



The Escondido
Charitable Foundation
A proud affiliate of The San Diego Foundation

LETTER OF INTENT (LOI) GUIDELINES: 2019 GRANT CYCLE

COMMUNITY ENGAGEMENT:

Enhancing Escondido through connections that bring people together to build a stronger community.

The Escondido Charitable Foundation (ECF) Letter of Intent (LOI) is the first step in a two-step application process, which will facilitate the allocation of funding for Escondido-centered projects. The funding range is \$15,000 to \$35,000. ECF will evaluate all LOI submissions and qualify those that meet the program and eligibility criteria.

The deadline for submitting the LOI is January 7, 2019 5:00 p.m. Organizations that are moved forward through the LOI process to the next step will be invited to submit a full application proposal by February 21, 2019. Those organizations invited to submit a full application will submit the completed application by March 25, 2019.

MISSION & PURPOSE

The mission and purpose of ECF, an affiliate of The San Diego Foundation (TSDF), is to improve the quality of life in Escondido by meeting emerging needs through:

- Encouraging and increasing responsible and effective philanthropy
- Building a community endowment
- Providing funds annually to organizations and causes
- Giving the community a vehicle for legacy planning and cash gifts that will benefit Escondido annually and in perpetuity

The vision of ECF is to inspire a culture of giving that supports, strengthens and enriches the quality of life in the Escondido community now and for generations to come. From improving quality of life to rejuvenating the bonds of our communities, the contributions of ECF members stimulate a sense of common purpose by bringing people together to address essential and emerging needs.

Each year ECF selects a different focus area. For our 13th grant cycle, ECF invites nonprofits serving Escondido to submit applications that:

Enhance Escondido through programs, activities and/or events that create connections, increasing community engagement to build a stronger community.

YOUTH, YOUNG ADULTS, & SENIORS

Research shows that youth, young adults and seniors who have meaningful, positive relationships in their lives have better mental and physical health outcomes; are more active in the community; are less likely to be involved in isolating behaviors; and feel an increased sense of belonging. Building connections and fostering social participation will create stronger bonds within our communities and develop our future leaders.

NEIGHBORHOODS & COMMUNITY GATHERINGS

Vibrant neighborhoods and community gatherings contribute to our quality of life by providing open and unique activities and events where all are welcome and serve as a source of community pride. Stronger community connections increase the likelihood of learning about and volunteering with local organizations and participating in activities that support the common good of our community.

Providing ample opportunities for civic and community leadership and participation exponentially increases the social, human, and intellectual capital of a community. The ultimate goal is to build a shared sense of community and act as a powerful force for good.

FOCUS AREA

- The outcome ECF is seeking is a more vibrant, harmonious community built through strong programs, activities and/or events. These will support and nurture social cohesion, interconnectedness and vitality in groups and neighborhoods, and impart a strong sense of community in Escondido.
- The goal of this grant includes building a sense of personal and interpersonal responsibility for our community and its members, through their increased participation and personal investment in community and developing knowledge of Escondido's history, people, and/or organizations to create a harmonious community identity.
- Promote openness, tolerance and community building in order to unify the community.

ELIGIBILITY CRITERIA

To be eligible all applicants must meet the following criteria:

- Grants must be administered by a 501(c)(3) public charity, or an organization that is fiscally sponsored by a 501(c)(3), a school, or other government agency. ECF does not make grants to supporting organizations or private, non-operating foundations.
- If an organization is using a fiscal sponsor, a cooperative relationship between the two must be clearly demonstrated.

Projects **must** meet the following criteria:

- Serve Escondido residents within the geographic boundaries of the Greater Escondido area (as defined by the Escondido Union High School District boundaries to include the San Pasqual Valley, up to Deer Springs Road by Lawrence Welk and out toward Del Dios).
- Support and invest in Escondido's general population with an emphasis on youth, young adults and seniors.
- Be achievable within a 12-month time frame.
- Have measurable outcomes, which are clearly defined.
- Outline strategies and approaches for success.
- Funding may be used to expand existing programs, replicate programs tested in other communities, launch new efforts or reintroduce former programs/or events
- Project must have prospects for long-term sustainability (future funding, viability, etc.).



Projects which meet the following criteria will be **preferred**:

1. Unite Escondido through programs, activities, or events that increase engagement and a positive sense of community (**examples:** *gatherings centered around service, food, music, health, wellness, and other innovative events*).
2. Programs that foster community participation and volunteerism (**examples:** *efforts incorporating a robust volunteer, leadership, and/or mentoring programs; seniors tutoring youth; activities that strengthen neighborhoods*).
3. Programs or projects that break down walls or silos that exist within the community, so the people and organizations involved can foster tolerance and deeper empathy for one another, in order to collaborate more efficiently and effectively.
4. Demonstrate and/or collaborate efforts between existing nonprofits and other agencies. The collaboration should be substantiated by agreements between partners (e.g. MOUs, letters of support) if an applicant's proposal proceeds to a site visit.

GRANTSEEKERS FORUM

A voluntary informational workshop will be held on:

Wednesday, November 14, 2018 at 4:00 p.m.

Raymond Center for Philanthropy
Pacific Bank Building
900 Canterbury Place, Suite 300
Escondido, CA 92025

RSVP to Tiffany Cummings at tiffanyc@sdfoundation.org, by November 13, 2018.

FREQUENTLY ASKED QUESTIONS

What is the application deadline?

The deadline for LOI submission is 5:00 p.m. on **January 7, 2019**. Incomplete or late applications will not be accepted.

How do we apply?

