

## The Get Grounded Foundation Grant Application Process

### Background

GroundFloor Media (GFM) was started in the basement of our founder's home with the simple idea that when it came to communications everything truly started "on the ground floor." GFM is one of the few marketing communications firms capable of synthesizing public relations, social media strategy & engagement, digital & creative services and crisis & issues management into integrated programs that tap the public's hunger for more dialogue with the brands serving them. Headquartered in Denver, the company, and its sister agency, [CenterTable](#), have grown to have a national presence with team members throughout the U.S.

The spirit of community that pervades GFM is rooted in a belief that organizations, as well as individuals, *must* give back to the community in which they live, work, pray and play. GFM strongly believes that organizations, as well as individuals, must be good tenants of the world. We owe it to our community to do what we can to improve the lives of our neighbors. For GFM and CenterTable, giving back expands our passion for life and connects us to the people and organizations that need assistance the most. GFM has a long giving history that has focused on three primary categories:

- Child Abuse and Neglect
- Youth Behavioral Health
- Childhood Hunger Relief

In 2015, GFM launched its new primary charitable giving arm: **The Get Grounded Foundation**. It is our belief that nonprofits, similar to many start-up organizations, are entrepreneurial in their approach yet often can't find seed funding to get a new or innovative program off the "ground floor." **As such, The Get Grounded Foundation provides one-year grants for new, innovative and entrepreneurial programs or projects within an existing, qualified nonprofit that directly support the healthy development of at-risk or neglected youth between the ages of 3 and 15 in the Denver Metro area.**

You can learn more about GFM's long history of giving by visiting our [website](#).

### What We Hope to Achieve

Through the work of our grantees, The Get Grounded Foundation wants to help improve the lives of at-risk and neglected youth in the Denver metro area. In addition, the Foundation intends to learn from and share the successes of its grantees so that other organizations can benefit from the knowledge gained.

Programs should be innovative or entrepreneurial in nature. In other words, the organization should be launching a new program (or trying a new method/approach) that **directly** supports at-risk youth.

Organizations applying for funding must demonstrate a history of working directly with youth and explain how funding for the new program will help them better serve youth in the Denver metro area. Organizations must provide evidence that they have the capacity and are ready to launch their new programs and that a measurable impact can be demonstrated within a year of receiving funds.

**Our Definitions**

For the purposes of The Get Grounded Foundation, “entrepreneurial” is not defined as launching a social enterprise venture or fee-for-service initiative. The Foundation is simply seeking to support creative, new programs that are in need of seed funding.

**Types of Support**

The Get Grounded Foundation will support the creation or expansion of projects and programs that are entrepreneurial and/or innovative in nature.

Organizations must ensure that their program falls within one of the Foundation’s three focus areas. Examples are as follows:

Focus Area	Potential Program Examples
Child Abuse and Neglect	<ul style="list-style-type: none"> <li>• Creation of an innovative art therapy or sports-related program for youth who have experienced or witnessed abuse or domestic violence</li> <li>• Funding a specific component of a therapeutic playground</li> </ul>
Youth Behavioral Health	<ul style="list-style-type: none"> <li>• Expanding a ropes course, archery program or launching a mountaineering class at a treatment center for youth who are coping with emotional trauma</li> <li>• Creating or expanding an animal-therapy ongoing program or summer camp</li> <li>• Funding instructors to lead an ongoing yoga class to manage stress and anxiety</li> </ul>
Childhood Hunger Relief	<ul style="list-style-type: none"> <li>• Promoting and expanding urban gardening programs to encourage healthy eating and teach about simple tools (e.g., container gardening) to grow your own food</li> <li>• Funding a district-wide ambassador in schools to encourage participation in and to promote school breakfast programs</li> <li>• Purchasing cooling packs for backpacks for summer meal programs</li> </ul>
<p><i>Please note that the purpose of this table is only to provide <u>examples</u> of programs that might fall under each focus area. In no way will funded programs be limited to these examples. We encourage organizations to be creative and innovative.</i></p>	

## **Expected Outcomes and Deliverables**

Overall, The Get Grounded Foundation seeks to:

- Support new, innovative and entrepreneurial programs that support the healthy development of at-risk or neglected youth between the ages of 3 and 15
- Collaborate with other like-minded organizations that support the healthy development of at-risk or neglected youth, as well as openly convey “lessons learned”

## **What We DO NOT Fund**

The Get Grounded Foundation will not support the following programs or activities:

- Programs that do not serve youth between the ages of 3 and 15. An organization might serve youth outside of this age range but a grant award from The Get Grounded Foundation should only focus on youth between the ages of 3 and 15.
- Programs located outside the Denver metro area. The Denver metro area is defined as the city and county of Denver, city of Aurora, and the surrounding counties of Jefferson, Adams, Arapahoe, Broomfield, and Douglas
- Programs that focus on policy and/or advocacy
- Programs that do not fall within one of the three focus areas
- Programs that do not directly work with youth

## **Notes on Evaluation, Learning and Final Reports**

The Get Grounded Foundation is committed to evaluating its impact and associated outcomes. The Foundation wants to understand the full impact of the work achieved by grantees through this funding.

If your organization receives a grant, you must submit a final report. More detailed information about reports will be included in grant award packets. Grantees might also be invited to provide stories of your program’s work to help the Foundation communicate your successes to wider audiences.

## **Grant Awards & Guidelines**

Grant awards for a 12-month period are expected to range in size from \$2,500 to \$5,000.

Grants will be awarded to nonprofit organizations that are launching a new program or trying a new method/approach that directly supports at-risk youth.

Grants are typically only awarded to nonprofit organizations whose local annual operating budget is between \$250,000 and \$5 million. However, in some instances, an exception will be made.

