



CITY OF NEW ORLEANS

Mitchell J. Landrieu, Mayor

CITY OF NEW ORLEANS | EDWARD WISNER DONATION

Grant Proposal Instructions

Thank you for your interest in submitting a formal proposal to the Edward Wisner Donation. The following guidelines are designed to provide a comprehensive understanding of the requirements that must be met in order for organizations to be considered for funding through the Wisner Donation. **Please review these guidelines carefully, and note that all information is required.** Failure to provide **all** requested information will delay or disqualify the processing of your grant request.

Eligibility

To qualify for Wisner funding, requests must be made by non-profits or public entities whose proposals support local needs in the areas of: **beautification, recreation, education, and human services**. Consideration will only be given to proposals seeking funding for organizations or projects that fall within these areas of local need. Proposals may be submitted throughout the year on a rolling basis.

Criteria

The Administration is committed to ensuring that the funding being granted is used responsibly, meets the criteria of the Wisner Donation, and benefits the public. As stated above, all funding proposals must support local needs in the areas of: **beautification, recreation, education, and human services**. In addition to the required Wisner Donation criteria, the City of New Orleans is seeking proposals that best respond to following specific criteria:

- Align with citywide priorities: public safety, children and families, blight, recreation, etc.
- Demonstrate an innovative approach
- Maximize public access and benefit
- Demonstrate performance-driven approach
- Capitalize on diversity and inclusiveness
- Leverage other investments

EDWARD WISNER DONATION | PROPOSAL FORMAT

Cover Letter

The proposal should include a brief cover letter by the chief executive officer or other authorized officer of the applying organization. The cover letter should include the applying organization's mission statement and grant amount requested.

Section 1: Proposal Narrative

If requested funding will be allocated to a specific project, proposal should include:

1. Background/context on the work proposed.
2. Description of the project for which grant funding is requested.
3. An explanation of the proposed activities or what you propose to produce through the grant.
4. The results or goals you will achieve through the project including both the short-term and long-term public benefit of the project.
5. The indicators of success you intend to use to measure progress toward achieving the project's objectives.

If requested funding will be used as general or core support, the proposal narrative should include:

1. The key issues the organization is addressing.
2. The results or goals the organization is working to achieve including both the short-term and long-term ways in funds will be used to benefit the public.
3. The indicators of success you intend to use to measure progress toward achieving the organization's objectives.

Please be concise. The selection committee strongly urges that your narrative be limited to one page.

Section 2: Organizational Profile

The proposal should include a short description of the organization, including:

1. The legal name of the organization, as well as any other names used by the organization, including any acronyms.
2. A copy of the organization's most recent IRS 501(c)(3) determination letter, if applicable.
3. The year the organization was founded.
4. The total amount of the organization's current annual budget and the percentage of funding that the Wisner grant would represent to the project and/or the organization as a whole.
5. The URL(s) for any websites maintained by the organization.

Section 3: List of Board Members/Key Officers

The proposal should include information about the organization's Board members, as well as the officer in charge and the chief financial officer for the organization, including, for each:

1. Full name.
2. Occupation, position, name of employer or primary affiliation.
3. City of residence.

Section 4: Key Contact Information for the Organization

The proposal should include key contact information, including full name, title, department, email address, phone and fax numbers for:

1. The organization's chief executive officer.
2. Staff member(s) who will direct proposed activities.
3. Administrative or financial officer(s) who will administer grant funds.
4. The primary liaison(s) responsible for submission of proposal narrative and financial reports to the Edward Wisner Donation.

Section 5: Leadership

The proposal should include information about the organization's chief executive officer, and, if project support is requested, about the individual(s) who will lead the project, including their resume and, if applicable, a list of project advisory board members with names and affiliations.

Section 6: Other Sources of Project or General Support Funding

Please list any other sources of project or general support funding for which applications have either been approved or are currently pending. If question is not applicable, please indicate by submitting n/a for this section.

Submission

Please submit your Edward Wisner Donation funding proposal by email to wisner@nola.gov or alternatively mail to the following address:

Edward Wisner Donation Selection Committee
1300 Perdido Street, Suite 2E04
New Orleans, LA 70112