Letter of Intent must be submitted online by no later than 5:00 p.m. on or before Monday, January 7, 2019. The grant application can be accessed at:

<https://app.smarterselect.com/programs/54348-Escondido-Charitable-Foundation>

Who is eligible to apply for Escondido Charitable Foundation funding?

To be eligible for a grant from ECF, organizations must have tax-exempt status and provide services in the community of Escondido. An organization may serve as a fiscal sponsor for a charitable organization that does not have tax-exempt status if a cooperative relationship between the two can be clearly demonstrated, and

the fiscal sponsor must be willing to administer the grant if awarded. ECF does not make grants to supporting organizations or private, non-operating foundations.

How much can we request?

ECF will accept requests in the range of \$15,000 to \$35,000.

What is the grant period?

Grants are made for one year. This grant cycle is October 1, 2019 to September 30, 2020.

What reporting is required?

ECF requires periodic reporting and site visits; the details of which will be specified in the grant award letter.

What will the Foundation not fund?

ECF generally does not fund:

- Capital or annual campaigns
- Existing obligations/debt
- Scholarships
- Projects that promote religious or political doctrine

Who can I contact if I have any questions?

For program questions, please contact Trudy Armstrong at trudy@sdfoundation.org. For technical questions regarding the online application, please contact Kerri Favela at kerri@sdfoundation.org.

What is the Escondido Charitable Foundation Timeline?

- January 7, 2019 – Letter of Intent (LOI) Due by 5:00 p.m.
- February 21 – Invitations to submit Full Applications
- March 25, 2019 – Full Grant applications due by no later than 5:00 p.m. (By Invitation only)
- April and May 2019 – Site visits conducted
- August 2019 – Selection of award recipients
- September 2019 – Award Celebration
- October 1, 2019 – Program funding start date

LETTER OF INTENT APPLICATION PROCESS

To submit your information, all applicants will need to access the secure online LOI application form found at [LOI Online Application](#). The application includes information about your organization, as well as long-form questions about your proposed program.



DEADLINE

Letters of Intent (LOI) are due no later than **5:00 p.m. on Monday, January 7, 2019.**

LETTER OF INTENT REQUIRED FIELDS

Please Note: Below are the questions that will be on the LOI application. All information must be typed directly into the fields of the online application and submitted through the SmarterSelect system.

Applicant Information

- Is your Organization a 501(c)(3) public charity?
- Does your organization have a fiscal sponsor?
- Organization Name
- Address, City, State, Zip
- Telephone
- Website
- Organization Budget Size
- Tax ID (EIN) Number

Executive Director

- Name
- Title
- E-mail
- Telephone

Program Contact

- Name
- Title
- E-mail
- Telephone

Fiscal Sponsor (if applicable)

- Organization name
- Address, City, State, Zip
- Telephone
- Tax ID (EIN) Number

Program Information

- Grant Program
- Service Area
- Project Name
- Amount you are requesting

Letter of Intent

- Program Summary (Max. 500 words)
- Program Goals (Max. 300 words)
- Program Impact (Max. 300 words)

LOI submissions are due no later than 5:00 p.m. on Monday, January 7, 2019.



FULL APPLICATION REQUIRED FIELDS

Applicant Information

- Is your Organization a 501(c)(3) public charity?
- Does your organization have a fiscal sponsor?
- Organization Name
- Address, City, State, Zip
- Telephone
- Website
- Organization Budget Size
- Tax ID (EIN) Number

Executive Director

- Name
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Program Contact

- Name
- Title
- E-mail
- Telephone

Fiscal Sponsor (if applicable)

- Organization name
- Address, City, State, Zip
- Telephone
- Tax ID (EIN) Number

Program Information

- Project Name
- Amount you are requesting

PROGRAM PROPOSAL NARRATIVE

Organizational History (Max. 250 words)

Describe the organization history, mission and goals.

Program Summary (Max. 150 words)

Provide a general and compelling description of your project and its specific impact on the community.



Purpose of the Grant (Max. 500 words)

Describe the purpose of the project including major goals, activities and timelines; include how they are addressing identified community needs and provide information about the population served. Indicate if this project is a catalyst to “move the needle” and explain how or why.

Impact and Evaluation (Max. 250 words)

Please share the measurable outcomes anticipated from the project as well as the evaluation methods to be used. Include who will be involved in the evaluation and how the information will be used.

Sustainability (Max. 100 words)

Describe how the program is sustainable, replicable or scalable.

Partnerships (Max. 100 words)

Describe how the project fosters collaboration with other successful entities in the community to achieve a common goal or objective.

Program Leadership - Board (Max. 250 words)

List board members and key personnel involved with the program/project.

PROGRAM BUDGET

Total Organization Budget: \$_____ (Required).

The following line items will be included in the standard budget format:

- Equipment and program materials
- Meeting and travel
- Consultants & contractors
- Overhead

Please create your budget for the project by filling in the first five line item categories (use zeros for line items that do not apply to the project) and adding up to five additional line items. To add more than one expense category, complete “Expense 1” and click “Yes” to reveal “Expense 2” etc. Once you have completed the necessary expense categories for your budget, press “No” to reveal the final “Program Budget” questions.



There will be space at the bottom to provide a brief budget narrative to further describe specific line items. Use the following worksheet as an example.

Expense Category	Requested Amount	Program Budget
1. Equipment and Program Materials		
2. Meeting and Travel		
3. Consultants & Contractors		
4. Overhead		
5.		
6.		
7.		
8.		
9.		
10.		
	Total Requested Amount	Total Program Budget

Budget Narrative (Max. 250 words)

Describe your specific line items.

Other Sources of Funding (Max. 25 words)

List other sources of funding secured for this project.