The Get Grounded Foundation will consider awarding grants to local chapters of national organizations that are not a separate 501(c)(3).

Organizations that can combine funds from other sources toward a common program outcome are encouraged.

Current grant recipients must take a one-year hiatus from applying.

Organizations must ensure that their programs do not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of their activities or operations.

### **Submission Instructions**

Due to large file sizes, please send a separate email confirming submission. Submit all materials, in one single PDF file, via email to: [foundation@groundfloormedia.com](mailto:foundation@groundfloormedia.com) or mail your complete proposal to:

The Get Grounded Foundation  
Attn: Laura Love  
1923 Market Street  
Denver, CO 80202

Applications must be received by **5:00pm MT on Friday, October 12, 2018**. Late or incomplete applications will not be accepted.

We accept hard copies of proposals or emailed proposals – but all items must be included in either one hard copy packet, jump drive OR in one document via email (files must be less than 20MB).

Please note: If you email your proposal and do not receive an email confirmation within 24 hours, call 303-865-8110 to verify that your proposal was received. We encourage you to submit email applications with enough time to receive confirmation prior to the deadline.

### **Q&As**

Questions? Email [foundation@groundfloormedia.com](mailto:foundation@groundfloormedia.com) with specific questions or to set up a 15-minute call prior to the submission deadline.

## Proposal Submission Requirements for Projects and Programs:

The Get Grounded Foundation application consists of the following checklist of items that must be included in each nonprofit organization's application in order to be considered for a grant. If your application is missing any of these items, it will be incomplete and withdrawn from consideration. Please use this checklist to ensure you have included everything on this list. You do not need to submit the checklist with your application. While similar to the Common Grant Application, this list includes several important items that are in addition to the Common Grant Application. It would be extremely helpful to us if you would number the items in your application packet to correspond with this checklist.

### Proposal Format:

- Single-sided on 8 ½" x 11" paper
- No staples, clips or binding of any kind
- Standard 12-point or larger font
- All items labeled/numbered according to the list below

**Section I.** Summary Sheet Form - Use the form provided in this RFP on pages 8-9, which closely resembles the Colorado Common Grant Application. Please note there are some specific questions related to The Get Grounded Foundation.

**Section II.** Narrative – Follow the form provided in this RFP on page 10-11. It is slightly different than the Common Grant Application but looks very similar. There is a 6-page limit.

### **Section III.** Attachments:

1. Proof of IRS federal tax-exempt status, updated within the last five years
2. (a) Current organizational budget, with revenue and expenses  
(b) Current program budget, with revenue and expenses
3. Sources of Income table for most recently completed fiscal year
4. Board of directors list
5. Anti-discrimination statement adopted by the board of directors
6. Annual report, if available
7. Evaluation results (optional and strongly recommended)



**Summary sheet form – The Get Grounded Foundation**

**Legal Name of Organization:**

**DBA (if applicable):**

**Mailing Address (and Physical Address if it is different and not confidential):**

**Phone:**

**Fax:**

**EIN:**

**Website:**

**Organization Email Address:**

**Name of CEO or Executive Director:**

**Phone:**

**Email:**

**Application Contact & Title (if *not* the CEO or Executive Director):**

**Phone:**

**Email:**

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**Organization Information**

**Year Founded:**

**Mission Statement:**

**Geographic Area Served in the Denver Metro Area (specific to this request):**



**Tax Exemption Status:**

- 501(c)(3)
- Using a fiscal agent/fiscal sponsor

Name of fiscal agent/sponsor:

Number of Employees: Full-time:

Part-time:

**Grant Request Information**

Amount of Request:

\$

Name of Program or Project:

Is the program entrepreneurial and/or innovative in nature?

- Yes
- No

Will these funds help you get the program off the ground floor?

- Yes
- No

**Describe what the grant will be used for:**

Number of youth to be served by this program:

**Financial Information**

*Budget numbers should match the numbers presented in Attachments 3(a) & (b).*

Organization's Current Budget for Fiscal Year Ending:

Income:

Expenses:

AND, if other than a general operating request,

Program or Project Budget:

Dates: from:

to:

Income:

Expenses:

% of Requested Program Funds that will go towards overhead:

 %

*By signing below, I certify that the information contained in this application is true and correct to the best of my knowledge.*

CEO/Executive Director

Date

## Narrative

Use 12-point font with 1-inch margins and include the **HEADING** provided for each question. It is not necessary to repeat the text of the questions. **There is a 6-page limit.**

1. **ORGANIZATION BACKGROUND:**  
Explain the original issue and/or opportunity the organization was founded to address and how that may have changed over time.
2. **GOALS:**  
Describe the organization's current goals, and who benefits from the organization's services.
3. **PROGRAM/PROJECT DESCRIPTION:**
  - a) Describe how the organization will specifically use the requested funds to further the goals of this program.
  - b) Tell us what other organizations perform the same or similar services and how you're planning to complement or support each other's efforts.
  - c) Describe how you plan to staff and manage this new or expanded program.
  - d) Describe how you plan to promote the program internally and externally.
  - e) Describe why you are passionate about this new or expanded program.
4. **EVALUATION:**  
Summarize expected key evaluation results or findings that will demonstrate the program or program impact.
5. **SUSTAINABILITY:**  
Explain how you will sustain your work into the future, with or without support from this Foundation. Describe your strategies either during and/or after the grant period on how to support the sustainability of the activities or demonstrated outcomes proposed in your application into the future. Provide specific strategies with goals that are measurable, achievable, relevant, and time-based (**SMART**).
6. **OPTIONAL:**  
If there is additional information that is vital to convey in this proposal, do so here. (*This must be contained within the six-page limit.*)