description**

Please Describe How Your Organization Works to Create Systemic Change

This is the description of the work provided in the Pre-Application (LOI).

*Character Limit: 10000*

**Your Request**

Goals and Objectives for the Next Two Years\*

Please use this space to elaborate on the problem statement and the broad grassroots organizing campaign goals described in your pre-application (shown in the field above) that you have determined to address the problem. You may also include here any operating goals and objectives your organization has over the next two years.   
***What are we looking for?*** *We would like to understand* ***in more detail*** *both* ***why*** *you are working on this issue and your vision for* ***what*** *you hope to accomplish over the next two years as you seek to address the underlying causes of the problem.****Why do we ask?*** *Our Employee Grantmaking Committee wants to fully understand the problematic issues that you are working to address and how the accomplishment of your goals would lead to positive systems change.* We recommend using bullet points and/or brief paragraphs for each campaign goal in a sequential order. This can build upon what was in the Pre-Application, and may take a page of narrative.   
*Character Limit: 10000*

Organizing Strategies and Activities\*

Please use this space to elaborate on the grassroots organizing strategies and activities you will use to try to achieve the objectives and goals described above and in your pre-application.   
***What are we looking for?*** *While the goals and objectives section above helps us to understand* ***what*** *you hope to achieve and* ***why*** *you are working on this issue, this section is designed to help us understand, with some specificity,* ***how*** *you plan to accomplish those goals. What strategies do you use to engage your constituents in your grassroots organizing campaigns and what are your action steps throughout the course of your campaign(s)?****Why do we ask?*** *We understand that systems change requires both deliberate analysis of the power structures that hold unjust systems in place, and thoughtful campaign planning to determine effective approaches to shifting that power and demanding that decisionmakers respond to the people impacted by those systems.*We recommend using bullet points to describe your organizing strategies and activities. These descriptions should build upon what was in the Pre-Application, and may take a page of narrative.   
*Character Limit: 10000*

**Social Change**

Movement Building & Collaboration\*

Briefly describe how your organization is engaged in a larger movement for social justice. Please also list the names of organizations, networks, and coalitions that you partner and collaborate with in a meaningful way--local, state, regional and national.   
***What are we looking for?*** *We are interested in learning how your organization participates in the broader movement for social justice and who else you work with.****Why do we ask?*** *We understand that true progressive systems change requires organized people power to shift entrenched power and cannot be achieved through the efforts of one organization alone. We believe that building multi-issue, multi-racial movements are essential to transforming systems.*   
We recommend keeping your answer to one paragraph. Feel free to use bullet points when listing your partners.   
*Character Limit: 10000*

**Evaluation**

Do you use an evaluation protocol to assess your work?

Choices

* yes
* no

**Organizational Structure/Administration**

Briefly describe how your organization works\*

Please help us understand the day-to-day operations of the organization. How many staff members do you have? What are the responsibilities of board, staff and volunteers?   
*Character Limit: 10000*

Organizational Chart

Include an organizational chart showing decision-making structure. (Upload or type.) This is optional. *Character Limit: 10000 | File Size Limit: 1 MB*

Membership

If you are a membership organization, please define the criteria for membership. Are there dues?   
*Character Limit: 10000*

Key Individuals\*

Please tell us a little bit about the people who will be involved in carrying out the plans outlined in this request.   
***What are we looking for?*** *We are hoping to learn briefly about the background and experience of the key staff members or leaders who will be carrying out the work you've described above.****Why do we ask?*** *This information helps us get a fuller picture of the individuals who are running your organization and their capacity for carrying out the work.*We recommend keeping your answer to 250 words. You may respond using bullet points if desired. *Character Limit: 10000*

Leadership Body\*

Please provide a list of your board of directors for the applying organization (not the fiscal sponsor) with related affiliations. If you do not have a formal BOD, you may use this space to talk about your Steering Committee or other Leadership Group.   
***What are we looking for?*** *We are hoping to learn about the demographics and experience of the group of people that have responsibility for steering and guiding your organization.****Why do we ask?*** *We believe in the expertise of those most impacted to change systems for the better and therefore seek out constituent-led organizations to partner with.*You may upload or type your list.   
*Character Limit: 10000 | File Size Limit: 1 MB*

Leadership Body Selection\*

How is the leadership body selected, who selects them, and how often?   
*Character Limit: 10000*

**Finances**

Please provide an overview of your finances in the formats that you work with, based on your financial year documents. Upload your documents as requested in the fields below.   
  
***What are we looking for?*** *We are looking for your organization's annual operating budgets in whatever format or documentation you normally use.****Why do we ask?*** *We wish to have a* ***multi-year overview*** *of the organization's financial health.*

If anything is unclear, or you are uncertain of what specific budgets we are looking for, please do not hesitate to call Dana Jeffery on 802-495-1378.

Current Annual Operating Budget with Actuals Year to Date\*

Please attach your organization's current annual operating budget including a YTD Actuals column for this fiscal year. Be sure to include both **income and expense** sides of the budget.   
*File Size Limit: 2 MB*

Budget vs. Actuals Report\*

Please attach your most recent, completed, full-year P&L Budget vs. Actuals report from the previous fiscal year. This report should be analogous in format to your operating budget, and include actuals as well budgeted amounts for each line items. (We are **not** looking for an itemized expense report).   
*File Size Limit: 2 MB*

Projected Operating Budget

Please attach your organization's projected operating budget for your upcoming fiscal year, including both income and expense sides of the budget. We are looking for the projected annual operating budget for the upcoming fiscal year. (This field is not required if your organization does not yet have a projected budget).   
*File Size Limit: 2 MB*

Funding Sources\*

Please list individually all funding sources for your organization as well as this request. Please be sure to include amounts and whether *received*, *committed* or *projected/pending*.   
You may upload a file or type the information here.   
*Character Limit: 1000 | File Size Limit: 2 MB*

Future Fundraising Plans\*

Describe your plans for future fundraising.   
*Character Limit: 10000*

501c3 Information\*

(**+**) Looking at the top of the screen under Organization name, you should see the 501c3 EIN.   
Is your tax ID correct in our system?

Choices

* Yes
* No

**🡪 Tax ID Information**

If No...\*

Please provide the correct 501(c)(3) tax ID EIN and the correct address for your organization or fiscal agent.   
*Character Limit: 750*

**Other supporting materials**

Letter of Support/Testimonial

In this space, we are hoping to learn about your work from the perspective of members of your community.  
Please include letters/testimonials from those with whom you have worked.   
*File Size Limit: 2 MB*

Second Letter/Testimonial

*File Size Limit: 2 MB*

Annual Report

You may include your most recent annual report if applicable.   
*File Size Limit: 3 MB*

**Media**

**Please provide links that reflect the work you seek funding for. This might include a copy of your publication, articles, video or audio work applicable to this request.**

Link 1

*Character Limit: 2000*

Link 2

*Character Limit: 2000*

Link 3

*Character Limit: 2000*

Thank you for submitting your full proposal with the submit button below. The next step in our process will be a telephone interview. We will be sending an email to your log in email to offer times for the interview, please look for this shortly.